

# Downtown Dallas, Inc. 2020 IDA Awards Submittal







# UNBRANDED

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





Vacant



Reactivated

# UNBRANDED

An innovative way to re-invigorate vacant storefronts throughout Downtown Dallas



RA



**UNBRANDED**

40 vendors each year provide a unique, diverse shopping experience for all





**UNBRANDED**

Easily replicated in various spaces in Downtown Dallas or beyond





**UNBRANDED**

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





# UNBRANDED

Proves non-luxury, brick-and-mortar retail a viable, sustainable activity in Downtown

COMING SOON  
*second location opening Spring 2020*



PILOT BREWERY  
SPACIOUS TAPROOM  
EXPANSIVE BEER GARDEN

**UNBRANDED**

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





# UNBRANDED

Pegasus City Brewery will open in Spring/Summer 2020





# UNBRANDED

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