

Old Mill Marketplace

A LEGACY OF OPPORTUNITY, A FUTURE OF POSSIBILITIES

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Executive Summary

THE OFFERING

Old Mill Marketplace
Property Name

108 Acres
Acreage

ADDRESS	542 E Dallas St, Canton, TX 75103
PROPERTY TYPE	Mixed-Use
COUNTY	Van Zandt
UTILITIES	All to Site

Old Mill Marketplace is more than just a property—it is a canvas for transformative development in the heart of Canton, Texas. Situated adjacent to the iconic First Monday Trade Days, this 106.23-acre site offers unparalleled potential to create a vibrant community centerpiece that enhances Canton’s economic activity and cultural appeal. This property invites visionary developers to reimagine its use, weaving together modern innovation with the historic charm of a region steeped in tradition.

With a strategic location in a rapidly growing regional market and an unmatched draw of hundreds of thousands of Trade Days visitors every month, Old Mill Marketplace stands poised to become a hub for mixed-use development, boutique hospitality, retail, and public amenities. The eastward expansion of the Dallas–Fort Worth Metroplex, coupled with Canton’s affordability and infrastructure improvements, underscores the long-term potential of this property. Here, the past and future intersect, creating a rare opportunity to shape Canton’s next chapter.

Canton’s tourism-driven economy and the iconic Trade Days event attract hundreds of thousands of visitors monthly, spanning over 450 acres and featuring more than 6,000 vendor spaces. As the largest and longest-running flea market in the United States, Trade Days significantly boosts local businesses and creates unparalleled economic activity for the region., positioning Old Mill Marketplace as the ideal site for mixed-use development, hospitality, retail, and public amenities. Additionally, the eastward expansion of the Dallas–Fort Worth Metroplex further solidifies Canton as a prime location for growth. The region’s affordability and enhanced infrastructure make it a beacon for new residents and businesses alike, fueling sustained development momentum.



Current Revenue Potential with Value- Add Opportunities

\$3,483,000
Price

Lender Owned Property
Type

Covered Land Play
With Existing Income

\$5,569,443
Listing Price Prior to Foreclosure

Old Mill Marketplace generates income through vendor spaces, RV sites, and event rentals, providing immediate cash flow for investors. While existing lease agreements offer flexibility, they present an opportunity for improvement through formalization and operational efficiency. A new owner can capitalize on this income while working towards repositioning the property for long-term growth.

MULTIPLE EXIT STRATEGIES

- Expand existing flea market business to its previous glory.
- Utilize existing income from the flea market, parking and vendor receipts while putting together a development plan to realize the full potential of the opportunity.
- Engage the Canton Economic Development Corporation in a discussion about a public/private partnership.



Revenue Potential – Covered Land Play



REVENUE POTENTIAL

Historical gross income reached **\$1.4 million** annually at full occupancy. Operational challenges create opportunities to unlock hidden value through improved management.

DEVELOPMENT OPPORTUNITIES

Over **30 acres of undeveloped land** suitable for mixed-use, boutique hospitality, or entertainment hubs, complemented by existing revenue-generating assets.

TOURISM INTEGRATION

Leverage Canton's tourism-driven economy to develop a destination that complements Trade Days and supports **year-round activity**.



PUBLIC-PRIVATE COLLABORATION

The Canton Economic Development Corporation is highly interested in projects that align with community goals, offering **potential incentives**. The Canton EDC is potentially interested in a joint venture with a Developer for a public/private partnership.

METROPLEX EXPANSION

The property is ideally positioned to benefit from the **eastward growth of the Dallas-Fort Worth Metroplex**, which continues to drive demand for housing, retail, and mixed-use developments in communities like Canton.

Site Description

KEY FEATURES ▼

Old Mill Marketplace spans approximately 108 acres (4,453,139 square feet) divided into 51 parcels, offering significant development potential. Strategically located along E Dallas Street (Main Street) and FM 17, the site boasts exceptional visibility and accessibility, making it ideal for retail, hospitality, or entertainment ventures. The land has a moderate up slope to the north and east.



Acreage and Parcels

Parcel sizes range from 0.026 to 40.305 acres, offering versatility for phased or comprehensive development. These flexible configurations align with potential uses such as retail clusters, boutique hospitality projects, or a mixed-use village concept, enabling tailored site planning for long-term growth. Parcel sizes range from 0.026 to 40.305 acres, allowing for versatile phased or comprehensive development.



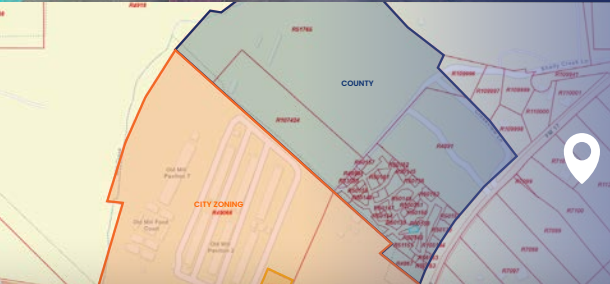
Flood Zone

Portions of the western site, including some RV spaces and structures, fall within the 100-year FEMA flood zone, requiring mitigation. Elevated areas remain unaffected, offering prime development opportunities.



Utilities

Most parcels are connected to municipal water, sewer, and electricity, with northern parcels requiring infrastructure extensions for future development.



Zoning

- 60.258 acres within city limits zoned FMB-A1 (First Monday Business District), permitting diverse commercial uses.
- 48.24 acres outside city limits offer potential for annexation and rezoning to support mixed-use or residential projects.

Site Description

KEY FEATURES ▼

Improvements

The 108 Acre parcel features a range of income-generating assets and development-ready spaces. Existing improvements are in excess of 170,000 square feet.



SEVEN PAVILIONS

Each exceeding **17,472 square feet** for a total of approximately **132,832 square feet**.



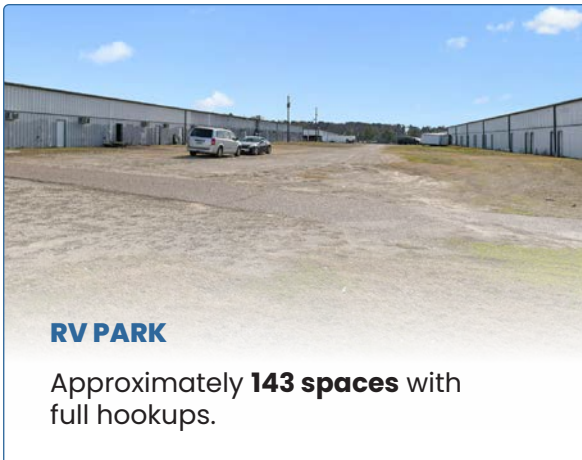
VENDOR SPACES

A mix of indoor and outdoor vendor areas, including "The Villages" and "The Mountain." The Villages contain **8 buildings totaling approximately 22,684 square feet** including a food court. The Mountain has numerous structures that were built by leasehold tenants.



STORAGE UNITS

Approximately **40 self-storage units** with approximately **4,000 square feet of improvements**.



RV PARK

Approximately **143 spaces** with full hookups.



PARKING

Expansive parking areas support public events, with opportunities to modernize signage and payment systems for increased efficiency.

