SEE YOURSELF IN FRISCO

Frisco Development Update
North Texas Association of Realtist
August 21, 2018
209 destinations, domestic and international

All major cities in the continental U.S. are within a 4.5 hour flight time

DFW International Airport
4th busiest in the world

Frisco Is Centrally Located

20 miles north of downtown Dallas with easy access to interstates and major highways.
Frisco is approx. 20 miles from DFW Intl Airport & Dallas Love Field.
# Frisco Fast Facts & Stats

- Land square miles: 70.2
- Land Developed: 66%
- Population 08.01.2018: 178,471
- Population 2000 Census: 33,714
- Population Build Out: 375,000+
Population Growth

2,713%
1990 to 2018

4.8%
10-year compound growth rate

12,753
New residents in 2017

YEAR

FRISCO POPULATION

1990  6,138
1992  6,524
1994  8,850
1996  11,000
1998  16,450
2000  23,050
2002  26,200
2004  33,714
2006  42,511
2008  55,400
2010  66,400
2012  73,900
2014  84,652
2016  92,100
2018  100,800
2035  375,000

Buildout

FRISCO, TEXAS

New residents in 2017
Residential Demographics

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>37.4</td>
</tr>
<tr>
<td>Households w/ Children</td>
<td>51.5%</td>
</tr>
<tr>
<td>17 &amp; Younger</td>
<td>(61,132)</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$124,829</td>
</tr>
<tr>
<td>Median Single Family Home Value</td>
<td>$381,690</td>
</tr>
<tr>
<td>Median Monthly Mortgage</td>
<td>2,171</td>
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</table>
Public and Private Schools

- Private School: Legacy Christian Academy
- Public School: Four school districts (Frisco ISD, Little Elm ISD, Prosper ISD, Lewisville ISD)
- Frisco Independent School District – largest of the four ISDs within the city of Frisco
  - Small-school model
  - $775 million bond election passed w/ 77% voter approval in 2014
  - Career Technology Education (CTE) Center – jump start on career path

Educational Attainment
(Percent of population 25+ with Bachelor’s Degree or higher)

- Frisco 66%
- Texas 26.3%
- National Average 28.5%
Frisco Independent School District and Workforce

<table>
<thead>
<tr>
<th>Enrollment (April 2018)</th>
<th>58,860</th>
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</thead>
<tbody>
<tr>
<td>Projected Enrollment 2020</td>
<td>64,226</td>
</tr>
<tr>
<td>High Schools</td>
<td>10</td>
</tr>
<tr>
<td>Number of Schools (Fall 2018)</td>
<td>72</td>
</tr>
<tr>
<td>Workforce Estimate</td>
<td>78,857</td>
</tr>
<tr>
<td>Unemployment</td>
<td>3.7%</td>
</tr>
</tbody>
</table>
Higher Education

- University of North Texas - New College at Frisco
  - Satellite facility of main UNT campus in Denton
  - Innovative, hands-on education infused with industry influence

- Professional Development
  - Course options for working professionals
  - Build new skill sets / career training / knowledge of industry trends

- Course study focus
  - Business and financial services
  - Information technology and telecommunications
  - Arts, entertainment, recreation, and hospitality
  - Sports media and management
  - Defense and security

- Collin County Campus – begin construction 2022
  - 100 acres at Preston/Panther Creek
  - Only 4-year, Tier 1 Research university in County
Higher Education

- **Collin College**
  - 53,000 credit & continuing education students
  - 100 degree and certificate programs
  - The lowest tuition of any public college in Texas
  - Preston Ridge Campus in Frisco

- **Cyber Security Program**
  - Federal grant / center of excellence

- **National Convergence Technology Center**
  - $4.4M grant from the National Science Foundation
  - One of only four in the U.S.

- **Center for Workforce & Economic Development**
  - Customized training programs for needs of businesses, regional economy
Corporate Presence

- 4WEB Medical
- Addus HomeCare
- AmerisourceBergen
- 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, VisitFrisco.com, and CoStar
# Frisco Hotel Inventories

## Current Hotel Room Inventory (17)

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Location</th>
<th>Opening Date</th>
<th>Room Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,603 Rooms</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Hotels Under Construction (4)

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Location</th>
<th>Opening Date</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>Summer 2018</td>
<td>93 Rooms</td>
<td></td>
</tr>
<tr>
<td>Candlewood Suites – Frisco Fresh Market</td>
<td>Fall 2018</td>
<td>85 Rooms</td>
<td></td>
</tr>
</tbody>
</table>

## Hotels Announced (7)

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Location</th>
<th>Opening Date</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></td>
<td>2019</td>
<td>155 Rooms</td>
</tr>
<tr>
<td>Courtyard by Marriott – Frisco Market Center</td>
<td>2019</td>
<td>148 Rooms</td>
<td></td>
</tr>
<tr>
<td>La Quinta Del Sol – Frisco Fresh Market</td>
<td>Summer 2019</td>
<td>104 Rooms</td>
<td></td>
</tr>
<tr>
<td>Hyatt Regency Stonebriar – Frisco Bridges</td>
<td>2020</td>
<td>303 Rooms</td>
<td></td>
</tr>
<tr>
<td>Sutton Place Hotel – Frisco Pennant Park</td>
<td>2022</td>
<td>301 Rooms</td>
<td></td>
</tr>
</tbody>
</table>

## Potential Frisco Hotel Rooms in 2022:

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Location</th>
<th>Year</th>
<th>Room Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,311 Rooms</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Frisco Hotel Inventories

