



ECON GAMES

2025

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DENISON

3CDC
CINCINNATI CENTER CITY
DEVELOPMENT CORPORATION

01 DATA ANALYTICS**03****STRATEGIC
RECOMMENDATIONS****02 KEY INSIGHTS**

01

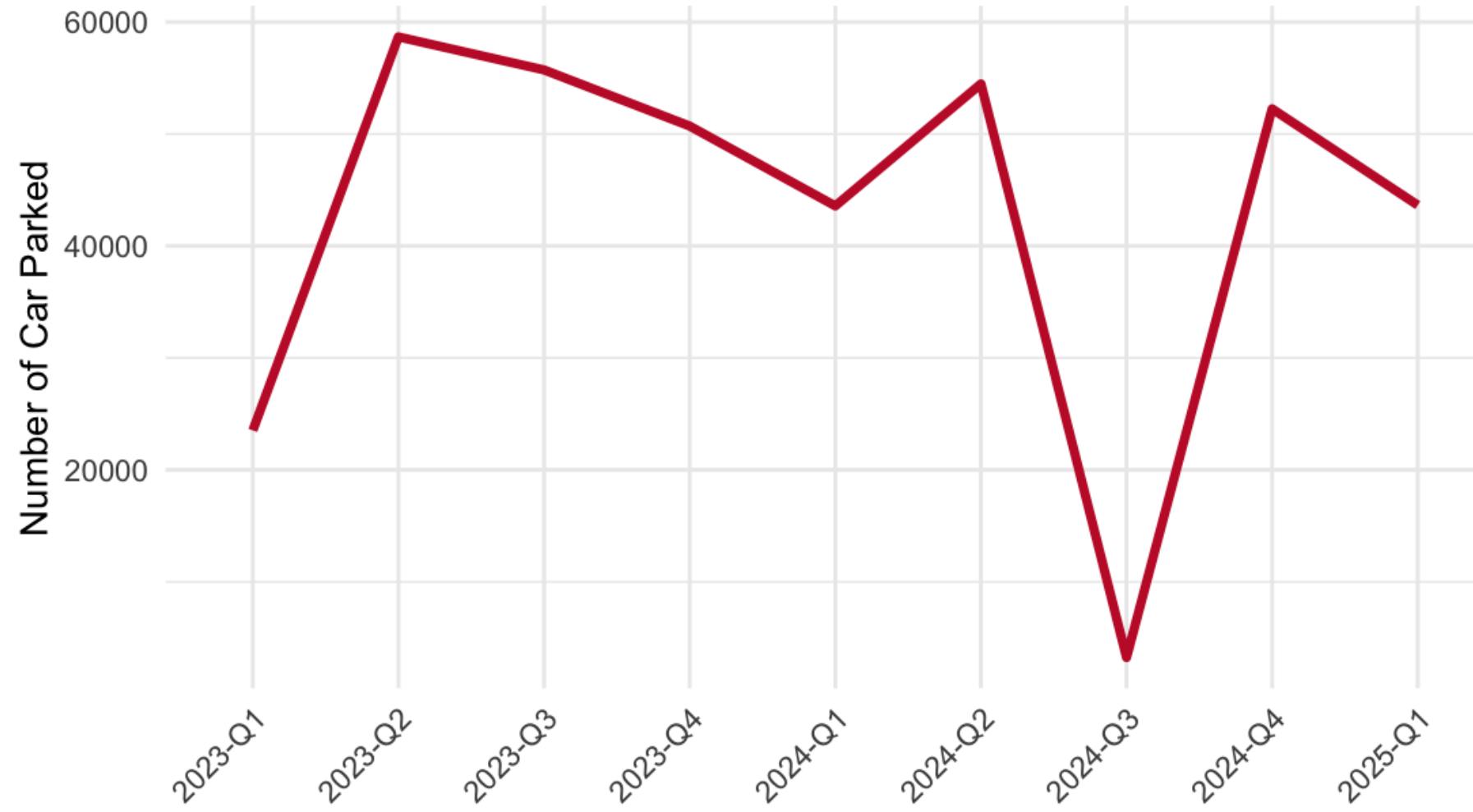
DATA ANALYSIS

SUMMARY STATISTICS INSIGHT

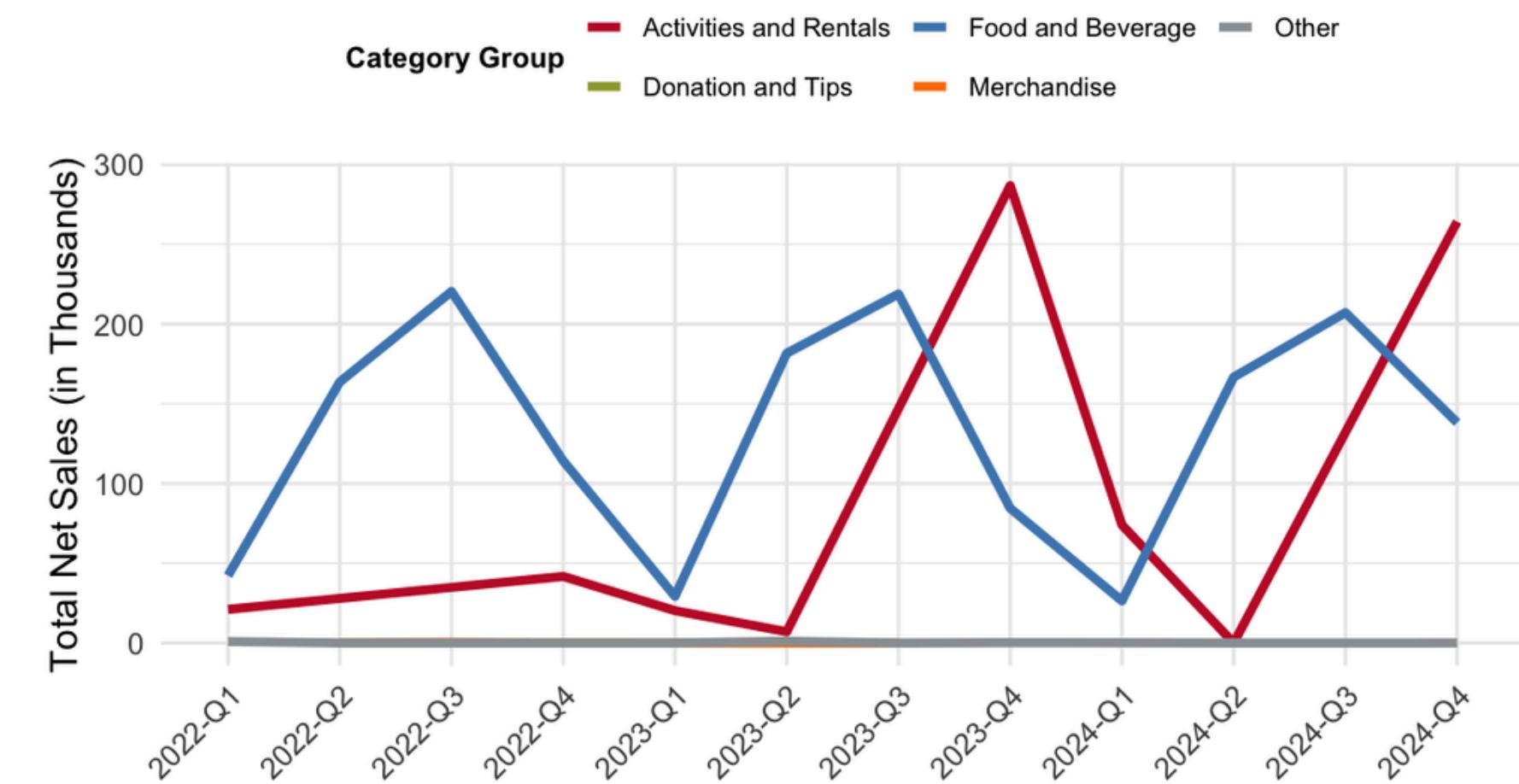
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Number of Cars Parked Over Time for Fountain Square



