





We always like to be on the winning team, and we think the next triumph of Dallas is the Victory Park neighborhood.







This area is booming with change and ingenuity and quickly becoming one of the most popular districts in Dallas. Victory Park offers excitement around every curve as its urban evolution ensues. Enjoy your time out dining in swanky style at Imoto or grabbing dessert at the gourmet popsicle shop, Pop Bar.

In Victory Park, there is no shortage of entertainment. Enjoy a sports event or a musical extravaganza at the American Airlines Center. Check out the ever-evolving experiential art installation at Sweet Tooth Hotel. Whatever your niche is, Victory Park has got it.









# Demographics







## 1 MI RADIUS

-  Population (2018) – 29,603
-  Households – 13,124
-  Avg. HH Income – \$117,552
-  Median Age – 33
-  Daytime Demo – 141,525
-  Education (Bach+) – 57%

## 3 MI RADIUS

-  Population (2018) – 187,692
-  Households – 87,023
-  Avg. HH Income – \$91,322
-  Median Age – 34
-  Daytime Demo – 393,259
-  Education (Bach+) – 48%

## 5 MI RADIUS

-  Population (2018) – 398,518
-  Households – 163,296
-  Avg. HH Income – \$94,878
-  Median Age – 34
-  Daytime Demo – 642,221
-  Education (Bach+) – 43%



# Case Study

*We're proud to collaborate with brands and businesses in neighborhoods and markets across the country. Read the following case study to learn more about one of our partners.*

What pops into your head when you hear, "Sweet Tooth Hotel?" We bet you didn't initially think experiential art. Which is, we think, exactly the point.

Created by wife and husband duo Jencey and Cole Keeton, Sweet Tooth Hotel offers an immersive art activation that features emerging experiential artists. Visitors make their way through 5,000 square feet of adventures in the form of art installations - their exhibits have included everything from large-scale new media productions to retrofuturism to yarn. Yes, yarn. It's unexpected, imaginative, impressive.

After bringing to life some of the most well-known experiential art installations in cities like LA, Miami, Chicago, and NY - Refinery 29's 29 Rooms in Brooklyn, for example - Jencey Keeton, a career musician, felt there was an opportunity for an art experience in Dallas. A native of the city, she has watched Dallas transform from stockyards and BBQ to a thriving metropolis with an incredibly diverse population - including creatives.

At the time of this revelation, Jencey was working in marketing for Trademark Property Company who managed Dallas's Victory Park. Booming with growth and ingenuity, Victory Park is quickly becoming one of the most popular neighborhoods in Dallas, not only to live in, but to visit. With its amazing restaurants, vibrant and walkable streets, and diverse community, Jencey knew that this would be a 'sweet' area for an art venue.

The Asana Partners team had a hunch about Victory Park as well, and have been immersing themselves in the area, making them the perfect partners to help Jencey bring her vision of creating a platform for Dallas artists to life.

"Asana Partners understands the history of the Victory Park property. They're committed to the neighborhood's growth, and care about making this an awesome community for residents, tenants, and visitors," Jencey said.

Jencey and the previous property owner worked together to create Sweet Tooth

Hotel - a 1,200 square foot pop up in 2018. The exhibit sold out all three months within a week, and Jencey quickly saw that people were craving an art experience, and that this should become a permanent space with rotating artists. Now an almost 5,000 square foot community staple, Sweet Tooth Hotel sees 30,000-35,000 visitors each year, and has been ranked the #1 tourist destination in Dallas via Google searches.

All of Sweet Tooth Hotel's artists are curated, all with different backgrounds and voices. For Jencey, it's not just about an 'Instagram-worthy' space. There's an underlying meaning behind each installation, and she wants to make a positive impact on the community — which happens to be an underlying principle for Asana Partners, who purchased the Victory Park property in May 2019.

"Asana Partners has been so supportive of the local, creative community," said Jencey. "They're always responsive to ideas, and they understand this is a tremendous opportunity to serve as a community hub with a mix of local and national tenants."

It's about so much more, too.

"They're really working to create a neighborhood that is a destination, and serves the people who live down here," she says. "They work with all of us [tenants] to do what's right for the property."

Communities need both art and soul now more than ever - expanding our imaginations and bringing people together.

