



MULE ALLEY

FORT WORTH STOCKYARDS





DID YOU KNOW?

FORT WORTH STOCKYARDS

The Stockyards is the top attraction in the Dallas/Fort Worth area, with an estimated 3 million visitors each year.

An inspiring past. An exciting future.

A legacy reimagined.



POPULATION AND GROWTH ARE 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 2013, Fort Worth grew 42%, surpassing Austin, Nashville and Charlotte.
- From 2000 to 2014, 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 incomes and home ownership.
- With over 8 million people, Dallas/Fort Worth is the fastest growing metroplex in the U.S.
- With a population of over 800,000, Fort Worth is the 15th largest city in the U.S., located in Tarrant County with a total population of 2 million. By 2020, Fort Worth's population will exceed 1 million people.

ACCLAIMED RESTAURATEURS AND THRIVING RETAIL

- When it opened 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 The White Elephant Saloon and Love Shack restaurant, both featuring live music.
- The Stockyards is home to Chef Grady Spears' Horseshoe Hill. Spears is a celebrated chef, cookbook author, entertainment personality and 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.
- Nearby, Cooper's Old Time Pit Bar-B-Que has been in the business of serving Texas diners since 1953.
- 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.





A TOURIST DESTINATION

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

STOCKYARDS EVENTS DRAW HUGE CROWDS

- 18 annual events attract approximately 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 in the U.S. Today, it hosts the country's only twice-weekly rodeo, attended by over 200,000 visitors annually, as well as the RFD TV American Semi-final Rodeo and PBR Stockyard Championship Rodeo.
- Stockyards Station hosts over 250 events annually in its 20,000 sq. ft. of meeting and event space.
- Each year, more than 800,000 visitors travel to view the Fort Worth 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: 74M people
- Annual 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. \$160M+

FOOD AND BEVERAGE SALES ARE IMPRESSIVE

- Total restaurant and retail sales in the Stockyards exceed \$134 million.
- Top restaurants (less than 10,000 sq. ft.) boast sales of over \$825/sq. ft., while total Stockyards F&B sales are approximately \$74 million.
- Total Stockyards annual retail sales are approximately \$60 million.
- Stockyards Station, with its 22 restaurant and retail operators, exceeds \$15 million in annual sales.



MULE ALLEY PROJECT SNAPSHOT

- 180,000 sq. ft. of redeveloped historic Horse and Mule Barns with opportunities for retail shops and boutiques, restaurants and cafés, entertainment and live music venues, and creative workspaces.
- Extensive upgrades to the public spaces, existing attractions, streetscape, outdoor areas and experiences.
- 200-room Autograph Collection® 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 \$120 million investment in Phase 1, with additional retail, restaurant, entertainment and residential planned for subsequent phases.
- Phase 1 is part of a 70-acre, \$200 million master-planned development in a public/private partnership with the City of Fort Worth and Tarrant County.

FOR DEVELOPMENT AND LEASING INFORMATION, CONTACT:

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STOCKYARDS HERITAGE

A MAJESTIC REALTY CO. AND HICKMAN COMPANIES DEVELOPMENT

FORT WORTH STOCKYARDS

NEIGHBORS

- BILLY BOB'S TEXAS
- JOE T. GARCIA'S
- COWTOWN COLISEUM
- LIVESTOCK EXCHANGE BUILDING
- M.L. LEDDY'S
- MAVERICK FINE WESTERN WEAR
- CAVENDER'S STOCKYARDS
- STOCKYARDS STATION
- LONESOME DOVE
- WESTERN BISTRO
- COOPER'S OLD TIME
- PIT BAR-B-QUE
- WHITE ELEPHANT SALOON
- HORSESHOE HILL
- HYATT PLACE
- COURTYARD BY MARRIOTT
- TEXAS COWBOY HALL OF FAME
- SPRINGHILL SUITES

STOCKYARDS
HERITAGE

A MARETTIC REALTY CO. AND HICKMAN COMPANIES DEVELOPMENT





FORT WORTH STOCKYARDS

TOP 10 ALCOHOLIC BEVERAGE SALES BY VOLUME*

1. BILLY BOB'S TEXAS
\$5,999,772.09
2. JOE T. GARCIA'S
\$4,631,133.43
3. WHITE ELEPHANT SALOON
\$1,293,997.34
4. LONESOME DOVE
WESTERN BISTRO
\$1,028,645.07
5. CANTINA CADILLAC
\$744,972.24
6. LIL' RED'S LONGHORN SALOON
\$727,837.91
7. RISCKY'S BBQ
\$688,220.30
8. CATTLEMEN'S STEAK HOUSE
\$496,185.22
9. RISCKY'S STEAKHOUSE
\$431,305.07
10. STOCKYARDS STATION
BANQUET FACILITIES
\$500,757.51

