



\$250 MILLION TEXAS LIVE! OPENS BETWEEN GLOBE LIFE PARK AND AT&T STADIUM IN ARLINGTON, TX

★ Thursday, Aug. 9 marked the grand-opening celebration for the \$250 million Texas Live!, a 200,000-square-foot mixed-use development that features restaurants, retail and entertainment, including a 5,000-capacity outdoor event pavilion.

★ Texas Live! will be anchored by Live! By Loews, an upscale, full-service, 300-room hotel with 35,000 square feet of convention/meeting space. It is scheduled to open in 2019.

★ Both venues are part of a \$4 billion development of the Arlington Entertainment District that also includes the \$1.2 billion Globe Life Field, the new ballpark for the Texas Rangers that will open in 2020, and the redevelopment of Globe Life Park, the Rangers' current ballpark.





Fans gather at Sports & Social Arlington, the ultimate Rangers' fan clubhouse.



The People Band plays at Troy's, Cowboys Hall of Fame Quarterback Troy Aikman's restaurant.

Going Big in Texas

The Cordish Companies, in partnership with the Texas Rangers and City of Arlington, Launch First Phase of \$4 Billion Development with Texas Live!

Texas Live!, the much-anticipated world-class dining and entertainment development, in partnership between The Cordish

Companies, the Texas Rangers and the City of Arlington, welcomed the public with a grand opening celebration on Thursday, August 9.

The \$250 million Texas Live!, located between the Texas Rangers' Globe Life Park and the Dallas Cowboys' AT&T Stadium, is the first phase of a \$4 billion vision for the Arlington Entertainment District. When The Cordish Companies develop a project, they stay involved for the long haul. Next year, Cordish, in partnership with the Rangers and Loews Hotels & Co, will open the country's first Live! By Loews hotel within steps of Texas Live!. The Rangers' new Globe Life Field will open in 2020 adjacent to the projects. With \$1.5 billion of new development currently under construction in the entertainment district, it's only the beginning of what's to come for Texas Live!. Additional major phases and the repurposing of Globe Life Park, believed to be the only major mixed-use repurpose of its kind, are all on the horizon.

A fourth generation, family-owned business headquartered in Baltimore, The Cordish Companies is more than 100 years old. The company has become the market leader in sports-anchored mixed-use developments, partnering with some of the country's leading professional sports teams and brands, including the St. Louis Cardinals, Comcast-Spectacor and the Jacksonville Jaguars. In their latest Live! district, Texas Live!, they're partnering

with the Texas Rangers. Cordish's Live! brand, one of the premier entertainment brands in the country, welcomes over 50 million annual visitors to its destinations, which are among the highest profile dining, entertainment, gaming, hotel and sports-anchored destinations in the country.

"We are so proud to join the Texas Rangers and City of Arlington in celebrating the grand opening of Texas Live!," said Blake Cordish, principal at The Cordish Companies. "Our family has been in business for over four generations and to be able to celebrate a project as meaningful, rewarding and exciting as this one is an extremely special opportunity."

"We needed the right development partner to make our vision a reality and, in The Cordish Companies, we found the right partner," said Rob Matwick, executive vice president of business operations for the Texas Rangers. "We wanted to create something for everyone. With Texas Live!, we've been able to achieve that by partnering with some of the country's leading brands and nationally-beloved iconic athletes to create one-of-a-kind, unique dining and hospitality experiences for our fans."

With more than 200,000 square feet of dining and entertainment space, including a 5,000-capacity outdoor concert and event pavilion, Texas Live! offers several best-in-class entertainment and restaurant options for its millions of guests.

"Partnering with The Cordish Companies was the difference maker," said Mayor Jeff Williams, City of Arlington. "A unique aspect of The

Cordish Companies, different from other developers, is their vertical integration. They're involved in every aspect, from the initial design and construction to the long-term, ongoing operations. Being vertically integrated allows the quality of the project to be maintained and controlled at the highest level possible."

The heart of Texas Live! is the Live! Arena, a central gathering place where fans can watch the Rangers, Cowboys and other sporting events on a 100-foot LED screen, along with a multitude of other screens in the area. This living room of North Texas is one of the most dynamic sports viewing experiences available in the country today.

Dining and entertainment options include PBR Texas, the flagship venue that can hold 1,500 people and features a 7,000-square-foot balcony and two mechanical bulls; Pudge's Pizza, from Rangers Hall of Fame catcher Pudge Rodriguez; Troy's, from Cowboys Hall of Fame quarterback Troy Aikman and inspired by some of the best beer halls in Texas; Sports & Social Arlington, the ultimate Rangers' fan clubhouse features a family-friendly dining option and a floor of games for children and adults; Miller Tavern & Beer Garden, the Miller-Coors flagship destination with multiple indoor pub-style rooms and an outdoor beer garden; Lockhart Smokehouse, an iconic North Texas barbecue favorite; and from, the Emmy Award-winning chef, Guy Fieri's Taco Joint.

