

Stapleton: The High Performance Workplace Located in Denver's Premiere Mixed-Use Development

5 Top Concerns of a CEO Relocating a Business

- Cost
- Location
- Quality of Life/Sustainability
- Access/Transit
- Qualified Labor Pool



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Stapleton Enterprise Zone Benefit

Example: 150,000 SF with 600 employees

- Income tax credit equal to 3% of investment
- 10% of training costs waived
- \$500 per employee in state tax credit
- \$200 per employee towards health insurance (for 2 years)
- Potential Total Benefit: \$1,500,000 (\$1.00 per SF over 10 year time frame)



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Future Commuter Rail Station



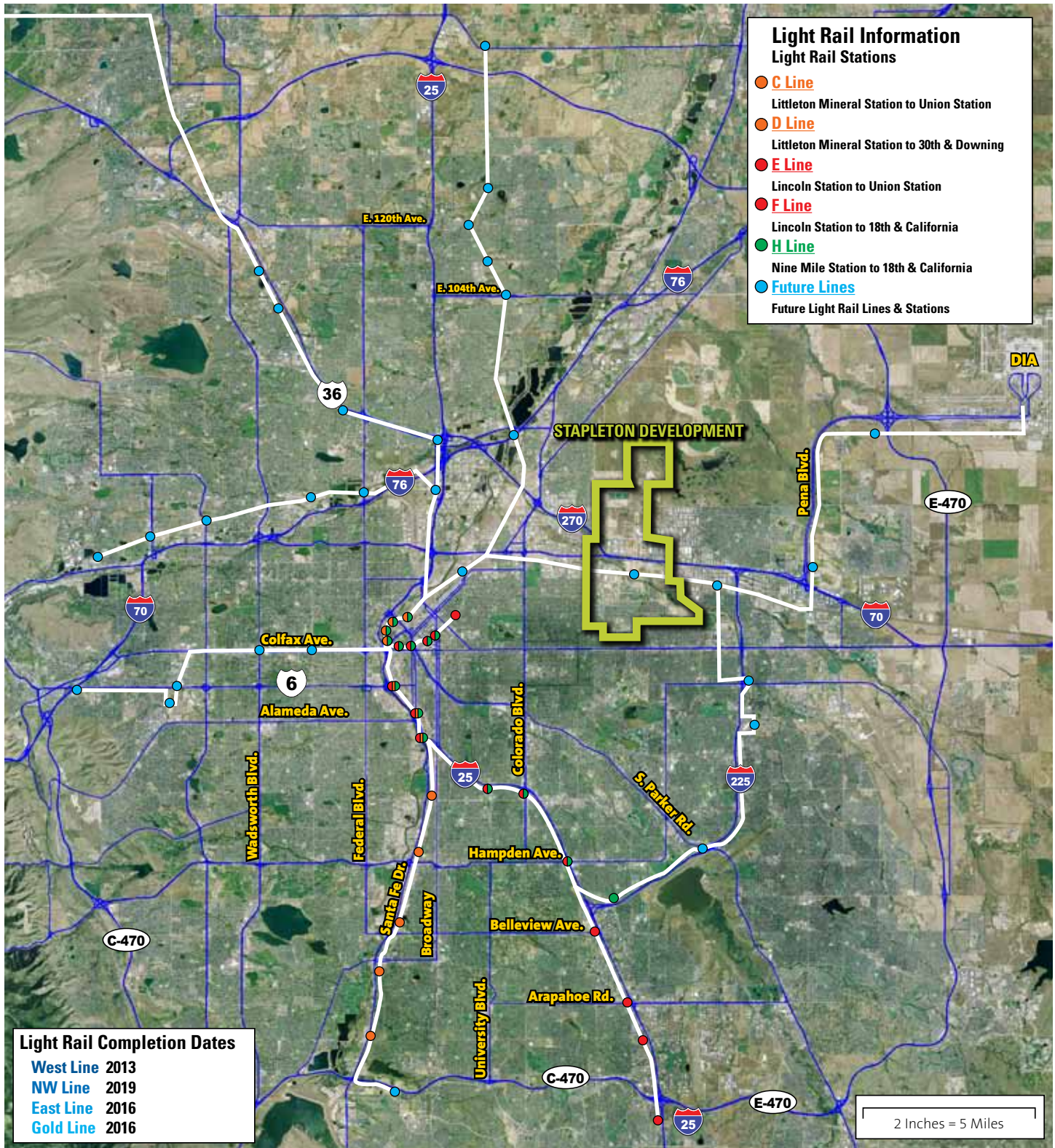
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New Stapleton Interchange



