



Table of Contents

| | |
|------------------|----|
| OVERVIEW | 3 |
| DEEP ELLUM LOCAL | 5 |
| CASE STUDY | 8 |
| LOCATION | 10 |
| ELM STREET | 16 |
| MAIN STREET | 22 |
| COMMERCE STREET | 42 |
| CANTON STREET | 48 |
| MEET ASANA | 54 |
| GET IN TOUCH | 55 |

We'll start with two words to describe this East Dallas neighborhood: heart and soul.

Deep Ellum knows how to set up a scene, thanks to electrifying street murals, drool-worthy taquerias, and a dedication to interactive art spaces. This entertainment district adjacent to downtown now has all the panache of a youthful neighborhood, with an artistic authenticity and quirkiness deeply rooted in the neighborhood since its days as a jazz and blues mecca in the Roaring 20s.

Residents and visitors alike appreciate the dichotomy of fixtures that live in harmony in Deep Ellum. On the modern, millennial side: walls of succulent planters and a refurbished pink VW van. For the gritty, old-school team: a warehouse basement theater for experimental drama and a dive bar named after a trailer. (We see you, Double Wide).



Meet the Deep Ellum local

Jen is 28 years old; she graduated from UT Austin with a degree in Economics and moved to Dallas right after graduation where she lives in a one bedroom apartment in the city while she saves to buy a place. She's checking in at DFW almost weekly for work these days. As she waits for her flight, she scrolls through social channels like LinkedIn and Instagram before checking how the stock market opened that day. She prefers texting. She can't get enough of hip luxury - brands that are smart, ahead-of-the-curve, and environmentally friendly. She shops at Whole Foods and Trader Joe's. She practices hot yoga twice a week and does her long runs on early, warm, Saturday mornings. She loves a cold beer and good, local, live music in a tucked away venue that needs no advertising. Jen is Deep Ellum.



By The Numbers

POPULATION DENSITY

5,455

MEDIAN AGE

36

AVERAGE HH INCOME

\$94,276

WALK SCORE

79

VISITORS

3.4 million
per year

TRAFFIC

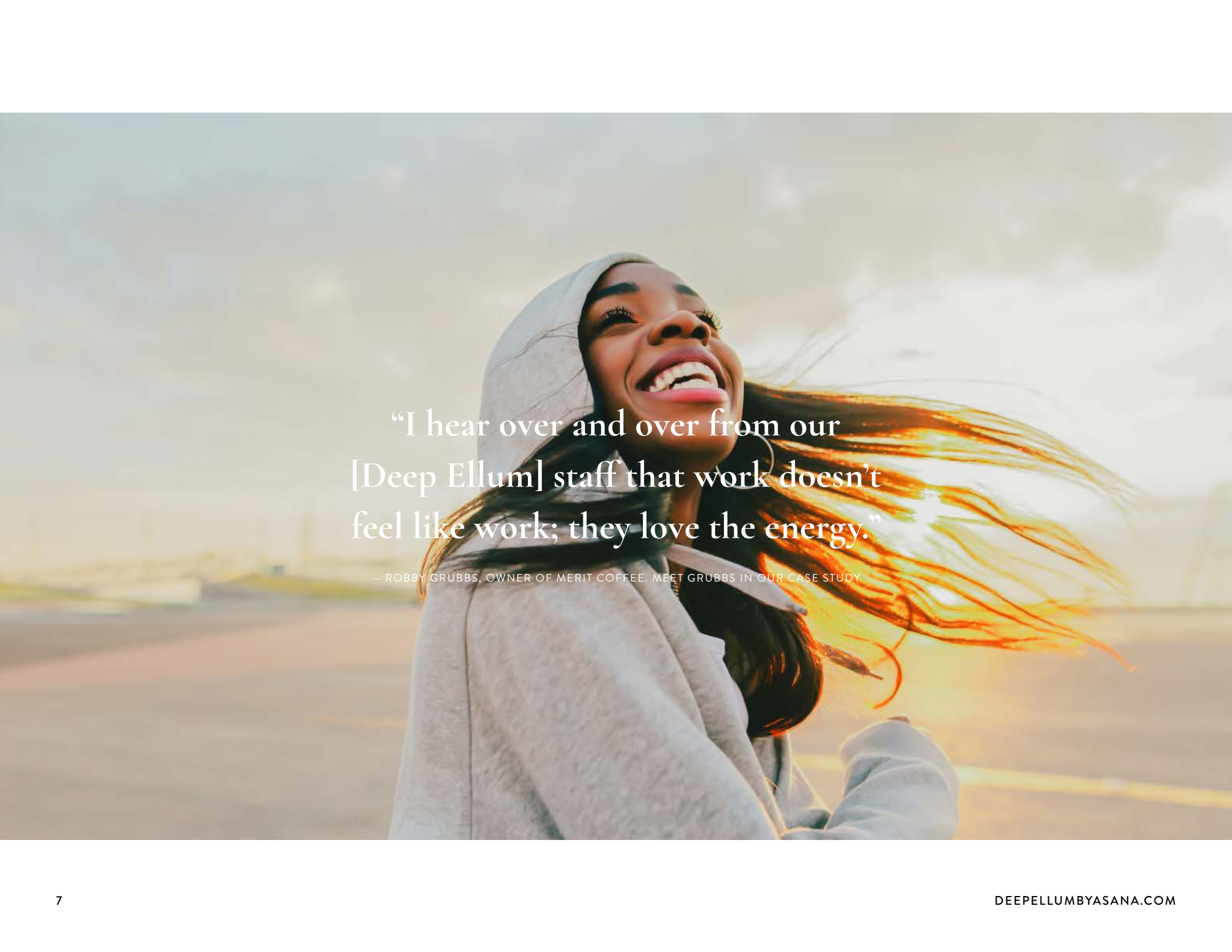
65% local
35% visitor

UNIQUE STOREFRONTS

56

TOTAL GLA

236,324
square feet



“I hear over and over from our
[Deep Ellum] staff that work doesn’t
feel like work; they love the energy.”

— ROBBY GRUBBS, OWNER OF MERIT COFFEE. MEET GRUBBS IN OUR CASE STUDY

Case Study

Merit Coffee was thriving thanks to a successful launch within their home base of San Antonio, enjoying both their cafe business and a roasting operation.

But when you've got something good brewing, you're ready to pour a second cup. Merit's owners were looking for strategic ways to expand into other markets - namely a fast-growing, modern metropolis and the third largest market in Texas - Dallas.

With its soulful, authentic, creative edge, the Deep Ellum entertainment district in East Dallas felt like the right fit for the brand.

Asana Partners saw potential from the beginning. Not just in the Merit Coffee business, but in the brand's people and the process. In March 2019, Merit Coffee opened a 1,800 square foot space in the Deep Ellum neighborhood. It is the brand's first Dallas location as well as the first location with a "Coffee Lab" used to educate staff, engage customers, demonstrate products, and train on wholesale product distributions. In an area known for

its nightlife, Asana saw an opportunity for Merit Coffee to stand out and engage a crucial cross-section of the population in and around Dallas.

The location was Merit Coffee's gateway into the Dallas market as well as an opportunity to engage a crucial cross-section of the population for this thriving city. More importantly though - the energy. "I hear over and over from our staff that work doesn't feel like work; they love the energy," says Robby Grubbs, Owner of Merit Coffee.

The partnership between Asana Partners and Merit Coffee is producing results - and connection - for all the right reasons.

"We couldn't be more pleased," says Grubbs. "Asana Partners is a big part of that; we had a lot of faith in their commitment to do things right. What was faith is now a reality."

