



50  
YEARS

**LAS COLINAS**

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INSPIRED VISION &  
UNLIMITED POSSIBILITIES

50th Anniversary | Overview



“

*We are not building to meet an existing market, we are creating a NEW market, establishing NEW standards, and we should keep this frame of mind. Of course, we must do these things realistically and analytically and on an economical sound basis. We must use our imagination and at times be innovative. After all, we are merely custodians of this property during its important stage of development. None of us can take it with us into immortality, so let's resist the attitude of some real estate developers in the past to squeeze out the "very fast short-term dollar." Instead, remember that generations of others who will make Las Colinas their home (both business and personal) will follow us. Let them look back and reflect of the fine effort made by those who were its custodians during the development stage.*

*Bert H. Casper*

”



# The Dream of Las Colinas

“Even by Texas standards, Ben Carpenter’s proposal was ambitious. He was going to build an entire new community, from scratch, on a 7,000-acre tract of cow pastures and floodplains. In it, a high-rise commercial district the size of downtown Dallas, interconnected by its own transit system, would ring a large, glimmering lake.

“Nearby, 50,000 people would live in a collection of prestigious residential villages with easy access to 3,500 acres of recreational areas and green space. And the entire vast development would be privately managed and privately financed, to the tune of \$750 million, by Ben’s company, Southland Financial Corporation.

"Ben called the project 'Las Colinas,' and after he unveiled the master plan in September 1973, the Dallas Morning News instantly heralded it as the 'city of the future.' Companies and residents began relocating to Las Colinas as soon as the new offices and homes were ready."

– Las Colinas: 50 Years of Building the Future

## 1928

John Carpenter purchases Hackberry Creek Ranch



## 1959

Hackberry Creek Ranch expanded to 6,000 acres



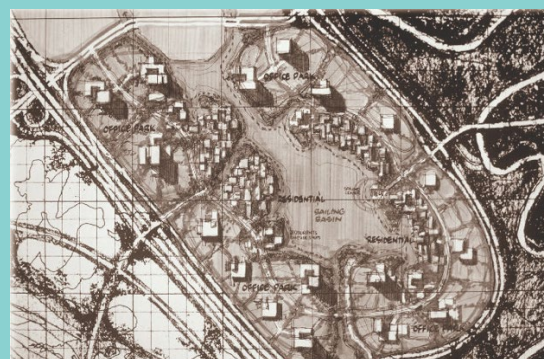
## 1968

Federal Aviation Administration announces DFW airport site adjacent to ranch



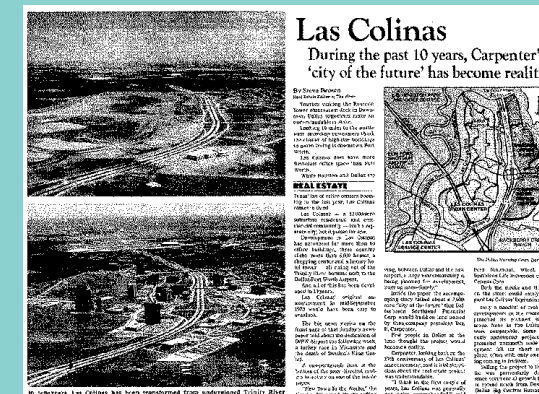
## 1970s

John’s son Ben Carpenter unveils Las Colinas master plan, development of the Urban Center begins; first companies and residents move in



## 1980s

Growth continues rapidly with completion of Williams Square, Omni and other significant projects. The Mustangs of Las Colinas are installed in 1984.



