THE STAR SHOPPER

A customer base no other project can replicate.



Affluent Families

Frisco, Plano, and North Dallas households



The Fans

Cowboys, Ford Center, and sports-driven visitors



The Weekenders

Dining and entertainment traffic



The 9-to-5

Executives and employees along the Dallas North Tollway



The Out-of-Towners

Omni guests, tourists, and regional visitors

36.7
Average Age

$172K
Average Household Income

44%
More Than 12 Miles Away

1 IN 3
Visitors Stay 2+ Hours