

Experiential Retail & Western Lifestyle Villages

Immersive Shopping & Cultural Destination Districts – Gateway East & Gateway West

The retail village concept is centered around creating immersive shopping and lifestyle districts inspired by the heritage and character of the area. These walkable environments can feature premium apparel brands, artisan boutiques, outdoor outfitters, specialty retailers, and curated public gathering spaces that encourage extended visitor engagement.

More than traditional retail centers, the villages are envisioned as experiential destinations where commerce, culture, and entertainment come together to create a memorable atmosphere for guests.

The developments also provide meaningful opportunities for local and national artisans – particularly Native American artisans – to showcase traditional craftsmanship, demonstrate artistic techniques, and share the rich cultural heritage and storytelling traditions that continue to shape the American West.



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