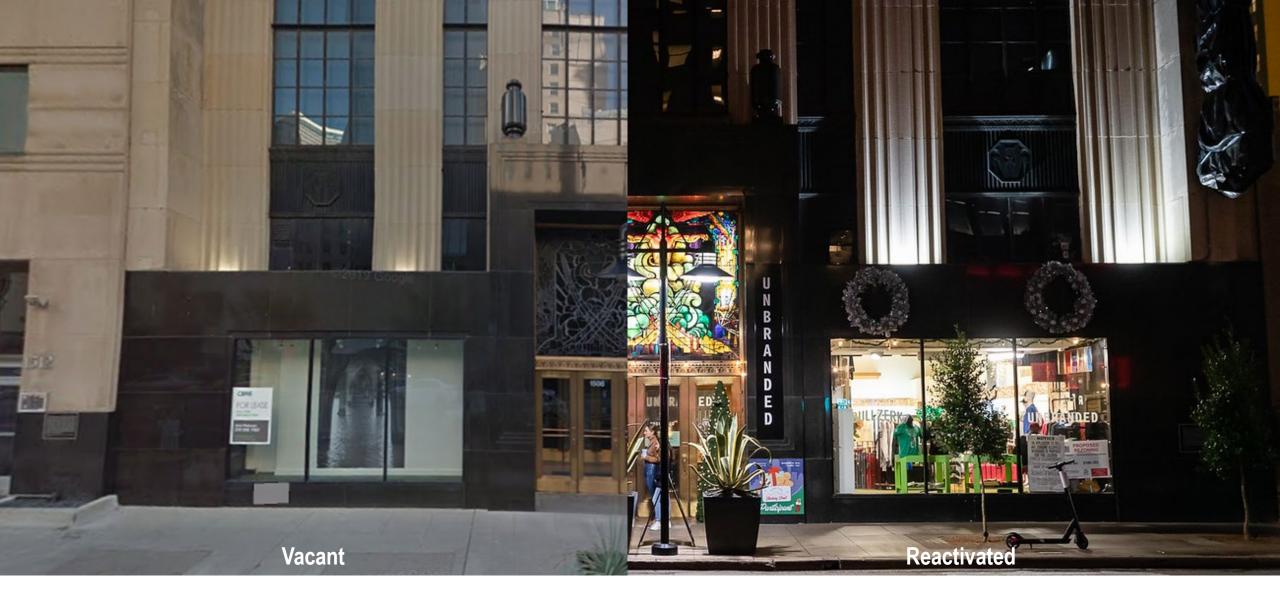


An experimental pop-up shop, showcasing the finest work in Dallas' creative community



An <u>innovative</u> way to re-invigorate vacant storefronts throughout Downtown Dallas



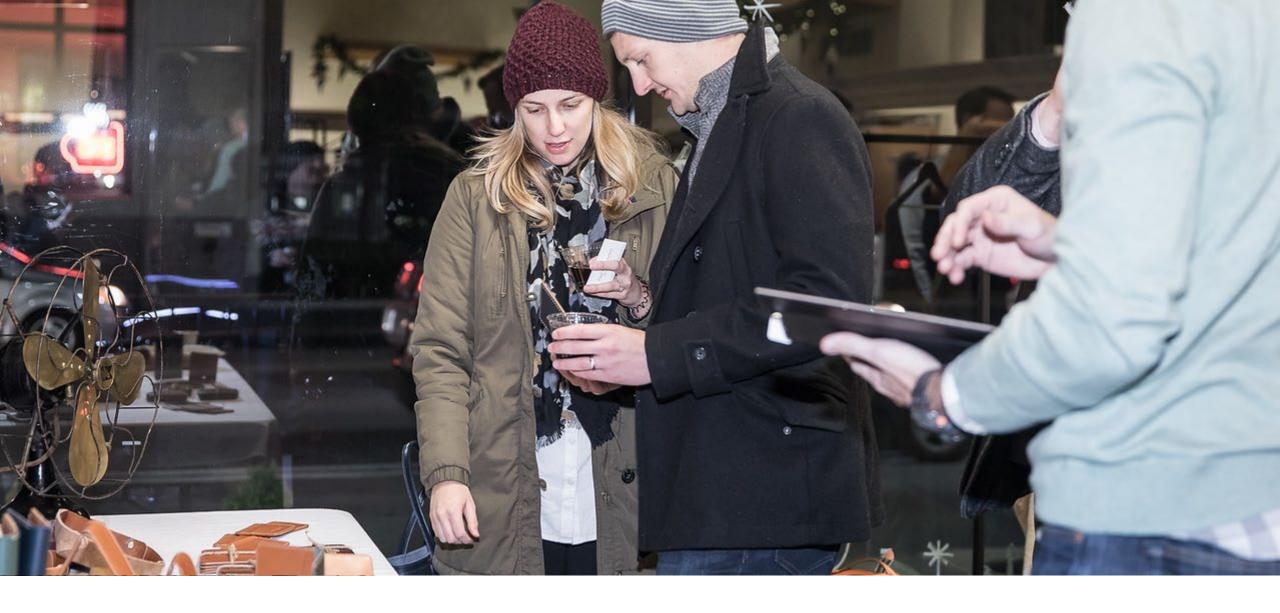
40 vendors each year provide a <u>unique, diverse</u> shopping experience <u>for all</u>



Easily replicated in various spaces in Downtown Dallas or beyond



Happy hours, craft classes, and other events **further activate** the storefront throughout the holiday season



Proves non-luxury, brick-and-mortar retail a <u>viable</u>, <u>sustainable</u> <u>activity</u> in Downtown



Resulted in a sponsor's **long-term lease** of the most recent Unbranded space to open Downtown's first brewery



Pegasus City Brewery will open in Spring/Summer 2020



Will continue to have a dynamic <u>economic development</u> <u>impact</u> on Downtown, even in its new location