

# PUEBLO COLORADO



## The rest of the story...

If you want to make money, come to Colorado.

If you want to make **A LOT** of money, come to Pueblo.

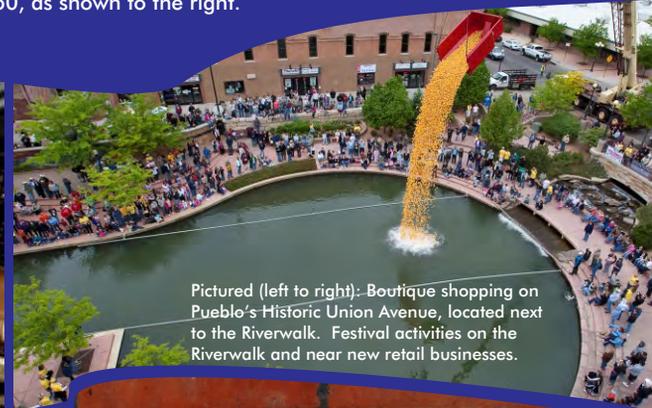
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# RETAIL READY

The City of Pueblo and the Pueblo Urban Renewal Authority conducted a market analysis study using Esri and Infogroup, a **leading** retail site location firm. The study investigated consumer proximity, demand, economic level, buying habits, and other factors. Results were compared with characteristics of retailers with demographics and psychographics matching Pueblo.

The result of the report showed Pueblo to be **attractive** to several major retailers because the city contains a number of households with a mix of dominant segment households that appeal to a wide variety of retailers and restaurants. Pueblo also is a **regional hub** where retailers benefit daily from the large traffic counts on Interstate 25 and Highway 50, as shown to the right.



Pictured (left to right): Boutique shopping on Pueblo's Historic Union Avenue, located next to the Riverwalk. Festival activities on the Riverwalk and near new retail businesses.

## LEAKAGE INFORMATION

Industry Group	Demand	Supply	Retail Gap	Leakage Factor
Lawn & Garden Equip & Supply Stores	\$2,098,226	\$1,397,540	\$700,686	20.0
Specialty Food Stores	\$3,459,085	\$2,547,169	\$911,915	15.2
Electronics & Appliance Stores	\$24,921,023	\$12,072,326	\$12,848,697	34.7
Furniture & Home Furnishings Stores	\$85,156,372	\$78,724,391	\$6,431,981	3.9
Furniture Stores	\$54,908,239	\$49,761,612	\$5,146,626	4.9
Home Furnishings Stores	\$30,248,134	\$28,962,779	\$1,285,355	2.2
Clothing & Clothing Accessories Stores	\$103,790,016	\$75,068,397	\$28,721,619	16.1
Clothing Stores	\$77,914,780	\$53,225,239	\$24,689,540	18.8
Shoe Stores	\$11,660,372	\$9,605,090	\$2,055,282	9.7
Jewelry, Luggage & Leather Goods Stores	\$14,214,864	\$12,238,067	\$1,976,797	7.5
Book, Periodical & Music Stores	\$15,812,595	\$14,048,759	\$1,763,836	5.9
Nonstore Retailers	\$96,144,451	\$42,326,641	\$53,817,810	38.9
Electronic Shopping & Mail-Order Houses	\$98,901,148	\$49,403,997	\$49,497,151	33.4
Vending Machine Operators	\$71,851,860	\$40,041,048	\$31,810,812	28.4
Direct Selling Establishments	\$46,176,013	\$23,751,877	\$22,424,136	32.1
Sporting Goods, Hobby, Book & Music Stores	\$103,209,080	\$95,338,306	\$7,870,774	4.0
General Merchandise Stores	\$1,344,338,384	\$1,183,698,049	\$160,640,335	6.4
Department Stores Excluding Leased Depts.	\$594,005,149	\$578,844,323	\$15,160,826	1.3

# STATISTICS



## MARKET REACH

### PRIMARY MARKET (15-MINUTE DRIVE)

Population - 123,755  
 Growth (5-Year Projection) - 5%  
 Average Age - 36  
 Average Household Income - \$49,828

### SECONDARY MARKET (2-HOUR DRIVE)

Population - 922,922  
 Growth (5-Year Projection) - 15%  
 Average Age - 37.8  
 Average Household Income - \$72,513

