



drover97 West Exterior Entrance Photo Credit: Hotel Drover

The Spirit of the Modern West Is Central to Fort Worth's National Historic Stockyards District's \$500 Million Redevelopment

Once the largest livestock market in the country during the Cattle Drive Era, over the last 30 years Fort Worth's National Historic Stockyards District has evolved into a tourist destination founded upon Western authenticity. Today, the storied neighborhood is undergoing a multi-million-dollar redevelopment that is bringing the neighborhood into a new era.

The Stockyards Heritage Development Company, a partnership between The Hickman Properties and Majestic Realty Company, announced plans to redevelop the neighborhood in 2014 with new retail, dining, hotel and residential offerings designed to preserve the district's rich history with an elevated aesthetic.

The redevelopment kicked off in 2018 in Mule Alley, which originally housed the horse and mule barns in the neighborhood's heyday. Developed by Fort Worth-based M2G Ventures, the first \$500 million dollar phase encompasses

carefully curated hotels, dining and retail space that embody a modern Western identity. The revitalized space preserves the architecture of the historic barns, with haylofts and catwalks intact.

Since the first phase launched, the redevelopment has been a success. According to the Stockyards Heritage Development Company, the Stockyards welcomed 5 million visitors in 2021, more than double the average traffic from years past. The ongoing revitalization sets an example for historic destinations to meet the needs of the modern visitor, local and businessowner.

History

The Fort Worth Stockyards were established in 1849 as a livestock market along

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Photo Credit: Visit Ft. Worth

Stockyards

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the Chisolm Trail, the main route for cowboys driving cattle across the country, and were critical in the development of the city. From the late 19th century to the 1950s, the Stockyards came to be the largest livestock trading center in the Southwest, giving Fort Worth the moniker of “Cowtown.”

In the middle of the 20th century, the traffic through the Stockyards decreased due to the growing reliance on railroad and trucking transportation. As a result, the area gradually developed into a distinct tourist destination that preserved its rich cowboy history.

Retailers and attractions that carry the Western legacy popped up for tourists looking to relive the Wild West. In 1999, the city created the Fort Worth Herd, which reenacts a twice-daily cattle drive in the historic neighborhood. Still today, cattle drivers dressed in historically accurate garb guide 17 Texas Longhorns down the historic East Exchange Avenue every day at 11:30 am and 4 pm.

The Stockyards’ redevelopment not only retains the pivotal Western history through elevated hospitality attractions, but with new office space, residential projects and entertainment venues, the district is evolving into its next chapter as a modern destination for travel, living and work.

Here are some key openings included in the Stockyards redevelopment:

Hotels

Since its opening in March 2021, Hotel Drover introduces luxury hospitality in the Stockyards and has become the hallmark of Mule Alley. The Autograph Collection hotel boasts 200 guest rooms, a signature restaurant and a lush outdoor space with a heated pool, fire pits and an indoor/outdoor bar. The hotel also brings 40,000 square feet of event and meeting space to the Stockyards, with four event rooms and a rustic-luxe 4,000 square foot barn that features vaulted ceilings and reclaimed timber.

Retail

Mule Alley’s new retailers include a luxury artisan bootmaker Lucchese boutique, clothing store Flea Style, and MB Mercantile & Supply, which is reminiscent of a general store selling Texas-made goods. The curated retail experience in Mule Alley builds on the established shops along East Exchange Avenue that sell hand-crafted leather goods and Western memorabilia.

Nightlife + Entertainment

Nightlife in the Stockyards has expanded with more offerings that complement the legendary Billy Bob’s Texas, the 100,000 square foot honky tonk housed in a century-old barn that was previously used to house prize cattle for the Fort Worth Stock Show. Sidesaddle Saloon, a craft cocktail bar that pays homage to legendary cowgirls, and Second Rodeo Brewing, a laidback bar with live music, an in-house brewery and lawn games, provide eclectic options with a contemporary Western flair.

Celebrity chef and Fort Worth local Tim Love recently announced a 26,000 square foot live music, restaurant and private event space called Tannahill’s

Tavern & Music Hall, which is slated to open later in 2022 in Mule Alley. The venue will host a variety of well-known and aspiring performing artists curated in partnership with Live Nation.

A multi-arena development project is also in the works that will bring three additional 2,500 square foot rodeo venues to the neighborhood, on top of the preexisting Cowtown Coliseum that hosts about 150 weekly rodeos a year. Slated to complete in 2023, the new arena complex will enable the Stockyards to accommodate Western sporting events 200 days a year as Fort Worth becomes the national hub for Western sports.

Food and Beverage

Food and beverage openings represent the future of Texas cuisine with Hotel Drover's signature restaurant 97 West Kitchen & Bar and local chef Marcus Paslay's Provender Hall. Chef Tim Love opened his Tex-Mex restaurant Paloma Suerte in January 2021, adding to his collection of restaurants in the Stockyards, which includes his first restaurant Lonesome Dove Bistro that opened in 2001. Shake Shack notably established a location in Mule Alley in 2020, while locally-owned Melt Ice Creams and Texas-founded Biscuit Bar provide casual, Southern-inspired fare.

Multifamily

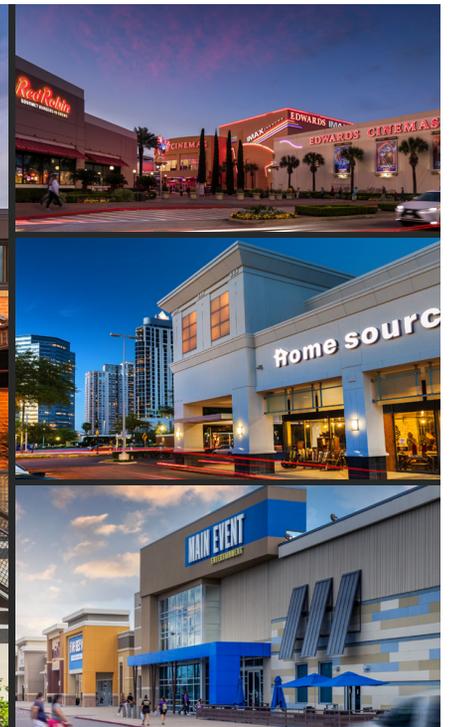
A luxury multifamily residential project is set to break ground in Q1 2022 on



a five-acre section of the Stockyards, which includes the historic Armour meatpacking plant built in 1902. Led by San Antonio-based Kairoi Residential, the development includes 825 apartment units and heralds the next wave of the Stockyards' transformation.

Business

Fort Worth-based advertising agency Simpli.fi has set up its headquarters in the Stockyards alongside RFD-TV, whose programming is centered on the cowboy and cowgirl lifestyle. A new RFD-TV broadcast studio that will be open to the public is also in creation, adding an interactive element to the headquarters.



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