The Arlington Backyard is a 5,000-person outdoor event pavilion that will host more than 250 concerts, art shows and other community and

cultural activities. In addition to the Arlington Backyard, Texas Live! contains four other stages, allowing ample opportunity to book national, regional and local music acts throughout the entire district.

Texas Live! has been a boon to the City of Arlington and Tarrant County. The development created more than 3,000 jobs – about 2,000 construction jobs and more than 1,000 permanent jobs to operate the venue.

It will generate approximately \$100 million a year of economic output for the city and Tarrant County and about \$2 billion in direct and indirect salaries in its first 40 years.

The City of Arlington already attracts more than 14.5 million visitors a year with Globe Life Park, AT&T Stadium and the original Six Flags Over Texas as the primary attractions. With the opening of Texas Live!, the city is anticipating an additional three million visitors each year.

"Texas Live! is a significant engine for the City of Arlington in terms of visitation and tourism," said Ron Price, CEO and president of the Arlington Convention & Visitors Bureau. "It will be a determining factor for bringing more conventions and events, a place that will draw new visitors to add to the 14.5 million Arlington has yearly and help cement Arlington as the premier sports, entertainment, hospitality and tourism destination in the country for decades to come."

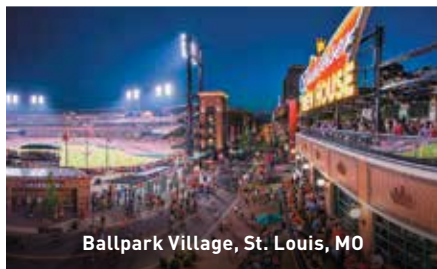
"Texas Live! is a special project with incredible partners in the Rangers and City of Arlington," said Cordish. "As exciting as this first phase is, it's just the tip of the iceberg of what is to come." ■



THE CORDISH COMPANIES, IN PARTNERSHIP WITH THE TEXAS RANGERS AND THE CITY OF ARLINGTON, PROUDLY OPENS TEXAS LIVE!



THE CORDISH COMPANIES CREATES AMERICA'S PREMIER SPORTS & ENTERTAINMENT DESTINATIONS



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Jacksonville Shipyards, Jacksonville, FL



Power & Light District, Kansas City, MO



XFINITY Live!, Philadelphia, PA



Live! at the Battery, Atlanta, GA



The Power Plant, Baltimore, MD



Power Plant Live!, Baltimore, MD



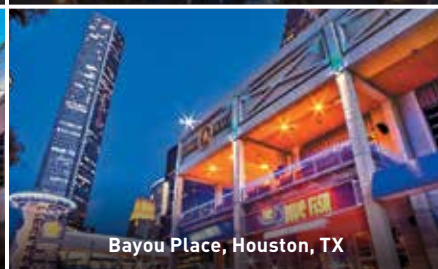
Live! Casino & Hotel Maryland, Hanover, MD



Waterside District, Norfolk, VA



Fourth Street Live!, Louisville, KY



Bayou Place, Houston, TX



Seminole Hard Rock Hotel & Casino Hollywood, FL

PROUD TO BE PARTNERS WITH SOME OF THE WORLD'S LEADING BRANDS



THE TEXAS RANGERS WELCOME FANS FROM ALL OF THE DALLAS-FORT WORTH TEAMS TO THE LIVING ROOM OF TEXAS IN TEXAS LIVE!

The development of Texas Live! emerged from a 2014 meeting that Blake Cordish, principal of The Cordish Companies, had with the leaders of Arlington's Entertainment District.

After subsequent individual meetings and due diligence on the part of the Texas Rangers, the team chose The Cordish Companies to develop their mixed-use property – Texas Live!. That decision came before the team even knew they were getting a new ballpark – Globe Life Field.

"We want Texas Live! to be the home for Rangers fans, whether the team is at home or on the road," said Rob Matwick, the Rangers' executive vice president of business operations. "We want it to become the home for all of the Dallas-Fort Worth teams – the Cowboys (NFL), Stars (NHL), Mavericks (NBA) and Wings (WNBA). We want to be known as the place people go when they want to be with other fans and enjoy all of the sports teams in North Texas, including our university teams and the Cotton Bowl. There's so much sports activity in North Texas – especially here in Arlington – we wanted to make sure we're the living

room for North Texas."

Texas Live! has become a destination for fans to gather before events at Globe Life Park and AT&T Stadium, whether it's for concerts or Rangers', Cowboys' or college football games. Fans can arrive early, eat, drink and watch other games before going to their event.

Texas Live! has met with fan approval following its grand opening. One fan tweeted, "So @tx_live is probably the best sports bar in Dallas. Maybe even in Texas. 10/10."