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Stapleton Transportation Options: Light Rail & Future Light Rail Lines



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Stapleton Redevelopment



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Stapleton & Metro Denver Area Demographics & Labor Force Statistics

Demographic Report

Report Center: Stapleton Development
Radius: 20 miles

Source: Applied Geographic Solutions
Thousand Oaks, CA, 2010

Population (2010)

	Total
2010 Population	2,392,458

Sex (2010)

	Total	% of Total
Male	1,203,030	50.3%
Female	1,189,428	49.7%

Age Distribution (2010)

	Total	% of Total
20-29	314,757	13.2%
30-39	361,405	15.1%
40-49	357,822	15.0%
50-59	324,098	13.5%

2010 Total Households

	Total	% of Total
Households	908,763	
Families	558,771	61.5%

2010 Household Income Distribution

	Total	% of Total
\$40-\$50K	83,775	9.2%
\$50-\$60K	73,926	8.1%
\$60-\$75K	98,366	10.8%
\$75-\$100K	126,052	13.9%
> \$100K	226,374	24.9%

2010 Labor Force Status

	Total	% of Total
Labor Force	1,339,280	
Employed	1,227,680	91.7%
Unemployed	108,650	8.1%
In Armed Forces	2,950	
Not In Labor Force	512,026	

2010 Total Number of Housing

	Total	% of Total
Total Dwellings	993,748	
Owner-Occupied Dwellings	602,668	66.3%
Renter-Occupied Dwellings	306,095	33.7%
Housing Units Occupied	908,763	91.4%

2010 Education Attainment

	Total	% of Total
Population Age 25+	1,586,408	
High School	372,728	23.5%
Some College	326,594	20.6%
Associate Degree	112,499	7.1%
Bachelor Degree	379,697	23.9%
Graduate Degree	210,842	13.3%

Population (2015)

	Total
2015 Population	2,618,750

Sex (2015)

	Total	% of Total
Male	1,321,375	50.5%
Female	1,297,375	49.5%

Age Distribution (2015)

	Total	% of Total
20-29	316,910	12.1%
30-39	364,674	13.9%
40-49	378,507	14.5%
50-59	361,785	13.8%

2015 Total Households

	Total	% of Total
Households	963,440	
Families	583,492	60.6%

2015 Household Income Distribution

	Total	% of Total
\$40-\$50K	84,120	8.7%
\$50-\$60K	72,106	7.5%
\$60-\$75K	101,284	10.5%
\$75-\$100K	135,793	14.1%
> \$100K	266,098	27.6%

2015 Labor Force Status

	Total	% of Total
Labor Force	1,474,307	
Employed	1,393,697	94.5%
Unemployed	77,232	5.2%
In Armed Forces	3,378	
Not In Labor Force	564,846	

2015 Total Number of Housing

	Total	% of Total
Total Dwellings	1,053,059	
Owner-Occupied Dwellings	638,058	66.2%
Renter-Occupied Dwellings	325,382	33.8%
Housing Units Occupied	963,440	91.5%

2015 Education Attainment

	Total	% of Total
Population Age 25+	1,748,541	
High School	421,201	24.1%
Some College	335,793	19.2%
Associate Degree	128,620	7.4%
Bachelor Degree	428,445	24.5%
Graduate Degree	250,820	14.3%

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Labor Force Statistics Report

Annual Average Labor Force Metro Denver

Year	County	Total Labor Force	Total Employed	Total Unemployed	Unemployment Rate
2009	Adams	225,426	205,195	20,231	9.0%
	Arapahoe	309,365	285,554	23,811	7.7%
	Boulder	174,042	162,892	11,150	6.4%
	Broomfield*	30,515	28,281	2,234	7.3%
	Denver	321,345	293,798	27,547	8.6%
	Douglas	158,548	148,131	10,417	6.6%
	Jefferson	304,673	281,767	22,906	7.5%
	TOTAL	1,523,913	1,405,618	118,296	7.8%