Robby Grubbs

Owner, Merit Coffee

Asana Partners Retail Partner

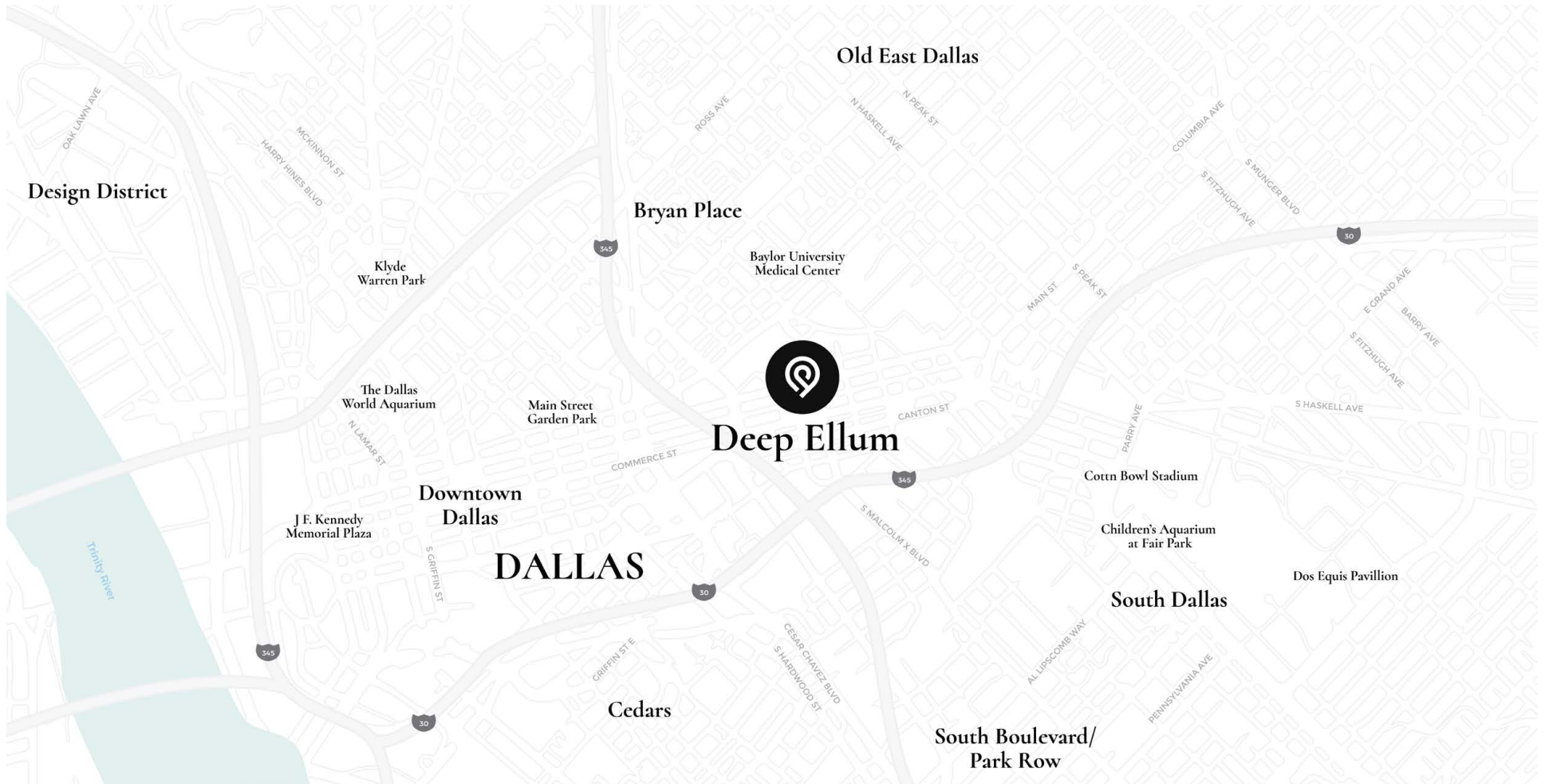


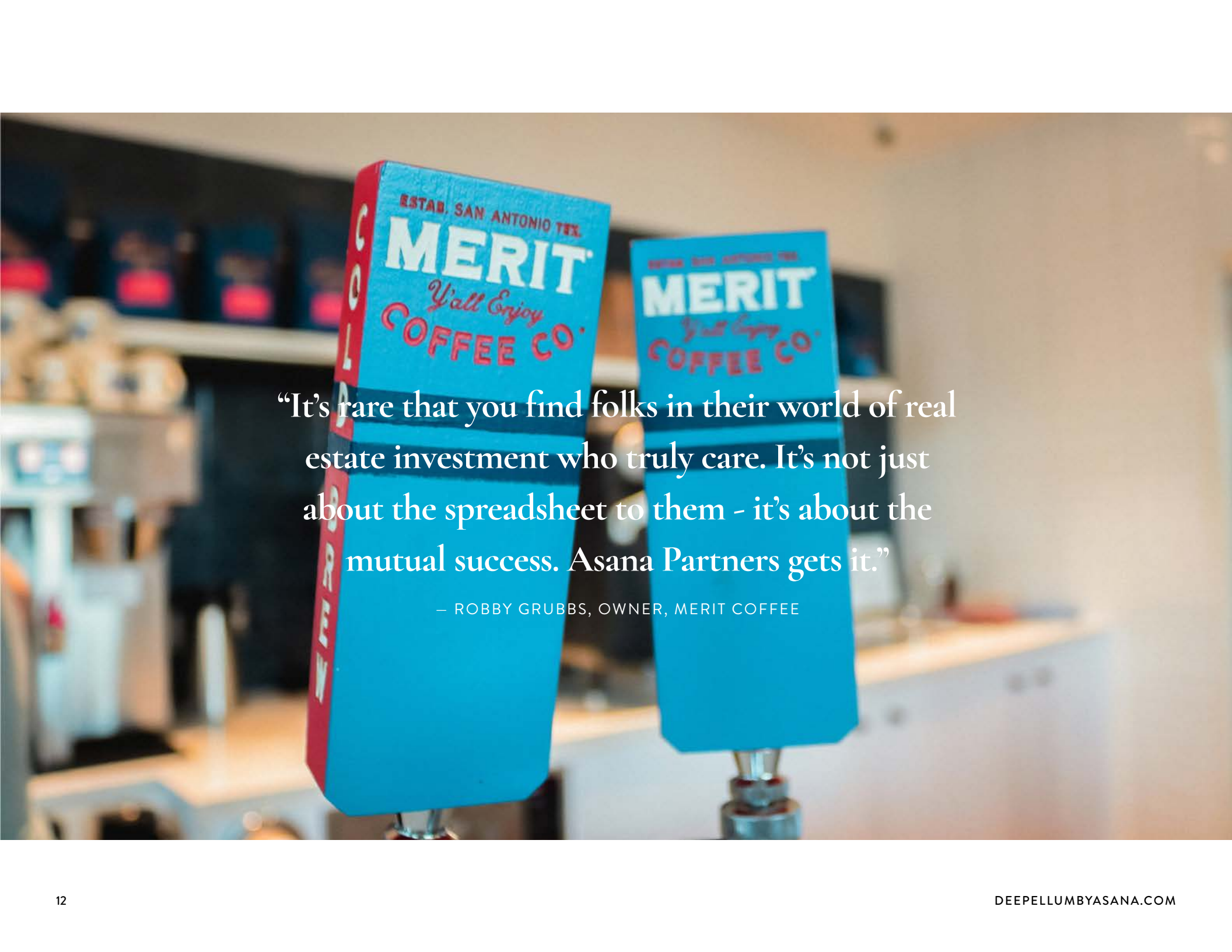
A wide-angle photograph of a city skyline at sunset. In the foreground, a large, dark, corrugated metal roof of a building stretches across the frame. Several small, light-colored structures, possibly HVAC units or vents, are visible on the roof. In the background, a dense cluster of skyscrapers and buildings rises against a hazy, orange-tinted sky. The sun is low on the horizon, creating a warm, golden glow over the entire scene. The text "Get centered." is superimposed in the upper center of the image.

Get centered.

OUR LOCATION

Deep Ellum is a niche in the Dallas scene for our unique, gritty, and new-to-market tenants.

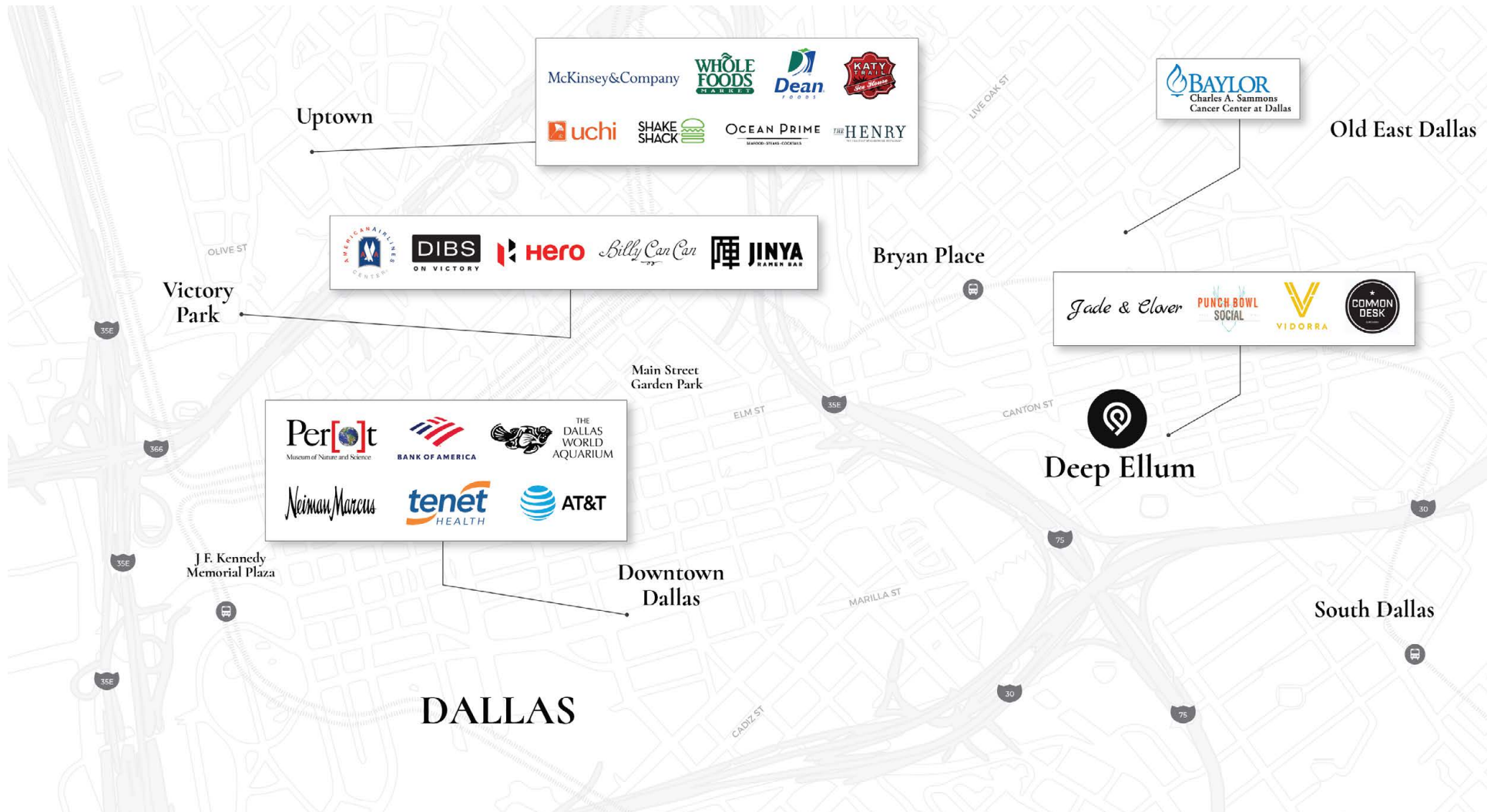


The background image shows two beer taps in a coffee shop. The taps are blue with red text that reads 'MERIT COFFEE CO.' and 'Y'all Enjoy'. Above the main text, it says 'ESTAB. SAN ANTONIO TEX.'. The taps are set against a blurred background of a coffee shop interior with shelves and equipment.

