

BOARDWALK

TOWNE LAKE

CYPRESS, TX

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**





CALDWELL
COMPANIES



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



2.4 Million Visits
Per Year



564,000+ Customers
Per Year



Over 3,000 Homes
with **9,000+ Residents**
in Towne Lake



23 Boat Slips



31 Businesses
Retail • Dining • Health/Fitness

THE AREA



285,288
Population*



92,525
Estimated Households*



\$109,460
Estimated Average HH Income*



64,520
Daytime Employment*



66,060
Barker Cypress Road
Daily Traffic Count

*Within 5 miles



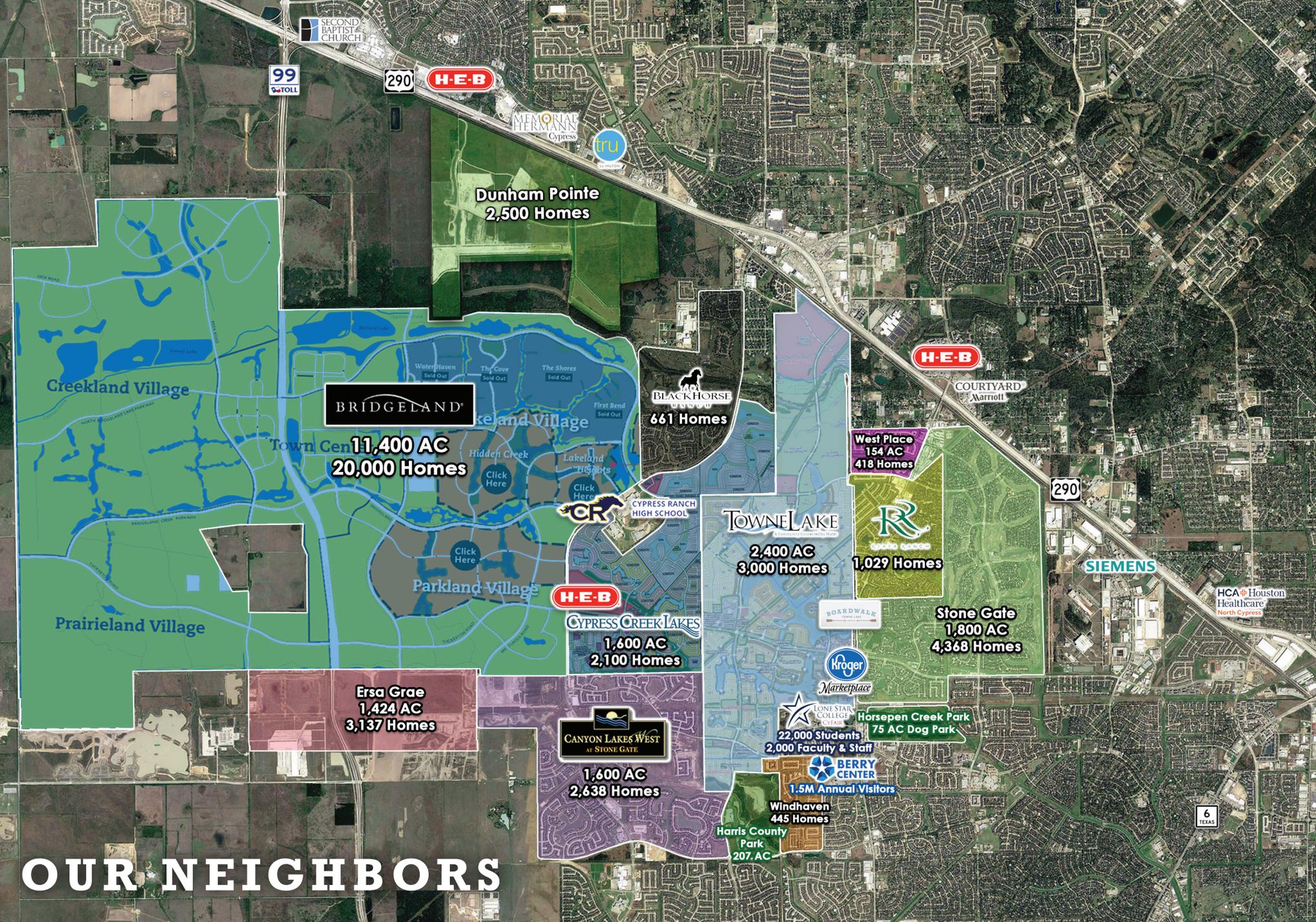
IN THE CY-MIDDLE OF IT ALL

4th Largest
School District in Texas,
adjacent to CFISD

Neighboring the
Berry Center that has
1.5 Million
annual visitors

Nearby
Lone Star College
with 20,000+ 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
- + **Storytime Sessions for Children**
Once a quarter, 200+ in attendance
- + **July 4th Firework Celebration**
Annual event, 10,000+ in attendance





SOCIAL MEDIA MARKETING SUPPORT



30,000+ Total

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



10.5+ Million
Impressions (2020)



341,000+
Engagements (2020)

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



2,300+ Reviews
with 4.7 Average Google
Review Rating



4.5 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 in
Phase II of The Boardwalk!

Contact Mary Caldwell

MCaldwell@CaldwellCos.com | 281.664.6636

Visit us at

www.BoardwalkTL.com



BoardwalkTL



@boardwalkTL



@boardwalkTL