There’s room to grow in Frisco, TX - Development Update
‘Deal-Makers’ – Park City Club
January 17, 2018
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
<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>Population 01.01.2018</td>
<td>172,673</td>
</tr>
<tr>
<td>Population 2000 Census</td>
<td>33,714</td>
</tr>
<tr>
<td>Population Growth</td>
<td>412%</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.
Frisco’s Growing Asian Population

Sources: U.S. Census Bureau, Collin & Denton Counties, City of Frisco Development Services Dept.
Residential Demographics

Median Age 37.2
Households w/Children 32.6%
17 & Younger
Median Household Income $123,055
Median SF Home Appraisal $353,210
Median Monthly Mortgage $2,341
Frisco Independent School District and Workforce

Enrollment 10.27.2017 58,461
Projected Enrollment 2020 64,226
High Schools 9
Number of Schools 68
Residents 25+ w/Bachelor’s or Grad Degree 58.9%
Workforce Estimate 78,857
Unemployment 3.9%
## Recent Top Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>America’s 50 Best Cities To Live (#16)</td>
<td>24/7 Wall St.</td>
<td>Oct. 2017</td>
</tr>
<tr>
<td>Fastest-growing cities in America (#1)</td>
<td>WalletHub.com</td>
<td>Oct. 2017</td>
</tr>
<tr>
<td>2017/18 American Cities of the Future, Top 10 Small American Cities (#8), Best in FDI Strategy</td>
<td>fDi Magazine</td>
<td>Sept. 2017</td>
</tr>
<tr>
<td>Best Real Estate Markets (#1) and Affordability &amp; Economic Environment (#1)</td>
<td>WalletHub.com</td>
<td>Aug. 2017</td>
</tr>
<tr>
<td>Denton County (#1) &amp; Collin County (#2) – US Counties with Strongest Economic Growth</td>
<td>Moneywatch</td>
<td>Aug. 2017</td>
</tr>
<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>
</tbody>
</table>
## More Top Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<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>
<tr>
<td>Best Mid-Sized Cities for Education (#2)</td>
<td>NerdWallet.com</td>
<td>Jan. 2015</td>
</tr>
</tbody>
</table>
## More Top Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<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 2018)
## 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>
</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

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>
</tr>
<tr>
<td>OCT</td>
<td>8</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>NOV</td>
<td>4</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>DEC</td>
<td>7</td>
<td>8</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISSUED</th>
<th>85</th>
<th>99</th>
<th>88</th>
</tr>
</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: 6.09 million
- Average daily visitors: 40,120
- Visitor industry supported jobs: 12,819
- Total conference & group meeting spending: $169 million
- Total direct visitor industry spending: $1.9 billion
- Retail – largest visitor spending: $676 million
- Restaurants – 2nd largest visitor spending: $448 million
- 11.5 million square feet of retail space (source: CoStar)

Source: 2016/2017 Frisco CVB Tourism Economic Impact Analysis

FriscoEDC.com
Frisco Hotel Inventories

Current Hotel Room Inventory (17) 2,603 Rooms

Hotels Under Construction (4) 503 Rooms
- Marriott AC Hotel – Frisco Station 150 Rooms
  Summer 2018
- Residence Inn by Marriott – Frisco Station 175 Rooms
  Summer 2018
- Holiday Inn Express – Frisco Fresh Market 93 Rooms
  Summer 2018
- Candlewood Suites – Frisco Fresh Market 85 Rooms
  Fall 2018

Hotels Announced (7) 1,311 Rooms
- Hyatt Place Hotel – Frisco Station 150 Rooms
  Fall 2018
- Canopy by Hilton – Frisco Station 150 Rooms
  Fall 2018
- Hyatt Regency Stonebriar – Frisco Bridges 303 Rooms
  2019
- Holiday Inn – Frisco Bridges 155 Rooms
  2019
- Courtyard by Marriott – Frisco Market Center 148 Rooms
  2019
- La Quinta Del Sol – Frisco Fresh Market 104 Rooms
  Summer 2019
- Sutton Place Hotel – Frisco Pennant Park 301 Rooms
  2022