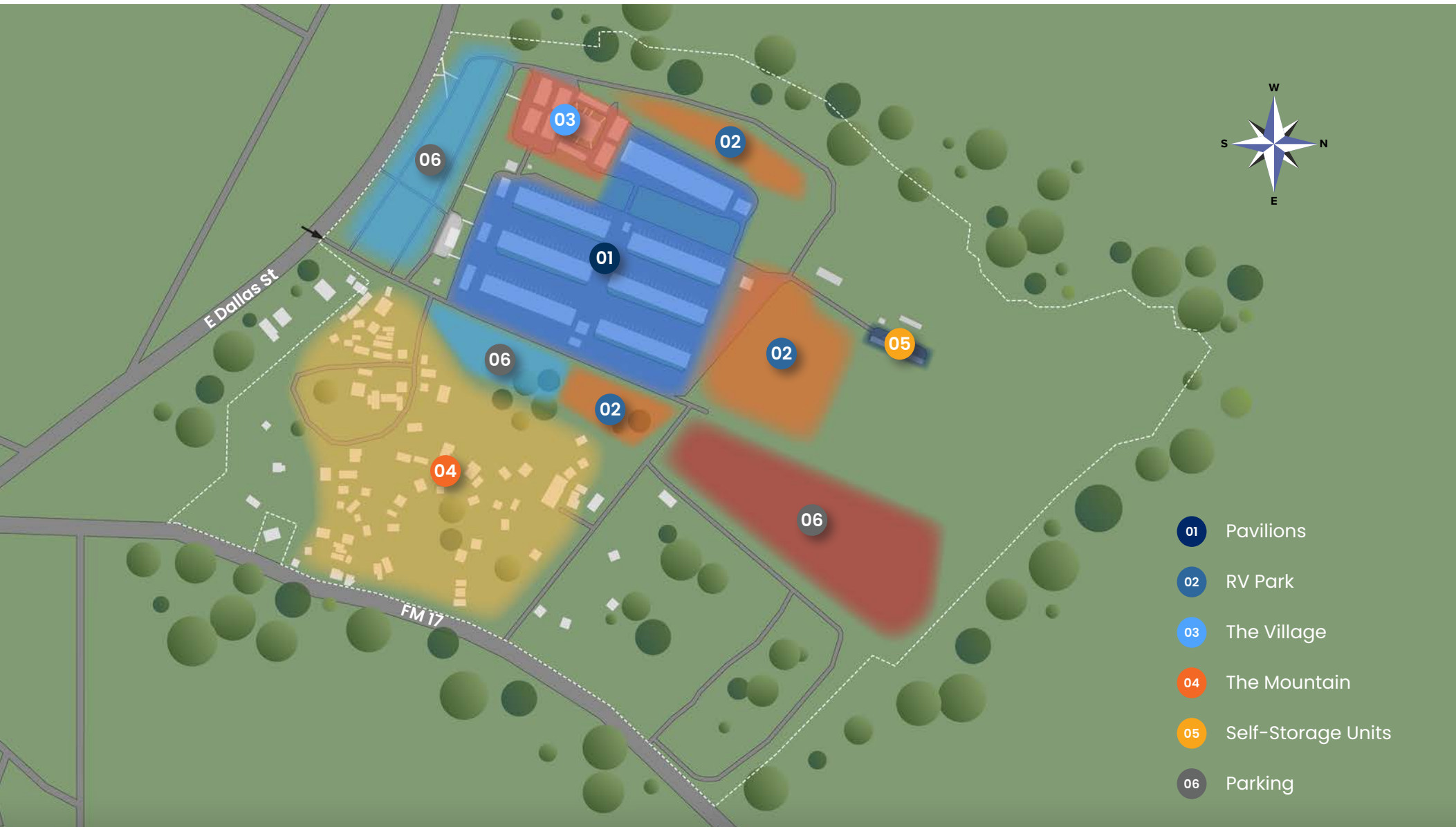
Sale Parcel Description

The property spans 108 acres and includes:

- 01 **Seven Pavilions:** Approximately 132,832 square feet of metal buildings on concrete slab foundations. Well-suited for vendors and events..
- 02 **RV Park:** Approximately 143 spaces with full hookups.
- 03 **The Village:** Approximately 16,604 square feet of wood frame buildings and approximately 6,080 square feet for a food court designed for indoor Vendor areas.
- 04 **The Mountain:** Vendor Areas that the previous owner ground leased to vendors who built structures on them for uses such as retail, food, general store and overnight accommodations. Uses are subject to the existing zoning restrictions.
- 05 **Self-Storage:** 40 storage units with a metal building on concrete slab with approximately 4,000 square feet.
- 06 **Parking:** Ample public parking with revenue potential, though improvements in signage and payment systems are recommended.



Site Plan



- 01 Pavilions
- 02 RV Park
- 03 The Village
- 04 The Mountain
- 05 Self-Storage Units
- 06 Parking

Key Buildings & Facilities



Gallery of Key Buildings & Facilities

VENDOR AREAS



Gallery of Key Buildings & Facilities

VENDOR AREAS



Gallery of Key Buildings & Facilities

PAVILIONS



Gallery of Key Buildings & Facilities

PAVILIONS



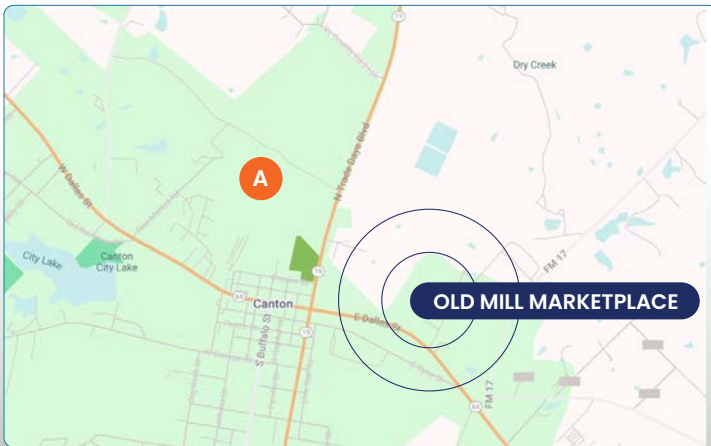
Gallery of Key Buildings & Facilities

SELF-STORAGE UNITS



Market Overview

Canton is strategically positioned within the fast-growing Dallas-Fort Worth economic corridor, benefiting from its proximity to urban centers and small-town charm. The city's economic vitality is driven by tourism, particularly through the iconic First Monday Trade Days—the largest and longest-running flea market in the United States—which attracts hundreds of thousands of visitors every month.



KEY INSIGHTS

- **First Monday Trade Days:** A Spanning over 450 acres, this event draws between 200,000 to 400,000 visitors monthly, transforming the city into a hub of activity and commerce. The property's proximity to Trade Days makes it uniquely positioned to capitalize on this unparalleled foot traffic.
- **Population Growth:** Canton and surrounding areas continue to experience steady population increases, fueled by affordable housing, improved infrastructure, and growing interest in suburban and exurban living.
- **Economic Drivers:** Beyond Trade Days, Canton benefits from a mix of agriculture, retail, and light industrial activity, supporting a balanced and resilient economy. Downtown Canton is a charming district offering year-round shopping and dining. Outside of Trade Days weekends, traffic levels normalize to reflect the pace of a smaller town, providing a stable operational environment for daily business activities on the property.
- **Regional Infrastructure:** Investments in roadways and utilities enhance accessibility and support further development along the I-20 corridor.
- **Local Infrastructure:** Easy access to highways, utilities, and support from local government for zoning and development. However, developers should consider the impact of the monthly traffic surges on utility and infrastructure capacity. Enhancements to roads, parking facilities, and service systems may be required to ensure seamless operations during peak periods.



Photo from Visit Canton

Market Overview

MONTHLY TRADE DAYS

Known as the “Walking Capital of Texas,” the city is a hub for tourism and commerce, driven by its historic downtown and events like First Monday Trade Days. The property’s location ensures high visibility and steady foot traffic from the event.

First Monday Trade Days: The largest flea market in the U.S., held monthly on 450+ acres. Traffic patterns during these events transform the city, with tens of thousands of vehicles entering Canton over the four-day period. This creates unparalleled exposure for the property but requires careful planning to manage access during peak times.

POST-COVID TRENDS IN TRADE DAYS

Resilience and Recovery

Trade Days experienced a temporary dip in attendance during COVID-19 restrictions but rebounded quickly as travel restrictions eased. The event’s open-air nature and strong regional loyalty have supported its recovery. Recent attendance figures suggest a 10-15% growth compared to pre-COVID levels, driven by pent-up demand and increased interest in outdoor shopping experiences.

Shifting Visitor Demographics

Visitors now include younger, more tech-savvy shoppers seeking unique finds, blending traditional flea market enthusiasts with a new audience interested in curated experiences. Local vendors have started to adopt hybrid models, selling both on-site and online, aligning with broader retail trends.

Impact on Property Use

The demand for flexible retail spaces has increased, with vendors requiring scalable areas that can support hybrid operations (in-person and fulfillment-based).



Market Overview

EMPLOYMENT & INDUSTRY DYNAMICS

ECONOMIC GROWTH

Van Zandt County has experienced consistent economic expansion, with notable growth in Gross Domestic Product (GDP). In 2022, the county's nominal GDP grew by 13.2%, following an 11.5% increase in 2021. The total GDP for the region reached \$1.4 billion, underscoring a vibrant and expanding economy.

GDP (in \$ millions)

Manufacturing

\$176

Construction

\$162

Real Estate and Rental Leasing

\$137

Retail Trade

\$128

Educational Services

\$121

Wholesale Trade

\$115

Transportation and Warehousing

\$69

Agriculture, Forestry, Fishing, and Hunting

\$64

Accommodation and Food Services

\$59

- The Manufacturing sector was the largest contributor to this growth, accounting for \$175.98 million, followed by Construction at \$162.33 million, Real Estate and Rental and Leasing at \$137.27 million, and Retail Trade at \$128.24 million.
- Employment in Van Zandt County is projected to grow by 2.1% over the next decade. However, growth rates vary by education level: occupations requiring a postgraduate degree are expected to grow at 2.5% annually, those needing a bachelor's degree are forecast to increase by 2.2% per year, and jobs typically requiring a 2-year degree or certificate are anticipated to grow at a rate of 2.4% annually.
- The Agricultural industry in Van Zandt County has the highest concentration of employment, with 1,543 workers earning an average wage of \$18,958. Employment in this sector is expected to grow by approximately 1.7% annually over the next decade.

