

REOPENING DENVER

#COMEBACKSTRONGER

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #COMEBACKSTRONGER. The below outlines the specifics of Denver's Phase 1 reopening and current traffic patterns.

PHASE 1 REOPENING

- April 27th: Safer-at-Home begins, including curbside retail and real-estate showings.
- May 9th: Retail, barber shops, hair and nail salons, pet groomers, personal trainers, offices, State Parks, and post-secondary education reopen with certain capacity restrictions.
- May 27th: Restaurants will open for dine-in service with strict precautions.

TRAFFIC PATTERNS

- Denver is seeing a 11.2% increase in traffic over the past two weeks without regression. Denver ranks 3rd in the nation in percent increase in average daily miles travelled at 105% over the past month.
- We are currently delivering 89.8% of impressions, a significant increase since the National Emergency was declared on March 15.

