



The Hub
McKinney - West Grove



THE HUB

TRANSFORMS EVERY DAY EXPERIENCES
LIKE GRABBING A BITE TO EAT,
LISTENING TO LIVE MUSIC,
WATCHING A GAME AND
CATCHING A MOVIE INTO SOMETHING
FESTIVE IN AN INVITING SPACE
FOR THE COMMUNITY TO SHARE





OUR MISSION
IS TO BECOME
AMERICA'S
FAVORITE
PLACE FOR
FAMILY & FRIENDS
TO GATHER





**THE MAGIC OF THE HUB IS ROOTED IN OUR OWN ASPIRATIONAL PASSION FOR
CREATING BEAUTIFUL PLACES WHERE FAMILIES & FRIENDS THRIVE**



**THE HUB IS A ONE-OF-A-KIND, HIGHLY CURATED ENTERTAINMENT
EXPERIENCE THAT YOU CANNOT GET ANYWHERE ELSE IN THE WORLD**



The HUB Experience Company – We Create & Execute Daily Programming

LIVE MUSIC
VENUE



COMMUNITY
GATHERING SPOT



BACKYARD
SPORTS BAR



CORPORATE
EVENT SPACE



WALK-IN
MOVIE THEATER



FESTIVALS
FUNCTIONS + FUN



INDOOR + OUTDOOR
FOOD HALL



FITNESS +
WELLNESS HUB





BENEFITTING THE COMMUNITY

THE ARTS

Orchestra

Symphony

Ballet

Art Fairs

Fundraisers

Live Theater

NON-PROFIT

Community Outreach

Chamber of Commerce

Food Pantry

Family Center

SCHOOLS

Foundation

Band

Athletics

Honor Society

Clubs

Banquets

COMMUNITY/CIVIC

Church Fundraisers

Community Svc Events

HOA Events & Board Mtg

Senior Rec Center

Kiwanis & Rotary





1

WE ARE OPERATORS

Hub Experience Company



On a daily basis, the Hub Experience Company Director is responsible for the Cue Sheet which maps out every detail for activation and experience management to engage our customers and create raving fans.

S	M	T	W	T	F	S
24	25	26	27	28	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Food & Beverage



Festival Staff



50+
TRAINED ONSITE PERSONNEL TO SERVE OUR FANS IN MULTIPLE VENUES AND EXPERIENCES.

2

WE ARE PLACEMAKERS

Development + Leasing + Management





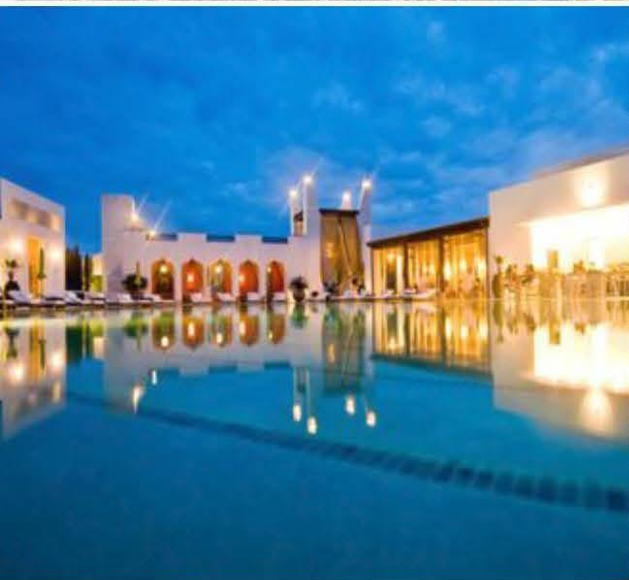
Experience



Experience

CREATING GREAT PLACES IS DEEPLY ROOTED IN
OUR DNA

Bringing People Together



ALYS BEACH + ROSEMARY BEACH MIXED USE PROJECT OF THE YEAR AND PRIVATE RESIDENCE CLUB + REDFISH VILLAGE + THE HUB 30A + MULTIPLE AIA AWARDS + RECORD SETTING COMMERCIAL AND RESIDENTIAL ECONOMICS

HUB PARTNERS CASE STUDY | HUB ON 30A

OVERVIEW:

In 2014, Jason Comer and Brad Zeitlen combined their talent and passion for developing world class town center assets in order to create The Hub on 30A. The Hub on 30A is place making at its finest. Located on 2.3 acres along scenic Highway 30A, the raw, unpretentious atmosphere with perfectly scaled proportions creates a caldron for one of the most perfect family and friend's experiences in the country. The success and popularity of the project was immediate. Consumers have raved about the experiential asset since delivery. Because of Jason and Brad's experience in management and operations, they were able to carefully curate a proprietary entertainment business with very selective programming.

