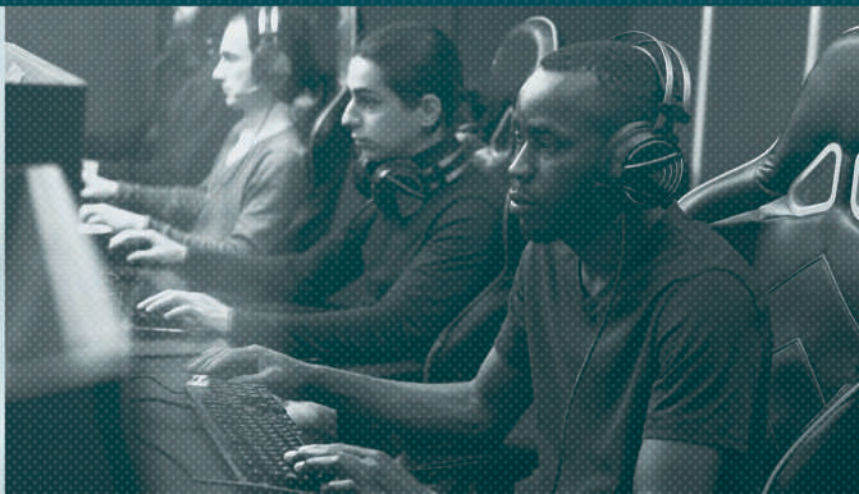




THE CROSSOVER

SPORTS | WELLNESS | ENTERTAINMENT





THE CROSSOVER

SPORTS | WELLNESS | ENTERTAINMENT

THE CROSSOVER.

Introducing Central Texas' premier athletic lifestyle & entertainment complex.

Our state-of-the-art facility will provide visitors with best-in-class sports & health industry tenants, culinary standouts, and family entertainment.

With connection and community as our primary focus, we crossover boundaries and industries to bring you a totally new experience.

JOIN US.

GET READY

Everything's bigger in Texas. Boasting soaring 45 ft ceilings and serving a minimum of 10,000 patrons at any given time, **The Crossover** delivers massive appeal.



240K
SQ FT

INDOOR/OUTDOOR SPORTS &
ACTIVE LIFESTYLE CENTER

15.4
ACRES

STRATEGICALLY LOCATED OFF
KEY FREEWAY ACCESS

2020
Q2

GRAND OPENING



OFFERINGS



SPORTS

TWO FULL-SIZE REGULATION NHL ICE RINKS
TWO FULL-SIZE INDOOR/OUTDOOR TURF FIELDS
FOOTBALL / SOCCER / LACROSSE
SPORTS PERFORMANCE TRAINING
VR/AR SPORTS TRAINING & GAMING

WELLNESS

NUTRITION, HEALTH & FITNESS AMENITIES
HYDRATION IV THERAPY
REHABILITATION
MEDICAL SERVICES

ENTERTAINMENT

FAMILY RECREATION
CHEF-DRIVEN DINING & REFRESHMENTS
ARCADE & PC GAMING CENTER
ACTIVE PLAY
UNIQUE RETAIL OFFERINGS

GET IN FRONT

With a million projected annual visitors to our facility, The Crossover will host active patrons seven days a week and all year long.

