

DID YOU KNOW? FORT WORTH STOCKYARDS



The Stockyards is the #1 attraction in the DFW area, with an estimated 3M visitors each year.

Deeply rooted in tradition. Steeped in history. Brought to life in modern day. Entertaining for all ages.

Timeless. Classic. Rustic.



POPULATION & GROWTH IS ON THE RISE

- Fort Worth is the fastest growing city of its size in the country, expanding twice as fast as its surrounding 4-county area. From '00 to '13, Fort Worth grew 42%, surpassing Austin, Nashville and Charlotte.
- From '00 to '14, Fort Worth was responsible for 30% of the region's population growth (for cities with more than 100,000 residents).
- 18% (highest percentage group) of the city's growth is composed of the lifestyle segment, "Up and Coming Families," which is characterized by high median household (HH) incomes and home ownership.
- With over 8M people, DFW is the fastest growing metroplex in the U.S.
- Fort Worth is the 16th largest city in the U.S. in population — approx. 800,000, with Tarrant County at 2M. By 2020, Fort Worth's population will exceed 1M.



THE STOCKYARDS IS HOME TO SOME OF THE BEST RESTAURATEURS & MOST UNIQUE RETAILERS

- When it opened in the Stockyards in 2012, Tim Love's Lonesome Dove Western Bistro was named among the "Top 50 Best New Restaurants in the U.S." by *Bon Appétit*. Love also operates a casual country music venue and bar, The White Elephant Saloon and Love Shack, both in the Stockyards.
- The Stockyards is home to Chef Grady Spears' Horseshoe Hill. Spears, a celebrated chef, cookbook author and entertainment personality, is a Cowboy Cuisine expert.
- Joe T. Garcia's — a favorite of locals, U.S. Presidents, celebrities and tourists alike — is consistently voted one of the best patio dining spots in the U.S. Originally the family's hacienda, this people-watching mecca boasts one of the highest beverage sales volumes in the state.
- With over 100 shows a year, Billy Bob's Texas — the CMA-award-winning, "world's largest honky-tonk" — attracts over 350,000 people per year. The Stockyards is also home to Cooper's Old Time Pit Bar-B-Que.
- Fashion retail thrives in the Stockyards, anchored by Maverick Fine Western Wear, M.L. Leddy's and Cavender's Stock Yards Outfitter, all legends in Western apparel.

This statement is based upon information which we believe to be correct and is obtained from sources we regard as reliable, but we assume no liability for errors or omissions therein.

TOURISM IN NORTH TEXAS AND THE STOCKYARDS

- Dallas/Fort Worth is the #1 tourist destination in Texas.
- DFW Airport, 26 miles away, serves 64M travelers annually.
- *Condé Nast* named Fort Worth one of the top six U.S. cities to watch and visit in 2017.
- At 3M annually, the Stockyards' visitor draw is impressive, compared to Denver's LoDo District (drawing 2.7M) and San Antonio's Pearl Brewery District (1.8M).

THE FUTURE IS BRIGHT: STOCKYARDS REDEVELOPMENT

PHASE 1 INCLUDES: 2018 – 2019

- 180,000 SF of redeveloped historic Horse & Mule Barns, including experiential retail and best-in-category food and beverage, as well as creative office space
- Extensive upgrades to the public realm, existing attractions, streetscape, outdoor areas and experiences
- 200-room, 4-star boutique hotel with iconic signature restaurant, classically beautiful event/wedding barn, creative meeting space and rustically stunning "backyard" leading out to Marine Creek
- Enhanced parking options and valet throughout
- More than \$120M investment in Phase 1, with additional retail, restaurant, entertainment and residential planned for subsequent phases
- Phase 1 is part of a 70-acre, \$200M master-planned development in a public/private partnership with the City of Fort Worth and Tarrant County.

FOOD AND BEVERAGE SALES ARE IMPRESSIVE

- Total restaurant and retail sales in the Stockyards exceed \$132M.
- Top restaurants (less than 10,000 SF) boast sales of over \$825/SF, while total Stockyards F&B sales are approx. \$74M.
- Total Stockyards annual retail sales are approx. \$60M.
- Stockyards Station, with its 22 restaurant and retail operators, exceeds \$15M in annual sales.

STOCKYARDS EVENTS DRAW HUGE CROWDS

- 18 annual events attract approx. 145,000 visitors. The Red Steagall Cowboy Gathering alone brings over 30,000 visitors.
- The Stockyards' Cowtown Coliseum, constructed in 1908, was the first indoor rodeo arena in the U.S., and today hosts the country's only twice-weekly rodeo, attended by over 200,000 visitors annually.
- Stockyards Station hosts over 250 events annually in its 20,000 SF of meeting and event space.
- Each year, more than 800,000 visitors travel to view The Herd of Texas longhorns on its twice-daily cattle drive.
- The Grapevine Vintage Railroad travels seasonally along the historic Cotton Belt Route into the Stockyards, delivering more than 100,000 visitors each year.

FAST FACTS:

- Trade Area: 7.4M people
- Annual # of Visitors: approx. 3M
- Out-of-State Visitors: 26%
- Visitors' Average HH Income: \$81,000
- HHs with Children: 33%
- Visitors with \$100,000+ HH: 27%
- Total Stockyards F&B Sales: approx. \$74M
- Total Stockyards Retail Sales: approx. \$60M
- Phase 1 Investment: approx. \$120M+

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