

**FOR SALE**



**THE FUTURE OF RETAIL: WHERE EXPERIENTIAL MEETS DESTINATION**



**THE CROSSOVER**  
SPORTS | WELLNESS | ENTERTAINMENT

1717 SCOTTSDALE DRIVE, CEDAR PARK, TX 78641

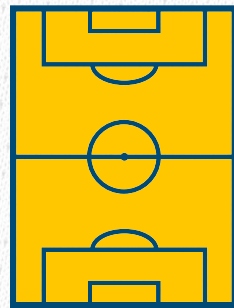
 Transwestern

# A PURPOSE-BUILT SPORTS ECOSYSTEM

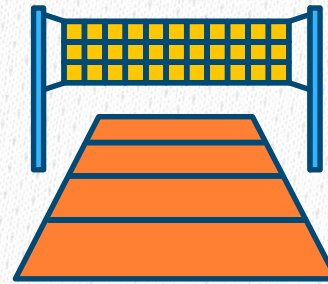
The Crossover offers experiential retail that spans sports, wellness and entertainment services to visitors across Central Texas.



**TWO NHL-SIZED  
ICE RINKS**



**OUTDOOR  
TURF FIELD**



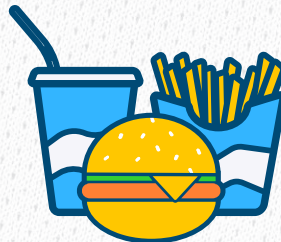
**INDOOR MULTI-  
SPORT COURTS**



**FITNESS & TRAINING  
FACILITIES**



**ENTERTAINMENT VENUES  
& EVENT SPACE**



**MULTIPLE DINING  
OPTIONS**



**COMPLEMENTARY  
RETAIL TENANTS**



# KEY HIGHLIGHTS

- 365-day destination drawing over one million annual visitors
- Family-friendly, year-round programming aligned with strong local demand
- Serves as the community hub for recreation and entertainment
- Benefits from limited regional supply of hockey rinks
- Scarcity supports sustained demand and pricing power for ice and field use
- Home to youth hockey, figure skating, public skating, soccer, lacrosse, and other sports
- Broad, multi-use appeal attracts visitors from across Central Texas



## LOOKING AHEAD

The Crossover investment already benefits from very strong in-place cash flow, with the property over 98% leased. In addition, it offers untapped opportunities that could materially increase NOI with relatively modest operational changes. Concepts to further grow The Crossover's financial success already exist and could quickly be implemented. Expanding the options and hours of food and beverage offerings, activation of unused space and paid parking monetization are a few examples. Sponsorship revenue could increase through naming rights for the ice rinks, indoor court, concert stage, **and the building itself**. The Crossover, already a successful landmark, is primed for more growth.



- ADD ADDITIONAL SPECTATOR SEATING IN VENUE SPACES**
- CREATE MEETING ROOMS & WORK ZONES WITH WIFI**
- OPTIMIZE AND EXPAND FOOD AND BEVERAGE OPERATIONS**
- NUMEROUS OPPORTUNITIES REMAINING FOR SPONSORSHIP AND NAMING RIGHTS REVENUE**
- MONETIZE CONCERT AND EVENT PARKING**
- ACTIVATE KITCHEN AND CONCESSION SPACE**
- EXPAND TOURNAMENT PROGRAMMING**
- INCREASE ICE RINK AND TURF FIELD REVENUE**
- CONVERT SELECT LEASES TO TRIPLE-NET (NNN)**
- OPPORTUNITY FOR IMMEDIATE EXPENSE REDUCTIONS OF UP TO \$450,000 ANNUALLY**

# POTENTIAL FOR EXPANSION

- Ability to expand with up to 20 acres of surrounding land parcels
- Pre-designed to increase Gold Rink hockey seating to 2,500 seats
- Potential to expand bleacher seating to 1,000 seats

