



FAREGROUND



**BECOME A VENDOR
EAT. DRINK. SHOP. PLAY.**

WHAT IS FAREGROUND?

Fareground at One Eleven Congress is Austin's first food hall. It is an incubator defined by people, passion, and possibility – a space where restauranteurs come to grow and scale their business. A gathering space of food and culture. A place where neighbors, locals, artists, and tourists alike come to find a community they can call their own.

Located on the near steps of Downtown Austin, Fareground is a unique food hall that shows off the true heart of the Austin culinary experience. The chic space features an open concept with wooden armature paired with a spacious lawn to hold social, corporate, and community gatherings.



WHY FAREGROUND?

6 / 120

*6 eateries and over
120 freshly made
dishes from the
Americas, Europe,
Asia, and the Middle
East*

2

*2 bars; one with an
all-day coffee offering
and another with
happy hours under
Austin's iconic oak
trees*

10 - 500

*Event and catering
services for 10 - 500
guests or more*

CURATED

*Specialty retail from
local Austin artisans
and craftspeople*

25,000

25,000+ square feet of space

FAREGROUND INTERIOR SCHEMATIC



BECOME A VENDOR

YOU PROVIDE

Insurance

Staffing

Produce

POS (Toast or other PCI compliant product)

Activated cart during our opening hours 11am-9pm daily

WE PROVIDE

Security

Overnight cleaning

Storage

Marketing

DURATION

Negotiable, starting at 12 month



BECOME A VENDOR OUR RETAIL CARTS

Showcase your brand with our bespoke retail carts, each designed for versatility and positioned in high traffic foodhall areas within Fareground. Our retail carts enjoy all of the same vendors benefits afforded to Fareground tenants, including but not limited to: dedicated marketing/pr teams, multi-channel communication and sales channels including Fareground's website and Instagram, storage and more.

DIMENSIONS

<i>Height</i>	<i>H90"</i>
<i>Width</i>	<i>L72" x W37.5"</i>
<i>Shelving</i>	<i>L58" x W7"</i>
<i>Locked Storage</i>	<i>L58" x W37.5" x H24"</i>

YOU PROVIDE

*Insurance, Staffing, Produce, POS (Toast or other PCI compliant produce)
Activated cart during our opening hours 11am-9pm daily*

WE PROVIDE

Security, Overnight cleaning, Storage, Marketing

DURATION

*6 Month Lease
1 Month Pop-up*



TENANT BENEFITS GENERAL

EMPLOYEE MEAL DISCOUNTS

LOCATION - BUSIEST INTERSECTION IN DOWNTOWN AUSTIN

FULL MARKETING/DIGITAL TEAM

CLOSED FOR NATIONAL HOLIDAYS

HEAVILY DISCOUNTED PARKING

MULTI-CHANNEL SALES PLATFORMS

COMMUNAL SPACE

COMMERCIAL DISHWASHER

300 SQ FT COMMISSARY KITCHEN

ACCESS BUILT-IN WALK-IN COOLER WITH STORAGE

COMMUNAL FREEZER STORAGE



FAREGROUND

EAT+DRINK



FAREGROUND
PRIVATE PROPERTY
HOURS 11A - 9P

Three circular icons with diagonal lines through them, indicating a no-dogs policy, a no-leash policy, and a no-dogs-on-leash policy.



THAI FRESH
The Authentic
Thai Food

Peached
TORTILLA

FLOWERS
ROSES 1/2 doz
\$140
FRAGRANCE 1/2 doz
\$100

STEVE MADDEN.COM



Ellie's

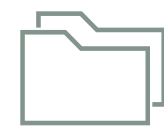
BAR

LET'S CHAT



NEXT STEPS

Let us know your thoughts and thank you for the opportunity to share the Fareground brand with you.



GET IN TOUCH

MARKETING@FAREGROUNDAUSTIN.COM



THANK YOU

—