Quarterly Net Sales by Category – Fountain Square



CBD AREA

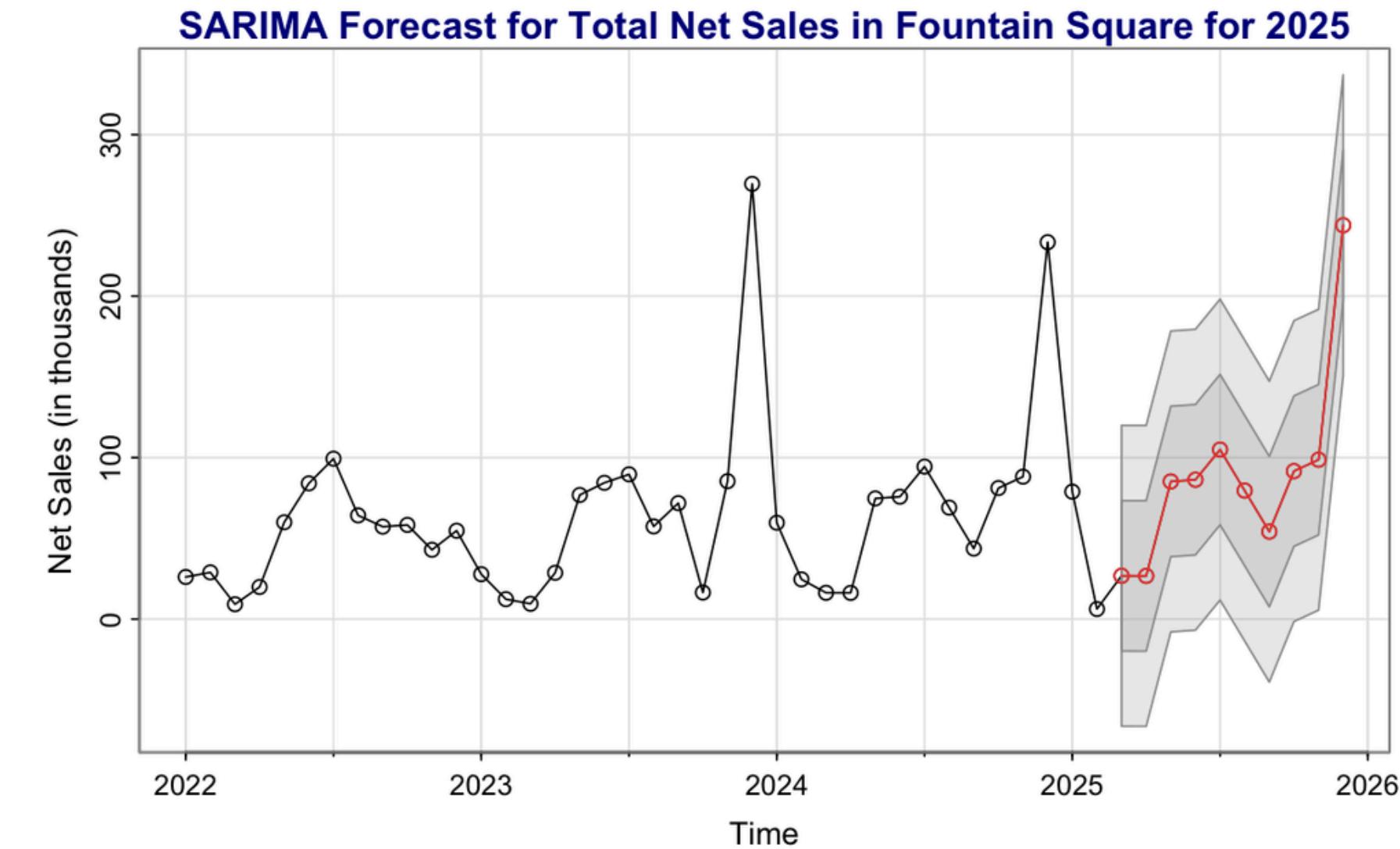
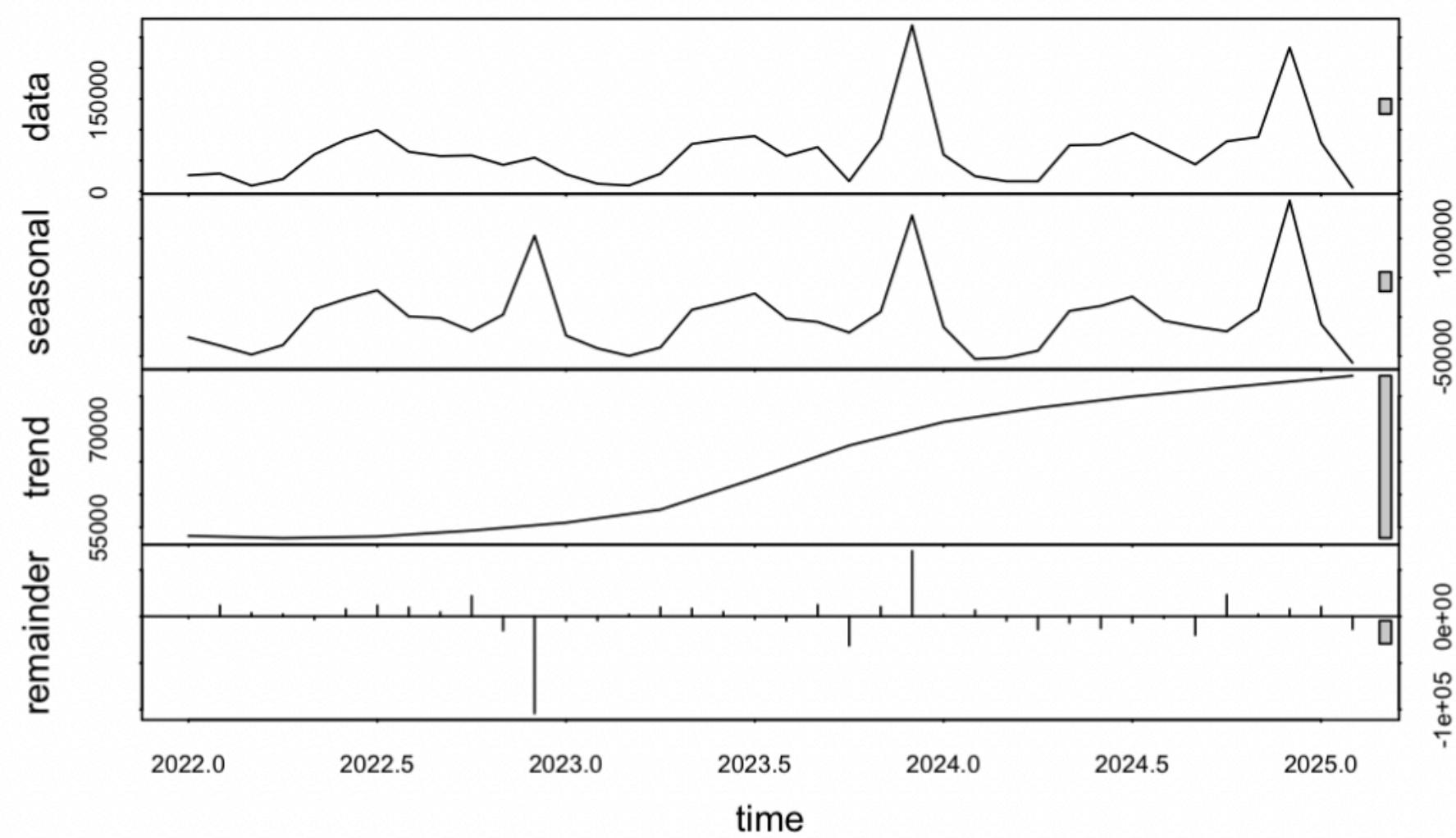
Overall Positive Trend