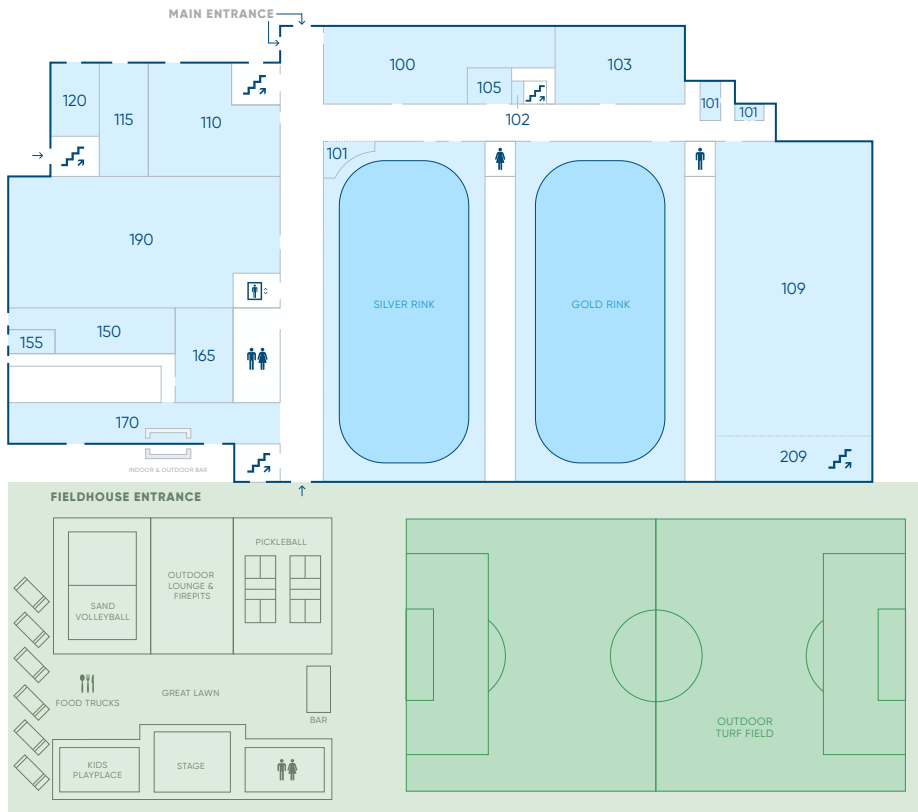


# PROPERTY OVERVIEW

<b>ADDRESS</b>	1717 Scottsdale Dr, Cedar Park, TX 78641
<b>PROPERTY TYPE</b>	4 Star Retail Health Club
<b>SALE PRICE</b>	Subject to offer
<b>CLASS</b>	A
<b>BUILDING SIZE</b>	236,068 SF
<b>STORIES</b>	2
<b>ACREAGE</b>	14.73 ac
<b>ZONING</b>	PD (Planned Development)
<b>YEAR BUILT</b>	2020
<b>TAX PARCEL NUMBERS</b>	R-17-W341-840A-0001
<b>SPRINKLERS</b>	Wet
<b>PARKING SPACES</b>	511
<b>PARKING RATIO</b>	2.16/1,000 SF
<b>ESTIMATED RENT</b>	\$22 - \$29 PSF
<b>TENANCY</b>	Multi (24)



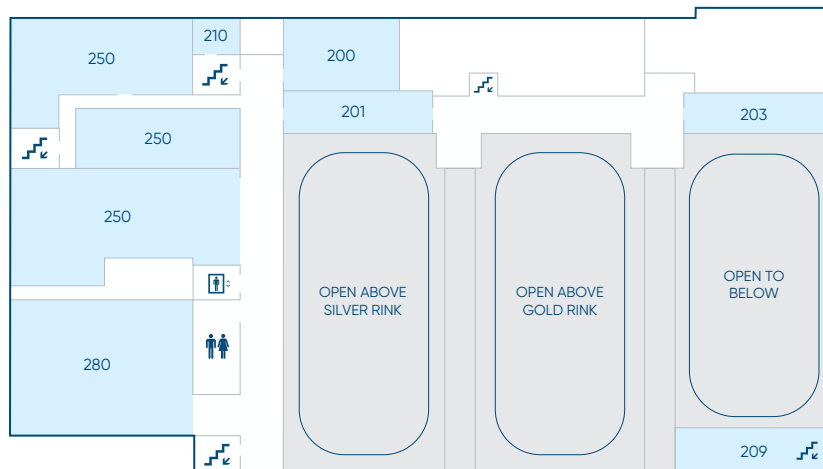
## LEVEL 1



# CURRENT TENANTS

<b>100</b>	MonkeySports
<b>101</b>	Ice & Field
<b>102</b>	Pro Ice
<b>103</b>	Harbor Leadership Academy
<b>105</b>	Red Horn Rinkside Cafe
<b>109</b>	Austin Velocity & Spike Frog Volleyball
<b>110</b>	ROI Physical Therapy
<b>115</b>	Dynamic Sports Medicine & Moench Method Bodywork
<b>120</b>	Vessel Longevity & IV Bar
<b>150</b>	Marriott Pre-Opening Office
<b>155</b>	Austin Spurs
<b>165</b>	Kitchen (Vacant)
<b>170</b>	The Fieldhouse
<b>190</b>	Church of Whitestone
<b>200</b>	Strong Sprouts
<b>201</b>	AMHA Office & Warming Room
<b>203</b>	TPH Academy Austin
<b>209</b>	HK Taekwondo/HK Nutrition
<b>210</b>	The Crossover Management Office
<b>250</b>	MÜV Dance & Fitness
<b>280</b>	Event Center - Church of Whitestone