\$15B

Spent each year by families of young athletes while traveling with teams

1M

Projected visitors per year

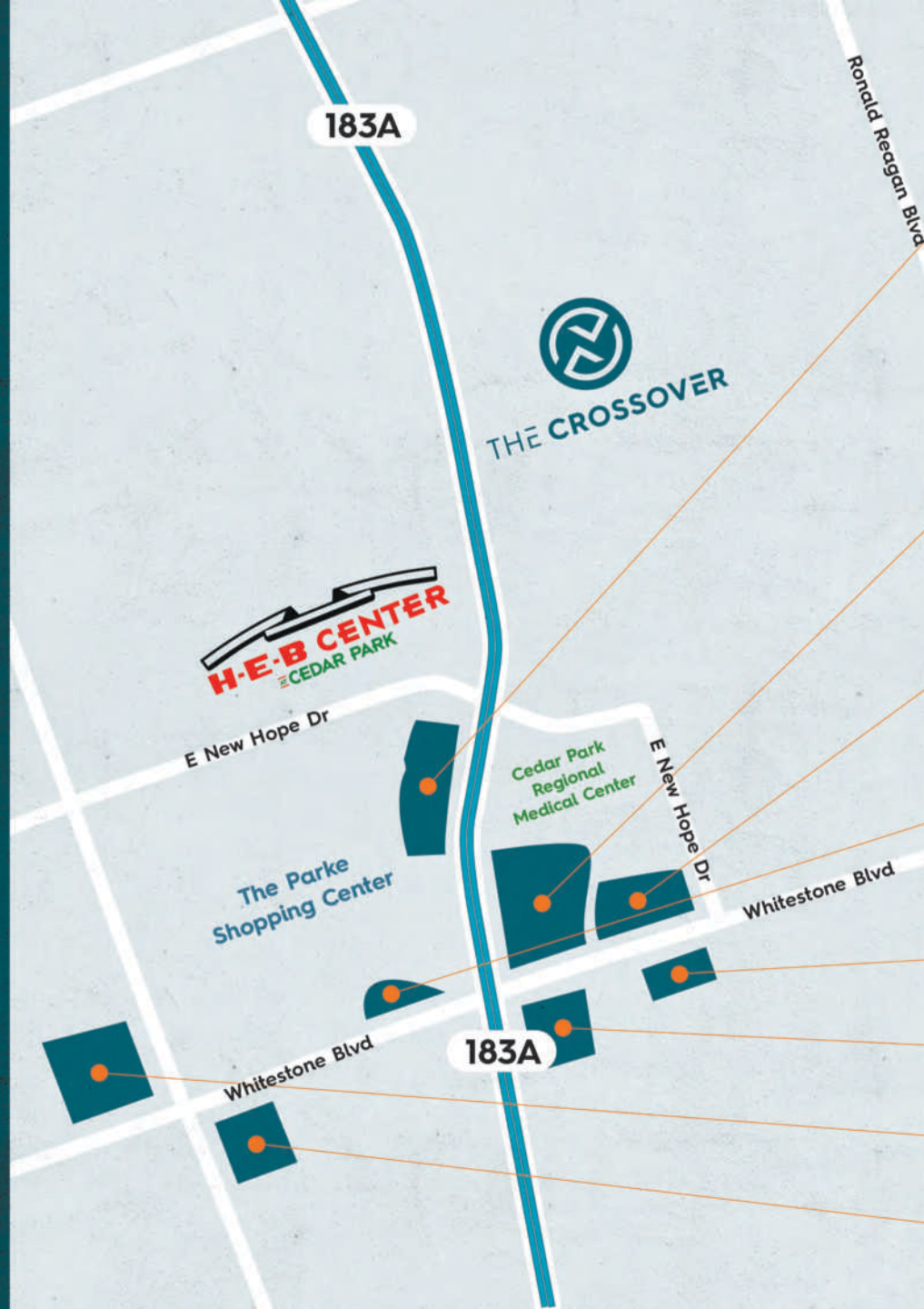
110%

Over capacity at outdated Central Texas recreational facilities



PERFECT LOCATION

- 395,792 residents in a ten-mile radius
- 20% growth projected for 2022
- Strategically located in Cedar Park off 183
- Across from H-E-B Center at Cedar Park



+ + + + + +

BY THE NUMBERS

CEDAR PARK



\$101,086
Median HHI



35
Median Age



78,414
Population

#1 Cedar Park

Top 10 places to raise a family

2M

Greater Austin population

3%

Cedar Park annual growth through 2023

#1 Austin

City in which to live
City for young professionals
Fastest growing city

55K

Average number of people who move to ATX every year

17,000+

Greater Austin kids in youth soccer





2 REGULATION ICE RINKS

- Chaparral Ice, a 24-year Austin native, as anchor tenant
- \$9M facility to serve youth/adult hockey, curling, figure skating, broomball, public skating and more
- Home of the University of Texas and Texas State Hockey Team
- Partnership with The Texas Stars
- 1 rink located 15 miles south, overbooked at 160% capacity



2 REGULATION FIELDS

- Indoor and outdoor turf fields to serve football, soccer, lacrosse, sport training, t-ball, flag football, virtual golf, batting cages and more





E-SPORTS + GAMING

From tournaments and leagues, to casual gaming, to immersive VR/AR Experiences, we will offer points of play for enthusiasts of every age.