- Total Current Inventory: 2,603 Rooms
- Total Under Construction: 503 Rooms
- Total Announced: 1,311 Rooms
- Total Potential in 2022: 4,417 Rooms
Welcome to the City of Frisco’s Geographical Information Systems Mapping Portal

- Explore a wealth of Frisco data at FriscoEDC.com/maps
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
- Frisco Station
- The Gate
- Texas Scottish Rite Hospital–North Campus
- Stonebrook Business Park
- National Soccer Hall of Fame
- The Railhead
- Texas Health Hospital Frisco
Hall Park Building 17

SWQ Warren Pkwy & Dallas North Tollway

- Spec Class AA Office Building
- HALL Group
- 12 stories
- 300,000 SF
- Completed Dec. 2017
The Star
In Frisco

NWC Dallas North Tollway and Warren Parkway

- $1.5 Billion
- Dallas Cowboys World Corporate Headquarters & Training Facility
- 91 Acres
The Star in Frisco – Site Plan
The Star in Frisco

- 91 acres previously owned by the Frisco Community Development Corporation
- 71 acres sold to and developed by Dallas Cowboys
- 20 acres retained by the City for development of the Ford Center
- Dallas Cowboys’ World Corporate Headquarters – 411,000 SF Class A office building
- 180,000 SF retail/restaurant commercial – 85% leased
- Omni Hotel
The Ford Center at The Star in Frisco

- Publicly-owned, 557,881 SF, 12,000 seat multi-use event center / indoor stadium & practice fields

- High school football, concerts, NCAA, DI Lacrosse Patriot Cup, championship boxing, Track & Field Classic
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 Sports Therapy & Research at The Star in Frisco

- 9 story – 300,000 SF office building
- Medical office (3), Surgery center, Outpatient imaging, Urgent care, Pharmacy
- Indoor/outdoor sports performance center
- Groundbreaking: June 2016 / Opened: July 2018
Twelve Cowboys Way

- 17-story, Luxury Residential High-Rise with 160 rental units
- Commercial and retail uses on first floor
- Underground parking garage
- Expected completion: 2019
Frisco Station

NWC Dallas North Tollway & Warren Pkwy

- Developers: Rudman Partnership, Hillwood Properties, VanTrust Real Estate
- 242 Acres
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

Uber vertiport
The Offices
One at Frisco Station

- 7-story, Spec Class A Office
- 228,000 SF
- Groundbreaking October 2016
- Completed January 2018
Frisco Station

- 625-Room Lifestyle Campus Hotel
- Developer: NewcrestImage

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

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

Frisco Station

SWC John Hickman Pkwy & Gaylord Pkwy

- 25-story Luxury Residential High-Rise
- 332 rental units (studios, 1-3 bedroom)
- Sky Deck on 25th floor with pool, outdoor, kitchen, entertainment lounge
- Parking garage

SEE YOURSELF IN FRISCO
The Gate

NWC Dallas North Tollway & John Hickman Parkway

- $1 Billion
- Developer: Invest Group Overseas
- 41 Acres
- Infrastructure started 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 buildings
- 100,000 SF restaurants & retail
Texas Scottish Rite Hospital for Children North Campus

- 300,000 SF ambulatory care center
- Conference center
- 30 acres of parks & sports fields
- Expected Completion: Oct. 2018
Stonebrook Business Park

- Developer: Goveia Commercial Real Estate
- Class A value office: 480,000 SF
- Retail & restaurants: 38,000 SF
- 2 parking garages with 1,350 spaces total
- 2 Hotels: 300 rooms
- Conference center
Stonebrook Business Park

- Developer: Goveia Commercial Real Estate
- 3-story Spec Office Building
- 90,000 SF
- Now under construction

NWQ DNT & Stonebrook Pkwy
National Soccer Hall of Fame & Toyota Stadium Improvements

SEC World Cup Way / Main St.

- $39 Million Investment
- 100,000 SF, including 24,000 SF of exhibit space
- Stadium improvements complete summer 2018 / Phase I opened August 2018
- Anticipated HOF museum opening October 2018
Frisco Ranch

- Developer: NewQuest Properties
- 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 Fresh Market

- 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 2018
The Railhead

- 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
Railhead Tower

DNT Frontage btw. Main St. / Eldorado

- 250,000 sq. ft. Class-A, 10-story office building
Texas Health Hospital

SEC Dallas North Tollway at Cobb Hill Road

- 20 acres
- 325,000 SF, 8-story hospital with 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

Developer: Texas Health Resources / UT Southwestern Medical Center
Hyatt Regency Hotel
Stonebriar Centre

NWQ SH 121 & Preston Rd.
- Developer: Moon Hotel Stonebriar, Ltd.
- 15-story luxury hotel
- 303 Rooms
- 54,600 SF of meeting space
- 800-space parking garage
- Anticipated opening: Dec. 2019
KidZania USA

- First U.S. location opening late 2018 at Stonebriar Centre
- Includes U.S. Corporate Headquarters
- 85,000 SF
- 150 full-time jobs
- Educational & entertainment ‘job role-play’ center for children ages 4-12
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.
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)
Educate Yourself
Stay in the loop with the latest information about Frisco’s entrepreneurial community.
Facebook.com/inspirefrisco

Engage with Your Community
Our events will keep you in touch with Frisco’s most influential people and businesses.
InspireFrisco.com/events
## Recent Top Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fastest-Growing Large Cities in U.S. (#1)</td>
<td>U.S. Census Bureau</td>
<td>May 2018</td>
</tr>
<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>
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## More Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
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<tbody>
<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>
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</table>
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Thank you,

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HWhalen@FriscoEDC.com
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