STATE of DOWNTOWN 2019

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Foreword

Welcome to our fifteenth edition of the *State of Downtown* report. This publication is produced by Downtown Fort Worth, Inc. (DFWI) and Fort Worth Public Improvement Districts (PID), #1 and #14 to communicate the underlying economic trends shaping our center city.

Downtown Fort Worth continued its outstanding momentum in 2019. Office rental and occupancy rates compare favorably with other North Texas Submarkets while hospitality measures were among the strongest in the country. Retail remained strong and residential sales and leasing activity remained strong.



Arrie Mitchell Director of Research Arrie@dfwi.org

The *State of Downtown* is your window into the economic forces shaping our center city. The data presented in the *State of Downtown* is compiled throughout the year by DFWI's Director of Research. In addition, quarterly and monthly updates for certain market segments are available upon request and at *www.dfwi.org*.

Your thoughts on how to improve this publication are welcome, and we encourage you to share your insights with us.

On behalf of Downtown Fort Worth, Inc. and Fort Worth Improvement Districts #1 and #14, thank you for your interest in Downtown.



Eddie Broussard *Chairman of the Board* Downtown Fort Worth, Inc.

Larry Auth *Chairman* Fort Worth Public Improvement District #1 (PID)



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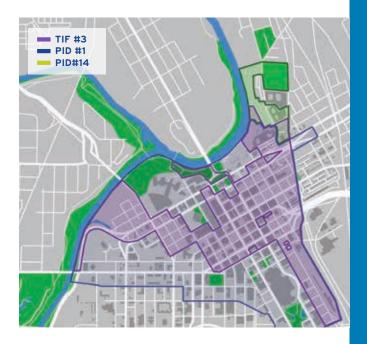
ABOUT US

DFWI's Mission

The mission of Downtown Fort Worth, Inc. (DFWI), is to be the catalyst for transforming Downtown into a vibrant place to live, visit, enjoy and conduct business through aggressive leadership of programs, projects and partnerships.

Who We Are

Formed in 1981, DFWI is Downtown Fort Worth's planning, advocacy, public space and project management organization. DFWI also builds Downtown Fort Worth's vitality by serving as a liaison, ombudsman and information source for property owners, residents, business owners, lenders, developers, community organizations and policy-makers.



What We Do

DFWI is a 501(c)(6) nonprofit membership organization. In addition to coordinating the Downtown planning process, advocacy, member services, communications and Downtown leadership, DFWI members founded the first Public Improvement District (PID) in the state of Texas in 1986. DFWI continues to manage PID #1 and also manages PID #14. These PIDs provide enhanced services to property owners including maintenance and landscaping, public space management, hospitality services, outreach, promotions and marketing, research, transportation, planning and security enhancements to 564 acres of Downtown.

DFWI also administers the Downtown Tax Increment Finance District (TIF) by contract with the City of Fort Worth. Eligible TIF projects include parking, infrastructure assistance to new developments, historic preservation, affordable housing, transportation and education.

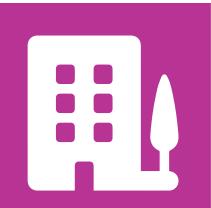
DFWI staffs the Fort Worth Downtown Neighborhood Alliance (FWDNA), an organization of Downtown residents that promotes, preserves, encourages and enhances residential quality of life in Downtown Fort Worth.

Downtown Fort Worth Initiatives, Inc. (DFWII) is a 501(c)(3) nonprofit corporation that provides a pathway for foundation grants, philanthropic donations and other contributions to help fund charitable, educational and public-purpose Downtown projects. Each year DFWII helps to bring more than 500,000 people to Downtown by producing the MAIN ST. Fort Worth Arts Festival and the GM Financial Parade of Lights. DFWII also developed the JFK Tribute in Fort Worth, redeveloped Burnett Park and is currently administering the Heritage Park restoration design. DFWII is a partner with Fort Worth Housing Solutions in the 172-unit, mixed income Hillside Apartment community.





DOWNTOWN BY THE NUMBERS



2,752 acres 4.3 square miles 1,478 Downtown businesses

37,472 private employees

45,275 Downtown employees (all jobs)

\$80,405 average private payroll per employee

\$3 BILLION private payroll in 2016 14 MILLION square feet of office space

3,215 hotel rooms

10,278 Downtown residents

5,194 residential units

At **\$3,009,328,000** Downtown generates a larger payroll than any other employment center in the county, contributing

18.7 times its geographic weight in private payroll



\$5.1 Billion appraised value of property in Downtown Fort Worth in 2019

\$99.7 Billion appraised value of property in the City of Fort Worth in 2019

\$252.6 Billion

appraised value of property in Tarrant County in 2019

\$19.4 Million in hotel taxes paid in Downtown 2019

\$134 Million in property taxes paid in Downtown in 2019

\$2,641,000,000 in total taxes paid Downtown 1992-2019

Sources: City of Fort Worth, Downtown Fort Worth, Inc., Tarrant County, U.S. Census Bureau, State of Texas

Big Picture: Downtown Fort Worth is a 4.3-square-mile, high-performing North Texas submarket. With over 45,000 employees, Downtown Fort Worth is the largest employment center in Tarrant County. **Private payroll generated in Downtown exceeds \$3 billion per year,** the highest among employment centers in the county.

The labor force in Fort Worth grew by 32% from December 2009 to December 2019. This growth rate is **4.5 times faster than the national labor force,** which grew at 7.1%. Fort Worth grew 1.7 times faster than Texas at 18.9%. Over this same period, Fort Worth added 133,660 jobs, increasing its employment by 43.6%. During the same period, Texas increased its employment by 24.4%, while national employment increased by 15.1%.

The Dallas-Fort Worth-Arlington metro area's annual employment growth rate from December 2018 to December 2019 was 2.9% compared to 1.2% for the nation. The unemployment rate for the City of Fort Worth was 3.1% in December 2019, lower than the national rate of 3.5%.

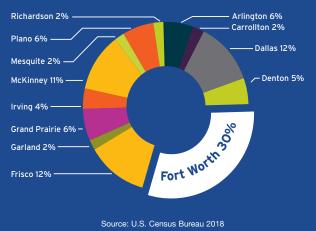
The Dallas-Fort Worth-Arlington metropolitan area's population grew from 5,161,544 in 2000 to 7,225,028 in 2018. **15.3% of this regional growth is attributed to Fort Worth.**

Population: Population: From 2000 to 2018, 29.8% of regional population growth (for cities with more than 100,000) occurred in Fort Worth. Dallas contributed 12.1%. Source: U.S. Census Bureau

Contribution of Fort Worth to Regional Growth

Downtown is bordered by

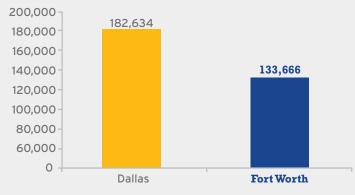
I-30, I-35 and the Trinity River.



Employment: Employment in Fort Worth grew by 43.6% from December 2009 to December 2018. In Dallas it grew by 33.8%.

Source: Texas Workforce Commission

Job Growth From December 2009 to December 2019



STATE OF DOWNTOWN FORT WORTH 2019

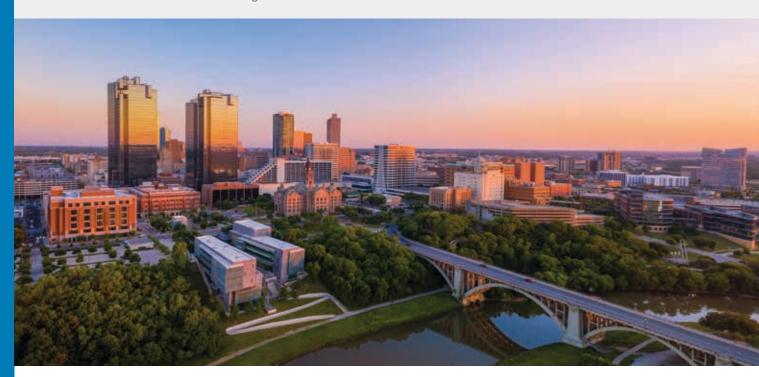
Office: Occupancy of Class A office space in Downtown Fort Worth in 4Q 2019 was 82.8%. In 2018, 259,000 sq/ft of Class A office space was

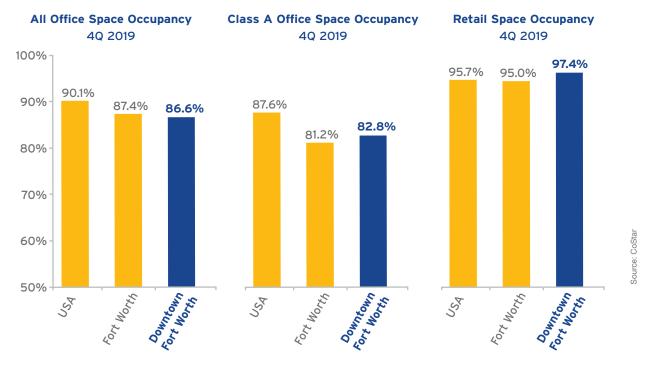
added to the market in the 25-story Frost Tower.

Absorption in 2019 was effectively flat and overall office performance in recent years indicates the need for a more robust Fort Worth push to promote itself as a competitive North Texas office choice. New city incentives and Fort Worth Chamber of Commerce and DFWI efforts are aligned to do this.

