



WEST



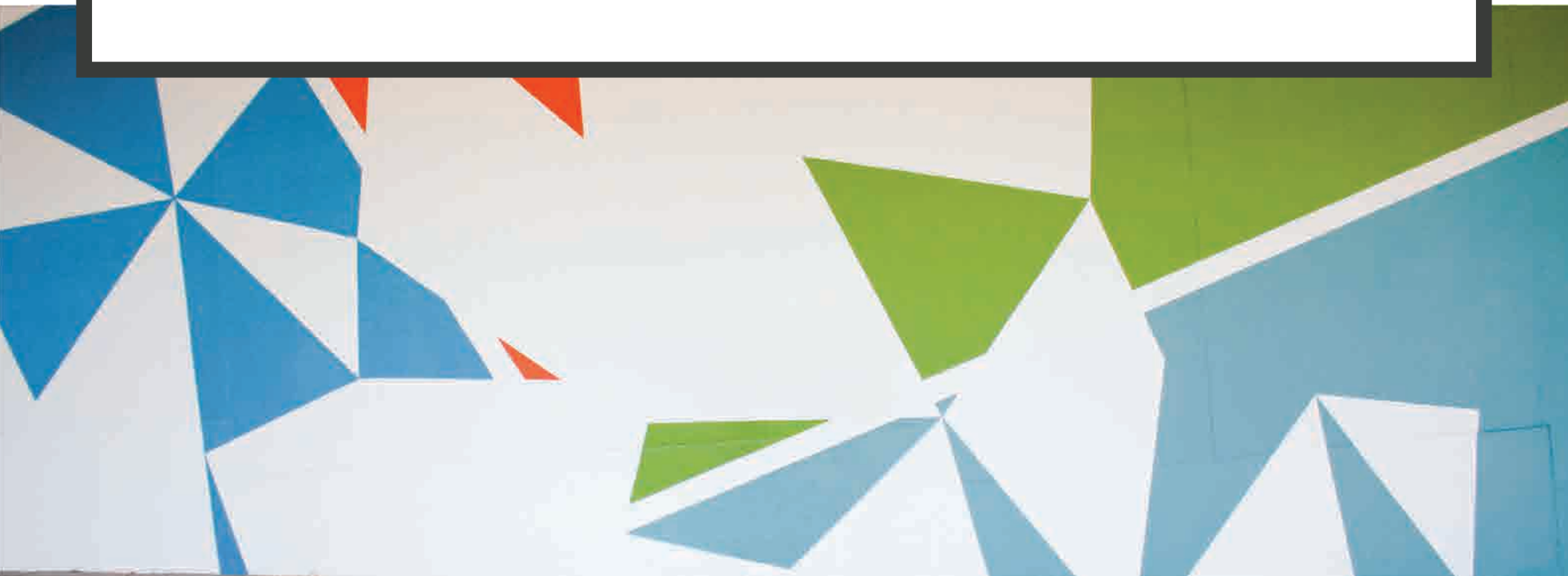
BEND

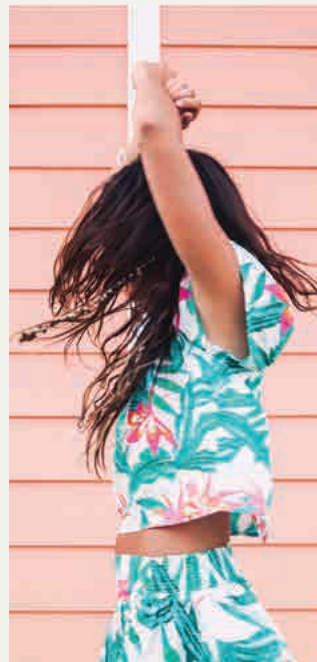


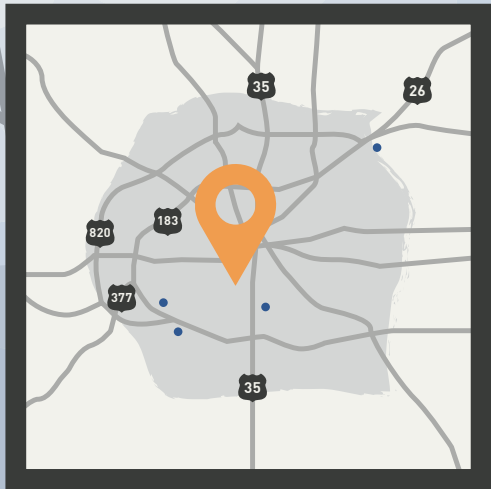
ABOUT

WestBend is evolving the successful University retail district by delivering the critical mass of retail, restaurants, urban-style pedestrian experience and connectivity to the active social scene on the Trinity Trails that the district currently lacks.

When complete, WestBend will be a 670,000 square foot, mixed-use urban infill district with trailside walkable restaurants and a fresh collection of contemporary fashion retailers, a boutique hotel, class A offices, and high-end, multi-family living.

