

**“Columbus has a smaller budget and fewer hotel rooms than other comparable cities. What can it do to compete?”**

- The Columbus Dispatch

**9 HOTELS WITHIN 3 MILES OF THE STADIUM**

with an annual revenue of 40 million

**OVER 100,000 OSU FANS**

8 days of the year, 100,000 fans come to watch football. Some travel far to celebrate with the team and bring their money as well to spend here.

**78,000 FACULTY, STAFF AND STUDENTS AT OSU**

with an incredible collective buying power

0.5 MILES AWAY

PROJECT TYPE	projected cost	projected revenue
LANDMARK HOTEL	\$55.1 MILLION	\$23.1 MILLION/year
PARKING GARAGE	\$7.56 MILLION ea.	\$12,000/day for event parking
RETAIL	\$214,350	\$4.4 MILLION/year
RESTAURANTS	\$1.14 MILLION	\$6.5 MILLION/year
DRIVE-IN	\$15,000	\$40,000/year
PHASE 2		
PHASE 3		

1/4 MILE

**DOWNTOWN IS 2 MILES AWAY**

has large daily commuter traffic

total developed area **EXISTING** 20%  
 total developed area **PROPOSED** 65%

**323,588 RESIDENCES LIVE WITHIN 5 MILES**

who need make trips for daily needs and shop locally

1/2 MILE

# COLUMBUS

GIVING LIFE TO PARKING LOT WASTELANDS

# PULSE

3/4 MILE