More than a sports bar, Texas Live! is a family destination. "There's some retail mixed in with live music, great food and outdoor spaces with a nice patio, balcony and beer garden," said Matwick. "It's been a lift for the entire community and has received a tremendous reception."

Though Texas Live! opened too late to provide added benefits to Rangers' ticket holders this season, that may be something the team adds down the line. Team executives are eyeing 2020 and the opening of Globe Life Field for opportunities to offer Texas Live! loyalty programs or VIP packages.

Rangers' officials are also anticipating not only increased attendance at their games, but also fans extending their stay. "We're giving our fans a reason to come a few hours early to be with other fans, to see friends and family, and enjoy an experience in Texas Live! before going to the ballgame," said Matwick. "Then, if they choose, they can extend their stay by returning to Texas Live! for a concert, to get a drink or watch another ballgame while they let traffic die down. We want to make the game-day experience more robust and give our fans more to do when they come to the ballpark."

Texas Live! is a value proposition for fans. People can come to the venue and enjoy the atmosphere, entertainment and excitement without having to spend any money.

The City of Arlington has been very involved in the new entertainment district. Texas Live! is just the first of a three-year development plan. Following the opening of Texas Live! in 2018, the Rangers, The Cordish Companies and Loews Hotels will open Live! By Loews, a 14-story, 300-room hotel in mid-2019, and the team's new Globe

Life Field in March 2020.

Said Matwick, "From a business standpoint, from a fan standpoint and from the organization's perspective, Texas Live! is the beginning of a bright future for us."

Texas Rangers Hall of Fame Catcher Pudge Rodriguez in front of the restaurant at Texas Live! that bears his name.



KELLY GAVIN, TEXAS RANGERS



WE CONGRATULATE OUR
GREAT PARTNERS,
THE CORDISH COMPANIES
AND THE CITY OF ARLINGTON,
AND ALL THE MEN AND WOMEN
WHO HELPED MAKE

TEXAS
Live!

A REALITY.

FROM THE GROUND UP

Manhattan Con-Real Joint Venture Brought Texas Live! to Life

When The Cordish Companies and Texas Rangers were selecting a general contractor for construction of Texas Live!, they didn't have to go far. They decided on a joint-venture partnership of Manhattan Construction Company, headquartered in Oklahoma, but with an office in Dallas, and Con-Real, an Arlington-based, minority-owned construction company.

Manhattan Construction, one of the largest privately held construction firms in the country, is well known for building high-profile, technically-difficult projects, including the neighboring AT&T Stadium.

Con-Real has experience with more than 3,000 entertainment, commercial, hospitality, educational, industrial and technology facilities, including the nearby Dallas Convention Center.

"Manhattan has built numerous projects over our 40-year history in the north Texas region and has been successful based on the team, preconstruction process and construction knowledge," said Ryan Carter, Manhattan Construction senior project manager. "These qualities were the primary reason the team was selected to be a part of the entertainment venue."

The Manhattan Con-Real team had two separate contracts on Texas Live!. The first was for the core and shell, the building's structure, the exterior facade and all the systems. A year later, the team was awarded a second contract for the interior finishes for the venue.

"This project showcases our diversity as a construction manager," said Carter.

"We tailored our schedule to

collaborate with the ballpark and the adjacent Live! By Loews hotel that The Cordish Companies and Texas Rangers are building," said Matt Barker, project manager at Manhattan Construction. "All of those schedules got intertwined and turned into one cohesive timeline."

A job of the magnitude of Texas Live! was not without its challenges. The wet winter of 2017-18 made construction of the core and shell more complex, but the team worked on an accelerated schedule to get Texas Live! ready for its grand opening. Texas Live! broke ground on March 29, 2017, and celebrated its grand opening on August 9, 2018.

"We worked a lot of man hours to hit that date," said Carter. "The job site was open 24/7 for the better part of 2018."

"Texas Live! is an exciting piece of the master development for the Arlington Entertainment District," said Barker. "It's an honor to be involved in a big development like this and one that's getting so much national attention."

Texas Live! at its grand opening on August 9.



MANHATTAN CONSTRUCTION

UPCOMING EVENTS AT TEXAS LIVE!

The Texas Live! schedule for the remainder of 2018 is packed with watch parties for the Dallas Cowboys and college football. A line-up of top musical acts will be featured in the Arlington Backyard.

