



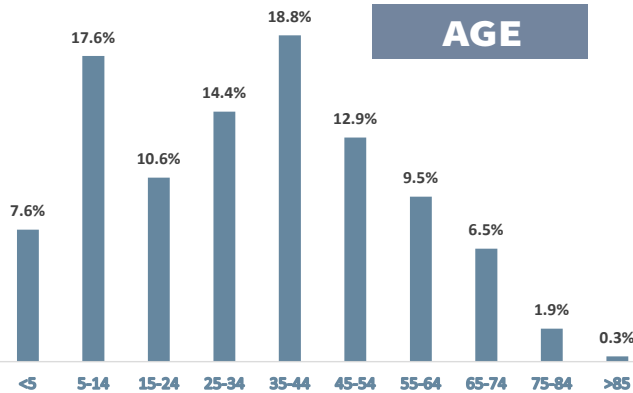
**COMMITTED TO QUALITY
CONNECTED FOR GROWTH**

2023 DEMOGRAPHIC PROFILE

Firestone is centrally located to Denver, Boulder, Fort Collins and Denver International Airport. As one of the fastest growing communities in Colorado, Firestone is primed for commercial development to support its growing number of residents, businesses, and visitors.

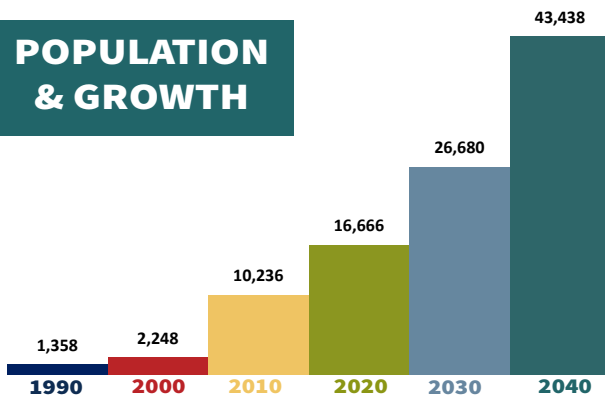


- 35 Minutes to DEN Airport
- 35 Minutes to Denver
- 35 Minutes to Boulder
- 40 Minutes to Ft. Collins



Source: Demographics Now 2022, Firestone, CO

POPULATION & GROWTH



Source: Demographics Now 2022, Firestone, CO.

ESTIMATED
POPULATION
GROWTH RATE IN
THE NEXT 10 YEARS

50%

TRANSPORTATION

	I-25	Hwy 119	Firestone Blvd.
AADT:	104,000	34,000	24,000

DIRECT ACCESS TO:

- *I-25
- *Highway 119
- *Highway 66

CONVENIENT ACCESS TO:

- *E-470/Northwest Parkway
- *Hwy 52
- *Hwy 85



RIDE SERVICES:

*VIA Mobility provides direct, accessible ride services

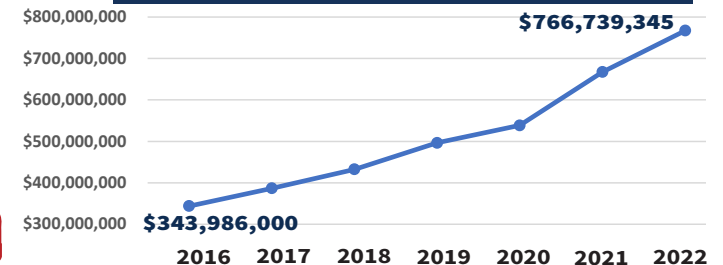
SALES TAX

- Town of Firestone: **3.6%**
- Weld County: **0%**
- State of Colorado: **2.9%**



REGIONAL TRADE AREA	LOCAL TRADE AREA	FIRESTONE
POPULATION		
697,062	86,309	19,300
HOUSEHOLDS		
258,921	29,545	6,300
AVERAGE HOUSEHOLD INCOME		
\$80,261	\$84,524	\$109,246
PERSONS PER HOUSEHOLD		
2.69	2.92	3.06
MEDIAN AGE		
32.94	31.34	34.9
OWNER-OCCUPIED HOUSING		
61.4%	67.3%	84.5%
RENTER-OCCUPIED HOUSING		
38.6%	32.7%	15.5%
TRADE AREA		
337 ^{SQ.} MILES	89 ^{SQ.} MILES	14.62 ^{SQ.} MILES