AJ Wright  
 American Eagle Outfitters  
 AMF Bowling Center  
 Arthur Treacher  
 Ashleigh Stewart  
 Ashley Furniture Homestore  
 Barnie's Coffee & Tea Co.  
 Blimpie Subs & Salads  
 Bob's Big Boy Restaurant  
 Bon Worth  
 Bonfish  
 Carmike Cinema  
 Carraba's Italian Grill  
 Catherine's Stores Corp.  
 Champs Sports  
 Charlotte Russe  
 Chick-Fil-A  
 Children's Place  
 Chuck E Cheese Pizza  
 Church's Fried Chicken  
 Cici's Pizza  
 Corral West Ranch Wear  
 CVS  
 David's Bridal Inc.  
 Deb Shop  
 Elder-Beerman  
 Family Christian Book Store  
 Family Video  
 Fashion Bug  
 Figaro's Italian Kitchen  
 Footaction USA  
 Garfield's Restaurant & Pub

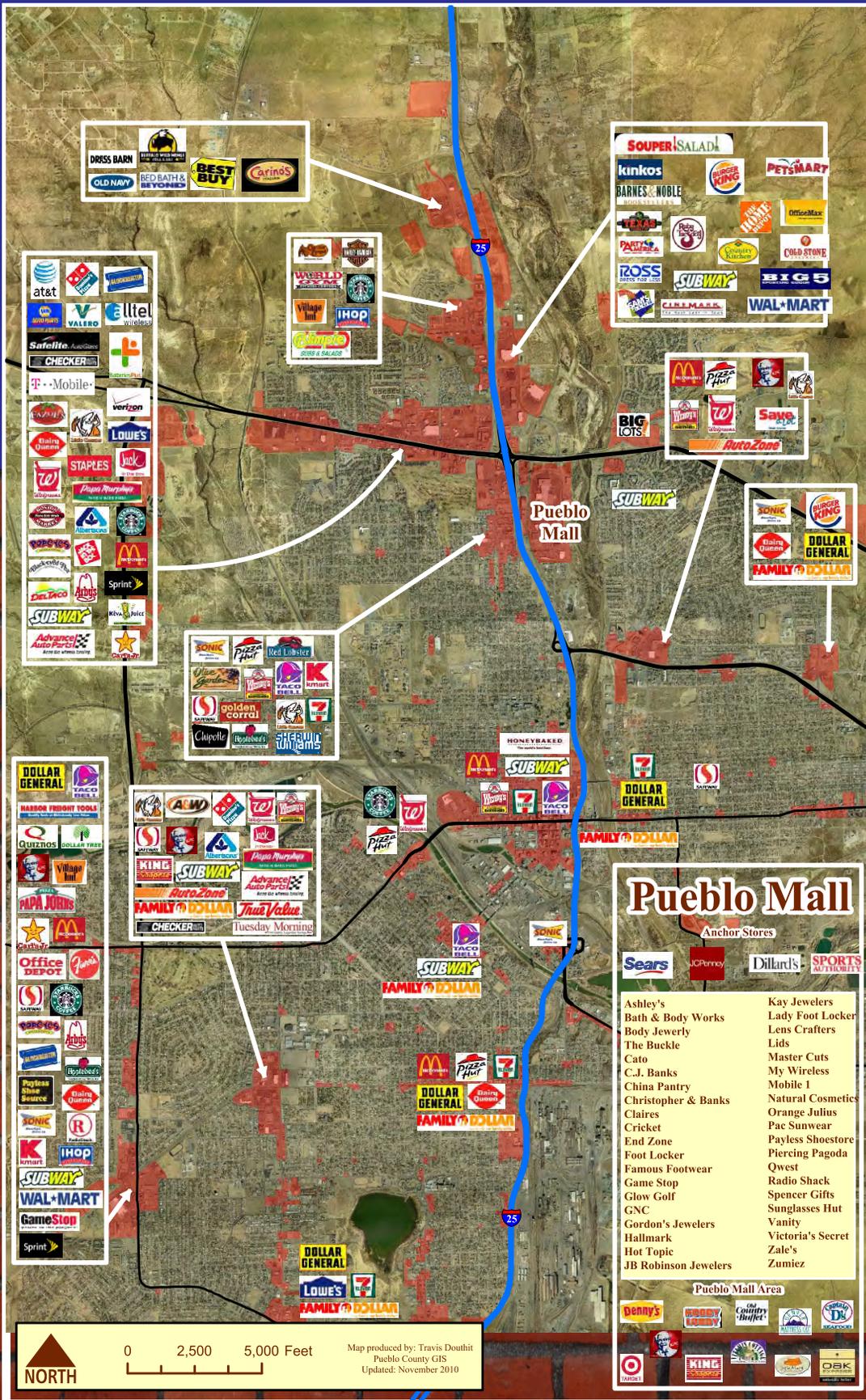
Godfather's Pizza  
 Golf USA  
 Great American Steak & Buffet  
 Hair Masters  
 Happy Joe's Pizza & Ice Cream  
 Hardee's  
 Hastings Books Music Video  
 Hat World  
 Hibbett Sporting Goods  
 Holiday Hair  
 Hops Restaurant-Bar-Brewery  
 Hungry Howie's Pizza & Subs  
 Inkley's  
 Jarman Shoe Co.  
 Jason's Deli  
 Lane Bryant  
 Leather Factory  
 Lenny's Sub Shop  
 Lone Star Steakhouse  
 Mac Cosmetics  
 Manchu Wok  
 Mastercuts  
 Maurices  
 Mr Goodcents Subs & Pastas  
 NAPA Auto Parts  
 New York & Co.  
 O'Charley's  
 Old Chicago  
 Outback Steakhouse