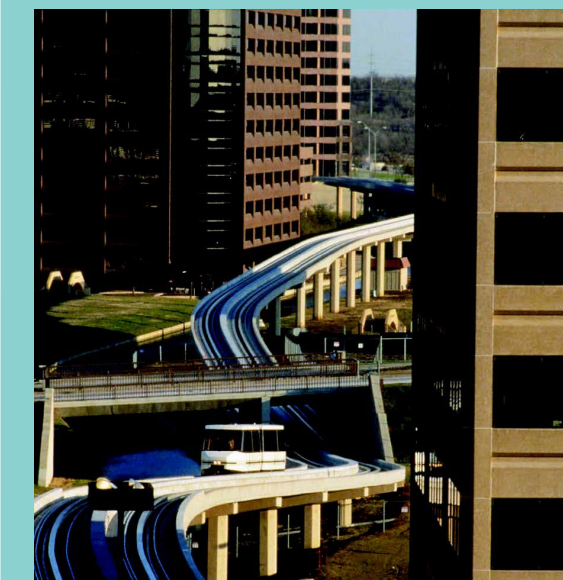
## 1990s

GTE (Verizon), ExxonMobil, and Nokia open significant new offices



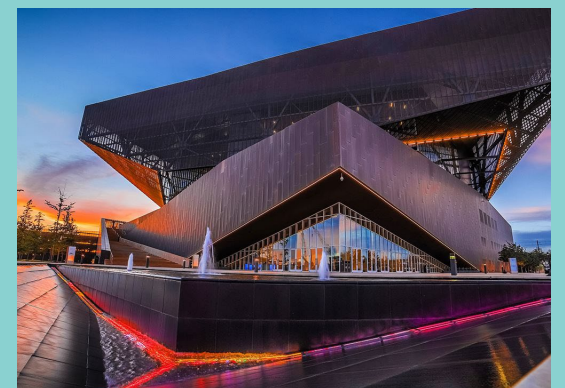
## 2000s

Las Colinas becomes a technology hub with Microsoft, Blackberry, Seimens, NEC, Oracle, and others



## 2010s

Residential growth accelerates as Las Colinas grows to 55,000 residents by 2020 and new destinations at Toyota Music Factory and Irving Convention Center open