TENANCY

We have hand-selected partners who complement one another and elevate the atmosphere of The Crossover. The Food Hall features some of the most iconic regional restaurants, while Chaparral Ice attracts nearly 1 million visitors each year. Other boutiques and businesses appeal to locals' sense of fitness, wellness, health, and entertainment. Tenants at The Crossover will receive premium positioning and brand recognition, as they become part of the family at this premier destination.

LET'S COLLABORATE.

CURRENT TENANTS:

- CHAPARRAL ICE
- D1 SPORTS TRAINING





AVAILABILITY

Now Leasing
Up to 30,000 SF Available

USES

Retail, Entertainment, Creative,
Restaurant, Fitness & Medical Space

FIRST GEN SPACE

Tenants have a blank slate to
customize the space

RATES

\$24 - \$32
PSF NNN

PARKING

Free Parking, 589
Surface Spaces, 2.68/1,000 SF

CONNECTIVITY

Fiber Ready

SIGNAGE

Pylon Sign,
Signage Available

ACCESS

Easy Access from 183,
Signalized Intersection

LOCATION
DEMOGRAPHICS

In the heart of the rapidly
growing Cedar Park

1 Million Visitors per Year
from Anchor Tenant

27,600
CPD

More than 30 major retailers,
including 15 restaurants

ZONING
PROVIDES FOR

- 65% - 70% IMPERVIOUS COVERAGE
- HIGH-RISE, HIGH-DENSITY DEVELOPMENT PERMITTED
- PART OF A REGIONAL DETENTION PLAN
- FAVORABLE FRONT AND REAR YARD SETBACKS
- 180' BUILDING HEIGHT PERMITTED

+	+	+	+
+	+	+	+
+	+	+	+

+ + + + + + + + + + +

ROBUST **MARKETING**

The Crossover will support the branding initiatives of its tenants by offering a complete, strategic marketing campaign, including press releases, advertising, and high-profile events to garner media attention, create brand insistence, and increase foot traffic.