REPRESENTATIVE TENANCY:



The Hub on 30A has experienced tremendous success and attracts patrons from throughout Northwest Florida. The sales at the Hub have exceeded \$1,000 PSF for retail and restaurant tenants due to the unique, attractive mix that brings families with all ranges of interests. In 2019, The Hub on 30A played host to over 768,000 visitors (over 2,100 visitors per day), coming from all across the Southeast United States. Due to the diverse mix of activities and entertainment offered at the Property, the average stay is approximately 84 minutes.



HUB PARTNERS CASE STUDY | HUB ON 30A

PROGRAMMING

Among the many aspects of the Hub that differentiate it from other retail environments, is its commitment to programming. The HUB 30A was not just a real estate development. Because of the founders' background in management and operations, the Sponsor also created and operated the hospitality and entertainment business. Alongside the unique management culture that takes care of guest's food and beverage experience, the Sponsor has created a propriety entertainment business with careful programming. The programming and operational components are battle tested and have been refined over the past six years. The Hub commits a significant amount to its annual budget to consistently provide entertainment drawing higher traffic and sales numbers to the site and supporting the above market rents that tenants are willing to pay for the consistent nightly demand.

REPRESENTATIVE PHOTOS FROM THE HUB ON 30A



“One idea is pretty easy to copy, but thousands of tweaks are impossible to see from the outside, let alone imitate. Competitive advantage tends to come from not one great idea, but from the combination of hundreds of smaller ones.”

- Kim Scott, *Radical Candor*

- **THE HUB** IS A HOUSEHOLD NAME IN THE SOUTHEASTERN UNITED STATES
- WE HAVE OUR OWN SUPER HERO, **SUPER FREEZE**
- WE ARE THE FIRST TO MARKET WITH THIS INNOVATIVE CONCEPT
- OVER THE PAST 5 YEARS WE HAVE BEEN FINE TUNING **THE HUB EXPERIENCE COMPANY**, WHICH IS A PROPRIETARY MIX OF DAILY EXPERIENCES
- WE HAVE DEEP REAL ESTATE DEVELOPMENT EXPERTISE
- WE HAVE A DEEP OPERATIONAL AND FOOD AND BEVERAGE EXPERTISE
- WE HAVE IP PROTECTION FOR ALL OF OUR EXTRAORDINARY BRANDS
- WE SECURE OUTSTANDING REAL ESTATE LOCATIONS



Planned Activities and Use

**Hub Partners, LLC
McKinney Community Development Corporation
Project Grant Application**



The venues and programs at The Hub distinguish it from any other food scene or entertainment centers, which do not prioritize establishing a family setting. The Hub is an oasis for friends and family who want to experience wholesome amusement and enjoy quality food and beverage.

Concerts and Live Music
Family Movie Nights
Sporting Events
Yoga on the Green
DJ Dance Parties
Talent Shows

There are no admission fees to participate in any of the programming, which encourages participation from all backgrounds

The Hub Experience

Another distinctive aspect of the Hub is that it is owned and operated by the Hub Partners, LLC including several of the resident restaurants: the American fare restaurant: DUOS, the ice cream concept: SuperFreeze, and the Hub Bar which serves alcohol for the venue. Additionally, through the Hub Experience Company, the Hub directly manages the daily programming and events. This gives the Hub Partners, LLC significant control over the experience visitors have and helps activate the space. This autonomy allows The Hub to direct the atmosphere and ensure an environment where friends and family thrive. The Hub creates an inviting feeling and memorable experience of a town square.





Map of Property

**Hub Partners, LLC
McKinney Community Development Corporation
Project Grant Application**

8162-1-3

NOTES: 2/11/2011 10:13 AM 1/2

LEGEND:

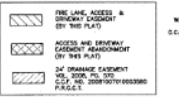
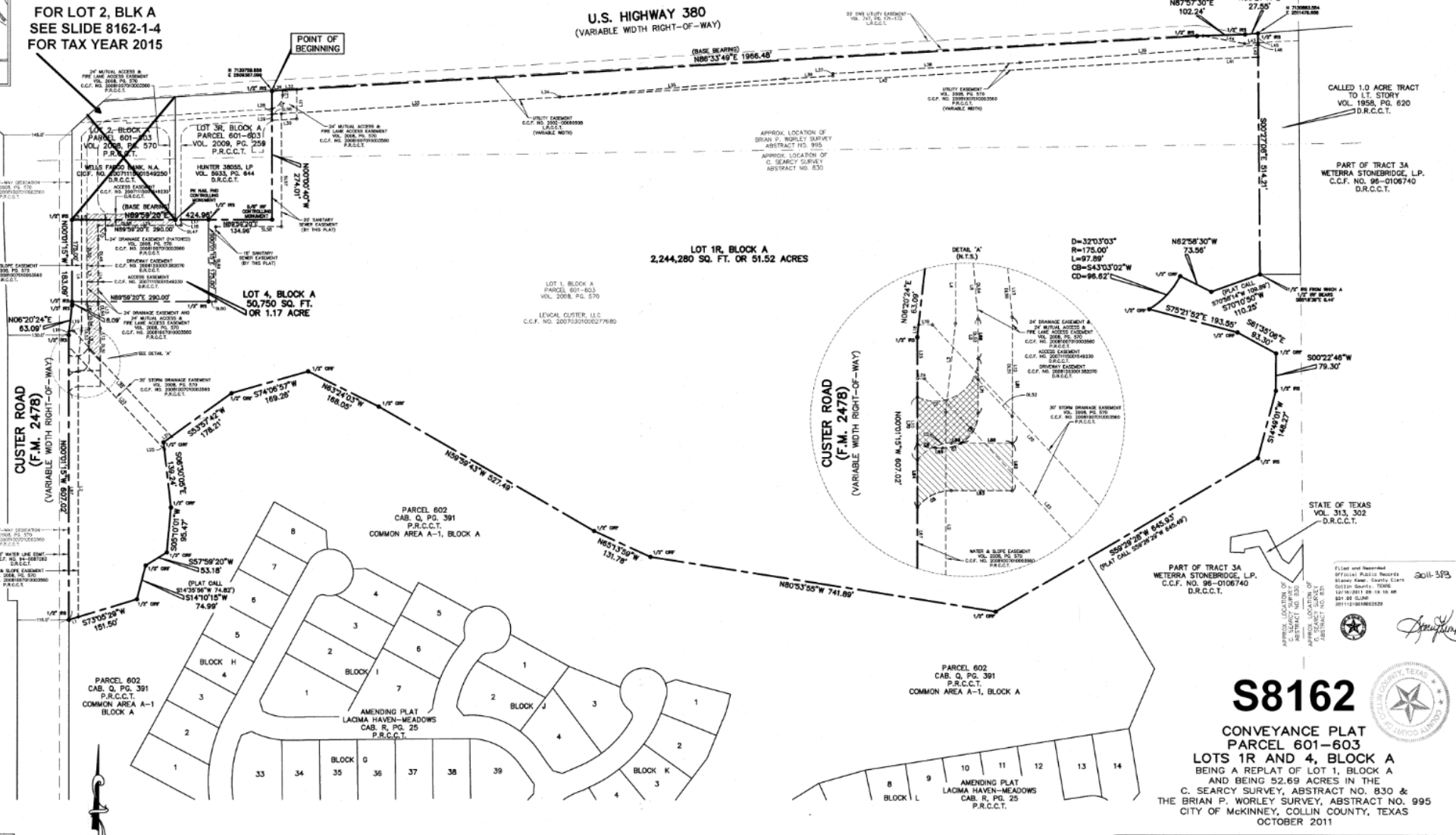
FROM:
R-8162-00A-0010-1 / 52.61 ACS
FOR TAX YEAR 2012

1. Basis of Bearing - Based on the property corners found per the Record Plat, Parcel 601-603, Lots 1-3, Block A, an Addition to the City of McKinney, Collin County, Texas, according to the Record Plat thereof recorded in C.C.F. No. 2008007000033560, of the Plat Records of Collin County, Texas.
2. All proposed lots situated in whole or in part within the city's corporate limits comply with the minimum size requirements of the governing zoning district.
3. A conveyance plat is a map of property approved by the City for the purpose of sale or conveyance in its entirety or interests therein defined. No building permit shall be issued nor permanent public utility service provided until a record plat is filed for record. Setting a portion of property by metes and bounds, except as shown on an approved, filed and accepted conveyance plat, record plat, minor plat or minor replat is a violation of the City Ordinance and State Law.