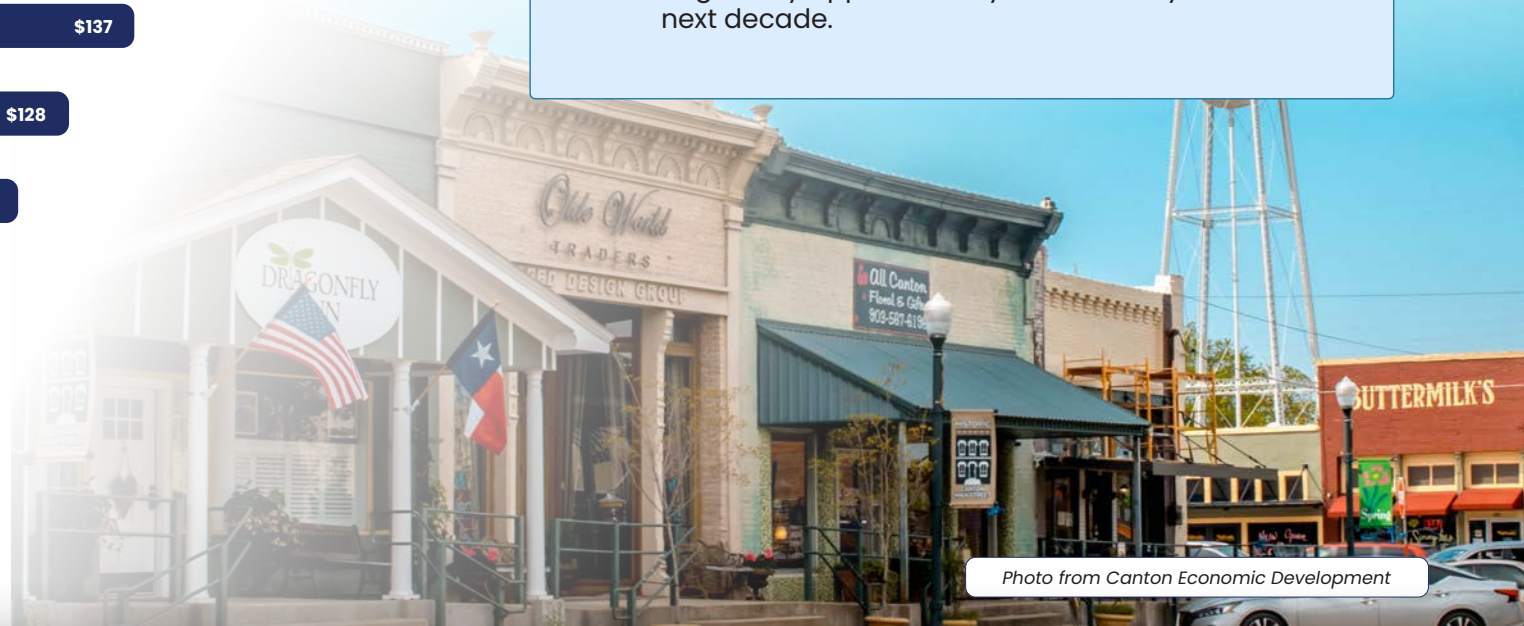


Photo from Canton Economic Development

Market Overview

DEMOGRAPHIC TRENDS

VAN ZANDT COUNTY ►

19.6% Population Increase Since 2010

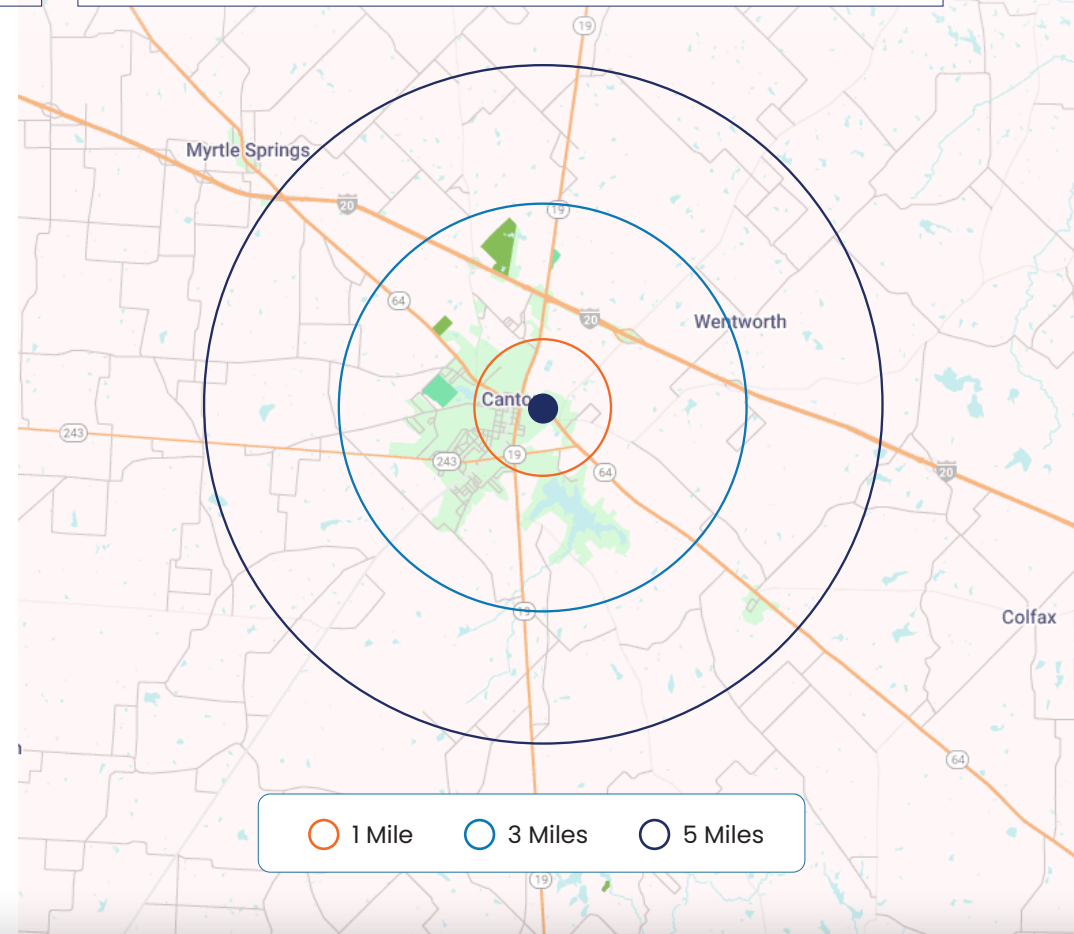
Van Zandt County has experienced robust growth, outpacing the U.S. growth rate of 7.7%. As of 2024, the population stands at 64,189, with a median age of 41.

Age Distribution

The county's population reflects a balanced demographic, with a substantial aging population complemented by a younger workforce.



	1 Mile	3 Mile	5 Mile
POPULATION			
2024 Population	1,534	7,443	10,872
2029 Population Projection	1,748	8,517	12,364
Pop Growth 2024-2029	14.0%	14.4%	13.7%
Median Age	41.5	41.0	42.3
HOUSEHOLDS			
2024 Households	580	2,817	4,166
2029 Household Projection	662	3,224	4,737
HH Growth 2024-2029	14.1%	14.5%	13.7%
INCOME			
Average Household Income	\$81,396	\$81,108	\$83,273
Median Household Income	\$66,768	\$62,798	\$65,894
DAYTIME DEMOGRAPHICS			
Total Businesses	355	631	807
Total Employees	2,754	5,380	6,505
LABOR FORCE			
Labor Force	636	3,056	4,508
Unemployed	29	126	147
Unemployment Rate	2.37%	2.13%	1.69%



Market Overview

DEVELOPMENT PATTERNS

Photo from Canton Economic Development



LATE 19TH CENTURY GROWTH

Canton's population reached 421 by 1890, driven by flour mills, sawmills, and cotton gins. The discovery of iron ore and anthracite coal in the late 1880s and early 1890s spurred development. By 1896, the town had churches, a steam gristmill, two newspapers, and a thriving business community.



POPULATION FLUCTUATIONS

By 1904, the population had dropped back to 421. However, the town continued to grow with new brick buildings, a courthouse completed in 1894, and formal incorporation in 1919.



EARLY 20TH CENTURY

The Great Depression slowed progress, but the discovery of the Van oilfield in the late 1920s led to renewed expansion. A new courthouse was built in the 1930s as part of the Public Works Administration. The population reached 715 by the 1940s, though it declined after 1949.



MID 20TH CENTURY

In the 1950s, businesses like a sweet potato curing plant and ice factory diversified the economy. The 1960s brought significant growth, expanding city limits and raising the population to nearly 3,000 by 1990.



MODERN DAY CANTON

Today, Canton is a vibrant community and the retail hub of Van Zandt County. It's known for First Monday Trade Days, one of Texas' top tourist attractions. The town features a revitalized downtown, a strong small business culture, and growth opportunities in distribution, manufacturing, and agribusiness. Canton offers a skilled workforce, recreational options, and a booming tourism economy, combining small-town charm with big-city opportunities.

Market Overview

INFRASTRUCTURE



The city has made significant strides in improving its infrastructure, with a focus on revitalizing its historic downtown. In late 2017, the Canton Economic Development Corporation (EDC) applied for assistance through the Texas Historical Commission's Town Square Initiative (TSI) to create a more strategic vision for the downtown area. Through community engagement and planning efforts from 2018, the Canton Downtown Action Plan was developed, focusing on historic preservation, building stabilization, and streetscape improvements. Since joining the Texas Main Street Program in 2001, Canton has reinvested over \$250,000 in downtown restoration projects, fostering a thriving, preservation-based economy and helping to revitalize the area block by block.