PUBLIC RELATIONS

HIGH-PROFILE EVENTS

**DIGITAL & TRADITIONAL
ADVERTISING**





SPONSORSHIP OPPORTUNITIES



ON SITE

DIGITAL WAYFINDING
ENVIRONMENTAL BILLBOARDS
LIGHTPOST WRAPS
THOROUGHFARE BANNERS



RINK/FIELD

IN ICE
ZAMBONI
RINK DASHER BOARDS
SCOREBOARD



COLLATERAL

TICKETS | PROGRAMS
MAPS
PRACTICE AND GAME SCHEDULES
EVENT SWAG



\$34+
CPM

H-E-B Center

Investment: \$MINIMUM for 1 year

Return: 1 Placement Opportunity

\$20+
CPM

*LAMAR Outdoor

Investment: \$\$\$ 1 MONTH

Return: 6 Placement Opportunities

\$9-\$27
CPM

The Crossover

Investment: \$75,000 for 1 YEAR

Return: 10+ Placement Opportunities

WHY

OUTDOOR + INDOOR OPPORTUNITIES FOR MULTIPLE IMPRESSIONS

CONSTANT EXPOSURE

HIGH-IMPACT ADVERTISING

COST-EFFECTIVE

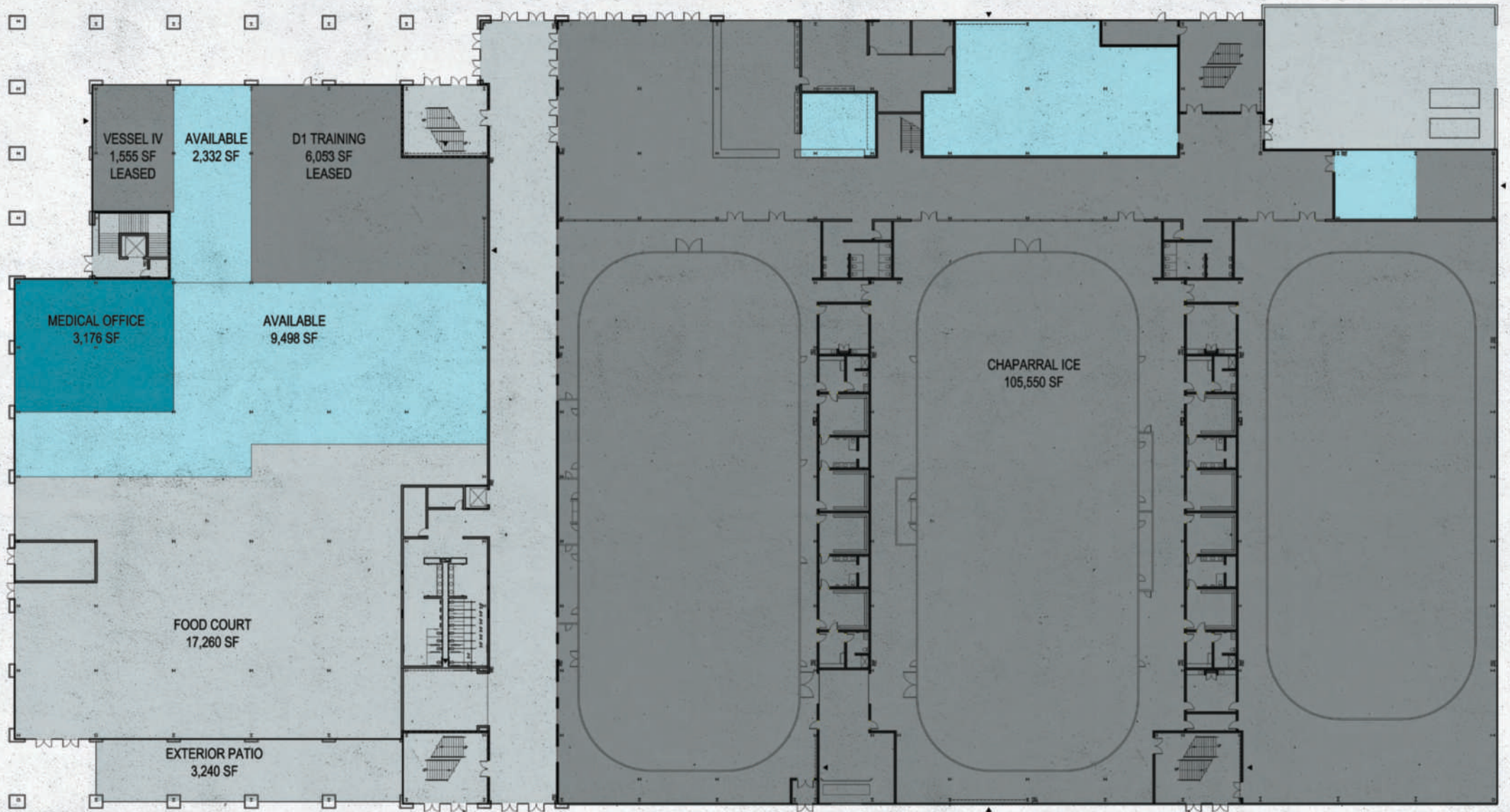