Regardless of the dip in sales and seasonality each Q2, both foot traffic and sales data shows great increasing trends, opening up new opportunities for business tenants.

FORECAST - Fountain Square

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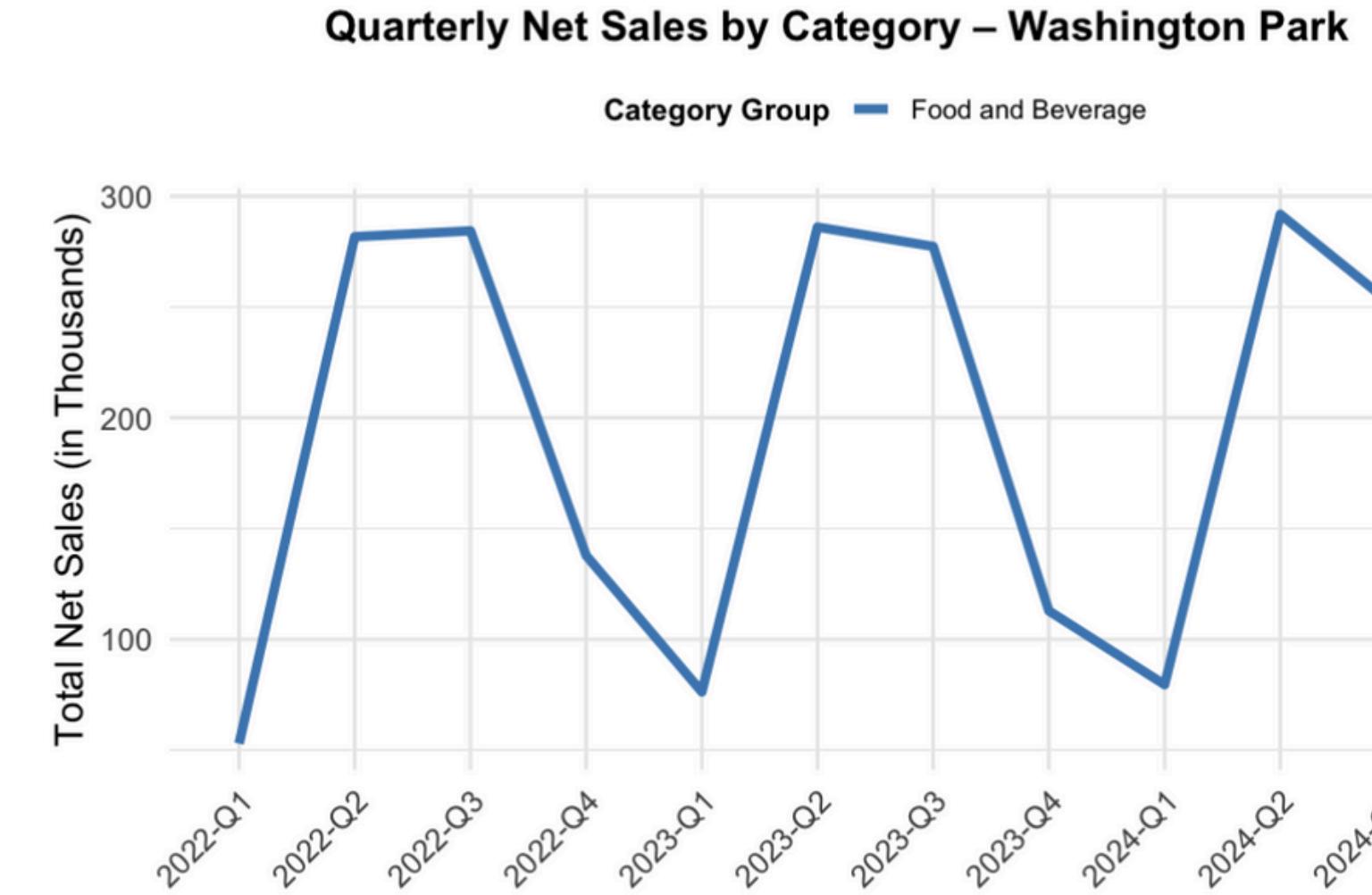
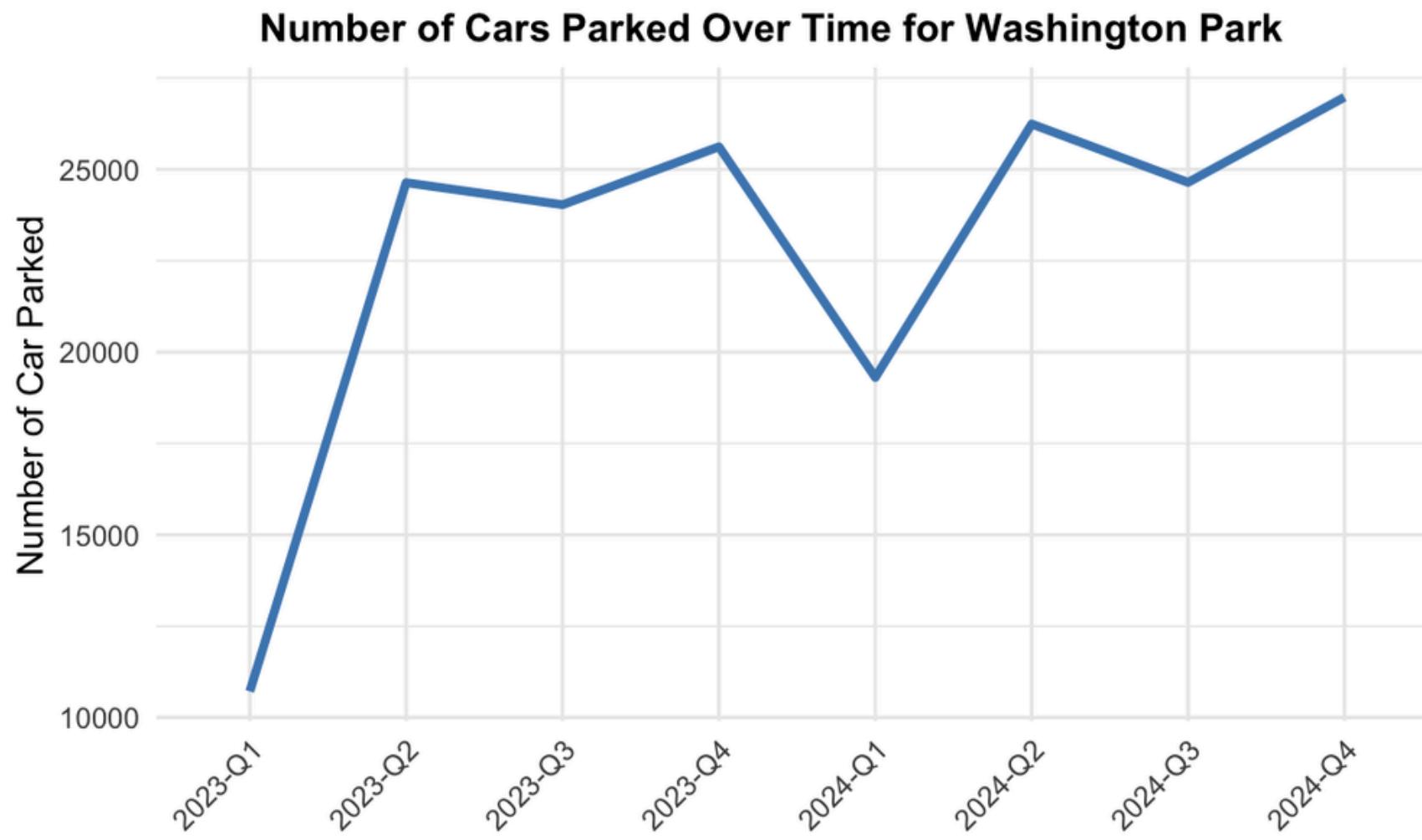