Panera Bread  
 Papa John's Pizza  
 Perkin's  
 Pizza Patron  
 Rite Aid  
 Roly Poly  
 Rue 21  
 Sbarro Italian Eatery  
 Scholtzky's Deli  
 Shoe Carnival  
 Shoney's Restaurant  
 Stage  
 Tom James Co.  
 Waffle House  
 Western Sizzlin Steakhouse  
 Wet Seal  
 Winchell's Donut House  
 Wingzone  
 Yankee Candle Co.

## MATCHED RETAILERS

(from Buxton Study)

If you want to make money, come to Colorado.  
If you want to make A LOT of money, come to Pueblo.



## Pueblo Mall

### Anchor Stores

- |                      |                   |           |                  |
|----------------------|-------------------|-----------|------------------|
| Sears                | JCPenney          | Dillard's | SPORTS AUTHORITY |
| Ashley's             | Kay Jewelers      |           |                  |
| Bath & Body Works    | Lady Foot Locker  |           |                  |
| Body Jewelry         | Lens Crafters     |           |                  |
| The Buckle           | Lids              |           |                  |
| Cato                 | Master Cuts       |           |                  |
| C.J. Banks           | My Wireless       |           |                  |
| China Pantry         | Mobile 1          |           |                  |
| Christopher & Banks  | Natural Cosmetics |           |                  |
| Claire's             | Orange Julius     |           |                  |
| Cricket              | Pac Sunwear       |           |                  |
| End Zone             | Payless Shoestore |           |                  |
| Foot Locker          | Piercing Pagoda   |           |                  |
| Famous Footwear      | Qwest             |           |                  |
| Game Stop            | Radio Shack       |           |                  |
| Glow Golf            | Spencer Gifts     |           |                  |
| GNC                  | Sunglasses Hut    |           |                  |
| Gordon's Jewelers    | Vanity            |           |                  |
| Hallmark             | Victoria's Secret |           |                  |
| Hot Topic            | Zale's            |           |                  |
| JB Robinson Jewelers | Zumiez            |           |                  |

### Pueblo Mall Area

- |         |         |              |            |
|---------|---------|--------------|------------|
| Denny's | Woody's | Colony Drive | McDonald's |
| Target  | KING    | Walmart      | Oak        |

# DEVELOPER INCENTIVES & RESOURCES

## City Center & Riverwalk Development

Pueblo City Center Partnership  
Kristi Alfonso-Executive Director  
115 E. Riverwalk, Suite 410  
Pueblo, CO 81003  
719.583.8169  
kalfonso@pueblourbanrenewal.org  
www.pueblocitycenter.com

## Tax Increment Financing

Pueblo Urban Renewal Authority  
115 E. Riverwalk, Suite 410  
Pueblo, CO 81003  
719.542.2577  
www.pueblourbanrenewal.org

## Half Cent Sales Tax

Pueblo Economic  
Development Corp.  
200 S. Main Street  
Pueblo, CO 81003  
719.544.2000  
www.pedco.org



Pictured (top to bottom): "Pueblo Marriott Hotel," "Main Street Parking Garage," and newly completed "Eco Walk Building," on Pueblo's prized Riverwalk.



# THE REST **o**f THE STORY

Information you won't find in your automated data demographic systems.

## ABOUT US

### FAST FACTS

Located at Colorado's major intersection of Interstate 25 and Highway 50

**regional hub**  
of Southern Colorado

Home to global companies like Vestas Windtowers of America, Evraz Rocky Mountain Steel Company, Transportation Technology Center Inc., and the Professional Bull Riders

One of only 14 U.S. cities to feature an **urban riverwalk** with a convention center

Pueblo Reservoir attracts **1.7 million visitors** each year

Welcome to Colorado and the area known as "Colorado's Southern Capital" or the "Gateway to the South West" This region of the state, in particular Pueblo, is a vibrant place to live, work and visit. With nearly 300 days of sunshine a year and a consistently mild climate, Pueblo is a great place for families to enjoy a high quality of life. The city offers year round recreation and outdoor activities, wonderful dining options and exceptional business opportunities.