DELIVERS RESULTS

| | | | |
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AVAILABLE

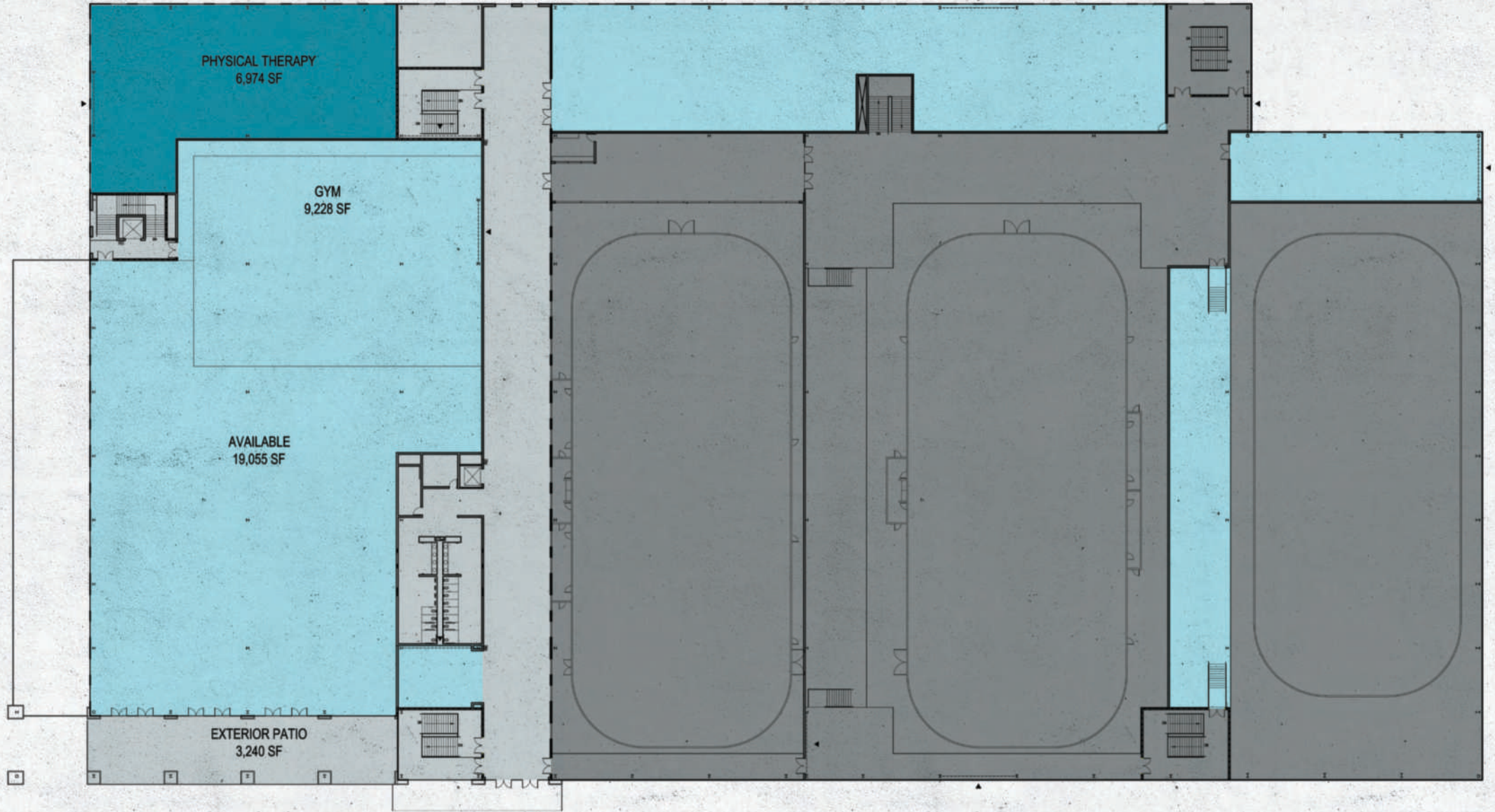


LEVEL ONE
12,375 - 30,000 SQ FT
Family Entertainment + Retail



- COMMON AREA
- LEASED
- EXECUTED LOI
- AVAILABLE FOR LEASE

AVAILABLE



LEVEL TWO

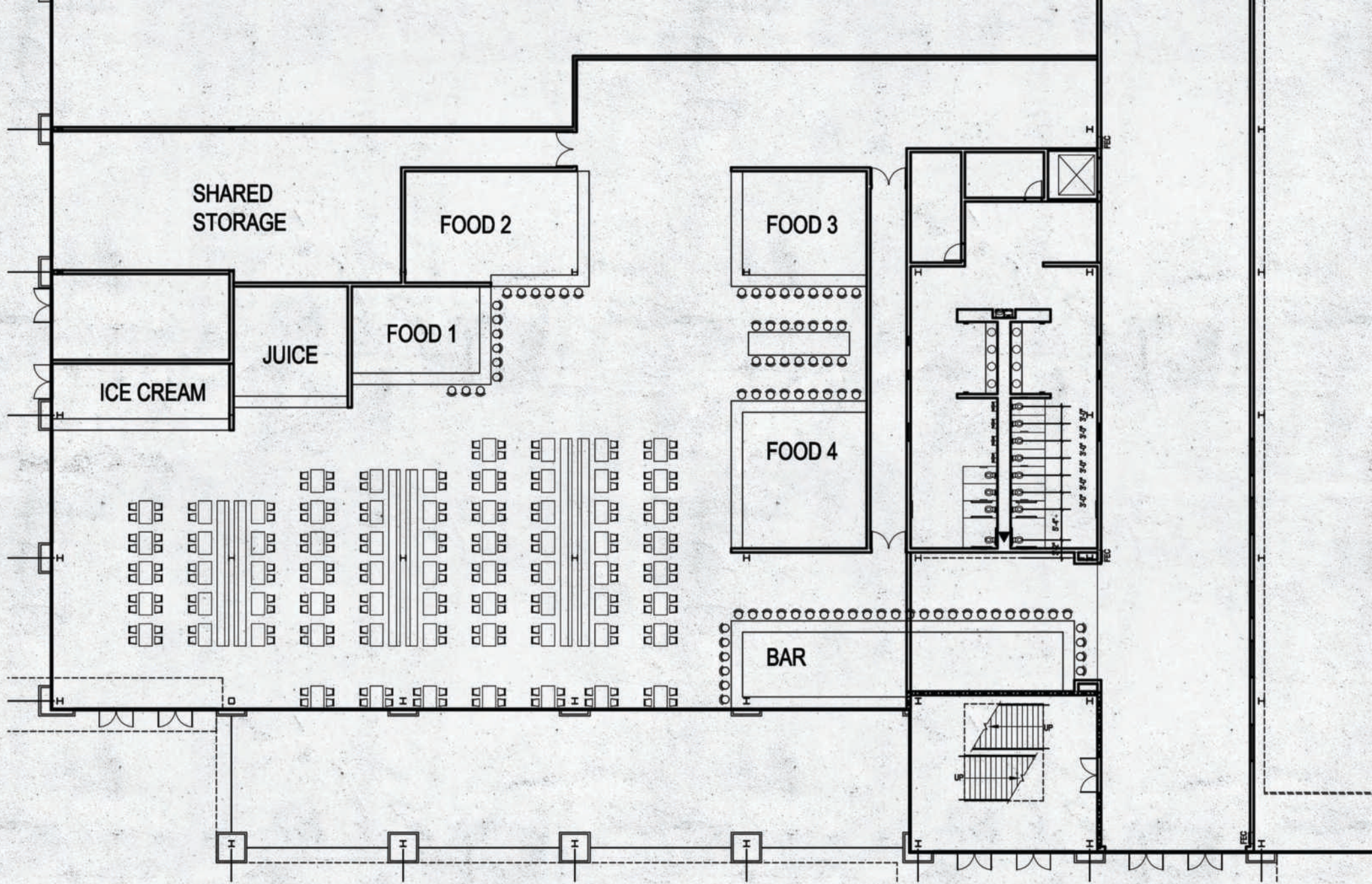
18,000 - 24,000 SQ FT

Private Gym, Family Entertainment, Active Play

