

SUMMER 2023

# JIM LAKE

ADAPTIVE URBAN REDEVELOPMENT

DALLAS, TX



## CINCO DE MAYO AT JEFFERSON MARKET



H2GO

MAKE A SPLASH WITH  
H2GO PADDLE



410 N BISHOP AVE  
BUILT IN 1919 AS THE RIALTO THEATRE  
RENAMED ASTOR THEATRE IN 1934  
NOW OUR BELOVED 410 MARKET

## BISHOP ARTS

WWW.JIMLAKECO.COM



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PHOTO CREDIT: YUYU CULTURAL SHOP



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TENANT SPOTLIGHT · TENANT SPOTLIGHT · TENANT SPOTLIGHT · TENANT SPOTLIGHT

# YUYU CULTURAL SHOP

## JEFFERSON MARKET

Welcome to a world of colors, stories, and intricate designs at YUYU Cultural Shop and Fashion Brand! As you step foot into their vibrant shop, you will embark on an extraordinary journey of embracing cultures and celebrating diversity. Experience the beauty of global fashion - where fashion becomes a powerful expression of identity and a bridge that connects people from different backgrounds.

### Celebrating Diversity and Cultures through Fashion

At YUYU Cultural Shop, they firmly believe that fashion goes beyond mere clothing; it is an artistic canvas that showcases the richness and uniqueness of cultures worldwide. Their mission is to curate a collection that not only offers exquisite garments and accessories but also encourages you to explore and appreciate the incredible diversity that exists around us.

Each piece in their carefully curated collection is handpicked to represent the artistry, craftsmanship, and stories behind the cultures they originate from. Whether you are searching for traditional garments that celebrate heritage, contemporary styles that blend modernity with tradition, or unique accessories that make a bold statement, YUYU has something special for everyone.

### More Than Just a Retail Destination

We hope that YUYU Cultural Shop and Fashion Brand become more than just a retail destination; we hope it becomes a source of inspiration. An inspiration to embrace different cultures, to break down barriers, and to appreciate the beauty of our interconnected world.

So, let's celebrate diversity, let's cherish heritage, and let's create a global fashion movement that unites us all. Welcome to YUYU—where fashion meets culture, and the world becomes our runway!

[yuyuculturalshop.com](http://yuyuculturalshop.com)

369 W Jefferson Blvd Dallas, TX 75208



scan to visit  
[yuyuculturalshop.com](http://yuyuculturalshop.com)



I aim to do more than sell clothes. I want to ignite cultural curiosity, inspire individuals to be proud of who they are, and influence both the present and future generations.

ANTONIO LUCERO | OWNER OF YUYU CULTURAL SHOP

214 . 741 . 5018

[info@jimlakeco.com](mailto:info@jimlakeco.com)

1350 Manufacturing Street Suite 101 Dallas, TX 75207





PHOTO CREDIT: H2GO.PADDLE

TENANT SPOTLIGHT · TENANT SPOTLIGHT · TENANT SPOTLIGHT · TENANT SPOTLIGHT

# H2GO PADDLE

## DALLAS DESIGN DISTRICT

We are thrilled to introduce the newest outdoor retailer in the Dallas Design District. H2Go Paddle, founded in the Louisiana bayou nearly a decade ago, has blossomed into a premier destination for all things related to outdoor exploration. Whether you're a seasoned outdoor pro or a curious beginner, H2Go Paddle offers an extensive range of top-quality gear, including stand-up paddle boards, kayaks, and more.

### From Humble Beginnings to Thriving Enterprise

H2Go Paddle's roots trace back to their origins as a small stand-up paddle board pop-up shop. Founded amidst the floodwaters of the Louisiana bayou, the company's spirit and passion for outdoor pursuits propelled its growth over the years. With dedication and a vision, the H2Go Paddle team expanded from a modest setup to a thriving retailer and provision company.

### Gear, Guidance and More

**Lessons for All Levels** – Are you eager to learn a new skill? H2Go Paddle's expert instructors are here to help. They offer lessons for all levels, from complete novices to experienced paddlers looking to hone their techniques.

**Rentals for Flexible Exploration** – Not everyone has the luxury of owning outdoor equipment, but that doesn't mean you can't indulge in adventures. H2Go Paddle makes it convenient for you by providing rentals, so you can explore the serene beauty of lakes, rivers, and coastlines without the hassle of owning and storing gear.

**Guided Tours** – If you're looking for a truly immersive experience, H2Go Paddle's guided tours are the way to go. Join their knowledgeable guides on inspiring journeys through picturesque landscapes, where you'll learn about and love the natural outdoor world around us.

[h2gopaddle.com](https://h2gopaddle.com)

1216 Manufacturing St Dallas, TX 75207



## BOTE HANGOUT HAMMOCK

10 FOOT WATER HAMMOCK



## CRESCENT CREW KAYAKS

COMBINING PERFORMANCE, COMFORT &amp; QUALITY





# JEFFERSON MARKET

## CELEBRATING CINCO DE MAYO

In our celebration of Cinco de Mayo, Jefferson Boulevard came alive with vibrant colors, lively sounds, and unique flavors. This special event served as a reminder that the significance of Cinco de Mayo extends far beyond its common misconception as Mexico's Independence Day. Instead, it honors the Battle of Puebla in 1862, a momentous occasion when the Mexican army valiantly defended their homeland against the invading French forces. It stands as a symbol of resilience, courage, and determination in the face of adversity.