## LEVEL 2



 Restrooms
  Food & Drink
  Stairs
  Elevator

# SPORTS

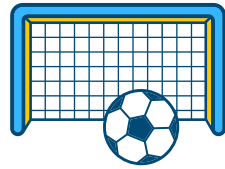
The Crossover is a state-of-the-art sports mall for athletes of all levels – from youth clubs to professional and international teams. Ice rinks, indoor sports courts, an outdoor turf field and various training spaces are the facility's fundamental pillars.



**HOCKEY**



**VOLLEYBALL**



**SOCCER**



**FIGURE SKATING**



**PICKLEBALL**



**LACROSSE**

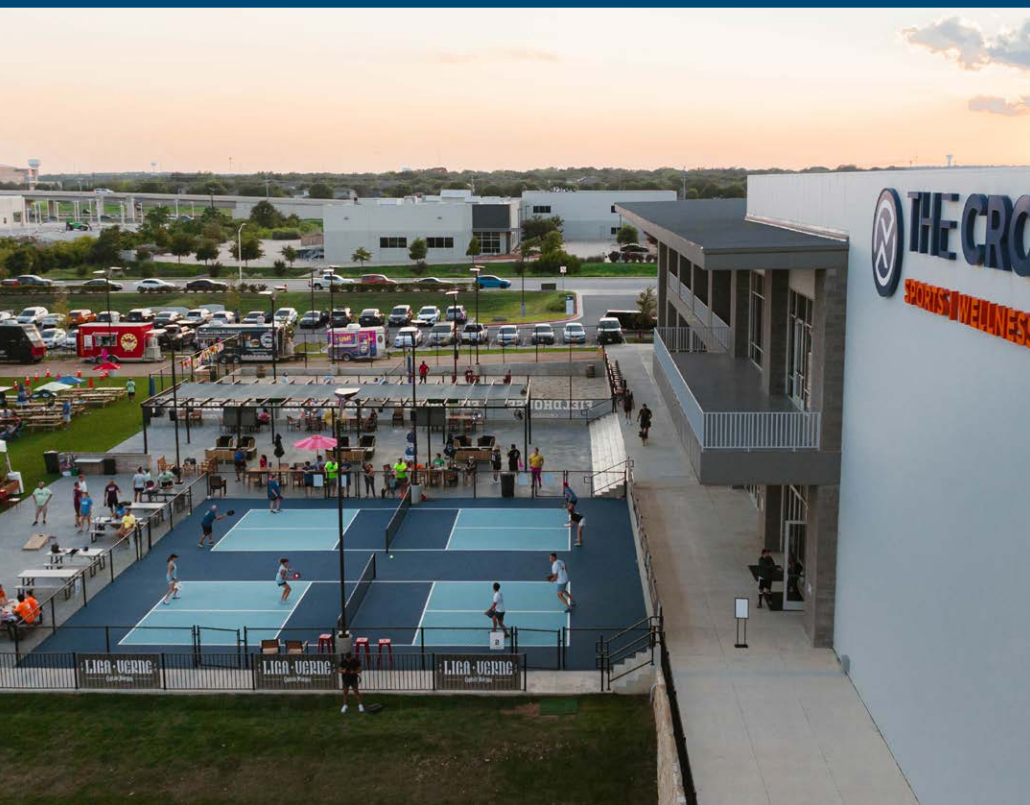


**TAEKWONDO**



**DANCE**





# WELLNESS

With existing tenants who specialize in everything from physical therapy to nutrition, The Crossover is an all-in-one wellness destination that supports recovery, resilience and healthy routines for athletes and families year-round.



