

Case Study

ArcGIS and Location Matters are Helping Raise \$53 Million for Twin Creeks Active Adult.

GIS and AI Tell a Compelling Story in the New Development of a Premier Active Adult Community.



Introduction

David Hicks Company engaged with Location Matters, an Esri Gold Partner, to create a modern, investor-ready pitch deck for the upcoming Twin Creeks Active Adult community in Allen, Texas. Leveraging ArcGIS StoryMaps, the presentation brought together a wide range of critical data into one cohesive, visually compelling narrative. This approach allowed DHC to clearly and persuasively communicate the project's value, streamlining the investor decision-making process. Instead of spending hours conducting independent research, potential investors could access all essential information in a single StoryMap: making it easier and faster to secure the capital needed for development.



Twin Creeks Active Adult: Redefining What's Next for the 55+ Lifestyle

Today's active adults aren't slowing down—they're trading up. No longer interested in the upkeep of large family homes or the limitations of traditional senior housing, this generation is seeking a lifestyle-driven alternative: a luxury, resort-style residence with access to wellness,

recreation, and community—all without the burden of single family home maintenance.

Twin Creeks Active Adult is built for this moment. Located within the award-winning Twin Creeks master-planned community in Allen, Texas, this 55+ rental community caters to independent, health-conscious adults who want more out of their next chapter: more connection, more vitality, more freedom.



A Focus on Longevity and Well-Being

Located within a network of Allen Parks and Trails, Twin Creeks Active Adult prioritizes daily movement, purposeful living, and healthy habits. Residents are encouraged to engage in community gardening, fitness programs, and wellness workshops tailored to their needs.

Vibrant Social and Cultural Opportunities

Twin Creeks Active Adult offers more than housing—it delivers a lifestyle rich with experiences. From art workshops to live performances, group fitness classes to outdoor movie nights, the community is designed to foster connection and joy.



To be clear, this isn't assisted living—it's elevated living. With thoughtfully designed apartments, curated amenities, and a setting that promotes longevity and social engagement, Twin Creeks Active Adult meets the growing demand of Baby Boomers and early retirees who value quality of life over quantity of square footage.

The demand for communities catering to this group of the population is driven by the "Silver Tsunami" as over 10,000 US citizens are turning 65 every day. Twin Creeks stands apart—not just by responding to demographic trends, but by delivering an unmatched location, lifestyle, and investment opportunity in North Texas.

David Hicks, founder and managing partner of both David Hicks Company and Woodlake Development, has been a driving force in shaping the built environment of his hometown, Allen, Texas for 30 years. With the Twin Creeks Active Adult community, Woodlake Development and their partners: Greystar Active Adult, North American Properties, and Active Wellness are creating a community that reflects the aspirations of this growing demographic: vibrant, connected, and built to support active aging on their terms. But realizing that vision takes more than thoughtful design—it requires capital, and a powerful way to communicate the value of the opportunity to lenders and investors.

The Challenge: Standing Out in a Competitive Capital Market

David faced the challenge that most boutique developers know well: competing for capital alongside national firms with larger balance sheets and broader networks. Traditional pitch decks often fall short of conveying the nuance and power of a strong location, especially when targeting a specific demographic like active adults.



To assess the validity of a new development investors and lenders today expect more than just a simple printed pitch deck. They want:

- A complete project description and analysis in a format that does their homework for them.
- Fact based proof of demand and current supply.
- An understanding of future demographic trends.
- A detailed look at the philosophy and qualifications of the development team.
- Data-driven risk analysis.
- A clear path to a return on their investment.

David needed to present his vision not just persuasively, but definitively, while conveying the quality of the project and the expertise of the development team.

Market Strength

Twin Creeks Active Adult is positioned to thrive at the crossroads of demand and opportunity.

The success of this development will be fueled by three strong market characteristics:

- **Silver Tsunami:** Increased demand from rapidly aging population is driving **increased demand** for Active Adult living.
- **#1 Market in US:** The Dallas-Fort Worth (DFW) metropolitan area has been recognized as the **top U.S. market** for real estate investment according to ["Emerging Trends in Real Estate® 2025" by PwC and the Urban Land Institute.](#)
- **Premier Location:** Twin Creeks' prime location offers superior demographics, seniors population density, and a shortage of available senior living supply along with **unparalleled access** to healthcare, shopping, and recreation.