RETAIL SALES GROWTH



Source: Source: State of Colorado, Retail Reports by City

MAJOR RETAIL VISITS 2022	TOTAL VISITS	UNIQUE VISITS
KING SOOPERS	1,000,000	120,000
SAFEWAY	769,000	98,000
HOME DEPOT	448,000	118,000
AMERICAN FURNITURE WAREHOUSE	317,000	180,000
WALGREENS	161,000	62,000

Source: Placer AI



COMMITTED TO QUALITY
CONNECTED FOR GROWTH

PSYCHOGRAPHIC PROFILE

- 50%** **Fast Track Couples** Active, young, upper established suburban couples and families living upwardly mobile lifestyles
- 34%** **Cul de Sac Diversity** Cultured families settled in new suburban neighborhoods
- 15%** **Boomers & Boomerangs** Baby boomer adults and their teenage/young adult children sharing suburban homes

EDUCATION



93.7%
HIGH SCHOOL GRADUATE
OR HIGHER

47.1%
ASSOCIATES DEGREE
OR HIGHER

36.4%
BACHELOR'S DEGREE
OR HIGHER

10.5%
GRADUATE OR
PROFESSIONAL DEGREE

Source: Demographics Now 2022, Firestone, CO.

REAL ESTATE

\$592,037

AVERAGE SALE PRICE SINGLE FAMILY
DETACHED HOME

\$1,708

AVERAGE MONTHLY RENTAL
ATTACHED 2 BED/2 BATH

\$22-\$30/sf NNN
RETAIL

\$14-\$23/sf NNN
OFFICE

\$15-\$20/sf NNN
INDUSTRIAL

AVERAGE HOUSEHOLD INCOME

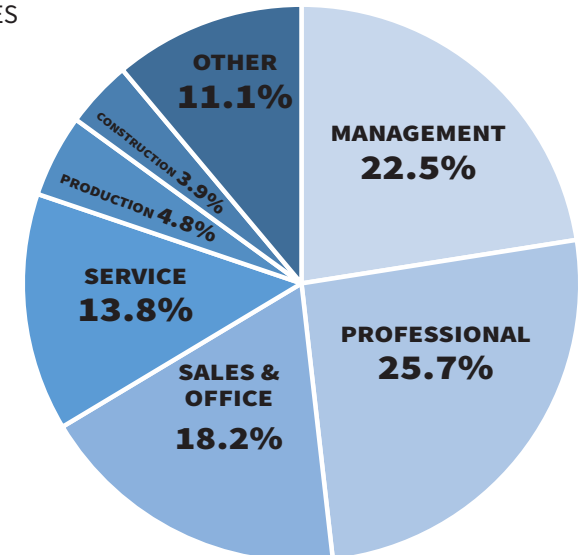
\$109,246 FIRESTONE

\$107,578 COLORADO

\$96,357 UNITED STATES



EMPLOYMENT SECTORS



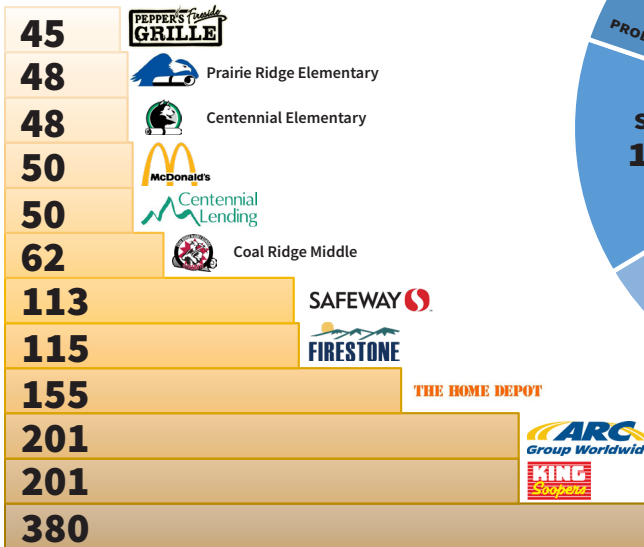
Source: ESRI 2022

2023 MILL LEVIES

Town of Firestone	6.805
Carbon Valley Rec District	4.427
Frederick Firestone Fire Protection District	15.394
High Plains Library District	3.181
School District RE1-J*	58.385
St. Vrain Sanitation District	0.373
No. Colorado Water	1.000
Weld County	15.038

* Subject to location in Firestone
Additional mill levies may apply, subject to location.

LARGEST EMPLOYEES



CONNECT WITH US!
Town of Firestone Economic Development
pmehle@firestoneco.gov | 303-531-6265