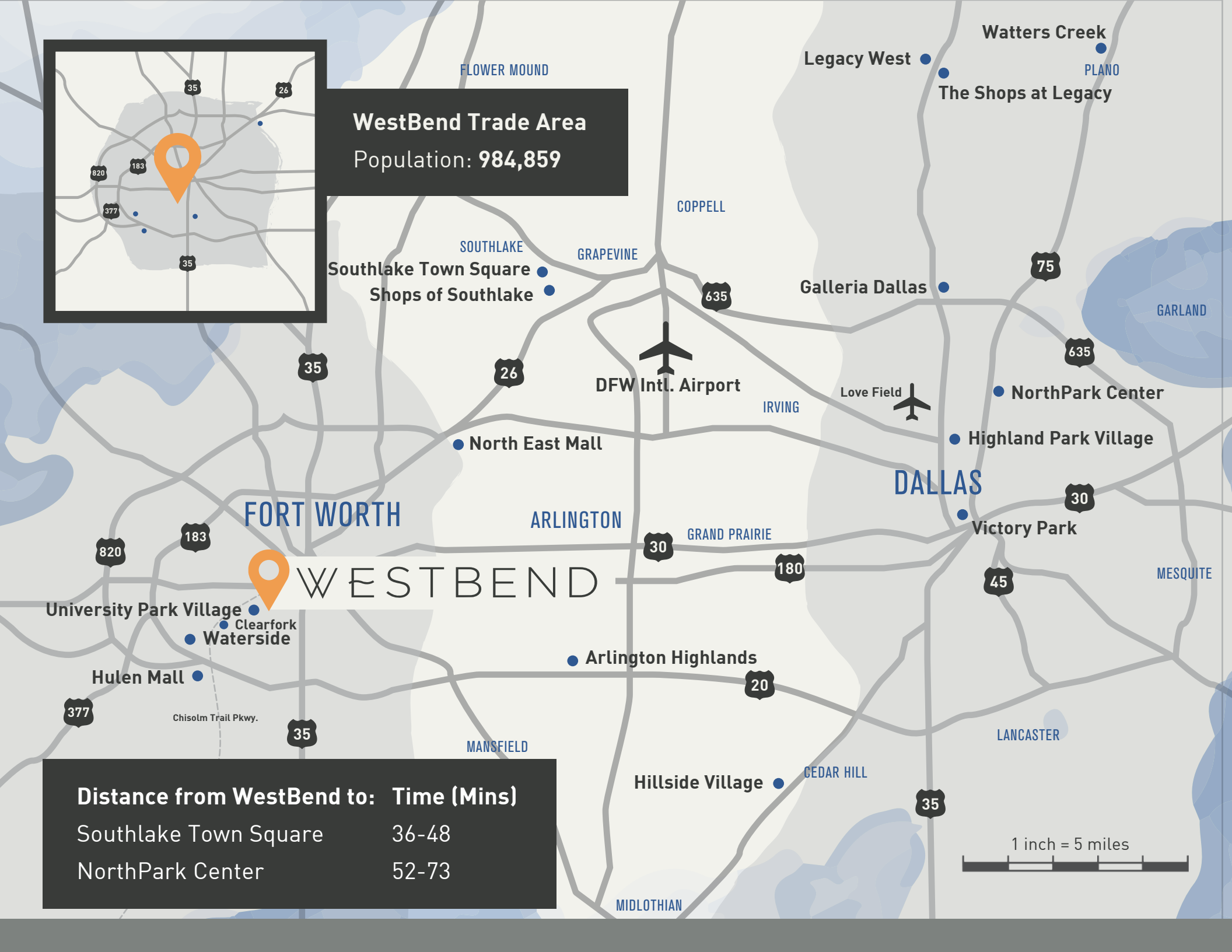






WestBend Trade Area

Population: 984,859



FORT WORTH

WESTBEND

DALLAS







Distance from WestBend to: Time (Mins)

Southlake Town Square 36-48

NorthPark Center 52-73









1-Mile Radius

-  **5,994** Population
-  **2,663** Households
-  **\$182,297** Average HHI
-  **39** Median Age
-  **11,257** Daytime Demo
-  **72.6%** Bachelor's Degree +%









3-Mile Radius

-  **107,702** Population
-  **42,405** Households
-  **\$93,547** Average HHI
-  **34** Median Age
-  **175,982** Daytime Demo
-  **40.6%** Bachelor's Degree +%









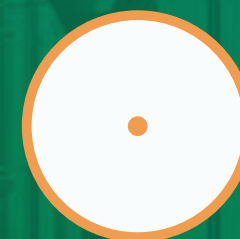
5-Mile Radius

-  **286,795** Population
-  **106,241** Households
-  **\$79,582** Average HHI
-  **34** Median Age
-  **302,069** Daytime Demo
-  **29.2%** Bachelor's Degree +%









10-Mile Radius

-  **839,800** Population
-  **303,954** Households
-  **\$75,771** Average HHI
-  **34** Median Age
-  **640,985** Daytime Demo
-  **24.7%** Bachelor's Degree +%



15-Mile Radius

-  **1,501,667** Population
-  **546,222** Households
-  **\$85,170** Average HHI
-  **35** Median Age
-  **1,019,528** Daytime Demo
-  **28.7%** Bachelor's Degree +%



FORT WORTH FAST FACTS

- 12% growth rate since 2012, surpassing Dallas' 8.1% growth (CityLab, 2019)
- 2019 Population: **913,939** (BLS, 2019)