Population Age 25 and Over

Metro Area	High School Graduates: Percent of persons with a high school degree or higher*		College Graduates: Percent of persons with a bachelors degree or higher	
	2008	US Rank	2008	US Rank
Metro Denver	89.0	7	39.5	4

Non Agricultural Annual Average By Industry Metro Denver (thousands)

	2009
Natural Resources & Construction	81.6
Manufacturing	78.4
Wholesale and Retail Trade	203.5
Transp., Warehousing & Utilities	49.1
Information	55.0
Financial Activities	99.9
Professional and Business Services	230.2
Educational & Health Services	157.6
Leisure and Hospitality	142.6
Other Services	52.8
Government	207.6
Federal Government	30.6
State and Local Government	177.0
Total Metro Denver	1,358.2
Percentage Change	-4.4%
Colorado	2,244.0
United States	130,920

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Employment Projections By Industry Metro Denver & Colorado

Industry Sector	Denver, Aurora, Broomfield MSA		
	2009	2019*	%Change
Agriculture, Forestry, Fishing and Hunting	1,782	1,620	-9.1%
Mining	8,968	5,206	-41.9%
Utilities	3,773	3,306	-12.4%
Construction	67,501	72,302	7.1%
Manufacturing	63,109	51,890	-17.8%
Wholesale Trade	62,460	62,170	-0.5%
Retail Trade	120,678	124,692	3.3%
Transportation and Warehousing	43,735	44,651	2.1%
Information	46,271	41,655	-10.0%
Finance and Insurance	67,577	69,268	2.5%
Real Estate and Rental and Leasing	24,810	26,977	8.7%
Professional, Scientific, and Technical Services	100,174	115,133	14.9%
Management of Companies and Enterprises	23,479	29,319	24.9%
Administrative, Support, Waste Management & Remediation	79,102	90,558	14.5%
Educational Services	93,261	101,258	8.6%
Health Care and Social Assistance	129,759	159,845	23.2%
Arts, Entertainment, and Recreation	20,586	26,911	30.7%
Accommodation and Food Services	105,368	132,384	25.6%
Other Services	48,379	52,276	8.1%
Total Federal Government	26,308	27,905	6.1%
Total State Government	15,710	18,002	14.6%
Total Local Government	48,309	52,798	9.3%
TOTAL	1,301,333	1,412,981	8.6%

