Leadership Frisco Class XXI
Economic Development Day
November 3, 2017
FRISCO EDC
OVERVIEW

Jim Gandy, CEcD, CCIM
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 property tax base
- Generate quality job opportunities

HALL Park  Frisco Square  Duke Bridges
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
FEDC Organizational Chart

Frisco Residents

Frisco City Council

FEDC Board of Directors

Craig Moen - Chairman
Gary Carley - Vice-Chair
Jason Dudley – Secretary Treasurer
Bryan Dodson – Director/FISD Rep
Rick Fletcher - Director
Barbara Fasola - Director
Kathy Jumper - Director

FEDC Staff
Frisco EDC Staff

- James L. Gandy, CECd, CCIM
  President
- Dave Quinn, CECd
  Vice President
- John Bonnot
  Director of Economic Development
- Harry Whalen
  Director of Business Development
- Stefanie Wagoner, AICP
  Director of Business Retention & Expansion
- Elise Back
  Manager of Economic Development
- Open
  Director of Marketing
- Julie Floyd
  Office Manager
- Pat Tittle
  Special Projects Coordinator
- Veronica Traupman
  Senior Assistant
- Julia Ventre
  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
- Continued small town feel
<table>
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<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>
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<td>16</td>
<td>1,024,000</td>
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<td>26</td>
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<td>27</td>
<td>1,973,620</td>
<td>$1,013,151,000</td>
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<tr>
<td>Total</td>
<td>104</td>
<td>24,386,317</td>
<td>$5,284,599,764</td>
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<tr>
<td>5 YR Avg.</td>
<td>21</td>
<td>4,877,263</td>
<td>$1,056,919,953</td>
<td>16,174</td>
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</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
BUSINESS ATTRACTION PROGRAM

Dave Quinn, CECd
Vice President
BUSINESS ATTRACTION PROGRAM

- Local
  - Neighboring Cities
  - Greater DFW Metro
  - Other Texas Metros
BUSINESS ATTRACTION PROGRAM

- National
  - Target States

- CALIFORNIA
- TEXAS
- MINNESOTA
- ILLINOIS
- OHIO
- NEW YORK
- NEW JERSEY
- Connecticut
- Rhode Island

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BUSINESS ATTRACTION PROGRAM

- International focus
  - North America
    - Canada, Mexico
  - Europe
    - UK, Germany, Netherlands, France, Israel
  - Asia
    - Japan, Korea, India, China

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FRISCO’S COMPETITIVE ADVANTAGE

- Access to skilled, highly-educated workforce
- Centralized location in major growth corridor
  - 25 min. drive 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

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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, Frisco CVB, Frisco CDC
  ▪ Frisco ISD, Collin College, Collin & Denton Counties
  ▪ Frisco Chamber, Frisco businesses

■ REGIONAL
  ▪ Dallas Regional Chamber
  ▪ North Texas Commission
  ▪ North Texas Commercial Association of Realtors (NTCAR)

■ STATE
  ▪ Governor’s Office of Economic Development, TexasOne
  ▪ Texas Economic Development Council (TEDC), Team Texas

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PARTNERSHIPS cont.

- NATIONAL
  - Industrial Assets Management Council (IAMC)
  - U.S. Commercial Service

- INTERNATIONAL
  - International Economic Development Council (IEDC)
  - SelectUSA
  - CoreNet Global
  - International Council of Shopping Centers (ICSC)
FDI (FOREIGN DIRECT INVESTMENT)

Promotion of the City of Frisco to targeted businesses, industries, and site consultants with an objective to attract new, high-value international business investment into the city.

Work in partnership with the Frisco EDC Board of Directors, municipal leadership, and the city’s private-sector leadership to leverage international expertise and experiences to strengthen global marketing, business attraction, and business expansion initiatives for the Frisco EDC.

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INTERNATIONAL STRATEGY

Going Global Frisco

- Pro-active action plan to position Frisco for international outreach in key target country markets
- Develop leads for investment potential
- Build communication and relationships with international organizations
- Position Frisco as an investment destination
FORTUNE 500 GLOBAL COMPANIES

Where the top 500 global companies are based with the US, Europe and Asia as the three dominant seats of power.
INTERNATIONAL STRATEGY – Action Plan

Focus external marketing missions on the highest-value target sector firms; identify call trips, meetings, conferences, summits and events to reach decision makers or influencers in key markets.