Supporting Pueblo's economic growth are a variety of unique tourism attractions, including Pueblo's scenic 1.5 mile outdoor urban Riverwalk called the Historic Arkansas Riverwalk Project (HARP), found in Pueblo's downtown, what we call our "City Center." This 10-year-old development project recently became home to a 500-employee AT&T Customer Care Center and the Professional Bull Riders' (PBR) global headquarters. The Riverwalk also is home to several large regional festivals, including PBR's and the Greater Pueblo Chamber of Commerce Wild Wild West Fest, which attracts thousands of visitors each year. Next-door to the Riverwalk, the Pueblo Convention Center offers meeting space and helps to generate year-round visitors for Pueblo's merchants. Additional popular attractions include Colorado's second most visited State Park, the Pueblo Reservoir, and one of our Nation's most widely-visited tourist sites, The Royal Gorge Bridge, which is just a short 45-minute drive from Pueblo.

Pueblo continues to grow and change with exciting possibilities for the future. More and more people and businesses are choosing to call Pueblo home, not only for the high quality of life at a low cost, but for the new and sustainable development. We invite you to visit the Home of Hero's here in Pueblo, to experience firsthand, what makes it such a wonderful place to live, work, invest and play.



Pictured (left to right): Pueblo's famous chili harvest, visitors at the Center kayak park, "Riverview at Union," on the Riverwalk.

WY

NB

## LOCATION

Pueblo's location has many benefits for operating a business. Geographically Pueblo is located centrally in the U.S. - two days by truck or two hours by plane to Chicago, St Louis, and most of the West Coast. Interstate 25 and U.S. Highway 50 intersect in the City, providing excellent auto and truck routes in all directions. Additionally, Pueblo is a major rail center providing transportation linkages throughout the country. Our small city combines the ease of commuting, shopping, and just getting around, with its close proximity to metro Denver, ninety minutes to the North. For outdoor recreation Pueblo is within a short drive to a seemingly endless number of beautiful mountain areas to enjoy for a few hours or a few days.

UT

Denver

Interstate 25

Pueblo

KS

Highway 50

NM

OK

# DID YOU

**Pueblo is home to the most technologically advanced Police Department west of the Mississippi**

The Next Generation Consulting Ranked Pueblo in the Top 20 for  
**"Next Hotspots for Young Professionals to Live"**

**Pueblo's Fire Department is Internationally Accredited**

Pueblo ranked 62nd in the

**"Best Small Places for Business and Careers"**

based on cost of doing business, job growth and educational attainment according to a Forbes Magazine 2008 Special Report

Pueblo's prized urban Riverwalk recently received the

**"Excellence on the Waterfront Award"**

from the Waterfront Center for helping to spur more than  
**\$260 million** in private and public development since it was built in Pueblo's City Center just 10 years ago

# KNOW



Pictured (left to right): Boaters on Riverwalk, National Little Britches Rodeo at State Fairgrounds, and the El Pueblo History Museum in Pueblo's Center.

# RIPE

Pictured (left to right): Solar Roast Coffee House in City Center, Vestas Windtowers of America, state of the art recreation center at CSU-Pueblo, students on CSU-Pueblo's growing campus.



## CONNECTIVITY

Redundant fiber rings are available throughout the city. Terminal equipment can accommodate a large volume of high-speed traffic and connect to any location via long haul fiber routes and/or POPs. Several companies that sell bandwidth include Qwest, Comcast and Unite Private Networks.

## CONSTRUCTION COST

Pueblo's cost of construction index is lower than the national average at 92.6 (\$141.54 sq. ft.), and new building construction averages less than \$125 per square foot.

## DID YOU

low cost energy and utility services

Access to major roads, airlines, and railroads

construction costs are among the lowest in the U.S.

# KNOW

## TRANSPORTATION

Pueblo offers multiple options for shipping and receiving products as well as for business and personal travel. The city is served by Interstate 25, which runs north and south from the Wyoming border on the north to the New Mexico border on the south. The Interstate links Pueblo with other major business and industrial centers including Fort Collins, Denver, and Colorado Springs. Highway 50 is Pueblo's primary east/west highway which links the city with the southeastern and western parts of the state. Two major railroads, Burlington Northern Santa Fe and Union Pacific-Southern Pacific, provide freight service. Great Lakes Airlines offers residents and visitors regularly scheduled flights to and from Denver from Pueblo Memorial Airport. More than a half dozen major airlines serve Colorado Springs Municipal Airport, just a short 40-minute drive from Pueblo. Less than two hours away is the Denver International Airport with numerous national and international airlines flying routes throughout the world.