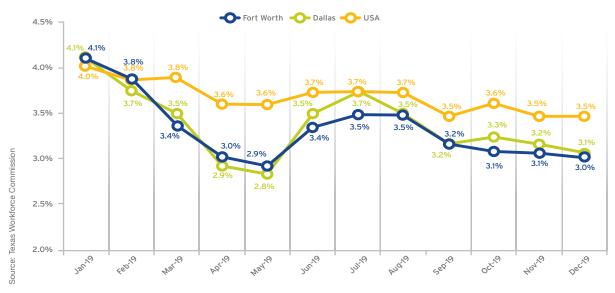
Leasing Activity, Share of Market				
SPACE (SF)	2018	2019		
<4,000	70%	55%		
4,001–10,000	18%	10%		
>10,001	12%	35%		
Source: CoStar				

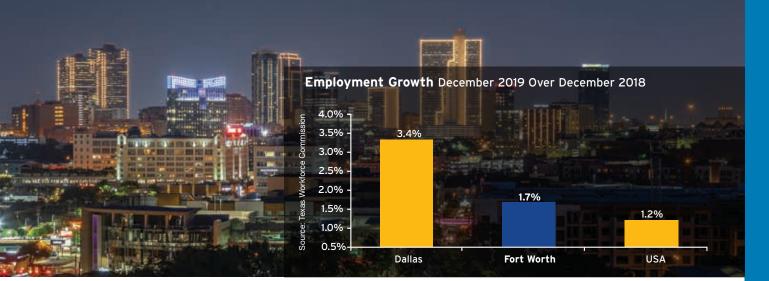
Source: CoSta



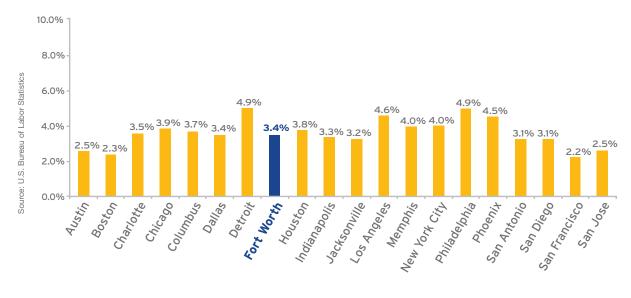


Unemployment Rate in 2019









Residential: Development remained strong in Downtown with 330 units added and an additional 330 units under construction by December of 2019. The Rocklyn Apartments, a 274-unit complex on Samuels Avenue, and Cityscape Arts, a 56-unit complex at the east end of Downtown, were completed in 2019. Currently under construction is Burnett Lofts, a 330-unit apartment community on Lancaster Avenue which broke ground in 2019. Several new projects are expected to break ground in 2020; currently there are 1,983 units in nine projects at some stage of the planning process.

The multifamily average rent in Downtown has increased by 5% since 2016, to \$1.63 per square foot. **Apartment occupancy in established communities averaged 90.4% in 2019.**

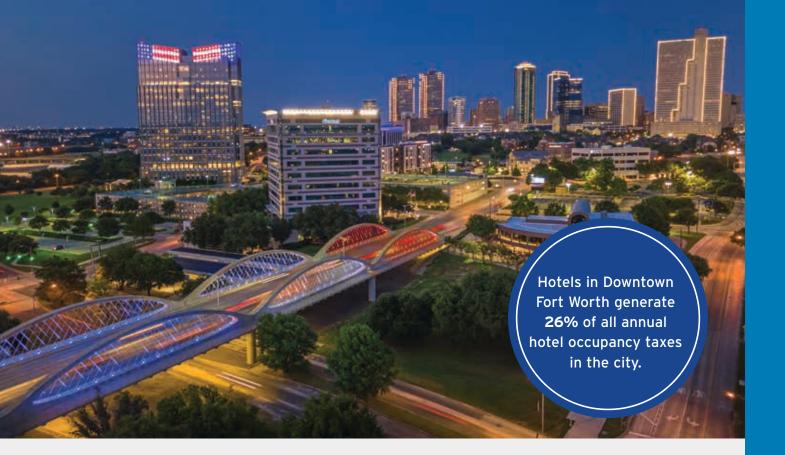
Demand for condominiums and townhomes remained stable in 2019. **79 owner-occupied units sold in 2019** through MLS, while prices remained in line within with the record highs seen in 2018's. Through the fourth quarter of 2019, the average price per square foot for a Downtown residential unit sold through the MLS system was **\$262, a 32.3% increase since 2014.**



Price of Condos and Townhomes Sold by Year







Hospitality: Downtown Fort Worth hotels have consistently outperformed the national market and other large markets in the Dallas-Fort Worth metropolitan area. As a result, a new wave of hotel development is occurring Downtown. In 2017, two projects added 359 rooms. In 2019, Aloft remodeled six floors of One City Place tower into a 180-room hotel, the Historic Sinclair Building was remodeled into a 164-room Marriott Autograph Collection hotel and the AC Hotel broke ground on a 16-story, 246-room hotel on Main St in. These projects combined, with three other hotel projects currently in the planning process, are poised to bring an additional 1,527 rooms to Downtown.

The occupancy rate in 2019 was **73.7%, higher than the national average of 66.1%.** Revenue per available room (RevPAR) was \$120.08, significantly above the national average of \$86.74.

Hotel occupancy taxes paid in Downtown averaged \$4,778,063 per guarter in 2019.



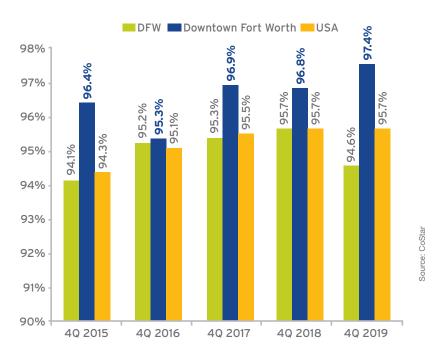
Hotel Occupancy Taxes Paid Downtown Fort Worth by Quarter

Retail: The Downtown retail market continues to tighten. With strong year-over-year growth, Downtown continues to attract national and local retailers and restaurants.

Retail occupancy maintained a robust rate of 97.4% in existing

space. The average rent per square foot for retail space in Downtown was \$28.08.

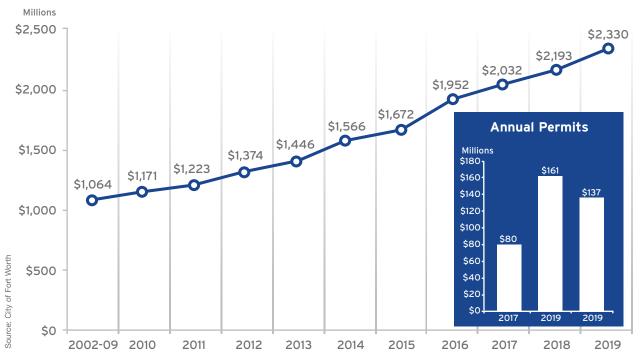
Retail Occupancy Rate

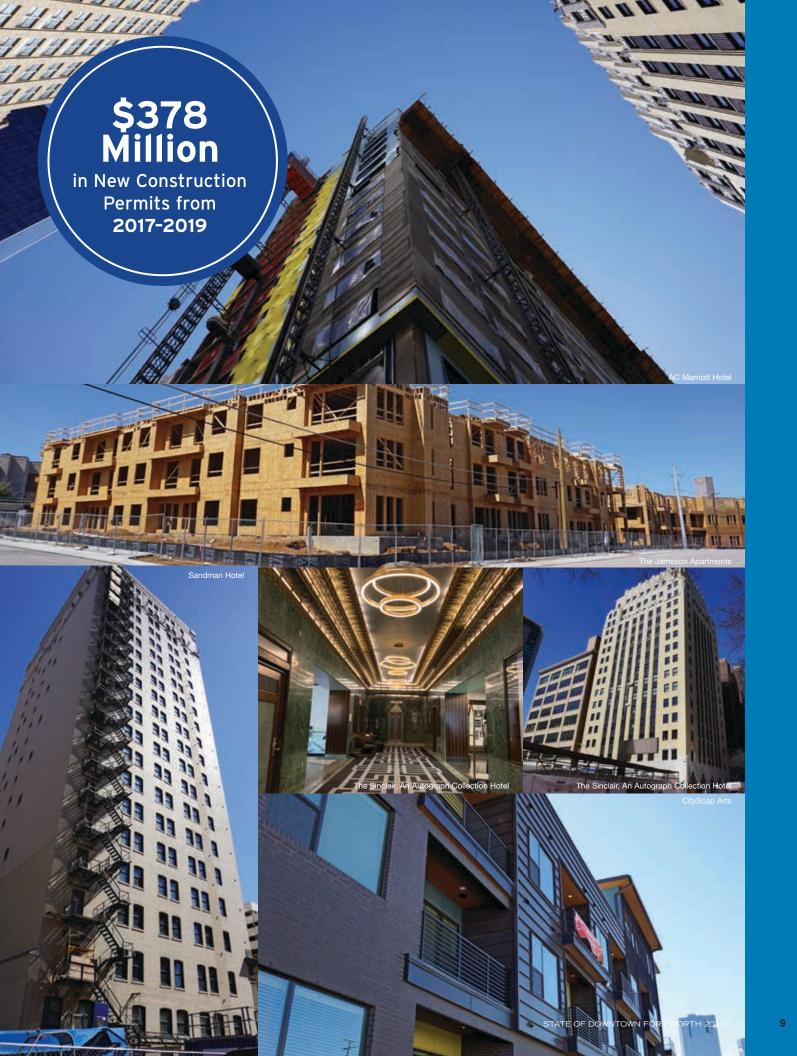




CVS Pharmacy 5th/Houston

Cumulative Value of Building Permits Downtown Fort Worth 2002-2019





COMPANIES GET MORE IN DOWNTOWN.

Bank of America, Chase, Frost Bank, Pier 1, Alcon, GM Financial, D&M Leasing, Morningstar, TPG Capital, Cash America - the list of companies with a presence in Downtown goes on and on. Companies get more than just their office space when they locate in Downtown. With easy access to a large workforce and a presence in one of America's fastest-growing cities, companies get a location that is a magnet for talent. From scores of restaurants and stores within easy walking distance to hotels, conference facilities and mass transit, Downtown is Fort Worth's leader in office-related amenities.

5-year growth in Class A office space inventory: 10.8%

Downtown has 50 square feet of retail space for every 1,000 square feet of office space. \$3 BILLION



in private payroll

46,275 jobs in Downtown

1,478 private businesses



Source: CoSta

3,215 hotel rooms





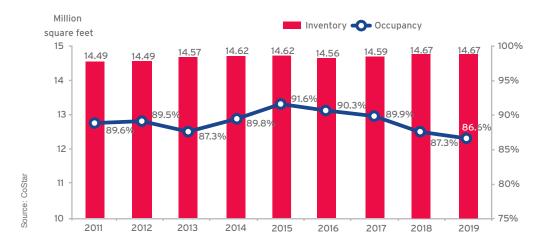
Downtown Coworking Spaces City Central - 600 W 6th St. CommonGrounds Workplace - 702 Houston St. WeWork - 420 Commerce St. WeWork - 505 Main St.

