

# BOARDWALK

## TOWNE LAKE

— O — CYPRESS, TX — O —



**MAKE WAVES WITH YOUR BUSINESS**



# ABOUT BOARDWALK

- Northwest Houston's premier lakeside destination for services, shopping, wellness, & dining
- A waterfront ambiance like no other offering sweeping lake views, live music, & the perfect setting for all of life's events
- Accessible by car, bike, foot, or boat
- Located in Greater Houston Builders Association's Development of the Year, Towne Lake

**WHERE BUSINESS  
MEETS PLEASURE**







# THE DEVELOPER **CALDWELL COMPANIES**

- Founded in 1990
- Family-Owned & Texas-Based
- Commercial & Residential Projects
- Award-Winning Communities
- Exceptional Quality & Unparalleled Lifestyle
- Houston Headquarters Onsite

**DOING IT RIGHT.**

**RIGHT NOW.®**







## BY THE NUMBERS



**3.9 Million Visits**  
Per Year



**616,300+ Customers**  
Per Year



**4,000 Homes**  
with **9,000+ Residents**  
in Towne Lake



**23 Boat Slips**



**36 Businesses**  
Retail • Dining • Health/Fitness



# THE AREA



**285,288**  
Population\*



**99,540**  
Estimated Households\*



**\$109,460**  
Estimated Average HH Income\*

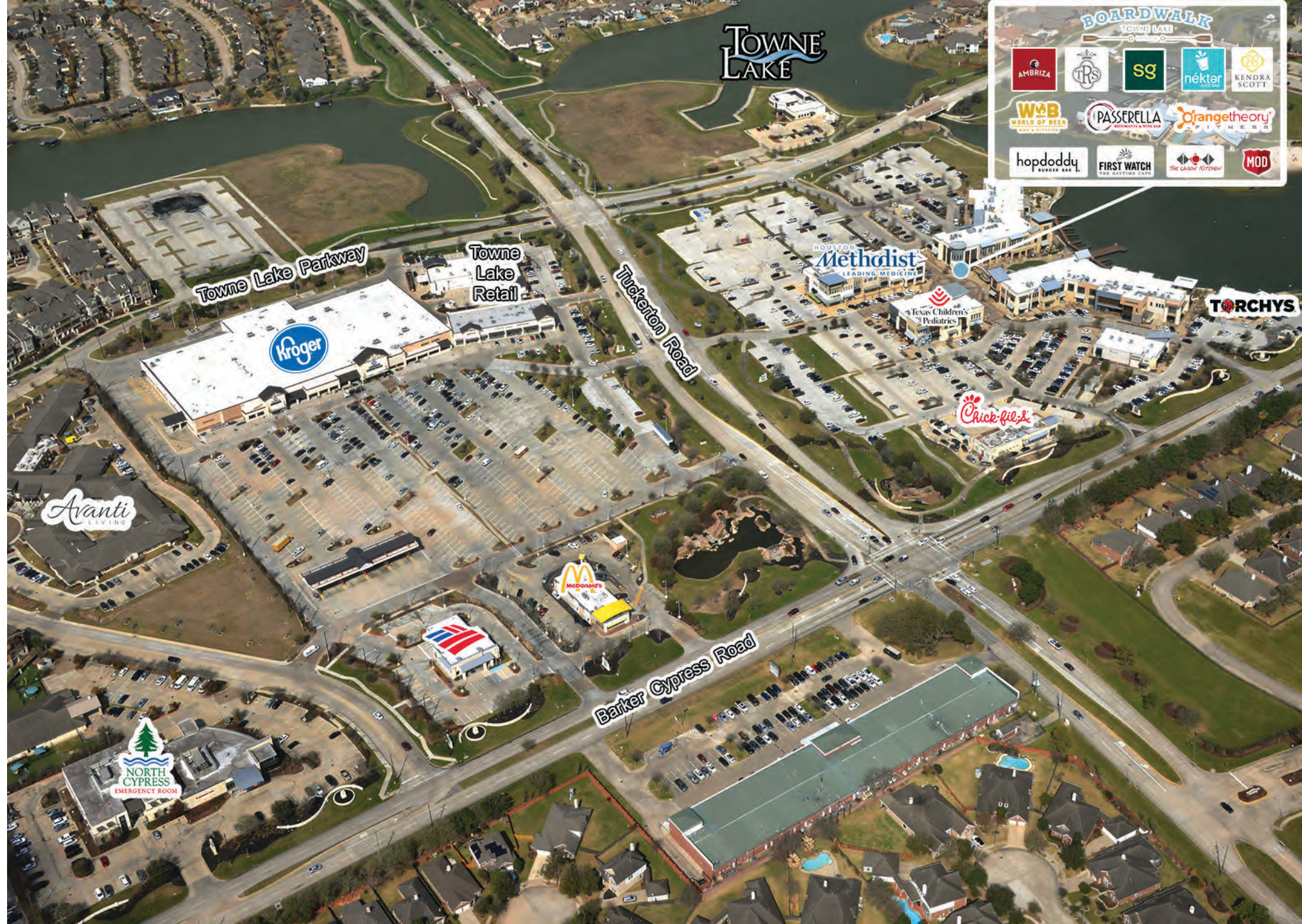


**64,520**  
Daytime Employment\*



**66,060**  
Barker Cypress Road  
Daily Traffic Count

\*Within 5 miles





# IN THE CY-MIDDLE OF IT ALL

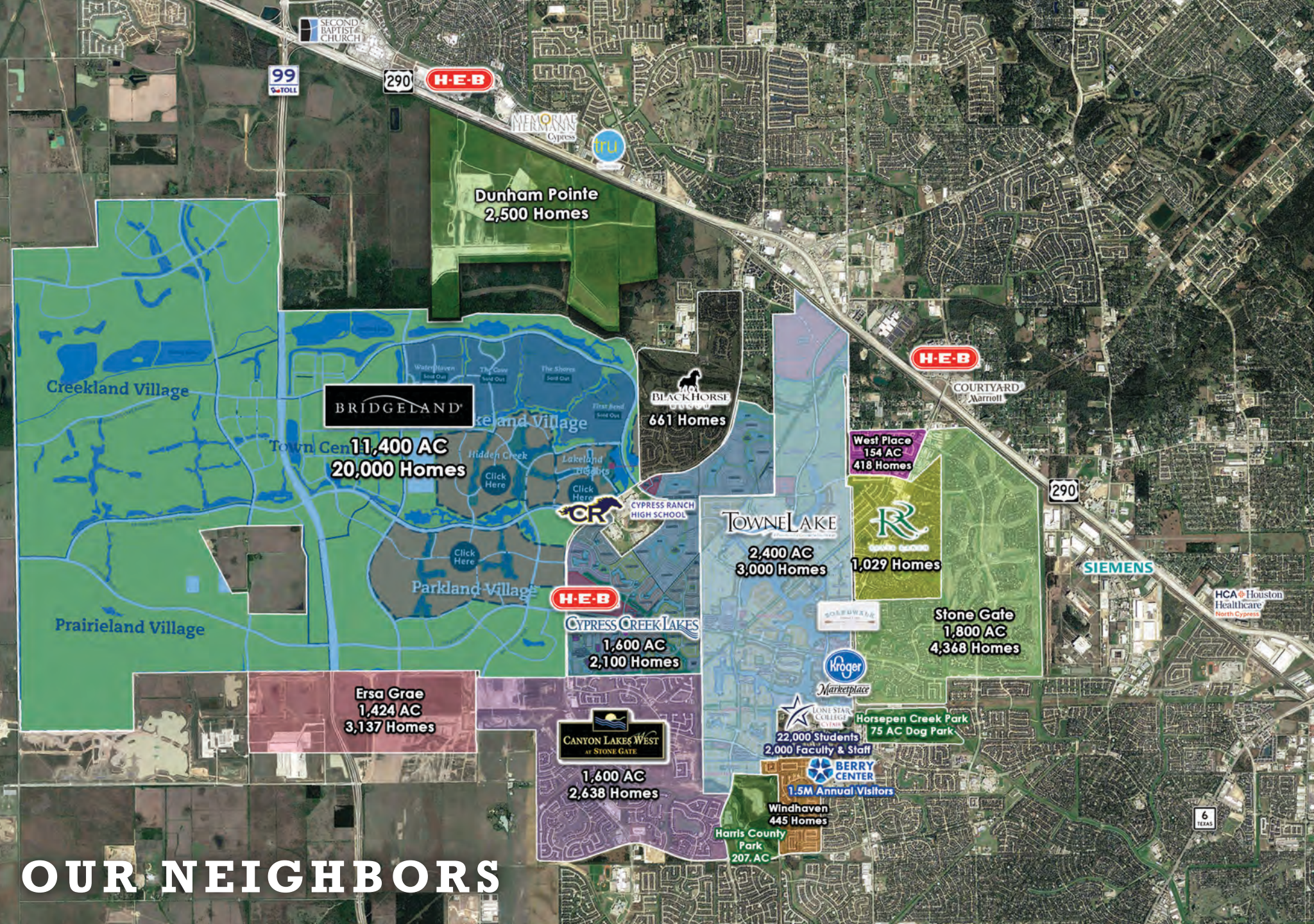
## A+ Rated

CFISD has been named  
the largest "A Rated"  
Texas School District

Neighboring the  
Berry Center that has  
**1.5 Million**  
annual visitors

Nearby  
**Lone Star College**  
with 22,000+ students

Surrounded by  
**Top Master-Planned  
Communities**