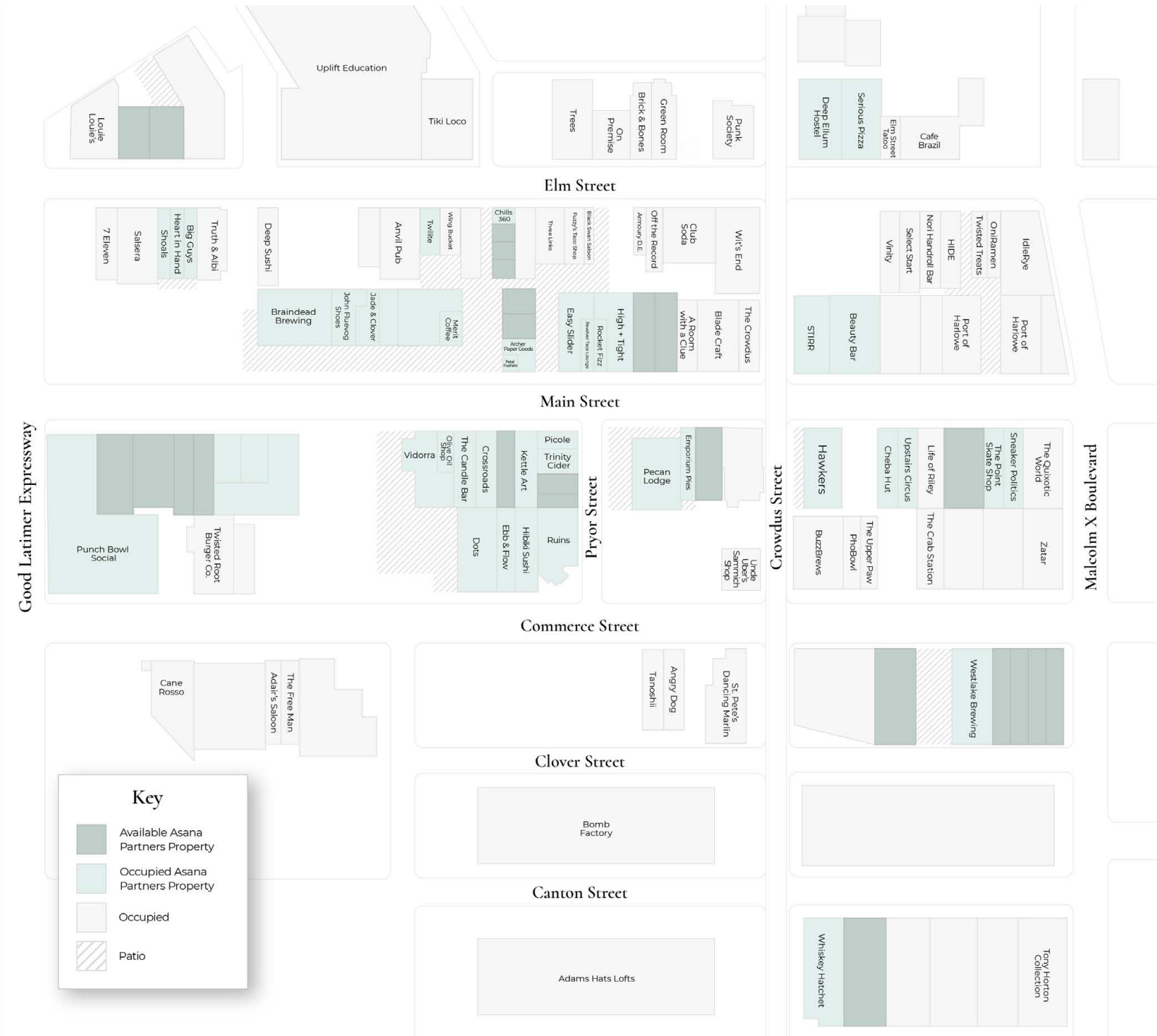
“It’s rare that you find folks in their world of real estate investment who truly care. It’s not just about the spreadsheet to them - it’s about the mutual success. Asana Partners gets it.”

— ROBBY GRUBBS, OWNER, MERIT COFFEE

The Neighborhood







Elm Street

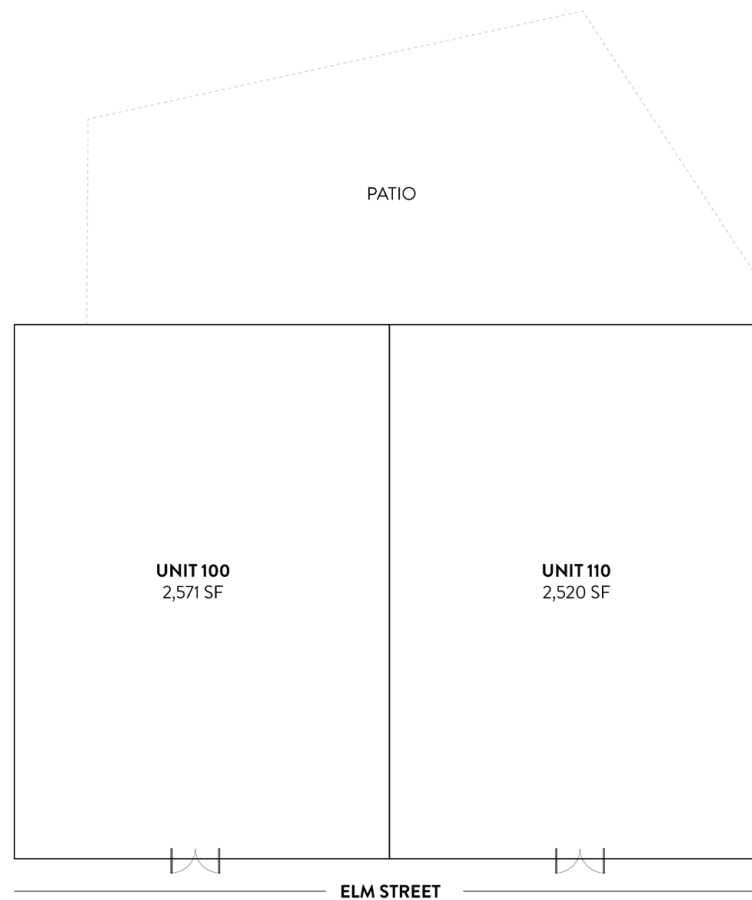




2609 Elm Street



2609 Elm Street



FIRST FLOOR

UNIT 100 - 2,571 SF

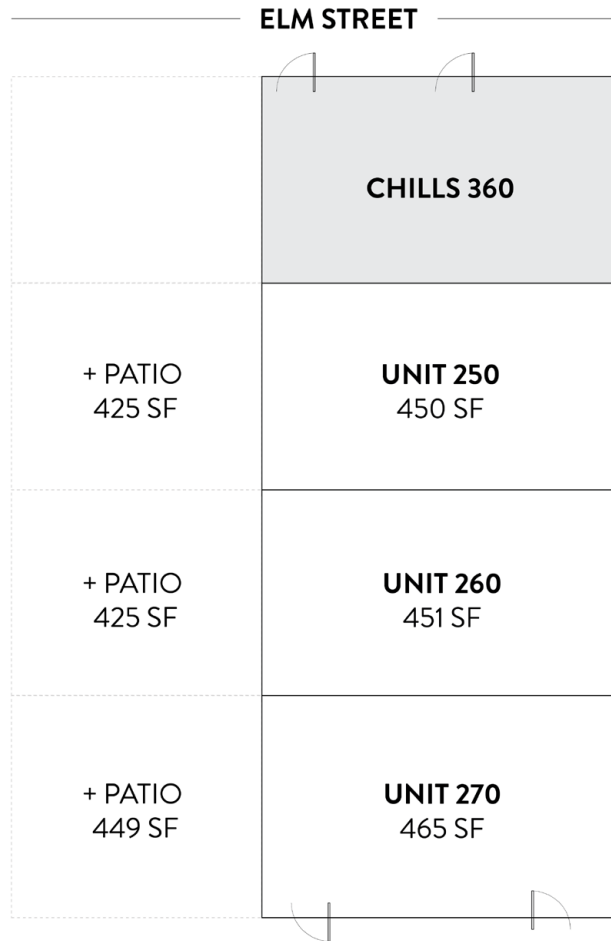
UNIT 110 - 2,520 SF



2646 Elm Street



2646 Elm Street



UNITS 250, 260 AND 270


UNIT 250 - 450 SF + 425 SF PATIO

UNIT 260 - 451 SF + 425 SF PATIO

UNIT 270 - 465 SF + 449 SF PATIO

16FT CLEAR HEIGHTS

22' PLAZA FRONTAGE

A close-up, profile view of a woman with long, dark, curly hair. She is smiling broadly, showing her teeth. The background is blurred, showing hints of green and pink. The text is overlaid on the image in a white serif font.

“Deep Ellum changed the face of not only our day to day business, but also the trajectory of our brand.”