- 9/27 **Pat Green Concert** – Arlington Backyard
- 9/28 **Freedom Friday** – PBR Texas (celebrating military, first responders and nurses)
- 9/29 **College Game Day Watch Party** – Texas Live!
- 9/30 **Cowboys Game Watch Party** – Texas Live!
- 10/5 **T-Live T-Party Concert Pre-Party** – Texas Live!
- 10/6 **T-Live T-Party Concert Pre-Party** – Texas Live!
- 10/6 **College Game Day Watch Party** – Texas Live!
- 10/6 **UFC Khabib vs. McGregor Watch Party** – Live! Arena
- 10/7 **Cowboys Game Watch Party** – Texas Live!
- 9/27 **Lee Brice Concert** – Arlington Backyard
- 10/13 **College Game Day Watch Party** – Texas Live!
- 10/14 **Cowboys Game Watch Party** – Texas Live!
- 10/19 **Papa Roach Concert** – Arlington Backyard
- 10/20 **College Game Day Watch Party** – Texas Live!
- 10/20 **Shinyribs Concert** – Arlington Backyard
- 10/21 **Cowboys Game Watch Party** – Texas Live!
- 10/25 **Billy Currington Concert** – Arlington Backyard
- 10/26 **The Struts Concert** – Arlington Backyard
- 10/27 **College Game Day Watch Party** – Texas Live!
- 11/3 **College Game Day Watch Party** – Texas Live!
- 11/5 **Cowboys Game Watch Party** – Texas Live!
- 11/10 **College Game Day Watch Party** – Texas Live!
- 11/11 **College Game Day Watch Party** – Texas Live!
- 11/17 **College Game Day Watch Party** – Texas Live!
- 11/18 **Cowboys Game Watch Party** – Texas Live!
- 11/22 **Cowboys Game Watch Party** – Texas Live!
- 11/24 **College Game Day Watch Party** – Texas Live!
- 11/29 **Cowboys Game Watch Party** – Texas Live!
- 12/9 **Cowboys Game Watch Party** – Texas Live!
- 12/16 **Cowboys Game Watch Party** – Texas Live!
- 12/23 **Cowboys Game Watch Party** – Texas Live!
- 12/30 **Cowboys Game Watch Party** – Texas Live!

CONSTANTLY CHEERING FOR OUR COMMUNITY



Manhattan



Con-Real

Great work is the product of a singular vision expressed through a hundred different skills.

THANK YOU TO THE CORDISH COMPANIES, TEXAS RANGERS AND CITY OF ARLINGTON. IT HAS BEEN AN HONOR TO BE A PART OF TEXAS LIVE!

Leap Hospitality Brings Style and Function to **TEXAS LIVE!**

For more than a decade, The Cordish Companies have relied on Leap Hospitality to furnish complex, renowned entertainment districts. Most recently, Leap Hospitality provided all furniture needs for nine unique spaces at the new Texas Live! entertainment district in Arlington.

From Ballpark Village in St. Louis to Xfinity Live! Philadelphia to The Battery Atlanta and more, Leap Hospitality has proven to be positioned to oversee the furnishings for large-scale sports, entertainment, and restaurant projects better than anyone in the United States. Over the tenure of their relationship, Leap Hospitality has worked with The Cordish Companies to develop and implement best practices that ensure projects stay on budget and provide premium quality.

"Leap Hospitality has been a true partner. We know when we give Leap Hospitality a project that it will be executed on time and within budget," said Jake Miller, vice president at The Cordish Companies. "Leap Hospitality is the definition of solutions-oriented. They take the time to understand our mode of operation and adapt accordingly to fit our needs."

Visitors to Texas Live! will appreciate the fine craftsmanship and comfort of the tables, chairs, barstools, booths, outdoor furniture, fire tables and games—all of which Leap Hospitality engineered with designer approval, procured, warehoused and installed. Leap Hospitality contracts with the

best manufacturers in the business to meet customers' demands.

When it comes to dynamic projects like entertainment districts, Leap Hospitality has built proprietary

Their team adopts the mindset of their clients to ensure every element is fully executed without any unexpected costs.

systems and automated processes to track deadlines, budgets and order status. Their team adopts the mindset of their clients to ensure every element is fully executed without any unexpected costs.

Leap Hospitality is a hospitality development and project management company specializing in front-of-house furnishings, freight management, executive recruiting, and mergers/acquisitions. For more information on the company's approach and projects, visit www.leaphospitality.com. ■

Texas Live! BY THE NUMBERS

\$250,000,000	cost
\$100,000,000	annual economic output to the City of Arlington
3,000,000	new visitors to Arlington per year
200,000	total square feet
35,000	square feet for Live! Arena
30,500+	total capacity
30,000	square feet for the Arlington Backyard
14,400	capacity in the Live! Arena
10,000	capacity for private events
7,000	square feet for PBR Texas's balcony that overlooks the Arlington Backyard
5,000	capacity for the Arlington Backyard
2,000	construction jobs
1,025	permanent jobs
250	annual concerts to be held in the Arlington Backyard
100	foot LED screen in Live! Arena
30	percent of the subcontractors were minority or women-owned firms
7	days of the week performances will be held on the stage in Troy Aikman's bar – Troy's
5	stages
3	partners – The Cordish Companies, Texas Rangers, City of Arlington
2	mechanical bulls in PBR Texas

1 Texas-sized experience



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RESOURCEFUL PROBLEM SOLVING

Winstead Delivers for Texas Live! with Mixed-Use Structuring Expertise

For more than 30 years, Winstead PC's sports practice has helped develop some of the most iconic sports venues for baseball, football and soccer. Recent facilities include AT&T Stadium (Cowboys), NRG Stadium (Texans), MetLife Stadium (Giants, Jets), Mercedes-Benz Stadium (Falcons) and Yankee Stadium, as well as projects in Canada, Europe and Latin America.