## OUR NEIGHBORS



# IN GOOD COMPANY

## SHOPPING



Kendra Scott



Club Pilates

## WELLNESS



## DINING



The Union Kitchen



Martha Turner Sotheby's

## SERVICE





# TRAFFIC BUILDING EVENTS

Full Calendar of Weekly, Monthly, & Annual Events

- + **Monthly Farmers Market**  
Over 25 vendors, 750+ guests in attendance
- + **Live Music on the Green**  
Every Weekend, 250+ in attendance
- + **July 4th Celebration**  
Annual event, thousands in attendance
- + **Light the Towne**  
Annual event, 4,300+ in attendance



Live Music



Farmers Market



Light the Towne



Cy Ranch Boardwalk Bash



July 4th Firework Celebration





# SOCIAL MEDIA MARKETING SUPPORT



**39,000+ Total**

Hyper-Local Social Media Fans  
(Facebook, Twitter, Instagram)



**10.5+ Million**

Impressions (2023)



**341,000+**

Engagements (2023)



# EFFECTIVE INFLUENCER PROGRAM

- Targeted Promotions/Partnerships
- Coordinated Quarterly Influencer Visits
- 100,000+ Combined Influencer Followers
- Notable & Attributable Sales Results

**FREQUENT PRODUCT SELL OUTS FROM**

**INFLUENCER PROMOTIONS/PARTNERSHIPS**





# WHAT OTHERS HAVE TO SAY

“ Kendra Scott is thrilled to become a part of the **Cypress community** and join the **fabulous retailers of Boardwalk Towne Lake**. With a focus on family, fashion and philanthropy we’ve been **able to connect with our customers** to create memorable experiences. The management team at Boardwalk Towne Lake is incredibly fun and easy to work with and it’s clear they want **the best experience possible** for their businesses and customers. ”



**HILARY WETMORE BORDELON**

Marketing & Philanthropic Manager  
Gulf Coast, Kendra Scott

