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.
Frisco Fast Facts & Stats

- Land square miles: 70.2
- Land Developed: 62%
- Population (07.01.2017): 167,800
- Population (2000 Census): 33,714
- Population Build Out: 375,000+

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.

FriscoEDC.com
<table>
<thead>
<tr>
<th>Residential Demographics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>37.2</td>
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<tr>
<td>Households w/children 17 &amp; younger</td>
<td>32.6%</td>
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<tr>
<td>Median Household Income</td>
<td>$123,055</td>
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<tr>
<td>Median Single Family Home Appraisal</td>
<td>$353,210</td>
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<tr>
<td>Median Monthly Mortgage</td>
<td>$2,341</td>
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<tr>
<td>Frisco Independent School District and Workforce</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Enrollment 6/2/17</td>
<td></td>
</tr>
<tr>
<td>56,449</td>
<td></td>
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<tr>
<td>Projected Enrollment 2020</td>
<td></td>
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<tr>
<td>64,226</td>
<td></td>
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<tr>
<td>High Schools</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Number of Schools</td>
<td></td>
</tr>
<tr>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Residents 25+</td>
<td></td>
</tr>
<tr>
<td>58.9%</td>
<td></td>
</tr>
<tr>
<td>w/Bachelor’s or Grad Degree</td>
<td></td>
</tr>
<tr>
<td>Workforce Estimate</td>
<td></td>
</tr>
<tr>
<td>78,857</td>
<td></td>
</tr>
<tr>
<td>Unemployment</td>
<td></td>
</tr>
<tr>
<td>3.9%</td>
<td></td>
</tr>
</tbody>
</table>
Corporate Presence

- AmerisourceBergen Specialty Group
- Blue Star Sports
- CalAtlantic Homes
- Careington International
- Code Authority
- Comstock Resources
- Conifer Health Solutions
- CASI (Cornerstone Automation Systems, Inc.)
- eLevel Communications
- 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
- 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 (14)  
- **2,307** Rooms

## Hotels Under Construction (7)  
- **Drury Inn Hotel & Suites – Frisco Bridges**  
  - Summer 2017  
  - 176 Rooms
- **Hotel Indigo – Frisco Bridges**  
  - Summer 2017  
  - 110 Rooms
- **Marriott AC Hotel – Frisco Station**  
  - Summer 2018  
  - 150 Rooms
- **Marriott Residence Inn – Frisco Station**  
  - Summer 2018  
  - 150 Rooms
- **Holiday Inn Express – Frisco Fresh Market**  
  - Summer 2018  
  - 100 Rooms
- **Candlewood Suites – Frisco Fresh Market**  
  - Fall 2018  
  - 80 Rooms

## Hotels Announced (7)  
- **Hyatt Place Hotel – Frisco Station**  
  - Fall 2018  
  - 150 Rooms
- **Canopy by Hilton – Frisco Station**  
  - Fall 2018  
  - 150 Rooms
- **Hyatt Regency Stonebriar – Frisco Bridges**  
  - 2019  
  - 303 Rooms
- **Holiday Inn – Frisco Bridges**  
  - 2019  
  - 155 Rooms
- **Langham Hotel – Wade Park**  
  - 2019  
  - 250 Rooms
- **Hotel ZaZa – Wade Park**  
  - 2019  
  - 176 Rooms
- **Courtyard by Marriott – Frisco Market Center**  
  - 2019  
  - 148 Rooms

## Hotels Not Announced but in Pipeline (1)  
- **#1 TBA – Frisco Fresh Market**  
  - TBA  
  - 100 Rooms

## Potential Frisco Hotel Rooms in 2019:  
- **4,506** Rooms
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

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>44,722</td>
</tr>
</tbody>
</table>

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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  NWC Dallas North Tollway & Warren

- 91 acres owned and developed by Dallas Cowboys
- 1,708,000 SF commercial
- 2 hotels with 480 rooms total (Omni Hotel opened July 24, 2017)
- 4,500 potential new jobs at build out

FriscoEDC.com
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
- Opened July 24, 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

FriscoEDC.com
FRISCO STATION  $1.8 Billion
Developer: Rudman Partnership, Hillwood Properties, VanTrust Real Estate
242 Acres  NWC Dallas North Tollway & Warren Parkway
Frisco Station

Office space: 5,000,000 SF  Potential direct jobs: 14,772
Medical office: 1,000,000 SF  Hotel rooms: 600
Retail: 250,000 SF  Single-family units: 120
Restaurants: 75,000 SF  Multi-family units: 2,400
FRISCO STATION  Spec Class A Office Building
VanTrust Real Estate
*7 stories  *228,000 SF  *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
* 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, Mixed-Use
SEC Dallas North Tollway & Lebanon Road

FriscoEDC.com
Wade Park

- Office: 6,000,000 SF
- Retail: 1,000,000 SF
- Whole Foods, iPic Theatre, Pinstripes, Hotel ZaZa, The Rustic, Anthropologie, Free People

- Hotels: 500+ guest rooms
- Residential: 1,300 units

FriscoEDC.com
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
- Anticipated opening: 2019
1. Drury Inn & Suites
2. Hall Park Bldg. #17
3. Hyatt Regency Hotel
4. KidZania USA
5. Frisco Hotel Indigo
6. Texas Scottish Rite Hospital North Campus
7. Stonebrook Business Park
8. Frisco Ranch
9. National Soccer Hall of Fame
10. Frisco Fresh Market
11. Texas Health Hospital Frisco
12. Frisco Park 25

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
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
Developer: Moon Hotel Stonebriar, Ltd.
*15-story luxury hotel    *303 Rooms    *50,000 SF of meeting space
NWQ SH 121 & Preston Rd.
Anticipated opening 2019
*800-space parking garage
HYATT REGENCY HOTEL Stonebriar Centre
Developer: Moon Hotel Stonebriar, Ltd
NWQ SH 121 and Preston Road

FriscoEDC.com
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
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
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

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 Fall 2017
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 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

FriscoEDC.com
Texas Health Hospital Frisco  SEC Dallas North Tollway at Cobb Hill Road
Developer: Texas Health Resources / UT Southwestern Med Ctr  20 acres

- 325,000 SF, 8-story hospital
- 80-bed acute care facility
- 120,000 SF medical office building with 90,000 SF for clinic space
- Jointly owned/operated by Texas Health & UT Southwestern Medical Center
- 4-story parking garage
- 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
- 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

FriscoEDC.com
<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>
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</tbody>
</table>

[FriscosECD.com](FriscosECD.com)
Thank you,
James L. Gandy, CEcD, CCIM
President
Frisco Economic Development Corporation
JGandy@FriscoEDC.com