## **Jencey and Cole Keeton**

*Owners, Sweet Tooth Hotel*

Asana Partners Retail Partner





# Aerial Key

## HOTELS ■ Total Rooms: 831

Harwood Hotel 20 Story Tower Announced  
 W Hotel 252 Keys  
 Hyatt House Hotel 141 Keys  
 Ritz-Carlton 218 Keys  
 The Crescent Hotel 220 Keys

## POINTS OF INTEREST ■ Total Visitors: 3,008,000+

American Airlines Center Visitors: 800,000+  
 House of Blues 20 Story Tower Announced  
 Perot Museum Visitors: 1,000,000+  
 Dallas World Aquarium  
 Dallas Museum of Art Visitors: 800,000+  
 AT&T Performing Arts Center Visitors: 408,000+  
 & Winspear Opera House  
 Cinepolis

## RESIDENTIAL BUILDINGS ■

Total Residences: 7,089

W Hotel 146 Condos  
 Ritz-Carlton 165 Luxury Residences  
 Sky House 336 Units  
 The Victor 347 Luxury Units  
 The 23 Dallas 285 Units  
 The Ascent 352 Units  
 Future Mixed-Use 300 apts  
 Victory Place 352 Units  
 Magnolia Station 70 Units  
 The Union 309 Apt Units  
 Park 17 Apartments 292 Units  
 Park District 253 Apt Units  
 Park District Residences 228 Units  
 1900 McKinney 230 Units

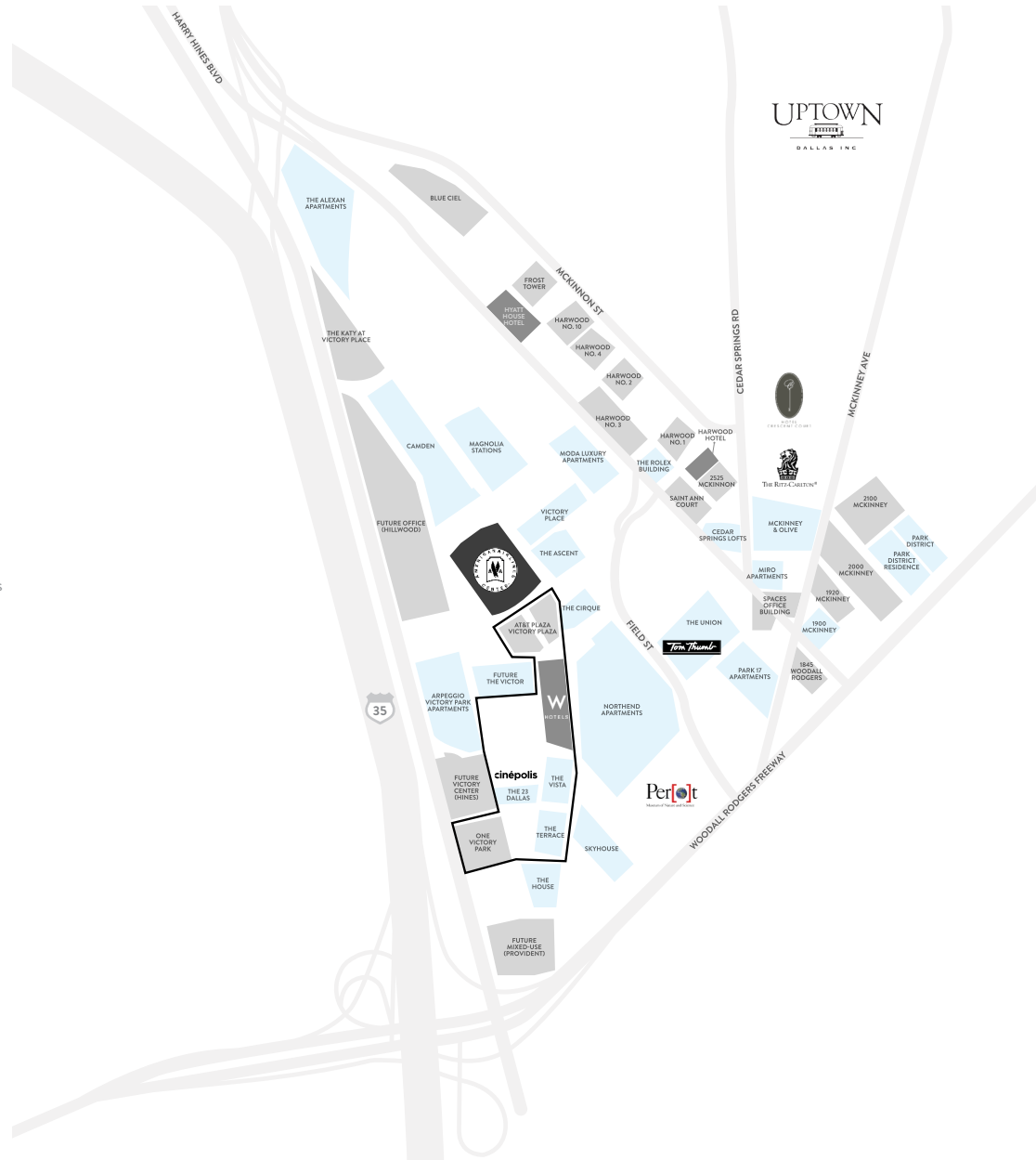
Northend Apartments 540 Units  
 Arpeggio Victory Park Apts 377 Units  
 The House 133 Condo Units  
 The Terrace 95 Condo Units  
 The Vista 129 Apt Units  
 The Cirque 252 Units  
 Alexan 365 Units  
 Camden 425 Units  
 Moda Luxury Apts 264 Units  
 Bleu Ciel 158 Condo Units  
 2011 Cedar Springs Lofts 43 Condos  
 Miro Apartments 180 Units  
 The Katy at Victory Park 463 Units