The Solution: GIS + Creative Storytelling

To meet this challenge, David engaged Location Matters, an expert team that understands how to translate the power of Esri technology into meaningful business solutions. The team built a dynamic ArcGIS StoryMap that combines the power of spatial analytics with intuitive storytelling—offering a clear, compelling, and interactive presentation of why Twin Creeks Active Adult is the right opportunity at the right time.

The StoryMap allowed David to interactively illustrate:

- Why Allen, Texas is an ideal market for a new premier active adult living.
- How Twin Creeks stacks up against the national and local markets.
- What local amenities, access, and demographics support strong market demand.
- Where the gaps and opportunities lie across the regional landscape.

Introduction

Development Details

Market Strength

Location Analysis

Development Team

Timeline

Engage with Us

Location

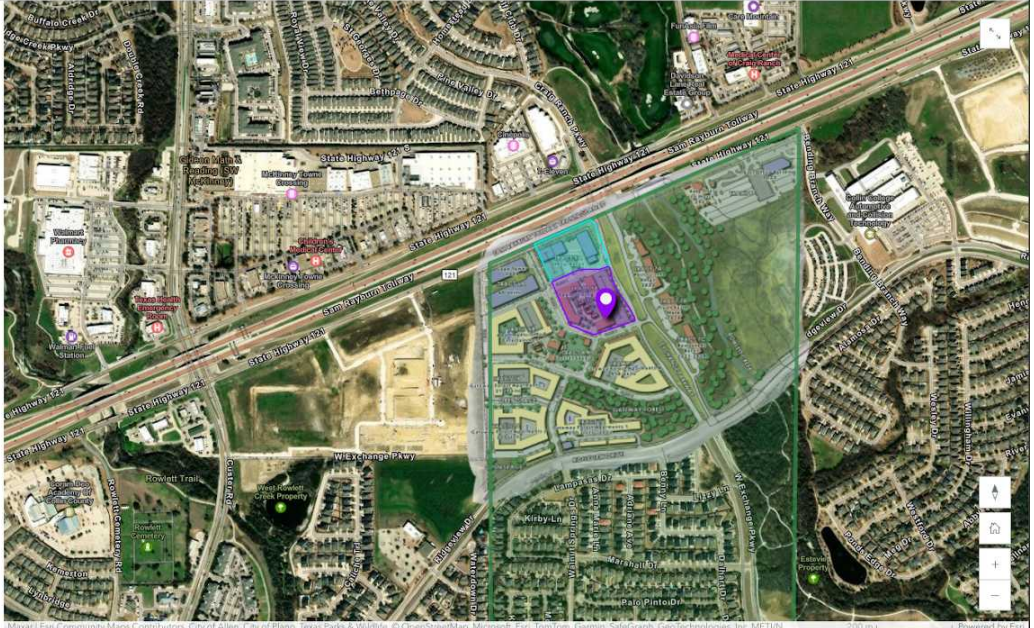
The development will be built on a [6 acre parcel](#) at the southwest corner of SH-121 and West Exchange Parkway within the [Twin Creeks Master-Planned Community](#).

It is adjacent to a [4.4 acre parcel](#) that is part of the overall plan and will include a hotel, restaurant, and other key amenities.

When complete, the Twin Creeks Active Adult will complement a [vibrant development scene](#) in Northwest Allen, offering future residents an [expanding palette of amenities](#) with the convenience of modern development.



[Click here to explore more details about the development.](#)



An beneath the surface of the Twin Creeks story map was a quiet partner: Artificial Intelligence. By tapping into Location Matters' AI-enabled GIS solutions, David and his team could ask natural-language questions—about demographics, income trends, or comparable projects—without needing an analyst to translate complex geospatial data into real estate insight. Those answers guided every step of the process, shaping the final story presented through the story map—clear, compelling, and persuasive.

