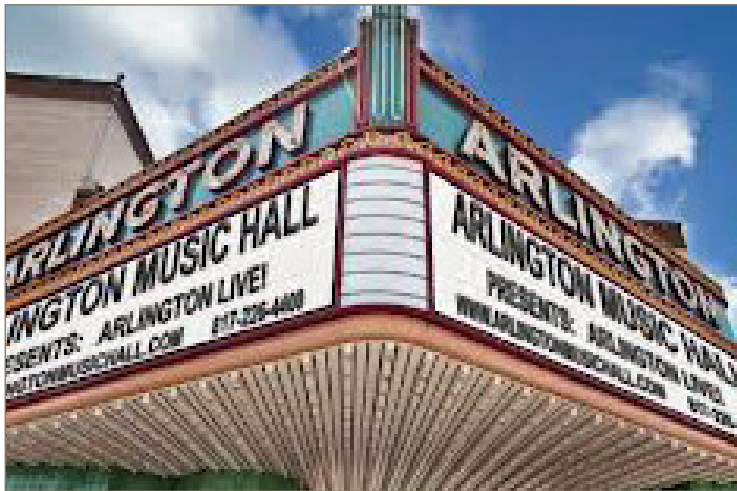


Downtown Arlington - Arlington, Texas

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Site Details
Appx. 16 sq blocks

Scope/Services
Retail Merchandising
Plan and
Implementation

Cost
\$45,000

2012 - 2013

Challenge
Downtown Arlington was faced with the high vacancy rate and an abandonment of retail in the downtown core. The University of Texas was competing for tier 1 status and downtown businesses were choosing alternate areas due to the limited services and quality of life of the downtown environment.

Results
Catalyst completed significant research and analysis to assess market conditions and capacity. Using its analysis, Catalyst completed a strategic plan to position downtown Arlington and develop an implementation plan. As part of this process Catalyst recruited



- Over 200 operators identified
- Over 30,000 square feet of first class unique operators procured
- Created over \$7M in net new tax base during implementation process