

Q2 ICVB Board Meeting



Q2 Agenda

- 1 Leasing Updates
- 2 Construction Updates
- 3 Customer Traffic Report



Leasing Updates



Mama Tried

- Tentative reopening Mid-August
- Located next to Reservoir and Jaxon Beer Garden
- Mama Tried Irving, the second location in the Dallas area, is a hybrid Honky Tonk/Sports Bar. It is complete with great live music from local, regional and national country music artists of the whole spectrum. They have 24 screens, 36 taps, 3 pool tables and a great bar bites menu. The music and the game are always on at Mama Tried.





Chino Mojito

- Tentative Opening for October 2024
- Location above new Mama Tried Space
- Chino Mojito blends Latin and Asian flavors in an upscale setting, focusing on culinary innovation and entertainment. This vibrant restaurant offers a fusion of diverse cuisines, complemented by music and events that enhance the dining experience. Whether enjoying a meal or experiencing the lively atmosphere, Chino Mojito promises a memorable fusion dining and entertainment destination.



Shoals BBQ

- Tentative Opening for October 2024
- Location in previous Mama Tried Space
- With brand-new smokers and a focus on quality, Shoals will bring Texas BBQ to Toyota Music Factory with indoor-outdoor seating in prime view of the plaza.



Pistil Cocktail Lounge

- Tentative Opening for October 2024
- Location on second floor over Shoals BBQ
- Pistil Cocktail Lounge, located on the second floor overlooking the plaza and new stage, offers an upscale experience with a distinctive Western/Texas theme. Patrons can indulge in handcrafted martinis and cocktails amidst a stylish ambiance with indoor-outdoor seating. Whether for a quiet evening or a special occasion, Pistil Cocktail Lounge promises a sophisticated retreat with beautiful views of the plaza below.





Jaxon Kitchen

- Tentative Opening October 2024
- Location between Shoals BBQ and Mama Tried
- Jaxon Kitchen, located adjacent to the plaza, offers a unique experience with two floors of indoor-outdoor seating. This versatile venue caters to private events, providing a spacious setting ideal for gatherings and celebrations. Guests can enjoy a relaxed atmosphere while savoring a selection of beverages and food in a vibrant setting next to the plaza.





The Table

- Tentative Opening September 2024
- Location in previous Nosh & Bottle Space
- Years in the works, we are excited to bring you The Table. We offer a modern American cuisine with global influences in a refined, yet rustic industrial setting. House-made pastas and dumplings, wood-fired flatbreads from dough made in-house, meats and sausage cured in-house, and cheese made both in-house and sourced from Latte Da Dairy Farm. Quality ingredients sourced locally and rotated seasonally are hallmarks of the concept.



Drizzle Cheesecake

- Tentative Open August 2024
- Location in previous Freshii Space
- Drizzle Cheesecakes is well-known at the State Fair of Texas, where they serve up deliciously decadent New York-style cheesecakes topped with Belgian chocolate and a variety of toppings.



THE RAYLEIGH UNDERGROUND



The Rayleigh Underground

- Is currently open for private and ticketed events
- Location in The Plaza area underneath The Pavilion Lawn.
- The Rayleigh Underground is a 38,000-square-foot modern theater and restaurant with a capacity for 1100. It offers a plug-and-play landscape for talent utilizing the latest in audio, visual, and lighting technology. The venue has 5 bars, 2 VIP bars, hand-carved stone walls, a private green room, box office, merchandise room, and an AV/lighting room.