In addition to downtown improvements, Canton is investing in critical infrastructure upgrades. The city has prioritized historic preservation, including stabilizing buildings and improving

streetscapes, while also diversifying its economy beyond the seasonal Trade Days market. The ongoing restoration and investment in downtown Canton continue to create a more vibrant, functional, and attractive space for both residents and visitors, contributing to the city's long-term growth and sustainability.

Another key infrastructure project is the construction of a new bridge at the intersection of I-20 and FM 859, which is expected to be completed by March 2025. This new bridge will replace the old structure, enhancing transportation and connectivity for Canton and surrounding areas, and further supporting the region's development.



Photo from Canton Economic Development

Market Overview

LOCAL GROWTH DRIVERS

FIRST MONDAY TRADE DAYS

First Monday Trade Days in Canton, Texas, is the world's largest flea market and the oldest continuously operating outdoor market in the United States, celebrating its 151st anniversary in September 2024. The event is held one weekend each month, attracting over 100,000 shoppers. It features more than 5,000 vendors spread across 400 acres, with over 700,000 square feet of covered shopping space. The market draws visitors from Texas, Louisiana, Oklahoma, and beyond, offering a wide range of goods, including home decor, antiques, clothing, crafts, jewelry, and collectibles. For vendors, craftsmen, and artists, it provides an ideal venue to showcase their products to a large and diverse audience.

Economic Impact

- The economic impact of First Monday Trade Days on Canton is substantial, transforming the town into a vibrant shopping destination each month.
- Shoppers from metropolitan areas like Dallas and Houston, as well as from neighboring states, flock to the city, stimulating local businesses, boosting tourism, and generating significant revenue.
- By offering a platform for small businesses and vendors, First Monday Trade Days supports the local economy and strengthens Canton's status as a key retail and cultural hub in the region.

Original First Monday Park

- The heart of the event is the Original First Monday Park, where visitors begin their shopping adventure amid acres of vendors and miles of paved aisles.
- Operated by the City of Canton, the park is easily accessible through multiple entrances: the Main Gate on Groves Street, the East Gate on Highway 19, the North Entrance on Wynne Road, and the West Entrance on FM 859.
- Inside the park, shoppers can explore Trade Centers 1-4, the Canton Civic Center, Dry Creek Landing, and numerous outdoor vendor lots.



Photo from First Monday Canton

Market Overview

LOCAL GROWTH DRIVERS

OTHER MARKET PROPERTIES

01 Lewis First Monday

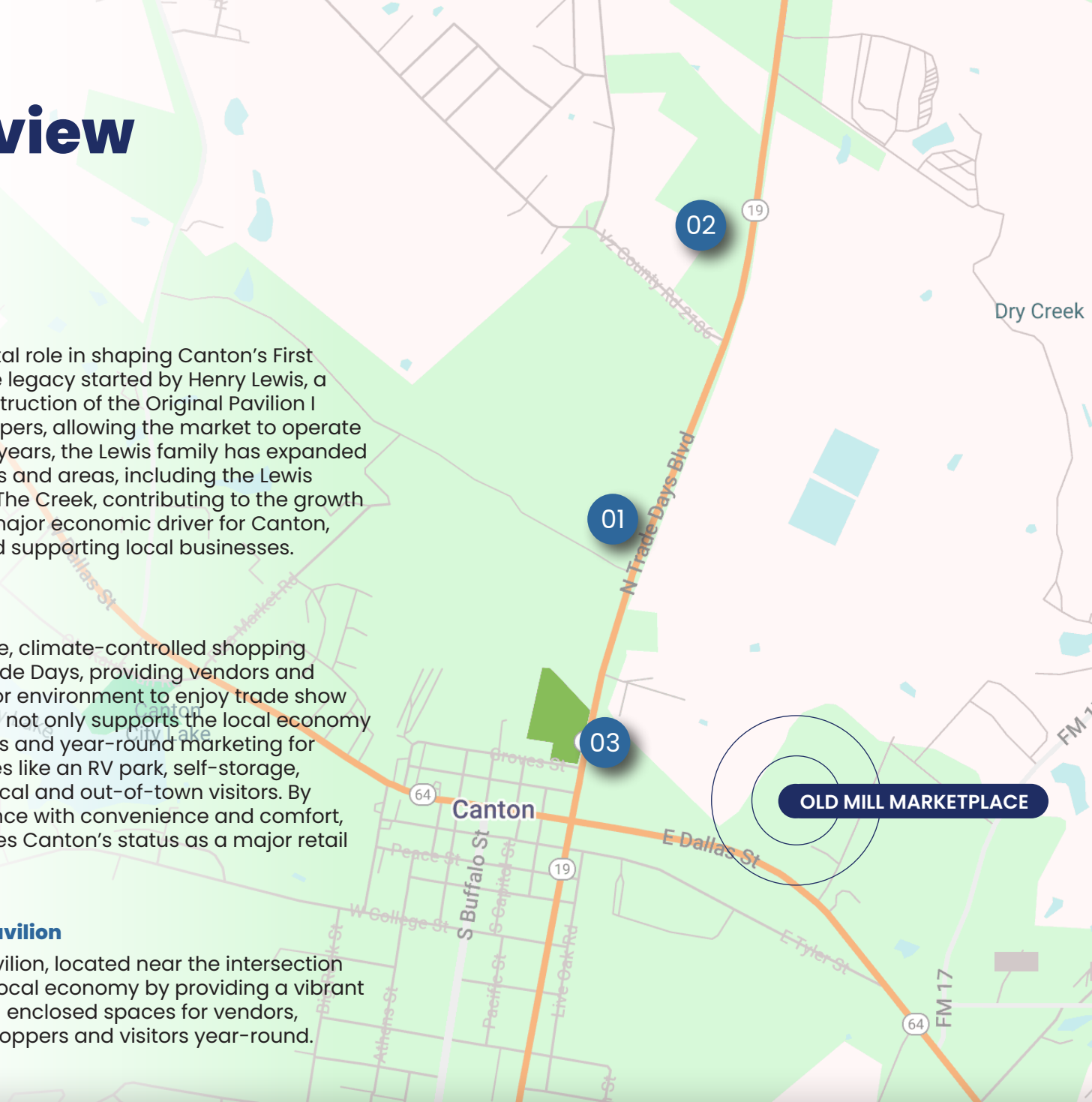
The Lewis family has played a pivotal role in shaping Canton's First Monday Trade Days, continuing the legacy started by Henry Lewis, a former mayor, in 1988. Henry's construction of the Original Pavilion I provided a covered space for shoppers, allowing the market to operate year-round, rain or shine. Over the years, the Lewis family has expanded the market with additional pavilions and areas, including the Lewis Original Pavilions and Walkway By The Creek, contributing to the growth of First Monday Trade Days into a major economic driver for Canton, attracting thousands of visitors and supporting local businesses.

02 Canton Marketplace

Canton Marketplace offers a unique, climate-controlled shopping experience during First Monday Trade Days, providing vendors and shoppers with a comfortable, indoor environment to enjoy trade show items, food, and more. This pavilion not only supports the local economy by offering affordable booth spaces and year-round marketing for vendors, but also features amenities like an RV park, self-storage, and free parking, attracting both local and out-of-town visitors. By enhancing the Trade Days experience with convenience and comfort, Canton Marketplace further solidifies Canton's status as a major retail and tourism hub in the region.

03 Sumner RV Park & Trade Center Pavilion

Sumner RV Park & Trade Center Pavilion, located near the intersection of Highways 19 and 64, boosts the local economy by providing a vibrant flea market with both open-air and enclosed spaces for vendors, alongside an RV park, attracting shoppers and visitors year-round.



