FRISCO IS CENTRALLY LOCATED

All major cities in the continental U.S. are within a four hour flight time

FriscoEDC.com
Frisco is approx. 25 minutes from DFW Intl Airport & Dallas Love Field.
<table>
<thead>
<tr>
<th>Frisco Fast Facts &amp; Stats</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Land square miles</td>
<td>70.2</td>
</tr>
<tr>
<td>Land Developed</td>
<td>62%</td>
</tr>
<tr>
<td>Growth Rate 2000 – 2014</td>
<td>307%</td>
</tr>
<tr>
<td>Population 02.01.2017</td>
<td>161,170</td>
</tr>
<tr>
<td>Population 2000 Census</td>
<td>33,714</td>
</tr>
<tr>
<td>Population Build Out</td>
<td>375,000+</td>
</tr>
<tr>
<td>Residential Demographics</td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Median Age</td>
<td>37.2</td>
</tr>
<tr>
<td>Households w/Children</td>
<td>32.6%</td>
</tr>
<tr>
<td>17 &amp; Younger</td>
<td></td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$123,055</td>
</tr>
<tr>
<td>Median SF Home Appraisal</td>
<td>$353,210</td>
</tr>
<tr>
<td>Median Monthly Mortgage</td>
<td>$2,341</td>
</tr>
</tbody>
</table>
Fast Growing / Young Population

- Population (as of 02/01/2017) 161,170
- New residents in 2016 7,200
- 5-Yr Compound Growth Rate 4.9%
- Build out population 375,000+
- Median Age 37.2
- Children < 17 32.6%

FriscoEDC.com
Frisco’s Growing Asian Population

2017 Population: 159,920
2016 Population: 152,710

Sources: U.S. Census Bureau, Collin & Denton Counties, City of Frisco Development Services Dept.
<table>
<thead>
<tr>
<th>Frisco Independent School District and Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment 10/1/16</td>
</tr>
<tr>
<td>Projected Enrollment 2020</td>
</tr>
<tr>
<td>High Schools</td>
</tr>
<tr>
<td>Number of Schools</td>
</tr>
<tr>
<td>Residents 25+ w/Bachelor’s or Grad Degree</td>
</tr>
<tr>
<td>Workforce Estimate</td>
</tr>
<tr>
<td>Unemployment</td>
</tr>
</tbody>
</table>

FriscoEDC.com
Property Tax Rate Comparison

(Rates per $100 valuation – FY 2015)
# Frisco Residential Development

## SF Building Permits:
- **2015:** 2,224
- **2016:** 2,187

## SF Lot Inventory:
- **2015:** 2,862
- **2016:** 2,905

## Months of Inventory:
- **2015:** 15
- **2016:** 16

## SF Lots in Pipeline:
- **2015:** 8,057
- **2016:** 7,214

## Months of Inventory in Pipeline:
- **2015:** 43
- **2016:** 40

## Unit Inventory:

<table>
<thead>
<tr>
<th>Type</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Family</td>
<td>7,112</td>
<td>7,159</td>
</tr>
<tr>
<td>Urban Living/Mixed-Use</td>
<td>3,006</td>
<td>3,697</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,118</strong></td>
<td><strong>10,856</strong></td>
</tr>
</tbody>
</table>

Source: City of Frisco Development Services January 2017

[FriscocEDC.com](http://FriscocEDC.com)
# Frisco Residential Development

## SNEW Permits Issued

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>165</td>
<td>233</td>
<td>167</td>
</tr>
<tr>
<td>FEB</td>
<td>142</td>
<td>141</td>
<td>226</td>
</tr>
<tr>
<td>MAR</td>
<td>174</td>
<td>200</td>
<td>233</td>
</tr>
<tr>
<td>APR</td>
<td>193</td>
<td>177</td>
<td>175</td>
</tr>
<tr>
<td>MAY</td>
<td>188</td>
<td>147</td>
<td>174</td>
</tr>
<tr>
<td>JUN</td>
<td>174</td>
<td>254</td>
<td>211</td>
</tr>
<tr>
<td>JUL</td>
<td>218</td>
<td>202</td>
<td>155</td>
</tr>
<tr>
<td>AUG</td>
<td>174</td>
<td>210</td>
<td>188</td>
</tr>
<tr>
<td>SEP</td>
<td>166</td>
<td>217</td>
<td>183</td>
</tr>
<tr>
<td>OCT</td>
<td>233</td>
<td>207</td>
<td>144</td>
</tr>
<tr>
<td>NOV</td>
<td>138</td>
<td>102</td>
<td>180</td>
</tr>
<tr>
<td>DEC</td>
<td>171</td>
<td>134</td>
<td>152</td>
</tr>
</tbody>
</table>