- **641,181** daytime population (BLS, 2019)
- Population growth rate from 2010-2019: **23.3%** (US Census, 2019)
- **#5 best city** to buy a home (Forbes, 2017)
- **Top 20** Large Cities to Start a Business (Wallethub, 2018)
- **#6 top city** for young professionals (Forbes, 2017)

TOURISM

- **8.8 million visitors** annually (Fort Worth Convention & Visitors Bureau, 2019)
- Contributes **\$2.3 billion annually** (Fort Worth Convention & Visitors Bureau, 2019)

U.S. CITIES RANKED BY POPULATION (2019)

11 Austin, Texas 1,001,104



12 Jacksonville, Florida 920,984



13 Fort Worth, Texas 913,939



14 San Francisco, California 897,536



15 Columbus, Ohio 890,228



16 Charlotte, North Carolina 889,019



17 Indianapolis, Indiana 863,771



COMMUNITY-FOCUSED DINING

Nestled alongside the Trinity Trail and overlooking the Trinity River, **HG SPLY CO.**, **bartaco** and soon-to-open **Ascension Coffee**, offer a neighborhood drop-in destination for coffee, lunch, dinner, drinks and everything in between. The sprawling patio space, chef-driven menus and classic drinks are perfect for foodies in Fort Worth.



Fort Worth Cultural District

AMON
CARTER
MUSEUM OF
AMERICAN ART

The Modern

Kimbell
Art Museum

Downtown Fort Worth

SUNDANCE
SQUARE®

30

CLEARFORK
FOOD PARK

zoës
KITCHEN

EAST HAMPTON
SANDWICH CO.