— ASANA RETAILER

Main Street

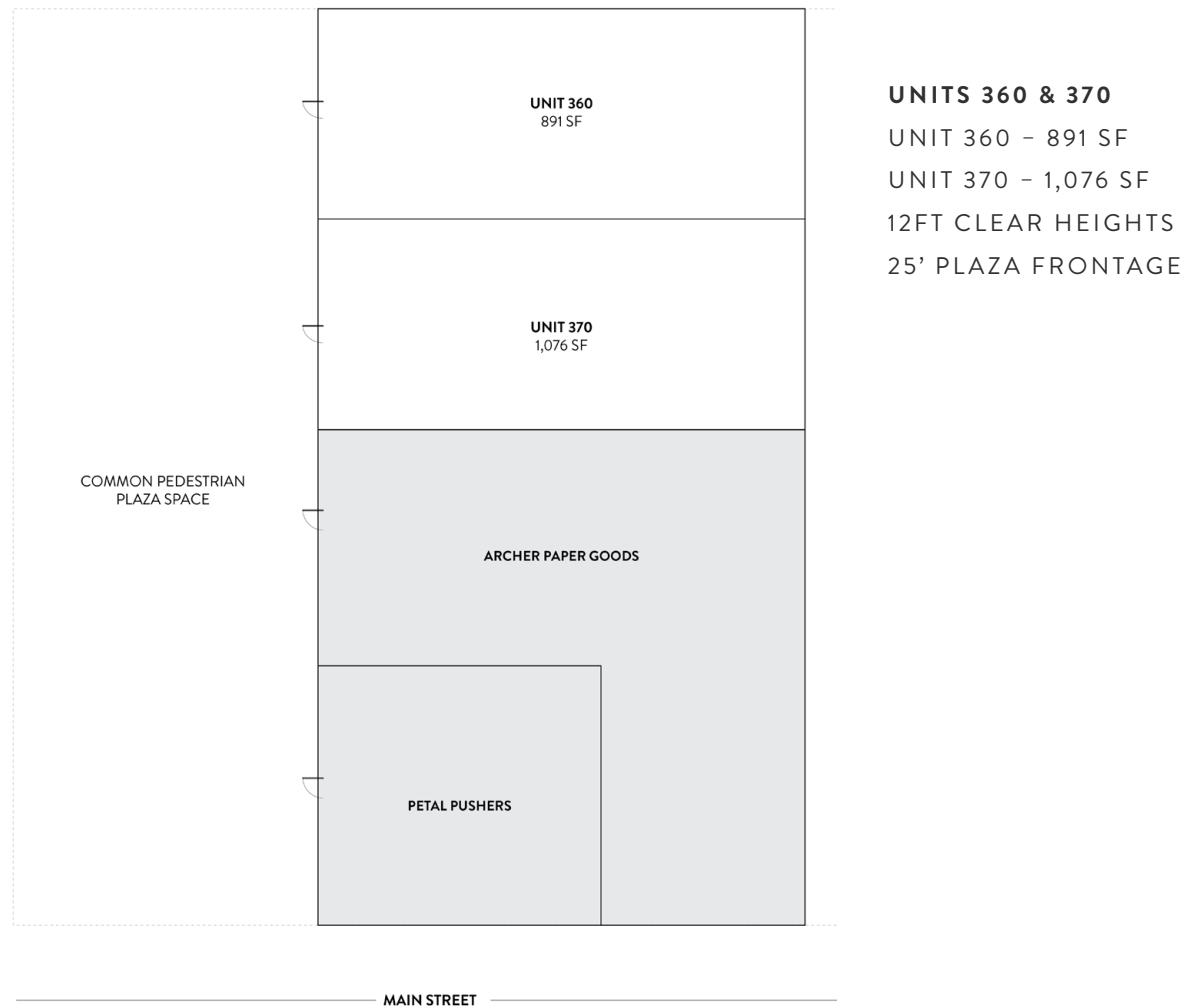




2649 Main Street



2649 Main Street

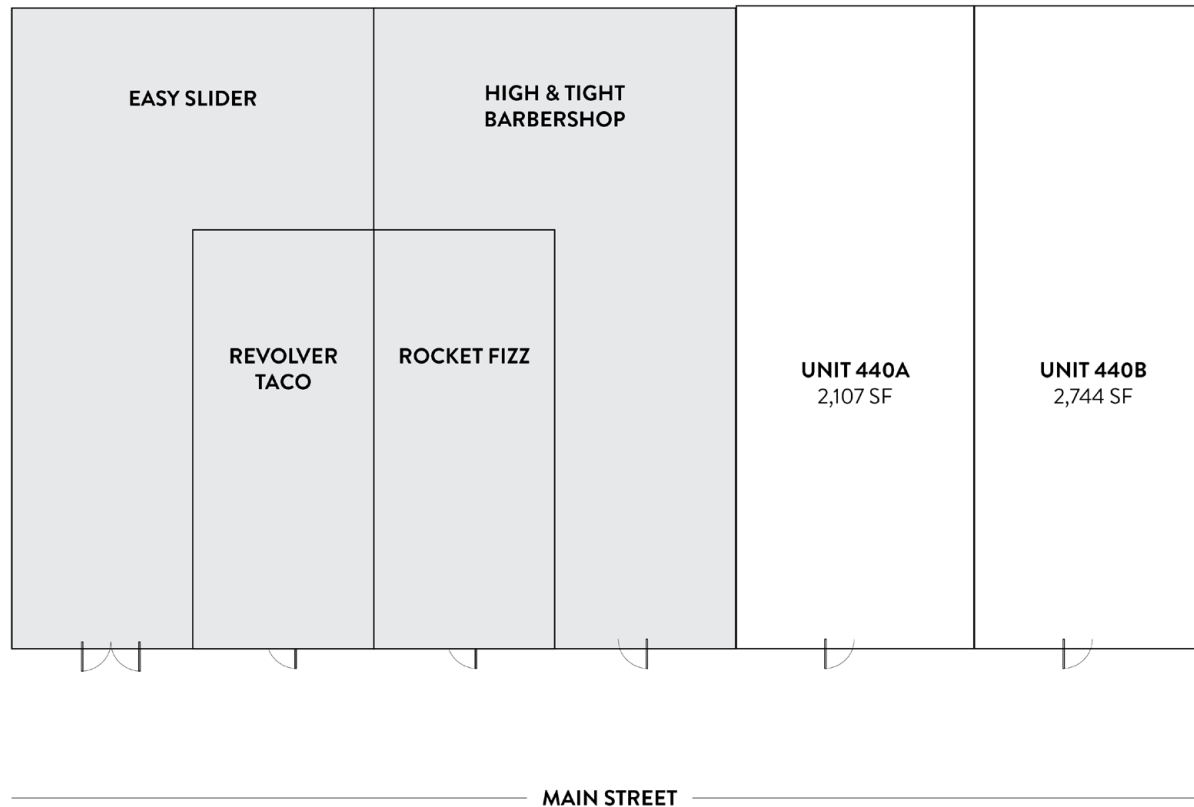




2707 Main Street



2707 Main Street



UNITS 440A & 440B

UNIT 440A - 2,107 SF

UNIT 440B - 2,744 SF

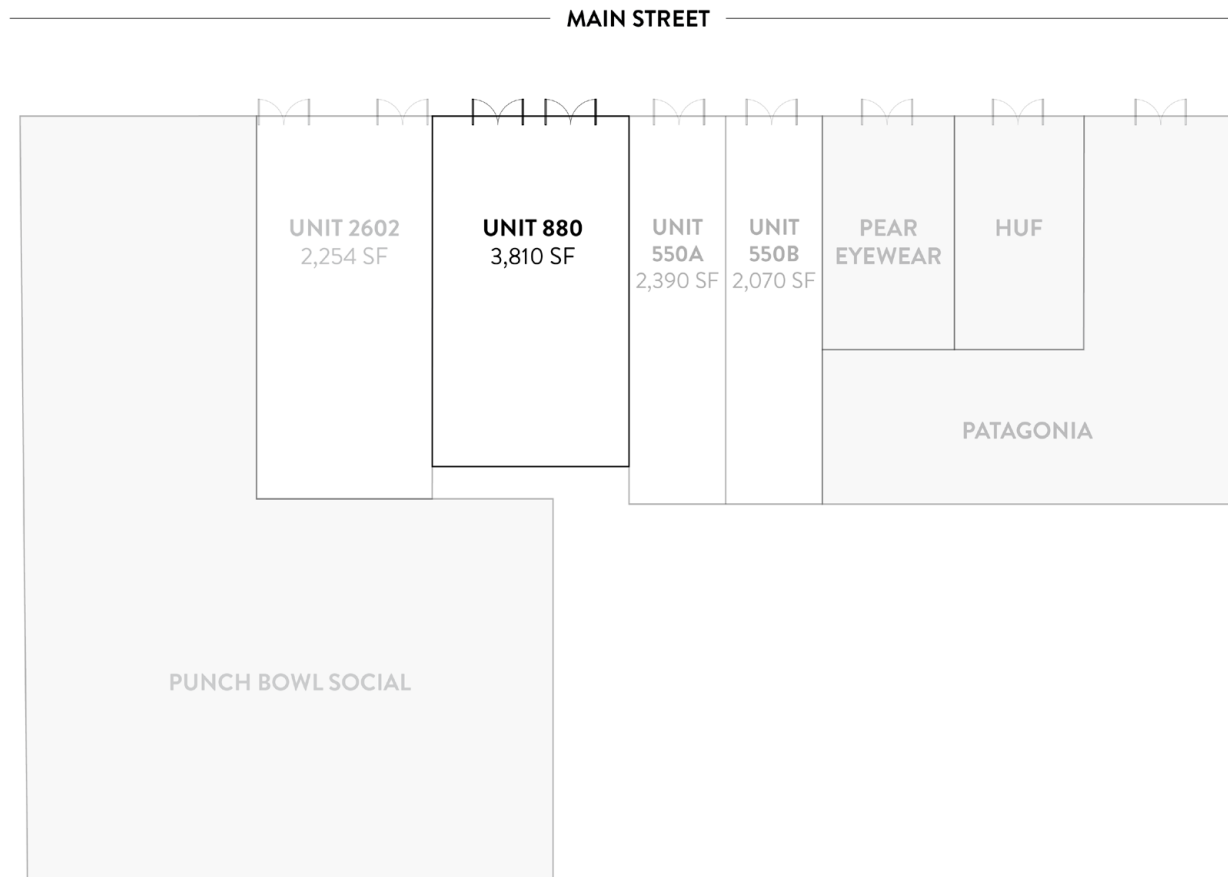
MAIN STREET FRONTAGE



2614 Main Street



2614 Main Street



UNIT 880

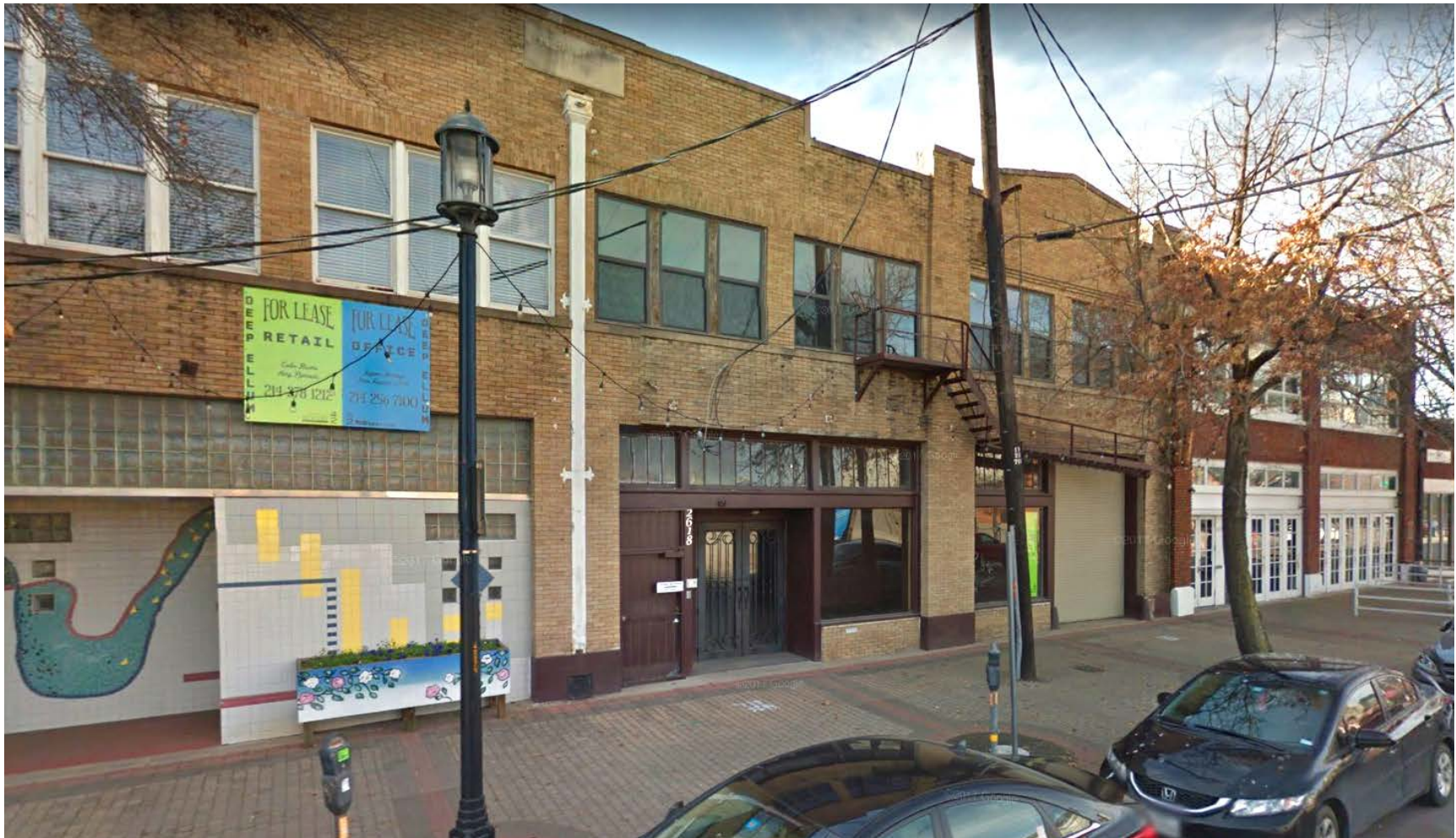
GROUND FLOOR - 3,925 SF

SECOND FLOOR - 3,925 SF

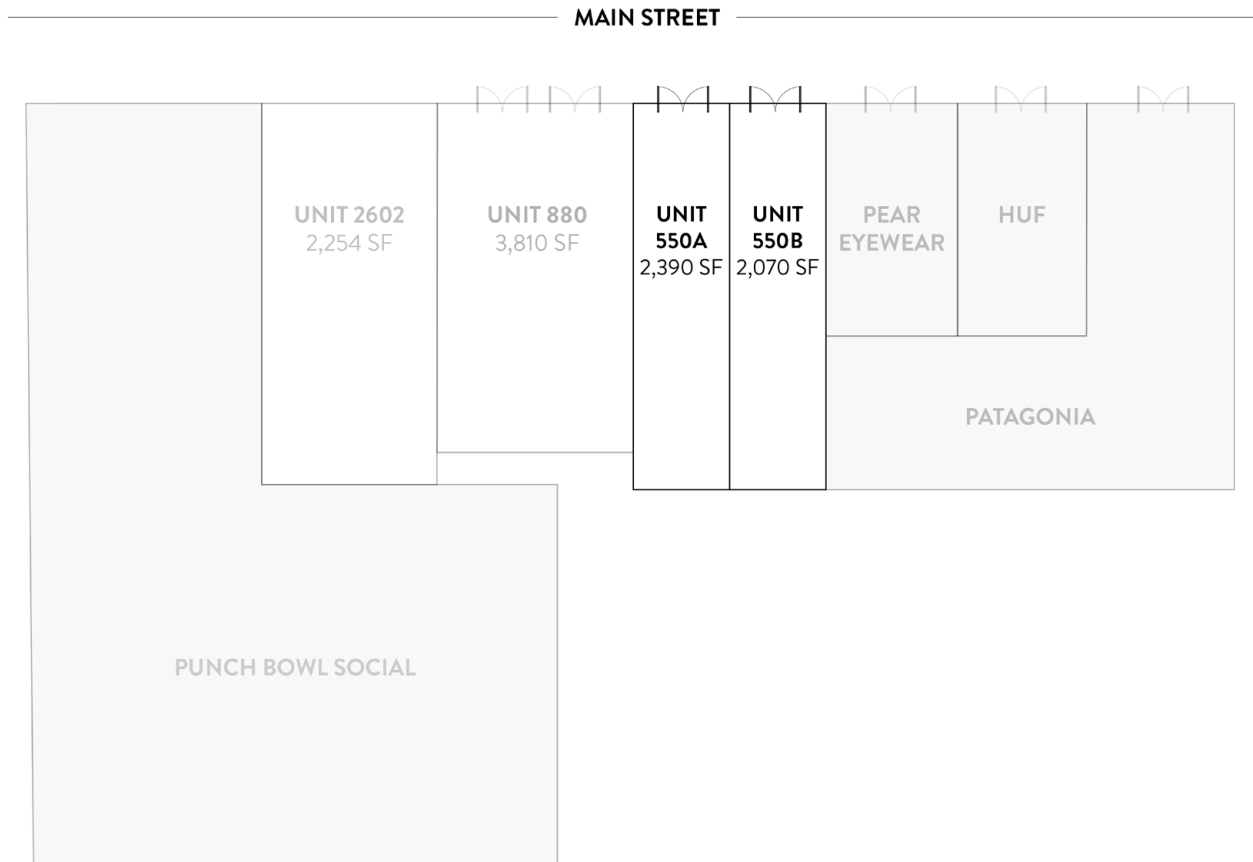
STREET LEVEL PATIO



2618 Main Street



2618 Main Street



UNIT 550

4,995 SF

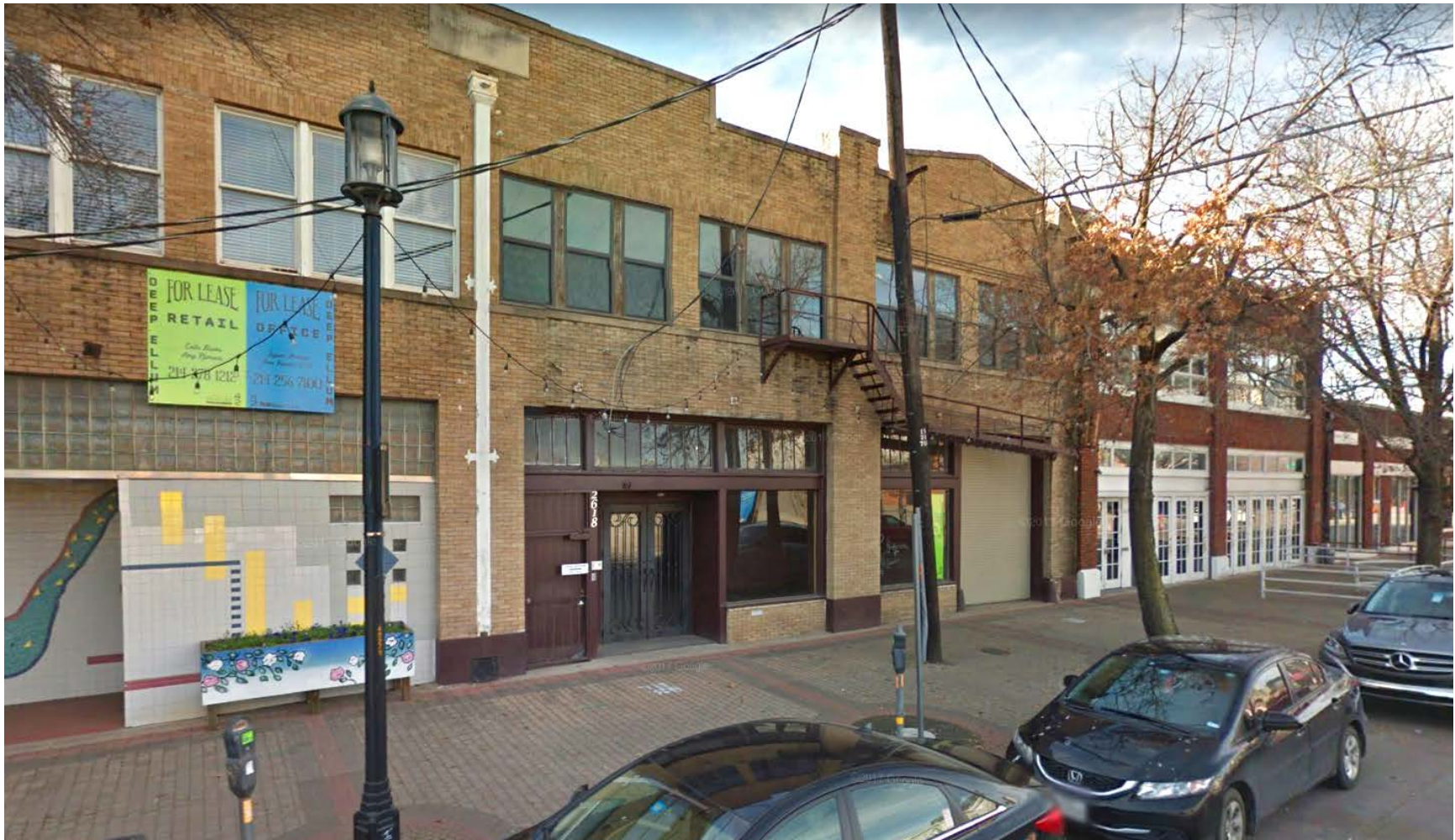
12FT CLEAR HEIGHTS