## Home of Heroes

Pueblo is known as the "Home of Heroes". This proud City is home to more Medal of Honor recipients than any city in the United States.

President Dwight D. Eisenhower upon presenting Raymond G. "Jerry" Murphy with his Medal in 1953 commented, "What is it...something in the water out there in Pueblo? All you guys turn out to be heroes!". In 1993 The United States Congress proclaimed Pueblo the "Home of Heroes". He cited at that time that it was the only city to have this record of four living recipients from the same hometown. Following that declaration, the Pueblo City Council adopted the theme.

Since then Pueblo has continued to show it's increased pride in military. It hosted the Congressional Medal of Honor National Convention and has declared a Veterans Bridge along with a memorial of four 8-foot bronze sculptures. This memorial has been declared a NATIONAL MEDAL OF HONOR MEMORIAL by the U.S. Congress. The memorial is completed by four large, black marble panels with etched names of all 3,440 Medal of Honor recipients.

# for BUSINESS DEVELOPMENT



## EDUCATION

One of Pueblo's strongest assets is education and training. Companies will find numerous resources for task and skill-specific training as well as leadership courses and training for current employees. Two of the most prominent resources are the Economic & Workforce Development Division (EWDD) at Pueblo Community College and Colorado State University-Pueblo. The EWDD's training staff, equipment and facilities have been

marshaled to develop customized training classroom and on-site training courses for many companies. Colorado State University-Pueblo offers the educational strengths of a large and growing university to meet the corporate education needs of businesses and the individual education goals of those living in the community. With the addition of six new athletic programs, including a football team, CSU-Pueblo has reported record enrollment the past few years.

Colorado State University-Pueblo has recently invested \$127 million in 16 construction projects on campus. Some projects include a rec center, football stadium, three new dormitories, renovation of the Academic Resource Center and numerous other renovations or expansions to campus facilities and grounds projects.

## HOTELS MEETING & EVENT SPACE

Companies bringing visitors to Pueblo will find a variety of hotels and meeting spaces. Pueblo offers more than 2,500 hotel rooms and the State's second largest convention center, the Pueblo Convention Center. Meeting space also is available at the Sangre de Cristo Arts and Conference Center, Pueblo Community College, and Colorado State-University of Pueblo. Large trade show space is found at the Colorado State Fairgrounds.

## FAST FACTS

Colorado State University-Pueblo and Pueblo Community College offer **workforce training** programs to support new business development.

With the addition of six new athletic programs, state-of-the art football stadium, recreation center, campus housing, and a nearby campus-focused development project called "Thunder Village," **enrollment** at CSU-Pueblo reached a **record high** in 2011, making it the fastest growing University in Colorado; In-state enrollment was up 215% while out-of-state increased 14%, and international freshman enrollment rose 20%.

Pueblo features the **only convention center** space adjacent to the Riverwalk and the second largest between Denver and New Mexico. Pueblo is also home to the Colorado State Fairgrounds, which hosts Colorado's largest single event, the Colorado State Fair.

# HIGH QUALITY

## HOUSING

Housing is readily available and easily affordable in Pueblo. In the past decade, both the quantity and quality of Pueblo's housing stock has increased. As would be expected of a stable community like Pueblo, the percentage of housing that is owner-occupied is rather high. Additionally, the percentage of home-ownership in the city of Pueblo has increased in the past 16 years, from 64.8%, to 65.7%. Pueblo's median home cost is \$109,050 and acts as a great hub for commuting.

## INCOME LEVEL

Between 2005 and 2011, personal income in the Pueblo area rose by over 31%. The average income for the growing Pueblo West community is \$75,000. Average household income in the City of Pueblo is \$49,828.

## COST OF LIVING

Pueblo offers a choice of urban, rural, prairie or modern living--all at an affordable cost. According to the C2ER, The Council For Community And Economic Research (formerly ACCRA), first quarter, 2010, Pueblo enjoys the 3rd lowest costs of living and even lower cost of housing among 311 urban areas of all sizes throughout the country. Pueblo ranked 71.9 out of 100% composite index for housing, and 85.9 overall for cost of living.

Most importantly, Pueblo's lower costs do not represent a corresponding reduction in quality of housing. Whatever your housing needs, you'll find your dream home in Pueblo.

## AGRICULTURE

A major part of Pueblo is the rich diversification of agriculture. Pueblo has been instrumental in encouraging and rewarding the agricultural history of Colorado through hosting the Colorado State Fair, protecting the rights of its farmers and ranchers, in celebrating their role in Pueblo's history through events that include Farmers Market, held on Pueblo's scenic Riverwalk and the regionally famous Chili and Frijoles Festival, touted as the 2nd best food festival in the country. This is a unique gathering of visitors and locals alike, many of the regional farmers gather in the City Center to roast their brand of newly-harvested chilies and celebrate the season!