Expand national and international relationship building, networking and marketing contacts through international association memberships such as the Japan America Society of DFW to pursue Japanese company contacts, French American Chamber DFW, British American Business Council, European American Investment Council, US India Chamber DFW, involvement with the Global FDI Association, SelectUSA, national and international recruitment missions with call trips to the California, Europe and Asia.
INTERNATIONAL STRATEGY – Action Plan

TARGET MARKETS: Three dominant power centers Europe/Asia/NA

Key global markets are identified to conduct Investment Missions based on the sophistication of the high-tech sector, historic investment patterns, and wealth in the country primed for overseas investment and as a match to Frisco. As examples; India is an IT leader, Japan and South Korea are high technology manufacturing powerhouses, UK is the leading FDI in the US.

ASIA:
- Japan
- Korea
- India
- China

EUROPE:
- UK
- Germany
- Netherlands
- France
- Israel

NA:
- Canada
- Mexico

FriscoEDC.com
INTERNATIONAL STRATEGY – Action Plan

Remain a ‘go to’ resource for international within the Frisco EDC and City of Frisco to best position Frisco with international assets in the DFW Region with Embassies, Consulates, JETRO, KOTRA, etc.
INTERNATIONAL STRATEGY - Action Plan

Continue activities to position Frisco as an international destination by expanding networking opportunities, building personal relationships within the international community in the DFW Region, state, national and globally.

Identify market intelligence through associations, organizations, and direct company contacts.

Prioritize meetings, conferences, summits, and events to reach decision makers or influencers in key national and international markets.
INTERNATIONAL STRATEGY – Action Plan

Select an outside market research firm to identify specific high-value target sector companies in key geographic markets for call trips:

- Los Angeles
- San Francisco
- New York
- Chicago
- Toronto
- London
- Paris
- Mexico City
- Mumbai
- Tokyo
- Seoul
- Tel Aviv
- Dubai

Going Global Frisco

FriscoEDC.com
INTERNATIONAL STRATEGY – Action Plan

Position Frisco as a recipient of the 'Global FDI Future Cities' recognition to enhance the international positioning of Frisco as an international investment destination. RESULTS: Frisco Top North American 10 Small Cities Best for FDI Strategy.

<table>
<thead>
<tr>
<th>RANK</th>
<th>CITY</th>
<th>STATE</th>
<th>COUNTRY</th>
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<tbody>
<tr>
<td>1</td>
<td>Kingston</td>
<td>Ontario</td>
<td>Canada</td>
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<td>2</td>
<td>Oshawa</td>
<td>Ontario</td>
<td>Canada</td>
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<tr>
<td>3</td>
<td>Mobile</td>
<td>Alabama</td>
<td>US</td>
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<tr>
<td>4</td>
<td>Santa Clarita</td>
<td>California</td>
<td>US</td>
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<td>5</td>
<td>Lafayette</td>
<td>Louisiana</td>
<td>US</td>
</tr>
<tr>
<td>6</td>
<td>Spokane</td>
<td>Washington</td>
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<td>7</td>
<td>Lexington</td>
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<td>Frisco</td>
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<td>9</td>
<td>Richardson</td>
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<td>US</td>
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<tr>
<td>10</td>
<td>Richmond</td>
<td>British Columbia</td>
<td>Canada</td>
</tr>
</tbody>
</table>
INTERNATIONAL STRATEGY - Action Plan

Expand contact within the Consular Corps of North Texas, leading countries such as the UK, Germany, Japan, France, Brazil, Mexico, Canada, China, Korea, and Israel to enhance lead generation opportunities.

Host familiarization events targeted to foreign consul generals located in Dallas and Houston and Washington, DC selected embassies to introduce them to DFW and the Frisco Market to discover the investment advantages of Frisco.

RoughRiders Japanese Friendship Night
INTERNATIONAL STRATEGY - Action Plan

Assist the **IBC/Frisco Chamber** to host international delegations to showcase Frisco and region for investment opportunities and business relationships.

**International Business Council**
Frisco Chamber of Commerce

**East Africa Chamber of Commerce, Industry and Agriculture**
INTERNATIONAL STRATEGY - Action Plan

- Increased participation with partner organizations such as TexasOne, Team Texas, and Dallas Regional Chamber international attraction efforts
- Dallas Regional Chamber, Select USA, FDI Global Association to multiply outreach
- Position Frisco as an investment destination
The September, 2017 Dallas Regional Chamber European Investment Mission was organized around the Dallas Regional Chamber’s expanded international program, the Frisco EDC’s international networking, and an invitation from Sheffield, England as follow up to Sheffield July visit to Frisco.

Maximum exposure in England, France, Italy, identified target countries and target sector companies.

The Frisco EDC international strategy is to identify key target markets for repetitive recruitment efforts.