In recent years, the number of destination facilities associated with sports has increased. Team owners have realized that while they need to provide a great fan experience at their venues, they can also create entertainment areas for patrons who want to spend more time before or after the game and for those who want to be part of the experience even if they don't have a game ticket. Mixed-use developments give team owners and affiliated real-estate development groups the opportunity to further maximize valuable land that surrounds their venues.

In late 2016, The Cordish

Companies and the Texas Rangers' real-estate counsel approached Winstead to work on the challenging development of Texas Live! and the adjacent hotel.

The development plan that was presented to Winstead involved a five-unit master ground-lease condominium structure that would cover both the retail side of the site, Texas Live!, and the hotel. The proposed structure was challenged by the development goal of treating

"These projects have to be structured in a way that permits not only the separate ownership of the uses, but also separate financing and operation."



—Jeanne Caruselle Katz

Texas Live! and the hotel as two standalone projects due to separate financing structures, construction contracts and ownership groups. In particular, the development team was looking to Winstead as one of the leading law firms in the real-estate industry, particularly its national mixed-use development practice.

"In traditional mixed-use development, the master condominium structure can be a useful tool to segregate uses and permit the maximum development of a single parcel of land," said Jeanne Caruselle Katz, Winstead's co-chair of the Planned Community, Mixed-Use and Condominium Practice Group. "However, these projects have to be structured in a way that permits not only the separate ownership of the uses, but also separate financing and operation."

Another complicating factor was the involvement of the City of Arlington and meeting the requirements of the economic development incentive agreements that were in place.

"Anything the city does with sports teams is heavily scrutinized by the media and through open records requests," said Katz. "So everything has to fit within the regulatory and authoritative documents of the city."

Team owners realize if you have a public-private partnership with a municipality, like the City of Arlington, it becomes a win-win situation. It's not a question of owners taking public

"For years, we've been on the cutting edge of working on new business ideas for the sports and real-estate industries."



—Denis Braham

money for private use. These projects enhance, on the public side, the city's mission to bring more people in, which increases the city's collectible tax base, allowing city leaders to do a lot more within the city.

"For years, we've been on the cutting edge of working on new business ideas for the sports and real-estate industries," said Denis Braham, Winstead's co-chair of the Sports Business and Public Venues Industry Group. "There are a lot of law firms that can draft documents. We work, not only at a uniquely, highly skilled level, but also with the business objectives of the client, in this case Cordish and the Texas Rangers, in mind. We're real estate and sports lawyers who understand the business of real estate and the business of sports."

"Anyone can draft a condominium declaration," said Katz. "But we analyze what should and shouldn't be condominiumized and our structuring advice helped the team solve the puzzle resulting in the successful completion of Texas Live!."

WHO'S ON YOUR TEAM?

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Congratulations to all involved with the opening of **TEXAS LIVE!**



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After a 30-Year Wait, the City of Arlington Gets Its Mixed-Use Development

The City of Arlington, the American Dream City where people dream big, has had its eye on a mixed-use development by the Texas Rangers' ballpark since the early 1990s, when former President George W. Bush owned the team. Those plans burst along with the dot-com bubble.

In the early 2000s, when Tom Hicks owned the team, mixed-use development plans were revived under the name Glory Park, a retail-heavy development. But the great recession brought an end to those dreams.

The opening of Texas Live! is long overdue from the City of Arlington's perspective. "This is the kind of development the city has wanted to see for a long time," said Bruce Payne, Arlington's economic development director. "We've always been interested in a venue that has ongoing, entertainment-oriented events. It's just taken a few tries to clear the hurdle."

"With more than 14.5 million visitors a year to the city, Texas Live! will certainly be a known destination that goes well beyond the boundaries of the city," said Payne. "It will be well attended by residents throughout the Dallas/Fort Worth metroplex, further cementing Arlington as the region's premier

entertainment destination. Texas Live! is another jewel in the crown of what we've been able to accomplish in Arlington."

The city is hopeful Texas Live! will be a catalyst leading to other major developments. Together with Globe Life Field (2020), the Rangers' new ballpark; the new Esports Stadium Arlington (2018), the largest esports venue in the country; and the new Live! By Loews hotel (2019), Texas Live! is the beginning of a new vision for the entertainment district, one that incorporates world-class entertainment, retail, residential and office developments.

The opening of Texas Live! is an example of the can-do spirit embodied in Arlington. ■

Texas Live!'s concert schedule opened with Eleven Hundred Springs performing in the Arlington Backyard.