**PERFORMANCE  
TRAINING**



**PHYSICAL  
THERAPY**



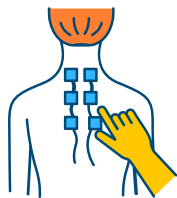
**NUTRITION**



**HYDRATION &  
IV THERAPY**



**YOGA**



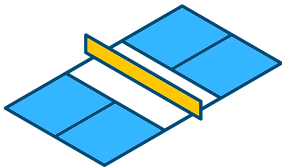
**BODYWORK**





# ENTERTAINMENT

The Crossover is a 365-day destination where visitors from all around Central Texas enjoy live entertainment, backyard games and an indoor/outdoor bar. Multiple dining options and event spaces provide a variety of options for hosting community events.



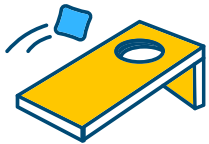
**PICKLEBALL &  
SAND VOLLEYBALL  
COURTS**



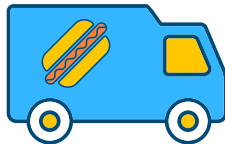
**THE FIELDHOUSE**



**RINKSIDE  
CAFE**



**OUTDOOR  
GAMES**

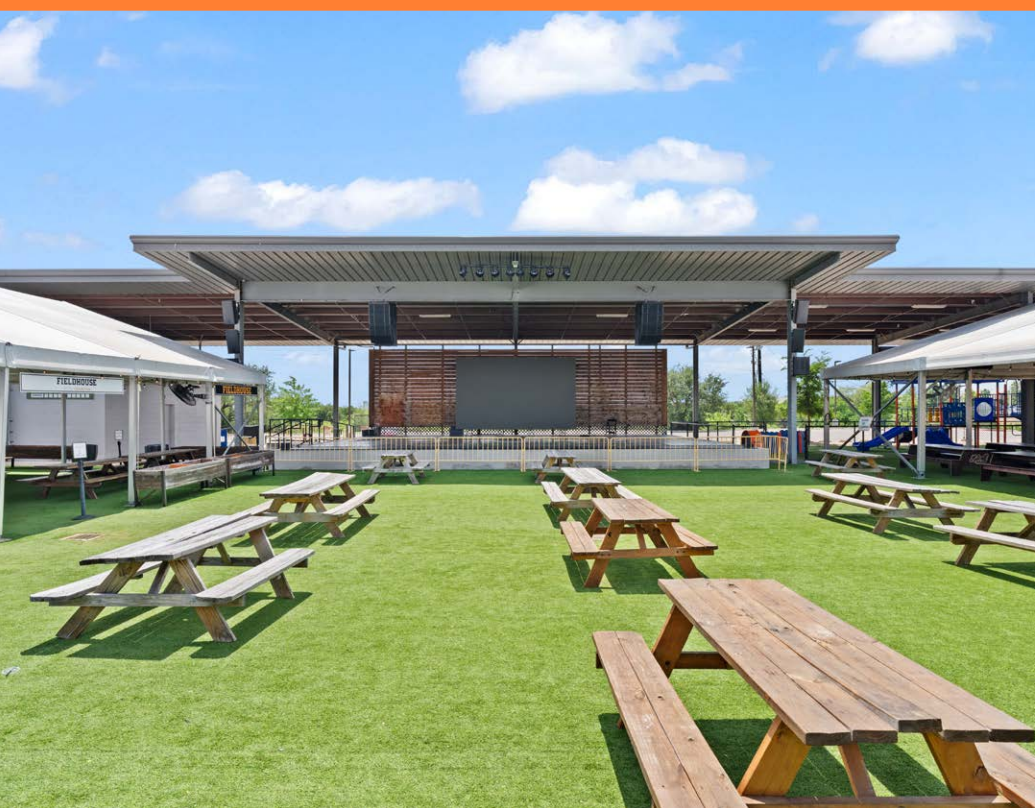


**FOOD TRUCKS**



**LIVE  
ENTERTAINMENT  
& EVENT SPACE**





# AUSTIN MSA MARKET OVERVIEW

The Austin metropolitan area is one of the fastest growing and most economically dynamic regions in the United States. As of July 2025, the Austin–Round Rock–San Marcos Metropolitan Statistical Area (MSA) reached approximately 2.7 million residents, ranking as the 25th-largest metro area nationwide and growing by more than 260,000 residents since 2020. Population growth continues to be driven primarily by domestic and international migration, along with a young, well-educated workforce. The region's median age is approximately 36 years, and the metro area boasts a median household income well above the national average, reflecting a concentration of high-skilled employment. Austin's economy is notably diversified, with strengths in technology, life sciences, manufacturing, education and government, helping the region remain resilient amid broader economic cycles.