WELLS
FARGO

TYLER'S

dear hannah,
pressed juicery, drybar

SILVER FOX
PRIME STEAKS SEAFOOD LOBSTER

WARBY PARKER

THE WOODHOUSE
day spa

COMMONPLACE
BOOKS

HG
SPLY
CO.

bartaco

corepower
YOGA

bluemercury
MARINE LAYER
Ascension

TCU

fort
worth
ZOO

Trinity River



WESTBEND

Phase 2

University Drive

ATHLETA

UNIVERSITY PARK
VILLAGE



WILLIAMS-SONOMA

UNIVERSITY PARK
VILLAGE

Altar'd State
Ann Taylor
Athleta
Anthropologie
Apple
Banana Republic
Bath & Body Works
Bread Winners
Brighton
Chico's
Eatzi's
Francesca's
Free People

Gap
Gap Kids
J. McLaughlin
J. Crew
Jos. A. Bank
Kendra Scott
Lemongrass Aveda
Lily Rain
Lululemon Athletica
Madewell
McKinley's
Michael Kors
Origins

Pacific Table
Pottery Barn
Runway Seven
Sephora
Soma
Starbucks
Sunglass Hut
Talbots
Tesla
Vera Bradley
Victoria's Secret
White House Black Market
Williams Sonoma

WESTBEND

bartaco
Bluemercury
Bonobos
Common Place Books
Corepower Yoga
dear hannah,
Drybar
East Hampton Sandwich Co.
HG Sply Co.
Marine Layer
Popbar

Pressed Juicery
Silver Fox Steakhouse
SusieCakes
Tyler's
Warby Parker
The Woodhouse Day Spa
Zoe's Kitchen