5,807,305 square feet of Class A office space

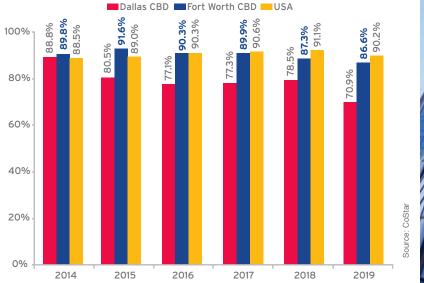
Class A Office Buildings	
Burnett Plaza	1,024,627
777 Main	954,895
Bank of America Tower	820,509
Wells Fargo Tower	716,533
Pier 1 Imports Building	460,000
Two City Place	330,000
The Carnegie	280,000
Frost Tower Fort Worth	259,000
One City Place	231,365
Chase Bank Building	202,123
Cash America	135,293
Cantey Hanger	86,300
The Westbrook	80,607
The Cassidy	66,940
Commerce Building	66,000
100 Lexington Building	63,113
The Tower Source: CoStar	30,000

Man With A Briefcase

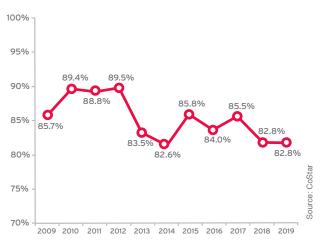
Office Inventory and Occupancy Rate Downtown Fort Worth



Office Occupancy Rate Fourth Quarter 2019

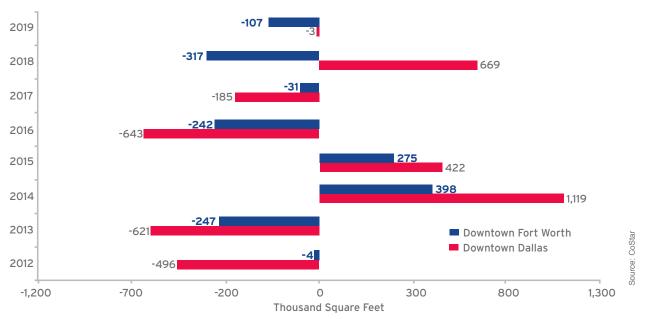


Class A Office Occupancy Rates Downtown Fort Worth



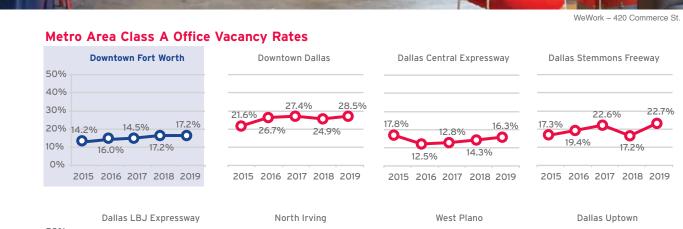


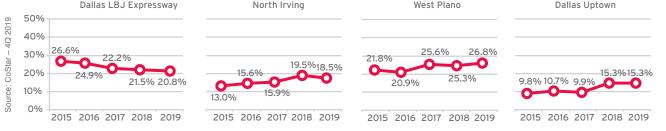
Net Absorption of Office Space



Metro Area Office Vacancy Rates







\$O-



Metro Area Class A Office Rental Rates (\$/SF)



2015 2016 2017 2018 2019

Metro Area Class B Office Rental Rates (\$/SF)

2015 2016 2017 2018 2019

2015 2016 2017 2018 2019



Source: CoStar - 4Q 2019

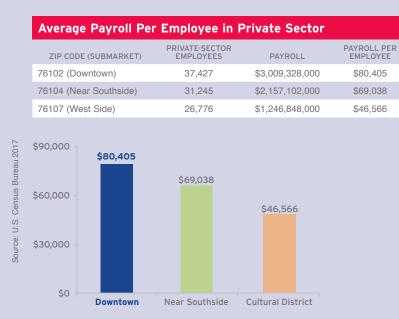
2015 2016 2017 2018 2019





Downtown, the Near Southside and the West Side combined generate \$6,413,278,000

in annual payroll. Downtown Fort Worth has the highest number of employees and generates the largest payroll among all the employment centers in the county.

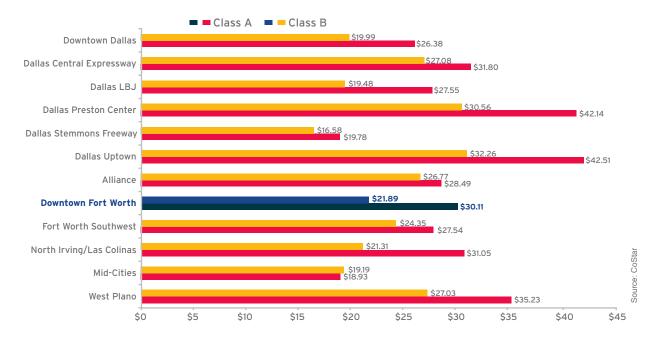




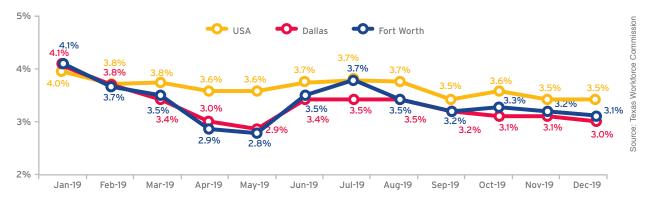
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Average Class A and B Office Rent, 4Q 2019 Dallas/Fort Worth MSA (\$/SF)



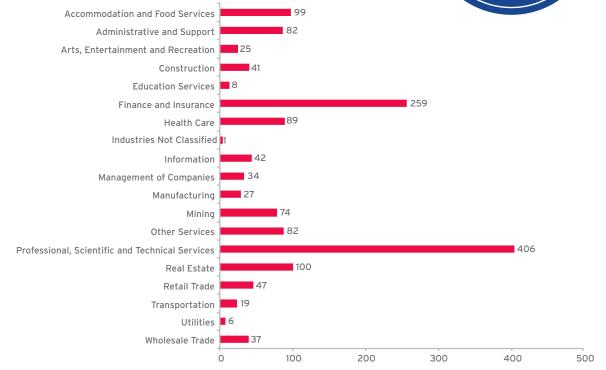
Unemployment Rates in 2019



National Regiona	I Office Statistics	4Q 2019
	AVERAGE ASKING RENT	OVERALL VACANCY RATE
Atlanta	\$25.97	11.5%
Austin	\$38.95	8.9%
Boston	\$41.05	7.7%
Chicago	\$29.23	12.1%
Dallas/Fort Worth	\$27.08	15.2%
Denver	\$28.24	10.2%
Houston	\$28.42	16.6%
Los Angeles	\$40.91	10.0%
New York	\$58.89	8.6%
Philadelphia	\$26.12	8.7%
Phoenix	\$25.92	11.8%
Seattle	\$37.67	6.1%
Washington, DC	\$38.27	13.1%
Source: CoStar		

ATT THE

Business Profile - Number of Businesses Per Category Downtown Fort Worth



Total private employees: 37,427

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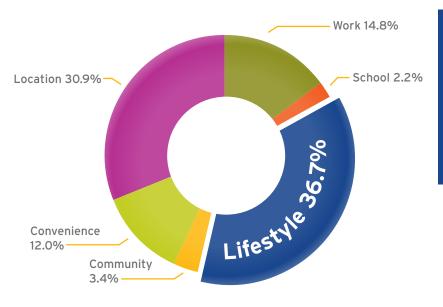
Total number of businesses: 1,478

Annual payroll: \$3,009,328,000



The Downtown residential inventory is growing dramatically. In 2019, 330 new units were completed, with an additional 330 units under construction. This new product will **increase the number of Downtown units by 12.2%.** A testimony to the appeal of Downtown as a place to live, only 14.8% of Downtown residents list Downtown as their workplace. **36.7% of Downtown residents report that they live Downtown because of the lifestyle.**

Reason for Living Downtown



Lifestyle was selected as the primary reason for living Downtown by 44.9% of condo/ townhome owners and 28.6% of apartment renters.

Source: Downtown Fort Worth, Inc., Survey December 2017

Downtown has maintained a 93% average apartment occupancy since 2011, while increasing inventory by 106%







Density of 3,211 residents per square mile in Downtown (1,784 housing units/sq mile)

City of Fort Worth density of 2,503 residents per square mile (942 housing units/sq mile)

\$269,00 median sale price of Downtown condos/townhomes purchased in 2019

16.4% increase in average apartment rent since 2010 - \$1,305/2010 to \$1,520/2019

51,780,000:

Worth were located

82.7% of Downtown condo

owners have income greater

Downtown residents' median

income is 53% greater than

national median income

top Downtown condo

sale in 2019

in Downtown

than \$100,000

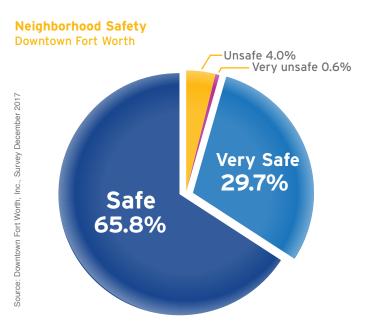
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82% of Downtown residents have a bachelor's degree or higher

Downtown residents spend on average \$58 million a year in Downtown restaurants, bars and retail



2.173 residential rental units planned or under construction will increase the Downtown apartment housing stock by 50.6%



Residents perceive Downtown as safe.

- 95.4% of residents rated their neighborhood as safe or very safe.
- 98.8% of residents feel safe or very safe walking in Downtown during the day.
- 86.2% of residents feel safe or very safe walking in Downtown after dark.

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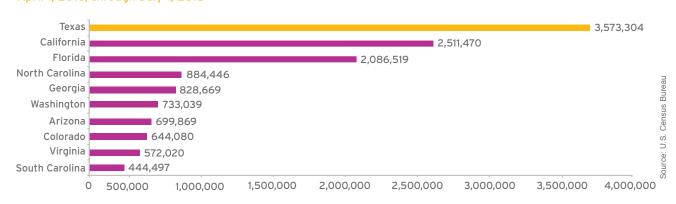
Residential - For Sale

Housing affordability is one of Fort Worth's competitive advantages. In 2018, the median value of a home in Fort Worth was \$169,400, compared to \$332,700 in Austin and \$190,600 in Dallas. The median home value in the U.S. was \$217,000. (U.S. Census 2018)

Currently, there are **939 owner-occupied condominiums and townhomes Downtown.** The median sale price of a home in Downtown Fort Worth was \$269,000 in 2019.

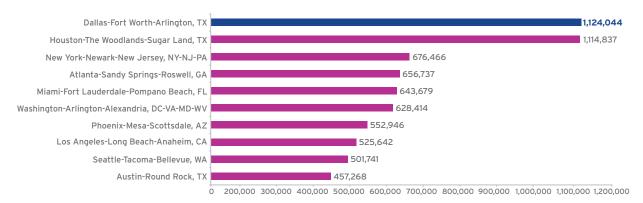
Residential - For Rent

The rental market remained at historically high occupancy. Currently, there are **4,255 units** in Downtown with monthly rents ranging from **\$1,120 to \$7,800** (4Q 2019). The occupancy rate of rental units in Downtown has stayed above 93% since 2010. Although **1,408 units** became available in 2018 (a **57.6%** increase), occupancy in established apartment communities remained above **82%** and finished the year at **87%**.