## AUSTIN IS AMONG THE NATION'S BEST

#1

**BEST STATE  
CAPITAL TO  
LIVE IN**

(WalletHub)

#1

**U.S. CITY FOR  
ECONOMIC  
GROWTH**

(CoworkingCafe)

#6

**BEST-  
PERFORMING  
CITY**

(Milken Institute)

#7

**BEST CITY IN  
AMERICA**

(Time Out)



# AUSTIN SPORTS

The Austin MSA has a uniquely diverse sports community and has become a destination for sports fans around the world. The area hosts a wide variety of sporting events, including college football, Formula One racing, and professional hockey, basketball, soccer and baseball teams.

Cedar Park features the H-E-B Center, a 31-acre premier entertainment hub and arena that hosts more than 150 events each year, including professional hockey, basketball, concerts and family-friendly shows. It is also home to two professional teams, the Austin Spurs and the Texas Stars, making Cedar Park a hot spot for sports fans.

The Crossover sits at the heart of a burgeoning sports corridor – adjacent to the H-E-B Center and within a region enthusiastic about youth sports, recreation, and live entertainment. The Austin metro's limited supply of ice rinks and sports facilities enhances The Crossover's catchment, and it effectively serves not only Cedar Park but the entire Central Texas area for hockey and skating. Patrons regularly travel more than an hour to access programming and tournaments at The Crossover, drawing regional and even international visitors.

## PROFESSIONAL FRANCHISES



**Major League Soccer**



**NBA G-League**  
San Antonio Spurs Affiliate



**Triple-A Baseball**



**Athletes Unlimited Softball League**



**Women's Football Alliance**



**Professional Bull Riders**



**American Hockey League**  
Dallas Stars Affiliate



**Women's Premier Soccer League**

## COLLEGE ATHLETICS



**University of Texas Longhorns**



**Texas State University Bobcats**

## WORLD-CLASS VENUES



**22** MILES FROM DOWNTOWN AUSTIN

**10.5** MILLION SF OF RETAIL INVENTORY IN SUBMARKET

**4M** ANNUAL RETAIL VISITORS

~949K Retail SF

- CINEMARK
- NATURAL GROCERS
- Academy
- target
- DOLLAR TREE

~1.1M Retail SF

- WHOLE FOODS
- DICK'S SPORTING GOODS
- CAVENDER'S ROAST CITY
- OLD NAVY
- COSTCO WHOLESALE

Ascension

HYATT PLACE WOODSPRING SUITES

TOYOTA OF CEDAR PARK

Fairfield BY MARRIOTT  
99 rooms

10 ACRES FOR SALE

THE CROSSOVER

FIREFLY AEROSPACE

Parasocial

TurfHub

RedHorn COFFEE || BEER || GOOD VIBES



# 3.8%

**ANNUAL POP.  
GROWTH  
2020-2025**



Home of the Texas Stars, Austin Spurs and Cedar Park Rodeo  
Up to 8,700 capacity

**183A**  
TOLL

34,469 vehicles per day

**FUTURE RETAIL**

# CEDAR PARK

Cedar Park is within the Austin MSA and is a thriving suburban community with a population of more than 80,000. It is part of Williamson County, one of Texas's fastest-growing counties, known for high median household incomes and a strong, family-oriented demographic base. Cedar Park consistently ranks among Texas's top communities for families and young professionals and offers excellent K-12 education.

Cedar Park and the neighboring Leander have experienced rapid residential growth, ensuring a steady pipeline of users for youth sports and family entertainment.

The Crossover's concept aligns with local demand for year-round activities geared towards residents of all ages. Cedar Park's robust economy, combined with the rising popularity of sports such as hockey and soccer in Texas, bodes well for sustained use of The Crossover's facilities. Bolstered by these trends, the complex is positioned as a community cornerstone and should continue to see high foot traffic and strong tenant performance.

# #11

**BEST CITY TO DO  
BUSINESS IN TEXAS  
BY HOMECITY  
REAL ESTATE**

# #8

**FASTEST-GROWING  
COUNTY FROM  
2020-2024  
(WILLIAMSON)**

# \$124K

**MEDIAN  
HOUSEHOLD  
INCOME**



PROPERTY  
VIDEO



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**THE FUTURE  
OF RETAIL:**

**WHERE  
EXPERIENTIAL  
MEETS  
DESTINATION**



# THE CROSSOVER



For the full offering memorandum containing financials, detailed property information, tenant profiles, and rent rolls, please contact us for the confidentiality agreement:

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