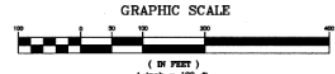
- C.C.F. NO. = COUNTY CLERK'S FILE NUMBER
D.R.C.C.T. = DEED RECORDS, COLLIN COUNTY, TEXAS
P.R.C.C.T. = PLAT RECORDS, COLLIN COUNTY, TEXAS
ESMT. = EASEMENT
IRF = IRON ROD FOUND
IRS = IRON ROD SET WITH "PEISER SURVEYING" RED PLASTIC CAP
CIRF = IRON ROD FOUND WITH YELLOW CAP
P.O.B. = POINT OF BEGINNING
DL = DRAINAGE LINE TABLE TAG



FOR LOT 2, BLK A
SEE SLIDE 8162-1-4
FOR TAX YEAR 2015



LINE	LENGTH	BEARING
1	25.97	N 72°29'24" W
2	52.00	N 02°22'11" E
3	308.44	N 02°22'11" E
4	75.00	N 89°59'20" W
5	150.00	N 89°59'20" W
6	150.00	N 89°59'20" W
7	150.00	N 89°59'20" W
8	150.00	N 89°59'20" W
9	150.00	N 89°59'20" W
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99	150.00	N 89°59'20" W
100	150.00	N 89°59'20" W



S8162
CONVEYANCE PLAT
PARCEL 601-603
LOTS 1R AND 4, BLOCK A
BEING A REPLAT OF LOT 1, BLOCK A
AND BEING 52.69 ACRES IN THE
C. SEARCY SURVEY, ABSTRACT NO. 830 &
THE BRIAN P. WORLEY SURVEY, ABSTRACT NO. 995
CITY OF MCKINNEY, COLLIN COUNTY, TEXAS
OCTOBER 2011

PEISER SURVEYING, LLC
www.peisersurveying.com

OWNER:
LEVAL CUSTER, LLC,
C/O PRINCIPAL REAL ESTATE INVESTORS
807 GRAND AVENUE,
DES MOINES, IOWA 50302-1370
ATTN: WESTERN STATES TEAM - CALISTS
FAX (866) 860-4022

JOB NO.: P-8970
DATE: 10/11/2011
REV: 10/21/2011
11/14/2011

SCALE: 1" = 100'
DRAWN BY: T.R.M.
CHECKED BY: H.E.P.

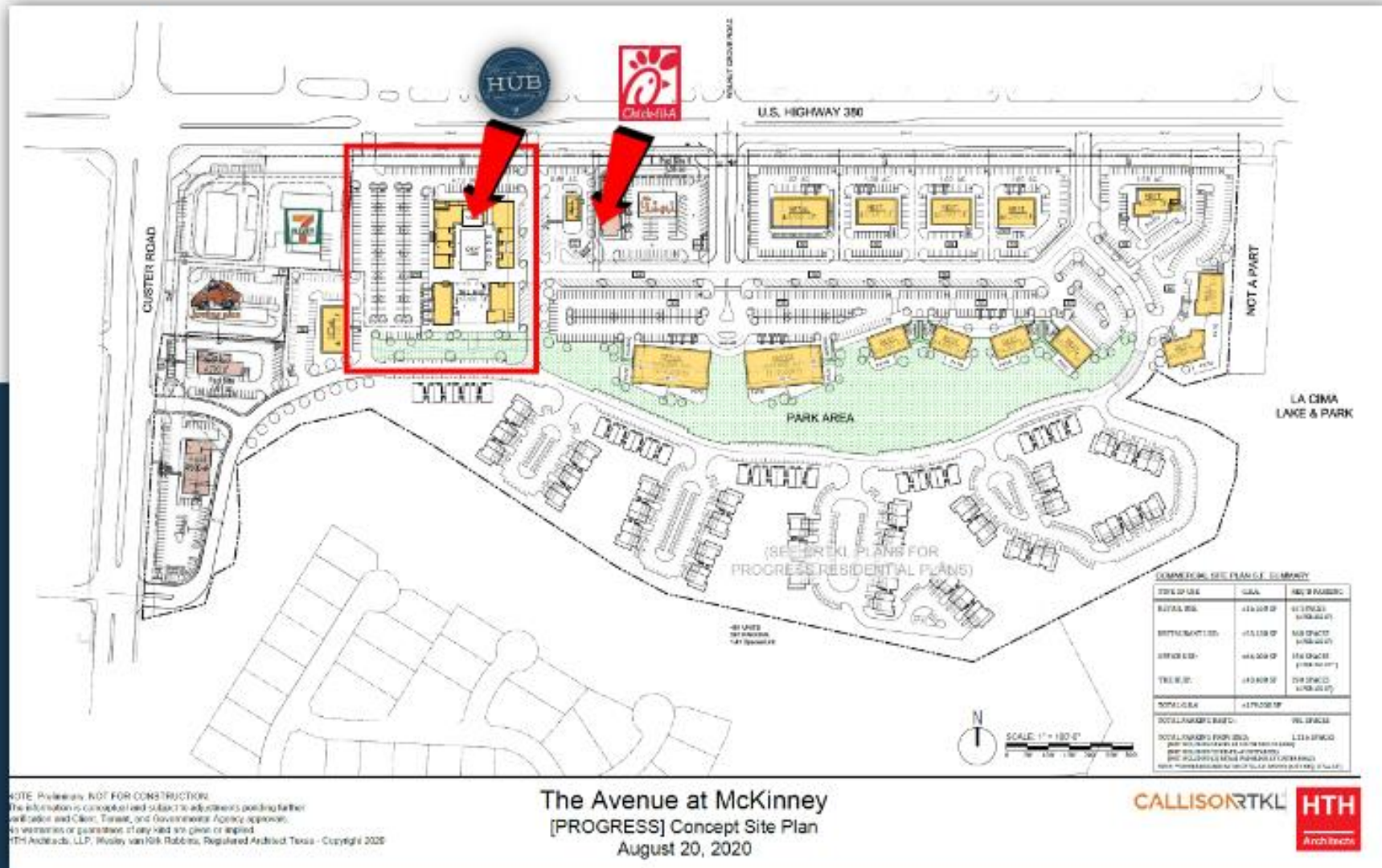
823 E. DALLAS ROAD
GRAPEVINE, TEXAS 76051
817-481-1808 (O)
817-481-1809 (F)