Top 10 State Population Gain April 1, 2010, through July 1, 2018

Fastest-Growing Metropolitan Areas Population Added April 1, 2010, through July 1, 2018



Source: U.S. Census Bureau

The Dallas-Fort Worth metropolitan area population grew by 1,124,004 from 2010-2018.

901 Commerce

Regional City Population Change 2000-2018				
	2000	2018	% CHANGE	
Austin, TX	656,562	935,755	42.5%	
Baton Rouge, LA	227,818	225,362	-1.1%	
Dallas, TX	1,188,580	1,318,806	11.0%	
El Paso, TX	563,662	680,354	20.7%	
Fort Worth, TX	534,694	855,786	60.1%	
Houston, TX	1,953,631	2,295,982	17.5%	
Little Rock, AR	183,133	198,135	8.2%	
Oklahoma City, OK	506,132	637,284	25.9%	
San Antonio, TX	1,144,646	1,486,521	29.9%	
Shreveport, LA	200,145	193,785	-3.2%	
Tulsa, OK	393,049	402,223	2.3%	

Source: U.S. Census Bureau

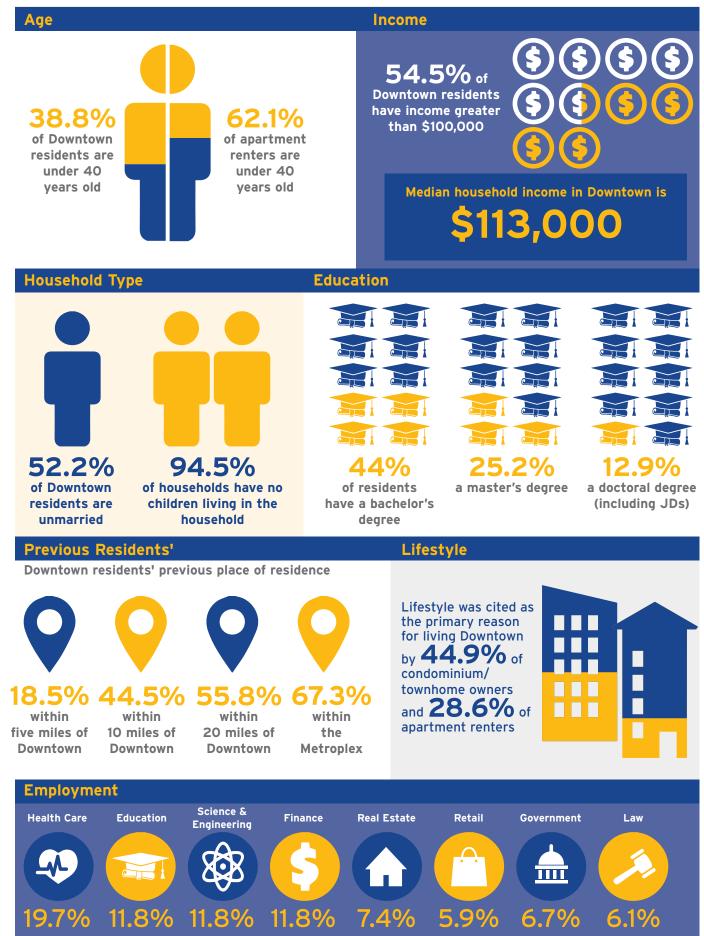
Regional City Change in Median Family Income 2000-2018			2000-2018
CITY	2000	2018	% CHANGE
Austin, TX	\$54,091	\$87,400	61.6%
Baton Rouge, LA	\$40,266	\$56,682	40.8%
Dallas, TX	\$40,921	\$54,518	33.2%
El Paso, TX	\$35,432	\$51,699	45.9%
Fort Worth, TX	\$42,939	\$68,476	59.5%
Houston, TX	\$40,443	\$57,084	41.1%
Little Rock, AR	\$47,446	\$68,523	44.4%
Oklahoma City, OK	\$42,689	\$66,644	56.1%
San Antonio, TX	\$41,331	\$59,935	45.0%
Shreveport, LA	\$37,126	\$50,580	36.2%
Tulsa, OK	\$44,518	\$57,868	23.0%
USA	\$50,046	\$73,965	47.8%

Source: U.S. Census Bureau



Population and Housing

Demographics of Downtown Fort Worth Residential Population



Residential Survey

With the addition of more apartments, the Downtown Fort Worth residential population is becoming **wealthier and better educated** and has **grown at an annual rate of 7.4% since 2007**. Currently, 10,278 people live in Downtown. DFWI has conducted five surveys of residents since 2007 to monitor trends in the changing demographics of the Downtown population. Our latest survey was conducted in December 2017.

A one-sheet survey instrument was delivered to 3,128 households in Downtown using first-class postage. The response rate was 11.1%, providing a margin of error of +/-.5% at a 95% confidence level.

A summary of the survey and trends are presented here. The full report is available for download from DFWI's website at www.dfwi.org, or contact Arrie Mitchell at arrie@dfwi.org to receive a copy.



Houston Place Lofts

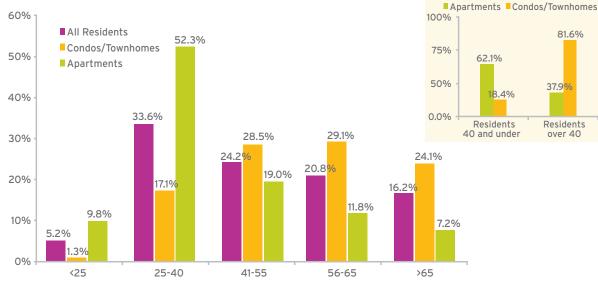
Downtown Population Study Area



Affordable Housing

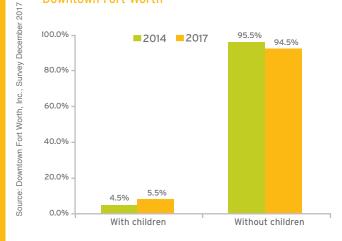
Of Downtown's 5,194 residential units, 13.8% qualify as workforce or "affordable" housing. DFWI and Fort Worth Housing Solutions (FWHS) are actively engaged in recruiting more affordable housing to Downtown. We are promoting the construction of these new units within mixed-income developments. Interested parties should contact Tyler Arbogast, FWHS, at tarbogast@fwhs.org.

Age Distribution Downtown Fort Worth Residents



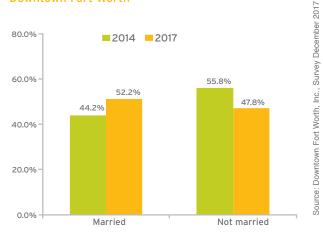
Population and Housing

Children in the Household Downtown Fort Worth



Marital Status

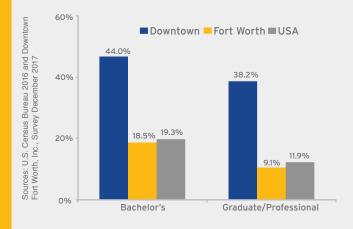




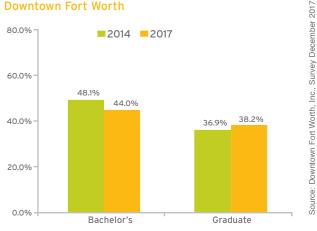


MAIN ST. Fort Worth Arts Festival

Highest Degree Completed



Highest Degree Completed Downtown Fort Worth





Household Income Trends Downtown Fort Worth



Main Table



Downtown residents patronize Downtown businesses.

97.8% go to Downtown restaurants, 84.4% to bars, 71.8% to convenience/drug stores and 73.7% to retail stores. Condominium and townhome owners eat at Downtown restaurants an average of 7.5 times per month and spend \$125.51 per visit. Apartment renters eat at Downtown restaurants an average of 6.9 times per month and spend \$80.58 per visit.

Average Monthly Visits to Downtown Restaurants by Downtown Residents and Spending Per Visit



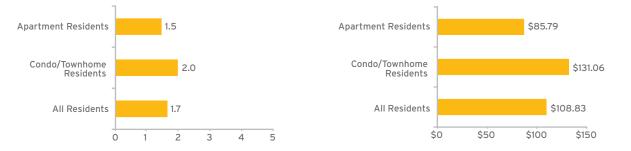
Average Monthly Visits to Downtown Bars by Downtown Residents and Spending Per Visit



Average Monthly Visits to Downtown Convenience/Drug Stores by Downtown Residents and Spending Per Visit



Average Monthly Visits to Downtown Clothing Stores by Downtown Residents and Spending Per Visit

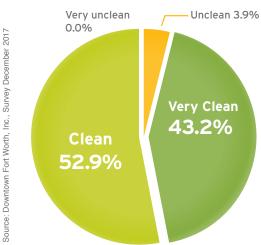


Source: Downtown Fort Worth, Inc., Survey December 2017

Source: Downtown Fort Worth, Inc., Survey December 2017



Clean Team Member



Street and Sidewalk Cleanliness Downtown Fort Worth

Residents perceive Downtown as clean.

96.1% of residents rated the streets and sidewalks Downtown as clean or very clean.



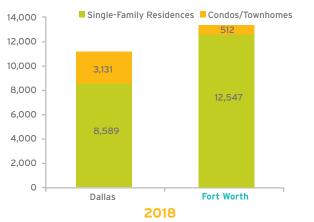
	of Condos and Tov ly Residences	wnhomes to
YEAR	DALLAS	FORT WORTH
2014	26.9%	4.5%
2015	39.4%	4.2%
2016	37.6%	4.1%
2017	35.6%	4.6%
2018	36.5%	4.1%
2019	35.4%	4.3%
Source: North Texas	Real Estate Information System	ns. Inc.



Alexan Summit

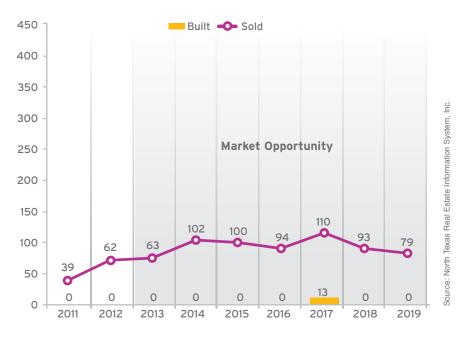
Source: North Texas Real Estate Information System, Inc.