STARTING OFF WITH A BANG

Sector 5 Digital Creates a Buzz-Worthy Grand Opening Video

Sector 5 Digital, a marketing agency headquartered in Arlington that specializes in creating brilliant digital experiences, ignited the official launch of Texas Live! with its grand-opening video.

The agency wanted to generate buzz at the grand opening by creating a visually and emotionally compelling video that would be shared on social media and used by the venue in multiple ways after the event.

The two-minute piece featured Texas Rangers Hall of Fame catcher Pudge Rodriguez hitting a ball out of Globe Life Park during batting practice and, with some pinball action and the help of an F16 fighter jet, breaking through the glass at Texas Live! to begin the countdown to the start of the grand-opening celebration.

Texas Live! partners, the Rangers and The Cordish Companies, the venue's developer, wanted to highlight the connection between the ballpark and Texas Live!. Sector 5 Digital's CEO, Jeff Meisner, and chief creative officer, Doug Fidler, decided the best way to achieve this was to feature Rodriguez, one of the Rangers' most iconic players. Rodriguez also owns Pudge's Pizza, one of the restaurants in



Texas Rangers Hall of Fame Catcher Pudge Rodriguez in a shot for the grand opening video of Texas Live!.

Texas Live!.

"The buzz around the grand opening was amazing and the feedback from everyone has been fantastic," said Fidler. "We are currently conceptualizing some really cool experiences for Texas Live! and other local clients to bring virtual and augmented reality solutions for entertainment, visualization, design and scenario-based learning to the area."

"We see the grand opening as an historic event in Arlington's history and we were honored to be a part of it," said Meisner. "The people from Texas Live!, Cordish and the Rangers were great to work with and we look forward to partnering with them on other projects in the near future. ■

Congratulations to the Texas Rangers and The Cordish Companies for opening Texas Live! in the Sports & Entertainment Capital of Texas!

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- Interactive Game Technology

WWW.SECTOR5DIGITAL.COM

Texas Live! Helps the Arlington CVB Attract New Development, Conventions and Visitors to the City of Arlington

When an organization has a mission to make its city a top destination for meetings, conventions, groups and leisure travelers, the opening of one of the largest entertainment venues outside of Orlando and Las Vegas will go a long way to making that happen.

For the Arlington Convention & Visitors Bureau, the opening of the 250,000-square-foot Texas Live! has brought attention from convention planners and tourists that may not have considered Arlington before.

"Before Texas Live! even opened, when we were doing hard-hat tours, Texas Live! became the decision maker for some of the groups considering Arlington as their destination," said Ron Price, CEO and president of the Arlington CVB. "Providing offsite entertainment options is essential in today's meetings market."

The City of Arlington has had a need for an entertainment district like Texas Live! for years. The Arlington CVB and the city determined what was missing from its entertainment district was the "glue that holds it all together" – the restaurants and night life that will help guests extend their stay. The opening of Texas Live! fills that void. The venue opened to a capacity crowd and large attendance numbers have continued.

"Groups that come into Arlington, whether for meetings, conventions or sporting events, are taking advantage of the dining and entertainment options at Texas Live!" Price said. "Not only does it fill a void for visitors, it also gives the local community a new place to experience. It has been well received by city residents."

The CVB played an important role in bringing Texas Live! to Arlington. They were the catalyst for facilitating the conversation, helping to create the vision of how to develop the area around Globe Life Park, the new Globe Life Field and AT&T Stadium.

As part of the CVB's destination tourism strategy, it was important to develop a venue that would have the ability to entice guests to stay over one more day, as well as to create a great environment for convention and meeting attendees and a robust fan experience for people attending Rangers' games and events at AT&T Stadium.

"We've created an environment with Texas Live! that will draw them back to Arlington again and again,"