## OFFICE BUILDINGS ■

Total: 4,674,000 SF

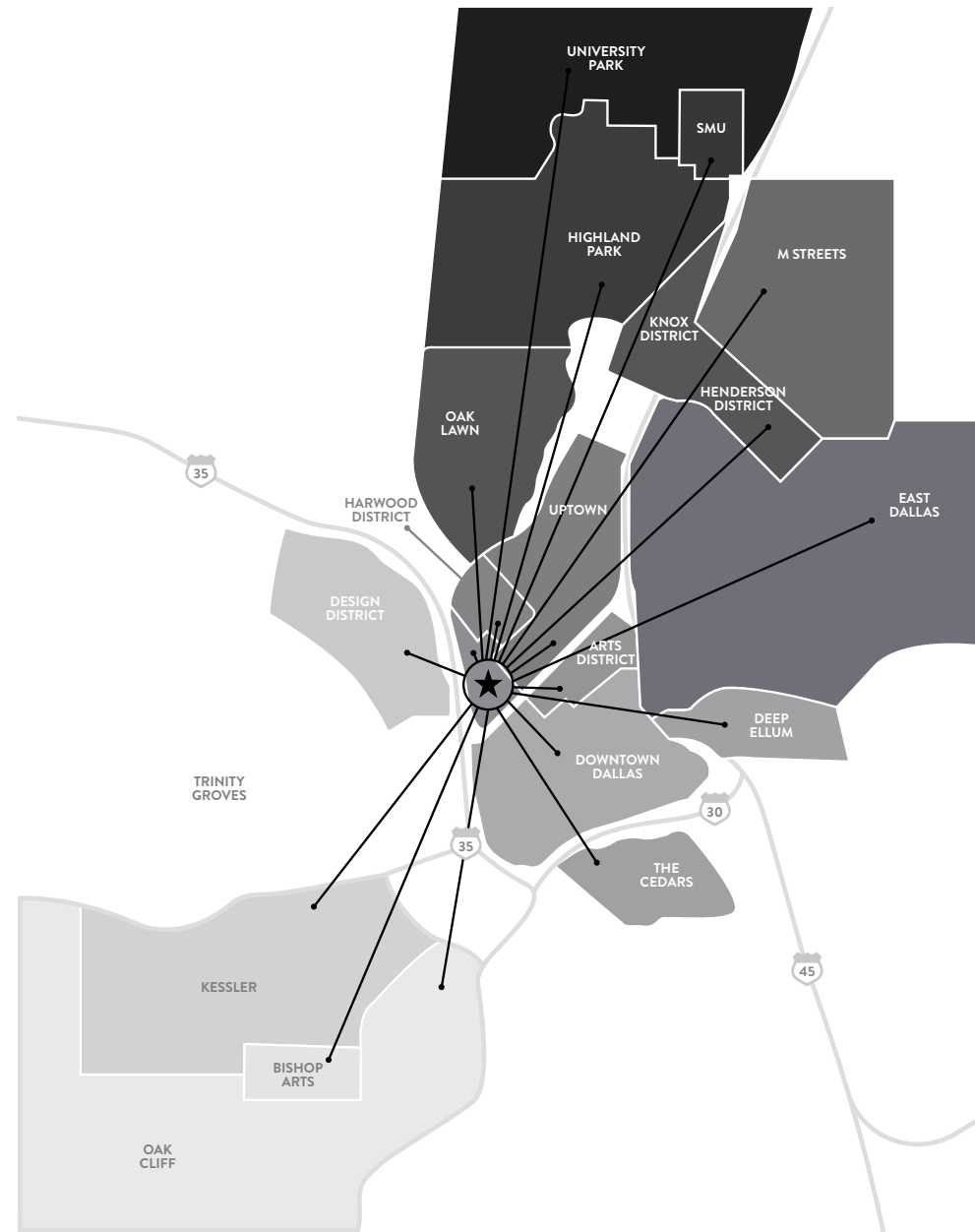
Frost Tower 167,000 SF  
 Future Mixed-Use 180,000 SF  
 Hillwood Future Office  
 Spaces Office Building 100,000 SF  
 McKinney & Olive 480,000 SF  
 The Rolex Building 56,000 SF  
 The Union 417,000 SF  
 Harwood No. 10 200,000 SF  
 Park District 500,000 SF  
 Future Victory Center Tower 455,000 SF  
 One Victory Park 456,000 SF  
 Victory Plaza/ AT&T Plaza 173,000 SF