Coming Soon:
Ascension Coffee



University Drive

WESTBEND

WELLS FARGO

zoë's KITCHEN

EAST HAMPTON

TYLER'S

Available

THE WOODHOUSE

day spa

corepower

YOGA

COMMONPLACE BOOKS

popbar

barfaco

Ascension

Marine Layer

drybar

warby parker

pressed juicery

BONOBOS

bluemercury

SILVER FOX

steaks seafood lobster

Phase 2

University Drive

Trinity River

JPS A.BANK

GAP

free people

TALBOTS

lululemon

Brighton

ANTHROPOLOGIE

ORIGINS

WHITE HOUSE

BLACK MARKET

sunglass hut

PACIFIC TABLE

chico's

VICTORIA'S SECRET

Bath & Body Works

ALTAR'S STATE

BANANA REPUBLIC

J.CREW

Madewill

Vera Bradley

KENDRA SCOTT

Runway Seven

SEPHORA

LEMONGRASS

SAISON AVEDA SPA

J.M. Laughlin

ANN TAYLOR

WILLIAMS-SONOMA

POTTERY BARN

J.Jill

McKays

ATHLETA



TCU

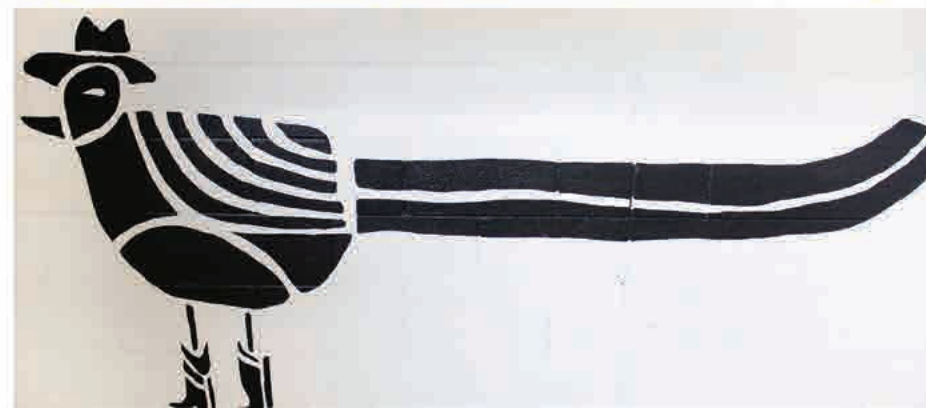
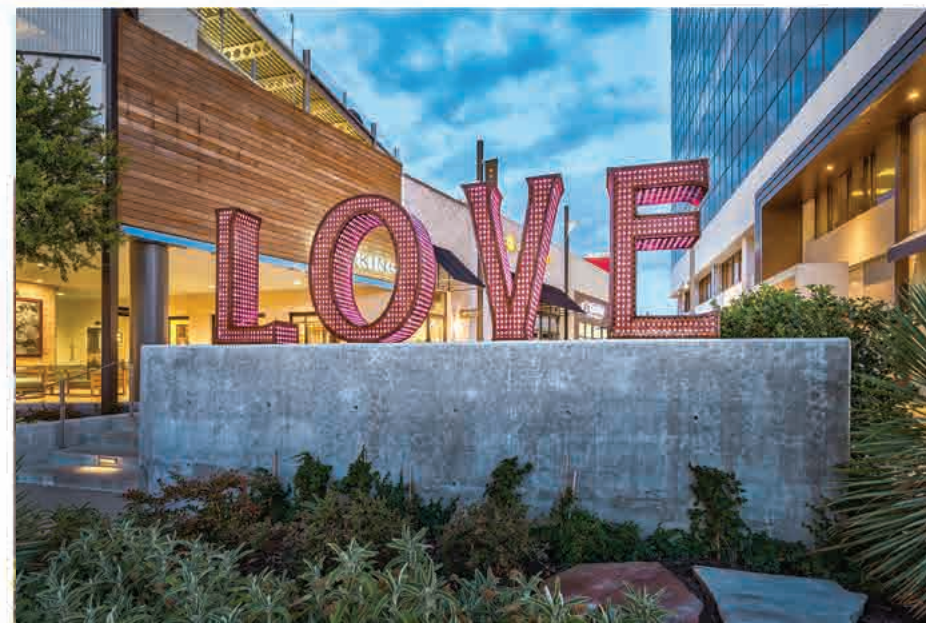
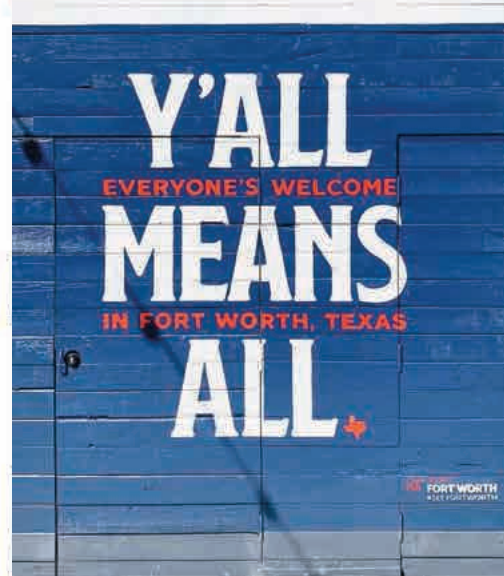
fort worth ZOO

PUBLIC ART

In partnership with Fort Worth's Amon Carter Museum of American Art, WestBend showcases full-scale reproductions from the museum's photography exhibition. The reproductions from the exhibition rotate in six-month intervals to bring an exciting and diverse view to the public.

Located in the cultural district of the city, Amon Carter Museum of American Art has brought intricate and interesting art to the surrounding Fort Worth area for several years.





TENANT MARKETING

We work directly with our tenants to amplify their brand strategy and marketing programs.

DIGITAL & SOCIAL

- Inclusion on property website and directories.
- Regular social media posts on property social media channels with paid support when applicable.
- Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

PUBLIC RELATIONS

- Press releases coordinated with tenants, released in conjunction with paid social posts.
- Extensive relationships with local media and influencers with the ability to offer turnkey services.

ADVERTISING & EVENTS

- General campaigns for center brand awareness across digital, social, print and sponsorships.
- Occasional co-op advertising opportunities.
- Inclusion in property events as applicable.
- Snap & Seek, Bike to The Bend, Property Art Crawl, Touch The Sky Yoga Sessions, Pop Up Art Installation.