Positive Trend
Positive Projection

SUMMARY STATISTICS INSIGHT

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OTR AREA Increase in Net Sales

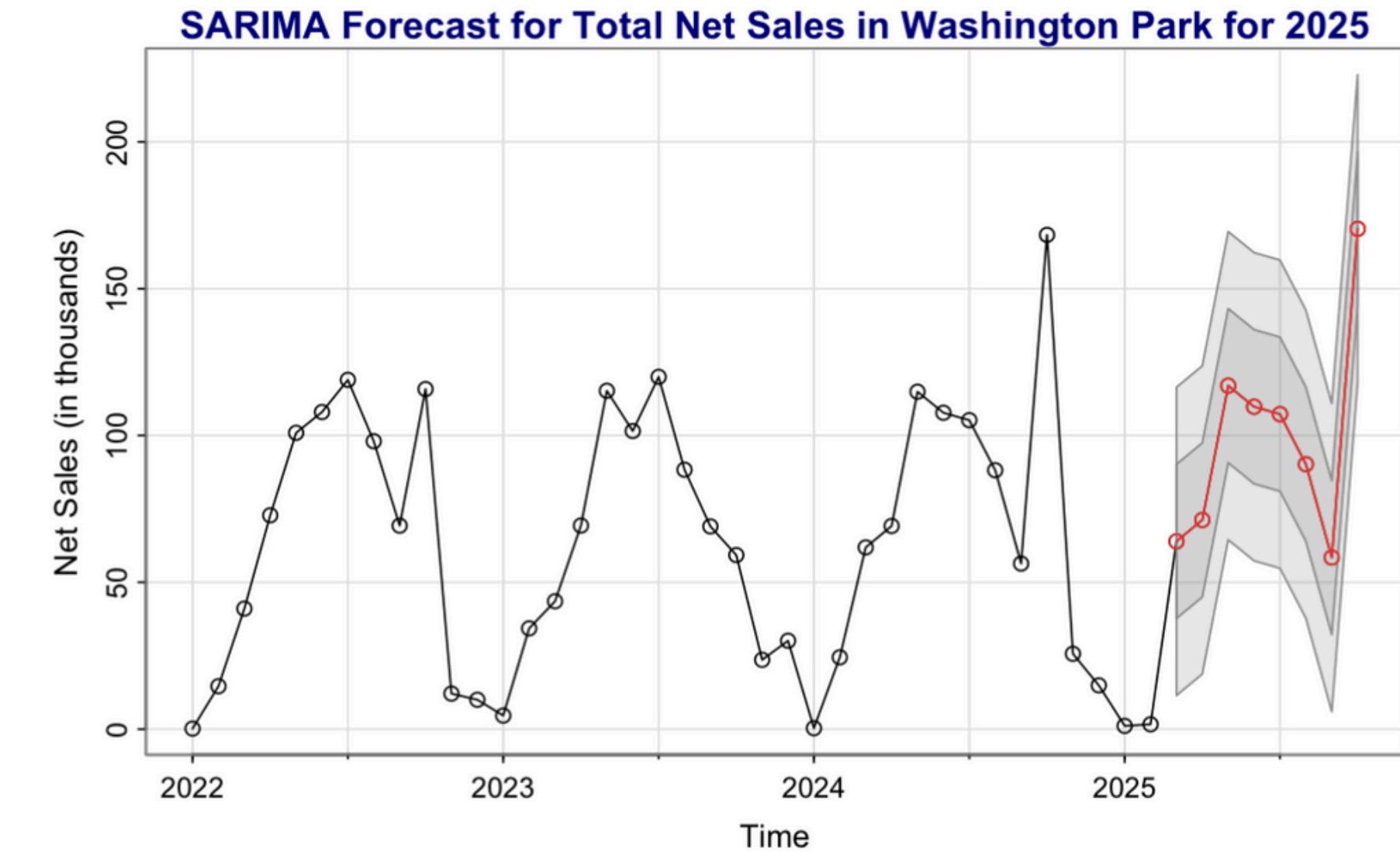
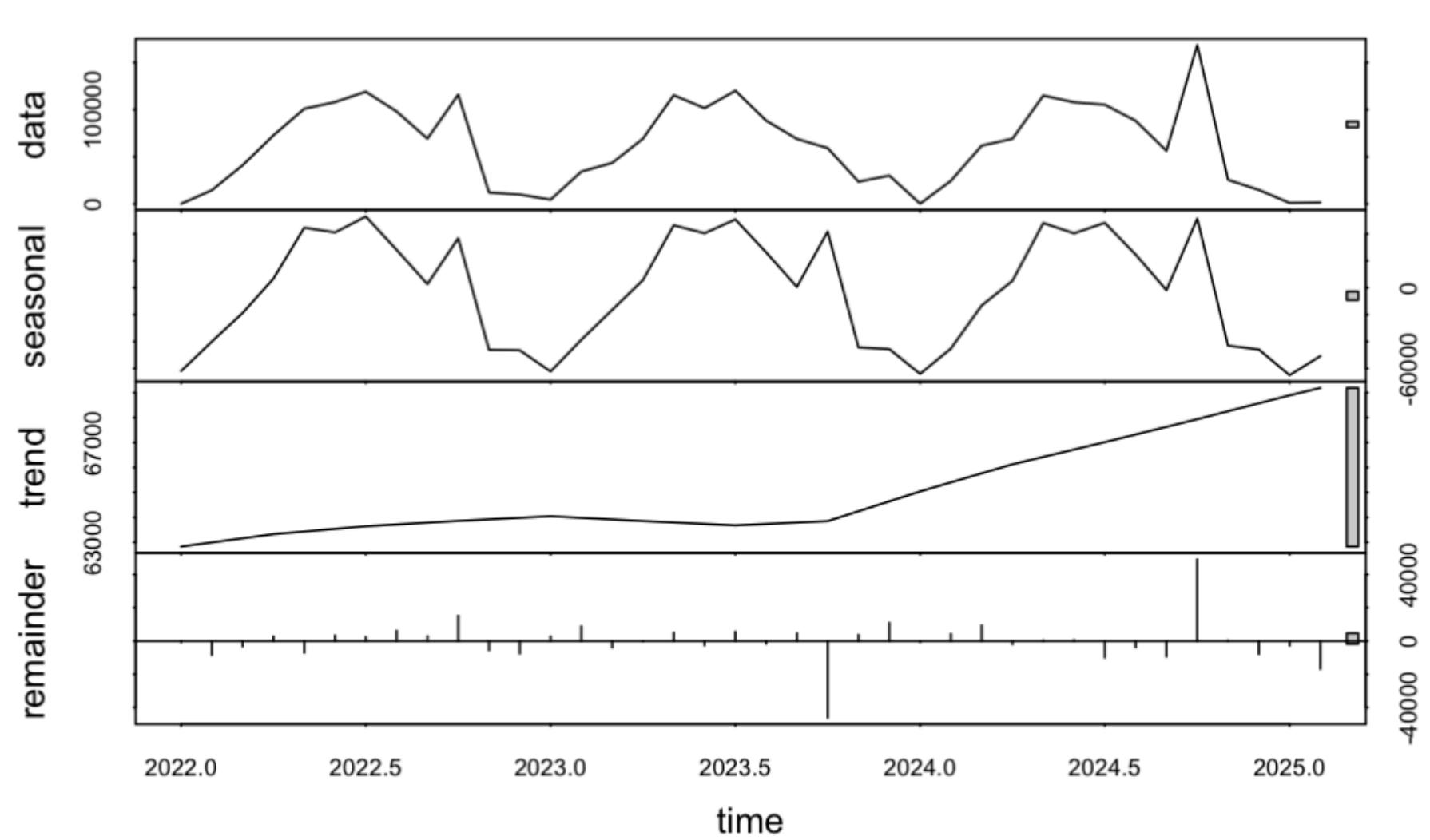
Great potential for business to grow (New market)

Areas near civic spaces drive high foot traffic, especially with 1200 free family-friendly events each year at the CBD and OTR.

FORECAST - Washington Park

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Positive Trend
Positive Projection

02 KEY INSIGHTS

Factors when scouting locations to rent

- Prime Real Estate
- Parades and Events Route → Foot Traffic
- **Community** → Want to invest and improve
- Established stores
- Safety

Qualitative Insights from CBD and ORT store (8 Workers and Shop Owners)

“It's just cleaning the area up, bringing in the business, and they remodeled a lot of the houses. If you clean the area up, people will move in, it's safer.”

“The police are pretty responsive. In almost a year that I've been here, we've only had to push the alarm once.”

“Foot traffic can be here and there, but it is still pretty strong for us regardless, comparing to maybe next door. So 17 years strong”

03

STRATEGIC RECOMMENDATIONS

Direct Outreach

vs.