Harwood No. 2 180,000 SF  
 Harwood No. 3 200,000 SF  
 Harwood No. 4 11 Floor Office  
 1920 McKinney 30,000 SF  
 1845 Woodall Rodgers 150,000 SF  
 2000 McKinney 470,000 SF  
 2525 McKinnon 110,000 SF  
 2100 McKinney 350,000 SF



# Drive Times

|   |   |
|---|---|
| UNIVERSITY PARK<br>6 Miles, Drive Time of 12.5 Minutes        | DESIGN DISTRICT<br>1.5 Miles, Drive Time of 7 Minutes |
| SMU<br>5.5 Miles, Drive, Duration of 12.5 Minutes             | ARTS DISTRICT<br>1 Mile, Drive, Duration of 6 Minutes |
| HIGHLAND PARK<br>5 Miles, Drive Time of 12.5 Minutes          | DEEP ELLUM<br>4.5 Miles, Drive Time of 10.5 Minutes   |
| KNOX DISTRICT<br>4 Miles, Drive Time of 10 Minutes            | DOWNTOWN DALLAS<br>1.5 Miles, Drive Time of 8 Minutes |
| HENDERSON DISTRICT<br>4.3 Miles, Drive Time off 10.25 Minutes | THE CEDARS<br>3 Miles, Drive Time of 9 Minutes        |
| M STREETS<br>5 Miles, Drive Time of 13 Minutes                | KESSLER<br>3.5 Miles, Drive Time of 9 Minutes         |
| OAK LAWN<br>2.5 Miles, Drive Time of 9 Minutes                | BISHOP ARTS<br>4.5 Miles, Drive Time of 11 Minutes    |
| UPTOWN<br>2 Miles, Drive Time of 8.5 Minutes                  | OAK CLIFF<br>6 Miles, Drive Time of 12.5 Minutes      |
| EAST DALLAS<br>5.5 Miles, Drive Time of 13 Minutes            | TRINITY GROVES<br>2 Miles, Drive Time of 7 Minutes    |
| HARWOOD DISTRICT<br>1 Mile, Drive Time of 4 Minutes           |   |





# By the Numbers

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TOTAL GLA

408,191 sf

HOUSEHOLD INCOME (3 MI)