The Buell Children's Museum is ranked #2 in the Nation according to Child Magazine

## ARTS & CULTURE

Pueblo has a well established arts community which includes the Sangre de Cristo Arts Center, Pueblo Symphony, community and professional theater companies, and children's music and dance programs. Receiving a Colorado Creative District designation, The Historic Union Avenue, Main Street, and Mesa Junction areas are experiencing a burgeoning arts community and are host to Pueblo's First Friday Art Walk. The City Center is the epicenter of diverse outdoor sculpture and murals in the Art & Soul Street Gallery, along the Riverwalk, and along the Levee Mural Project of the Arkansas River. Pueblo's rich cultural heritage is displayed in the variety of performing arts experiences which include folklorico dance, mariachi bands, Irish dance, Greek dance and Croatian Tamburitans.

# FAST

Pueblo offers affordable housing compared to most Colorado communities, ranking Pueblo among the **highest** in home ownership



# of LIFE

## REGIONAL MEDICAL FACILITIES

Pueblo boasts two state-of-the-art, recently renovated medical facilities that provide services to over 500,000 in the Southern Colorado Region. Parkview Medical Center (PMC) offers acute healthcare and behavioral medicine specialty services and is the region's first certified Stroke Center. PMC opened a 92,000 square-foot expansion with 350 beds and 54 private rooms. PMC provides a full range of healthcare services and is the region's most experienced certified Level II trauma Center. PMC was one of only seven hospitals to win a National Innovation award from Avatar International.

St. Mary-Corwin Medical Center is a state-of-the-art resource that provides comprehensive medical services to the communities of southern Colorado, specializing in cardiovascular, diabetes, surgical and diagnostic services. Licensed as a 408-bed facility, St. Mary-Corwin recently completed a \$59 million expansion and the hospital's Dorcy Cancer Center is one of the leading cancer centers in the state.

## ATHLETICS

Athletics are a cornerstone of Pueblo culture. Pueblo is known for producing talented athletes and committed fans. A favorite sport for all ages is bull riding, hosted by the Professional Bull Riders. At the collegiate level, CSU-Pueblo offers 14 different athletic programs that compete in the Rocky Mountain Athletic Conference. The campus is home to some of the best athletic facilities in the country, including the new 10,000-fan capacity Neta and Eddie DeRose football stadium, which opened in fall 2008 and is found within the brand new "Thunder Village" redevelopment area. There also are numerous junior programs for young athletes. The area's six public high schools offer a full range of competitive athletic programs. Sports fans also can enjoy athletics at the United States Air Force Academy and Colorado College, just a 40-minute drive north of Pueblo in Colorado Springs. Meanwhile a 90-minute drive enables fans to attend the Broncos (NFL), Rockies,(MLB) Nuggets (NBA) and Avalanche (NHL) games in Denver.



## WEATHER

Pueblo is known for its warm weather and clear skies. January's low is near 14 F and the high is 48 F. July's low is 52 F and the high is 91 F. Recent reports show that Pueblo's sunny climate makes it an ideal location for solar companies.

# FACTS



Warm weather means year round golfing that can be enjoyed at one of Pueblo's four **premier golf courses**

The **median income** for the growing Pueblo West commuting community is **\$75,000**

Creative industries and artists appreciate supportive, affordable communities and

Pueblo is home to several of Colorado's most **well-known artists who thrive** in our culturally rich city

DID YOU

KNOW

Reports from the boat house show that about 25% of the Riverwalk's visitors live outside of Colorado



A Summer Performance from the Pueblo Symphony on the Riverwalk.

URBAN

RIVERWALK

IN CITY CENTER

FEATURING PRIME

WATERFRONT

PROPERTY

# PUEBLO'S City Center

Pueblo's "City Center" is made up of four areas of Downtown that include: "Mesa Junction", "North Downtown", "Historic Union Avenue", and the "Riverwalk." Each of these areas is experiencing a rebirth due to the development of the Historic Arkansas Riverwalk Project, also called HARP. HARP was built 10 years ago in an effort to revitalize our City's core. Since the Riverwalk was built, more than **\$260 million** in private and public development has taken place in the City Center.

## RECENT DEVELOPMENT

Development on Pueblo's prime waterfront property in the past four years have included an "AT&T Customer Care Center," high-end "Camino del Rio Condominiums," a 700-space "Main Street Parking Garage," "Veterans' Bridge," the "Catholic Diocese of Pueblo" building, and "Angelo's Pizza Parlor Restaurant." Recent development has included the rehabilitation of two historic buildings into mixed-use retail/residential/office spaces, called the "Waterfront" and the "Riverview at Union." A brand-new, four-story retail/restaurant/and office space called the "Eco Walk Building" was completed fall 2011. The green-friendly building features two new restaurants for Riverwalk strollers to enjoy.