Digital Marketing

**Existing
Business Owner**

**Personal
connection
Stability**

**Younger/New
Business Owner**

**Entrepreneur
Good for Startup
Agile/Flexible**

OPPORTUNITY

HUMAN
CENTRIC

Business owners

Students

Community





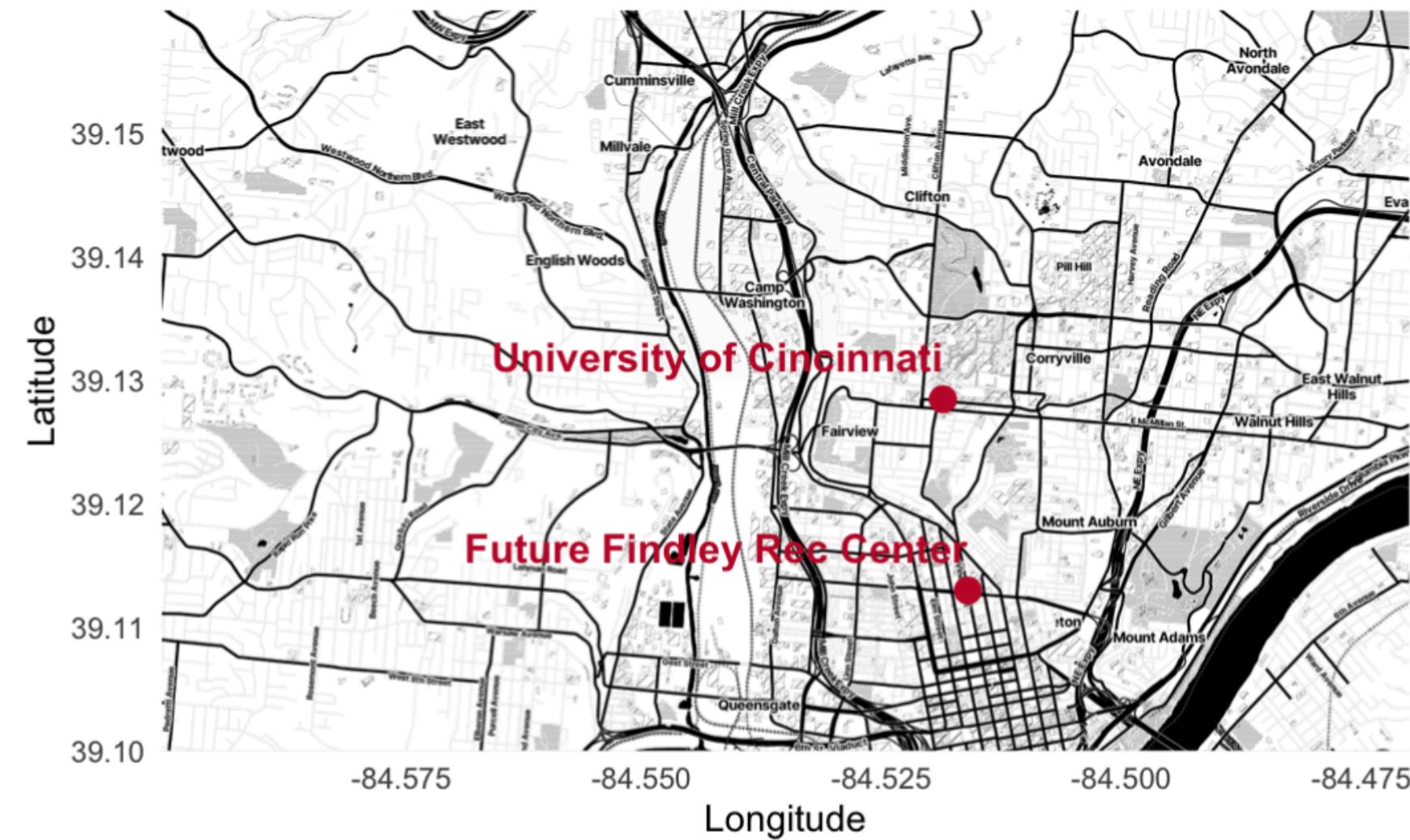
Highlight real stories of residents, performers, vendors, and small businesses benefiting from 3CDC developments

- Rent control
- Low rent rate
- Proximity to affordable parking space
(close to other tenants/businesses)

OPPORTUNITY



Future Development Near University of Cincinnati



North of Liberty

- New civic space
- Right next to UC, access to ~ 45000 students

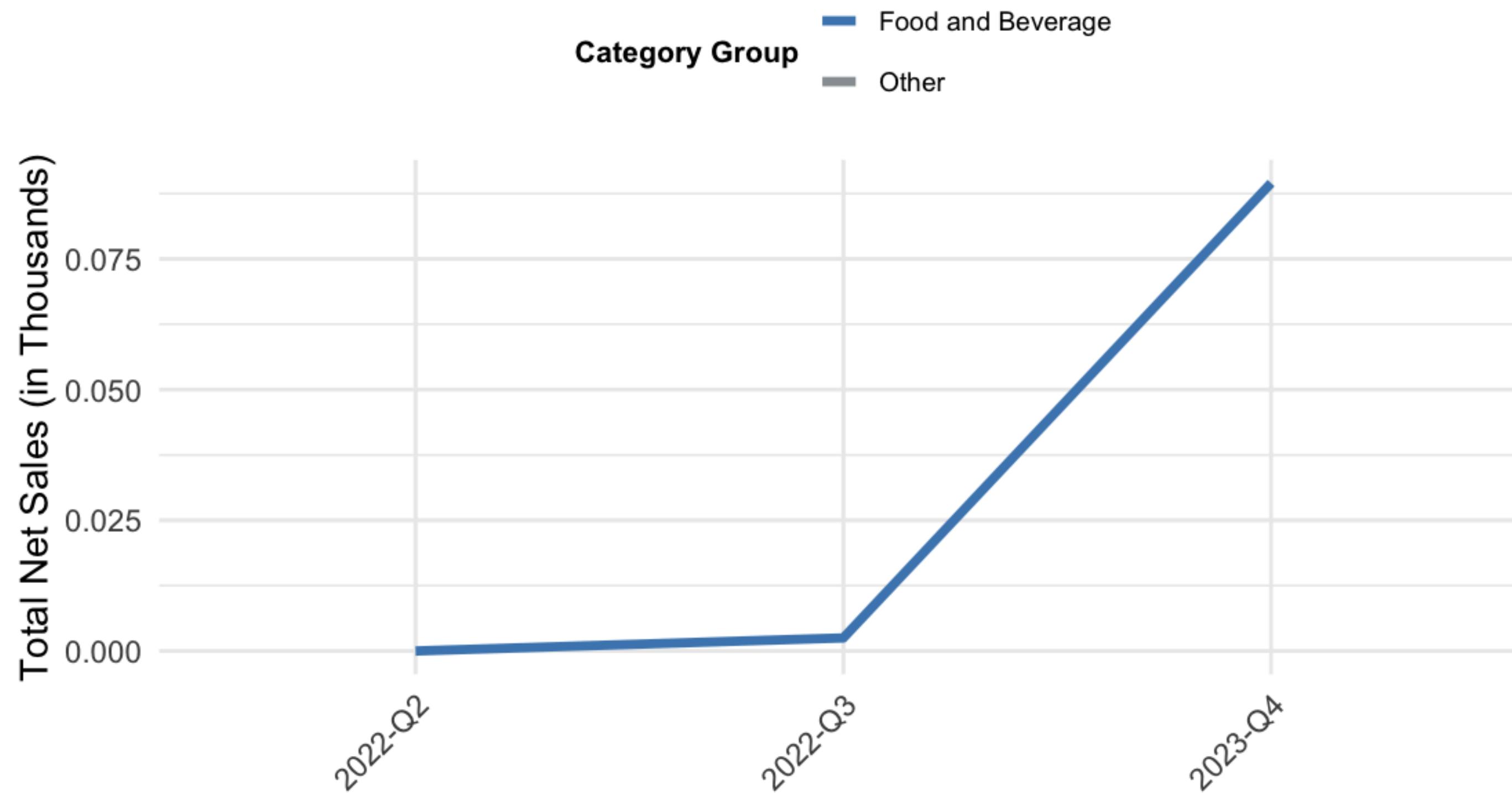
An aerial photograph of the Cincinnati skyline, featuring the Terminal Tower and other skyscrapers along the Ohio River. In the foreground, a modern hotel building with a glass facade and a red brick base is visible, along with other city buildings and a bridge over the river.