Appointments scheduled with C-level decision makers within companies.
RECRUITMENT – Investment Mission 2017

Sheffield, UK

London, UK

Bologna, Italy

Paris, France
Why target International? What are the results????
FRISCO RANCH
Developer: NewQuest Properties
Northeast corner of Preston Road and Warren Parkway

- Anchor tenants:
  - 99 Ranch Market
    Asian supermarket
  - Daiso Japan
    Home goods retailer
  - 85° Bakery Café
    Taiwanese bakery/coffee café

- Opening spring 2018

Asian 14.4% to 18.1%
THE GATE  $1 Billion
NWC Dallas North Tollway & John Hickman Pkwy * Developer: Invest Group Overseas
41 Acres * Groundbreaking October 2016 * Infrastructure starting first quarter 2017
KidZania USA
*Includes U.S. Corporate Headquarters
*85,000 SF
*150 full-time jobs
*Educational & entertainment ‘job role-play’ center for children 4 - 12

First U.S. location opening 2018 at Stonebriar Centre

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#5BMILE THE $5 BILLION MILE
BUSINESS RETENTION & EXPANSION PROGRAM

Stefanie Wagoner, AICP
Director of Business Retention & Expansion
Economic Development Industry “Standard”

- 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), Frisco Entrepreneur Network (LPC, Collin, FISD, Chamber, Library, etc.)
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 target publications, but more important, to an external target audience: **Fortune 100 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
MARKETING: Print Advertising

We negotiate added value with print publications

- **Wall Street Journal**
  - FY16 spend of
  - Discounted digital ad placement
  - Editorial coverage of Cities of the Future

- **The Economist**
  - Multiple issues for discounted total buy

- **Newsweek**
  - Issue shrink-wrapped with letter from Mayor Maso to all Fortune 100 CEOs
  - Editorial coverage on Innovation in Texas

- **Texas Wide Open for Business**
  - 8-page gatefold ad overprinted for use as 2016 marketing brochure
MARKETING: Print Advertising
Paid Media with Newsweek / April 2016

LONE STAR STATE BLAZES A NEW TRAIL IN INNOVATION
Texas is becoming the state of choice for investors in cutting-edge industries

FriscoEDC.com
MARKETING: Digital Advertising

Paid Media with Forbes BrandVoice

- Four stories on FriscoVoice:
  - A Star is Born: Inside the Dallas Cowboys New World HQ
  - Why Jamba Juice Chose Frisco, Texas for its New HQ
  - How YouTube Sensation Dude Perfect Found Fame in North Texas
  - Why Thousands Move to this North Texas Boomtown Each Year
- Actively promoted by Forbes through our buy of Aug. 31 – Oct. 31
- Eblast to Forbes subscribers
- Content remains searchable
MARKETING: Event Sponsorship

CORRIDORS OF OPPORTUNITY
FRISCO SPORTS AND OPENING OF THE STAR

GET YOUR EXCLUSIVE FIRST LOOK AT THE STAR, THE NEW HOME OF THE COWBOYS...

FROM THE 50-YARD LINE!

Media Partner: Dallas Business Journal

FriscoEDC.com
MARKETING MESSAGES
Not many cities can claim all of the following:

- Pro-business climate / Developments for corporate campus relocation
- Competitive incentives
- Highly-educated, skilled workforce (IT Talent)
- Fast-growing – population & job growth, diverse community
- Top-notch public safety
- Recognized public school system w/small-school model
- Central location with fast access to airports & thousands of metro-area attractions
- Quality residential and commercial developments
- Parks and hike & bike trails
- Presence of five professional sports teams
- GENUINE PARTNERSHIPS! (It’s our secret sauce.)

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$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

More than $5 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

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Frisco Station in the #FriscoTX #5BMILE
Frisco’s success stories are our most powerful marketing tool!
- Recognize key individuals important to Frisco economic development history – Frisco City Council meetings
- Recognize our fellow City Departments as Great Partners – Monthly FEDC board meetings and various events
- Business Retention reception with Frisco CEOs – April 12
- Corridors of Opportunity Event with DBJ on public-private partnership with our sports teams – September 12
- Leaders & Dreamers Dinner – October 6
- Frisco ISD art contest for 4th–8th grade students: *Connecting Frisco’s Past & Present*
Celebrating our 25th Anniversary
## Recent Top Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
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<tr>
<td>Fastest-growing cities in America (#1)</td>
<td>WalletHub.com</td>
<td>Oct. 2017</td>
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<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>
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<td>Best Real Estate Markets (#1) and Affordability &amp; Economic Environment (#1)</td>
<td>WalletHub.com</td>
<td>Aug. 2017</td>
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<td>Denton County (#1) &amp; Collin County (#2) – US Counties with Strongest Economic Growth</td>
<td>Moneywatch</td>
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<td>Frisco ISD – Best School Districts in TX (#8)</td>
<td>Niche.com</td>
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<td>Best U.S. Cities for Families (#2)</td>
<td>ApartmentList.com</td>
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<td>The 10 Most Successful Cities in America (#1)</td>
<td>Zippia.com</td>
<td>Aug. 2016</td>
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<td>Best Cities to Start a Restaurant (#6)</td>
<td>NerdWallet.com</td>
<td>Aug. 2015</td>
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<td>Best Mid-Sized Cities for Education (#2)</td>
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# More Top Accolades

