

‘ROAR’ to Become the Anchor Retail Tenant at ‘The Thread,’ in Rock Hill, SC

Charlotte, N.C. — November 20, 2023 — [The Keith Corporation](#), in partnership with [Springsteen Properties, Inc.](#) and [Capitol Broadcasting Company, Inc.](#), is pleased to announce Mayfair Hospitality Group’s selection of The Thread adaptive reuse project in Rock Hill as the latest expansion location for their immersive family entertainment concept, ROAR.

ROAR, inspired by the roaring 1920s, is set to revive the vibrancy and joy of that era with casual dining, craft cocktails, and a plethora of active games and entertainment for all ages.

Mayfair Hospitality’s Simon Burgess and Joesph Correll have recently signed a lease for 16,771 square feet at The Thread, featuring ample indoor and outdoor space, as well as a mezzanine. ROAR will boast a full-service kitchen and bar, along with a variety of entertainment options such as duckpin bowling, ‘Twisted Putter’ mini golf, arcade games, and live performances.

Burgess explains, “ROAR is about bringing the community together for a great time. The Thread perfectly combines historic charm with modern flair, creating a destination that aligns with our brand’s vision and excites our customers.”

Mayfair Hospitality strategically expands ROAR, selecting locations near areas with high population growth and close proximity to universities or unique local economic drivers. Correll notes, "Winthrop University is within walking distance of The Thread, which by itself will serve as a driving force for our business. However, once you consider other factors such as the amount of recent and foreseeable population growth in the Rock Hill/Fort Mill area, as well the Rock Hill Sports & Event Center located directly next door to The Thread, and the crowds that venue brings in alone every weekend, we feel we are getting into this market exactly at the right time."

Construction on ROAR’s space will commence in December with a targeted opening date in August, just in time for Winthrop’s fall semester. Cliff Benson of Thrift Commercial Real Estate, handling the retail leasing at The Thread, emphasized that ROAR will be a social gathering hub for all age groups, making it a unique anchor tenant.

“Tenant interest in The Thread has been strong as we progress through construction,” says Benson. “Now, with ROAR officially announced as our anchor retail tenant, we are excited to build off this momentum, and look forward to more tenant announcements in the coming months.”

The Thread is developed in a joint venture by the Keith Corporation, Springsteen Properties, and Capitol Broadcasting Company. Choate Construction Company is the general contractor, while Little Diversified Architectural Consulting is the project architect. Retail leasing is managed by Charles Thrift and Cliff Benson of Thrift Commercial Real Estate Services, while office leasing is handled by The Keith Corporation’s Jay Coleman.

About The Keith Corporation



The Keith Corporation is a privately held, full-service commercial real estate firm. Headquartered in Charlotte, North Carolina, the Keith Corporation has projects in 36 states, Mexico, Australia, Canada and the United Kingdom. Developing over \$4.5 billion worth of commercial real estate over the course of over 400 projects, totaling in excess of 44 million square feet for a highly diverse clientele, The Keith Corporation has developed a reputation based on our expertise, accountability, and total client satisfaction on our projects. For more information on the Keith Corporation, please visit www.thekeithcorp.com.

About Springs Creative & Springsteen Properties



Once a subsidiary of Springs Industries, Springs Creative Product Group, LLC (“Springs Creative”) was acquired and formally established as a standalone enterprise by Derick Close in 2007. Springs Creative owns and operates five different textile manufacturing plants in York & Chester Counties, with affiliated entities operating in Greenville, South Carolina and Shanghai, China. Springsteen Properties, Inc. manages the real estate portfolio of Springs Creative & its affiliates. Claude Close serves as the President of Springsteen Properties and will manage the buildout of the Springs Creative HQ at the Thread.

About Capitol Broadcasting Company, Inc.



Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates WRAL-TV, WRAL Digital, WRAZ-TV, WRAZ Digital, WRAL-FM, WRAL-HD2, WCMC-FM, WCMC-HD1, WDNC-AM, WCMC-HD2, WCMC-HD3, WCLY-AM, WCMC-HD4, Microspace, CBC New Media Group and Wolfpack Sports Properties (a joint venture with Learfield) in Raleigh, NC; WILM-TV, WILT-LD and Sunrise Broadcasting in Wilmington, NC; The Durham Bulls Baseball Club, Bull City Hospitality, and the American Underground startup hub in Durham, NC; Holly Springs Salamanders in Holly Springs, NC; and real estate interests including the American Tobacco Campus in Durham, NC, and Rocky Mount Mills in Rocky Mount, NC.

About Mayfair Hospitality Group



Mayfair Hospitality Group invest in and manage a wide variety of hospitality ventures including family entertainment centers, food halls, restaurants, banquet halls, esports, hotel acquisitions and renovations, new hotels, and multi-unit apartment complexes. Our extensive portfolio of properties reflects our commitment to providing innovative and exciting guest experiences that meet the highest standards of quality and excellence. Our company was founded with a passion for providing exceptional guest experiences across a diverse range of industries.