50'6" MAIN ST FRONTAGE

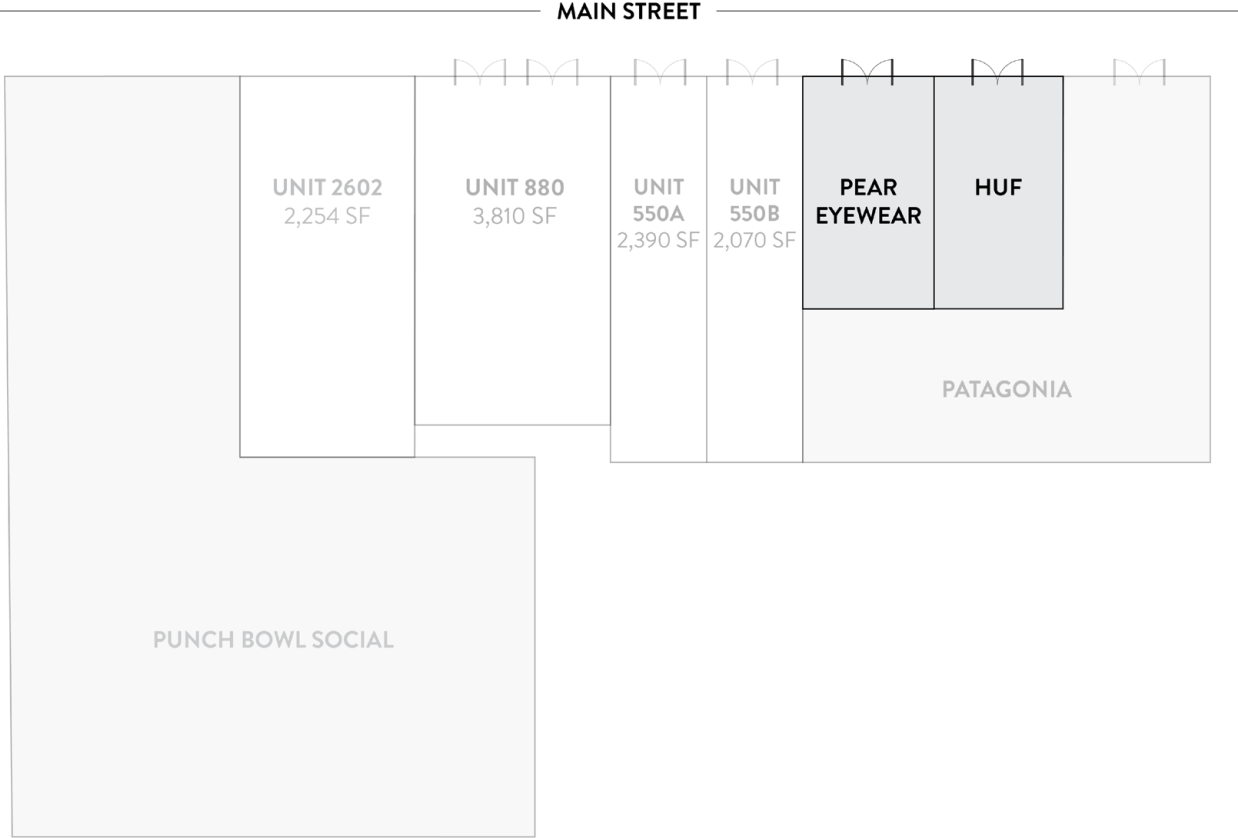
RED BULL OFFICE IS UPSTAIRS TENANT



2620 Main Street



2620 Main Street

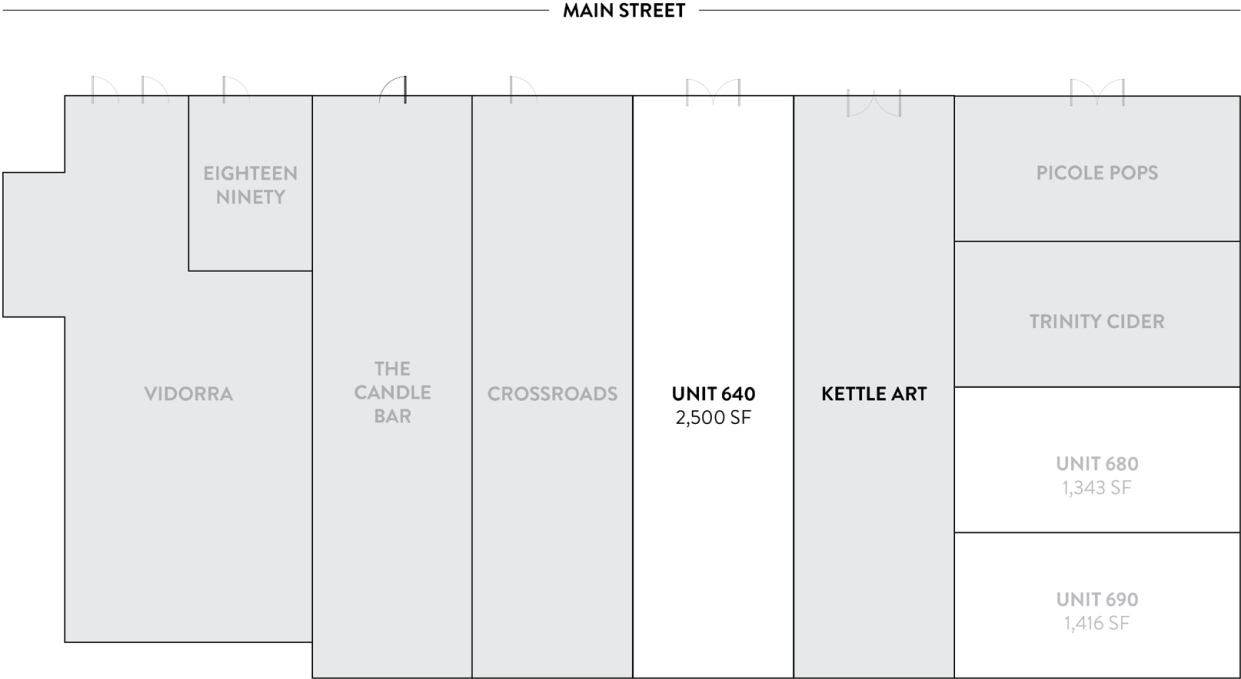




2650 Main Street



2650 Main Street



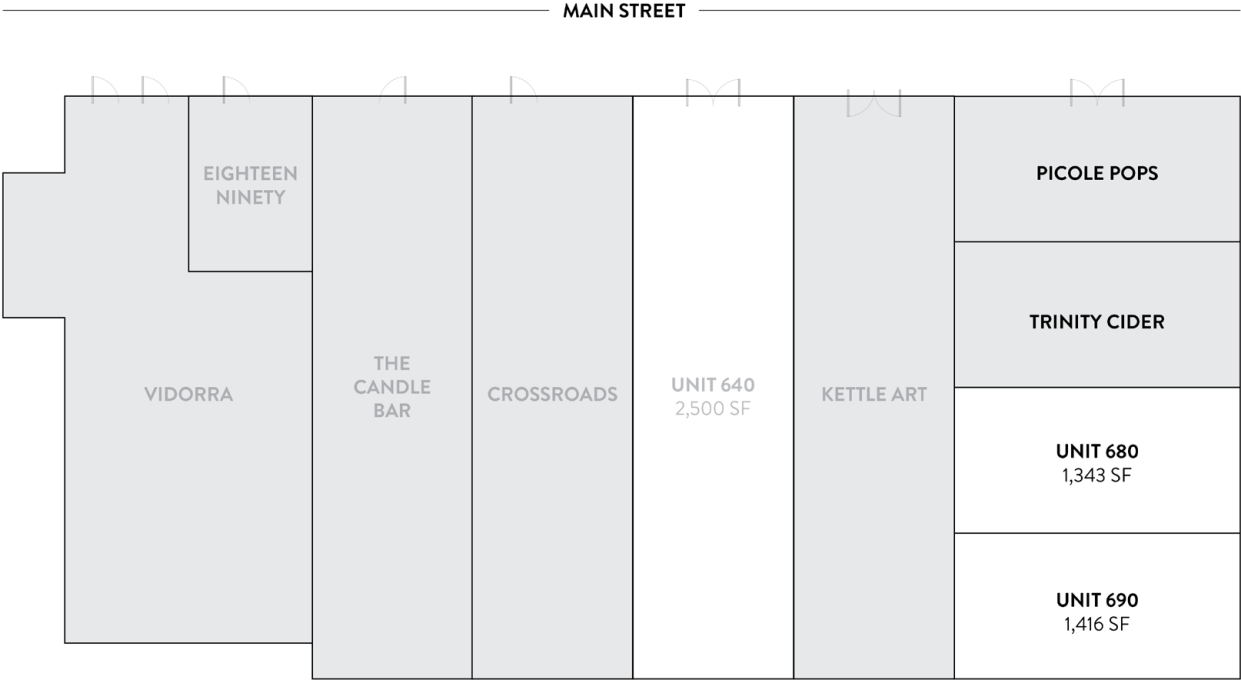
UNIT 620
2,500 SF
13FT CLEAR HEIGHTS



2656 Main Street



2656 Main Street



UNITS 680 – 1,343 SF
UNIT 690 – 1,416 SF

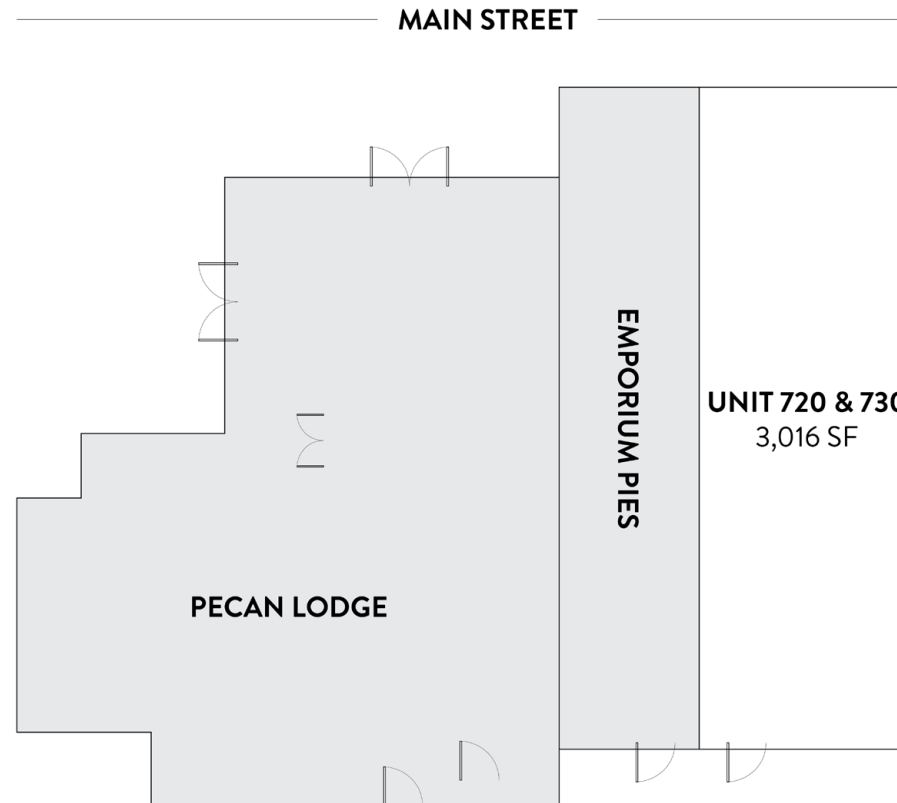
13FT CLEAR HEIGHTS



2708 Main Street



2708 Main Street



UNITS 720 & 730

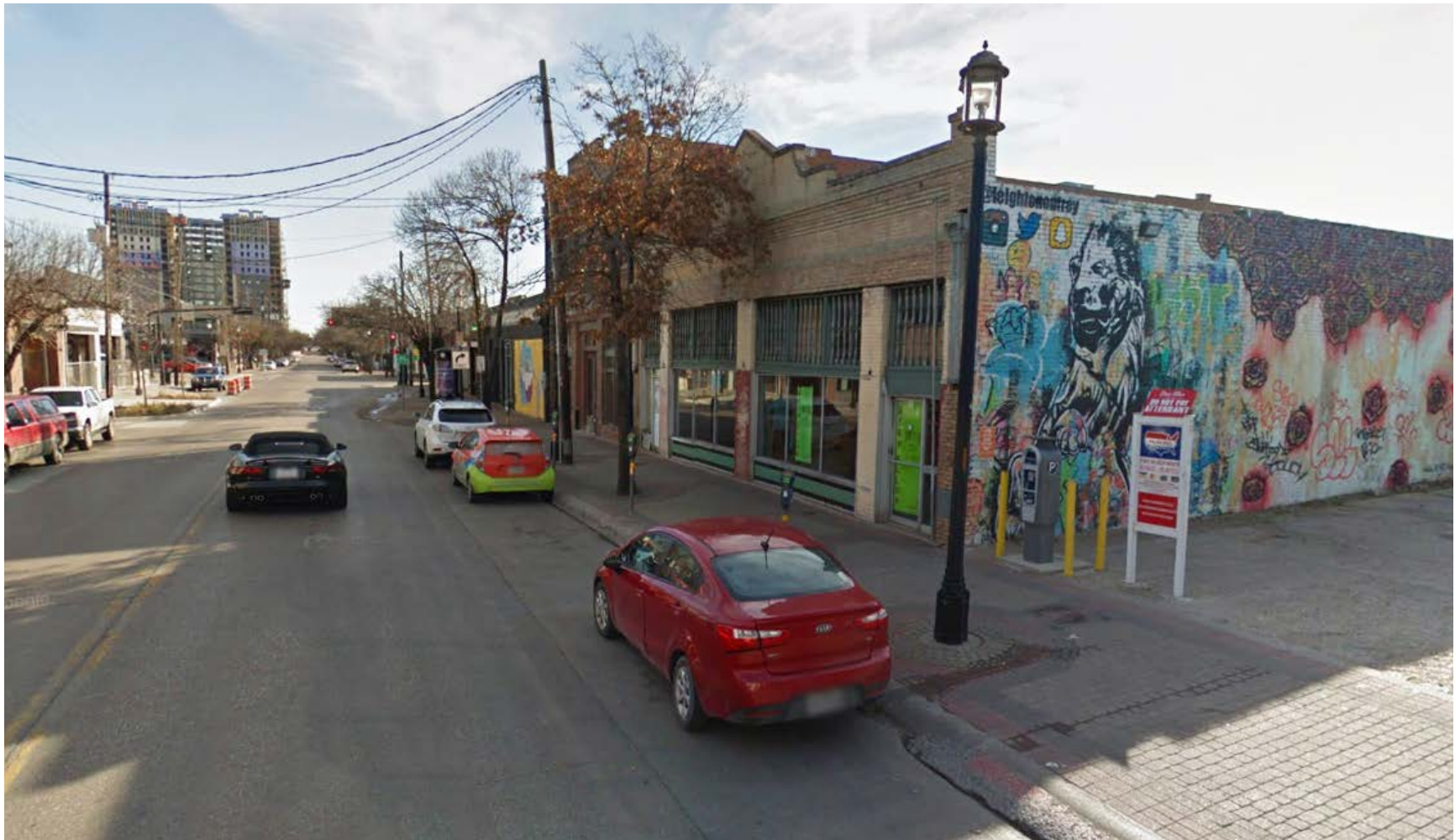
3,016 SF

10FT CLEAR HEIGHTS

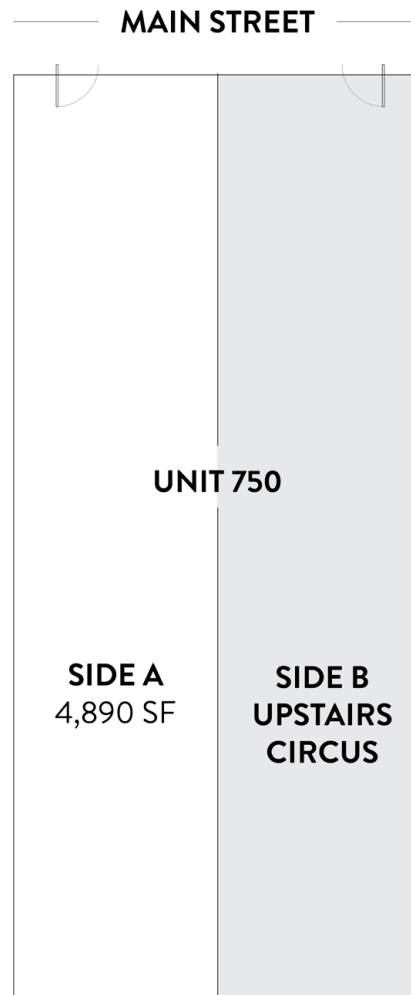
