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 four-county area. From 2000 to 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 which has a total population of 2 million. By 2020, Fort Worth’s population is expected to 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.

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.
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: 7.4M 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 I Investment: Approx. $160M+

MULE ALLEY PROJECT SNAPSHOT

- 180,000 sq. ft. of redeveloped historic Horse and Mule Barns with opportunities for retail shops and boutiques, restaurants and cafes, entertainment and live music venues, and creative workspaces.
- 200-room Hotel Drover, an Autograph Collection® hotel with iconic signature restaurant, classically beautiful event/wedding barn, creative meeting space and rustically stunning “backyard” leading out to Marine Creek.
- Extensive upgrades to the public spaces, existing attractions, streetscape, outdoor areas and experiences.
- Enhanced parking options and valet throughout.
- More than $160 million investment in Phase I, with additional retail, restaurant, entertainment and residential planned for subsequent phases.
- Phase I 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.

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.

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