Leadership Frisco Class XXII
Economic Development Day
November 2, 2018
FRISCO EDC
OVERVIEW

Ron K. Patterson
FEDC President
What is Economic Development?

- Economic Development is a mix of economic activities that have the primary purpose of bringing money and investment into a city.
Why is Economic Development Important?

Provide a proactive growth management strategy to:

- Maintain a desirable quality of life
- Promote balanced residential, commercial growth
- Develop a greater and diversified property tax base
- Generate quality job opportunities

HALL Park  The Star in Frisco  Frisco Station
About the Frisco EDC

- Established 1991 & funded by ½ cent City sales tax for economic dev.
- Mission is to improve the economic opportunities and quality of life for all residents of Frisco
- Focus on job creation, business retention & expansion, & expansion of the City property tax base
Primary Uses of Economic Development Funds

To promote business attraction, retention and formation by providing:

- Infrastructure upgrade and placement
- Land, building purchase, lease and upgrade
- Training/education for businesses
- Economic incentives to businesses
- Marketing and promotional activities
- Administration and operation
- Financial obligations such as bonds
Frisco EDC Staff

- **Ron Patterson**  
  President

- **John Bonnot**  
  Director of Economic Development

- **Harry Whalen**  
  Director of Economic Development

- **Elise Back**  
  Director of Economic Development

- **Stefanie Wagoner, AICP**  
  Director of Business Retention & Expansion

- **Leigh Lyons**  
  Director of Marketing & Communications

- **Veronica Traupman**  
  Office Manager

- **Julie Floyd**  
  Compliance Administrator

- **Pat Tittle**  
  Economic Development Specialist

- **Julia Ventre**  
  Senior Administrative Assistant
FEDC Program Goals

1. Attract jobs from outside the area
   - Organize to compete
   - Marketing for lead generation
   - Proactive sales

2. Retain and expand local businesses
   - Research
   - Outreach
   - Communications

3. Improve product readiness and competitiveness
   - Incentive policy
   - Market demand for real estate
   - Green Frisco
   - Enhance innovation and labor skills

4. Enhance Frisco’s innovation culture through entrepreneurship
   - Venture community events
   - Student entrepreneur contest
Positive Impacts of Growth

- Increased sales tax and property tax revenue
- Quality job opportunities for residents
- Low city and school property taxes
- Ability to build infrastructure and municipal buildings
- Excellent parks and recreation program
- Provide facilities for all age groups
## FEDC Five Year Summary

**2013 - 2017**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Projects</th>
<th>Potential Square Feet</th>
<th>Potential Capital Investment</th>
<th>Potential Direct Jobs Created /Retained</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>16</td>
<td>954,750</td>
<td>$199,690,000</td>
<td>1,243</td>
</tr>
<tr>
<td>2016</td>
<td>16</td>
<td>1,024,000</td>
<td>$434,790,000</td>
<td>1,267</td>
</tr>
<tr>
<td>2015</td>
<td>26</td>
<td>19,282,290</td>
<td>$3,662,476,749</td>
<td>40,722</td>
</tr>
<tr>
<td>2014</td>
<td>16</td>
<td>915,117</td>
<td>$89,015,000</td>
<td>1,582</td>
</tr>
<tr>
<td>2013</td>
<td>19</td>
<td>1,191,290</td>
<td>$174,093,000</td>
<td>2,301</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>93</strong></td>
<td><strong>23,367,447</strong></td>
<td><strong>$4,560,064,749</strong></td>
<td><strong>47,115</strong></td>
</tr>
<tr>
<td><strong>5 YR Avg.</strong></td>
<td><strong>18.6</strong></td>
<td><strong>4,673,489</strong></td>
<td><strong>$912,012,950</strong></td>
<td><strong>9,423</strong></td>
</tr>
</tbody>
</table>

Key Findings

- Facilitated 345 documented transactions
- Generated $31.1 Billion impact to 12 county region
- Generated 27,213 direct, on-site new jobs
- Generated 30,395 temporary construction jobs
- Generated 57,608 total direct/temporary jobs
- Frisco tax base increased by 38 times to $25 Billion
- Each $1 FEDC investment returned $4.77 City taxes
- Each $1 FEDC investment returned $22.37 City tax base
REDEVELOPMENT OF HALL PARK

Don Braun
President, HALL Group
BUSINESS ATTRACTION PROGRAM

John M. Bonnot
Director of Economic Development
BUSINESS ATTRACTION PROGRAM

- Target Sectors
  - Advanced Technology
  - Corporate Headquarters
  - Professional & Informational Systems
  - Sports, Digital Media & Video Gaming
BUSINESS ATTRACTION PROGRAM

- Geographic Locations
  - DFW
  - Texas
  - California
  - Connecticut
  - Illinois
  - New Jersey
  - New York
  - Minnesota
FRISCO’S COMPETITIVE ADVANTAGE

- Access to skilled, highly-educated workforce
- Centralized location in major growth corridor
  - 25 miles to DFW Int’l Airport, Dallas Love Field, downtown Dallas
- Competitive cost factors
- Esteemed educational systems
- Positive quality of life: public safety, services, amenities
- Aggressive, growth-oriented attitude
- Business Retention & Expansion programs/services
WHERE DO LEADS COME FROM?