In addition, voters recently passed the use of \$10 million in Vendors Fees to renovate and upgrade the historic Memorial Hall Theater to accommodate the increase in traveling shows to the Center.

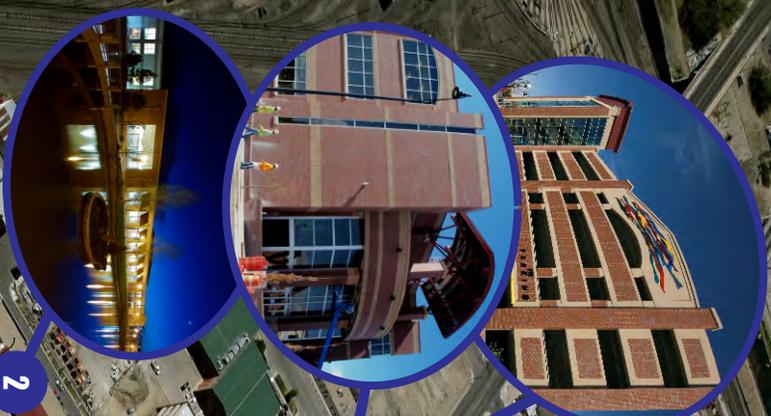
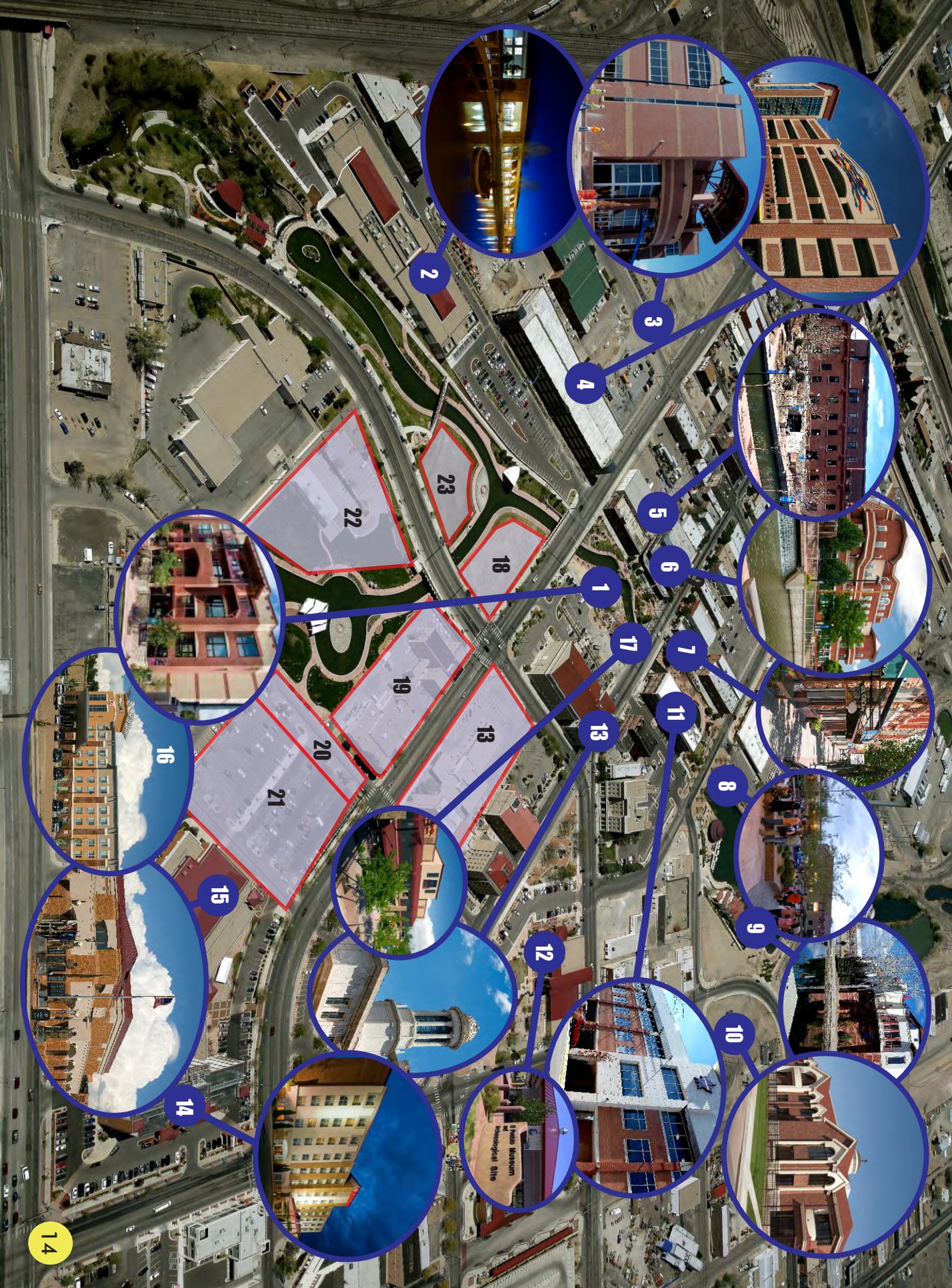
## FUTURE DEVELOPMENT