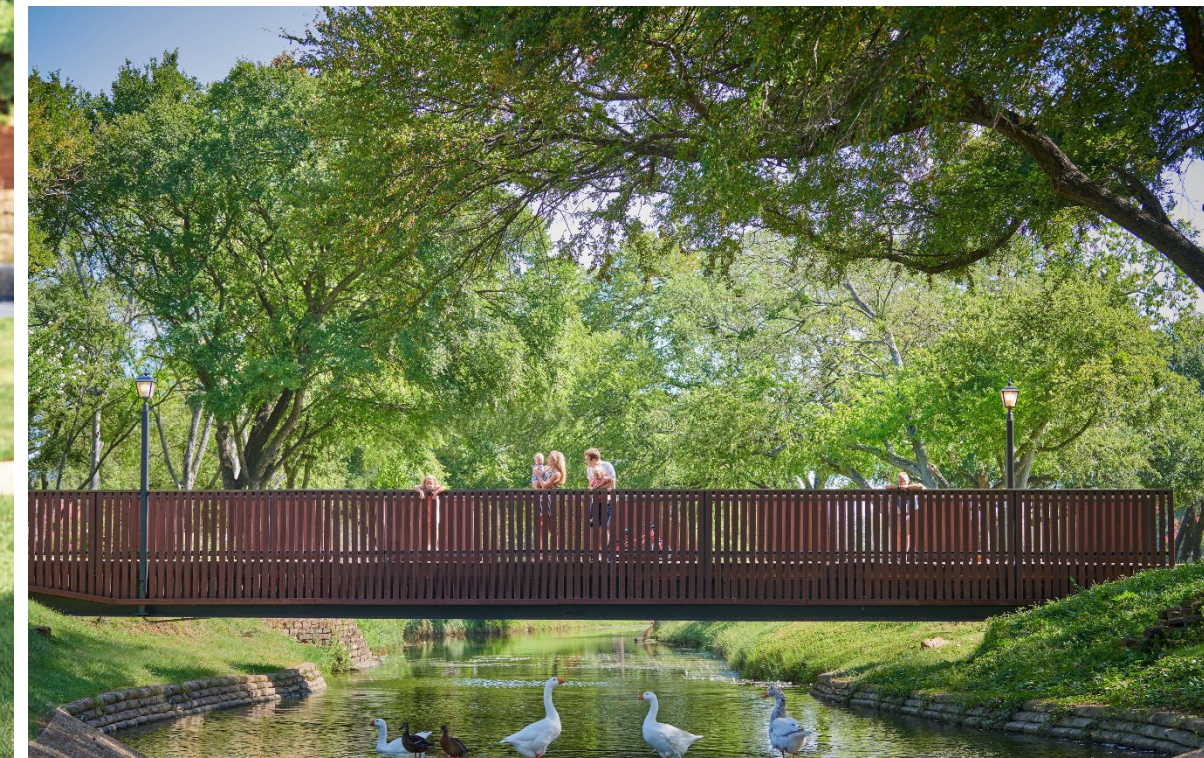


OUR PRESENT

# Las Colinas Today

Today, fifty years later, Las Colinas remains America's premier address for working and living. It is a commercial, residential and recreational hub, home to the global headquarters of ten Fortune 500 firms, along with key offices for 7,500 companies and organizations. Situated as the geographic center of the college-educated workforce in North Texas, over 150,000 employees are based in Las Colinas.

Approximately 55,000 people enjoy a vibrant quality of life throughout Las Colinas' 42 neighborhood villages. The community remains a popular destination for both locals and visitors who are eager to explore its diverse restaurants, walkable trails, concerts and festivals, and take in the artistic details of the iconic Mustangs of Las Colinas statue.



YEAR-LONG CELEBRATION

# 50 years of Las Colinas

*Honoring the Past,  
Celebrating the Future*



Las Colinas will kick off the year-long celebration in March 2023 with a series of events, experiences and projects paying homage to the last 50 years. The distinct landmarks and features of the development will be activated culminating in a community-wide anniversary event in October of 2023.