- Brokers
- Developers
- Companies
- State of Texas
- Site location consultants
- Dallas Regional Chamber
- Business contacts
- Other sources
INCENTIVE PROCEDURES

- Qualified projects submit Economic Impact Survey
- Staff conducts an Economic Impact Analysis
- Staff drafts Incentive Proposal based on FEDC Board guidelines & Economic Impact Analysis
- Staff presents Incentive Proposal to FEDC Board
- FEDC attorney drafts a Performance Agreement
- Company accepts Performance Agreement
- Board approves Performance Agreement
PARTNERSHIPS

- LOCAL
  - City of Frisco, Visit Frisco, Frisco Community Development Corporation (FCDC)
  - Frisco ISD, Collin College, UNT, Collin & Denton Counties
  - Frisco Chamber of Commerce, Frisco businesses

- REGIONAL
  - Dallas Regional Chamber (DRC)
  - North Texas Commission (NTC)
  - North Texas Commercial Association of Realtors (NTCAR)

- STATE
  - Governor’s Office of Economic Development, ‘Go Big In Texas’
  - Texas Economic Development Council (TEDC), Team Texas
PARTNERSHIPS cont.

- NATIONAL
  - U.S. Commercial Service
  - Urban Land Institute

- INTERNATIONAL
  - International Economic Development Council (IEDC)
  - SelectUSA
  - CoreNet Global
  - International Council of Shopping Centers (ICSC)
What % new jobs created in a community come from existing companies?

80 %
BUSINESS RETENTION & EXPANSION

- Conduct corporate visits
- Performance Agreements for expansion projects
- Partnerships
  - Workforce Board/Office, Frisco ISD, Higher Education Institutions – training/grants, Frisco Chamber of Commerce, Frisco businesses, other assistance agencies
- Programming
  - Frisco Executive Forum, Frisco HR, Corporate Welcome Program, Frisco Young Professionals (Frisco Chamber), Frisco Young Entrepreneurs Academy (Chamber/FISD), Inspire Frisco (UNT, LPC, Collin, FISD, Chamber, Library, etc.)
LABOR ... LABOR ... LABOR

WORKFORCE

- Labor Pool in 10-mile radius: 500,000
- Workforce estimate in Frisco: 75,633
- Unemployment rate: ~ 2.9%
- Residents with Bachelor degree+: 60.2%

Frisco & surrounding region have **more than twice the national average** for key information technology occupations.

Source: 2014 Frisco EDC Labor Market Study
MARKETING & MEDIA

Generate leads and proactively sell Frisco

- Outbound marketing missions, national & international
- Events and event sponsorship
- Advertising in targeted publications, but more important, to an external target audience: Fortune 500 C-level decision makers
- Social media: Facebook, Twitter, LinkedIn, YouTube, Instagram
  - Multiple Audiences / Tool to engage community: surveys, #FriscoWorks
- On the Move monthly e-blast to site selectors & brokers
- Frisco Now blog posts
- Collateral materials
- Website: FriscoEDC.com
- Facilitate reporter inquiries on projects and feature stories
There’s room to grow in Frisco, Texas.

Bring your dreams.

FriscoEDC.com
MARKETING CAMPAIGNS

SEE YOURSELF IN FRISCO

Imagine living in the "#1 BEST Place to Live in America." It's 25 miles from DFW International Airport and downtown Dallas, and seven professional sports teams call it home. Imagine working with a highly skilled and educated workforce, and sending your kids to one of the most sought-after public school systems in America. Imagine being in the company of names like the Dallas Cowboys, Gearbox Software, and Conifer. Can you see yourself in Frisco? You'll fit right in.

Visit FriscoEDC.com to find out more.
MARKETING

Tell the Frisco story through the eyes and actions of local business leaders and citizens.