Market Overview

RETAIL OPPORTUNITIES

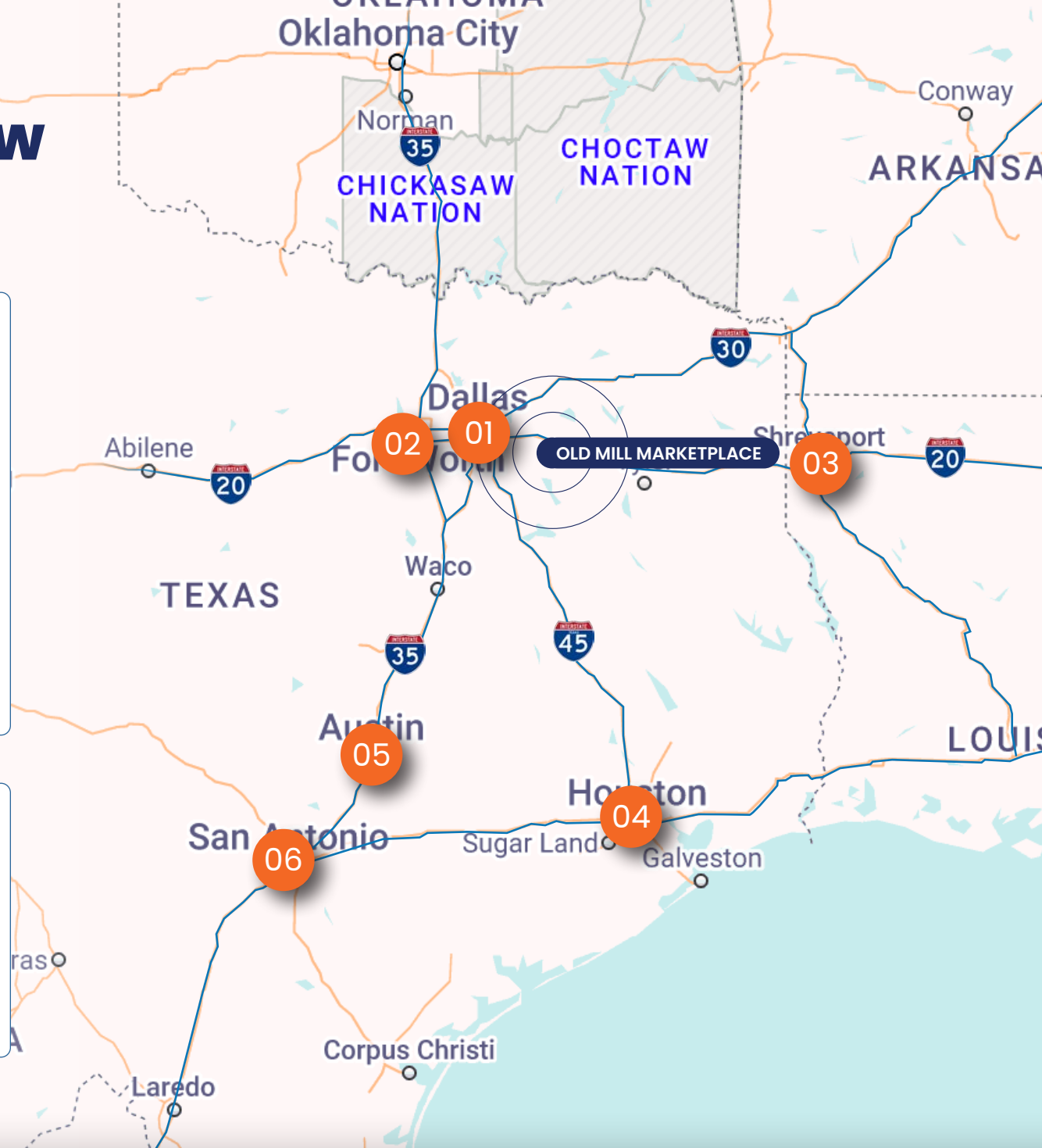
STRATEGIC MARKET ACCESS

Canton's central location provides convenient access to major markets via interstates I-20, I-30, I-35, and I-45. Key travel times include:

- 01 Dallas: 1 hour
- 02 Fort Worth: 1.5 hours
- 03 Shreveport: 2 hours
- 04 Houston: 3.5 hours
- 05 Austin: 3.5 hours
- 06 San Antonio: 4 hours

ECONOMIC INCENTIVES

The City of Canton supports retail development through incentives such as Downtown Retail Rent Subsidies, Vacant Building Renovation Grants, and Sales Tax Rebates.



Investment Scenarios

The investment scenarios for Old Mill Marketplace provide clear, actionable pathways for developers seeking to maximize the property's potential. Each scenario is tailored to balance feasibility with ambition, aligning with current zoning restrictions while exploring opportunities for strategic growth. These plans highlight how developers can enhance revenue, meet community goals, and leverage Canton's position within a rapidly growing regional market.

OPTIMIZED CURRENT USE	EVENT-DRIVEN ENHANCEMENTS	TARGETED HOSPITALITY	MIXED-USE EXPANSION VIA REZONING
<p>Vision: Enhance the existing operations of vendor spaces, RV parks, and parking areas to maximize revenue within the current zoning constraints.</p> <p>Opportunities:</p> <ul style="list-style-type: none"> Introduce digital booking systems for RV spaces and improve flood mitigation strategies for low-lying areas. Modernize payment systems and signage for parking to streamline operations and enhance revenue collection. <p>Community Alignment: Improvements align with the Canton Economic Development Corporation's goals to enhance Trade Days and provide additional services without altering the current zoning framework.zoning constraints.</p>	<p>Vision: Expand the property's event-hosting capabilities by leveraging its existing pavilions and open spaces.</p> <p>Opportunities:</p> <ul style="list-style-type: none"> Partner with Trade Days to host mid-week or off-season events, including concerts, trade shows, or local festivals. Convert underutilized spaces into performance venues or multi-purpose event areas to attract year-round activity. <p>Impact: Supports regional tourism while diversifying revenue streams and maintaining compliance with current zoning restrictions.</p>	<p>Vision: Develop boutique accommodations and amenities tailored to Trade Days visitors and Canton residents.</p> <p>Examples: Create short-term rental cottages, glamping sites, or themed boutique hotels that integrate seamlessly with the property's existing operations.</p> <p>Feasibility: Focus on smaller-scale hospitality initiatives that align with current zoning and avoid rezoning or annexation requirements.</p>	<p>Vision: Rezone the city-zoned portion to a Planned Development (PD) to support mixed-use projects, incorporating hospitality, retail, office, and public amenities. The remaining 48.24 acres outside city limits remain unrestricted.</p> <p>Opportunities:</p> <ul style="list-style-type: none"> Develop a phased mixed-use village with retail, residential, and green spaces while integrating community-focused facilities to align with EDC goals. <p>Challenges and Feasibility:</p> <ul style="list-style-type: none"> Work with local authorities to address rezoning and annexation hurdles while engaging stakeholders to ensure community support and smooth approvals.

Potential Uses

Old Mill Marketplace offers a diverse range of development opportunities, leveraging its unique location, existing infrastructure, and proximity to First Monday Trade Days. Below are detailed scenarios for key potential uses:

MIXED-USE DEVELOPMENT

Combine retail, dining, and residential spaces to create a self-sustaining community that attracts both locals and visitors. Developments could include ground-floor retail with apartments or condos above.

Opportunities: Meets the growing demand for walkable spaces while capitalizing on the property's prime location. High foot traffic during Trade Days ensures a consistent customer base.

Case Study: Terrell, Texas, successfully revitalized its economy by implementing a similar mixed-use development strategy.

BOUTIQUE HOSPITALITY

Develop boutique hotels or short-term rental properties tailored to Trade Days visitors. Features like themed accommodations, local cuisine, and event-hosting capabilities can elevate the visitor experience.

Opportunities: Take advantage of the massive monthly influx of Trade Days attendees, many of whom are seeking overnight accommodations. Create unique, destination-focused experiences.

Market Insight: Boutique hotels in rural areas near major events consistently report above-average occupancy rates, particularly during peak periods.

ENTERTAINMENT HUB

Transform existing pavilions and open spaces into venues for concerts, festivals, or cultural events. The site could support year-round programming, such as trade shows or art fairs.

Opportunities: Diversify revenue streams and attract new audiences beyond Trade Days weekends. Enhance regional tourism by providing additional entertainment options.

Example: Magnolia Market in Waco expanded its appeal through large-scale events like Silobration, proving the viability of entertainment hubs in smaller communities.

WINERY DEVELOPMENT

Establish a boutique winery featuring tasting rooms, vineyard tours, and event spaces. The concept blends rural charm with luxury leisure experiences.

Opportunities: Appeal to both tourists and locals, offering a unique attraction in Canton's evolving landscape. Pairing a winery with events or dining experiences can create a premium destination.

Case Study: The Texas Hill Country region has demonstrated the success of boutique wineries when paired with community-focused events.

OUTDOOR RECREATION AND PUBLIC AMENITIES

Develop parks, trails, or recreational facilities to foster community engagement and sustainability.

Opportunities: Enhance the area's livability and attract families by adding green spaces, sports complexes, or walking paths. Collaboration with the Canton Economic Development Corporation could provide funding and support.

Example: Small-town recreational developments, such as public parks and trail systems, have shown to increase local engagement and appeal to potential residents.

Traffic Analysis



PEAK TRAFFIC

During Trade Days, 50,000–70,000 vehicles flow into Canton, primarily via I-20, State Highway 19, and Highway 64. Traffic peaks on Saturdays and Sundays, creating both challenges and opportunities. This influx presents significant economic opportunities for retail and hospitality businesses, as it guarantees a steady stream of potential customers directly adjacent to the property. However, it also creates logistical challenges that developers must address, such as congestion and access constraints. Effective solutions like shuttle services, optimized traffic flow designs, and partnerships with local authorities can mitigate these challenges and maximize development potential.

OFF-PEAK TRAFFIC

On non-event days, daily traffic ranges from 5,000 to 7,000 vehicles, ensuring consistent support for year-round tenants.

CONSIDERATIONS

Effective traffic management plans, such as shuttle services and collaborations with local authorities, are essential for optimizing access and mitigating congestion.

Operational Overview

The operational framework at Old Mill Marketplace reflects its current role as a dynamic but underutilized asset. With vendor spaces, an RV park, and extensive parking facilities, the property supports the iconic First Monday Trade Days while offering opportunities for modernization and optimization. Existing operations provide a solid foundation for enhanced revenue generation through targeted upgrades and strategic management. By addressing operational inefficiencies and leveraging marketing opportunities, the property can unlock significant untapped potential, making it an even more integral part of Canton's economy.