**Total:** 2,136, 2,224, 2,187

*NOTE: This chart shows SNEW permits (Single-Family new construction) issued excluding those voided or canceled (maintaining a record of one-permit-per-home).*

Source: City of Frisco Development Services Update January 2017
Year-over-Year Percentage Changes in Pre-Owned Home Sales for 4th Qtr. 2016

<table>
<thead>
<tr>
<th>City</th>
<th>Sales</th>
<th>Change</th>
<th>Median Price</th>
<th>Change</th>
<th>SF Price</th>
<th>Days on Market</th>
<th>Months Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frisco</td>
<td>3,866</td>
<td>0%</td>
<td>$370,000</td>
<td>9%</td>
<td>$134</td>
<td>40</td>
<td>2.1</td>
</tr>
<tr>
<td>Plano</td>
<td>3,351</td>
<td>-2%</td>
<td>$320,000</td>
<td>7%</td>
<td>$131</td>
<td>30</td>
<td>1.6</td>
</tr>
<tr>
<td>Allen</td>
<td>1,527</td>
<td>6%</td>
<td>$312,750</td>
<td>8%</td>
<td>$128</td>
<td>33</td>
<td>1.6</td>
</tr>
<tr>
<td>McKinney</td>
<td>2,752</td>
<td>2%</td>
<td>$298,500</td>
<td>9%</td>
<td>$121</td>
<td>36</td>
<td>0.8</td>
</tr>
<tr>
<td>Richardson</td>
<td>1,181</td>
<td>-5%</td>
<td>$254,500</td>
<td>12%</td>
<td>$131</td>
<td>24</td>
<td>0.9</td>
</tr>
<tr>
<td>Irving</td>
<td>1,503</td>
<td>7%</td>
<td>$249,900</td>
<td>12%</td>
<td>$129</td>
<td>41</td>
<td>1.8</td>
</tr>
<tr>
<td>The Colony</td>
<td>551</td>
<td>5%</td>
<td>$225,000</td>
<td>15%</td>
<td>$118</td>
<td>21</td>
<td>1.0</td>
</tr>
</tbody>
</table>

**Source:** *Dallas Morning News*  February 3, 2017
## Recent ‘Top 10’ Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frisco ISD – Best School Districts in TX (#8)</td>
<td>Niche.com</td>
<td>Feb. 2017</td>
</tr>
<tr>
<td>Best U.S. Cities for Families (#2)</td>
<td>ApartmentList.com</td>
<td>Jan. 2017</td>
</tr>
<tr>
<td>The 10 Most Successful Cities in America (#1)</td>
<td>Zippia.com</td>
<td>Aug. 2016</td>
</tr>
<tr>
<td>Best Cities to Start a Restaurant (#6)</td>
<td>NerdWallet.com</td>
<td>Aug. 2015</td>
</tr>
</tbody>
</table>
Visitor and Tourism Information

- Annual visitors: approx. 5 million
- Average daily visitors: 31,300
- Visitor industry supported jobs: 10,292
- Total conference & group meeting spending: $72.6 million
- Total direct visitor industry spending: $1.42 billion
- Retail – largest visitor spending: $530 million
- Restaurants – 2nd largest visitor spending: $337 million
- 9 million square feet of retail space

Source: 2013 Frisco CVB Visitor Industry Study
## Frisco Hotel Inventories

### Current Hotel Room Inventory:

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drury Inn Hotel &amp; Suites – Frisco Bridges</td>
<td>185 Rooms</td>
</tr>
<tr>
<td>Omni Hotel – The Star in Frisco</td>
<td>301 Rooms</td>
</tr>
<tr>
<td>Hotel Indigo – Frisco Bridges</td>
<td>110 Rooms</td>
</tr>
</tbody>
</table>

### Hotels Under Construction

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Opening Date</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drury Inn Hotel &amp; Suites – Frisco Bridges</td>
<td>Summer 2017</td>
<td>185 Rooms</td>
</tr>
<tr>
<td>Omni Hotel – The Star in Frisco</td>
<td>Summer 2017</td>
<td>301 Rooms</td>
</tr>
<tr>
<td>Hotel Indigo – Frisco Bridges</td>
<td>Summer 2017</td>
<td>110 Rooms</td>
</tr>
</tbody>
</table>