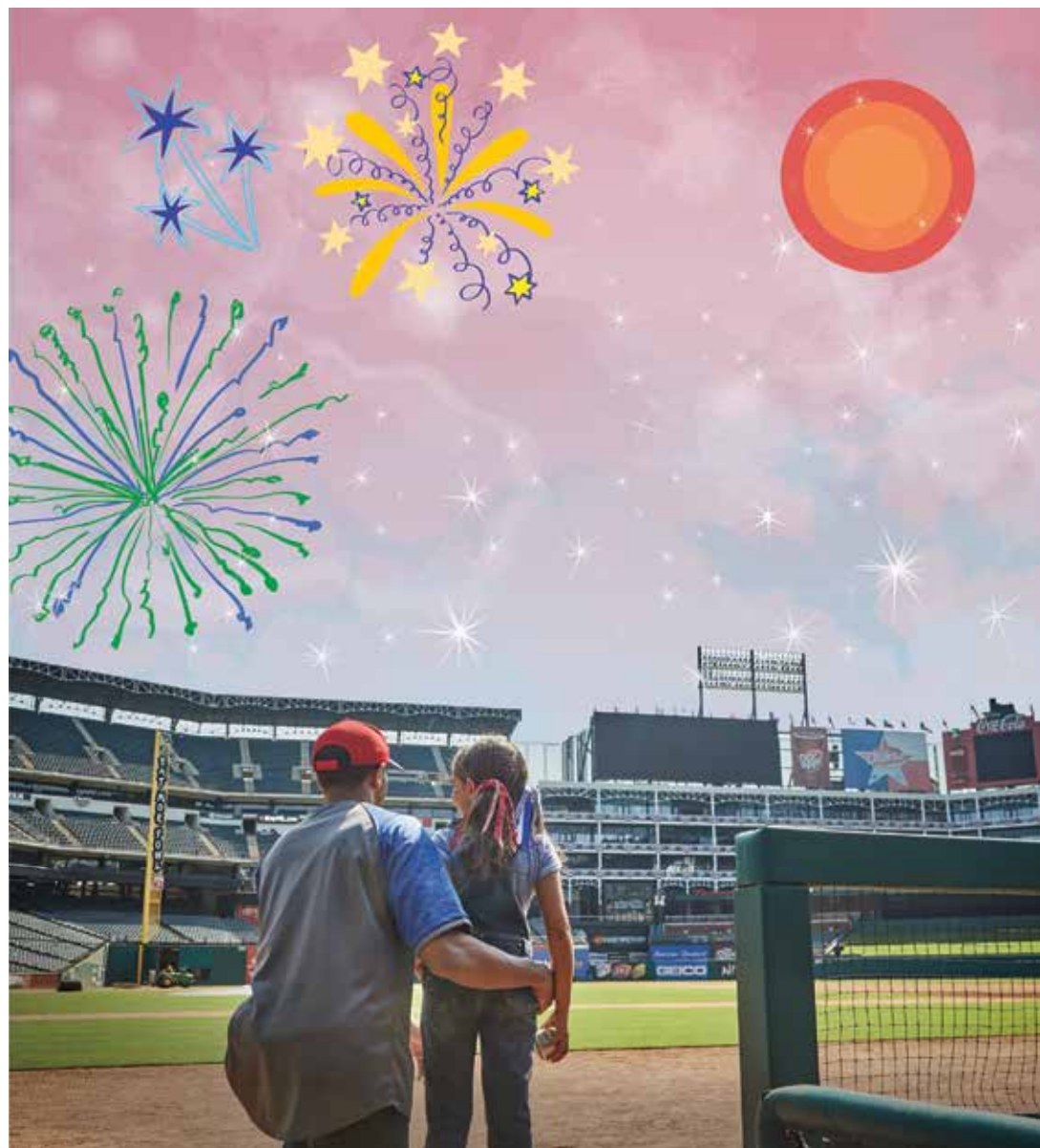
said Price.

The development of Texas Live! is a catalyst for future development in the area. "It will help grow our tourism exponentially over the next decade," said Price. "It is vital to stay competitive in the industry."

Other projects that may be considered over the next few years are more hotels in the entertainment district and a larger convention and meeting space.

"Coupled with the new Live! By Loews hotel that will open next year, Texas Live! has allowed us to put more emphasis on the meetings and convention business in Arlington," said Price. "Hats off to the Texas Rangers, the Cordish family and the Loews Hotel company run by the Tisch family, for developing these outstanding venues and giving us exciting entertainment options for new visitors. We're referred to as the capital of sports and entertainment and Texas Live! helps solidify that, while also providing us with a springboard for important development ahead."

Texas Live! features several outdoor entertainment options, include the patio at Troy's.



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 ARLINGTONSM.org
TEXAS

Live! By Loews Pairs the Expertise of The Cordish Companies, Loews Hotels & Co and HKS

The second phase in the \$4 billion master plan of the Arlington Entertainment District is the new Live! By Loews – Arlington, TX hotel scheduled to open in mid-2019.

The \$150 million flagship hotel is being developed by The Cordish Companies, Loews Hotels & Co and the Texas Rangers. It is designed by internationally acclaimed HKS Architects.

Located within Texas Live!, the hotel is ideally situated between the Rangers' Globe Life Park and their new Globe Life Field, and the Dallas Cowboys' AT&T Stadium. Its proximity to the sports venues will make it easy for fans to extend their stays and give fans the option to attend another game or visit Texas Live! for a concert or family fun day.

The Cordish Companies and Loews Hotels also broke ground on their second property, the \$65 million Live! By Loews – St. Louis, MO in July 2018 in partnership with the St. Louis Cardinals. The hotel, scheduled to open in early 2020, is part of the second phase of Ballpark Village, the mixed-use venue next to Busch Stadium that was developed by The Cordish Companies and the Cardinals. These two hotels represent the first of several planned new hotels in comparable sports destinations.