Current operations include managing vendor spaces across pavilions and "The Village," operating RV park facilities, and managing public parking areas.

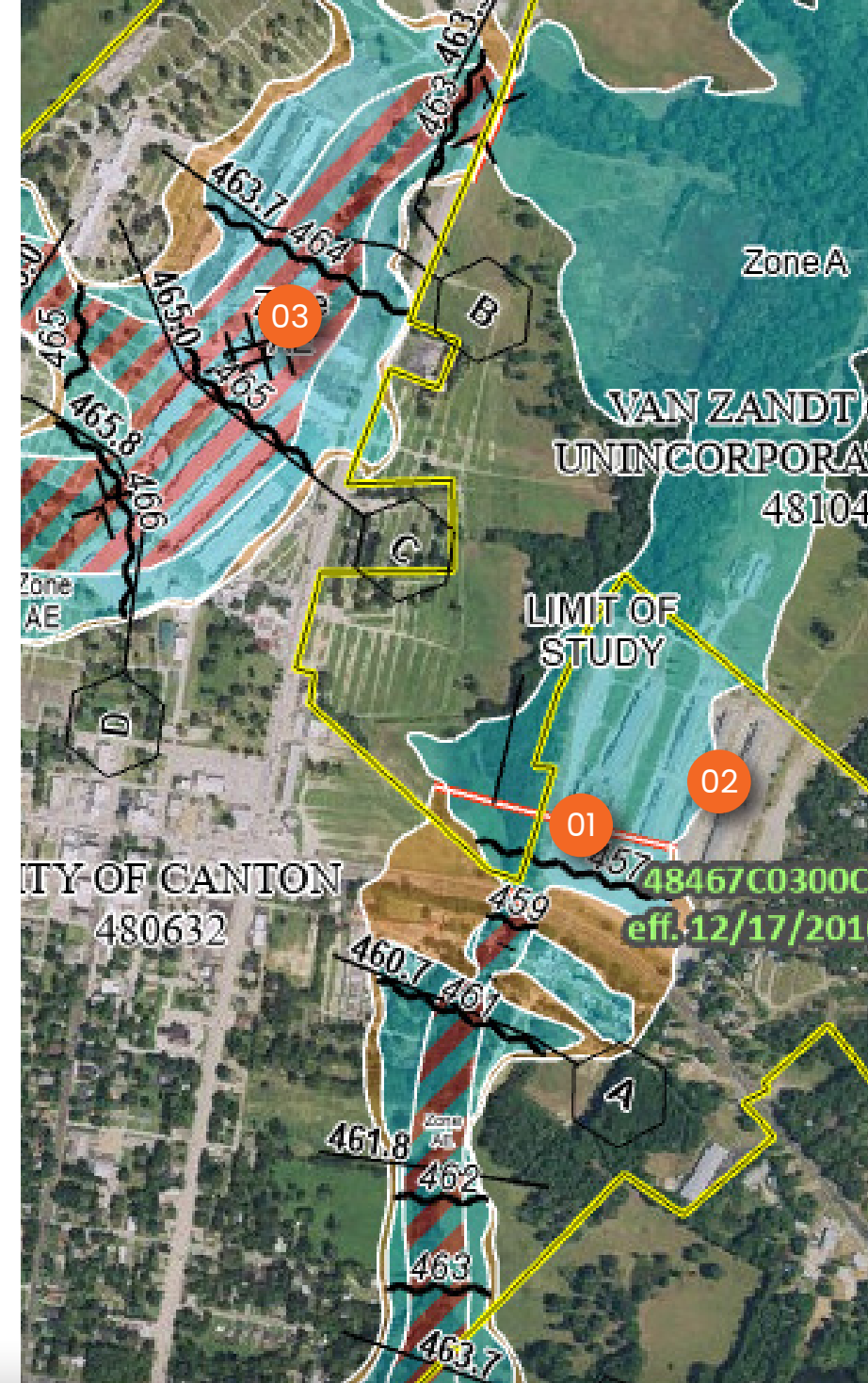
CHALLENGES AND OPPORTUNITIES

Underutilized Assets

01 **Vendor spaces** and **02** **pavilions** are below optimal occupancy, offering room for growth through targeted leasing efforts.

Marketing Opportunities

Increased outreach to **03** **Trade Days** participants and advertising could significantly boost revenue.



Appendix A: Zoning Maps & Parcel Details

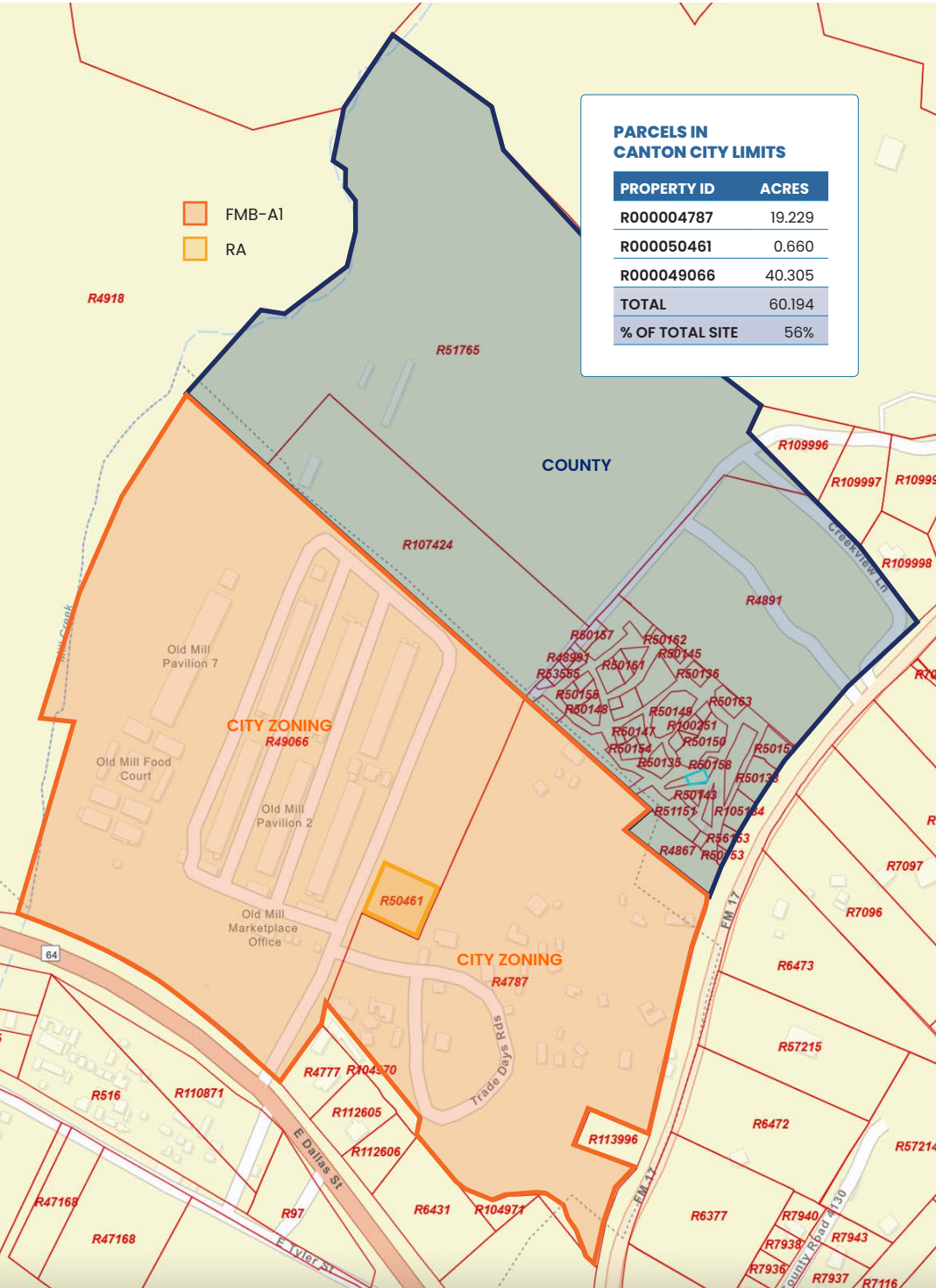
Account Number	Acreage	Tax Assessed Value
R000004787	19.229	\$543,080
R000050461	0.66	\$18,810
R000049066	40.305	\$2,004,860
R000004891	4.999	\$31,750
R000107424	6.505	\$173,790
R000051765	31.051	\$283,540
R000004867	0.58	\$8,870
R000050153	0.04	\$16,150
R000056153	0.08	\$2,230
R000051229	0.03	\$670
R000050142	0.042	\$510
R000051151	0.284	\$7,760
R000105184	0.191	\$2,340
R000050133	0.229	\$2,800
R000050143	0.3	\$9,760
R000050144	0.028	\$123,470
R000050134	0.042	\$780
R000050158	0.033	\$400
R000050159	0.207	\$4,610
R000050151	0.393	\$4,810
R000050150	0.213	\$4,160
R000050135	0.106	\$1,300
R000100379	0.05	\$1,420
R000100380	0.05	\$1,680
R000100251	0.05	\$1,680
R000107050	0.03	\$670