Embracing the spirit of this historical milestone, the Cinco de Mayo celebration at Jefferson Market was a sight to behold. It brought people from diverse backgrounds together, uniting them in their appreciation for Mexican culture and heritage, while cherishing the shared values that make us a close-knit community.

The festivities kicked off with an exciting pop-up street market just outside of Jefferson Market, organized by our very own marketing team. As visitors meandered through the market, they were greeted by a kaleidoscope of colors and an atmosphere teeming with energy and excitement. Local vendors showcased their craftsmanship, offering an exquisite array of unique wares that truly reflected the beauty of Mexican artistry and creativity.

From intricately designed handcrafted jewelry and artisanal textiles to captivating artwork and delightful trinkets, every stall held something special to offer. It was a day of both enjoyment and cultural discovery, as residents and visitors alike immersed themselves in the rich tapestry of Mexican traditions and history.

As we reflect on the success of this event, we are inspired to continue hosting more pop-up street markets and cultural celebrations in the future. Until next time, stay tuned for more exciting events and happenings at Jefferson Market!







GREATER DALLAS HISPANIC CHAMBER OF COMMERCE

PHOTO CREDIT: GDHCC

# AMANDA MORENO-LAKE

## 2023 QUALITY & EXCELLENCE AWARDS

Every year, the Greater Dallas Hispanic Chamber of Commerce (GDHCC) takes a moment to shine the spotlight on the outstanding achievements of Hispanic-owned small businesses and Minority/Women-Owned Business Enterprises (M/WBEs) in the North Texas region. These entrepreneurs have not only demonstrated remarkable dedication but have also set the bar for others to follow.

**On June 2, 2023** at the annual Quality & Excellence Award ceremony hosted by GDHCC, Amanda Moreno-Lake was honored with the highly coveted "Empire Builder Award." This award celebrates visionaries and trailblazers who have made significant contributions to the economic growth and development of their communities.

The "Empire Builder Award" is a testament to Amanda's transformative impact on the Dallas business landscape. Her ability to identify opportunities, nurture talent, and create spaces that foster growth and prosperity has left an enduring legacy.

Amanda Moreno-Lake's journey from owning a beauty salon and western wear store to becoming the President of Moreno Lake Redevelopment is a story of inspiration for aspiring entrepreneurs and a source of pride for the Oak Cliff community. Her accolades, including the recent "Empire Builder Award," serve as a reminder that hard work, passion, and a dedication to community can lead to extraordinary achievements.

As we celebrate Amanda's achievements and honor her as the "Queen of Oak Cliff," we can only imagine the continued positive impact she will make in the years to come. Her unwavering commitment to excellence and the betterment of her community will undoubtedly leave a lasting legacy for generations to come.

We extend our warmest congratulations to Amanda Moreno-Lake on receiving the prestigious "Empire Builder Award" and wish her continued success in her future endeavors. She is a true inspiration to us all.







PHOTO CREDIT: DANNY CAMPBELL

# CYNTHIA MICKENS MINISTRIES

## FREE SUMMER LEARNING AND FEEDING CAMP

The fundraiser hosted by Jim Lake & Amanda Moreno-Lake for Cynthia Mickens Ministries Free Summer Learning and Feeding camp was nothing short of extraordinary. Attendees and organizers alike were left in awe as the event surpassed all expectations, leaving an indelible mark on the hearts of those present.

From the moment the doors opened, an atmosphere of warmth and camaraderie filled the venue. Instant connections were made as people came together, driven by a common passion to make a positive impact on the lives of underprivileged children. Genuine conversations flourished, fostering a deeper understanding of the challenges faced by these young learners during the summer months.

New supporters embraced the mission with open arms. Their presence and commitment ensure that the impact of the summer learning and feeding camp will extend further, reaching even more children in need.

The success of this fundraiser has set the stage for a brighter future for the children who will benefit from the Cynthia Mickens Ministries Free Summer Learning and Feeding camp. As the funds are allocated to provide enriching experiences, the collective efforts of the community are set to eradicate summer hunger and learning loss, breaking down barriers and fostering a stronger, more equitable society.



## PROPERTY SPOTLIGHT · PROPERTY SPOTLIGHT · PROPERTY SPOTLIGHT · PROP

### JEFFERSON TOWER

- ★ 6,692 SF
- ★ Office / Event Space
- ★ Top floor with Downtown Dallas views
- ★ Storage room
- ★ Capacity: 175



*Meet your new property manager!*

### BRENNAN FOLSE

After graduating from TCU, Brennan began working for Jim Lake Co as a leasing agent. Since then, he has been promoted to take on property management duties in addition to leasing.

[bfolse@jimlakeco.com](mailto:bfolse@jimlakeco.com)





# JIM LAKE

ADAPTIVE URBAN REDEVELOPMENT



Photo Credit: Danny Campbell  
Location: Jefferson Tower

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