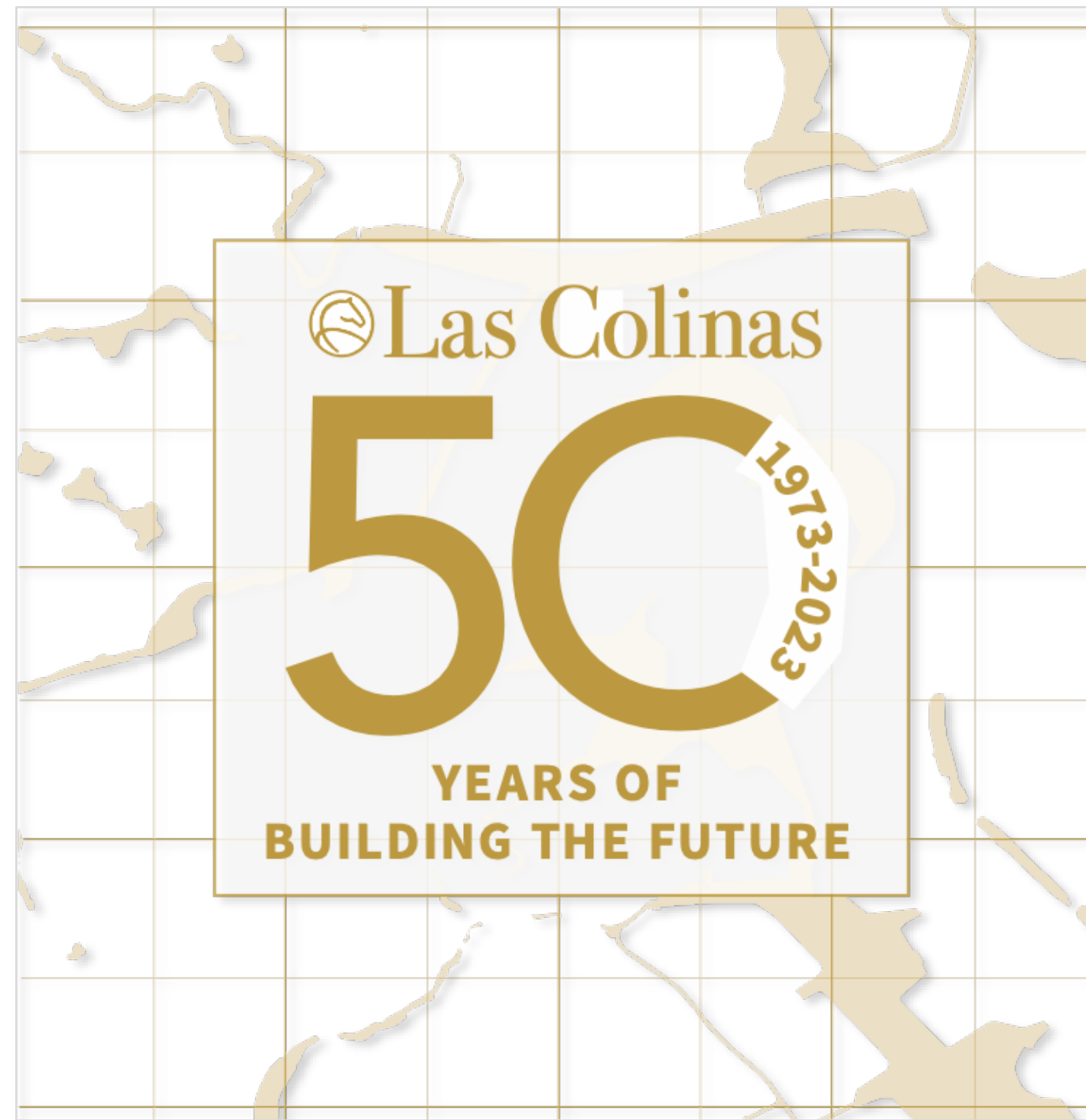
With an eye toward the future, the intent of the 50<sup>th</sup> Anniversary program is to introduce more events and opportunities to the inimitable Las Colinas development.