2.8K+

Likes
@westbendfw

506K+

Annual
Impressions



13K+

Followers
@westbendfw

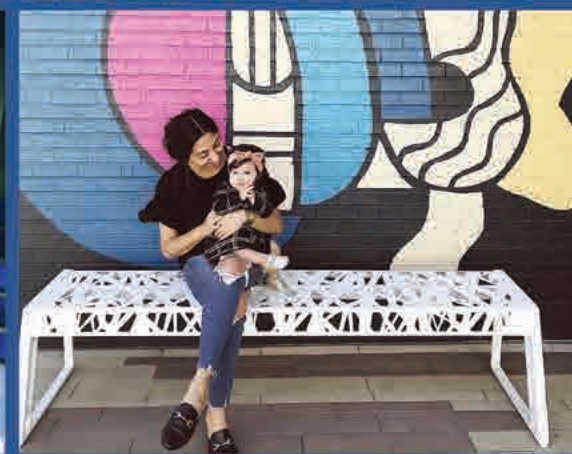
491K+

Annual
Impressions



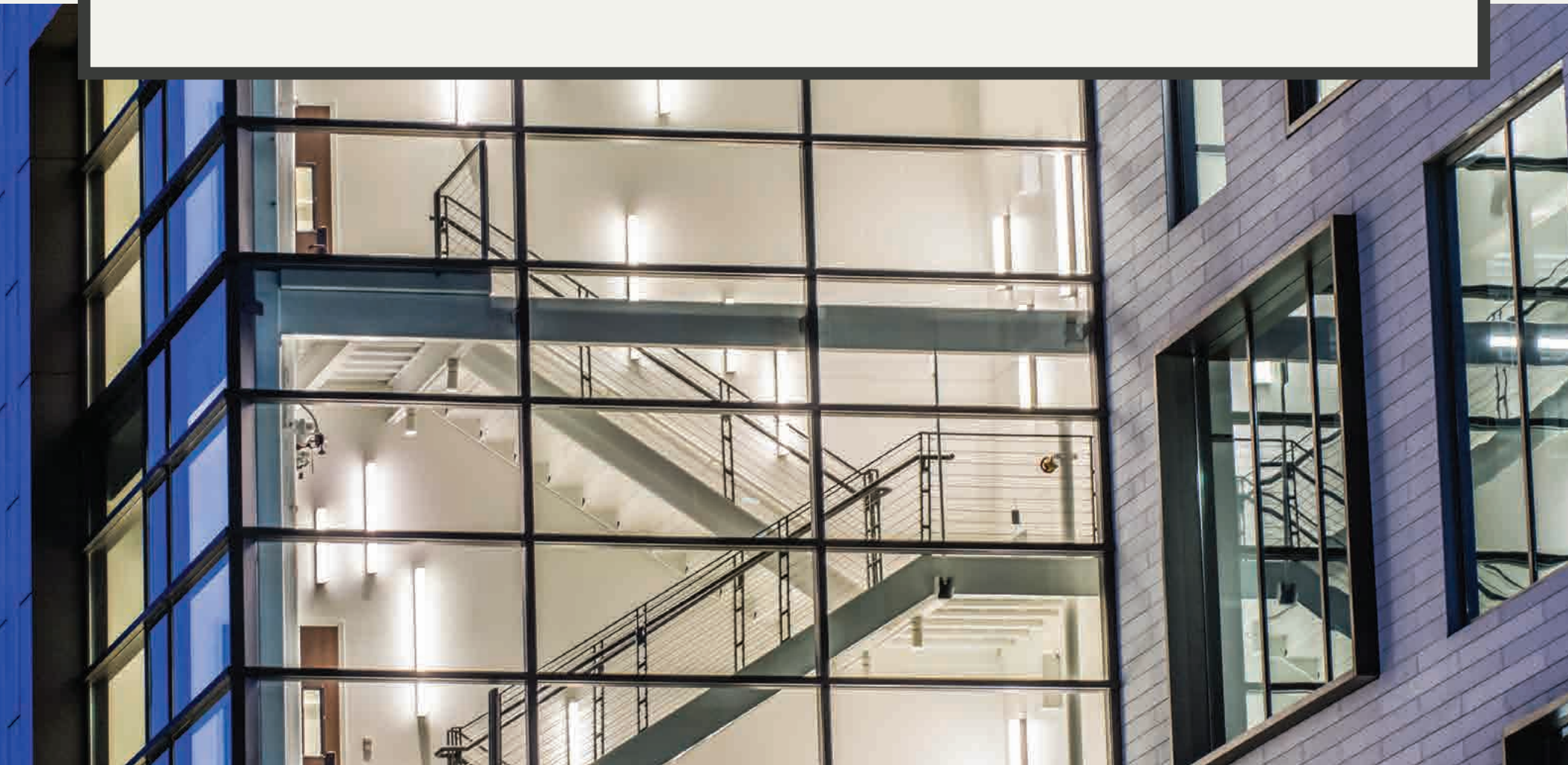
142K+

Annual Web Traffic
westbendfw.com



MIXED-USE

Upon completion, WestBend will total approximately 670,000 square feet of dense and walkable retail, restaurants, office, multi-family living and hospitality.



BONOBOS



Now the largest apparel brand ever built on the web in the United States that offers a full assortment of menswear, **Bonobos** is a clothing brand focused on delivering a great fit, excellent customer experience and a fun approach to menswear. In 2012, Bonobos expanded its distribution when they partnered with Nordstrom.

Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses. By circumventing traditional channels, designing glasses in-house, and engaging with customers directly, Warby Parker is able to provide higher-quality, better-looking prescription eyewear at a fraction of the going price.



WARBY PARKER
eyewear

bluemercury



Bluemercury offers the world's most innovative beauty products in a truly unique shopping experience. Clients receive unparalleled technical product knowledge, expert advice and friendly service. Additionally, clients can be pampered by skincare experts in Bluemercury spas.

Marine Layer is all about soft, comfortable clothing with a laid-back California style. They've developed over 100 custom fabrics to date, and design all of their clothes in their Workshop in San Francisco. Marine Layer is committed to creating quality clothing that's responsibly made in the US and abroad.





HG
SPLY
CO.

HG Sply Co. is a place to gather with friends to enjoy simply delicious food, classic drinks and humble hospitality. The restaurant features a spacious ambient patio located on the Trinity River, perfect for people watching and dining al fresco.

bartaco is inspired by the beach culture of Brazil, Uruguay and Southern California. The upscale street food helps in creating a coastal vibe within a relaxed environment. Drink items include freshly-squeezed juices, specialty cocktails and bottled beer. bartaco takes you to a dream beach resort without ever leaving the Fort and creates an experience unlike any other.



bartaco

pressed juicery®



Pressed Juicery is the leading cold-pressed juice and plant-based beverage brand dedicated to making high nutrition a realistic option for all people. Pressed Juicery offers over 40 options of cold-pressed juice, plant-based milks, functional shots, and Freeze, their revolutionary vegan, gluten-free, dairy-free frozen dessert.

Ascension is an Australian-style coffee shop with simple European-café-type food and a laid-back, familiar atmosphere. Russell Hayward developed this concept with the simple goal of elevating the everyday American café experience.



Ascension

ACTIVE

Nationally recognized as a specialty running store, **Tyler's** offers a vast selection of athletic, lifestyle and collegiate apparel, footwear and accessories for men, women and youth.

