Frisco Development Update
DFW Chapter | The Counselors of Real Estate
May 3, 2017
FRISCO FAST FACTS AND STATS
Frisco Fast Facts & Stats

- Land square miles: 70.2
- Land Developed: 62%
- Population 04.01.2017: 164,840
- Population 2000 Census: 33,714
- Population Build Out: 375,000+

FriscoEDC.com
<table>
<thead>
<tr>
<th>Residential Demographics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>37.2</td>
</tr>
<tr>
<td>Households w/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>
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
Frisco’s Growing Asian Population

Sources: U.S. Census Bureau, Collin & Denton Counties, City of Frisco Development Services Dept.
<table>
<thead>
<tr>
<th>Frisco Independent School District and Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment 10/28/16</td>
</tr>
<tr>
<td>Projected Enrollment 2020</td>
</tr>
<tr>
<td>High Schools</td>
</tr>
<tr>
<td>Number of Schools</td>
</tr>
<tr>
<td>Residents 25+</td>
</tr>
<tr>
<td>w/Bachelor’s or Grad Degree</td>
</tr>
<tr>
<td>Workforce Estimate</td>
</tr>
<tr>
<td>Unemployment</td>
</tr>
</tbody>
</table>

FriscobEDC.com
## Recent ‘Top 10’ Accolades

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Best Mid-Sized Cities for Education (#2)</td>
</tr>
<tr>
<td>Best Cities for Homeownership in Texas (#4)</td>
</tr>
<tr>
<td>Best Mid-sized city to move to (#1)</td>
</tr>
<tr>
<td>Top 10 Friendliest Cities in U.S. (#6)</td>
</tr>
<tr>
<td>Safe &amp; Secure Communities</td>
</tr>
<tr>
<td>100 Best Communities for Young People</td>
</tr>
<tr>
<td>Best Place to Raise an Athlete</td>
</tr>
</tbody>
</table>

*FriscoEDC.com*
Property Tax Rate Comparison

(Rates per $100 valuation – FY 2016)
# 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 Dept. Development Activity Update, Jan. 2017
<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>

**ISSUED** 85 99 88

<table>
<thead>
<tr>
<th></th>
<th>3,526,232</th>
<th>2,330,218</th>
<th>3,455,057</th>
</tr>
</thead>
<tbody>
<tr>
<td>SQ FT</td>
<td></td>
<td></td>
<td></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 Dept. Development Activity Update, Jan. 2017
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

<table>
<thead>
<tr>
<th>Current Hotel Room Inventory (14)</th>
<th>2,007 Rooms</th>
</tr>
</thead>
</table>

### Hotels Under Construction (3)

- Drury Inn Hotel & Suites – Frisco Bridges  
  - Summer 2017  
  - 176 Rooms
- Omni Hotel – The Star in Frisco  
  - Summer 2017  
  - 301 Rooms
- Hotel Indigo – Frisco Bridges  
  - Summer 2017  
  - 110 Rooms

<table>
<thead>
<tr>
<th>Hotels Announced (11)</th>
<th>1,804 Rooms</th>
</tr>
</thead>
</table>
- 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
- Hyatt Place Hotel – Frisco Station  
  - Fall 2018  
  - 150 Rooms
- Canopy by Hilton – Frisco Station  
  - Fall 2018  
  - 150 Rooms
- Hyatt Regency Stonebriar – Frisco Bridges  
  - 2019  
  - 295 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

- 4,498 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
# Future Jobs in Frisco & Plano

<table>
<thead>
<tr>
<th></th>
<th>Frisco $5BMile</th>
<th>Plano Legacy Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Gate</td>
<td>3,500</td>
<td>1,000</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></td>
<td><strong>61,922</strong></td>
</tr>
</tbody>
</table>

FriscoEDC.com
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

FRISCO STATION
$1.8 Billion

THE STAR IN FRISCO
$1.5 BILLION

THE GATE
$1 BILLION

WADE PARK
$2 BILLION

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>
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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
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 announced October 2014)
- 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
Omni Hotel at The Star in Frisco

- 16-stories with 300 guest rooms
- 250,000 SF
- 25,000 SF conference center
- Opening: July 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
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

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, 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 SEC Dallas North Tollway & Lebanon Road
Wade Park

- Office: 6,000,000 SF
- Retail: 1,000,000 SF
- Whole Foods, iPic Theatre, Pinstripes, Hotel ZaZa, Langham Hotel, The Rustic, Anthropologie, Free People
- Hotels: 500+ guest rooms
- Residential: 1,300 units
Langham Hotel Tower at Wade Park

Developer:
Langham Hospitality Group

- 35-story tower
- 10-floors residential units
- 25-floors luxury hotel
- 250 guest rooms
- 25,000 SF meeting space
- Rooftop pool deck
- Anticipated opening: 2019

FriscoEDC.com
<table>
<thead>
<tr>
<th>#</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hyatt Regency Hotel</td>
</tr>
<tr>
<td>2.</td>
<td>KidZania USA</td>
</tr>
<tr>
<td>3.</td>
<td>Drury Inn &amp; Suites</td>
</tr>
<tr>
<td>4.</td>
<td>Frisco Hotel Indigo</td>
</tr>
<tr>
<td>5.</td>
<td>Hall Park Bldg. #17</td>
</tr>
<tr>
<td>6.</td>
<td>Texas Scottish Rite Hospital</td>
</tr>
<tr>
<td></td>
<td>North Campus</td>
</tr>
<tr>
<td>7.</td>
<td>Stonebrook Business Park</td>
</tr>
<tr>
<td>8.</td>
<td>National Soccer Hall of Fame</td>
</tr>
<tr>
<td>9.</td>
<td>Frisco Fresh Market</td>
</tr>
<tr>
<td>10.</td>
<td>Texas Health Hospital Frisco</td>
</tr>
<tr>
<td>11.</td>
<td>Frisco Ranch</td>
</tr>
<tr>
<td>12.</td>
<td>Frisco Park 25</td>
</tr>
</tbody>
</table>

Frisco, Texas is one of the few places where the grass is actually greener.
* 23,000 acres available for development
* Innovative City Leadership
* 20 Minutes from DFW International Airport
* Skilled, well-educated workforce of 64,000
Get here as fast as you can and bring your dreams.

FriscoEDC.com
Hyatt Regency Hotel
Stonebriar Centre

NWQ Preston Road & Hwy 121

- Developer: Moon Hotel Stonebriar, Ltd.
- 15 floors luxury hotel
- 295 hotel rooms
- 50,000 SF meeting space
- 800 space parking garage
- Opening: 2018
HYATT REGENCY HOTEL
Developer: Moon Hotel Stonebriar, Ltd
NWQ Hwy 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
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
Frisco Hotel Indigo

- Developer: Dabu Hotels, LLC
- SWC Avenue of the Stars & Seei Circle
- 6-story hotel
- 110 guest rooms
- Blacklands Bar & Grill
- Completion: Summer 2017
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: Dec 2017

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

FriscoEDC.com
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
NATIONAL SOCCER HALL OF FAME & MUSEUM & TOYOTA STADIUM IMPROVEMENTS

$39 Million Investment
*100,000 SF, including 24,000 SF of exhibit space
*Anticipated opening: December 2017

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

- 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

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 summer 2017
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
Welcome to the City of Frisco’s Geographic Information Systems Mapping Portal

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