



A DYNAMIC NEW DESTINATION FOR DENTON



DENTON IS READY

It's time for a new retail, restaurant and entertainment destination for fast-growing Denton

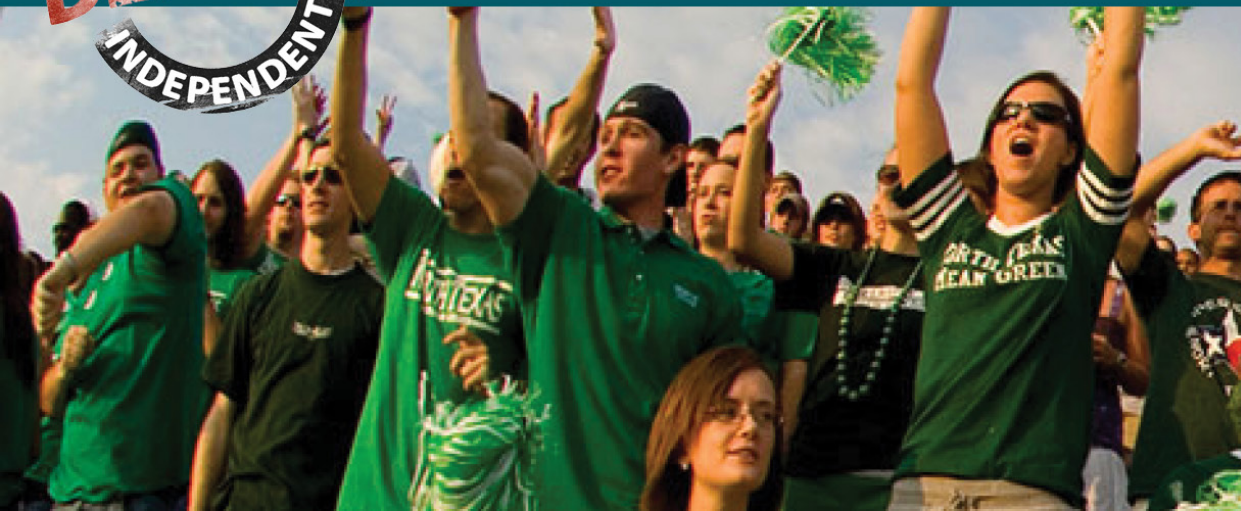
- City of Denton's population to double by 2030
- Average household income in Denton County: \$95,923*
- 59,000+ college students and a diversified economy

*Applied Geographic Solutions, 2015



DENTON HAS A UNIQUE **VIBE**

- Live music, film and the arts dominate local culture
- College spirit shapes the agenda with University of North Texas as the 5th largest university in Texas
- Festivals across the calendar celebrate sustainability, jazz and blues, documentary films, wearable art and much more



IT'S EASY TO UNDERSTAND WHY

North Texas heritage
consciously green
high-quality development

TECHNOLOGY

innovative

BUSINESS
AND
EDUCATION

Center for Healthcare
charming



hospitable
creative

DENTON **is**

SMART AND
BALANCED
GROWTH

DEEPLY
ROOTED

family-friendly

tree canopy

progressive
artists &
musicians

urban forests

PARKS AND GREENWAYS

AUTHENTIC



DENTON TOPS THE LIST

- Most livable city in Texas*
- #1 Small town in the U.S.**
- #6 High-tech hotspot in the U.S.***
- Growing tech start-up scene