“ Caldwell Companies and the Boardwalk have been great partners in both the good times and challenging times. We are proud to be a part of the Boardwalk and Towne Lake community and feel like **we are a part of something great here.** ”

**PAUL MILLER**

Owner, The Union Kitchen

“ The Boardwalk is **a true lifestyle destination**. They host events that engage visitors of all ages and keep them coming back, everything from Farmers Markets, to Live Music, to a Fireworks show, and more. Our **sales see a positive impact** that directly correlates with the frequency of events hosted. It’s wonderful to see such a lively community here. ”

**JULIO GARCIA**

Owner, Ambriza Social Mexican Kitchen



# EARNING TOP SCORES



**4,322+ Reviews**  
with 4.7 Average Google  
Review Rating



**4.0 Star Average**  
Rating on Yelp



**5 Star Rating**  
on Facebook



# CUSTOMER REVIEWS

“**Fantastic place** for family, friends, or some alone time. Great food and drinks, and the lake side **views are wonderful.**”

**TOBY P.**

“So glad we live nearby. From shopping to dining to entertainment, **The Boardwalk has it all!**”

**GABRIELLE A.**

“In early October we had several family members stay with us, and **The Boardwalk was one of their favorite destinations.** Dining within walking distance of home is unbelievable. **Living so close is heaven on earth!**”

**DEBRA E.**



# READY TO GET ONBOARD? SCHEDULE YOUR BOAT TOUR

Join national retailers at  
The Boardwalk!

**Contact Mary Caldwell**

MCaldwell@CaldwellCos.com | 281.664.6636

**Visit us at**

[www.BoardwalkTL.com](http://www.BoardwalkTL.com)



**BoardwalkTL**



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