FRISCO FAST FACTS
AND STATS
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.
Proximity to Major Highways & Interchanges

SH121 - 6 lane divided
Dallas North Tollway - 6 lane divided
Preston Road - 6 lane divided
US380 - 5 lanes continuous

Northern Border: US380
Interchanges with Dallas North Tollway and Preston Road; connects I-35 in Denton to the west and US75 in McKinney to the east

Southern Border: St. Hwy 121 (SRT)
Interchanges with Dallas North Tollway and Preston Road; connects I-35 in Lewisville to the west and US75 in McKinney to the east

FriscöEDC.com
# 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 06.01.2017</td>
<td>166,530</td>
</tr>
<tr>
<td>Population 2000 Census</td>
<td>33,714</td>
</tr>
<tr>
<td>Population Growth</td>
<td>378%</td>
</tr>
<tr>
<td>Population Build Out</td>
<td>375,000+</td>
</tr>
</tbody>
</table>
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.

FriscoEDC.com
Frisco’s Growing Asian Population

Sources: U.S. Census Bureau, Collin & Denton Counties, City of Frisco Development Services Dept.
<table>
<thead>
<tr>
<th>Residential Demographics</th>
<th></th>
</tr>
</thead>
<tbody>
<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>
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%
# 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>
</tr>
<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>
Property Tax Rate Comparison

(Rates per $100 valuation – FY 2016)
## Frisco Residential Development

### SNEW PERMITS ISSUED

<table>
<thead>
<tr>
<th></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>
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</tbody>
</table>

**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

[FriscoEDC.com](http://FriscoEDC.com)
# New Commercial Building Permit Activity

<table>
<thead>
<tr>
<th>CNEW</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>13</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>FEB</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>MAR</td>
<td>5</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>APR</td>
<td>5</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>MAY</td>
<td>7</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>JUN</td>
<td>1</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>JUL</td>
<td>11</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>AUG</td>
<td>6</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>SEP</td>
<td>10</td>
<td>18</td>
<td>6</td>
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<td>16</td>
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</tr>
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<td>5</td>
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<tr>
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<td>7</td>
<td>8</td>
<td>10</td>
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</table>

<table>
<thead>
<tr>
<th>ISSUED</th>
<th>85</th>
<th>99</th>
<th>88</th>
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</thead>
<tbody>
<tr>
<td>SQ FT</td>
<td>3,526,232</td>
<td>2,330,218</td>
<td>3,455,057</td>
</tr>
<tr>
<td>VALUATION</td>
<td>$254,867,740</td>
<td>$270,826,293</td>
<td>$441,613,745</td>
</tr>
</tbody>
</table>

*Source: City of Frisco Development Services Update January 2017*
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**

<table>
<thead>
<tr>
<th>Current Hotel Room Inventory (14)</th>
<th>2,007 Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotels Under Construction (7)</strong></td>
<td>1,067 Rooms</td>
</tr>
<tr>
<td>• Drury Inn Hotel &amp; Suites – Frisco Bridges</td>
<td>Summer 2017</td>
</tr>
<tr>
<td>• Omni Hotel – The Star in Frisco</td>
<td>Summer 2017</td>
</tr>
<tr>
<td>• Hotel Indigo – Frisco Bridges</td>
<td>Summer 2017</td>
</tr>
<tr>
<td>• Marriott AC Hotel – Frisco Station</td>
<td>Summer 2018</td>
</tr>
<tr>
<td>• Marriott Residence Inn – Frisco Station</td>
<td>Summer 2018</td>
</tr>
<tr>
<td>• Holiday Inn Express – Frisco Fresh Market</td>
<td>Summer 2018</td>
</tr>
<tr>
<td>• Candlewood Suites – Frisco Fresh Market</td>
<td>Fall 2018</td>
</tr>
<tr>
<td><strong>Hotels Announced (7)</strong></td>
<td>1,324 Rooms</td>
</tr>
<tr>
<td>• Hyatt Place Hotel – Frisco Station</td>
<td>Fall 2018</td>
</tr>
<tr>
<td>• Canopy by Hilton – Frisco Station</td>
<td>Fall 2018</td>
</tr>
<tr>
<td>• Hyatt Regency Stonebriar – Frisco Bridges</td>
<td>2019</td>
</tr>
<tr>
<td>• Holiday Inn – Frisco Bridges</td>
<td>2019</td>
</tr>
<tr>
<td>• Langham Hotel – Wade Park</td>
<td>2019</td>
</tr>
<tr>
<td>• Hotel ZaZa – Wade Park</td>
<td>2019</td>
</tr>
<tr>
<td>• Courtyard by Marriott – Frisco Market Center</td>
<td>2019</td>
</tr>
<tr>
<td><strong>Hotels Not Announced but in Pipeline (1)</strong></td>
<td>100 Rooms</td>
</tr>
<tr>
<td>• #1 TBA – Frisco Fresh Market</td>
<td>TBA</td>
</tr>
<tr>
<td><strong>Potential Frisco Hotel Rooms in 2019:</strong></td>
<td>4,498 Rooms</td>
</tr>
</tbody>
</table>

FriscoEDC.com
Corporate Presence

- AmerisourceBergen Specialty Group
- CalAtlantic Homes
- Careington International
- Code Authority
- 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