- COMMON AREA
- LEASED
- EXECUTED LOI
- AVAILABLE FOR LEASE

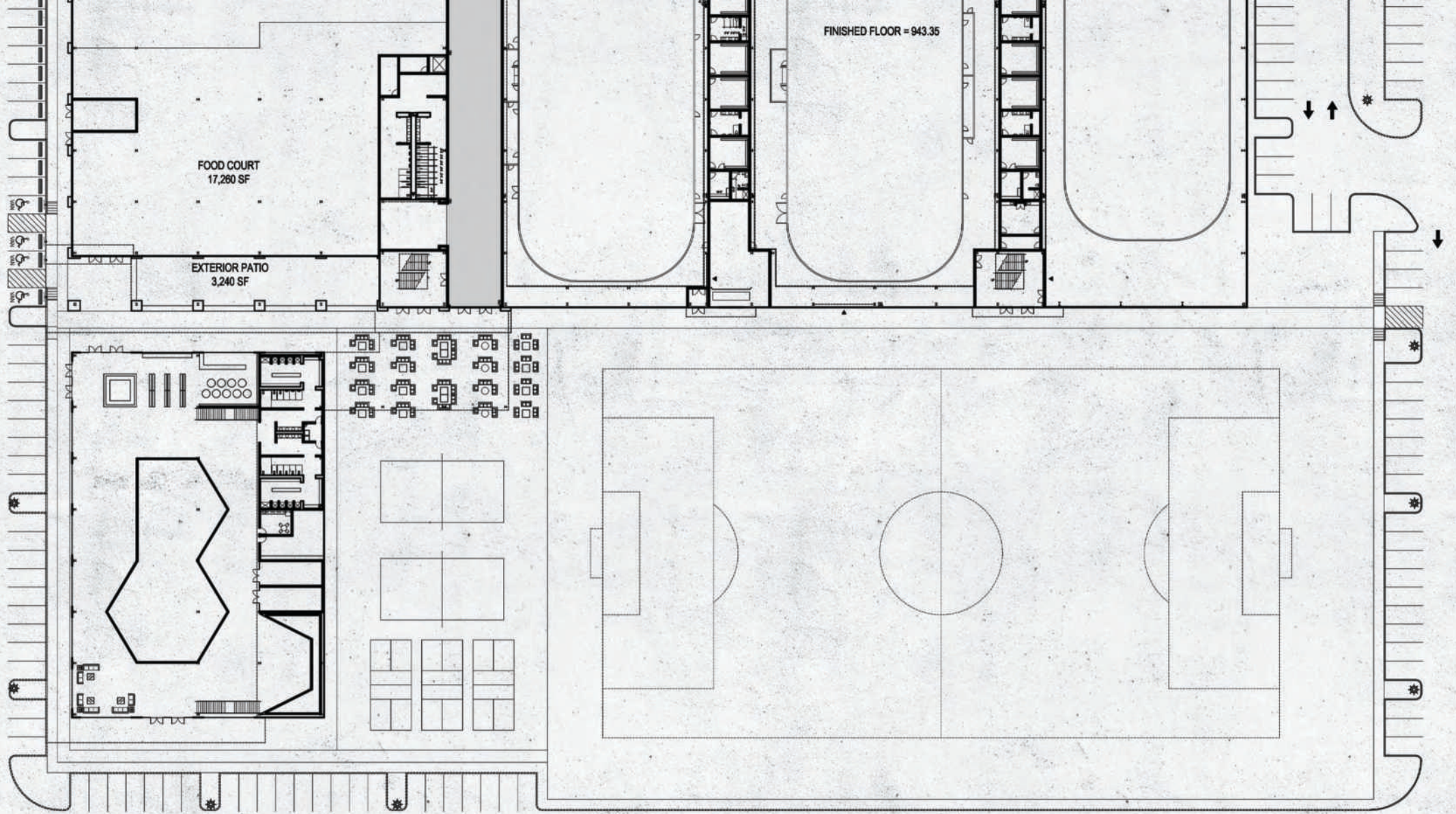


CROSSOVER COURT EATERY





OUTDOOR VENUE



Bar + Pickle Ball + Live Music Arena +
Sand Volleyball + Fire Pits

CROSSOVER WITH US

ERIC PERARDI
PERARDI DEVELOPMENT
(512) 799-7016
ERIC@PERARDIDEV.COM

CONNECT

[@CROSSOVERTX](#)
CROSSOVERTX.COM

VISIT

1717 SCOTTSDALE DR
CEDAR PARK, TX

