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
<table>
<thead>
<tr>
<th>Frisco Fast Facts &amp; Stats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land square miles</td>
</tr>
<tr>
<td>Land Developed</td>
</tr>
<tr>
<td>Population 07.01.2018</td>
</tr>
<tr>
<td>Population 2000 Census</td>
</tr>
<tr>
<td>Population Growth</td>
</tr>
<tr>
<td>(2000 – 2018)</td>
</tr>
<tr>
<td>Population Build Out</td>
</tr>
</tbody>
</table>
Population Growth

2,713%
1990 to 2018

4.9%
10-year compound growth rate

12,753
New residents in 2017

Source: City of Frisco Development Services Dept.,
Development Activity Report 2017
### Residential Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>37.2</td>
</tr>
<tr>
<td>Households with 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 10.27.2017 58,461
Projected Enrollment 2020 64,226
High Schools 9
Number of Schools 68
Residents 25+ w/Bachelor’s or Grad Degree 63.8%
Workforce Estimate 78,857
Unemployment 3.9%

FriscoEDC.com
Property Tax Rate Comparison
(Rates per $100 valuation – FY 2018)
Corporate Presence

- 4WEB Medical
- Addus HomeCare
- AmerisourceBergen
- Blue Star Sports
- Cardtronics
- Careington International
- Comstock Resources
- Conifer Health Solutions
- Corepoint Health
- Cornerstone Automation Systems, Inc. (CASI)
- Dairy.com
- Fiserv
- FM Global
- Gearbox Software LLC
- HCL America
- Home Depot Inc.
- Imagine Communications
- Jamba, Inc.
- JW Logistics
- Level 3 Communications
- MoneyGram Payment Systems
- National Breast Cancer Foundation, Inc.
- OpTic Gaming
- Oracle
- Paycor
- Schlumberger Technology Corp.
- Schneider Optical Machines Inc.
- Skinny IT
- SUNTECKtts
- T-Mobile
- The Hartford
- ThyssenKrupp Elevator Corp.
- Transplace Texas LP
- Wintrust Commercial Finance
- WorldLink Inc.
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
- Retail square feet: 11.5 million

Source: 2016/2017 Frisco CVB Tourism Economic Impact Analysis and CoStar

FriscoEDC.com
THINGS TO DO

- **Sports Facilities**
  - FieldhouseUSA
  - iFly Dallas
  - Frisco Gun Club
  - Urban Air Trampoline Park
  - The PIT
  - Texas Ford Aquatics

- **Parks & Recreation**
  - 48 park sites
  - 1,369 acres of park land
  - 9 hike and bike trails, 1 mountain bike trail
  - Rough Range dog park
  - 3 spray parks / outdoor water park

- **Museums**
  - National Videogame Museum
  - Museum of the American Railroad
  - Sci-Tech Discovery Center
  - Frisco Heritage Center

- **Public Art:** 150 pieces on display

FriscoEDC.com
# Places to Go and Things to See

<table>
<thead>
<tr>
<th>Open Date</th>
<th>Venue</th>
<th>Open Date</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>Dr Pepper Arena</td>
<td>2013</td>
<td>iFly</td>
</tr>
<tr>
<td>2003</td>
<td>Dr Pepper Ballpark</td>
<td>2013</td>
<td>Urban Air Trampoline</td>
</tr>
<tr>
<td>2004</td>
<td>Frisco ISD Natatorium</td>
<td>2014</td>
<td>Frisco Gun Club</td>
</tr>
<tr>
<td>2005</td>
<td>Toyota Stadium</td>
<td>2014</td>
<td>Texas Ford Aquatics</td>
</tr>
<tr>
<td>2007</td>
<td>Frisco Athletic Center</td>
<td>2015</td>
<td>Performance Indoor Training (The PIT+)</td>
</tr>
<tr>
<td>2007</td>
<td>Fire Safety Town</td>
<td>2016</td>
<td>National Videogame Museum</td>
</tr>
<tr>
<td>2008</td>
<td>Frisco Heritage Museum</td>
<td>2016</td>
<td>The Ford Center at The Star in Frisco</td>
</tr>
<tr>
<td>2009</td>
<td>Fieldhouse USA</td>
<td>2016</td>
<td>Museum of the American Railroad</td>
</tr>
<tr>
<td>2011</td>
<td>Pole Position Raceway</td>
<td>2018*</td>
<td>National Soccer Hall of Fame</td>
</tr>
<tr>
<td>2011</td>
<td>Canyons Rock Climbing Gym</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Expected completion*
Professional Sports Teams in Frisco

- **Dallas Cowboys (NFL)**
  - The Star in Frisco: World Corporate HQ & Training Facility

- **Dallas Stars (NHL)**
  - Dr Pepper Arena: Corporate HQ & Training Facility

- **FC Dallas (MLS)**
  - Toyota Stadium & Soccer Complex: Corporate HQ, Training Facility & Home Stadium

- **Frisco RoughRiders (MiLB)**
  - Dr Pepper Ballpark: HQ of Double-A Affiliate of the Texas Rangers

- **Texas Legends (NBA G League)**
  - Dr Pepper Arena: HQ of G League team for the Dallas Mavericks

- **Texas Revolution (CIF)**
  - Dr Pepper Arena: Corporate HQ, Training Facility & Home Arena

- **Dallas Rattlers (MLL)**
  - The Star in Frisco: Franchise HQ, Training Facility & Home Arena

- **compLexity Gaming (eSports)**
  - The Star in Frisco: Offices & Production Studios
# Frisco Hotel Inventories