## SPECIAL PROJECTS

### *Las Colinas History Book*

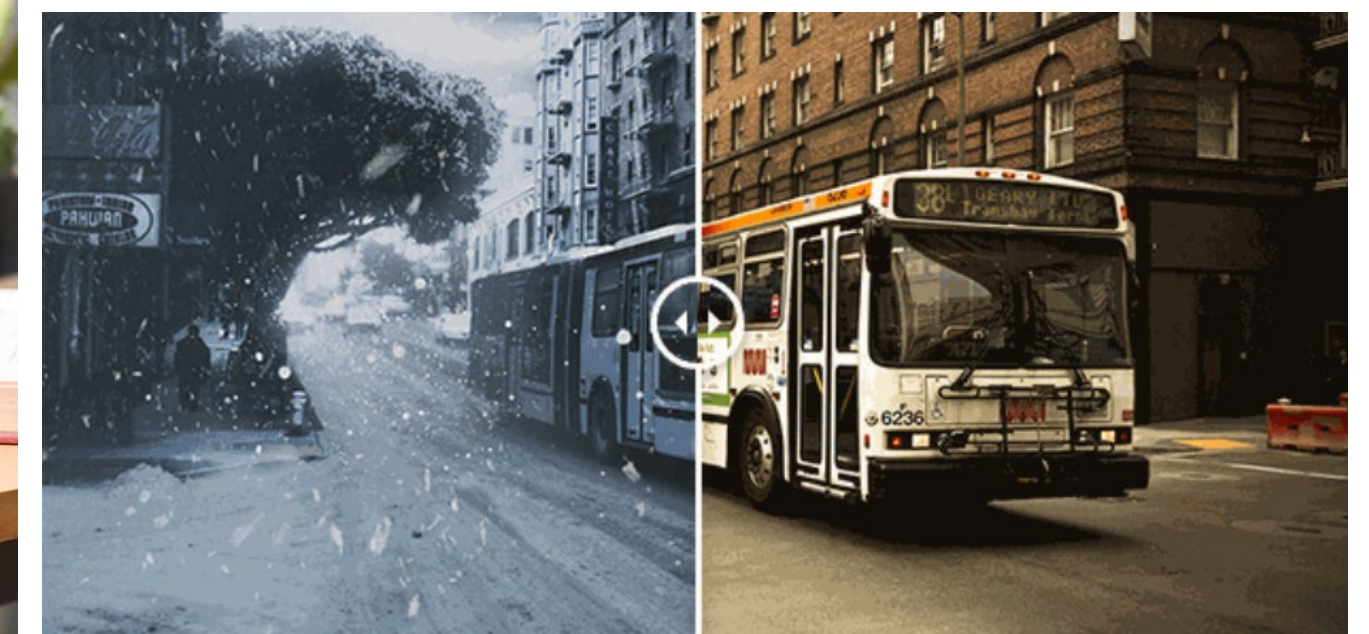
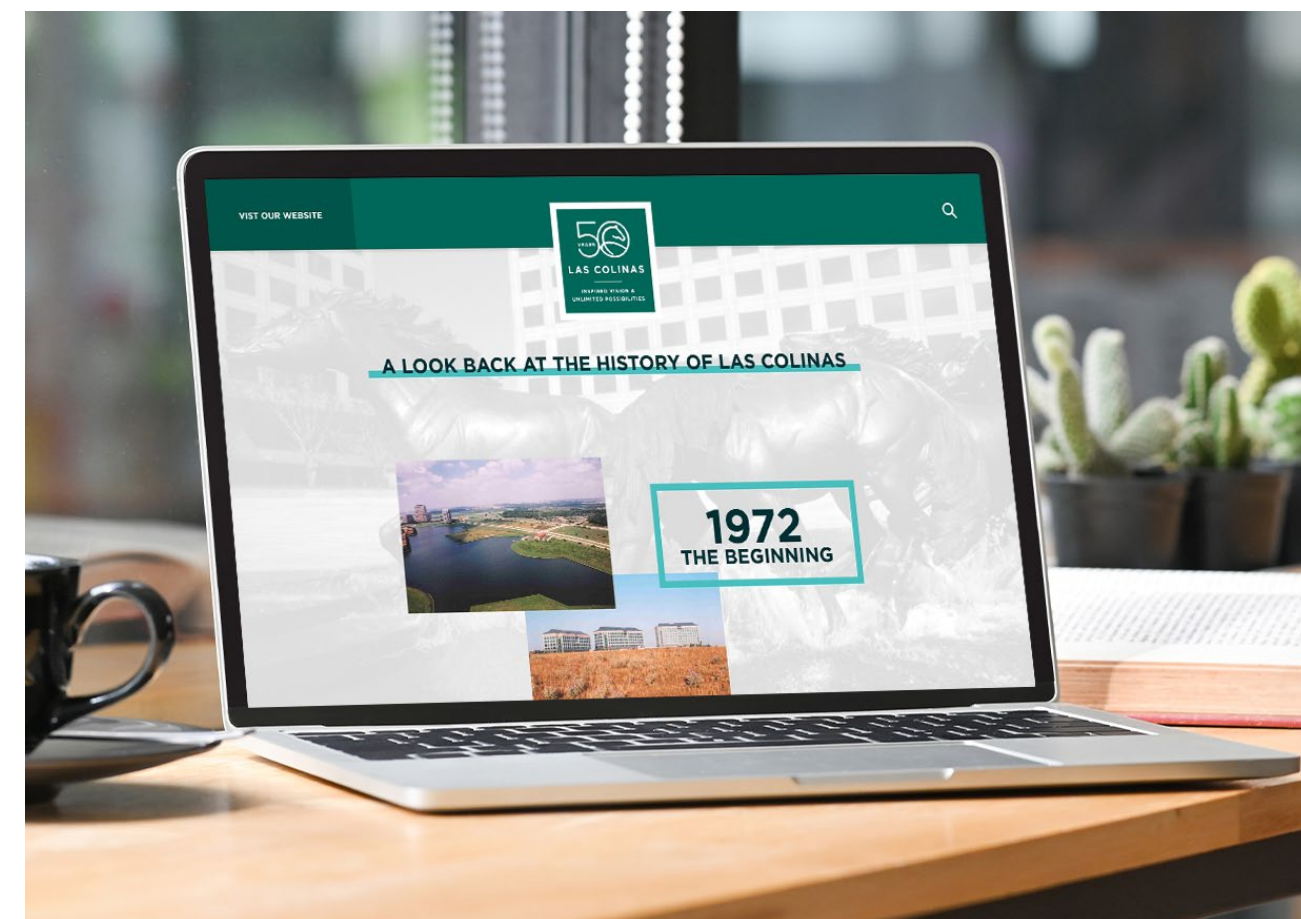
The Las Colinas Association commissioned a 50th Anniversary Coffee Table book highlighting the rich history of Las Colinas. Full of historical facts, images and insightful narrative, this special book showcases how our one-of-a-kind community celebrates its golden anniversary.