State of Texas
Professional Surveyors

1 OF 2

"CONVEYANCE PLAT ONLY: NOT FOR DEVELOPMENT"

West Grove | Master Plan

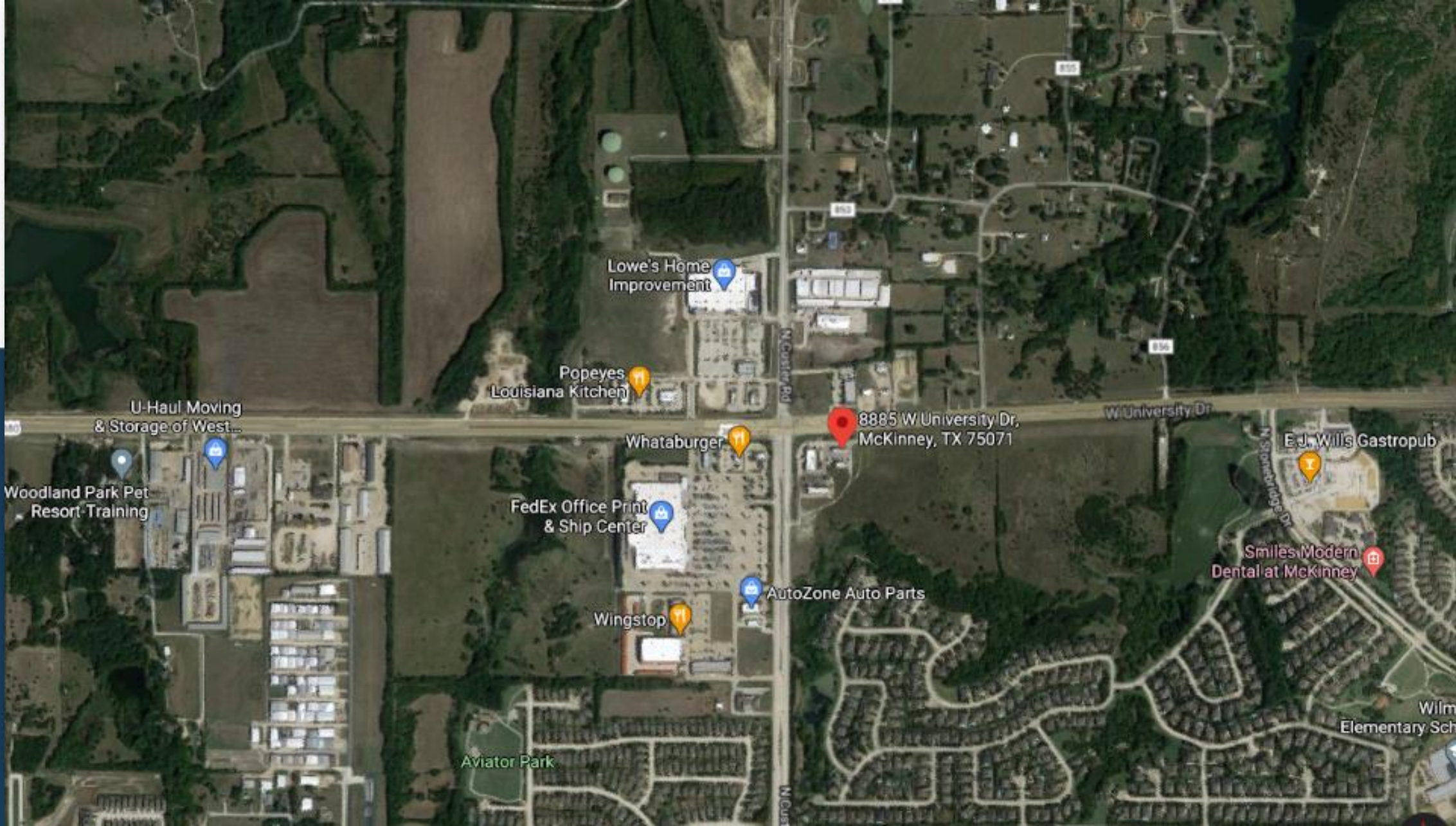




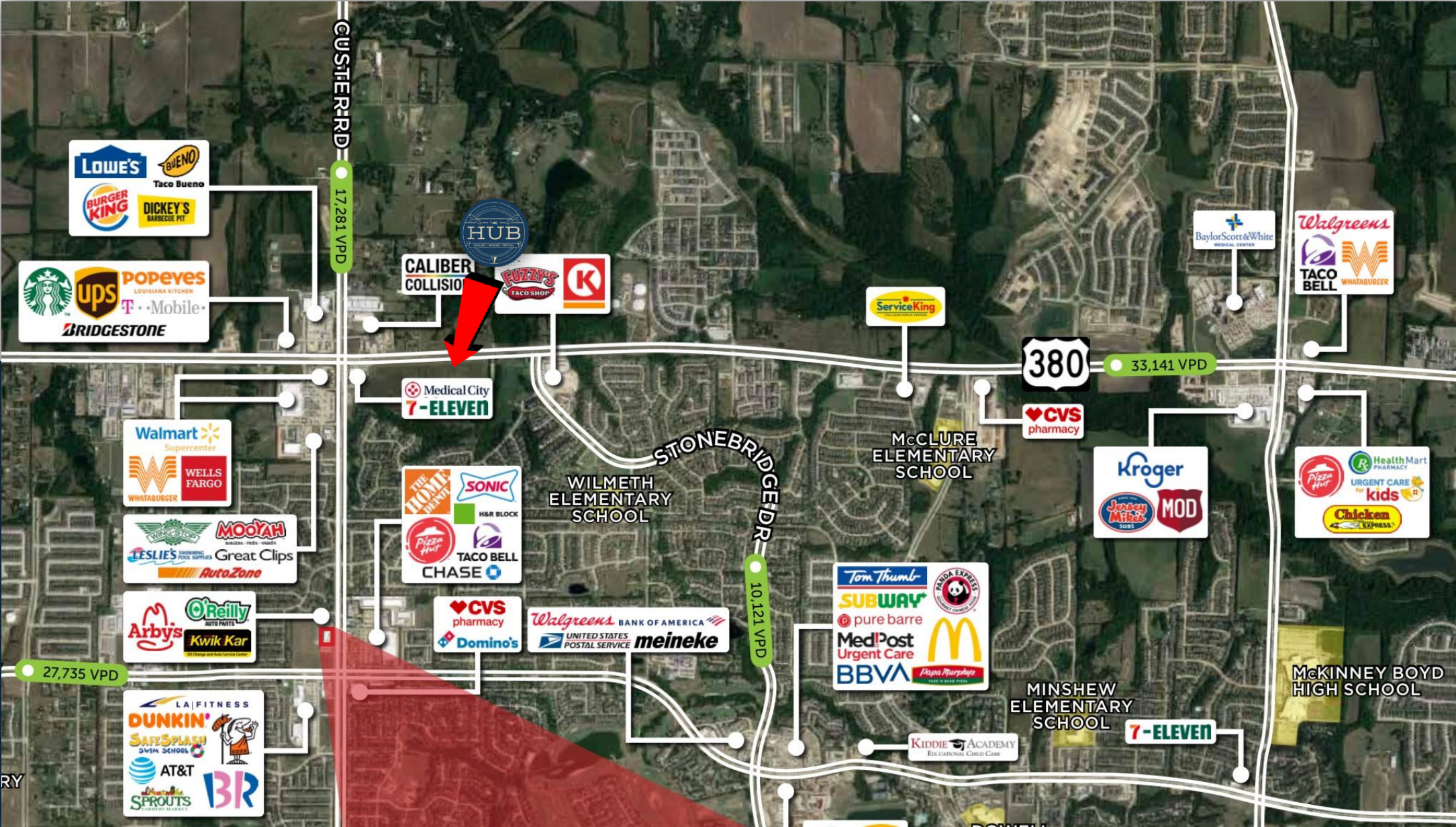
Market Analysis

**Hub Partners, LLC
McKinney Community Development Corporation
Project Grant Application**

West Grove | Aerial



West Grove | Area Map – Major Retail & Restaurants

