



CHARLOTTE MILL DISTRICT N. CAROLINA

FOR IMMEDIATE RELEASE...

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OPTIMIST HALL ANNOUNCES POPULAR SOCIAL CLUB AS NEWEST TENANT

El Thrifty Social Club Joins Food + Beverage Tenant Mix at the Historic Textile Mill, Set to Open 2019

CHARLOTTE, NC: Charlotte-based [White Point Partners](#) and Atlanta-based [Paces Properties](#) today announce [El Thrifty Social Club](#), an authentic Mexican-inspired cantina, bar and upscale gaming venue, as the latest tenant to arrive at Optimist Hall. Partners Reid Olsen and Joe Lariscy expect El Thrifty Social Club to be an experience-driven entertainment destination for locals and tourists alike. From apres ski-vibes during the winters and mellowed out bohemian vibes during the summers, guests can expect the unique space to showcase ever changing atmospheres based on the season. El Thrifty will offer an escape from the day-to-day through a unique fusion of scratch-made Mexican fare, craft cocktails, champagne bubbles, lively DJs, dancing, upscale games including pelota, Belgian feather bowling, futbol, ping pong and snookball, and an array of other entertainment options.

“We are excited to join this exciting redevelopment and to add a unique concept to the strong tenant mix. This will be our second food and beverage and entertainment project in the Charlotte market, as we opened Queen Park Social in lower South End in early 2017,” said Partner Reid Olsen.

“We have seen similar mill redevelopments open in other markets that we love, and with the proximity to Uptown and the newly opened Light Rail adjacent to the project, we feel this is a perfect fit for our concept,” added Joe Lariscy.

El Thrifty Social Club’s 6,391 SF space at Optimist Hall will be on the lower level adjacent to Billy Sunday and Fonta Flora. This will be the second location of El Thrifty Social Club for partners Olsen and Lariscy, with the first location opening earlier this year on the Swamp Rabbit Trail in Greenville, South Carolina.

Restaurateur Robert Berry, formerly of Charleston’s Slightly North of Broad and New York City’s Cookshop, will serve as Executive Chef. Guests can expect an all-day menu featuring authentic Mexican dishes created with fresh and locally-sourced ingredients, including plates like a Chicken Torta with spicy slaw, Oaxaca cheese, refried beans and chipotle mayo; Pozole Roja with pork, hominy, radish, chicharrones, cilantro, lime and tortillas; and SC Fish with avocado verde cruda and pineapple cucumber salsa. A brunch menu will be available on Saturdays and Sundays. El Thrifty Social Club will also have an extensive list of agave-based spirits, mezcal and tequila for craft cocktails, as well as local craft beer, wine and locally roasted Methodical Coffee.

“El Thrifty Social Club is the missing piece to the entertainment puzzle, joining a heavily curated food and beverage mix. We are thrilled to welcome them to Optimist Hall, and this brings us one step closer to opening,” said Jay Levell, a partner and co-founder at White Point Partners. “We hope that the growing lineup of strong tenants is getting the community excited as the historic mill nears completion and we head towards an opening.”

A curated mix of restaurants, food stalls and retail space is expected to open in late Spring of 2019. Interviews and renderings are available upon request.

ABOUT OPTIMIST HALL: Optimist Hall is a 147,000 SF redevelopment of a former gingham mill that will feature a food hall, retail, restaurants and office space. El Thrifty Social Club joins a roster of previously announced tenants including Aix French Market, Archer Paper Goods, Ava, Bao + Broth Ramen + Bun Shop by Moffett Restaurant Group, Billy Sunday, The Dumpling Lady, Fonta Flora, Honeysuckle Gelato, Papi Queso, Pet Wants, Suárez Bakery & Barra, Undercurrent Coffee, Zukku Sushi and Duke Energy. Duke Energy opened its Innovation Center at Optimist Hall in early 2019 and the food hall, retail, restaurant are slated to have rolling openings in late Spring 2019. Additional tenants will be announced in the coming weeks.

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ABOUT PACES PROPERTIES: Founded in 1972, Paces Properties is a private real estate development firm specializing in the development, construction and leasing of urban-infill mixed-use projects featuring specialty retail, loft office, hospitality and multifamily assets in the Southeastern US. Having served as Paces’ core principle since inception, the Company’s mission remains: A commitment to excellence in creating distinctive, experiential & inspiring environments to live, work & shop. Paces is a well-capitalized entrepreneurial company with an exemplary track record. Paces and its principals have been involved in the acquisition and development of over 5,000 residential units and over 1MM square feet of retail and office projects. Paces Properties noteworthy projects include Krog Street Market, Larkin on Memorial, Atlanta Stove Works, The Office Apartments and Vinings Jubilee. Visit: pacesproperties.com.

ABOUT WHITE POINT PARTNERS: White Point Partners is a private real estate investment firm that specializes in the acquisition and development of value-add multifamily, office and retail opportunities throughout the southern U.S. We target investments in the leading 18-hour cities of this region, as these markets exhibit some of the country's most compelling population and economic growth dynamics. Utilizing in-depth market knowledge, an extensive network and entrepreneurial approach, we can pinpoint unique opportunities. Our approach to investing is governed by integrity, and we believe that it is instrumental to success – both our own and that of our partners. Visit: whitepointpartners.com.

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