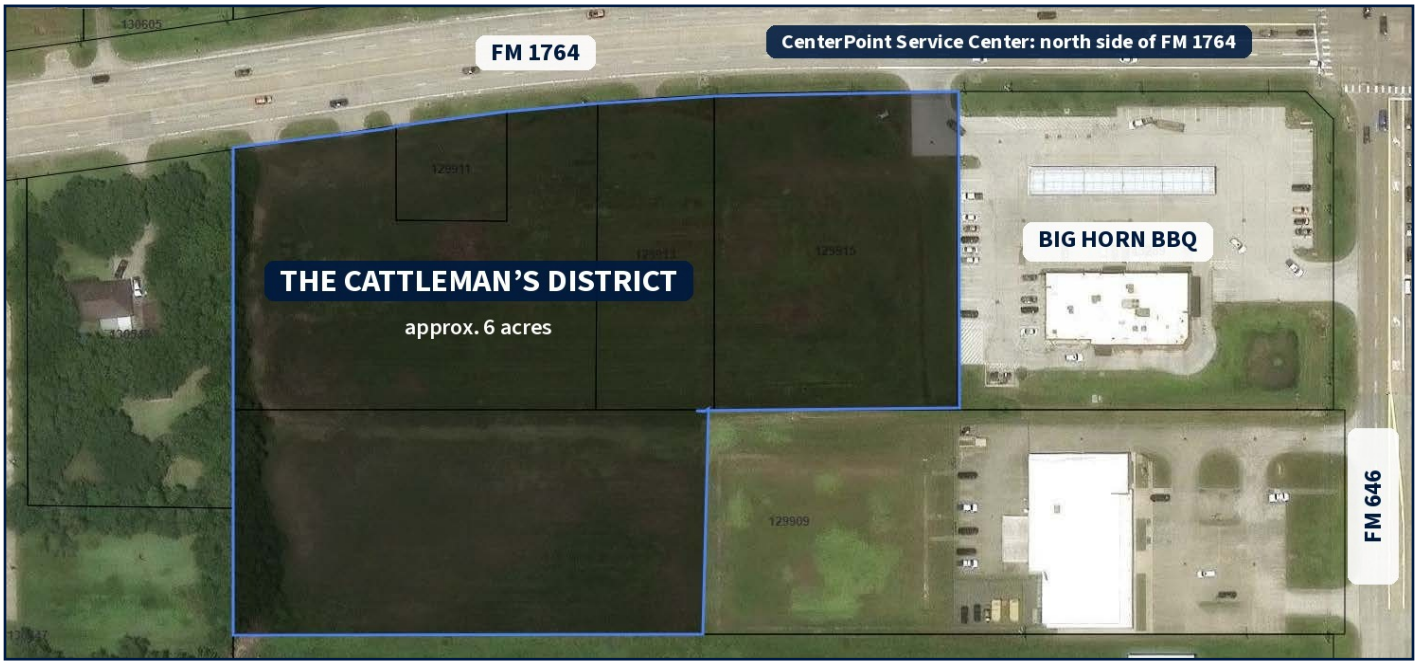
CITY OF SANTA FE, TEXAS · DEVELOPER INVESTMENT BRIEF

The Cattleman's District

Approximately six acres on FM 1764 for a branded hotel, table-service restaurant and a walkable, Texas ranch-inspired town center

RFP No. COSFTX-26-004 · Proposals due Nov. 19, 2026, 3:00 PM CT · Pre-proposal meeting and property tour Oct. 27, 2026, 3:00 PM

Santa Fe is inviting experienced, well-capitalized developers to partner on a cohesive destination district on City-owned land along FM 1764. The site sits next to **Big Horn BBQ**, an established local draw, and directly across from CenterPoint Energy's new **$25 million service center**,[1] which will house around 130 staff. The market data below show a growing, home-owning, middle-income community that spends much of its dining and shopping budget outside city limits.



Site outlined in blue. Aerial exhibit from RFP No. COSFTX-26-004. Frontage on FM 1764; FM 646 intersection to the east. Not to scale.

71,777	+15.2%	$96,516	76.5%	$156.8M	3.8 mi
residents within a 15-minute drive	projected 5-year growth, 15-minute drive	median household income, Santa Fe	owner-occupied homes, Santa Fe	resident spending a year not captured locally	to the nearest branded hotel (13 in trade area)

Why this site works

- **Proven traffic generator next door.** Big Horn BBQ already pulls diners to this corner of FM 1764 and FM 646.
- **A new daytime anchor across the road.** CenterPoint's roughly 41,000 sq. ft. operations center will bring around 130 staff, plus line crews, contractors and visitors, to the corner every day.[1]
- **Public partner, assembled land.** The EDC acquired about 4 acres and is pairing them with about 2 acres of City land behind the site.[1]
- **Flexible terms.** Purchase, long-term ground lease, phased purchase, a lease-purchase mix or another lawful structure.