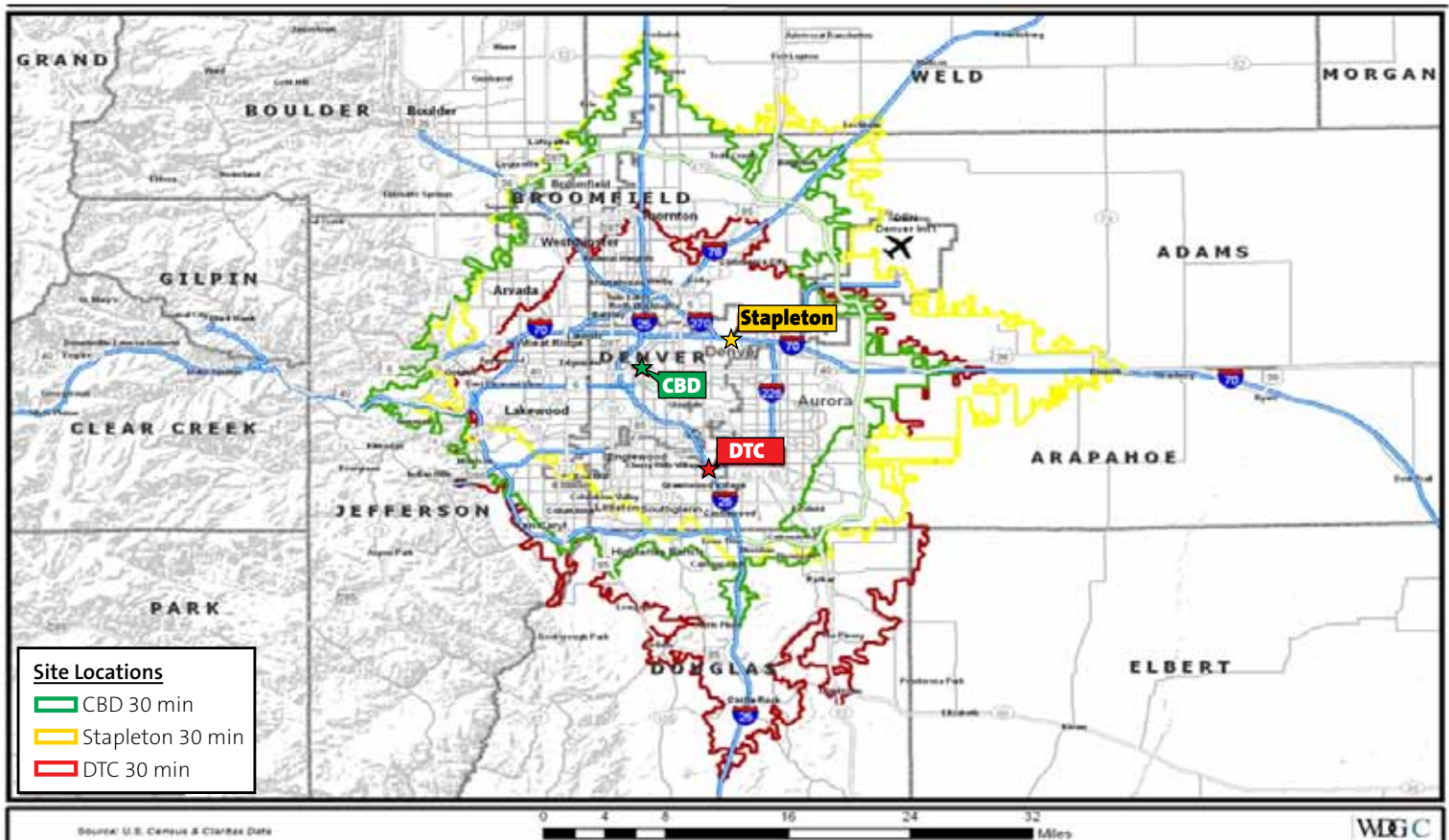
*Projected figures from BLS.

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Stapleton Labor Market Assessment

Findings ⁽¹⁾

- The scale and depth of the Stapleton labor shed places it in the upper 15% of metro areas nationally
- Nearly all sizeable concentrations of knowledge worker talent reside within 30 minutes of Stapleton (See map below)
- The Stapleton labor pool draws a younger and more demographically diverse population than competing labor pools (CBD and DTC)
- Labor pool breadth and depth is consistent with needs of varied office and high technology operations
- The projected population for the Stapleton commute zone between 2010 and 2015 is expected to grow 5.6% (roughly 20% more than projected national growth)
- The highest proportion of Prime Working Age population (workers between 25 and 54 years old) is clearly oriented to the north of Stapleton, an advantage versus the DTC submarket
- From a labor supply perspective, Stapleton is fully competitive with any other Denver Metro submarket



(1) Forest City Stapleton commissioned Wadley-Donovan-Gutshaw Consulting (WDGC) to conduct a labor market assessment for Stapleton and surrounding areas. WDGC is a leading management advisory firm focusing on corporate location and labor assessment, advising companies on office and industrial facility location. This study evaluated Stapleton's labor draw of "knowledge workers" to competitive submarkets, such as Central Business District (CBD) and Denver Tech Center (DTC), and other metropolitan areas. "Knowledge" workers are broadly defined, though generally consisting of post-secondary school graduates employed in corporate functions, research-design-development-engineering, professional services, information technology and creative areas across a wide variety of industries. WDGC also analyzed Stapleton's competitiveness from a broader business attraction perspective.

Competing Labor Markets: Central Business District (CBD) and Denver Tech Center (DTC). Information provided by WDGC.