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Why iconic music venue Longhorn Ballroom added coworking space, live-work units

Expansion continues at Cedars spot, with new amphitheater up next



Image: The Longhorn Ballroom

The new building represents the second phase of a three-part expansion plan for the Longhorn Ballroom, which first opened in 1950.

THE LONGHORN BALLROOM



By [Leonardo Rosas](#) – Reporter, Dallas Business Journal

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Story Highlights

- Longhorn Ballroom opens 26,000-square-foot multi-use building in Dallas.
- New space offers coworking areas, artist studios, and restaurant spaces.
- Edwin Cabaniss leads \$20 million overhaul of iconic music venue.

In the Cedars neighborhood just south of downtown Dallas, the owner of a historic music venue wants to turn it into more of a full-fledged music and entertainment business destination.

The Longhorn Ballroom, an iconic Texas music venue located at 200 Corinth St., announced June 12 the opening of a 26,000-square-foot renovated multi-use building next door.

The building has both coworking spaces targeted at entertainment professionals, attorneys and managers as well as 800-square-foot residential live-work studios for artists, according to the announcement. The building also offers several small restaurant spaces for culinary creatives, and the largest area available – a 7,000-square-foot former recording studio – could potentially be converted into a space for audio, film or post-production work.

Developer and owner Edwin Cabaniss said the building has up to 11 leasable units, with three tenants already in the spaced. He said leases run from \$20 to \$30 per square foot.



The newly renovated 26,000-square-foot building across from the Longhorn Ballroom in Dallas' Cedars neighborhood features coworking spaces, artist live-work studios, restaurant units and potential production facilities.

CHRISTIE GARD

The renovated additional building marks the second step of a planned three-phase development at Longhorn Ballroom, for which [Dallas approved a \\$4.1 million incentives package](#) in 2022. The total cost of the project is about \$20 million, including public infrastructure improvements immediately adjacent to the property, Cabaniss said.

The Longhorn Ballroom first opened in 1950 as Bob Wills' Ranch House and served as the base for popular Western swing band Bob Wills & His Texas Playboys. Over the decades since, it's hosted acts such as Johnny Cash, Willie Nelson, Ray Charles, B.B. King and James Brown.

Cabaniss has led similar revitalizations of other famed Texas venues like the Kessler Theater in Oak Cliff and The Heights Theater in Houston, both of which he also owns. Aside from the cultural preservation of the buildings being important to Cabaniss, the move was economically advantageous in receiving state and federal tax credits, he said.

He has been betting on the business of music since getting involved with the Kessler in 2010.

The market for live music in the U.S. [could reach up to \\$23.5 billion by 2030](#), according to a report by Mordor Intelligence. Last year, concert promoter [Live Nation](#) had its most active summer concert season ever, with [profits from its concert division up 39% year over year](#).

As a live music promoter, Cabaniss has built a path for artists and bands to grow their fanbase together with The Kessler Theater, Longhorn Ballroom and The Heights Theater. Focusing on genres like country, rock, blues and soul, he

said he can start out artists at a 200-capacity venue, then move them up to a capacity of up to 2,000 at the Longhorn Ballroom, until they're able to reach an audience between 2,500 and 6,500 with the venue's soon-to-open amphitheater.

"We wanted to be able to ... out-local the national organizations and out-national the local organizations, meaning that we wanted to be a regional hub, and through that, we still are able to maintain a mom-and-pop, customer-first, patron-first and artist-first mentality," he said.

Looking ahead, Cabaniss said he might consider "Longhorn Landing" as a name that would encompass the whole complex at full build-out. However, he said the original ballroom will keep its iconic name.

"Hopefully The Longhorn Landing and this whole complex will stand up for another 75 years," he said.

Editor's note: This story was updated after initial publication with newly provided figures for the capacity of various venues in the complex and with the developer's plan to potentially rename the overall complex.