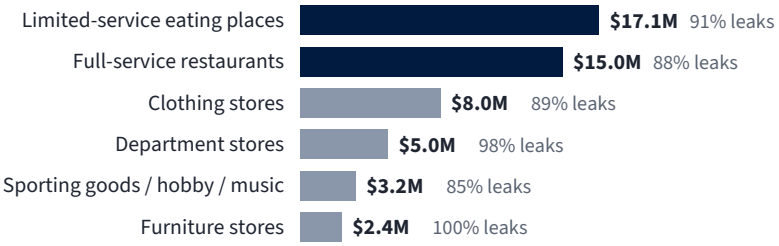
What the City is seeking

- A **nationally branded hotel** (Marriott, Hilton, IHG or equivalent, subject to City approval). Independent hotel concepts will not be considered.
- An anchor **table-service restaurant** that helps define the district.
- A **walkable town center** with specialty retail, food-oriented businesses, public gathering space, shade, outdoor seating and event programming.
- A **Texas ranch / cattle-brand / Western** look done in a contemporary way: brick, stone, wood, metal roofs, porches and courtyards, not a themed replica.
- **Early activation:** phasing that puts visible activity on the land quickly.

The market case for the Cattleman's District

Santa Fe residents eat and shop elsewhere

Annual spending gap inside Santa Fe city limits (resident demand minus local sales)



Source: SDS Consumer Demand & Market Supply Assessment (STI data), 9/23/2026.

What the numbers say

- **Dining is the clearest opening.** Across the 15-minute drive area, residents spend an estimated $85.4M a year at full-service restaurants against $25.7M of local supply, a $59.6M gap. Limited-service dining shows a $71.7M gap.
- **Lodging is thin.** A hotel here would be the first in Santa Fe city limits. The void analysis lists 13 branded hotels in the 15-minute area; the closest is 3.8 miles from City Hall, clustered to the northeast.
- **A growing, settled customer base.** The 15-minute area grew 32.8% from 2010 to 2020 and is projected to reach 82,665 residents within five years.
- **Room for national concepts.** 2,583 restaurant and retail chains tracked in the void analysis are not yet in the trade area. High-scoring fits include Rock & Brews (90, A), Bad Ass Coffee (86), Johnny Rockets (82) and Rita's Italian Ice (81).

Population by race and ethnicity

Group	Santa Fe	10-min drive	15-min drive
White	74.5%	64.3%	52.2%
Hispanic	19.2%	21.8%	23.9%
Black	0.5%	7.7%	17.1%
Asian	0.8%	1.3%	2.0%
American Indian (ancestry)	0.3%	0.4%	0.3%
Hawaiian (ancestry)	0.1%	0.1%	0.1%

Other and multiracial groups not itemized, so shares do not sum to 100%. Source: SDS Demographic Profile, 9/23/2026.

WHO THE DISTRICT WOULD SERVE

23.4% — **Simply Southern** — rural working families

22.0% — **Small Town Middle Managers** — established empty-nest families

20.8% — **New American Dreams** — new suburban families

Two-thirds of Santa Fe households fall into three family-oriented segments with rural and small-town roots, a natural audience for a Western-themed district. Average household income is $113,795.

How proposals will be judged

Development concept and alignment with City vision	20%
Developer experience and qualifications	15%
Financial capacity and financing plan	15%
Project feasibility and market strength	15%
Economic impact and public benefit	10%
Design quality and Cattleman's District character	10%
Schedule and ability to execute	5%
Proposed property / financial terms to City	5%
Local business and community engagement	5%

Key dates

- **Oct. 27, 2026** — Pre-proposal meeting (optional) and property tour, 3:00 PM
- **Nov. 5, 2026** — Deadline for written questions, 6:00 PM
- **Nov. 19, 2026** — Proposals due to the City Secretary, 3:00 PM CT
- **Dec. 1, 2026** — Finalist interviews
- **Dec. 3, 2026** — Preferred developer identified
- **Jan. 21, 2027** — Anticipated City Council approval

Public participation. Requests may include a Chapter 380 agreement, tax-based incentives, sales tax or hotel occupancy tax participation, subject to law and Council approval. The City prefers primarily privately financed proposals and requires a clear public-benefit case for any request.

Submit to: City of Santa Fe, Attn: City Secretary

12002 Highway 6, Santa Fe, TX 77510 | Electronic submission: CitySecretary@santafetx.gov | Late proposals not accepted

Sole point of contact: Natalie Arnett, City Secretary, CitySecretary@santafetx.gov. Contact with other City officials may disqualify.

Data notes. Trade areas are 10- and 15-minute drive times from Santa Fe City Hall (12002 Highway 6), not the site itself. Spending gaps are modeled estimates (SDS / STI, 9/23/2026); void-analysis match scores are from SiteSeer (9/23/2026). Respondents must document their own hotel demand and conduct full due diligence. Program, dates and terms summarize City of Santa Fe RFP No. COSFTX-26-004 (issued Oct. 19, 2026); the RFP and any addenda govern. [1] Galveston County Daily News, "Biz Buzz: Santa Fe seeks developer for Texas ranch- and cattle-themed district," galvnews.com.