- Wall Street Journal Print Ads
- Digital Campaigns with LinkedIn and Programmatic
- Social Media Campaign on Facebook, YouTube and Instagram
I AM CHARLOTTE JONES ANDERSON
I am an owner of the Dallas Cowboys
I am guardian of The Star
I am family-first
I am grateful
I am a builder of community
I am raising compassionate & independent children
I am football

SEE YOURSELF IN FRISCO

Join Charlotte Jones Anderson and other professional sports leaders in Frisco. With seven professional sports teams headquartered in Frisco, the city is a sports enthusiast’s dream. The Dallas Cowboys (and the Dallas Cowboys Cheerleaders), along with the Dallas Stars, house their corporate headquarters and practice facilities in Frisco. FC Dallas, Frisco RoughRiders, Texas Legends, Texas Revolution and Dallas Rattlers also make Frisco their home.
Visit FriscoEDC.com and find out more about why the Jones family decided to move the Dallas Cowboys Headquarters to Frisco, Texas.

Frisco Economic Development Corporation  972.292.5150
I AM
RANDY PITCHFORD
I am the CEO of Gearbox Software
I am a creator
I am a gamer
I am a husband and a father
I am part of a community
I am a leader
I am an award-winning developer
I am entertaining the world

SEE YOURSELF IN FRISCO

Join video game visionary Randy Pitchford in Frisco, where you'll find two times the average number of IT workers compared to other U.S. cities, alongside a highly-skilled, creative workforce. With no state income tax, Frisco is a magical environment for creative businesses to grow.

Visit FriscoEDC.com and see how Randy is making video game magic in Frisco, Texas.

Frisco Economic Development Corporation // @FriscoEDC 972.292.5150
I AM
KEN KOO
I am the CEO of CauseBot
I am a tech innovator
I am a mentor
I am a nerd
I am a philanthropist
I am a creator
I am propelling non-profits
I am focused on the future

SEE YOURSELF IN FRISCO

Join Ken Koo and other tech innovators in Frisco, where you’ll find a business-friendly climate, a highly educated workforce and two times the average number of IT workers compared to other U.S. cities. Frisco is the perfect place for tech startups like Ken’s, and it might just be perfect for yours, too.

Visit FriscoEDC.com and see why tech startups like CauseBot are thriving in Frisco, Texas.

Frisco Economic Development Corporation // @FriscoEDC  972.292.5150
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friscoedc.com
facebook.com/FriscoTXEDC
twitter.com/FriscoTXEDC
instagram.com/friscotxedc/
linkedin.com/company/friscoedc/
youtube.com/FriscoTXEDC
Facts & Stats

- Land square miles: 70.2
- Land Developed: 66%
- Population 11.01.2018: 180,942
- 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
## Residential Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Value</th>
</tr>
</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>
</tr>
</tbody>
</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>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment (Oct 2018)</td>
<td>60,205</td>
</tr>
<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 (Aug 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
- JW Logistics
- Level 3 Communications
- MoneyGram Payment Systems
- National Breast Cancer Foundation, Inc.
- OpTic Gaming
- Oracle
- Paycor
- Schlumberger Technology Corp.
- Schneider Optical Machines Inc.
- SUNTECKtts
- T-Mobile
- The Hartford
- ThyssenKrupp Elevator Corp.
- Transplace Texas LP
- Wintrust Commercial Finance
- WorldLink Inc.
## Visitor and Tourism Information

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual visitors</td>
<td>6.09 million</td>
</tr>
<tr>
<td>Average daily visitors</td>
<td>40,120</td>
</tr>
<tr>
<td>Visitor industry supported jobs</td>
<td>12,819</td>
</tr>
<tr>
<td>Total conference &amp; group meeting spending</td>
<td>$169 million</td>
</tr>
<tr>
<td>Total direct visitor industry spending</td>
<td>$1.9 billion</td>
</tr>
<tr>
<td>Retail – largest visitor spending</td>
<td>$676 million</td>
</tr>
<tr>
<td>Restaurants – 2(^{nd}) largest visitor spending</td>
<td>$448 million</td>
</tr>
<tr>
<td>Retail square feet</td>
<td>11.5 million</td>
</tr>
</tbody>
</table>

Source: 2016/2017 Frisco CVB Tourism Economic Impact Analysis, VisitFrisco.com, and CoStar
Frisco Hotel Inventories

Current Hotel Room Inventory (17) 2,603 Rooms
Hotels Under Construction (4) 503 Rooms
Hotels Announced (7) 1,311 Rooms
Potential Frisco Hotel Rooms 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
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
## Project Timelines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Star Agreements Signed</td>
<td>August 12, 2013</td>
</tr>
<tr>
<td>Architectural Contract Executed</td>
<td>October 16, 2013</td>
</tr>
<tr>
<td>Construction Contract Executed</td>
<td>December 4, 2013</td>
</tr>
<tr>
<td>Site Work Began</td>
<td>June 21, 2014</td>
</tr>
<tr>
<td>Ground Breaking Ceremony</td>
<td>August 22, 2014</td>
</tr>
<tr>
<td>Opening Ticketed Event (FISD Football)</td>
<td>August 27, 2016</td>
</tr>
</tbody>
</table>