Number of Residential Units Sold



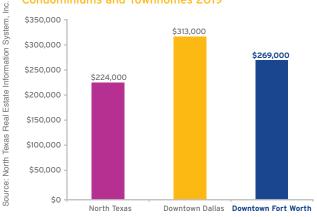


Condominiums and Townhomes Built and Sold Downtown Fort Worth

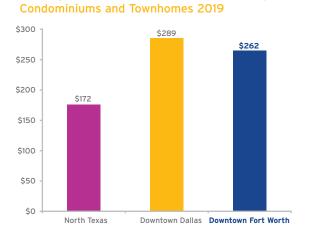


Median Sales Price

Condominiums and Townhomes 2019

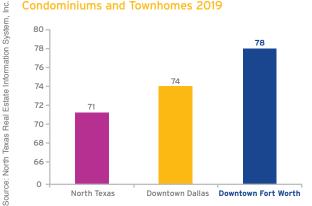


Average Residential Sales Price Per Square Foot



Inc. Source: North Texas Real Estate Information Systems,

Average Days on Market Condominiums and Townhomes 2019



Median sales price for Downtown condos and townhomes increased 37.2% since 2010.

14.5% of all condominiums and townhomes sold in Fort Worth in 2019 were in Downtown.

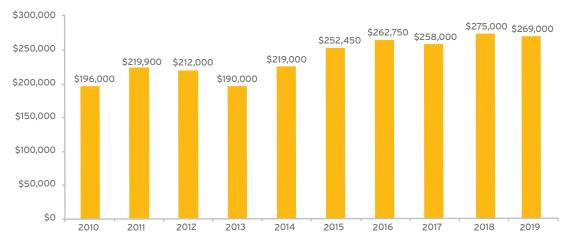
Downtown As Percenta		nium and To	wnhome Sales	
YEAR	FORT WORTH	DOWNTOWN		
2011	216	39	18.1%	
2012	315	62	19.7%	
2013	395	63	15.9%	
2014	495	102	20.6%	
2015	483	100	20.7%	
2016	479	63	19.6%	
2017	568	110	19.4%	
2018	512	93	18.2%	
2019	543	79	14.5%	

Source: North Texas Real Estate Information System, Inc.

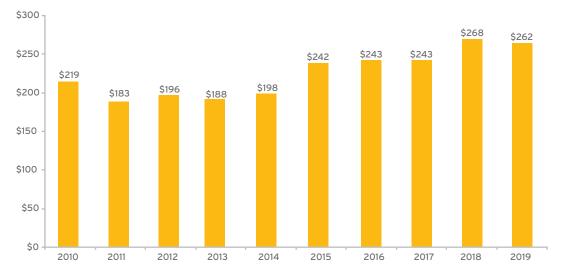
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Median Residential Sales Price Downtown Fort Worth







Source: North Texas Real Estate Information Systems, Inc.

Source: North Texas Real Estate Information Systems, Inc.

Average Apartment Occupancy Rate Downtown Fort Worth



Average Apartment Rent Per Square Foot Downtown Fort Worth



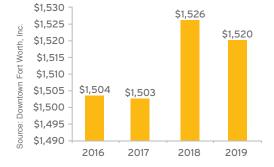


STATE OF DOWNTOWN FORT WORTH 2019



Rocklyn

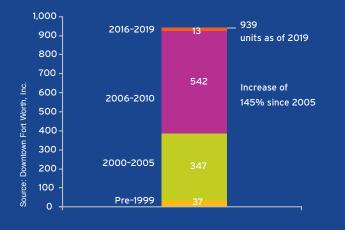
Average Monthly Apartment Rent Downtown Fort Worth



Average Monthly Apartment Rent Per Square Foot Downtown Fort Worth

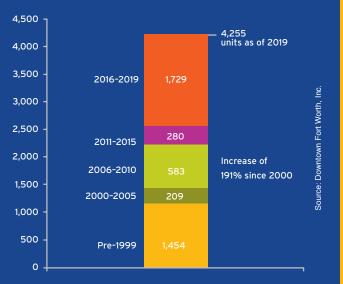


Source: CoStar



Housing Construction in Downtown Fort Worth Owner-Occupied Condominiums and Townhomes

Housing Construction in Downtown Fort Worth Renter-Occupied Units





Burnett Lofts Groundbreaking

Rate of Growth Condominiums and Townhomes				
PERIOD	FORT WORTH	DOWNTOWN		
2006–2010	14%	141%		
2000–2005	17%	937%		

Sources: Downtown Fort Worth, Inc., and the City of Fort Worth

From 2005 to 2019 only 13 for-sale units have been delivered. This reflects a significant market gap that can be quickly filled by developers.

Rate of Growth	of Renter-Occu	ipied Units
PERIOD	FORT WORTH	DOWNTOWN
2016-2019	14.9%	67.7%
2011-2014	5.4%	12.4%
2006–2010	17.7%	35%
2000–2005	5.9%	14.3%

Sources: Downtown Fort Worth, Inc., and the City of Fort Worth

BUSINESS AND LEISURE TRAVELERS AGREE, DOWNTOWN IS THE PLACE TO STAY.

Downtown Fort Worth hoteliers roll out the welcome mat and more hotels are on the way. As the hub of Fort Worth's visitor attractions, Downtown is home to 3,215 hotel rooms, 17.9% of the city's inventory. In 2019, 344 new rooms were added to the market and construction started on two more properties that will add an additional 428 rooms. Plans are being drawn for three additional hotel totaling 496 rooms. The addition of the recently completed, planned and under construction rooms will increase the Downtown inventory by 46%.

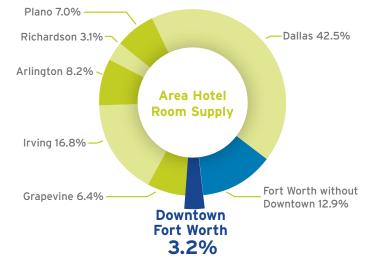
With **780,000+ room nights sold in 2019,** the average hotel occupancy was 73.7% with **\$120.08** revenue per available room (RevPAR).



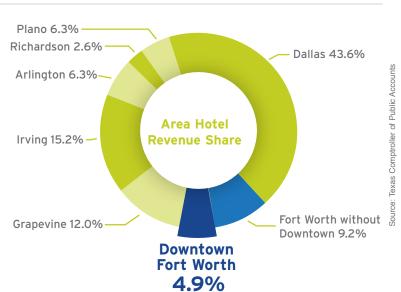
\$127+ MILLION in Downtown hotel revenue in 2019

Hotels Planned (P) or Under Construction (UC)	
HOTEL	ROOMS
AC Hotel (UC)	246
Avid Hotel (P)	106
Hilton Garden Inn (P)	150
Kimpton Hotel (UC)	232
Sandman Signature (P)	240
Total	974
Source: Downtown Fort Worth, Inc.	

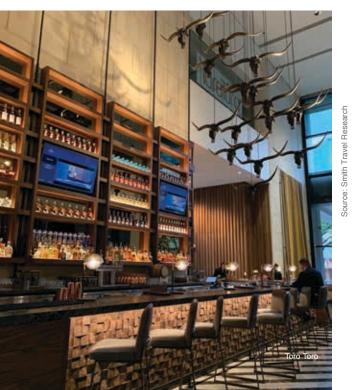




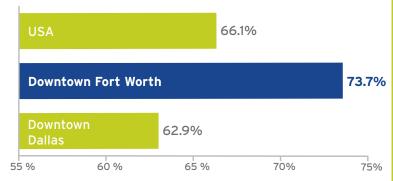
Average 2019 Revenue Per Ava	ailable Room
Arlington	\$21,287
Dallas	\$28,612
Downtown Fort Worth	\$42,630
Fort Worth without Downtown	\$19,962
Grapevine	\$52,458
Irving	\$25,182
Plano	\$25,390
Richardson	\$23,017
Courses Tourse Comptroller of Dublic Accounts	

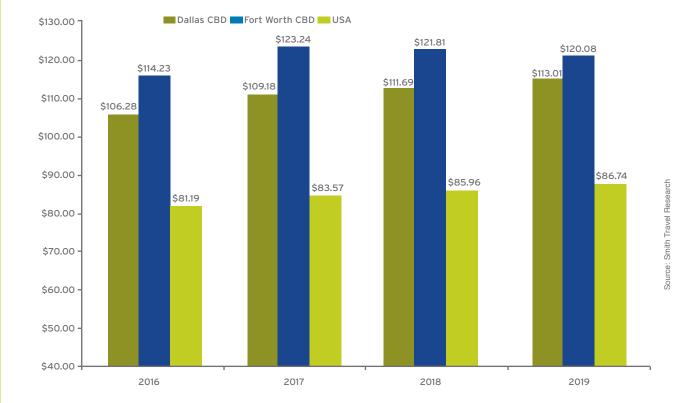


Source: Texas Comptroller of Public Accounts

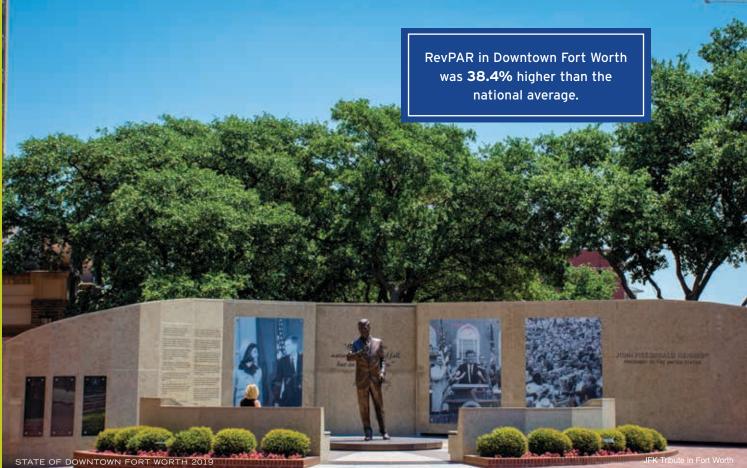


Hotel Occupancy 2019



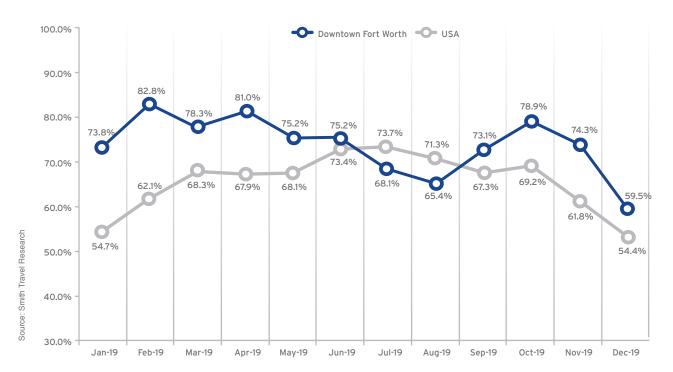


Hotel Revenue Per Available Room



	HH E		rrent Hotel Room Inventory	ROOMS
		1.	Omni Fort Worth Hotel	614
		2.	Worthington Renaissance Hotel	504
		3.	Sheraton Fort Worth Hotel	430
× 9 27777		4.	Hilton Fort Worth Hotel	294
a statist	Sour 200	5.	Hampton Inn & Suites	245
	The state	6.	Downtown Fort Worth Courtyard – Blackstone Hotel	203
		7.	Aloft Fort Worth Downtown	180
57H 201 5		8.	Embassy Suites Fort Worth Hotel Downtown	156
10TH UNDER COMMENTATION OF COMMENT		9.	Marriott TownePlace Suites Fort Worth Downtown	140
PENN SUMMIT BALLINGER COLLIER COLLIER MAN	a sub-	10.	The Sinclair, an Autograph Collection Hotel	164
PRESIDIO	W	11.	Holiday Inn Express Hotel & Suites Downtown Fort Worth	132
RIO GRANDE		12.	Fairfield Inn and Suites	114
		13.	The Ashton	39
		Tot	tal	3,215

