



McKinney, TX Chosen for Notes Live's Largest Venue Yet: Iconic 20,000-Capacity, State-of-the-Art Concert Amphitheater

\$220,000,000 music venue will bring the nation's biggest acts to McKinney

Called the Sunset Amphitheater, World-Class Venue Slated to Open in 2026

Tuesday, March 12, 2024



Notes Live, the rapidly growing music venue and hospitality company, will build the largest venue in its collection – a 20,000-capacity, world-class \$220-million-dollar open-air amphitheater – in McKinney, Texas. One of America's fastest-growing cities and a major hub in the Dallas-Fort Worth area, McKinney has it all – besides a first-rate place to see a concert – and this amphitheater is going to change that. Called the Sunset Amphitheater, it will put McKinney on the map as a prime touring destination for the biggest national acts coming through the South, and it will also set a new standard for what Texas music venues can be. Bringing this world-class venue to McKinney was a joint effort by the city, the McKinney Economic Development Corporation, and the McKinney Community Development Corporation.

Sited to be built just northeast of U.S. 75 and S.H. 121, at the Sunset Amphitheater, every seat will be comfortable with a direct sightline to the stage, the sound will be crystal clear, the food and drinks will be



gourmet (not your typical concert fare), and the views when the sun is setting over the stage will be breathtaking. Modeled after Notes Live’s thriving food and music center in Colorado Springs, the project will be built over 46 acres and will feature over 250 luxury fire pit suites, traditionally reserved seating (mid and lower bowl), a landscaped grass berm and custom-built Owners Club suites.

McKinney’s already-vibrant arts, recreation, and tourism scene made it a perfect fit for the Colorado-based Notes Live, which aims to construct its amphitheaters in growing cities that have almost everything except grand-scale outdoor live music venues. Between its active downtown – which in June hosts two days of “Texas Music Revolution,” featuring over 90 country performers on 20 different stages across the area – and major sports attractions, including the 12,000-seat McKinney Independent School District football stadium, and the annual CJ Cup Byron Nelson PGA tournament, McKinney has been a cultural center for a long time, and the Sunset Amphitheater will elevate the entertainment landscape even higher.

“I couldn’t be more excited to be bringing our biggest venue to date to McKinney, Texas,” says JW Roth, Founder and CEO of Notes Live. “They say everything’s bigger in Texas, and for the Sunset Amphitheater in McKinney, that was our guiding principle – bigger, *and* better. McKinney is an incredible community, and we can’t wait to build the most over the top venue on earth.”

Three-time Super Bowl winner (Dallas Cowboys) and US Air Force Veteran Chad Hennings, who sits on the Notes Live Board of Directors, said, “It’s an amazing honor to get to bring an amphitheater like this to Texas. Between JW’s tenacity and vision, and McKinney’s entertainment spirit, we’re not just building a music venue, we’re building a music destination.”

“This world-class music venue is a game-changer for our entertainment offerings in McKinney and will be a boon for our economic growth and tourism sector. With a state-of-the-art venue of this size, we can draw some of the largest musical acts to the city and attract fans from across Texas and the surrounding states,” said Mayor George Fuller. “This new addition to our community will bring even more life and energy to our already thriving arts scene and undoubtedly continue to set McKinney apart as an entertainment and cultural hub in the region.”

The Sunset Amphitheater development will be a pivotal project for the McKinney community (and thriving local music scene), supporting over 1,300 direct and indirect jobs and creating over 3 billion dollars of regional and local economic activity in its first 10 years of operation. The Sunset’s construction is projected to begin in late 2024, with the aim of unveiling this remarkable outdoor venue just in time for the concert touring season in 2026.

In the last 12 months, Notes Live, Inc. opened a new venue in Gainesville, GA and announced new music and entertainment complexes in the growing markets of Murfreesboro, TN, Broken Arrow, OK, and Oklahoma City, OK. After breaking ground in March 2023, the state-of-the-art, open-air Sunset



Amphitheater in Colorado Springs, CO is set for a grand opening on August 9th, 2024. Kicking things off in style will be none other than three-time GRAMMY winner Ryan Tedder and his GRAMMY nominated band, OneRepublic.

The company identifies markets in regions with growing populations and a market for high-quality music and entertainment venues, and offers premium concert experiences, complete with unbeatable sound and sightlines as well as elevated food and beverage offerings. In addition to having two Notes Live venues named to Billboard's "New and Renovated Venues List," JW Roth has also been named a "VenuesNow All Star." Notes Live has announced plans to go public in the coming months under the ticker VENU and plans to operate venues in a dozen markets by 2028.

About Notes Live

Notes Live, founded by Colorado Springs-based entrepreneur JW Roth, is a live music venue developer focused on building luxury venues that are experience and ambiance-centric. It currently boasts entertainment campuses in both Colorado Springs, Colorado, and Gainesville, Georgia that combine the Boot Barn Hall concert venue, Bourbon Brothers restaurant, and Notes Live music and social bar (Colorado Springs only). Notes Live is currently in the development of new locations in Oklahoma, Tennessee, and Texas with seating capacities of between 12,500 and 25,000. The company's crown jewel: The Sunset, an 8,000-person open-air amphitheater in Colorado Springs, is set to open for the 2024 touring season. Visit noteslive.vip for more.

For more information please contact Chloe Hoeft, at choeft@noteslive.vip or 719-895-5470