\$91,322

AVERAGE AGE (3 MI)

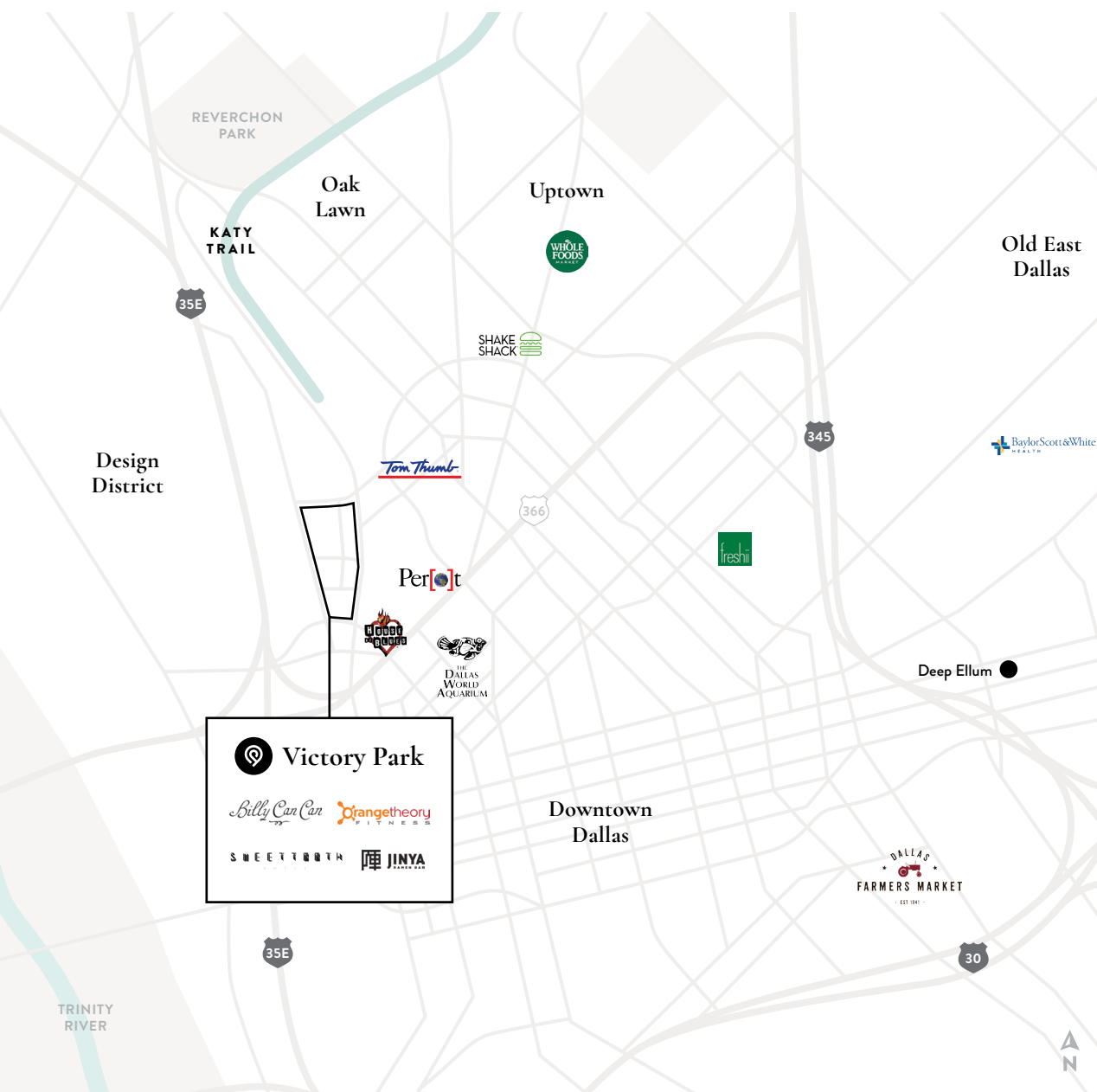
33

EDUCATIONAL ATTAINMENT (1 MI)

57%







# The Neighborhood

POPULATION (1 MI)

29,603

DAYTIME POPULATION (1 MI)

