

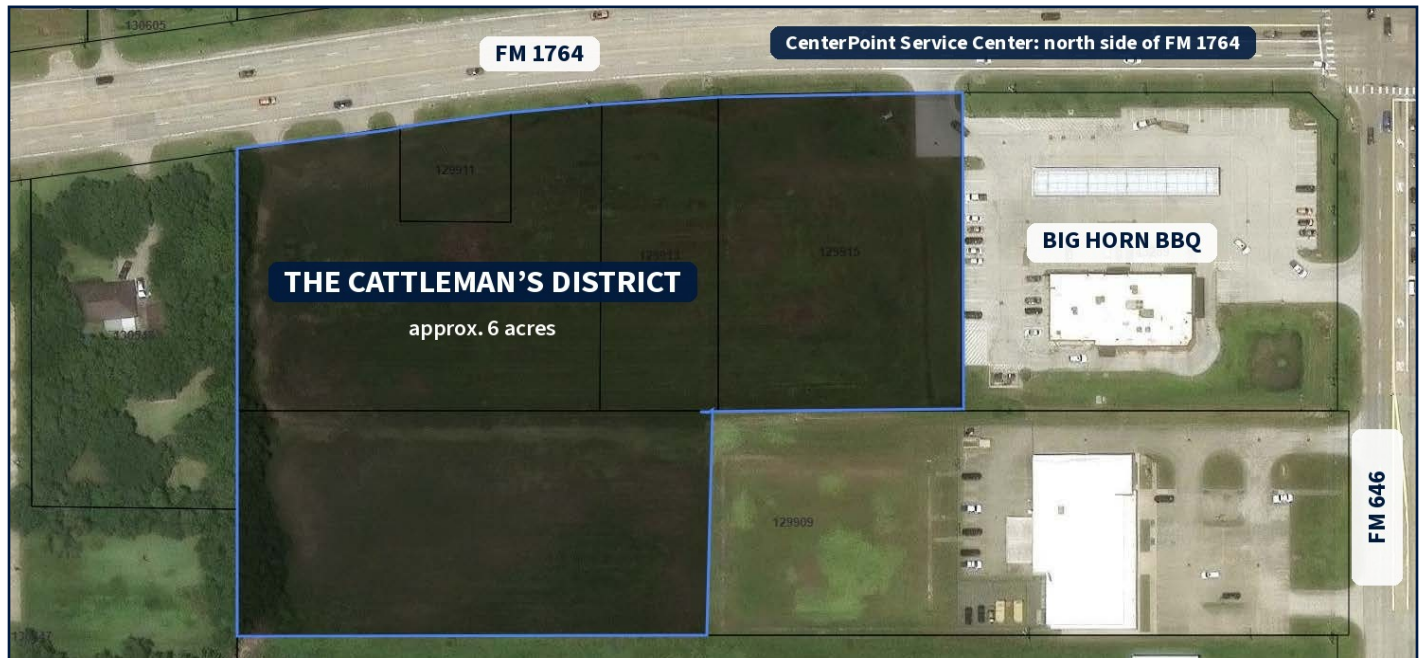


The Cattleman's District

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

residents within a 15-minute drive

+15.2%

projected 5-year growth, 15-minute drive

\$96,516

median household income, Santa Fe

76.5%

owner-occupied homes, Santa Fe

\$156.8M

resident spending a year not captured locally

3.8 mi

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.

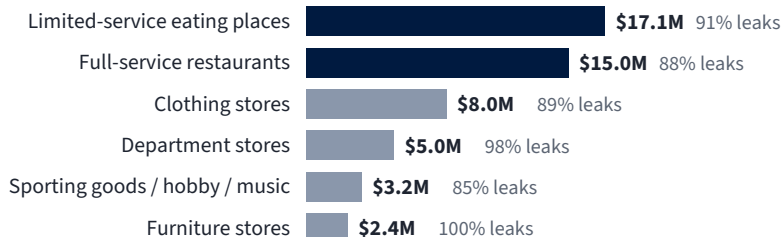
What the City is seeking

- 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.



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.

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.

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).

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](https://www.galvnews.com).