### *50th Anniversary Landing Page*

The central location for all news, events and updates related to the 50th Anniversary program

- Calendar of Events
- The Las Colinas Experience Tour Schedule and Locations
- Interactive Digital Timeline
- Photo slideshows
- Social Media Aggregator and Challenges
- Historical archive

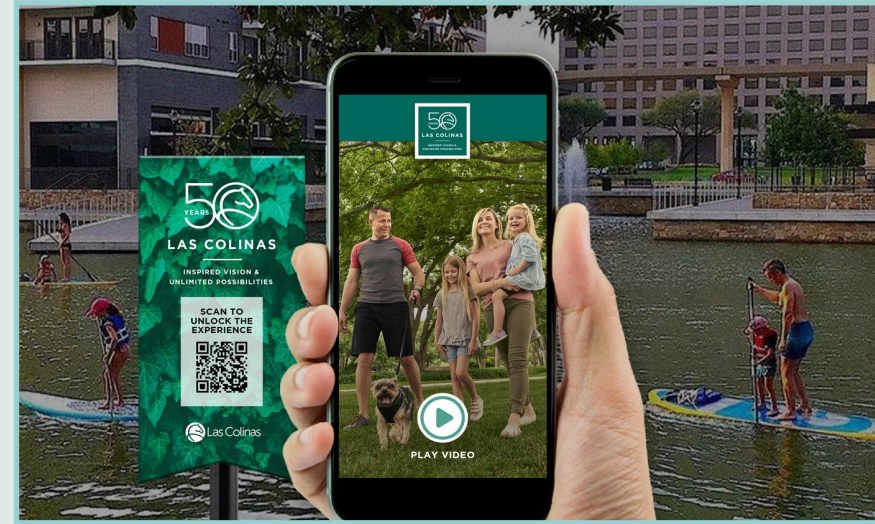


# Events | Activations



March 2023

***The Las Colinas Experience***  
In March, an interactive mobile exhibit, featuring the rich history of Las Colinas, is making a series of stops on a tour throughout Las Colinas neighborhoods, parks and Urban Center.



***The Mandalay Mile Walk***  
Accompanying the historical programming is The Mandalay Mile Walk and My Las Colinas Mobile App. These activations introduce gamification and virtual reality elements allowing the past to come to life from the palm of your hand.



May 2023

***Anniversary Golf Tournament***  
Hosted where the Las Colinas dream was sparked over 50 years ago—the Las Colinas Country Club.



Summer 2023

***Commercial Architecture Tour***  
A guided tour showcasing the unique architectural features of Las Colinas' commercial properties.