Potential Frisco Hotel Rooms in 2022: 4,417 Rooms
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>Project</th>
<th>Frisco $5BMile</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></td>
<td>1,000</td>
</tr>
<tr>
<td>FedEx Office</td>
<td></td>
<td>1,200</td>
</tr>
<tr>
<td>Toyota</td>
<td></td>
<td>5,000</td>
</tr>
<tr>
<td>Liberty Mutual</td>
<td></td>
<td>4,000</td>
</tr>
<tr>
<td>JP Morgan Chase</td>
<td></td>
<td>6,000</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><strong>61,922</strong></td>
<td></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
# $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><strong>$6,300,000,000</strong></td>
<td><strong>15,613,000</strong></td>
<td><strong>13,800,000</strong></td>
<td><strong>44,722</strong></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
The Star in Frisco

- 91 acres owned and developed by Dallas Cowboys
- 1,708,000 SF commercial
- 2 hotels with 480 rooms total (Omni Hotel opened July 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 events center / indoor stadium & practice fields
- Dallas Cowboys’ World Corporate Headquarters - 411,000 SF Class-A office building
- Opened: September 2016
Omni Hotel at The Star in Frisco

- 16 stories with 300 guest rooms
- 250,000 SF
- 25,000 SF conference center
- Opened July 2017
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
Star House at The Star in Frisco

- 17-story Residential High-Rise with 160 residential units
- Southeast corner of Gaylord Parkway and Cowboys Way
- Commercial and retail uses on first floor
- Underground parking garage and open space
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

FriscoEDC.com
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
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, 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
1. Hyatt Regency Hotel
2. KidZania USA
3. Sutton Place Hotel
4. Drury Inn & Suites
5. Hotel Indigo Frisco
6. Hall Park Building #17
7. Texas Scottish Rite Hospital North Campus
8. Stonebrook Business Park
9. National Soccer Hall of Fame
10. Frisco Fresh Market
11. The Railhead
12. Texas Health Hospital Frisco
13. Frisco Ranch
14. Frisco Park 25
HYATT REGENCY HOTEL STONEBRIAR CENTRE

Developer: Moon Hotel Stonebriar, Ltd.

- 15-story luxury hotel
- 303 Rooms
- 50,000 SF of meeting space
- 800-space parking garage

NWQ SH 121 & Preston Rd.
Anticipated opening: 2019

FriscoEDC.com
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

FriscoEDC.com
SUTTON PLACE HOTEL
Developer: Sandman Hotel Group
*combo. 5/6-story, 2 tower luxury hotel   *301 Rooms   *10,000 SF of meeting space
*420 parking spaces; 321-space parking garage

NEQ  Ikea Dr. & DNT
Anticipated opening 2022
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
Hotel Indigo Frisco

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

FriscoEDC.com
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 Jan. 2018

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 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

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 October 2018

FriscoEDC.com
$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 October 2018
Frisco Fresh Market: NEC Main Street at Frisco Street

- 32-acre indoor and outdoor farmers market, mixed-use development
- 168,000 SF Farmers Market, Beer garden, retail, live entertainment, 12 restaurants
- 600 multi-family units
- 3 hotels (limited service), 280+ guest rooms
  Under construction: Holiday Inn Express, Candlewood Suites
  Announced: La Quinta Del Sol
- Groundbreaking Phase 1: Fall 2016
- Anticipated opening: Fall 2018

FriscoEDC.com
The Railhead: DNT Frontage between Main St./Eldorado

- Developer: Koa Partners
- 80-acre mixed-use development
- 10-story, Class-A office tower: 250,000 SF
- 1,200 apartment units
- Proposed 5/1,000, 4-level parking garage
TOWER AT THE RAILHEAD
DNT Frontage btw. Main St./Eldorado
Developers: Koa Partners, Newman Real Estate, Shula Netzer Real Estate
*250,000 sq. ft. Class-A, 10-story office building
*Proposed 5/1,000 parking garage
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: Spring 2018
Frisco Park 25

- NWQ of Preston Road and Rockhill Parkway
- 216 acres owned by Frisco EDC
- 13 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 (Site D)
  - FA Peinado

FriscoEDC.com
Explore a wealth of Frisco data at FriscoEDC.com/maps
John M. Bonnot
Director | Economic Development
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www.FriscoEDC.com/Presentations

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