### Hotels Announced:

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Opening Date</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Inn Express – Frisco Fresh Market</td>
<td>Summer 2017</td>
<td>122 Rooms</td>
</tr>
<tr>
<td>Langham Hotel – Wade Park</td>
<td>Summer 2018</td>
<td>250 Rooms</td>
</tr>
<tr>
<td>Hotel ZaZa – Wade Park</td>
<td>Summer 2018</td>
<td>185 Rooms</td>
</tr>
<tr>
<td>Hyatt Regency – Frisco Bridges</td>
<td>Spring 2018</td>
<td>295 Rooms</td>
</tr>
<tr>
<td>Marriott AC Hotel – Frisco Station</td>
<td>Spring 2018</td>
<td>150 Rooms</td>
</tr>
<tr>
<td>Marriott Residence Inn – Frisco Station</td>
<td>Spring 2018</td>
<td>150 Rooms</td>
</tr>
<tr>
<td>Canopy by Hilton – Frisco Station</td>
<td>Spring 2018</td>
<td>150 Rooms</td>
</tr>
<tr>
<td>Hyatt Place Hotel – Frisco Station</td>
<td>Fall 2018</td>
<td>150 Rooms</td>
</tr>
</tbody>
</table>

### Hotels Not Announced but in pipeline:

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Opening Date</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 TBD</td>
<td>Spring 2018</td>
<td>158 Rooms</td>
</tr>
<tr>
<td>#2 TBD</td>
<td>Summer 2017</td>
<td>100 Rooms</td>
</tr>
<tr>
<td>#3 TBD</td>
<td>Summer 2017</td>
<td>83 Rooms</td>
</tr>
</tbody>
</table>

### Potential Frisco Hotel Rooms by Fall 2018:

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drury Inn Hotel &amp; Suites – Frisco Bridges</td>
<td>185 Rooms</td>
</tr>
<tr>
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<td>Canopy by Hilton – Frisco Station</td>
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</tr>
<tr>
<td>Hyatt Place Hotel – Frisco Station</td>
<td>150 Rooms</td>
</tr>
<tr>
<td>#1 TBD</td>
<td>158 Rooms</td>
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<tr>
<td>#2 TBD</td>
<td>100 Rooms</td>
</tr>
<tr>
<td>#3 TBD</td>
<td>83 Rooms</td>
</tr>
</tbody>
</table>

Total: 4,396 Rooms
Corporate Presence

- AmerisourceBergen Specialty Group
- CalAtlantic Homes
- Careington International
- Comstock Resources
- Conifer Health Solutions
- CASI (Cornerstone Automation Systems, Inc.)
- Fiserv.
- Gearbox Software
- Genesis Pure
- Imagine Communications
- Jamba Juice
- Kenexa (an IBM company)
- Mario Sinacola & Sons
- MoneyGram
- Nexius
- Oracle
- Paycor
- T-Mobile
- TTS
- Transplace
- The Hartford
- TW Telecom
- Randstad Technologies
- Schlumberger
- Schneider Optical Machines
- Walgreens Specialty Pharmacy
- Zimbra

FriscoEDC.com
$5 Billion Mile Developments

ONE MILE:
Dallas North Tollway between Warren Pkwy. & Lebanon Rd.

FOUR PROJECTS:
The Star in Frisco
Frisco Station
The Gate
Wade Park

$6.3 Billion:
Investment that has been announced or is already under construction

FRISCO STATION $1.8 Billion
THE GATE $1 BILLION
WADE PARK $2 BILLION
THE STAR IN FRISCO $1.5 BILLION

FriscoEDC.com
## $5 BILLION MILE (By the Numbers)

<table>
<thead>
<tr>
<th>Project</th>
<th>Acres</th>
<th>Potential Investment</th>
<th>Commercial Square Footage</th>
<th>Office Square Footage</th>
<th>Potential New Direct Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Star in Frisco</td>
<td>91</td>
<td>$1,500,000,000</td>
<td>1,708,000</td>
<td>1,000,000</td>
<td>4,500</td>
</tr>
<tr>
<td>Frisco Station</td>
<td>242</td>
<td>$1,800,000,000</td>
<td>6,325,000</td>
<td>6,000,000</td>
<td>14,772</td>
</tr>
<tr>
<td>The Gate</td>
<td>41</td>
<td>$1,000,000,000</td>
<td>1,080,000</td>
<td>800,000</td>
<td>3,500</td>
</tr>
<tr>
<td>Wade Park</td>
<td>175</td>
<td>$2,000,000,000</td>
<td>6,500,000</td>
<td>6,000,000</td>
<td>22,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>549</td>
<td>$6,300,000,000</td>
<td>15,613,000</td>
<td>13,800,000</td>
<td>44,772</td>
</tr>
</tbody>
</table>