patagonia

**THE
NORTH
FACE**

prAna

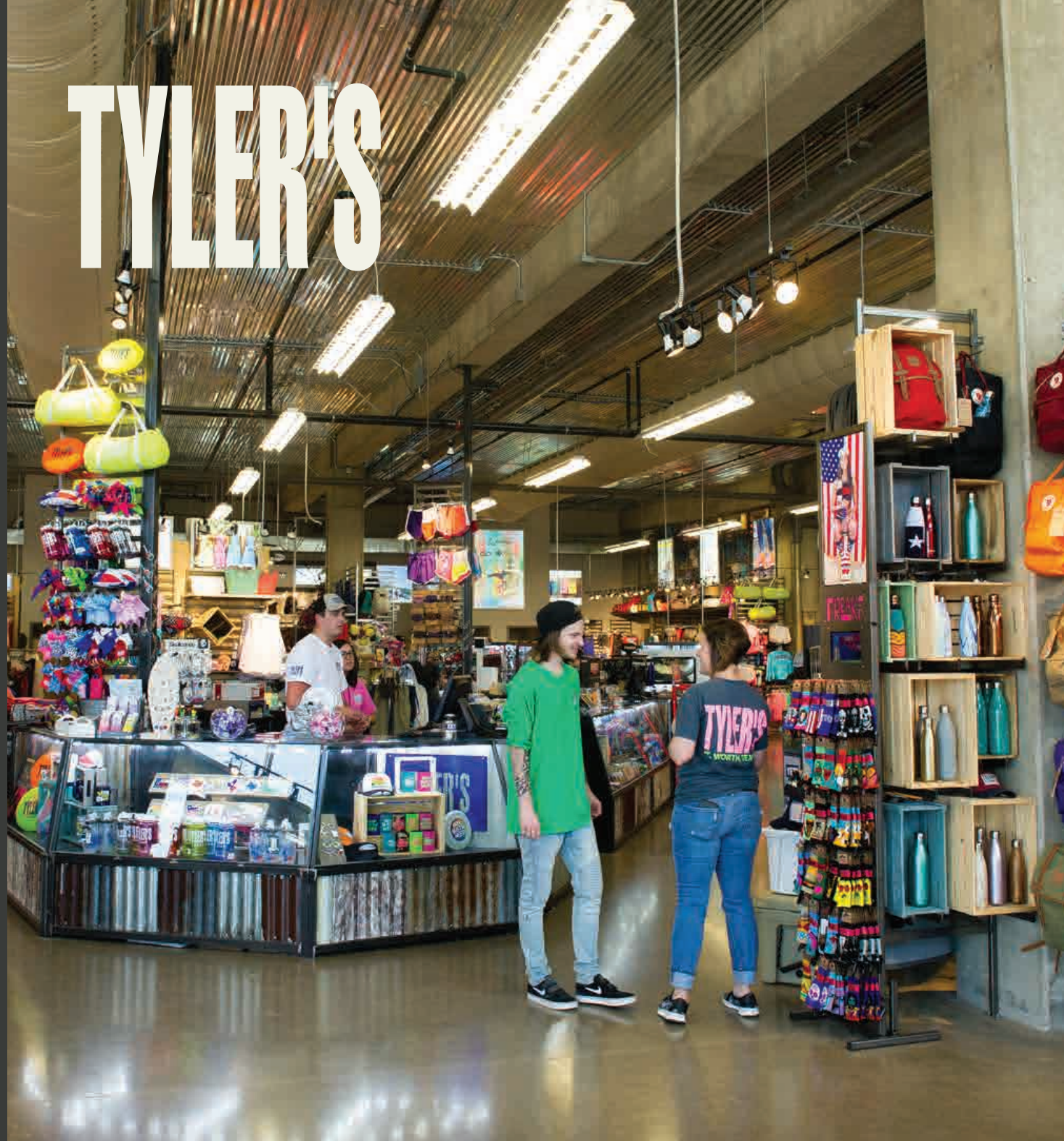
TOMS

FRYE
SINCE 1863

YETI

*Splendid**

TYLER'S



SusieCakes®



Just like their grandmothers, Susiecakes does not use any mixes, artificial preservatives or trans fats in any of their products, but focus on baking their products from scratch.

Popbar introduces handcrafted gelato on a stick made with all-natural ingredients. They offer a traditional gelato treat by preparing it in the most genuine way, using only real fruit and a handful of ingredients.



popbar™



LIVE YOUR POWER

INSPIRE

CorePower Yoga is a fitness studio that takes a holistic approach, blending high intensity workouts with the mental and spiritual focus of yoga.



drybar®

Drybar is a concept created around a very simple idea: No cuts. No color. Just blowouts!

The Woodhouse Day Spa is designed to create an inspiring atmosphere by incorporating the elements that awaken all five senses, warming your heart and freeing your mind.



THE WOODHOUSE
day spa®



dear hannah,

dear hannah, is a trendy boutique devoted to fun fashion for women of all ages.

East Hampton Sandwich Co. is a neighborhood sandwich store dedicated to handcrafted ingredients as well as quick and upscale service.



TRADEMARK 

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