October 2023

***Canal Fest | 50***  
Serving as the signature event of the 50<sup>th</sup> Anniversary, Canal Fest is a multi-day canal-side celebration hosted throughout Las Colinas' most unique landmark, the Mandalay Canal.

# Las Colinas Experience



An interactive mobile exhibit featuring the rich history of Las Colinas is making a series of stops on a tour throughout Las Colinas neighborhoods, parks and Urban Center.

This immersive experience invites attendees to discover Ben Carpenter's vision for Las Colinas through engaging content, digital activities and games.

The Las Colinas experience will make its way throughout the community March-October 2023.





## SPECIAL PROJECTS

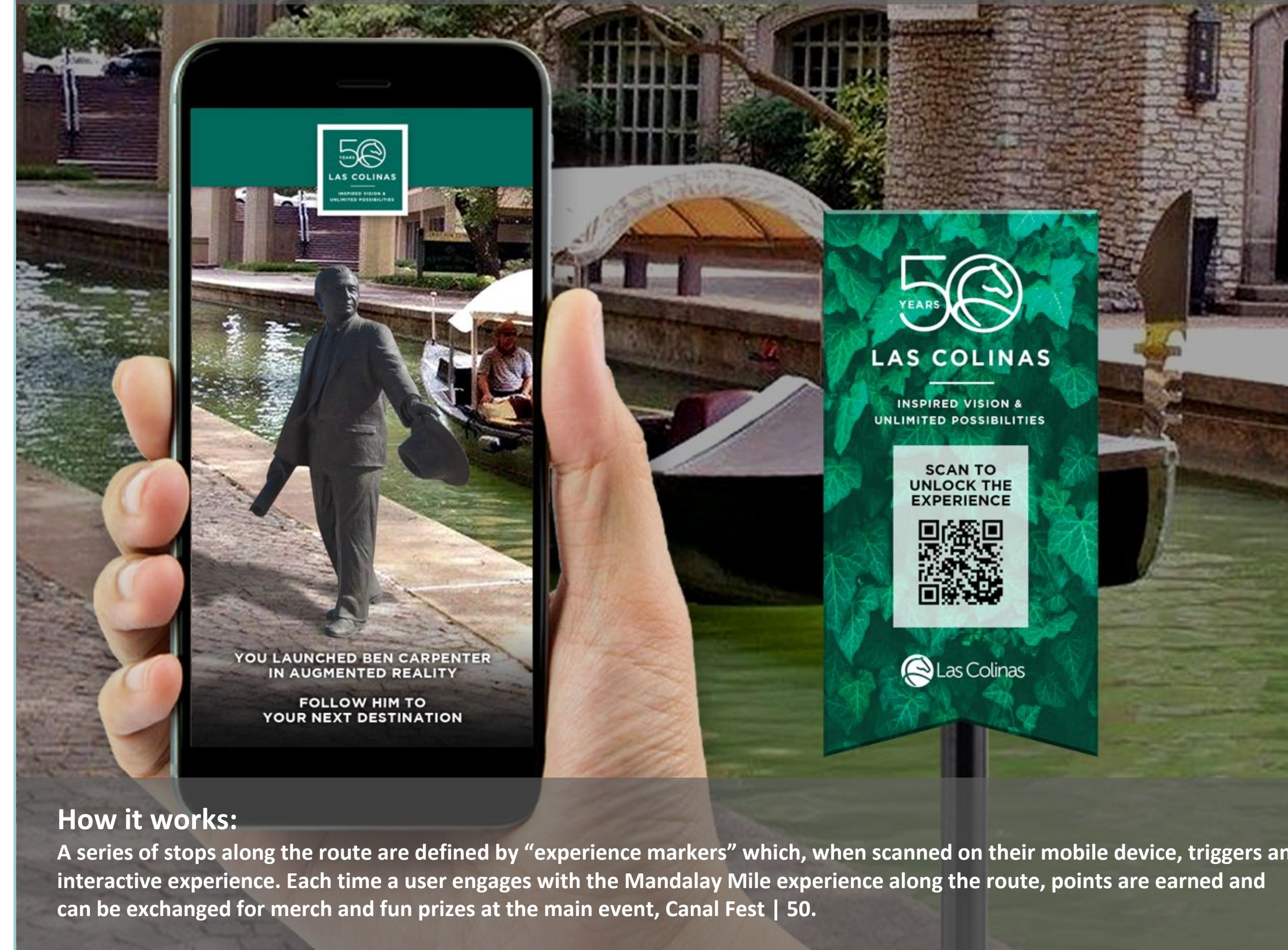
### *My Las Colinas Mobile App*

Starting in 2023, users can engage with businesses and restaurants throughout the community for the chance to earn discounts, collect points and compete in social media challenges via the My Las Colinas mobile app.



### *The Mandalay Mile Walk*

The Mandalay Mile invites users on an augmented reality adventure of the Mandalay Canal. Using QR code technology, attendees are guided through the canals and around Lake Carolyn to discover Las Colinas' rich history.



#### **How it works:**

A series of stops along the route are defined by “experience markers” which, when scanned on their mobile device, triggers an interactive experience. Each time a user engages with the Mandalay Mile experience along the route, points are earned and can be exchanged for merch and fun prizes at the main event, Canal Fest | 50.

# Canal Fest | 50



## The Vision

Serving as the signature event of the 50th Anniversary, Canal Fest | 50 celebrates the diversity and distinct charm of the community. Through a wide variety of canalside experiences, both large and small, Canal Fest brings one of Las Colinas' most unique landmarks to life.

The Main Event

# Canal Fest | 50

Throughout Canal Fest | 50, attendees will be engaged and entertained by a cast of strolling entertainers and artists as well as surprise guest performances.



- Event Highlights:
- Main Stage Concerts
- Food Hall
- VIP Experiences
- Taste of Las Colinas*