FriscoEDC.com
THE STAR IN FRISCO $1.5 Billion
Dallas Cowboys World Corporate Headquarters & Training Facility
91 Acres  NWC Dallas North Tollway and Warren Parkway

FriscoEDC.com
The Star in Frisco  SWC Dallas North Tollway & Warren

- 71 acres owned and developed by Dallas Cowboys
- 1,708,000 SF commercial
- 2 hotels with 480 rooms total (Omni Hotel announced October 2014)
- 4,500 potential new jobs at build out
The Ford Center at The Star in Frisco

- Ford Motor Company & Texas Ford Dealers - long-term sponsorship & naming rights
- Publicly-owned, 557,881 SF, 12,000 seat multi-use event center / indoor stadium & practice fields
- Dallas Cowboys’ World Corporate Headquarters - 411,000 SF Class A office building
- Example events: high school football playoffs, NCAA DI Lacrosse Patriot Cup, championship boxing, Track & Field Classic
Omni Hotel at The Star in Frisco

- 16 stories with 300 guest rooms
- 250,000 SF
- 25,000 SF conference center
- Opening summer 2017

FriscoEDC.com
Baylor Scott & White Health Sports Therapy & Research Center

- 9 story - 300,000 SF office building
- Surgery center
- Pharmacy
- 1,063 structured parking garage
- Groundbreaking: June 2016
- Outpatient imaging
- Urgent care
- Medical office
- Indoor/outdoor sports performance center
- Opening: Early 2018

FriscoEDC.com
FRISCO STATION    $1.8 Billion
Developer: Rudman Partnership, Hillwood Properties, VanTrust Real Estate
242 Acres     NWC Dallas North Tollway & Warren Parkway   *Ground Breaking 10/18/16

FriscoEDC.com
Frisco Station

Office space: 5,000,000 SF
Medical office: 1,000,000 SF
Retail: 250,000 SF
Restaurants: 75,000 SF

Potential direct jobs: 14,772
Hotel rooms: 600
Single-family units: 120
Multi-family units: 2,400

FriscoEDC.com
FRISCO STATION  Spec Class A Office Building
VanTrust Real Estate
*7 stories  *228,000 SF  *Groundbreaking October 2016  *Complete August 2017
THE GATE $1 Billion
Developer: Invest Group Overseas
41 Acres NWC Dallas North Tollway & John Hickman Parkway
* Groundbreaking October 2016 * Infrastructure starting first quarter 2017

FriscoEDC.com

#5BMILE THE $5 BILLION MILE
The Gate

- 2.3M SF development
- (4) 8-story, 200,000 SF, Class-A office buildings
- Luxury 150-room, 245,000 SF boutique hotel
- (2) 10-story luxury condos
- 980 luxury apartment units
- 100,000 SF restaurants & retail

FriscoEDC.com
WADE PARK  $2 Billion
Developer: Thomas Land Development
175 acres  SEC Dallas North Tollway & Lebanon Road

#5BMILE
THE $5 BILLION MILE

FriscoEDC.com
Wade Park

- 175 acres, mixed-use project
- Office: 6,000,000 SF
- Retail: 1,000,000 SF
- Residential: 1,300 units
- Hotels: 500+ guest rooms
- Whole Foods, iPic Theatre, Pinstripes, Hotel ZaZa, Langham Hotel, The Rustic, Anthropologie, Free People
Langham Hotel Tower at Wade Park

Developer:
Langham Hospitality Group

- 35-story tower
- 10-floors residential units
- 25-floors luxury hotel
- 250 guest rooms
- 25,000 SF meeting space
- Rooftop pool deck
- Opening: early 2018
1. Frisco Bridges Place
2. Drury Inn & Suites
3. Hall Park Bldg. #17
4. Frisco Hyatt House
5. Hyatt Regency Hotel
6. Frisco Hotel Indigo
7. Texas Scottish Rite Hospital
8. Verona Villa
9. Stonebrook Business Park
10. Frisco Ranch
11. National Soccer Hall of Fame
12. Frisco Fresh Market
13. Gander Mountain
14. Frisco Park 25

FriscoEDC.com
Frisco Bridges Place: SEC DNT & Gaylord Parkway

- Developer: Heady Investments
- Spec, six-story, Class-A office building, 100% covered parking
- 170,000 SF Office building
- Completion: 2nd quarter 2016

