



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 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.





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.
- 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 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