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THE STARR CONSPIRACY STARTS WORK ON NEW HQ IN FORMER NIGHTCLUB MARKETING AGENCY STAKES ITS CLAIM AS INDUSTRY AND CIVIC PIONEER

FORT WORTH, Texas (April 17, 2013) — [The Starr Conspiracy](#), an iconoclastic marketing and advertising agency, has begun renovation of the 1920s industrial building that will house its new headquarters, company officials said today.

A strategic marketing and advertising agency devoted exclusively to the enterprise software market, The Starr Conspiracy purchased the property on Fort Worth's South Main Street last spring and expects to occupy it in May. The agency is leaving offices it has leased for nearly seven years on the second floor of the former Martha Washington candy factory at 1412 W. Magnolia Ave., also on Fort Worth's Near Southside. Its new home is at 108 S. Main St., bordering downtown, just south of I-30.

"We're kind of sad to have outgrown our space and be leaving Magnolia Avenue, whose redevelopment we believe we've helped spur," said Dan McCarron, a partner at The Starr Conspiracy. "But it's incredibly gratifying to be able to own our own building, design our own headquarters, raise our flag and be among the explorers in what many believe will be Fort Worth's most exciting urban restoration area yet."

Built in the 1920s to house a printing company, 108 S. Main St. was most recently home to the Mystique nightclub. Today, The Starr Conspiracy co-owns the building with [Amphibian Stage Productions](#), whose live-theater company has already moved into its half of the property.

The Starr Conspiracy's new home is being designed by the preeminent Fort Worth architecture firm [Bennett Benner Pettit](#). Michael Bennett, the firm's principal and CEO, is leading the design project.

"The interior design will reflect the personality of The Starr Conspiracy and what they do," Bennett said. "There will be some intrigue and surprise to it — elements that help keep the creative juices flowing."

The nearly 10,000 square feet of usable space will include the main floor and the former nightclub's mezzanine as work spaces. The design will encourage the agency's staff to share and collide in unexpected ways ... and also express to clients who the agency is," Bennett said.

Like its current space, the new headquarters of The Starr Conspiracy is expected to "retain its grittiness" as a "touchstone" of the essence and roots of the building and the neighborhood, Bennett said. [Fort Construction](#) of Fort Worth is the project's general contractor, handling the necessary demolition and all of the renovation.

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“We’re excited to be a partner in a project that will help revitalize a Fort Worth neighborhood by giving a decades-old building new life while retaining its character,” said Ken Evans, a principal with Fort Construction.

City planners have dubbed the area where The Starr Conspiracy has planted its flag as the South Main Urban Village. [Fort Worth Planning and Development](#) says on its website: “This village is truly connected to the urban atmosphere of the Central Business District. Close proximity to the Medical District, Trinity Railway Express, and commercial and entertainment centers makes this village’s location ideal for activity both day and night.” [Fort Worthology](#), a watchdog of inner-city trends in Cowtown, says other signs of renewal in the South Main Urban Village include the renovation of “badly neglected” factories and warehouses into lofts by [The Carillon Group](#) and “refreshed retail spaces.”

“There are now noticeable amounts of people living in the South Main Village area,” Kevin Buchanan, writer of Fort Worthology, has said. “Both singles and families with kids [live there], and businesses have started popping up ... witness the opening of [Stir Crazy Baked Goods](#) and the relocation of [The Salon Upstairs](#).”

The Starr Conspiracy has nearly doubled in size in the last year. It currently has about 35 full-time employees and expects to reach 50 in 2013. The new space can accommodate over 70 employees, McCarron said. The agency’s capitalized billings, meanwhile, grew 19.7 percent in 2012 to \$25.5 million — its best year ever. It was the company’s third consecutive year of growth.

“We’re in it for the long haul,” McCarron said. “We’re proud to be part of the changing landscape of Fort Worth and proud to be the company we are. And that’s the truth.”

ABOUT THE STARR CONSPIRACY

You shouldn’t have to pay an agency to get to know your industry. The Starr Conspiracy already knows your market segment, who you are, and where you fit in. We’re a strategic marketing and advertising agency devoted exclusively to enterprise software and services. When you partner with us, it’s to build market share, multiply brand awareness and drive sales leads — not to bone up on the basics. We’ve been “out there” for more than a decade, so you can hit the ground running. Founded in 1999 and located in Fort Worth, Texas, The Starr Conspiracy has won eight best places to work awards and countless creative awards. Visit us on the Web at www.thestarrconspiracy.com.