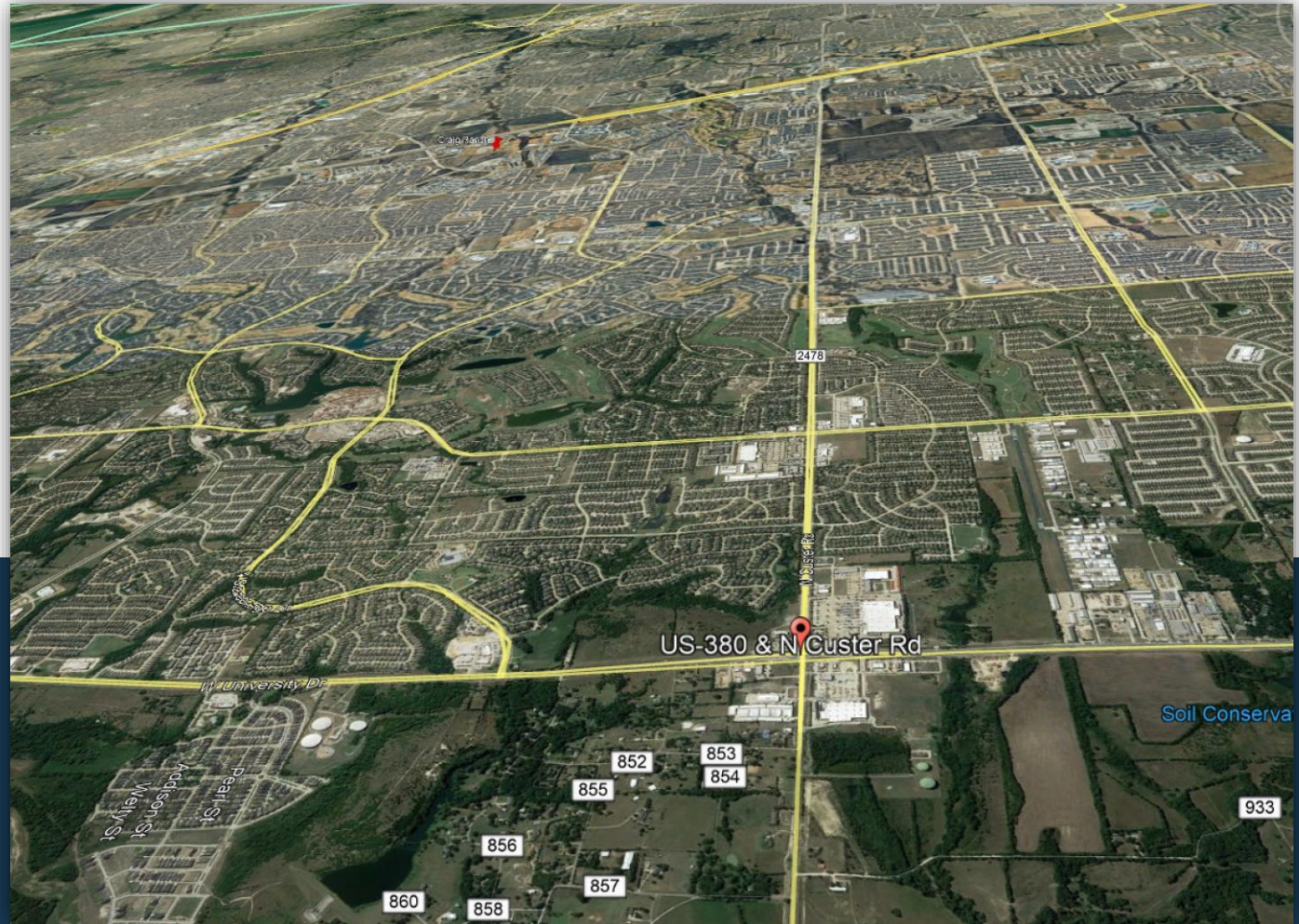


West Grove | QuickLook

Location : North Dallas
City: McKinney
State: Texas
County: Collin
Zip: 75070
Master Developer: De La Vega
Project Acres: 52
Type: Mixed Use
GLA: 500,000 SF

Strategically located at 380 & Custer
10 Minute Benchmark Quick View

Population: 159,332
Businesses: 3,085
Employees: 28,875
Kids < 18: 53,132





Project Budget

**Hub Partners, LLC
McKinney Community Development Corporation
Project Grant Application**



Estimated Budget Overview

Land	\$ 2,090,880.00
Building Construction	\$ 6,202,712.00
Furniture and Fixtures	\$ 4,277,600.00
Other Investments (Soft Costs, Startup, Fees, etc.)	\$ 1,948,040.00
Total	\$ 14,519,232.00

