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Charlotte Jones

I AM CHARLOTTE JONES

I am an Owner of the Dallas Cowboys
I am guardian of The Star
I am family first
I am grateful
I am a builder of community
I am raising compassionate & independent children
I am football

Can a City be a True Partner? Charlotte Jones, EVP and Chief Brand Officer of the Dallas Cowboys, says "Frisco is a Team Player."

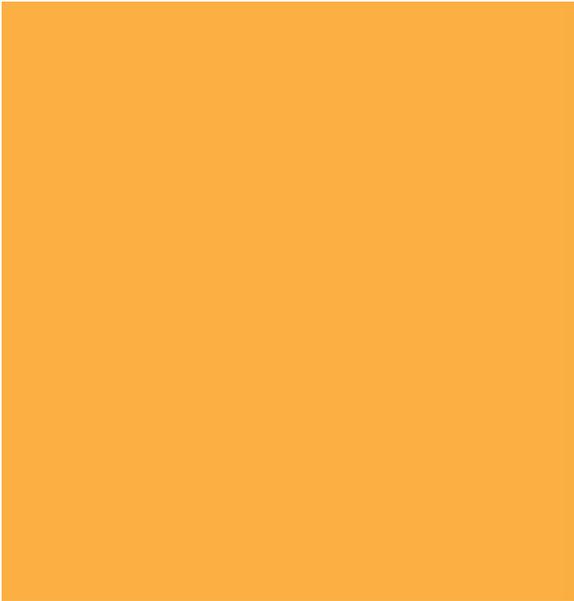
Charlotte Jones, Executive Vice President and Chief Brand Officer of the Dallas Cowboys, was instrumental in bringing her vision for the organization's new world headquarters and training facility to Frisco, Texas. That vision has come to life as a 91-acre sports and entertainment campus known as The Star in Frisco.



When the Jones family and the Cowboys organization were considering Frisco for the team's new home, Charlotte says, "A-plus real estate in a high-growth area" was one of the catalysts for the final decision. She goes on to say, "[The Star] is one of a kind, and quite possibly irreplaceable. It's actually not smart business to be in the high-rent district if you're running a football team, unless you can build a community around it. And that's what we've done."

As the guardian of one of the most valuable brands in sports (and arguably, the world), it was critical to Charlotte that the Cowboys' new home be consistent with the team's image and core values. Those values include youth sports, health, safety and community. In fact, as Chairman of the NFL Foundation, Charlotte is responsible for

spearheading the league's efforts in youth participation, health and safety, and community outreach.



The Star represents a first-of-its-kind public-private partnership between the Dallas Cowboys, the City of Frisco, and the Frisco Independent School District. This unique arrangement has allowed Charlotte and the Cowboys organization to help make Frisco "the safest place in the country to play youth sports."

When The Star's practice fields aren't being used by Jason Garrett and Dak Prescott, they play host to the school district's high school football games. During those games, neuropsychologists from Baylor Scott & White, which has a sports therapy and research facility at The Star, stand on the sidelines looking out for injuries. "This was about establishing a connection with high school football and the community that could not be replicated," says Jones.

It's innovation like this unique partnership, that's fueling the economic engine that's helped make Frisco the fastest-growing U.S. metro of the last decade. The Cowboys are the latest of seven Dallas-area professional sports teams to plant their headquarters in Frisco, and for the Cowboys, "It's very important to be an example to other companies that are interested in locating in North Texas," according to Dallas Cowboys owner and General Manager, Jerry Jones.

Are you ready to see yourself in Frisco?



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