33' MAIN STREET FRONTAGE



2810 Main Street



2810 Main Street



UNIT 750

SIDE A - 4,890 SF

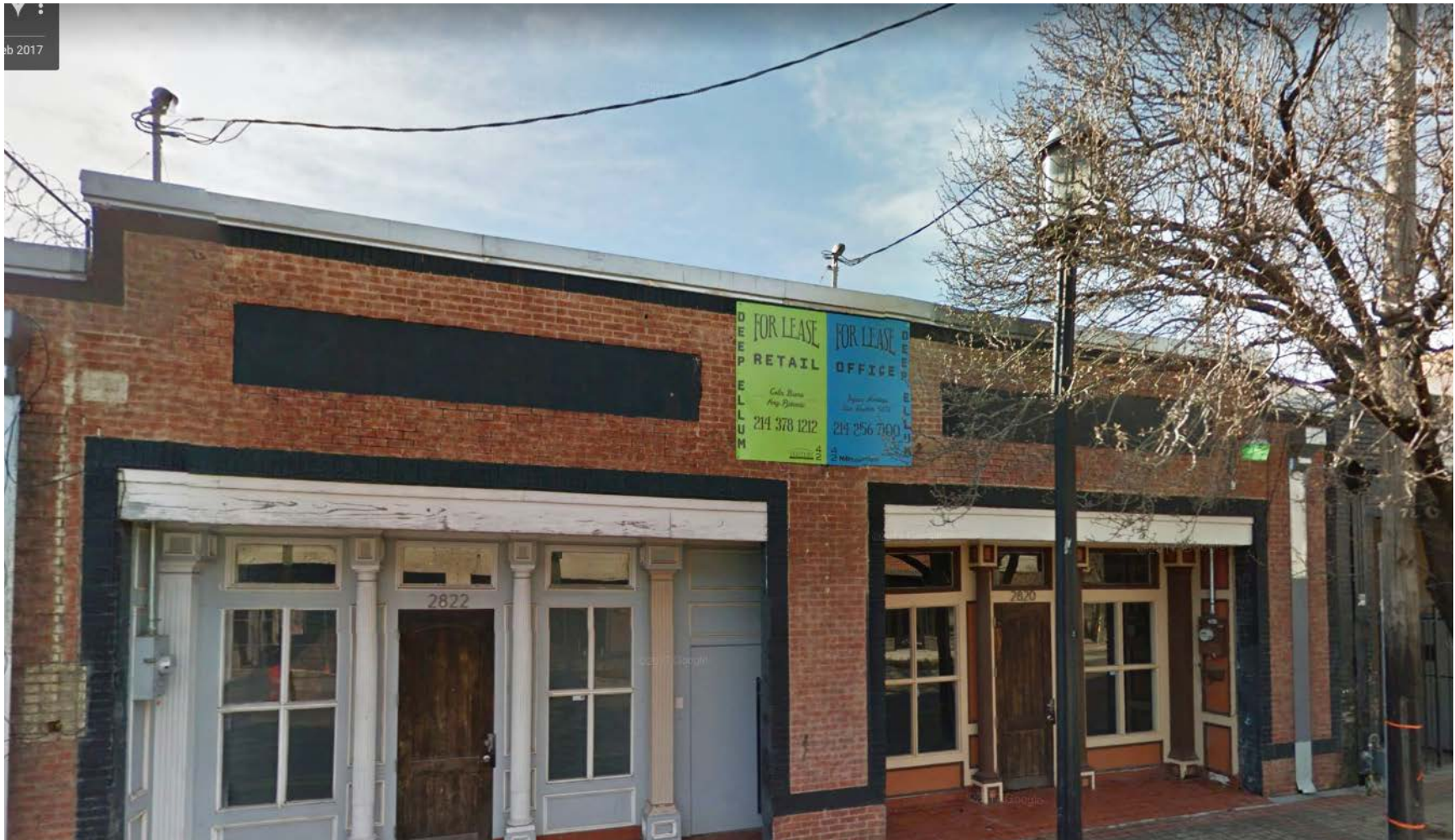
SIDE B - UPSTAIRS CIRCUS

14FT CLEAR HEIGHTS

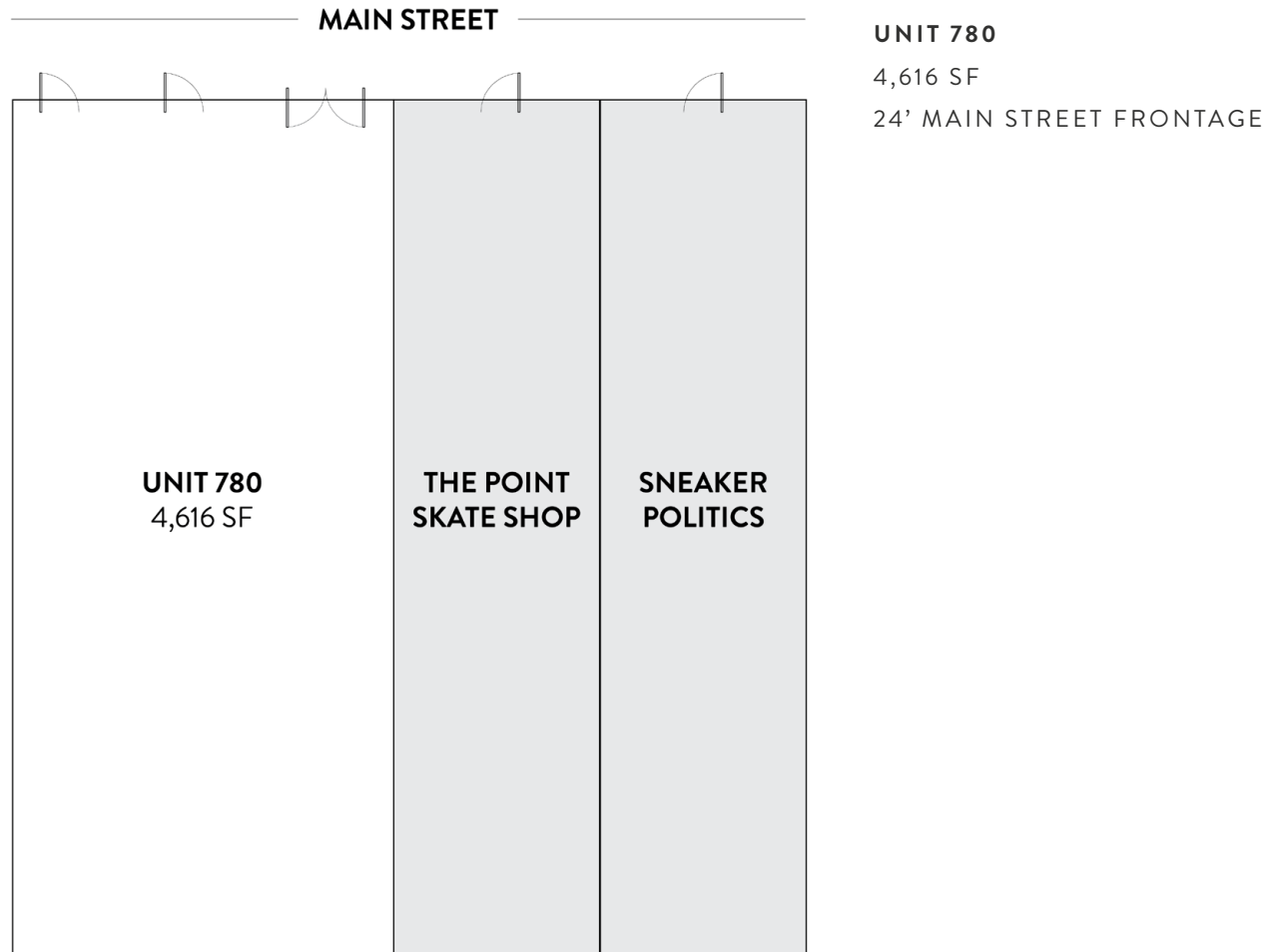
50' MAIN STREET FRONTAGE



2816 Main Street



2816 Main Street





Commerce Street





2808 Commerce Street



2808 Commerce Street



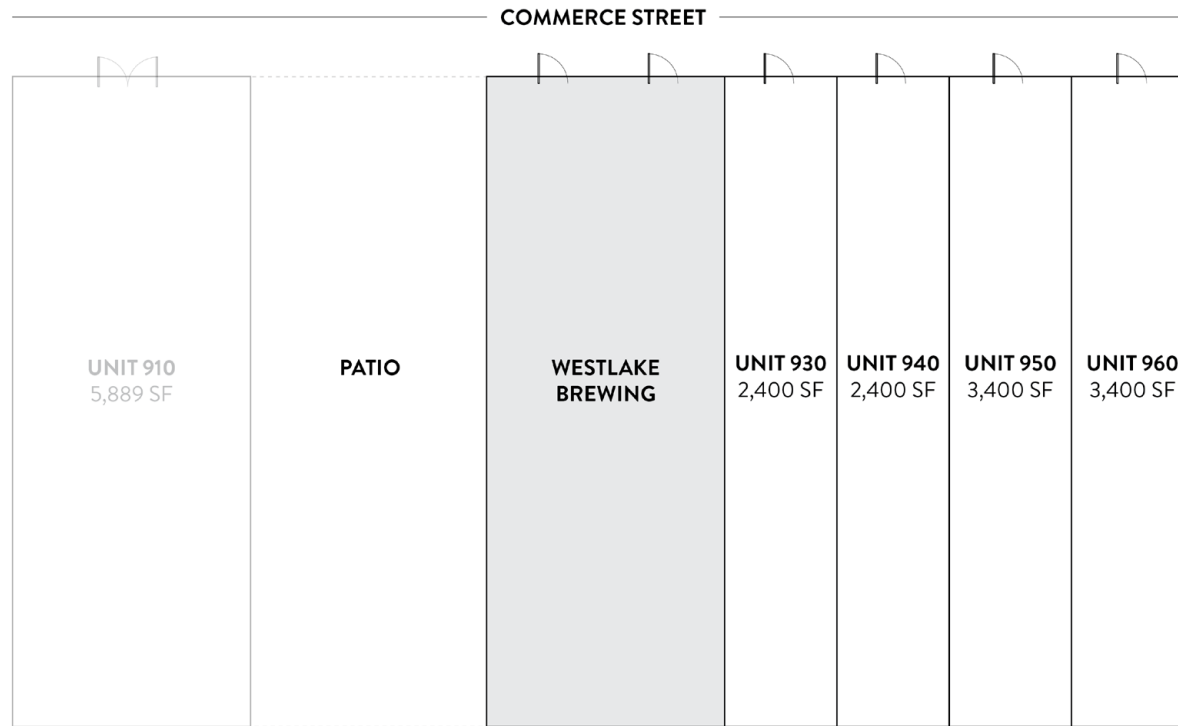
UNIT 910
5,889 SF
GREAT CLEAR HEIGHT



2822 Commerce Street



2822 Commerce Street



UNITS 930, 940, 950, & 960

DEMISABLE SPACE

UNITS 930 & 940: 2,400 SF/EA

UNITS 950 & 960: 3,400 SF/EA

GREAT CLEAR HEIGHT



Canton Street

