Senior Service Alliance
March 17, 2017
FRISCO IS CENTRALLY LOCATED

All major cities in the continental U.S. are within a four hour flight time.
Frisco is approx. 25 minutes from DFW Intl Airport & Dallas Love Field.
### Frisco Fast Facts & Stats

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</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>Population 03.01.2017</td>
<td>162,060</td>
</tr>
<tr>
<td>Population 2000 Census</td>
<td>33,714</td>
</tr>
<tr>
<td>Population Growth (2000 – 2017)</td>
<td>380%</td>
</tr>
<tr>
<td>Population Build Out</td>
<td>375,000+</td>
</tr>
</tbody>
</table>

**FriscoEDC.com**
Population Growth

2,505%
1990 to 2017

4.9%
5-year compound growth rate

7,200
New residents in 2016

Source: City of Frisco Development Services Dept.
Residential Demographics

- Median Age: 37.2
- Households w/children: 32.6%
- 17 & younger: 32.6%
- Median Household Income: $123,055
- Media SF Home Appraisal: $353,210
- Median Monthly Mortgage: $2,341
Frisco’s Growing Asian Population

Sources: U.S. Census Bureau, Collin & Denton Counties, City of Frisco Development Services Dept.  
*Population estimate as of January 1.
Frisco Independent School District and Workforce

Enrollment 10/28/16  55,924
Projected Enrollment 2020  64,226
High Schools  9
Number of Schools  68
Residents 25+  58.9%
w/Bachelor’s or Grad Degree
Workforce Estimate  78,857
Unemployment  3.9%
Corporate Presence

- AmerisourceBergen Specialty Group
- CalAtlantic Homes
- Careington International
- Comstock Resources
- Conifer Health Solutions
- CASI (Cornerstone Automation Systems, Inc.)
- Fiserv.
- Gearbox Software
- Genesis Pure
- HCL Technologies
- Imagine Communications
- Jamba Juice
- Kenexa (an IBM company)
- Mario Sinacola & Sons
- MoneyGram
- Nexius
- Oracle
- Paycor
- Synacor
- T-Mobile
- TTS
- Transplace
- The Hartford
- TW Telecom
- Randstad Technologies
- Schlumberger
- Schneider Optical Machines
- Walgreens Specialty Pharmacy
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></th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2,007 Rooms</strong></td>
<td></td>
</tr>
</tbody>
</table>

## Hotels Under Construction

- **Drury Inn Hotel & Suites – Frisco Bridges**
  - Summer 2017
  - 176 Rooms
- **Omni Hotel – The Star in Frisco**
  - Summer 2017
  - 301 Rooms
- **Hotel Indigo – Frisco Bridges**
  - Summer 2017
  - 110 Rooms

## Hotels Announced:

- **Marriott AC Hotel – Frisco Station**
  - Spring 2018
  - 150 Rooms
- **Marriott Residence Inn – Frisco Station**
  - Spring 2018
  - 150 Rooms
- **Canopy by Hilton – Frisco Station**
  - Spring 2018
  - 150 Rooms
- **Holiday Inn Express – Frisco Fresh Market**
  - Summer 2018
  - 100 Rooms
- **Hotel Indigo – Frisco Bridges**
  - Summer 2017
  - 110 Rooms

## Hotels Not Announced but in Pipeline:

- **#1 TBA – Frisco Fresh Market**
  - TBA
  - 100 Rooms

## Potential Frisco Hotel Rooms in 2019:

- **4,498 Rooms**
Welcome to the City of Frisco’s Geographic Information Systems Mapping Portal

- Explore a wealth of Frisco data at FriscoEDC.com/maps
$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
<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>
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

FriscoEDC.com
Omni Hotel at The Star in Frisco

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

---

#5MILE
THE $5 BILLION MILE

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
The Gate

- 2.3M SF development
- (4) 8-story, 876,000 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
Wade Park

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

Developer: Langham Hospitality Group

- 35-story tower
- 25 floors for luxury hotel
- 250 hotel rooms
- 25,000 SF meeting space
- Rooftop pool deck
- 10 floors for residential homes
- Opening: early 2018
1. Drury Inn & Suites
2. Hall Park Bldg. #17
3. Hyatt Regency Hotel
4. Frisco Hotel Indigo
5. Texas Scottish Rite Hospital North Campus
6. Stonebrook Business Park
7. Frisco Ranch
8. National Soccer Hall of Fame
9. Frisco Fresh Market
10. Texas Health Hospital Frisco
11. Frisco Park 25
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

FriscoEDC.com
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 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
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

FriscoEDC.com
STONEBROOK BUSINESS PARK
Developer: Goveia Commercial Real Estate
NWQ DNT & Stonebrook Parkway
*3 Story Spec Office Building *90,000 SF *Now under construction
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
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 Fall 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
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
Texas Health Hospital Frisco
SEC Dallas North Tollway at Cobb Hill Road

- 325,000 SF, 8-story hospital
- 80-bed acute care facility
- 120,000 SF medical office building with 90,000 SF for clinic space
- 4-story parking garage

Developer: Texas Health Resources
20 acres

- 24/7 emergency room
- Surgical services
- Women’s services
- Neonatal ICU
- Hospital opening 2019
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
## 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>
## More ‘Top 10’ Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Mid-Sized Cities for Education (#2)</td>
<td>NerdWallet.com</td>
<td>Jan. 2015</td>
</tr>
<tr>
<td>Best Cities for Homeownership in Texas (#4)</td>
<td>NerdWallet.com</td>
<td>2014</td>
</tr>
<tr>
<td>Best Mid-sized city to move to (#1)</td>
<td>MSN Real Estate/</td>
<td>2013</td>
</tr>
<tr>
<td>Top 10 Friendliest Cities in U.S. (#6)</td>
<td>Forbes.com</td>
<td>2013</td>
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<tr>
<td>Safe &amp; Secure Communities</td>
<td>Allstate</td>
<td>2013</td>
</tr>
<tr>
<td>100 Best Communities for Young People</td>
<td>America’s Promise Alliance</td>
<td>2012</td>
</tr>
<tr>
<td>Best Place to Raise an Athlete</td>
<td>Men’s Journal</td>
<td>2011</td>
</tr>
</tbody>
</table>
Thank you,
Dave Quinn
Vice President
Frisco Economic Development Corporation
dquinn@friscoedc.com