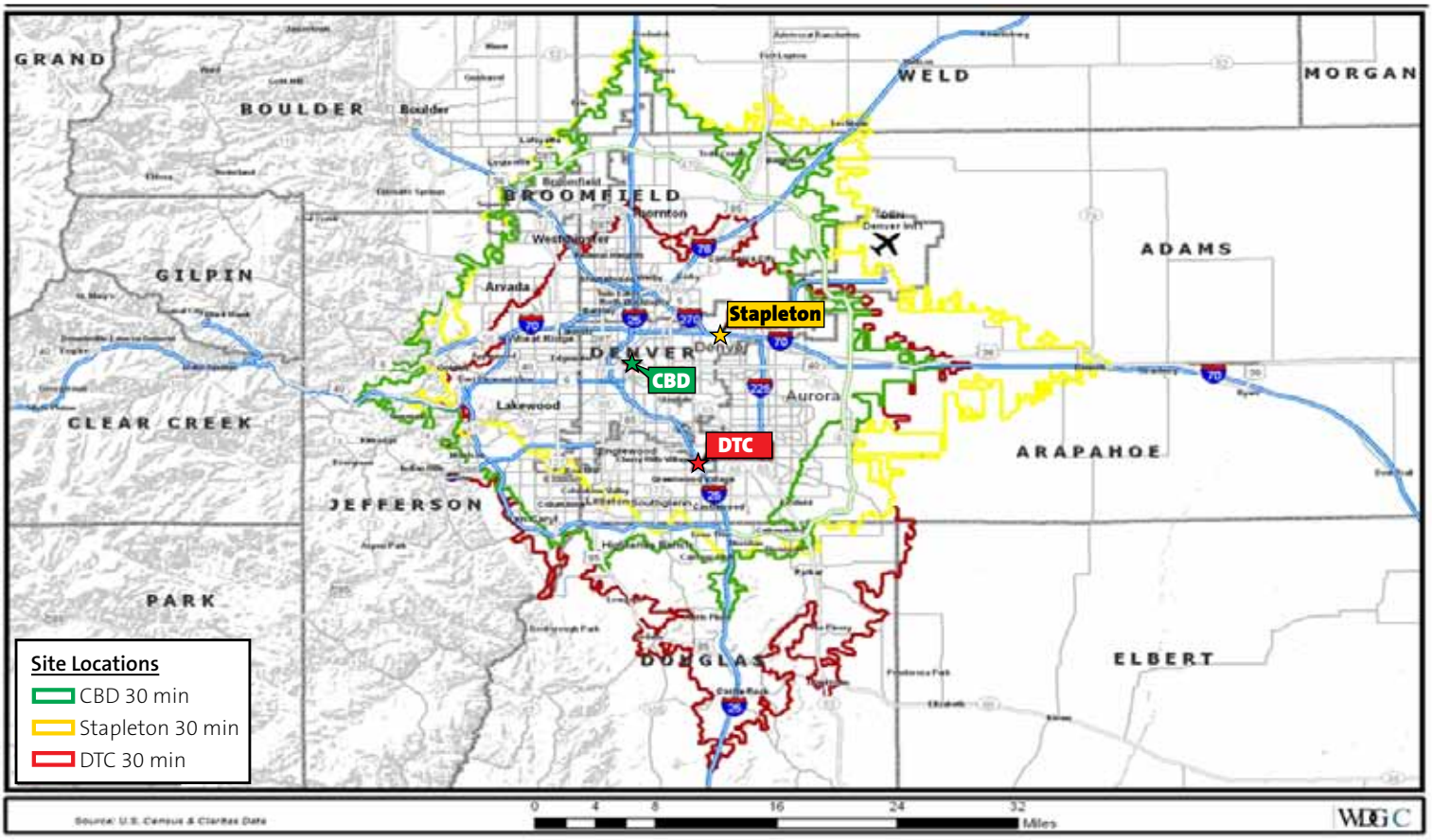
Stapleton: The High Performance Workplace
Located in Denver's Premiere Mixed-Use Development

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.