Seasonal Hotel Occupancy Rates



STATE OF DOWNTOWN FORT WORTH 2019

Seasonal Revenue Per Available Room







Top Left: Avid Hotel, Bottom Left: Hilton Garden Inn

Average Daily Hotel Room Rate



Fort Worth Convention Center	Facts
Total arena	70,960 SF
Permanent seats in the arena	10,418
Temporary seats in the arena	3,266
Total exhibit hall	182,266 SF
Total exhibit space	253,226 SF
Ballroom space	28,160 SF
Number of meeting rooms	41
Hotel rooms within a 15-minute walk	2,943

Source: Visit Fort Worth

Fort Worth is beginning the process of expanding the Fort Worth Convention Center to meet growing demand. While still in the planning phase, the expansion will include a new ballroom, meeting rooms, exhibit space, modern kitchen and improving the Convention Center's connectivity to surrounding amenities.

Largest Conventions 2019 by Hotel Room Nights Reserved Downtown Fort Worth

NAME	ROOM NIGHTS RESERVED	SHOW ATTENDEES
Texas FFA Association 2019 Annual Convention and Trade Show	13,035	13,000
American Society for Quality 2019 World Conference on Quality and Improvement	5,727	2,400
National Tour Association 2019 Annual Convention and Trade Show	4,978	2,000
Texas Emergency Medical Services 2019 Annual Conference	4,661	2,500
Lean Construction Institute 2019 Lean Congress	4,386	1,500
National Wood Flooring Association 2019 Wood Flooring Expo	3,930	3,000
Texas Technology Student Association 2019 Texas Technology Student Association	3,677	3,300
Association of Water Board Directors Texas 2019 Annual Conference	3,670	1,800
Nations Best Sports 2019 Spring Semi-Annual Market	2,914	1,800
Nations Best Sports 2019 Fall Semi-Annual Market	2,732	1,200

Source: Visit Fort Worth



Downtown is Fort Worth's premier dining and entertainment destination. More than **70 restaurants** can be found in the center city while live theatre, shopping, movies and comedy add to the mix. These diverse offerings and the vibrant street life they foster make Downtown more attractive to office users, Fort Worth locals, regional day trippers, out-of-town visitors and Downtown residents.

Downtown has a **97.4% retail occupancy rate** and soft goods retail is making stong gains. Several new retailers and restaurants have opened in Downtown in 2019, including Buffalo Bros, Century Hall, Freshii, High Tower Café, Melt Ice Creams, Metroplex Medical Centre, Neighbors House Grocery, Steinway Piano Gallary and Toro Toro Pan Latin Steakhouse.

Spending by Downtown residents in Downtown

\$58 MILLION+ annual spending by residents in Downtown



4.2+ monthly visits to Downtown retailers and convenience stores



\$109 average spent per retail visit

Aloft W XYZ Ba



11.4 average monthly visits to Downtown restaurants and bars

\$101 average spending per restaurant visit

Retail

State Exports

State Exports: As the 11th-largest economy in the world with a GDP of \$1.8 trillion, the Texas economy performs better than those of many other states. For the 15th straight year, Texas is ranked as the top exporting state, according to the U.S. Department of Commerce. The value of state exports in 2018 totaled more than \$315 billion.

Texas' top exporting industries in 2018 were petroleum and coal products, chemicals, computer and electronic products, nonelectrical machinery and transportation equipment.





Top Import Partners for Texas Goods

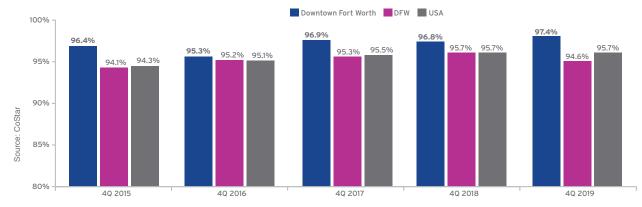
Texas Exports to Our T	op Partners
Mexico	\$108.5 billion
Canada	\$28.3 billion
South Korea	\$16.8 billion
Brazil	\$13.4 billion
Netherlands	\$11.6 billion

Source: U.S. Census Bureau 2018

Downtown Fort Worth Private-Sector Employees, Businesses and Payroll

Total Downtown private-sector employees	37,472
Annual payroll	\$3,009,328,000
Average payroll per employee	\$80,309
Number of business establishments	1,478

Source: U.S. Census Bureau 2017

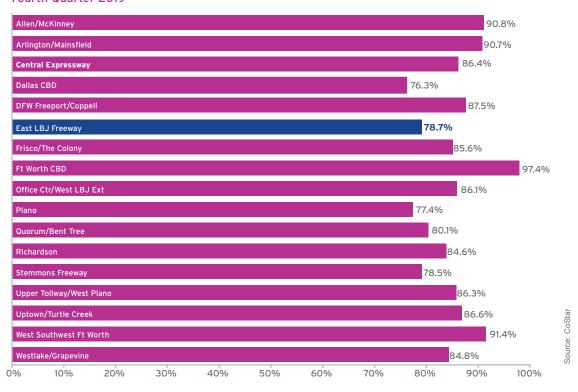


Downtown Retail Occupancy Rate

STATE OF DOWNTOWN FORT WORTH 2019

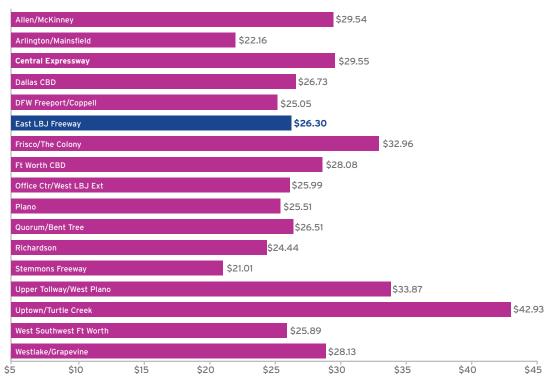
Retail

Retail Occupancy Rates for Top 17 Submarkets by Assets in the Dallas-Fort Worth Metropolitan Area Fourth Quarter 2019



Retail Rental Rates (\$/SF) for Top 17 Submarkets by Assets in the Dallas-Fort Worth Metropolitan Area

Fourth Quarter 2019











Buffalo Bros

BWFFALO BROS





Household Income Downtown Fort Worth Trade Areas					
	10 MINUTES	DRIVE TIME	20 MINUTES DRIVE TIME		
HOUSEHOLD BY INCOME	NUMBER OF HOUSEHOLDS	PERCENTAGE OF HOUSEHOLDS	NUMBER OF HOUSEHOLDS	PERCENTAGE OF HOUSEHOLDS	
<\$15,000	7,814	19.98%	44,425	12.86%	
\$15,000 - \$24,999	5,897	15.08%	39,961	11.57%	
\$25,000 - \$34,999	5,197	13.29%	40,632	11.76%	
\$35,000 - \$49,999	5,688	14.54%	50,604	14.65%	
\$50,000 - \$74,999	6,128	15.67%	64,675	18.72%	
\$75,000 - \$99,999	3,278	8.38%	41,508	12.02%	
\$100,000 - \$149,999	2,767	7.07%	38,521	11.15%	
\$150,000 - \$199,999	1,064	2.72%	12,801	3.71%	
\$200,000+	1,284	3.28%	12,336	3.57%	
Source: ESRI					

Average Consumer Spending Downtown Fort Worth Trade Areas				
CATEGORIES	10 MINUTE	S DRIVE TIME	20 MINUTES DRIVE TIME	
CATEGORIES	AVERAGE/HHS	TOTAL SPENT	AVERAGE/HHS	TOTAL SPENT
Annual Budget Expenditures	\$49,071	\$1,919,496,186	\$58,121	\$20,078,776,463
Apparel and Services	\$1,540	\$60,237,590	\$1,799	\$621,600,532
Retail Goods	\$15,580	\$609,439,439	\$18,468	\$6,379,874,096
Entertainment and Recreation	\$2,112	\$82,633,618	\$2,526	\$872,521,784
Food at Home	\$3,851	\$150,626,245	\$4,470	\$1,544,101,004
Food Away From Home	\$2,375	\$92,912,788	\$2,782	\$961,174,401
Medical Services	\$725	\$28,344,079	\$880	\$304,075,969
Vehicle Purchases	\$2,659	\$104,030,795	\$2,926	\$1,010,700,419
Travel	\$1,256	\$49,136,421	\$18,468	\$6,379,874,096
Owner-Dwelling Mortgage Payments	\$12,051	\$222,993,834	\$13,217.71	\$2,448,764,986
Renter-Dwelling Rent	\$8,341	\$171,914,809	\$9,920.66	\$1,589,299,546
Consumer aparting is the amount apart on a variety of goods and convises by beyosholds that reside in the market area. UHC: Heyosholds				

Consumer spending is the amount spent on a variety of goods and services by households that reside in the market area. HHS: Households Source: ESRI

Retail Sales Downtown Fort Worth Trade Areas				
INDUSTRY GROUP	NAICS	10 MINUTES DRIVE TIME	20 MINUTES DRIVE TIME	
Food and Beverage Stores	445	\$462,080,000	\$3,212,541,000	
Clothing and Clothing Accessories Stores	448	\$195,252,000	\$952,950,000	
General Merchandise Stores	452	\$276,892,000	\$2,823,470,000	
Non-Store Retailers	454	\$82,951,000	\$407,783,000	
Food Services and Drinking Places	722	\$475,134,000	\$2,066,703,000	
Accommodation Sales	721	\$173,849,000	\$432,912,000	
Arts/Entertainment Recreation Sales	71	\$168,221,000	\$561,540,000	
Real Estate/Rent/Leasing Sales	53	\$845,286,000	\$3,016,898,000	

NAICS: The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing and publishing statistical data related to the U.S. business economy. Source: ESRI



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10 MINUTES DRIVE TIME	2016	2021	
Population	109,527	126,395	
Households	39,117	44,821	
Average household size	2.80	2.82	6 90 M
Owner-occupied housing units	35,596	38,568	
Renter-occupied housing units	32,269	33,269	
Median age	32.3	33.1	
Source: ESBI			

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THE EDGE



Downtown is known as a safe, clean and exciting place to live, work, shop and play. By providing a wide range of amenities, services and activities, our city center offers something for everyone. From cosmopolitan cultural experiences, relaxing parks and special events to fun entertainment options and action-packed outdoor opportunities, Downtown has something for everyone.