FriscoEDC.com
## Future Jobs in Frisco & Plano

<table>
<thead>
<tr>
<th></th>
<th>Frisco $5B Mile</th>
<th>Plano Legacy Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Gate</td>
<td>3,500</td>
<td></td>
</tr>
<tr>
<td>The Star in Frisco</td>
<td>4,500</td>
<td></td>
</tr>
<tr>
<td>Frisco Station</td>
<td>14,722</td>
<td></td>
</tr>
<tr>
<td>Wade Park</td>
<td>22,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total Jobs at Build-Out:</strong></td>
<td><strong>44,722</strong></td>
<td></td>
</tr>
<tr>
<td>Fannie Mae</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>FedEx Office</td>
<td>1,200</td>
<td></td>
</tr>
<tr>
<td>Toyota</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Liberty Mutual</td>
<td>4,000</td>
<td></td>
</tr>
<tr>
<td>JP Morgan Chase</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total Jobs Announced:</strong></td>
<td><strong>17,200</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total Jobs:</strong></td>
<td></td>
<td><strong>61,922</strong></td>
</tr>
</tbody>
</table>
THE $5 BILLION MILE
#5BMILE
$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

FriscoEDC.com
<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>44,722</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

- 71-acres owned and developed by Dallas Cowboys
- 1,708,000 SF commercial
- 2 hotels with 480 guest rooms (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 events center / indoor stadium & practice fields
- Dallas Cowboys’ World Corporate Headquarters - 411,000 SF Class-A office building
- Opened: September 2016

FriscoEDC.com
Omni Hotel at The Star in Frisco

- 16-stories with 300 guest rooms
- 250,000 SF
- 43,000 SF conference center
- Opening: 2017

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

- 9 story - 300,000 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

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: 450
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 square feet  *Groundbreaking October 2016  *Complete September 2017
FRISCO STATION 600-Room Lifestyle Campus Hotel  Developer: NewcrestImage

Phase 1: AC by Marriott (8 stories) & Residence Inn (7 stories)  *Shared amenities  *300 Rooms
*Groundbreaking April 2017    *Complete Summer 2018

Phase 2: Canopy Hotel by Hilton & Hyatt Place      *150 rooms each      *Complete Fall 2018

FriscoEDC.com
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
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 multi-family units
- 100,000 SF restaurants & retail

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

FriscoEDC.com
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

FriscoEDC.com
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. Hyatt Regency Hotel
2. KidZania USA
3. Drury Inn & Suites
4. Frisco Hotel Indigo
5. Hall Park Bldg. #17
6. Texas Scottish Rite Hospital
7. Stonebrook Business Park
8. National Soccer Hall of Fame
9. Frisco Fresh Market
10. Texas Health Hospital Frisco
11. Frisco Ranch
12. Frisco Park 25

FriscoEDC.com
Hyatt Regency Hotel Stonebriar Centre

NWQ Preston Road & 121

Developer:
Moon Hotel Stonebriar, Ltd.

- 15-floors luxury hotel
- 295 guest 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
KidZania USA
*Includes U.S. Corporate Headquarters
*Educational & entertainment ‘job role-play’ center for children 4 - 12

First U.S. location opening 2018 at Stonebriar Centre
*85,000 SF
*150 full-time jobs

FriscoEDC.com
Drury Inn & Suites

- Developer: Drury Southwest, Inc.
- SE corner Gaylord Pkwy & DNT
- 9-story hotel
- 185 guest rooms
- 3,000 SF of meeting space
- 200 parking spaces
- Completion: Summer 2017
Frisco Hotel Indigo

• Developer: Dabu Hotels, LLC
• SWC Avenue of the Stars & Seei Circle
• 6-story hotel
• 110 guest rooms
• Blacklands Bar & Grill
• Completion: Summer 2017
HALL PARK Building 17   Spec Class AA Office Building
HALL Group                              SWQ
*12 stories  *300,000 SF  *Steel & glass construction  *3.75/1,000 parking *Completion Dec. 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 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

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 guest rooms
- Conference Center
- Additional 1,086 surface parking spaces
NATIONAL SOCCER HALL OF FAME & TOYOTA STADIUM IMPROVEMENTS

$39 Million Investment

*100,000 SF, including 24,000 SF of exhibit space

*Anticipated stadium improvements complete winter 2017 (seating) & summer 2018

*Anticipated HOF museum opening winter 2018

FriscoEDC.com
NATIONAL SOCCER HALL OF FAME & TOYOTA STADIUM IMPROVEMENTS

$39 Million Investment

*100,000 SF, including 24,000 SF of exhibit space

*Anticipated stadium improvements complete winter 2017 (seating) / summer 2018

*Anticipated HOF museum opening winter 2018

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
  - Announced: Holiday Inn Express, Candlewood Suites
- 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 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
Frisco Park 25

- NWQ of Preston Road at Rockhill Parkway
- 216 acres owned by Frisco EDC
- 15 building sites
- Zoned industrial & commercial
- At Build Out:
  - 1.9 million sf of space
  - $270M Private Capital Investment
  - 5,293 Direct/Indirect Jobs
  - $4.55B Economic Impact by 2035
- Announced HQ relocations to date:
  - SkinnyIT
  - PowerSecure Lighting
Welcome to the City of Frisco’s Geographic Information Systems Mapping Portal

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