### Other Projects on Site

<table>
<thead>
<tr>
<th>Project</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Star HQ</td>
<td>July 2016</td>
</tr>
<tr>
<td>The Star Retail\Entertainment</td>
<td>December 2016</td>
</tr>
<tr>
<td>Omni Open</td>
<td>August 2017</td>
</tr>
</tbody>
</table>
# Project Financing & Budget

## Events Center Project

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Frisco</td>
<td>$30M</td>
<td>TIRZ#1</td>
</tr>
<tr>
<td>Community Development Corp.</td>
<td>$25M</td>
<td>TIRZ#1</td>
</tr>
<tr>
<td>Economic Development Corp.</td>
<td>$5M</td>
<td>Sales Tax</td>
</tr>
<tr>
<td>Frisco Independent School Dist.</td>
<td>$30M</td>
<td>TIRZ#1</td>
</tr>
<tr>
<td></td>
<td><strong>$90M</strong></td>
<td></td>
</tr>
<tr>
<td>Current Budget</td>
<td>$263M</td>
<td></td>
</tr>
<tr>
<td>Private Investment</td>
<td>$173M</td>
<td></td>
</tr>
</tbody>
</table>

## FEDC – Cowboys Corporate HQ

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEDC – Cowboys Corporate HQ</td>
<td>$25M</td>
<td>Sales Tax</td>
</tr>
<tr>
<td></td>
<td><strong>$25M</strong></td>
<td><strong>-$115M</strong></td>
</tr>
<tr>
<td>Current Budget</td>
<td>$97M</td>
<td></td>
</tr>
<tr>
<td>Private Investment</td>
<td>$72M</td>
<td><strong>-$245M</strong></td>
</tr>
</tbody>
</table>

Calculations do not include Hotel, Retail\Entertainment District or Infrastructure.

Any and all construction cost overages on the stadium or the corporate headquarters building are the responsibility of the Cowboys.
The Star in Frisco

- 71 acres owned by Dallas Cowboys
- 20 acres owned by City of Frisco

- Dallas Cowboys’ World Corporate Headquarters – 411,000 SF Class A office building
- 180,000 SF retail/restaurant commercial – 85% leased
- Omni Hotel

NWC Dallas North Tollway & Warren
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
- 300 rooms
- 25,000 SF conference center
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
Twelve
At The Star in Frisco

- 17-story, 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
The Offices One at Frisco Station

- 7-story, Spec Class A Office
- 228,000 SF
- Now leasing
The Offices Two at Frisco Station

- 6-story, Spec Class A Office
- 210,000 SF
- Under construction / Expected completion in 2019
The Hub at Frisco Station

- 625-Room Lifestyle Campus Hotel
- Developer: NewcrestImage

PHASE 1:
- AC by Marriott (8 stories) & Residence Inn (7 stories)
- Shared amenities
- 325 Rooms

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
The Gate

- 2.3M SF development
- Up to 876,000 SF, Class A office
- 150-room, 245,000 SF boutique hotel
- (2) 10-story luxury condos
- 980 luxury apartments
- 100,000 SF restaurants & retail
NEC Dallas North Tollway at Lebanon Road

Texas Scottish Rite Hospital for Children North Campus

- 300,000 SF ambulatory care center
- Conference center
- 30 acres of parks & sports fields
- Opened 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
- Under construction
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
- HOF opened October 20, 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 2019
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
- 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

Developer: Texas Health Resources / UT Southwestern Medical Center

- 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
Stonebriar Centre
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 2019 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.
University of North Texas (UNT)

SWC Preston Road and Panther Creek Parkway

- 100 acre public-public partnership b/w City of Frisco, Frisco EDC, Frisco CDC, and UNT
- Only 4-year, Tier 1 Research university in County
- Will serve 5,000+ students
- Begin construction in 2022
UNT Inspire Park

6170 Research Road

- 2-Story, 50,000 SF business incubator space w/ classroom & laboratory areas
- Provides partnership-based educational opportunities for the business community
- UNT took ownership in October 2018 / Classroom spaces opening in January 2019
Lesso Mall Development

- Developer: Lesso America
- Multi-level shopping center with additional retail, office, hotel and urban-living residential units
- 77 acres
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)
- Anticipated closing to Blue Star Land in January 2019
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Thank you,

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ROLE IN ECONOMIC DEVELOPMENT

Shona Huffman
Director of Governmental Affairs
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