Entertainment

Home to the MAIN ST. Fort Worth Arts Festival and GM Financial Parade of Lights

500,000+

al is venue attenuance

Parks/Recreation 385 acres of parkland servicing Downtown Access to 70 miles of riverfront trails for running, walking, cycling and horseback riding

Downtown's Trinity Waterfront offers seasonal canoeing, kayaking, paddle boarding and fishing

3,311 free night and weekend parking spaces



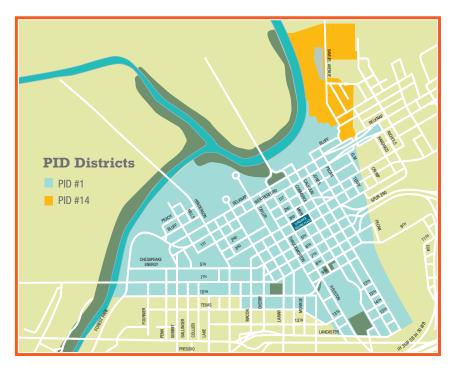
6 childcare centers



PID #1 & #14

Quality of Life

Created in 1986, Downtown Fort Worth Public Improvement District (PID) #1, administered by DFWI, offers a comprehensive program of services including research, marketing, Downtown planning assistance, sidewalk cleaning, street sweeping, security enhancement, litter removal, and bird abatement. In October 2019 DFWI added a new Outreach Coordinator position within the Ambassador Program that works to connect those in need with proper social services using strategic caselevel management. From 1986 to 2009, the PID services were renewed by petition every five years by an overwhelming majority of property owners. Because of the PID's ongoing



success, it was reestablished in 2009 for a 20-year period by the Fort Worth City Council, following the submission of petitions from property owners representing 83% of the property value and 80% of the land area in the District. Downtown PID #14 was established in June 2009, and District contractors provide services along Samuels Avenue daily.



\$3,182,574 in services annually

7,488 miles of curb and gutters cleaned annually/144 miles weekly



1,984 cubic yards (53,568 cubic feet) of dirt/debris removed from streets, curbs and gutters annually

1,249 trees serviced within PIDs

218 Downtown trees lighted





dump trucks of recyclable material collected each year

•

Tax Increment Finance District #3

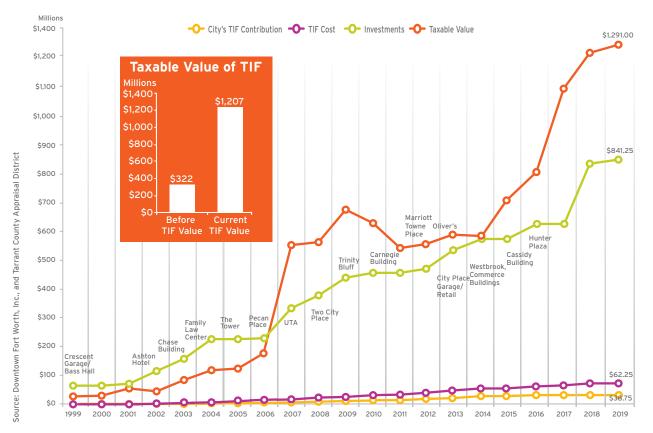
A significant partnership that adds to the success of Downtown is the Downtown Tax Increment Finance District (TIF) and the other Downtownoriented TIFs. The Downtown TIF makes strategic investments in parking, infrastructure, historic preservation and residential development. The TIF is a collaboration of the City of Fort Worth, Tarrant County, Tarrant County Hospital District, Tarrant County College



District and Tarrant Regional Water District.

To date, the TIF has obligated roughly \$97 million, leveraging **\$911 MILLION in private development** and facilitating \$55.05 million in public investment. In Tax Year 2019 the TIF generated \$13.8 million of tax increment to the taxing district partners. The TIF revenue is capped at \$5 million per year; the remainder of the tax increment, \$8.8 million, was returned to the taxing jurisdictions.

DFWI manages the Downtown TIF through a contract with the TIF Board of Directors.



Downtown TIF Costs, Investments and Tax Increment



Education

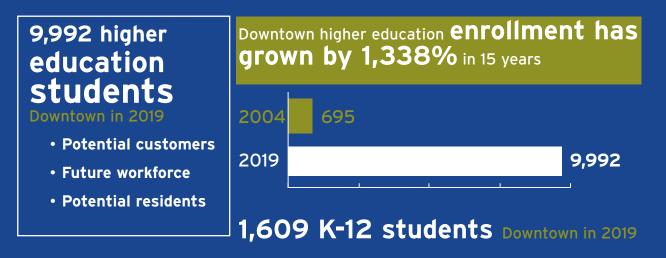
EDUCATION IS A KEY TO DOWNTOWN'S SUCCESS.



Top: Tarrant County College Trinity River Campus, Bottom Left: Texas A&M University School of Law, Bottom Right: Nash Elementary School Mural

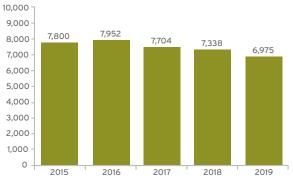
P

Education is a key to Downtown's success. University of Texas Arlington, Texas A&M School of Law, Tarrant County College, Strayer University and Tarleton State University have a growing presence in Downtown and create workforce development. Our elementary and high school offerings are top performers. Fort Worth ISD's new flagship Science Technology Engineering and Math (STEM) and Visual Performing Arts (VPA) programs opened their downtown campus in 2018.

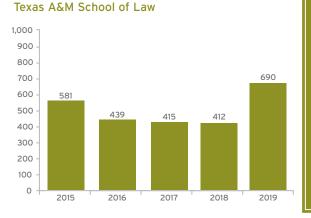


Higher Education Fall Semester Enrollment Downtown Fort Worth

Tarrant County College



Source: Tarrant County College

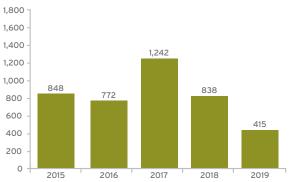


Source: Texas A&M School of Law

Educational Institutions Downtown Fort Worth

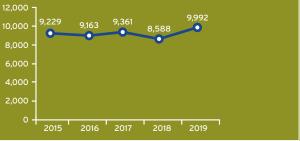
	FALL 2019 ENROLLMENT
Ella McFadden Early Childhood Learning Center -	83
Downtown YMCA	
Bright Horizons Montessori at Sundance Square	110
Center for Transforming Lives	392
St. Paul Lutheran School	206
Nash Elementary School	250
Young Women's Leadership Academy	461
I.M. Terrell Academy for STEM and Visual	295
Performing Arts	
Texas Academy of Biomedical Sciences	397
Strayer University	NA
Texas A&M University School of Law	412
University of Texas at Arlington, Fort Worth Center	415
Tarleton State University	1,912
Tarrant County College, Trinity River Campus	6,975

UTA Fort Worth



Source: University of Texas at Arlington





Source: Downtown Fort Worth, Inc., Survey of Downtown Education Institutions

Texas A&M School of Law ranked in TOP 100 on *U.S. News & World Report's* list of the nation's top law schools

Source: Downtown Fort Worth, Inc., Survey of Downtown Education Institutions

DOWNTOWN IS FORT WORTH'S TRANSIT HUB.

Downtown Fort Worth offers excellent access to various transportation options throughout the community and the Dallas-Fort Worth area.

N PHERE

Fort Worth Central Station is the gathering point for Trinity Metro, Trinity Railway Express (TRE), TEXRail - Amtrak, Greyhound Bus Line, ride-share and the Molly the Trolley shuttle service. Currently, 28 bus routes connect all parts of Fort Worth to Downtown. The TRE commuter train offers eight-stop service between Downtown Fort Worth and Dallas and TexRail offers seven-stop service to DFW International Airport. Both lines represent excellent commute options for Downtown employees.

Downtown is also home to 18 Bike Share stations. In 2019, there were over 58,300 trips on the Bike Share system.

Downtown visitors enjoy **3,311 free parking spaces** available after 6 p.m. on weekdays and all day on weekends, courtesy of the Downtown Tax Increment Finance District. There are more than 41,000 Downtown parking spaces.

To inform the public about the many parking options Downtown, **fortworthparking.com** allows users to quickly find parking options nearest to their destination.

Transportation



384,363

Downtown riders on Trinity Railway Express (2019)

1,039,546 Molly the Trolley riders since inception (May 2009)



46 Bike Share stations 18 in Downtown **in 2019**

20,000 bikes checked out of Downtown stations in 2019

Highways serving Downtown:

- 1-35
- I-30
- Hwy 121
- Hwy 287
- Chisholm Trail Parkway





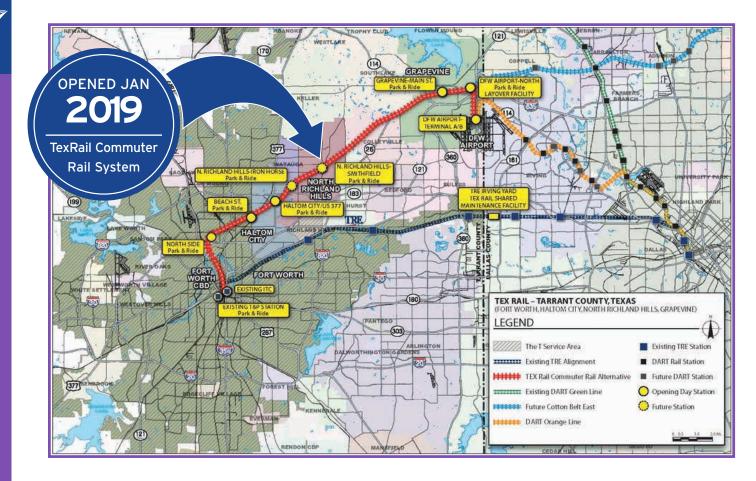
Dallas-Fort Worth International Airport

- 17 miles from Downtown
- 75+ MILLION passengers in 2019
- 260 destinations
- 23 carriers

Every major city in the continental United States can be accessed within four hours



Meacham International Airport, Texas' premier general aviation facility, is located just 5 miles from Downtown

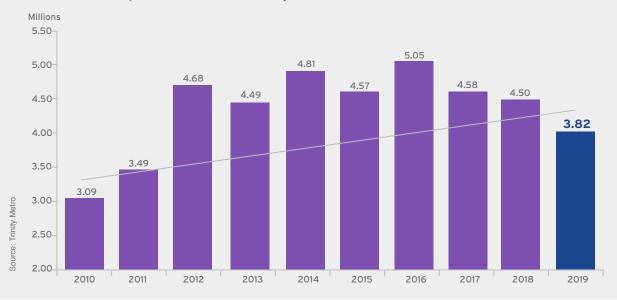


Service on the new 27-mile commuter rail connecting Downtown Fort Worth to DFW International Airport began in January 2019. During opening weekend, more than 11,000 passengers rode TEXRail, ridership increased to 8,000 daily riders by the end of 2019. Trinity Metro has received funding for an expansion of the rail by 2.1 miles south into the Near Southside.