## Current Hotel Room Inventory (17)
2,603 Rooms

## Hotels Under Construction (4)

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Location</th>
<th>Completion Year</th>
<th>Room Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriott AC Hotel – Frisco Station</td>
<td>Frisco Station</td>
<td>Summer 2018</td>
<td>150 Rooms</td>
</tr>
<tr>
<td>Residence Inn by Marriott – Frisco Station</td>
<td>Frisco Station</td>
<td>Summer 2018</td>
<td>175 Rooms</td>
</tr>
<tr>
<td>Holiday Inn Express – Frisco Fresh Market</td>
<td>Frisco Fresh Market</td>
<td>Summer 2018</td>
<td>93 Rooms</td>
</tr>
<tr>
<td>Candlewood Suites – Frisco Fresh Market</td>
<td>Frisco Fresh Market</td>
<td>Fall 2018</td>
<td>85 Rooms</td>
</tr>
</tbody>
</table>

## Hotels Announced (7)

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Location</th>
<th>Completion Year</th>
<th>Room Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyatt Place Hotel – Frisco Station</td>
<td>Frisco Station</td>
<td>Fall 2018</td>
<td>150 Rooms</td>
</tr>
<tr>
<td>Canopy by Hilton – Frisco Station</td>
<td>Frisco Station</td>
<td>Fall 2018</td>
<td>150 Rooms</td>
</tr>
<tr>
<td>Holiday Inn – Frisco Bridges</td>
<td>Frisco Bridges</td>
<td>2019</td>
<td>155 Rooms</td>
</tr>
<tr>
<td>Courtyard by Marriott – Frisco Market Center</td>
<td>Frisco Market Center</td>
<td>2019</td>
<td>148 Rooms</td>
</tr>
<tr>
<td>La Quinta Del Sol – Frisco Fresh Market</td>
<td>Summer 2019</td>
<td></td>
<td>104 Rooms</td>
</tr>
<tr>
<td>Hyatt Regency Stonebriar – Frisco Bridges</td>
<td>2020</td>
<td></td>
<td>303 Rooms</td>
</tr>
<tr>
<td>Sutton Place Hotel – Frisco Pennant Park</td>
<td>Fall 2022</td>
<td></td>
<td>301 Rooms</td>
</tr>
</tbody>
</table>

## Potential Frisco Hotel Rooms in 2022:
4,417 Rooms

FriscoEDC.com
Frisco North Platinum Corridor

NINE MILES:
- Dallas North Tollway (DNT) between Sam Rayburn Tollway (SH 121) & Highway 380

PROJECTS:
- HALL Park
- The Star in Frisco
- BSW Sports Therapy & Research
- Frisco Station
- The Gate
- The Railhead
- National Soccer Hall of Fame
- Texas Scottish Rite Hospital–North Campus
- Texas Health Hospital Frisco
- Stonebrook Business Park
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 - Site Plan
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 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
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
Omni Hotel at The Star in Frisco

- 16 stories with 300 guest rooms
- 250,000 SF
- 25,000 SF conference center
- Opened July 2017

FriscoEDC.com
The Star – Gaylord Office Building

FriscoEDC.com
Twelve – at The Star in Frisco

- 17-story, High-Rise Luxury Apartments with 160 rental units
- Developer: Blue Star Land and Columbus Realty
- Commercial and retail uses on first floor
- Underground parking garage and open space
- Expected completion: 2019

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  
Potential jobs: 14,772
Medical office: 1,000,000 SF  
Hotel rooms: 600
Retail: 250,000 SF  
Single-family units: 120
Restaurants: 75,000 SF  
Urban living units: 2,400

FriscoEDC.com
The Offices One at Frisco Station
*7-story, Spec Class A Office *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
SkyHouse Frisco Station (in The Hub entertainment/retail district)

- 25-story Luxury Residential High-Rise with 332 rental units (studios, 1-3 bedroom apts.)
- Developers: Novare Group and BCDC
- Sky Deck on 25th floor w/ pool, outdoor kitchen, entertainment lounge
- Parking garage

FriscoEDC.com
THE GATE      $1 Billion
Developer: Invest Group Overseas
41 Acres     NWC Dallas North Tollway & John Hickman Parkway
* 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
1. Hyatt Regency Hotel
2. KidZania USA
3. Sutton Place Hotel
4. Hall Park Building #17
5. Texas Scottish Rite Hospital North Campus
6. Stonebrook Business Park
7. National Soccer Hall of Fame
8. The Railhead
9. Texas Health Hospital Frisco
10. Frisco Fresh Market
11. Frisco Ranch
12. 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
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
Installation of a front section of a Boeing 737-500 plane on December 13, 2017 at future site of KidZania USA located at Stonebriar Centre mall.

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

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 *Completed 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
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 opening October 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 October 2018

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

- Developers: Newman Real Estate, Shula Netzer Real Estate, 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

FriscoEDC.com
RAILHEAD TOWER
Developers: Koa Partners
*250,000 sq. ft. Class-A, 10-story office building
*Proposed 5/1,000 parking garage

DNT Frontage btw. Main St./Eldorado
Texas Health Hospital Frisco  SEC Dallas North Tollway at Cobb Hill Road
Developer: Texas Health Resources / UT Southwestern Medical Center (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
- Kickoff August 30, 2017 / Hospital Opening 2019
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 / Outdoor Market Grand Opening: June 30, 2018

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: late summer / early fall 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:
  - PowerSecure Lighting (Site D)
  - FA Peinado (Site H)
Welcome to the City of Frisco’s Geographic Information Systems Mapping Portal

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

FriscoEDC.com
## Recent Top Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 10 Rising Housing Markets (#9)</td>
<td>SmartAsset.com</td>
<td>May 2018</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>
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# More Top Accolades

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<tr>
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<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>
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<tr>
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<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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John M. Bonnot
Director | Economic Development
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www.FriscoEDC.com/Presentations