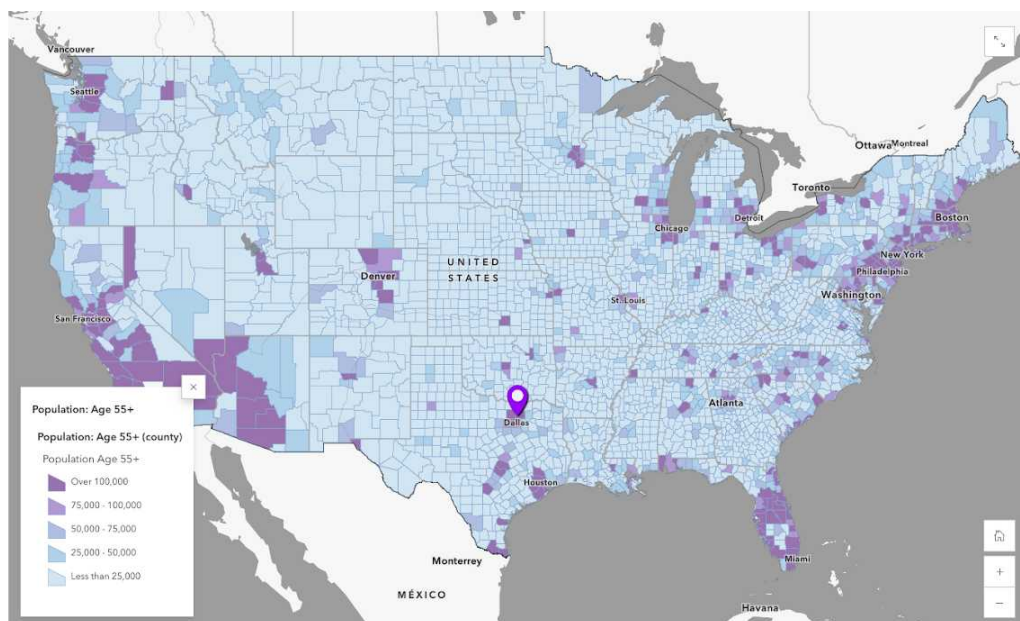
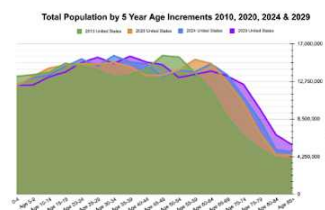
Most importantly, it gave prospective lenders and investors an interactive tool that consolidated all of the research and analysis in a single location they could access 24/7.

By removing the traditional barriers to geospatial analysis, the StoryMap became more than a deck—it became a strategic tool for confident business decision-making.

The Silver Tsunami

The "**Silver Tsunami**" of aging adults is creating significant opportunities in industries like healthcare, housing, and leisure, particularly in sectors catering to the needs and preferences of older adults.

Most notably, it is driving increased demand for Active Adult, that when combined with a shortage of available facilities, positions Twin Creeks to succeed.



Key Features Included:

- Comparative site analysis with national comps
- Demographic and growth projections
- Walkability, healthcare, and retail accessibility maps
- 3D site mockups and amenity overlays
- Absorption and supply-demand modeling

Feedback: “I’ve Never Seen Anything This Comprehensive and Engaging.”

The response from financial and investment leaders was unanimous:

“I’ve never seen anything this comprehensive and engaging.”

Investors didn’t just nod politely—they competed to provide funding for Twin Creeks Active Adult. Every institution that reviewed the StoryMap offered a terms sheet to David who wasn’t forced to chase limited options. Instead, he had the rare advantage of choosing which investor and lender to bring into the project based on alignment, terms, and trust. As one investor put it, “The quality of your presentation convinced us of the quality of your team and the overall development.”

Why It Worked

This data-grounded, creative method of storytelling for business served David well because it:

- Validated site selection with spatial benchmarking and deep research
- Created trust among the capital providers with transparent, interactive data
- Centralized all collateral in a single, shareable link
- Enabled stakeholder confidence through visual storytelling
- Removed barriers to GIS for non-technical viewers

ArcGIS StoryMaps allowed David to present his vision, data, and development strategy in one cohesive narrative—accessible to all stakeholders, regardless of technical expertise.

Incorporate the power of a Location Matters StoryMap into your next presentation

Location Matters helps businesses unlock the power of location intelligence and AI to win deals, make more informed decisions, and deliver results. If you're ready to elevate your next pitch—or reimagine what's possible—contact us.