TEXRail

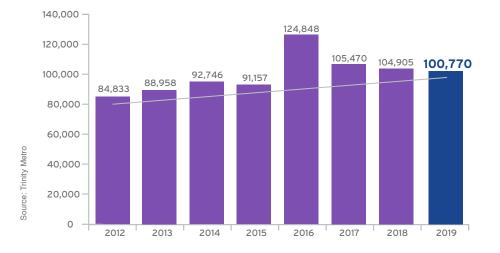
TEXHai

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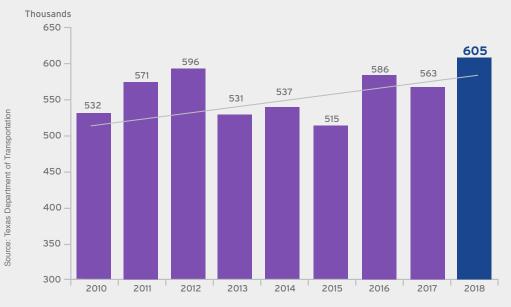


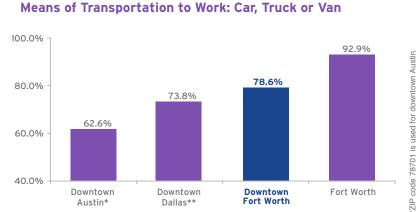
Annual Ridership for Bus Routes Serving Downtown Fort Worth 2010-2019





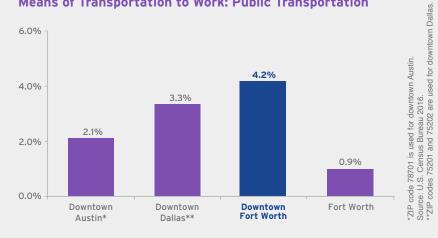
Average Daily Traffic Count on Selected State and National Highways Serving Downtown Fort Worth



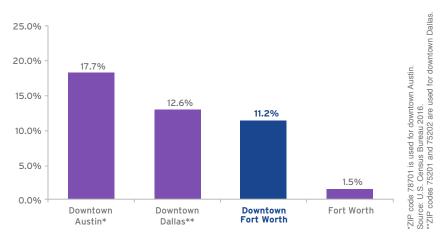


*ZIP code 78701 is used for downtown Austin. Source: U.S. Census Bureau 2016. *ZIP codes 75201 and 75202 are used for downtown Dallas.

Means of Transportation to Work: Public Transportation



Means of Transportation to Work: Walk or Bike



Additional categories of Means of Transportation are tracked by the U.S. Census Bureau but are not graphed in this publication.

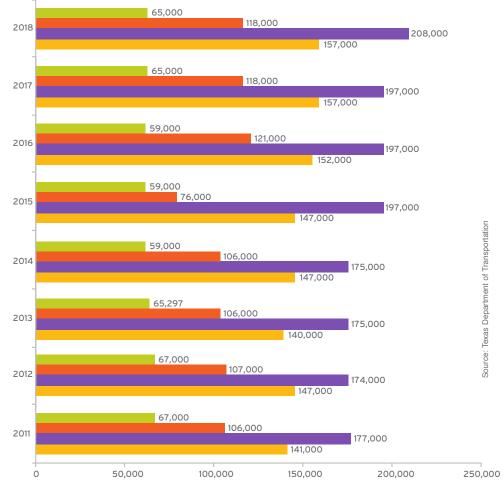
STATE OF DOWNTOWN FORT WORTH 2019



Average Daily Traffic Count Selected State and Federal Highways Serving Downtown Fort Worth

All counts were taken within a radius of 2 miles from the intersection of I-30 and I-35W, SH 121 and SH 287 in Downtown Fort Worth.

SH 287 SH 121 I-35W I-30



Downtown Parking AvailabilityParking spaces41,866Total metered spaces1,967Free evening and weekend
parking spaces3,311Free daytime 1-hour parking spaces300Free daytime 2 1/2-hour spaces164

Source: Downtown Fort Worth, Inc.

Larry Auth Omni Hotel (Chair)

Rita Aves Oil & Gas Building

Johnny Campbell City Center Fort Worth

Gary Cumbie The Cumbie Consultancy

Jim Finley Finley Resources Inc.

Taylor Gandy Ron Investments, Ltd.

Marie Holliday, DMD Flowers to Go in Sundance Square

Walter Littlejohn The Fort Worth Club

Michelle Lynn Building Owners & Managers Association

Renee Massey Red Oak Realty Don Perfect ONCOR

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Downtown Fort Worth, Inc. Publications

- Annual Report
- In View
- Residential Survey Report
- State of Downtown

Information Sources

City of Fort Worth CoStar Downtown Fort Worth, Inc. **ESRI** Federal Housing Finance Agency Nash Elementary School National Association of Realtors North Texas Real Estate Information System, Inc. Office of Governor, Economic Development and Tourism Smith Travel Research St. Paul's Lutheran School Tarrant County Appraisal District Tarrant County Clerk Tarrant County College Texas A&M Real Estate Center Texas A&M School of Law Texas Comptroller of Public Accounts Texas Department of Transportation Texas Workforce Commission The North Central Texas Council of Governments

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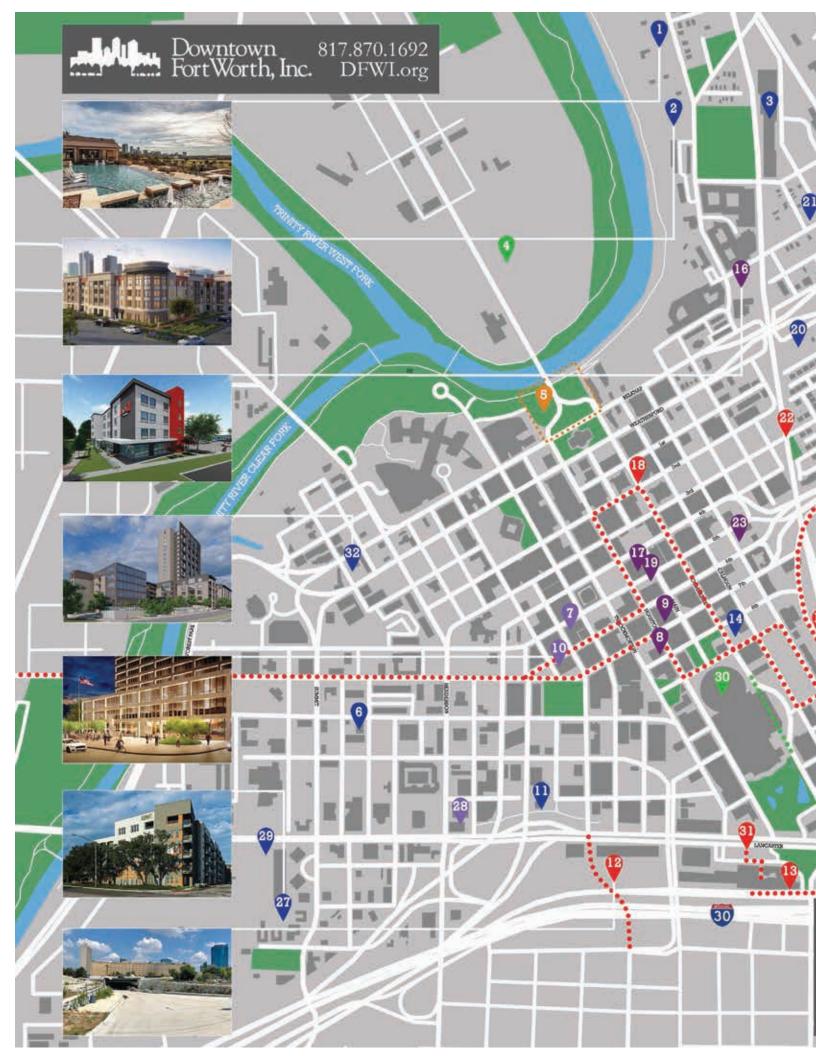
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DOWNTOWN FORT WORTH

RECENT, PLANNED and UNDER CONSTRUCTION

- KELLEY at SAMUELS AVE 19 AC HOTEL by MARRIOT 353 Units R
- ROCKLYN APARTMENTS 274 Units R
- JAMESON APARTMENTS 387 Units UC
- PANTHER ISLAND 4 Flood Control Project UC



- HERITAGE PARK P Restoration/Master Plan
- 904 COLLIER 51 Units P
- FROST TOWER FW 278,000 SF OFFICE R
- SANDMAN SIGNATURE 240 Rooms UC
- KIMPTON HOTEL 232 Rooms UC
- 10. FIRST ON 7th UC Retail/Office Renovations
- 11. BURNETT LOFTS 330 Units UC



- Vehicle/Ped Tunnel UC
- 13. TEXRail 27 Mile Commuter Rail R
- 14 901 COMMERCE 271 Units



- TEXPRESS I-35W R 15. MANAGED EXPRESS LANES
- 16. AVID HOTEL 106 Rooms P
- THE SINCLAIR HOTEL 17 164 Rooms R
- 18. THE DASH E-Bus Circulator R

246 Rooms UC



- 20. THE HUNTLEY
- 21. ROCK ISLAND FLATS 117 Units P
- 22 3rd STREET UNDERPASS Mural Project P
- 23. HILTON GARDEN INN 150 Rooms P



- TEXAS A&M LAW 24 Future Expansion P
- 25. BUTLER PLACE Redevelopment
- 26. I.M. TERRELL ACADEMY



- 27. ALEXAN SUMMIT 380 Units R
- 28 QUIKTRIP UC 7,000 sf Convenience Store



- 29 SUMMIT AVE SR. LIVING 187 Units P
- **30. CONVENTION CENTER** Arena Demo/CC Expansion Commerce St. Realignment. P
- 31. T&P STATION P Pedestrian Improvements
- 32 1000 WEATHERFORD 310 Units P
- 33 KENTLOFTS



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