FriscoEDC.com
Drury Inn & Suites

- Developer: Drury Southwest, Inc.
- SE corner Gaylord Pkwy & DNT
- 9-story hotel, 176 guest rooms
- 3,000 SF of meeting space
- 200 parking spaces
- Completion: Summer 2017
3201 DALLAS PARKWAY

HALL PARK Building 17    Spec Class AA Office Building
HALL Group                              SWQ
Warren Pkwy & Dallas North Tollway

*12 stories  *300,000 SF  *Steel & glass construction  *3.75/1,000 parking  *Completion Dec. 2017
Hyatt Regency Hotel
Stonebriar Centre

NWQ Preston Road & Hwy 121

- Developer: Moon Hotel Stonebriar, Ltd.
- 15 floors luxury hotel
- 295 hotel rooms
- 50,000 SF meeting space
- 800 space parking garage
- Opening: 2018
HYATT REGENCY HOTEL
Developer: Moon Hotel Stonebriar, Ltd
NWQ Hwy 121 and Preston Road
Frisco Hyatt House:  NWC Gaylord Pkwy & Parkwood Blvd

- Developer: Newcrestimage
- Six-story, 132 guest rooms
- Opened: March 2016
Frisco Hotel Indigo

- Developer: Dabu Hotels, LLC
- SWC Avenue of the Stars & Seei Circle
- 6 Story Hotel
- 110 Guest rooms
- Blacklands Bar & Grill
- Opening: Summer 2017

FriscoEDC.com
Texas Scottish Rite Hospital for Children North Campus
NEC Dallas North Tollway at Lebanon Road     40 acres

- Developer: Texas Scottish Rite Hospital
- 300,000 SF ambulatory care center
- Conference center
- 30 acres of parks & sports fields
- Groundbreaking: October 19, 2016
- Expected Completion: 2018
Verona Villa: NWC DNT at Stonebrook Pkwy

- 16,000 SF Tuscan-style event center
- Upscale indoor flex space & lush landscape, outdoor space
- Weddings, life events, corporate meetings & conferences
- Opened: October 2016
STONEBROOK BUSINESS PARK
Developer: Goveia Commercial Real Estate
NWQ DNT & Stonebrook Parkway
*3 Story Spec Office Building *90,000 SF *Now under construction

FriscoEDC.com
Stonebrook Business Park: NWQ DNT & Stonebrook Pkwy

- Developer: Goveia Commercial Real Estate
- Class A office space: 480,000 SF
- Retail & restaurants: 38,000 SF
- 2 parking garages with 1,350 spaces total
- 2 Hotels: 300 rooms
- Conference center
- Additional 1,086 surface parking spaces

FriscoEDC.com
FRISCO RANCH
Developer: NewQuest Properties
NEQ of Preston Road and Warren Parkway

- 110,000 SF specialty retail center
- Anchor tenants:
  - 99 Ranch Market – Asian supermarket
  - Daiso Japan – Home goods retailer
  - 85° Bakery Café – Taiwanese bakery and coffee café
- Opening summer 2017
NATIONAL SOCCER HALL OF FAME & MUSEUM & TOYOTA STADIUM IMPROVEMENTS

$39 Million Investment
*100,000 SF, including 24,000 SF of exhibit space  
*Anticipated opening December 2017

FriscoEDC.com
Frisco Fresh Market: NEC Main Street at Frisco Street

- 32-acre farmers market, mixed-use development
- 168,000 SF farmers market, beer garden, retail, live entertainment, restaurants
- 700 multi-family units
- 3 hotels (limited service) – 320 guest rooms
- Groundbreaking Phase 1: Fall 2016

FriscoEDC.com
Gander Mountain: NWC DNT & Eldorado Pkwy

- 60,000 SF retail
- Opened: September 2016
Frisco Park 25

- NWQ of Preston Road at Rockhill Parkway
- 216 acres owned by Frisco EDC
- 14 building sites
- 2.2 million sf of space at build out
- Zoned to accommodate tech/flex office & distribution space
- Park 25 designed to allow option for growing companies to own & occupy their own building
John M. Bonnot  
Director | Economic Development  
972.292.5143 / JBonnot@FriscoEDC.com  
www.FriscoEDC.com/Presentations  

Facebook.com/FriscoTXEDC  
@FriscoTXEDC  
LinkedIn.com/company/FriscoEDC  
YouTube.com/FriscoTXEDC  

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