While our Center has seen significant changes in a small amount of time, there's still more work to be done! **Three more phases** of the Riverwalk remain to be completed. The next planned phase was submitted to the Colorado Economic Development Office in hopes of securing State retail tax dollars to complete the project. Private funds also will be used to complete the new phase, dubbed the "E District". This will serve as the entertainment and events district of the Riverwalk. The project features a new exhibition hall, multi-sports complex, welcome center with theater, increased boating activities, aquatic center with 50-meter pool and indoor water park, and a "Walk of Valor" to celebrate Pueblo's "Home of Heroes" heritage. Projected private development includes a new hotel, multi-screen theater, and retail restaurant. Visit [www.pueblocitycenter.com](http://www.pueblocitycenter.com) for more information.



Pictured (top to bottom): "Eco Walk Building", Memorial Hall Theater currently under renovation, and the recently completed City Judicial Building.





# CITY CENTER DEVELOPMENT

NEAR RIVERWALK

- 1 Eco Walk Building
- 2 AT&T Customer Care Center
- 3 New City Judicial Building
- 4 Main Street Parking Garage
- 5 Riverview at Union
- 6 Waterfront
- 7 Historic Union Avenue
- 8 Olde Towne Carriage House
- 9 Paseo del Rio Condominiums
- 10 Catholic Diocese of Pueblo
- 11 Professional Bull Riders Global Headquarters
- 12 El Pueblo History Museum
- 13 City Memorial Hall and Theater
- 14 Pueblo Marriott Hotel
- 15 Pueblo Convention Center
- 16 Cambria Suites Hotel
- 17 Angelo's Pizza Parlor Restaurant
- 18 Future Development Site
- 19 Future Development Site
- 20 Future Development Site
- 21 Expanded Convention Center Site
- 22 Future Development Site
- 23 Future Development Site



## City Center & Riverwalk Development

Pueblo City Center Partnership  
115 E. Riverwalk, Suite 410  
Pueblo, CO 81003  
719.583.8169  
[www.pueblocitycenter.com](http://www.pueblocitycenter.com)



**"Colorado was all gold and silver before it was anything else.** Colorado's first populations and concentration were around holes in the ground, with such names as Cripple Creek and Coffee Pot, Last Chance, Orphan Boy and Lucky Jack. When the gold and silver played out and the mines closed down the people left town, leaving nothing but slopes, scared with tailings and the bleach bones of abandoned buildings.

**Pueblo Colorado now, that was something else. Pueblo in the sheltered side of the mountains has a climate more like Arizona, with sunshine 295 days a year.**

It was the steel industry, which sank roots in Pueblo, employed thousands, spent millions and when the steel mills lost out to overseas competition and finally phased out and shut down; now what? Well we've seen what had happened to Cripple Creek, Lucky Jack, New Hope and Dumpy's Folly, but **66% of the people in Pueblo** own their own homes.

They weren't about to give up and pull out! Instead, they closed ranks and created an economic development corporation. **Home folk dug into their own pockets and then went courting to replace their dead industry with alive ones.**

I began to hear about the renaissance of Pueblo when an industry discovered the **clean skies, low cost of living and low cost of construction.** There was a while when new industries were moving into Pueblo, one a month, and they are still coming...

To where today, the employed population is all that it was and more than before. They've added the arts, the music, the theater, four major league museums and all sorts of recreation.

**The rebuilders of Pueblo, they are heroes to me.** Yester year's metal miners who robbed and ran, they were parasites, they were piker's at best, they were fair weather friends.

The builders of the new Pueblo...

**well they are heroes."**

Legendary syndicated commentator Paul Harvey boasted about Pueblo after a visit to Colorado's Southern Capital in 2000. Please visit

[www.pueblocitycenter.com](http://www.pueblocitycenter.com)

to hear the "Rest of Pueblo's Story"