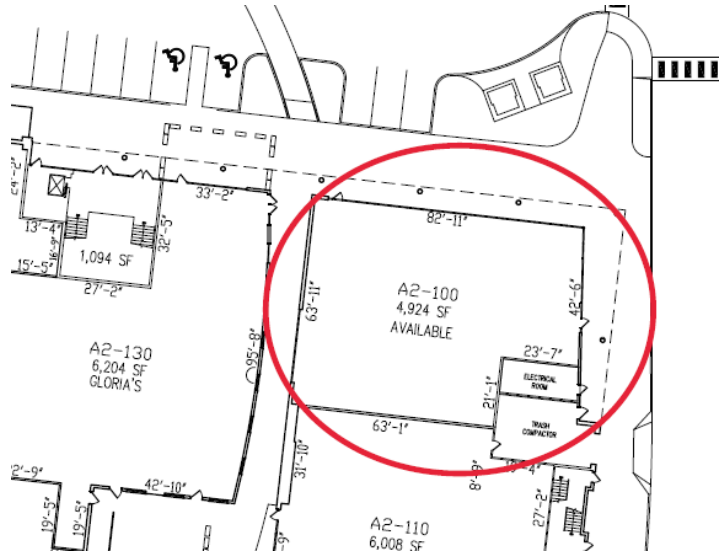


Alamo Drafthouse

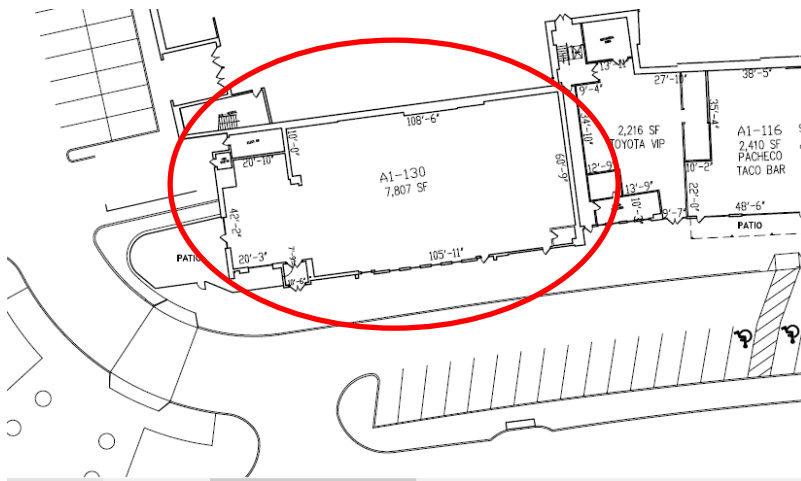
- Reopening August 23
- Location in the A2 build second floor
- Alamo Drafthouse is back! They are a stylish theater chain for new & classic films featuring cocktails & creative bites served seat-side. The theater has 7 auditoriums and can seat 743 guest. They also have the famous Vetted Well bar that features craft cocktails and an array of local beers.



Future Tenant Spaces



A2-100 (Vacant space next to Gloria's) - Currently in talks with a restaurant group.



A1-130 (Former Blaze Brazilian) – Currently in talks with future hospitality and entertainment groups

Recent closures



Construction Updates





Plaza Construction

Demolition: Began in April and completed for The Plaza, C1, and C2 store fronts in June.

MEPs & Canopy Work: Ongoing site electrical work and canopy installations for the new store fronts.

Helical Piles: Prework has commenced.

Concrete & Drains: Preparations underway.

Container Bar / Stage: Prework started, including data, electrical, plumbing, and grading.

Project Timeline: Estimated completion remains on track for Oct./Nov. 2024.



C2 Building Construction

- **Mama Tried** new space is almost complete. All new bar area, stage and walls. The team has started preparing for final inspections and have turned the space back over to the tenant.

- **Jaxon, Pistil, and Shoals** have completed the demo of their spaces. Design has been completed and the team has submitted building permits to start their build outs.





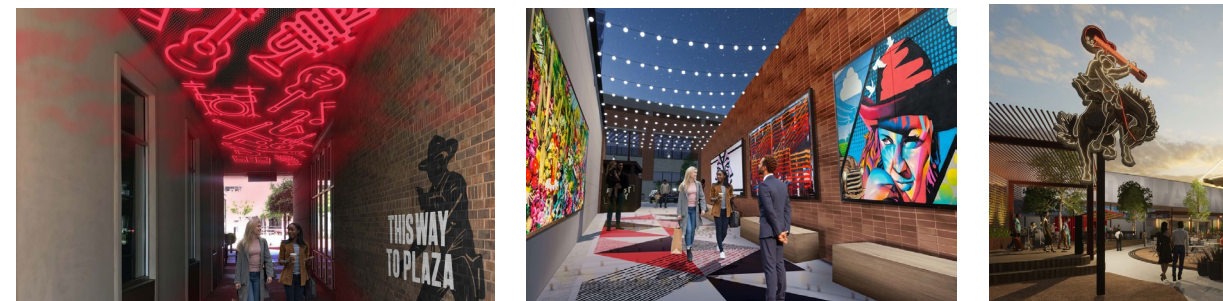
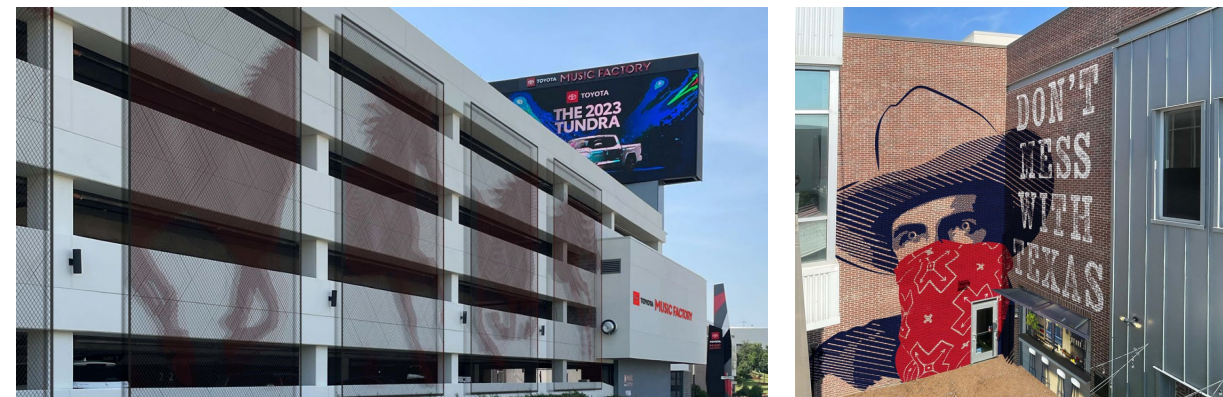
District-Wide

Garage Graphics – the design has been finalized and the team is working on approvals from LCA and permits from the City.