*Livability.com, 2014 and 2015

**Rand McNally, USA, 2012

***Progressive Policy Institute, 2013



robust

JOB MARKET

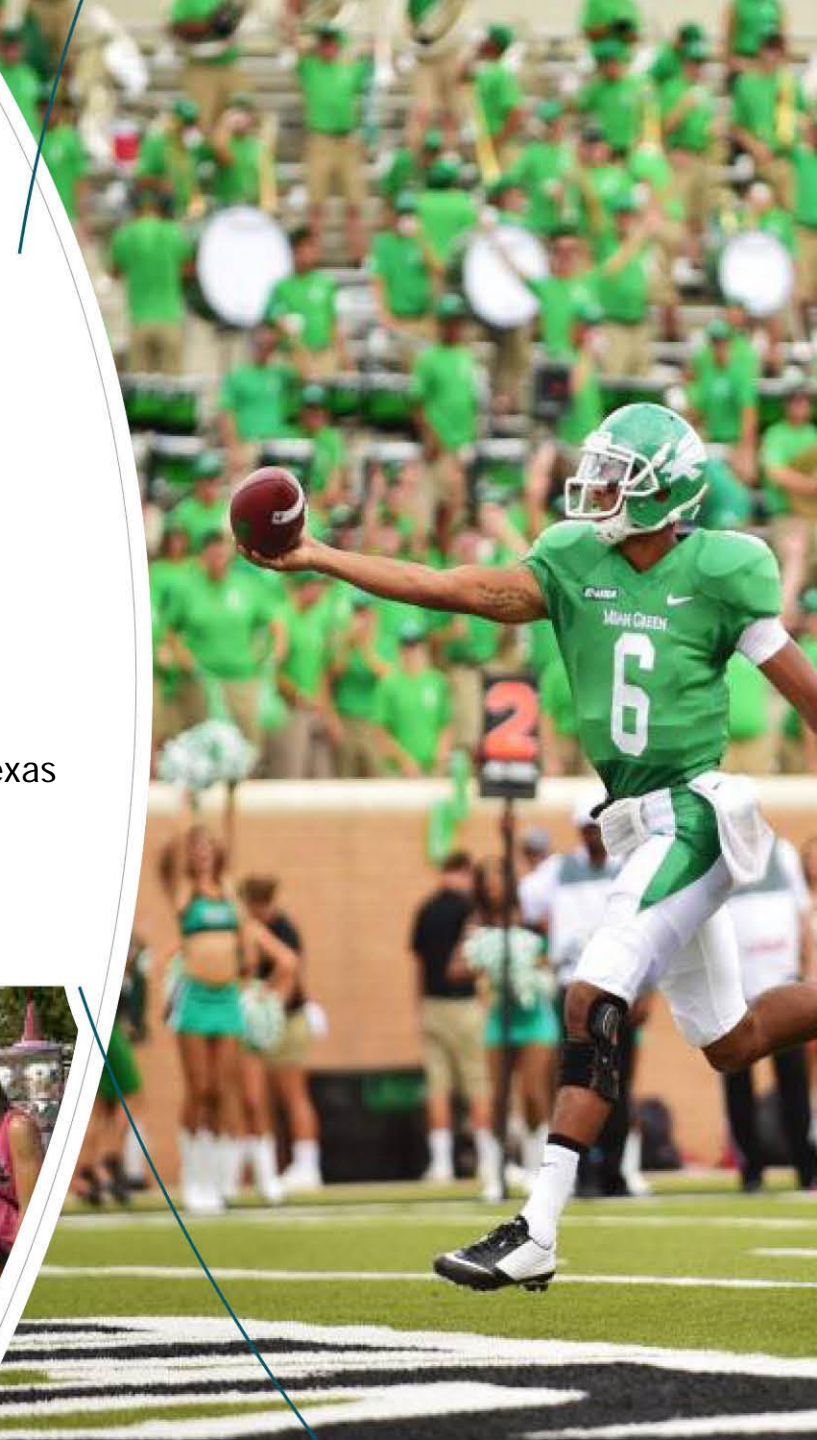
- Peterbilt Motors headquarters — 2,100 employees
- Sally Beauty Supply International headquarters — 950 employees
- Tetra Pak Materials relocated corporate headquarters from Chicago to Denton — 325 employees
- WinCo Foods' new, 800,000 square foot distribution facility — 165 employees
- Target Corporation's new distribution center for frozen and perishable foods — 140 employees
- Healthcare jobs also abound: Two regional health centers — Texas Health Presbyterian Hospital Denton and Denton Regional Medical Center — have 2000+ employees



HIGHER EDUCATION, **DENTON** STYLE

AND FOOTBALL RULES THE FALL

- University of North Texas – 5th Largest University in Texas
 - 37,231 students and 8,738 employees
- Texas Woman's University – Largest Nursing Program in Texas
 - 15,286 students and 1,672 employees
- North Texas Central College
 - 6,582 students and 595 employees



Rayzor Ranch Town Center will be the region's sophisticated NEW destination

- 600,000 sf shopping, dining and entertainment hub
- Hip, decidedly Texas downtown flavor inspired by historic regional urban architecture
- "The Yard" — wide open plaza and amphitheater for live music, surrounded by restaurants with patio dining
- Neighboring new and successful, 800,000 square-foot Rayzor Ranch Marketplace



Phase I, Opening 2016



New Convention Center and hotel to join Rayzor Ranch Town Center

- Construction began March 2016
- Located steps away from Town Center shops and restaurants
- 70,000 sf convention center, 300-room, 11-story Embassy Suites Hotel plus Houlihan's restaurant
- Set to open October 2017



BE CUTTING- EDGE AT RAYZOR RANCH

- Fun and exciting programming designed to draw people to this new Denton destination
- Breakthrough programs geared to college students, tech workers, football fans and riders (think bikes and motorcycles too)
- Playful times and fun also planned for young families



LIVE PERFORMANCES

MAKE RAYZOR RANCH A CUT ABOVE

Home to a robust, local
live music community

- Local music in The Yard will inspire visits all year long
- Partner with top local festivals for previews, thank yous and other events (Denton Arts & Jazz Festival, The Thin Line Film Music Fest, the Denton Blues Festival and more)
- Align with UNT's award-winning music program





"STAYING SHARP"

at Rayzor Ranch

- Wellness is a top priority across many of Denton's attractive demographics
- We will inspire with memorable and engaging expert-led activations
 - ✓ Morning mindfulness
 - ✓ Mini-meditation how-to's
 - ✓ Yoga & Tai Chi – for co-eds, kids and caregivers, and more

OTHER **themed events**

HELP RAYZOR RANCH "CUT THROUGH THE CLUTTER"

- Game day football celebrations and fan fests
- Game nights for board game-crazed Millennials
- Craft-brewery tastings



“SHARPENING” OUR DIGITAL DRAW



- Create an iconic “scissors cutout/sculpture” where users would take photos and post to social accounts #CuttingEdgeatRayzorRanch
- InstaMeets and Twitter “tweet-ups”
- Big screen in The Yard — the scene for YouTube parties where people can request their favorite viral videos on the big screen; karaoke parties; Cards Against Humanity games and more.



**NOW LET'S
CUT TO
THE CHASE:**

**YOU BELONG AT RAYZOR
RANCH TOWN CENTER**

