

Retail Attraction 101 Continued...

Location. Location. Location.

For retailers, it is not all about the data. Retailers also want to make sure that a proposed project site meets the three retail fundamentals for a successful location:

- ***“See it”*** – The site has good visibility, high multi-direction traffic counts;
- ***“Drive it”*** – The site has easy and intuitive access; and
- ***“Buy it”*** – The retail or service product must be of a quality and price to make it attractive to the local and drive-by market.

[Mile High Greyhound Park Redevelopment](#), REGen, LLC, City of Commerce City, Nov. 2014.

The Economic Development team for Commerce City is very active with its retail attraction program and will continue to focus on the community needs for sit-down restaurants, hotels and a variety of retail.

If you have additional questions about retail development in Commerce City, feel free to contact the Economic Development team at 303-289-3620 or at c3ed@c3gov.com.