Account Number	Acreage	Tax Assessed Value
R000050163	0.099	\$1,210
R000050154	0.066	\$810
R000050130	0.297	\$3,640
R000107049	0.03	\$670
R000050147	0.103	\$1,260
R000050149	0.222	\$2,720
R000050136	0.064	\$780
R000050148	0.097	\$1,190
R000052591	0.027	\$9,580
R000050137	0.097	\$3,260
R000050160	0.201	\$2,460
R000050145	0.026	\$320
R000050162	0.055	\$670
R000050155	0.118	\$1,440
R000050146	0.04	\$1,350
R000050138	0.107	\$1,310
R000050161	0.093	\$1,140
R000053867	0.04	\$1,350
R000050152	0.084	\$1,030
R000050139	0.023	\$280
R000053555	0.06	\$12,740
R000048991	0.06	\$2,020
R000107051	0.03	\$670
R000050157	0.088	\$1,080
R000050140	0.33	\$4,040
Total	108	\$3,308,920

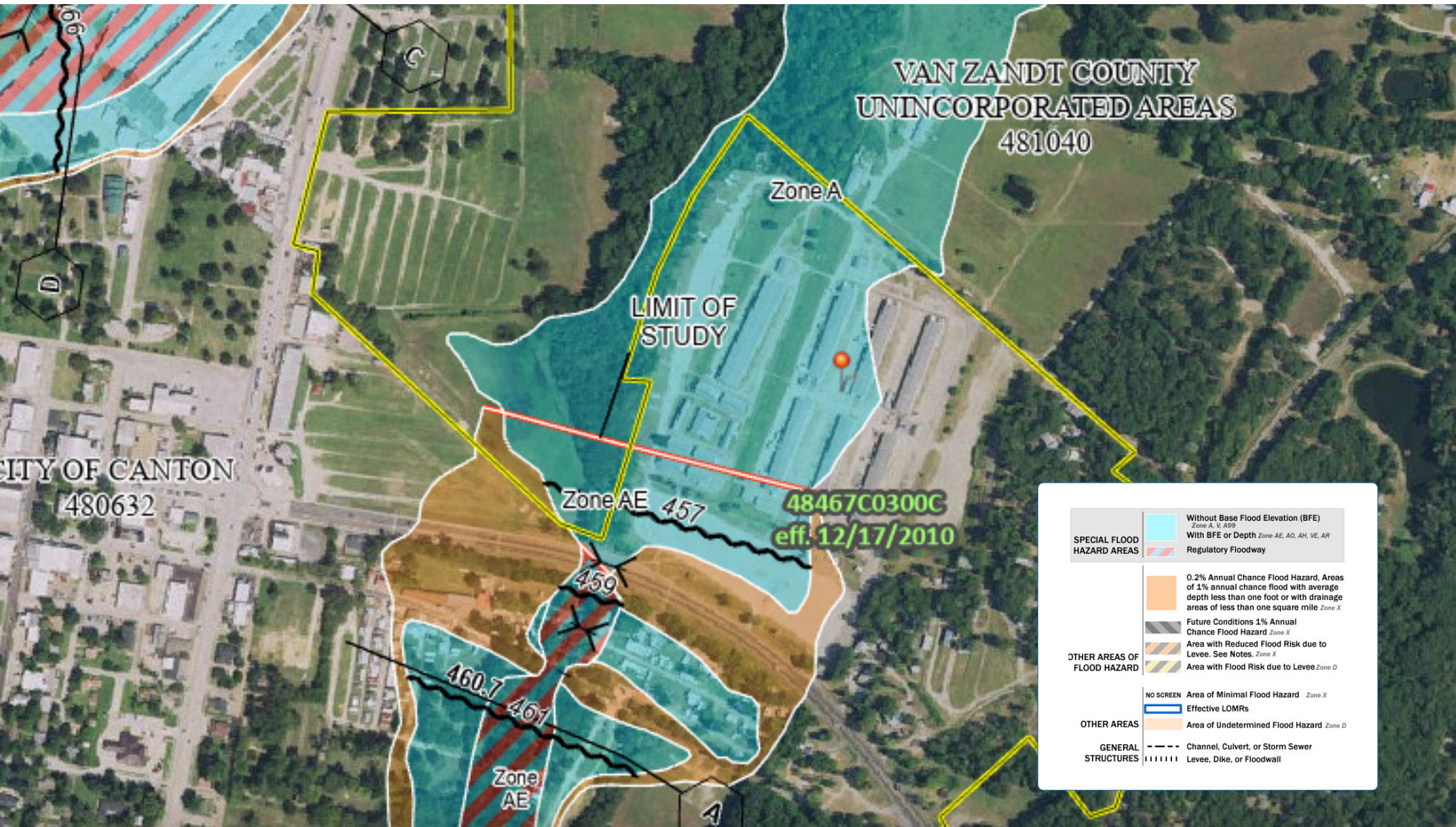
FMB-A1
RA

PARCELS IN CANTON CITY LIMITS

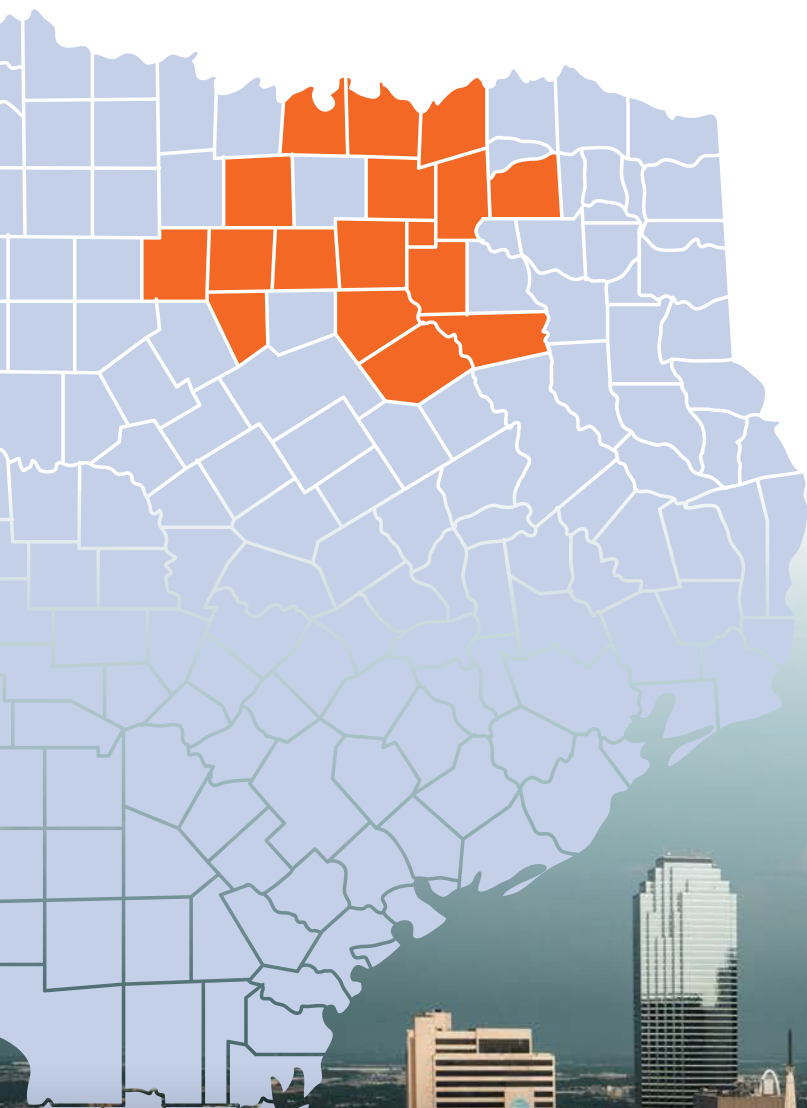
PROPERTY ID	ACRES
R000004787	19.229
R000050461	0.660
R000049066	40.305
TOTAL	60.194
% OF TOTAL SITE	56%



Appendix B: Floodplain Map



Appendix C: Dallas Metroplex



The Dallas–Fort Worth Metroplex, also known as the DFW area, is the largest metropolitan region in Texas and the fourth largest in the U.S., with a population of over 8.1 million as of 2023. Spanning 9,286 square miles, it encompasses a diverse mix of urban, suburban, and rural areas across 13 counties, including Dallas, Fort Worth, Arlington, and Plano. Known for its rapid growth, it boasts the highest annual population increase in the nation, driven by its thriving economy, which includes 24 Fortune 500 companies and an influx of new jobs, accounting for 4.5% of all new U.S. jobs between August 2022 and 2023.