* Source: www.tabc.texas.gov, November 2016

STOCKYARDS
HERITAGE

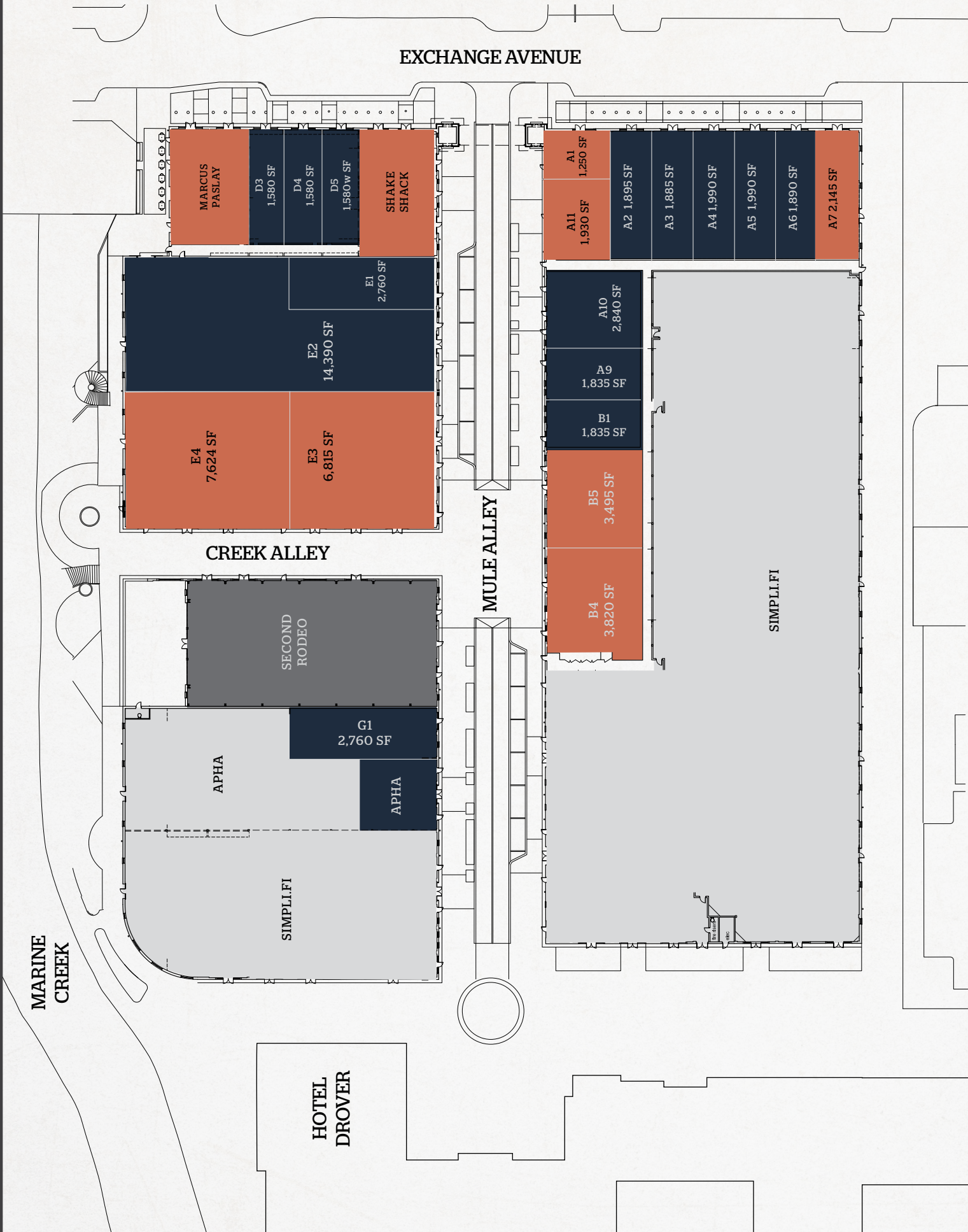
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FORT WORTH STOCKYARDS

PHASE 1

1. AVAILABLE FOR LEASE
 - 1A. EAST/WEST HORSE & MULE BARNS
 - RESTAURANT & RETAIL: 1,500 SF TO 6,500 SF
 - OFFICE SPACE: DIVISIBLE UP TO 40,000 SF
 - 1B. 8,200 SF (DIVISIBLE)
2. TEXAS JAKE'S TRADING CO.
3. RISCKY'S BBQ
4. TRAIL BOSS BURGERS
5. DESTINATION FORT WORTH
6. TEXAS HOT STUFF
7. STOCKYARDS SPORTS
8. THE CANDY BARREL
9. THE SPICE & TEA EXCHANGE
10. KO TRADING
11. TEXAS GOLD MINORS
12. KOKOPELLI JEWELRY
13. LONGHORN GENERAL STORE
14. LEATHER TRADING COMPANY
15. SASSY PANTZ
16. BEEF JERKY OUTLET
17. STOCKYARDS TRADING POST
18. BARBARA'S CUSTOM HATS
19. STOCKYARDS OLIVE OIL CO.
20. CHIEF RECORDS
21. STOCKYARDS GUNFIGHTERS
22. PICTURE THIS
23. STOCKYARDS STATION





MULE ALLEY

PROPOSED TENANT PLAN

- RESTAURANT, BAR, CAFE:
34,280 SQ. FT.
- RETAIL: 40,810 SQ. FT.
- OFFICE: 91,504 SQ. FT.
- ENTERTAINMENT:
11,980 SQ. FT.

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