MIC

MONFORT® INVESTMENT CORP

Case Study: Whiskey Row

Legacy to Legendary: A Vision for Denver's Entertainment District

MIC's inaugural project in Denver's Ballpark entertainment district – the redevelopment of 1946 Market – began a continued investment strategy that now includes five active projects and is transforming the area's vibrant nightlife. Formerly home to the iconic LoDo's Bar & Grill, the historic building was preserved and redeveloped into Dierks Bentley's Whiskey Row through meticulous planning and development.

KEY TAKEAWAYS

Goal: Transform a historic but underutilized property into a vibrant, world-class entertainment venue that aligns with the Ballpark district's strategic economic development goals.

Strategy: The project paved the way for MIC's broader vision for Denver's Ballpark entertainment district, recognized as a strategic economic development area per the City of Denver. Leading economic revitalization in the area, MIC brings premier operators/brands to market through thoughtful developments.

Challenges/Solutions: Redeveloping an asset of historic significance, MIC preserved legacy elements to honor its past while creating a modern entertainment experience for the future. MIC leveraged strategic investment, brand partnerships and a thoughtful approach to redevelopment.

Value Creation: The redevelopment increased property value and generated significant economic activity in the district.

Community Impact: Contributed to the revitalization of Denver's entertainment district, creating jobs and boosting local tourism.

Performance: Whiskey Row has become a cornerstone of the district, setting the stage for future developments.

PORTFOLIO/PROJECT DETAILS

- **PROJECT:** Redevelopment of a historic property and legacy venue (formerly Lodo's Bar & Grill) into Dierks Bentley's Whiskey Row
- **LOCATION:** 1946 Market St, Denver, CO
- **SIZE:** 20,000 SF
- **PARTNERS:** Dierks Bentley's Whiskey Row, Riot Hospitality Group, City of Denver

"Denver's beauty lies not only in its mountain views and urban culture, but in the unique spaces that define it's spirit. Whiskey Row Denver blends tradition, innovation, and charm in LoDo. Working with MIC on this project was inspiring, as they brought a bold vision to life, making Whiskey Row a cornerstone of the community and contributing to Denver's growth."

Jason Gallardo
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