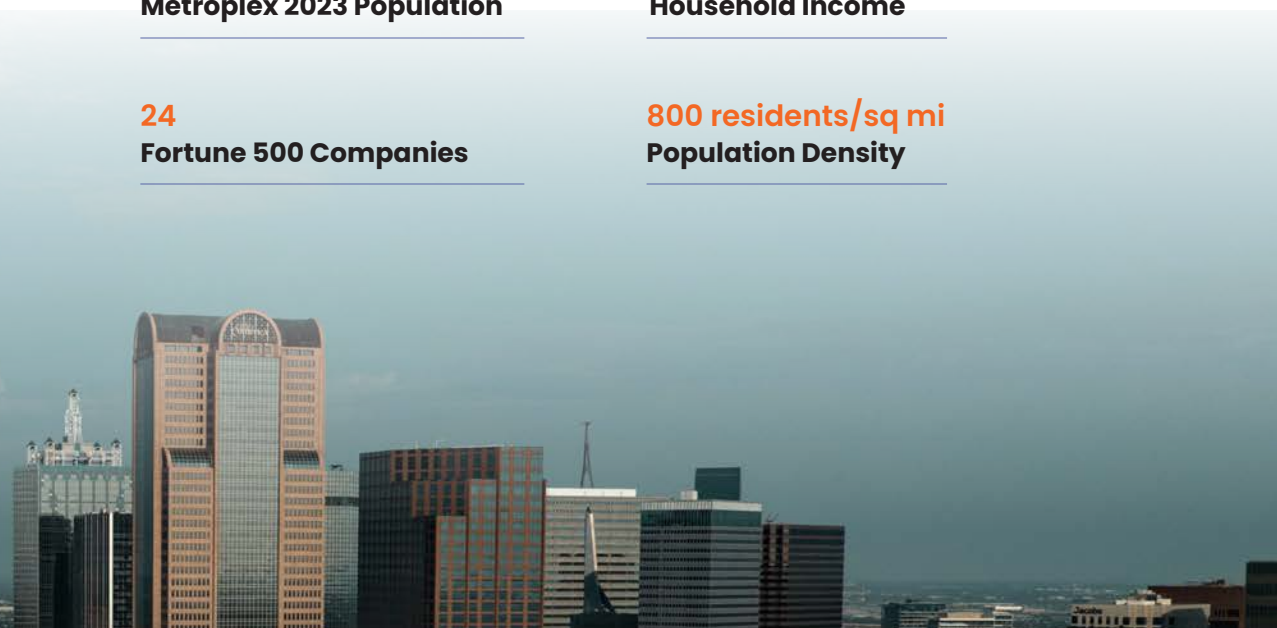
With a median household income of \$86,860—10% higher than the national average—the DFW metroplex is an economic powerhouse, attracting both business and talent from across the country. Though the largest cities are densely populated, the area’s overall population density remains relatively low, with less than 800 residents per square mile. This dynamic region is home to a rapidly expanding workforce, a diverse array of industries, and a vibrant cultural scene, making it a significant player on both the national and global stage.

8.1M+
**Dallas–Forth Worth
Metroplex 2023 Population**

\$86,860
**Median
Household Income**

24
Fortune 500 Companies

800 residents/sq mi
Population Density



Appendix C: Dallas Metroplex

INVESTMENTS

Phoenix Food Expansion

Phoenix Food, a producer of packaged food mixes, has reached an agreement with the Canton Economic Development Corporation to expand its operations in Canton, Texas. The company, which has been in business for 15 years, will add an 8,000-square-foot warehouse adjacent to its current facilities on Reserve Dr. The expansion, which includes a \$125,000 initial investment and further commitments over three years, aims to accommodate growing demand and support local job creation.

Phoenix Food currently employs 20 full-time staff, with an additional 30-50 workers during peak seasons. In addition to the company's investment, the Canton EDC will provide up to \$128,000 in reimbursements for capital equipment and job creation incentives, while Van Zandt County Commissioners have approved a \$40,000 grant to support the project.

CANTON TX, RECENT RESIDENTIAL DEVELOPMENTS

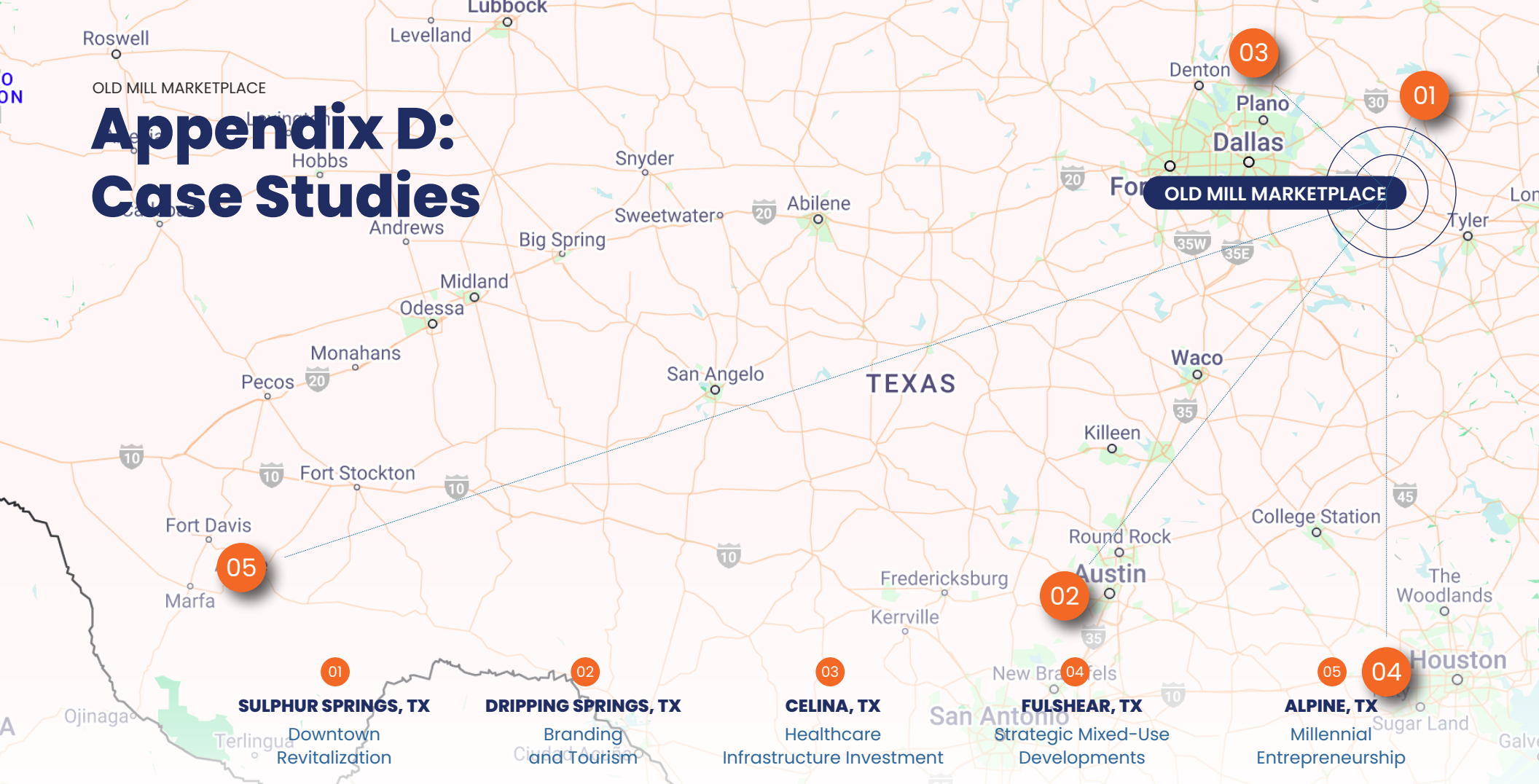
Burnett Trail Apartments

Burnett Trail Apartments, located in Canton, TX, is a premier multifamily community within the exclusive Burnett Trail planned residential development, offering modern living in a desirable location. Built in 2022, the community features 90 units with 1-2 bedroom floor plans.

Rent for the 1-bedroom apartments ranges from \$1,082 to \$1,150, while the 2-bedroom units are priced between \$1,400 and \$1,500. Each apartment is designed with spacious bedrooms and bathrooms, granite countertops, 42" upper cabinetry, and new Whirlpool appliances for a contemporary feel. Additional features include washers and dryers, shower rods, and closet shelving, ensuring comfort and convenience for all residents.



Appendix D: Case Studies



Project	Converted a parking lot into a public park with an outdoor plaza.	Marketed itself as the "Wedding Capital of Texas."	A \$200M Methodist Health System hospital set to open in 2025.	A 125-acre mixed-use project combining residential, commercial, and green spaces.	Revitalized downtown with coffee shops, breweries, and galleries.
Impact	Increased foot traffic and tourism. Created a lively hub for events and gatherings.	Over 1,000 weddings annually, driving demand for hotels, catering, and related businesses.	Improved healthcare access and created local jobs.	Attracted families and businesses, fostering sustainable growth.	New businesses created a vibrant cultural scene and attracted visitors.
Key Takeaway	Focus on creating community spaces can transform underutilized areas.	Leveraging unique local branding for economic growth.	Attracting large-scale investment through partnerships.	Comprehensive planning for multi-purpose developments.	Supporting entrepreneurship can lead to organic growth.

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Steve Fithian, CCIM, CPM, SEC
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OFFERING MEMORANDUM

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