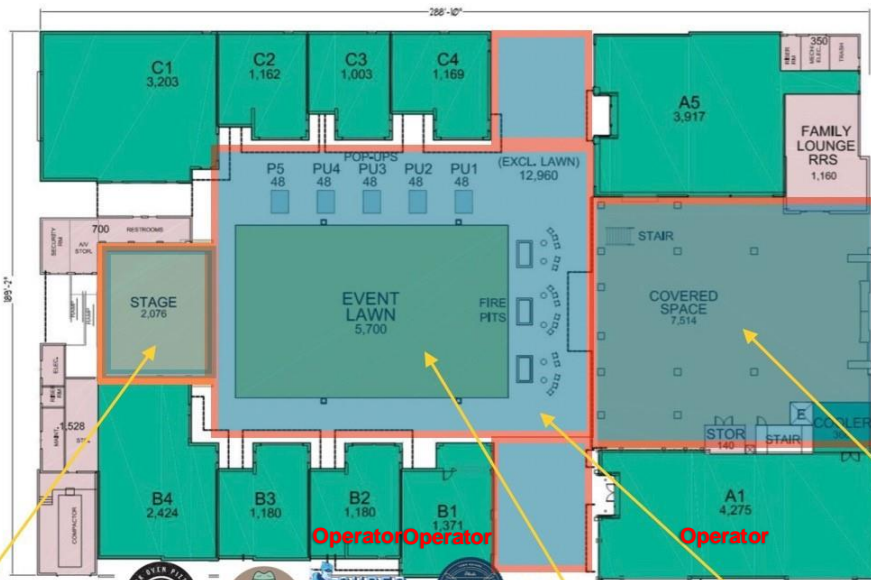
A large crowd of people is seated at tables in a restaurant or bar. In the background, a stage is visible with several people performing. The scene is dimly lit, and the overall atmosphere is social and lively. The text "The Site Plan" is overlaid in the center of the image.

The Site Plan



OVER 3/4 ACRE OF OPEN SPACE BUILT FOR GUESTS
NOW MORE THAN EVER. OPEN SPACE. OUTDOOR DINING.
FRESH AIR. SUNSHINE. SPREAD OUT.

1.24 Acres | 190 x 290 | 20,884 GLA



AREAS	BLDG. A	BLDG. B	BLDG. C	TOTALS
	8,558 SF	2,721 SF	15,125 SF	26,404 SF
	6,155 SF	2,228 SF	2,076 SF	10,459 SF
	6,537 SF	- SF	- SF	6,537 SF
TOTAL	21,250 SF	4,949 SF	17,201 SF	43,400 SF

THE STAGE
2,076 SF

EVENT LAWN
5,700 SF

OPEN SPACE
12,960 SF

SHARED DINING (DOWN)
7,514 SF
ALLOCATED TO RENTABLE SF

SHARED DINING (UP)
7,610 SF
ALLOCATED TO RENTABLE SF

TOTAL SHARED SPACE - 35,860 SF (3/4 ACRE+)



Event & Dining Lawn: 5,700 sf
Plaza: 12,960 sf



Community Space & Shared Dining UP: 7,610 SF
Community Space & Shared Dining DOWN: 7,514 SF



A large crowd of people is seated at tables in a restaurant or cafe. In the background, a stage features a band performing. The scene is dimly lit, and the overall image has a blue tint. The text "Project Renderings" is overlaid in the center in a white, bold, sans-serif font.

Project Renderings



FESTIVAL

FOOD

HUB

FUN

DUOS

CRAVE DUOS

HUB

LOCAL SMOKE

HUB

HUB

STUMPTOWN

SUPER SHERA

1850s











FESTIVAL

FOOD

FAMILY FRIENDLY FESTIVAL

LOCAL SMOKE

HUB

CRAVE

SAUCE IT



Project Timeline

**Hub Partners, LLC
McKinney Community Development Corporation
Project Grant Application**



Project Timeline

1. Design and engineering phase is ongoing
2. Public hearing for the Community Development Corporation on December 17, 2020
3. Community Development Corporation Board Consideration on January 28, 2021
4. Due diligence period in the fourth quarter of 2020
5. Finalize and close on land purchase contract in the first quarter of 2021
6. Permitting period in the first quarter of 2021
7. Construction is anticipated to start in the third quarter of 2021
8. Construction is anticipated to be completed in the fourth quarter of 2022