Wayfinding – Sitewide wayfinding and directories have been finalized and the team is working on approvals from the LCA and permits from the City.

Murals – We have been working with the Irving Arts department on the new “Artist Alley.” Mural designs have been finalized and the team is working on approvals from the LCA and permits from the City.

All work is scheduled to start in August and be completed in late September.

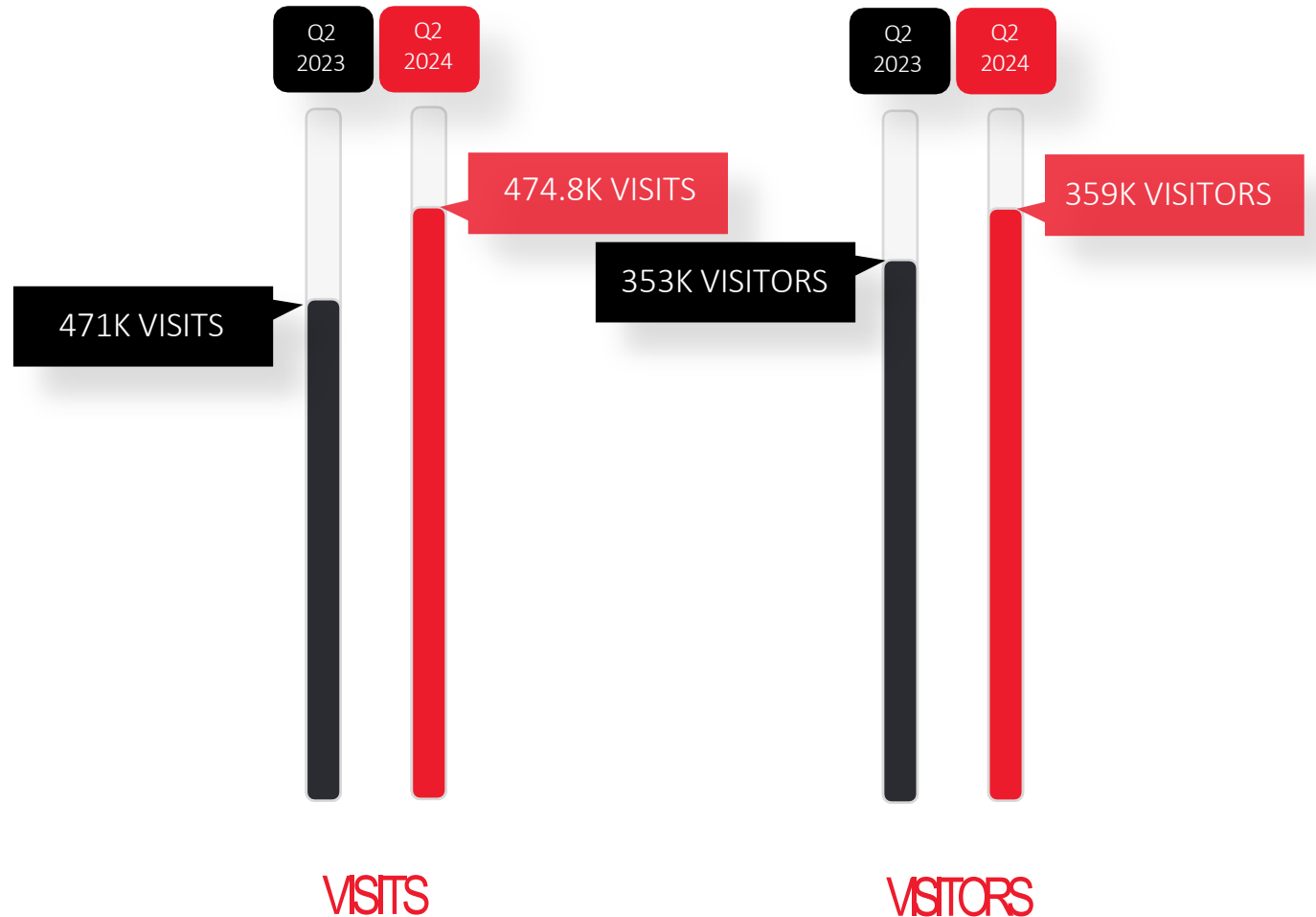


Customer Traffic Report Q2

Traffic report

Q2 2024

Though the plaza has been closed, this has not been a detriment to property traffic when comparing the same time last year to this past quarter (to date).



demographics

THIS QUARTER

Flourishing Families

Affluent, middle-aged families and couples earning prosperous incomes, and living very comfortable, active lifestyles.

7.2%

Young City Solos

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas.

7.8%

25.7%

Singles & Starters

Young singles starting out & some starter families living a city lifestyle

14.5%

Power Elite

The wealthiest households in the US, living in exclusive neighborhoods enjoying all that life has to offer.

13%
Asian

40%
White

27%
Hispanic
/Latino

15%
Black

\$121K

HHI
avg.

\$88K

HHI
median

Questions?