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<td>NerdWallet.com</td>
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<td>Best Mid-sized city to move to (#1)</td>
<td>MSN Real Estate</td>
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<td>Top 10 Friendliest Cities in U.S. (#6)</td>
<td>Forbes.com</td>
<td>2013</td>
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<tr>
<td>Safe &amp; Secure Communities</td>
<td>Allstate</td>
<td>2013</td>
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<td>100 Best Communities for Young People</td>
<td>America’s Promise Alliance</td>
<td>2012</td>
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<tr>
<td>Best Place to Raise an Athlete</td>
<td>Men’s Journal</td>
<td>2011</td>
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FRISCO ECONOMIC DEVELOPMENT UPDATE

Jim Gandy, CEcD, CCIM
President
### Frisco Fast Facts & Stats

<table>
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<tr>
<th>Category</th>
<th>Value</th>
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<tr>
<td>Land square miles</td>
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<tr>
<td>Land Developed</td>
<td>62%</td>
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<tr>
<td>Population 10.01.2017</td>
<td>169,320</td>
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<tr>
<td>Population 2000 Census</td>
<td>33,714</td>
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<tr>
<td>Population Growth</td>
<td>402%</td>
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<tr>
<td>Population Build Out</td>
<td>375,000+</td>
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</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.
Residential Demographics

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

Enrollment 6/2/17: 58,228
Projected Enrollment 2020: 64,226
High Schools: 9
Number of Schools: 68
Residents 25+ with Bachelor’s or Grad Degree: 58.9%
Workforce Estimate: 78,857
Unemployment: 3.9%

FriscoEDC.com
Corporate Presence

- AmerisourceBergen Specialty Group
- Blue Star Sports
- CalAtlantic Homes
- Careington International
- Code Authority
- Comstock Resources
- Conifer Health Solutions
- CASI (Cornerstone Automation Systems, Inc.)
- eLevel Communications
- 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
- Randstad Technologies
- Schlumberger
- Schneider Optical Machines
- Walgreens Specialty Pharmacy

FriscoEDC.com
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
# Frisco Hotel Inventories

## Current Hotel Room Inventory (16)
- **2,483 Rooms**

## Hotels Under Construction (5)
- **613 Rooms**
  - Hotel Indigo Frisco – Frisco Bridges  
    - Fall 2017  
    - 110 Rooms  
  - Marriott AC Hotel – Frisco Station  
    - Summer 2018  
    - 150 Rooms  
  - Marriott Residence Inn – Frisco Station  
    - Summer 2018  
    - 175 Rooms  
  - Holiday Inn Express – Frisco Fresh Market  
    - Summer 2018  
    - 93 Rooms  
  - Candlewood Suites – Frisco Fresh Market  
    - Fall 2018  
    - 85 Rooms

## Hotels Announced (8)
- **1,561 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  
    - 303 Rooms  
  - Holiday Inn – Frisco Bridges  
    - 2019  
    - 155 Rooms  
  - Langham Hotel – Wade Park  
    - 2019  
    - 250 Rooms  
  - Courtyard by Marriott – Frisco Market Center  
    - 2019  
    - 148 Rooms  
  - La Quinta Del Sol – Frisco Fresh Market  
    - Summer 2019  
    - 104 Rooms  
  - Sutton Place Hotel – Frisco Pennant Park  
    - 2022  
    - 301 Rooms

## Potential Frisco Hotel Rooms in 2022:
- **4,657 Rooms**
Welcome to the City of Frisco’s Geographic Information Systems Mapping Portal