- Strolling Entertainment
- Interactive Sponsored Areas
- Fireworks



# Canal Fest | 50



The Main Stage will feature top local acts and performances. From Country to Pop to World Music - there is something for everyone.

# Canal Fest | 50



Set along the Venetian-inspired walkways of the Mandalay Canal, Canal Fest | 50 features live music and entertainment, immersive art displays, boat rides, pop-up activations as well as a wide selection of food and beverage offerings.

# Scalable Opportunities

As we continue to grow and evolve Canal Fest | 50 with the help of our Sponsors, we have developed a wide range of unforgettable and unique co-branded experiences that create numerous opportunities for people of all ages and interests be a part of the celebration.

Opportunities:

- Family Festival
- Duck Derby
- Entertainment Boats
- Craft Cocktails & Hors D'oeuvres
- Cruises
- Water Taxis
- VIP Sections
- Upgraded Entertainment



Family Festival

This community event allows children and families to get to know the Las Colinas Community and the various state, city, local and non-profit organizations serving families and children.

Hands-on and experiential. The types of partners/sponsor organizations should have either hands-engagements, presentations and/or activities that facilitates active participation.

The Main Event

# Scalable Opportunities: Canal Fest | GLOW

As the sun sets, Mandalay Canal comes to life like it never has before. GLOW showcases a wide variety of specialty performers that immerse and dazzle the audience. Expect the unexpected as the experience unfolds all around you. From floating stages and fire dancers to illuminated walkways synced to music—you'll never know what will happen next.

Theater | Music | Spectacle | Art | Light | Entertainment



The Main Event

# Scalable Opportunities: Canal Fest | GLOW

A cast of interactive DJs, singers, dancers and specialty artists bring GLOW to life over a 90-minute period – followed by a nightly headline concert featuring top entertainers from across the country. The Grand Finale will take over the Urban Center sky with a high-launch firework show over Lake Carolyn.