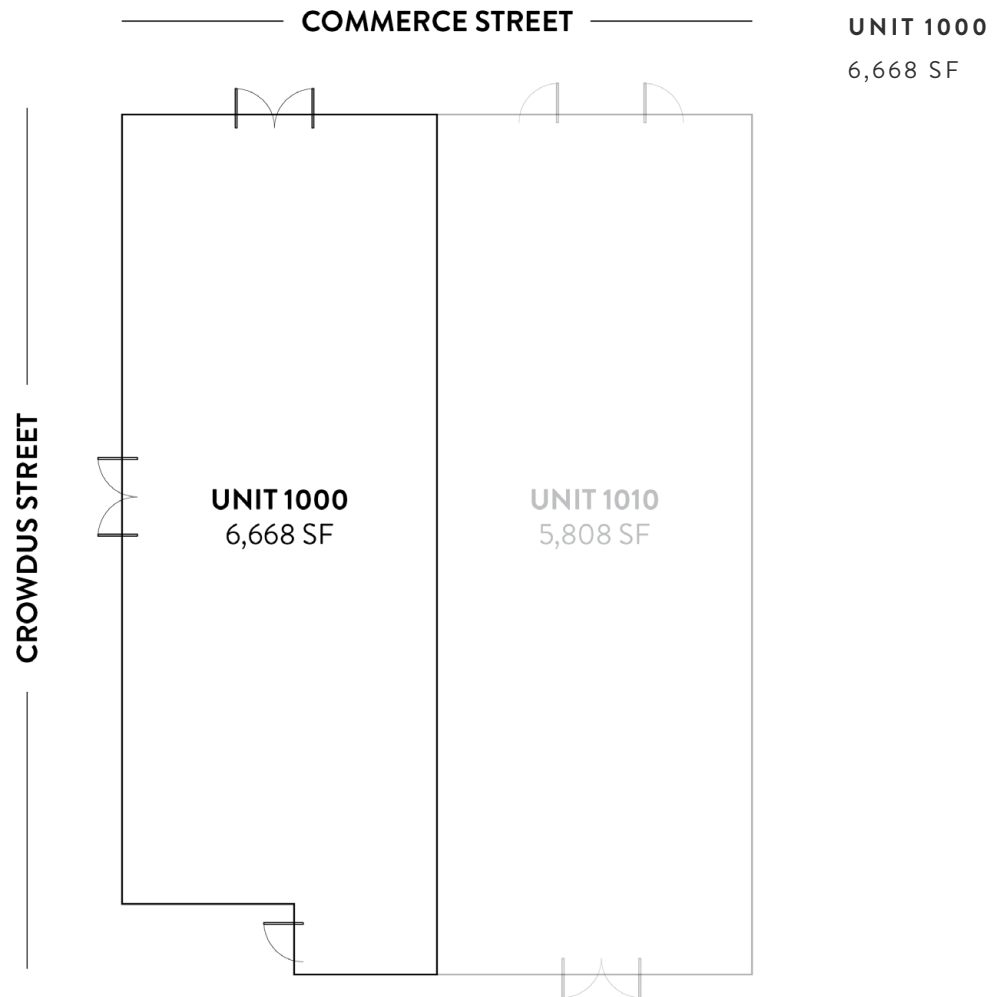




2800 Canton Street



2800 Canton Street

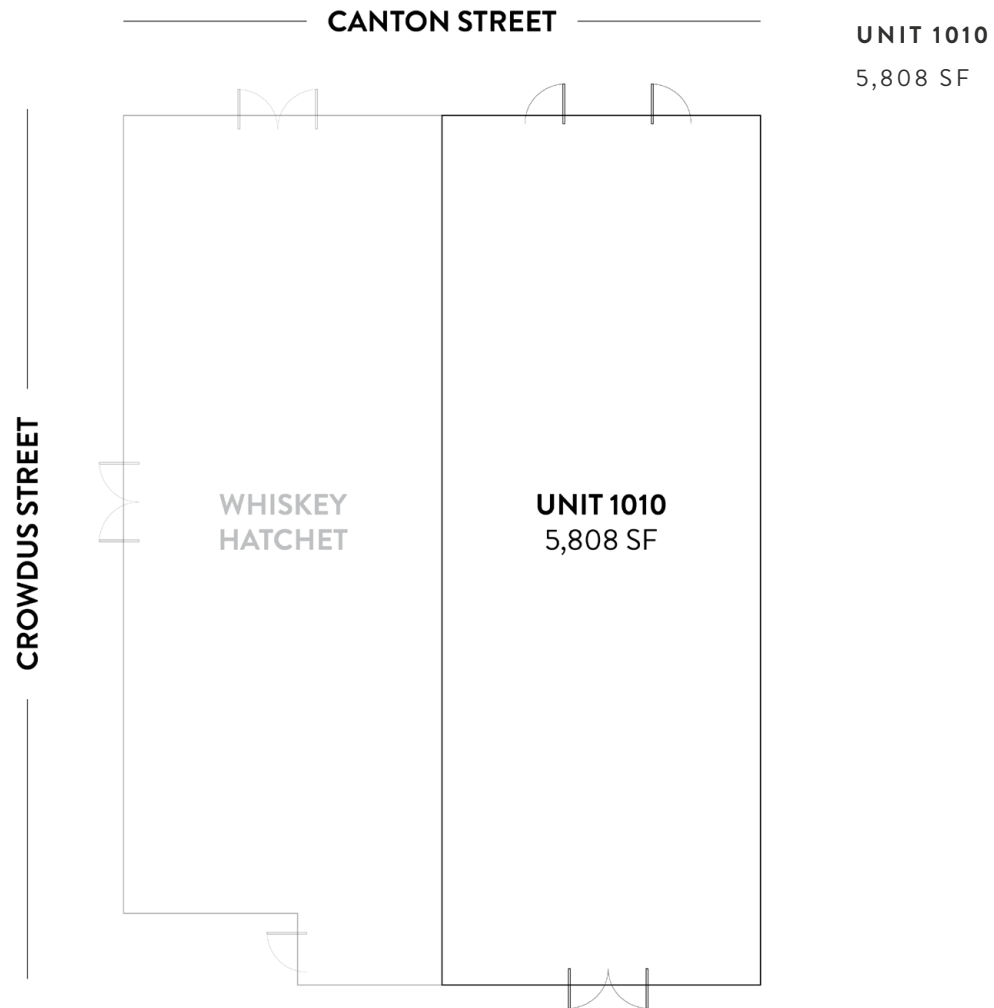




2806 Canton Street



2806 Canton Street



Meet Asana



We're Asana Partners. We create real estate value by serving as transparent, honest, and accountable agents of change and drivers of innovation.

Here's how we do that:

WE STAY AHEAD OF THE CURVE.

We target dynamic and vibrant growth-oriented U.S. markets that attract people and personalities with high levels of education and household income who crave a high quality, luxury, and early adopter experience.

WE BELIEVE IN PEOPLE.

We build teams of experienced operators and collaborators who make things happen; we're talking people we trust who execute asset-level business plans with accountability, precision, and a spark of ingenuity.

WE ARE LEADERS IN EFFICIENCY AND INNOVATION.

We don't reinvent the wheel; we invest in proven urban retail corridors that would benefit from our unique and innovative spirit and vision. That agile and forward-thinking approach is grounded in some of the industry's most-qualified real estate experience and financial expertise.

GET IN TOUCH

We'd love to hear from
you, please reach out to
our contacts below.



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