



Date: Monday, March 7, 2011

Who: Downtown Arlington Management Corp.

What: Contracts with Catalyst Consulting + Solutions

Why: Retail Recruitment Strategy
& Implementation Plan

PRESS RELEASE

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Downtown Corp. Partners with Strategic Recruitment Firm

ARLINGTON, TEXAS. The Downtown Arlington Management Corporation (DAMC) board of directors unanimously voted to award Catalyst Consulting + Solutions a contract in the amount of \$47,400 for strategic commercial redevelopment and retail recruitment for downtown Arlington.

“This initiative is the first project that will be funded by the newly formed Downtown Business Improvement District,” said DAMC chairman Bob Johnson. “Working with Catalyst to focus on downtown’s economic development is an appropriate initial investment for DAMC. There’s a lot of excitement going on in downtown and this will strengthen our momentum.”

Catalyst’s first priorities will be to conduct a comprehensive retail market analysis and property assessment, evaluate customer demand, and identify underserved retail opportunities that will have the highest propensity for success.

“Catalyst brings a wealth of knowledge and contacts to us that will be immediately put to work to revitalize downtown and create the vibrant, mixed-use, pedestrian-friendly destination envisioned by the Downtown Master Plan,” Johnson said.

Tenant recruitment of businesses, retailers and restaurants will serve the downtown business community, central Arlington residents and UT Arlington student population, as well as the city’s vibrant tourism economy.

“What sets this firm apart is their implementation plan,” said DAMC president Ken Devero. “After the initial property analysis and tenant profiling, Catalyst will be involved in the procurement and implementation plan of new destination retail development and redevelopment in downtown Arlington.”

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