- Explore a wealth of Frisco data at FriscoEDC.com/maps
$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>
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<td>Frisco Station</td>
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<td>$1,800,000,000</td>
<td>6,325,000</td>
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<td>14,772</td>
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<td>The Gate</td>
<td>41</td>
<td>$1,000,000,000</td>
<td>1,080,000</td>
<td>800,000</td>
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<td>Wade Park</td>
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<td>$2,000,000,000</td>
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<td>6,000,000</td>
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<td><strong>Total</strong></td>
<td>549</td>
<td>$6,300,000,000</td>
<td>15,613,000</td>
<td>13,800,000</td>
<td>44,722</td>
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</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 - Site Plan

FriscoEDC.com
The Star in Frisco  NWC Dallas North Tollway & Warren

- 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
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
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

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

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 direct jobs: 14,772

Medical office: 1,000,000 SF  
Hotel rooms: 600

Retail: 250,000 SF  
Single-family units: 120

Restaurants: 75,000 SF  
Multi-family units: 2,400

FriscoEDC.com
FRISCO STATION  Spec Class A Office Building
VanTrust Real Estate
*7 stories  *228,000 SF  *Groundbreaking October 2016  *Shell completed September 2017
FRISCO STATION  600-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

FriscoEDC.com
THE GATE  $1 Billion
Developer: Invest Group Overseas
41 Acres   NWC Dallas North Tollway & John Hickman Parkway
* 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 units
- 100,000 SF restaurants & retail
WADE PARK  $2 Billion
Developer: Thomas Land & Development
175 acres, Mixed-Use  SEC Dallas North Tollway & Lebanon Road

FriscoEDC.com
Wade Park

- Office: 6,000,000 SF
- Retail: 600,000 SF
- Future Tenants: Whole Foods, iPic Theatre, Pinstripes, Langham Hotel, The Rustic, Anthropologie, Free People, Yard House, Steak 48
- Hotel: 250 guest rooms
- Residential: 1,300 units

FriscoEDC.com
Langham Hotel Tower at Wade Park

Developer:
Langham Hospitality Group

- 35-story tower
- 25 floors for luxury hotel
- 250 hotel rooms
- 25,000 SF meeting space
- Rooftop pool deck
- 10 floors for residential homes
- Anticipated opening: 2019
<table>
<thead>
<tr>
<th></th>
<th>Location</th>
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<tbody>
<tr>
<td>1.</td>
<td>Drury Inn &amp; Suites</td>
</tr>
<tr>
<td>2.</td>
<td>Hall Park Bldg. #17</td>
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<tr>
<td>3.</td>
<td>Hyatt Regency Hotel</td>
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<tr>
<td>4.</td>
<td>KidZania USA</td>
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<tr>
<td>5.</td>
<td>Hotel Indigo Frisco</td>
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<tr>
<td>6.</td>
<td>Texas Scottish Rite Hospital North Campus</td>
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<td>7.</td>
<td>Stonebrook Business Park</td>
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<tr>
<td>8.</td>
<td>Frisco Ranch</td>
</tr>
<tr>
<td>9.</td>
<td>National Soccer Hall of Fame</td>
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<tr>
<td>10.</td>
<td>Frisco Fresh Market</td>
</tr>
<tr>
<td>11.</td>
<td>Texas Health Hospital Frisco</td>
</tr>
<tr>
<td>12.</td>
<td>Frisco Park 25</td>
</tr>
<tr>
<td>13.</td>
<td>Sutton Place Hotel</td>
</tr>
</tbody>
</table>
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
- Soft Opening: August 31, 2017
  Grand Opening: October 19, 2017
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
HYATT REGENCY HOTEL STONEBRIAR CENTRE

Developer: Moon Hotel Stonebriar, Ltd.

*15-story luxury hotel  *303 Rooms  *50,000 SF of meeting space

NWQ SH 121 & Preston Rd.
Anticipated opening 2019

*800-space parking garage
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
*85,000 SF
*150 full-time jobs
*Educational & entertainment ‘job role-play’ center for children 4 - 12
Hotel Indigo Frisco

- Developer: Dabu Hotels, LLC
- SWC Avenue of the Stars & Seel Circle
- 6 Story Hotel
- 110 Guest rooms
- Blacklands Bar & Grill
- Opening: Fall 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 19, 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

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 rooms
- Conference center
- Additional 1,086 surface parking spaces
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

FriscoEDC.com
NATIONAL SOCCER HALL OF FAME & TOYOTA STADIUM UPGRADES

$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 winter 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 winter 2018

FriscoEDC.com
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
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 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
  - FA Peinado
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
ECONOMIC DEVELOPMENT
LEADERSHIP &
PARTNERSHIPS

Craig Moen, AAMS
Chair, FEDC Board of Directors
BUSINESS FORMATION
LAUNCHPAD CITY
THANK YOU!
Leadership Frisco Class XXI