Headquartered in New York City, Loews Hotel & Co has been a leader in the hospitality industry for more than 70 years. Located in major city centers and resort destinations from coast to coast, the Loews portfolio features properties grounded in family heritage and dedicated to delivering unscripted guest moments all with a handcrafted approach.

The Cordish Companies' Live! brand, one of the premier entertainment brands in the country, welcomes over 50 million annual visitors to its Live! Districts, which are among the highest profile dining, entertainment, gaming, hotel and sports-anchored destinations in the country.

With 24 offices worldwide, HKS, which was founded in 1939, has projects in more than 1,500 cities across 92 countries.

"We're proud to partner with HKS," said Blake Cordish, principal at The Cordish Companies. "They're one of the leading architecture and design companies in the world, especially in the hotel space, and they bring world-class expertise and an incredible team to the project. They shared our vision of creating a luxury hotel."



An artist's rendering of Live! By Loews – Arlington TX with its view of AT&T Stadium.

Not only is the Live! By Loews – Arlington the first to carry the Live! By Loews name, it will also be the first upscale resort hotel in Arlington. It will blend sports and entertainment with first-class hospitality and superior amenities.

"Loews Hotels & Co is one of the preeminent hoteliers in North America and a leader in the convention and meetings industry," said Cordish.

The 14-story, 300-room Live! By Loews – Arlington contains 35,000 square feet of meeting and convention space, including an outdoor event space with a covered terrace bar and pool. It includes: the Event Lawn, perfect for weddings and special events, features a large LED screen for visitors to watch sports, movies and concerts. The Tower Terrace, overlooking the Event Lawn, will serve as the hotel's central gathering place. The Outdoor Infinity Edge Pool features two bars, including a swim-up bar, private cabanas, lounge space and a fire pit. The Rooftop Terrace Private Event Space boasts panoramic views of the Dallas and Fort Worth skylines and the Arlington Entertainment District. It includes a central main space and several smaller rooms for private functions and events. The Grand Event Center is a convention and event space with a grand ballroom, executive boardroom, breakout

meeting rooms and a pre-function space.

"Live! By Loews Arlington and St. Louis are a joint vision between The Cordish Companies and Loews Hotels that takes some of the best elements of the two distinct brands," said Alex Tisch, executive vice president of Loews Hotels and Co. "There's Cordish's ability to create best-in-class congregating assets, near-demand generators, and Loews Hotels, which has a proven ability to understand the upper upscale customer needs."

The Arlington property is designed as a destination resort, with a bar on the upper roof and a large pool, connected to the Texas Live! dining and entertainment district. The St. Louis property is designed as an urban hotel connected to office space.

"I'm proud we found the right partnership between Cordish, HKS and the Rangers for Live! By Loews – Arlington," said Tisch. "And that we're going to give the city of Arlington something it can be proud of. It's not often you can build a destination resort as close to a major airport as we're doing in Arlington with the Dallas-Fort Worth airport nearby. We're building a place where, after people go to a Rangers game or a game at AT&T Stadium, they'll want to spend the night and take an extra day to golf or visit an amusement park or take in a concert at Texas Live!."

Helping bring the vision of a destination to life has been remarkably rewarding for our whole team."

"We wanted to make the design of each hotel specific to the local team and give each one a unique interpretation to its location," said Olga Acosta, interior projects manager, studio manager and principal at HKS.

"The biggest part of the project was planning how it would work with the new stadium," said Bob Bullis, vice president at HKS. "We were looking for ways to maximize the view corridors."

The design by HKS brings a high level of ambiance and sophistication to Live! By Loews. In designing the new brand, HKS looked at the overall vision and approach. With the Cordish and Loews brands coming together, HKS wanted to create something fresh and unique.

"Cordish has been a wonderful partner," said Bullis. "The family tradition between Loews and Cordish is a powerful connection."

"Live! By Loews Arlington and St. Louis represents a marriage between great companies," said Cordish. "We feel that partnering with great sports teams around these dynamic entertainment and sports districts is great for the growth of new hotel opportunities."

THE CORDISH COMPANIES AND LOEWS HOTELS & CO. PROUDLY PRESENT

A NEW TAKE ON HOSPITALITY

The first of these new luxury hotels, designed by world-renowned HKS Architects, are under construction in Arlington, TX and St. Louis, MO. And more are planned in other pro sports-anchored districts in cities across America.



Live! by Loews – Arlington, TX

is opening in 2019 between the home fields of the Dallas Cowboys and the Texas Rangers. It is the keystone of a \$4 billion master plan for Texas Live!, the dining, sports, and entertainment district developed in a partnership among The Cordish Companies, the Texas Rangers, and the city of Arlington.

Live! by Loews – St. Louis, MO

will open in 2020, bringing an upscale hospitality experience to downtown St. Louis. Adjacent to Busch Stadium, the hotel is a key component of the transformation of Ballpark Village into a complete, dynamic neighborhood by development partners The Cordish Companies and the St. Louis Cardinals.

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