DENISON UNIVERSITY

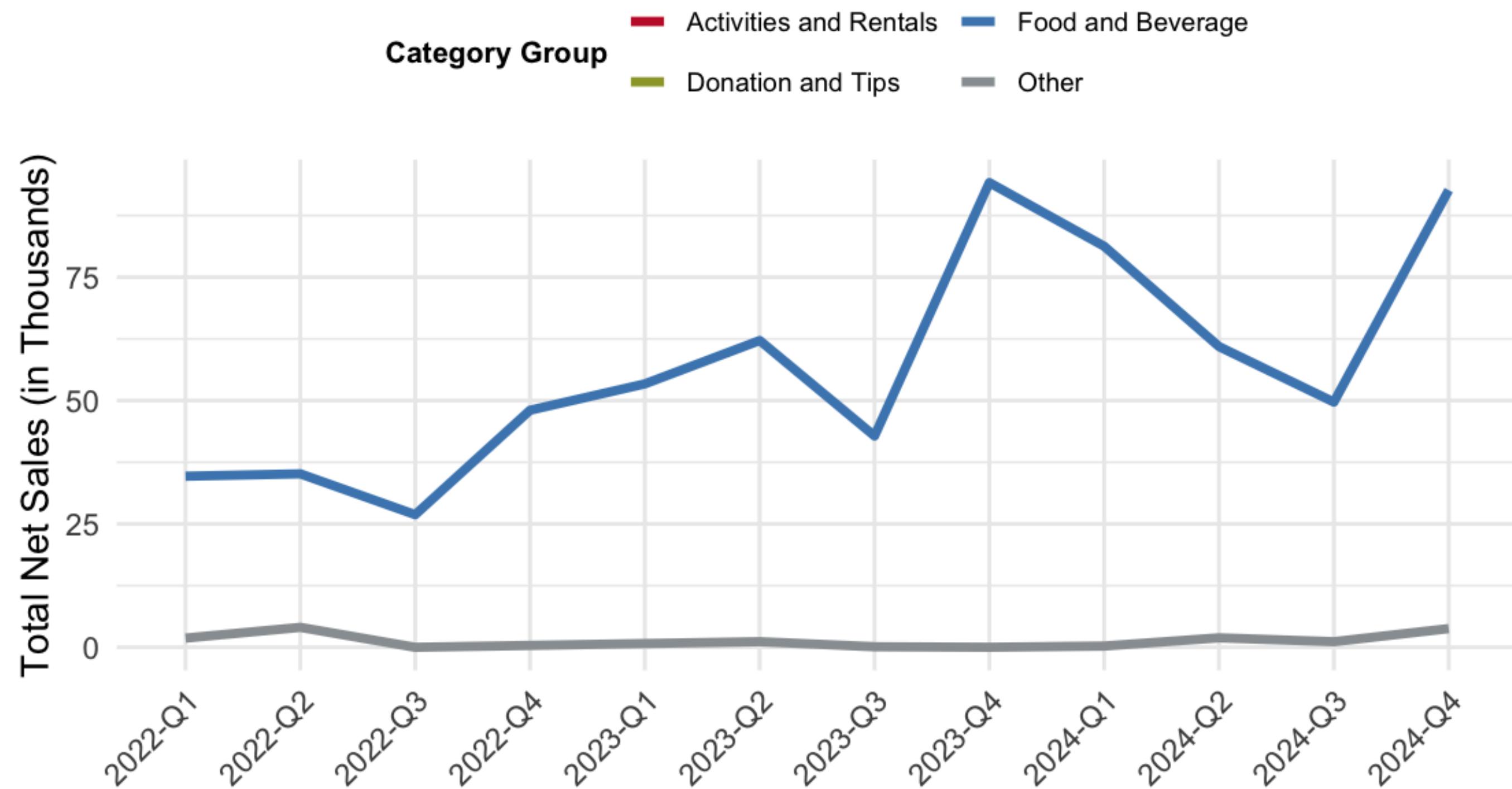
THANK YOU

APPENDIX

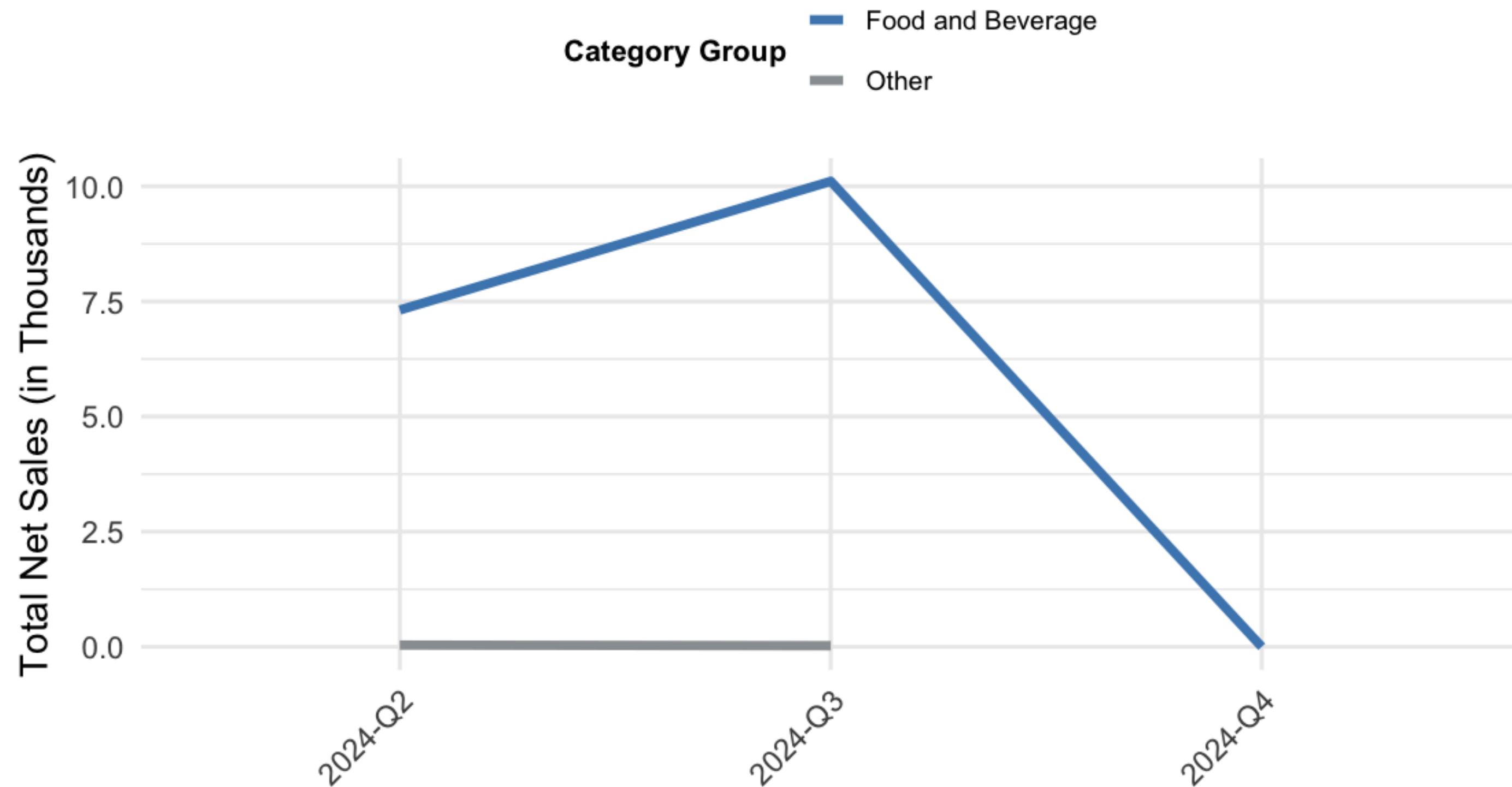
Quarterly Net Sales by Category – Imagination Alley



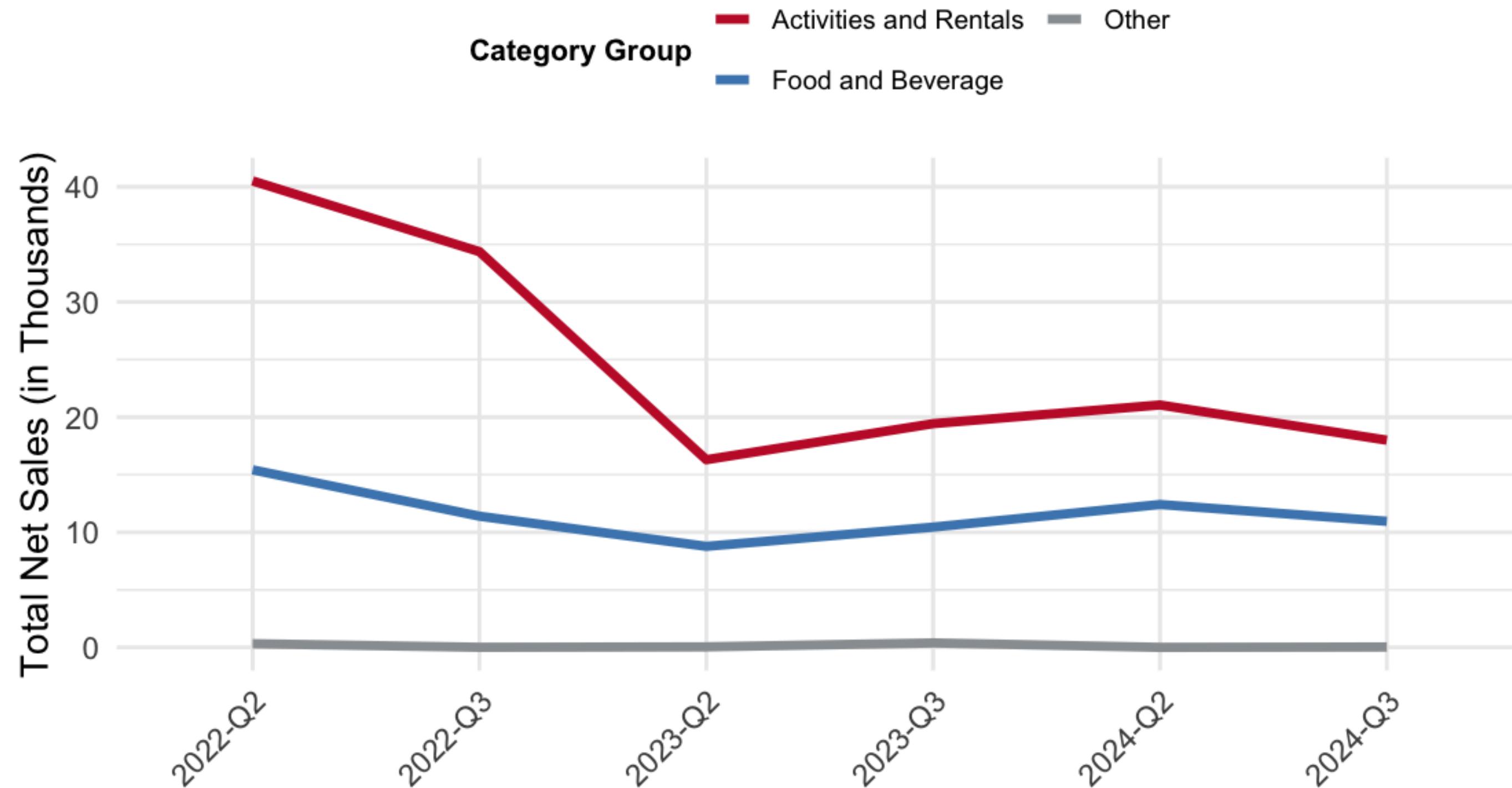
Quarterly Net Sales by Category – Memorial Hall



Quarterly Net Sales by Category – Ziggy's



Quarterly Net Sales by Category – Ziegler Park - Pool



Quarterly Net Sales by Category – Ziegler Park - Concessions