141,525

HOUSEHOLDS (1 MI)

13,124

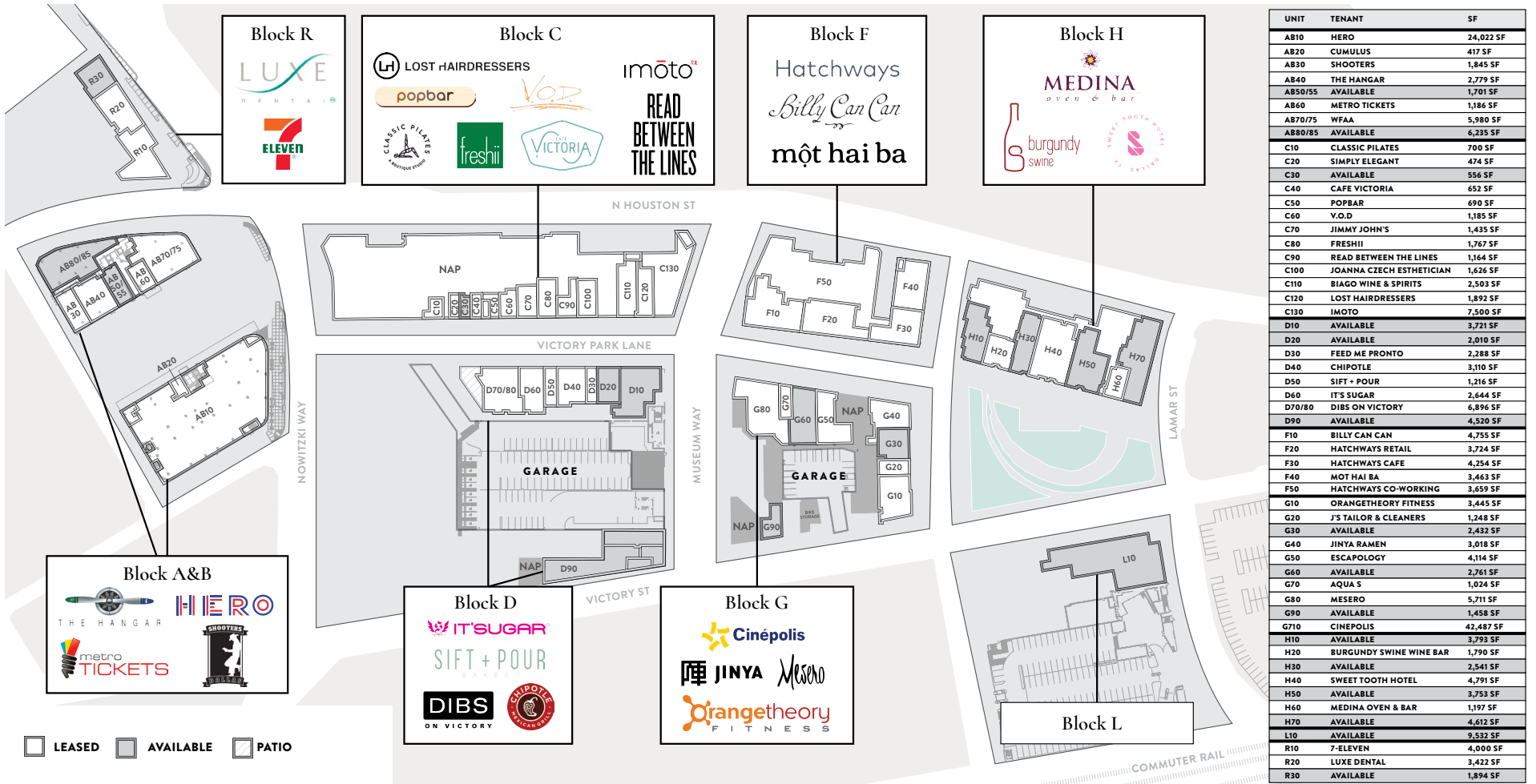
AVERAGE HOUSEHOLD INCOME (1 MI)

\$117,552

POPULATION BETWEEN 25-34 (1 MI)

38%

# Victory Park Site Plan





GET IN TOUCH

We'd love to hear from you, please reach out to our contacts below.



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