Leadership Frisco Class XXIII
Economic Development Day
November 1, 2019
WELCOME & OVERVIEW OF DAY

Heather Canterbury & Chris Mathew
Moderators
CITY’S ROLE IN ECONOMIC DEVELOPMENT

George Purefoy
Frisco City Manager
HISTORY OF ECONOMIC DEVELOPMENT IN FRISCO

Bob Warren
Former Mayor

&

Sam Roach
Former FEDC Chair

FriscoEDC.com
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 jobs and investment into the 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 create jobs which will improve the economic opportunities and quality of life for all residents of Frisco
- Focus on job creation, business retention & expansion, and City property tax base expansion
Primary Uses of Economic Development Funds

To promote business attraction, retention and formation by providing:

- Job creation performance based grants
- Infrastructure upgrade and placement
- Land, building purchase, lease and upgrade
- Training/education for businesses
- Marketing and promotional activities
- Administration and operation
- Financial obligations such as bonds
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. Enhance Frisco’s innovation culture through entrepreneurship
   - Venture community events
   - Student entrepreneur contest

4. Improve product readiness and competitiveness
   - Incentive policy
   - Market demand for real estate
   - Green Frisco
   - Enhance innovation and labor skills
Positive Impacts of Growth

- Increased sales tax and property tax revenue
  - Low city and school property taxes
- Quality job opportunities for residents
- Ability to build infrastructure and municipal buildings
- Excellent parks and recreation program
- Provide facilities for all age groups
Each $1 FEDC investment returns approximately $4.77 City taxes

Each $1 FEDC investment returns approximately $22.37 City tax base
BEFORE MALL
Frisco Bridges – June 1998
AFTER MALL
Frisco Bridges – December 2006
PRESENT DAY
Frisco Bridges – October 2019
REDEVELOPMENT OF HALL PARK

Don Braun
President, HALL Group
BUSINESS DEVELOPMENT OVERVIEW

Jason Ford, CEcD
FEDC Vice President
OUR CORE MISSION

Assist in the relocation, expansion, and retention of high quality jobs for Frisco.

Goal: Attract Jobs From Outside The Area
Goal: Retain & Expand Local Businesses
Goal: Improve Product Readiness & Competitiveness
Goal: Enhance Frisco’s Innovation Culture through Entrepreneurship
TOP PRIORITY

Generate high quality leads and create exceptional client experiences to win the best projects for Frisco.
WHAT WE DO

Business Recruitment
(Outside Sales)

Business Retention & Expansion
(Inside Sales)

Project Management
(Site Selection)

Product Development
(Real Estate)

Ecosystem Building
(Filling the gaps)
FRISCO EDC SERVICES

- Assist with real estate property searches
- Customized on-site presentations for relocating workforce (corporate welcome)
- Coordinate site-selection tours, regional briefings
- Provide research in key areas such as available workforce
- Provide access to business networks and community leadership
- Assist with City permitting process
- Assist in evaluating incentive qualification
- Assist/facilitate processes and sponsor applications for State incentives
COMPETITIVE ADVANTAGES

- Centralized location in major growth corridor
  - 25 miles to DFW Int’l Airport, Dallas Love Field, Downtown Dallas
- Progressive, growth-oriented attitude
- Exemplary quality of place
  - Unique amenities, destination dining & retail, safe & fun
  - Highly-sought after schools, universities, and colleges
  - Low taxes and fair business regulations
- Competitive use of performance-based incentives
- Large pool of diverse, highly-educated workers/residents
TALENT... TALENT... TALENT

WORKFORCE

- Labor Pool in 10-mile radius: 500,000
- Workforce estimate in Frisco: 78,857
- Unemployment rate: ~ 3.2%
- 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
TARGET INDUSTRY CLUSTERS

HEADQUARTERS
- Fortune 500
- Fortune 1000
- Regional HQ’s
- Financial & Professional Services
- Healthcare

INNOVATION
- Health & Human Performance
- BioTech, Medical Devices
- Nutraceuticals
- Digital Tech / Software

SPORTS
- Headquarters
- Governing Bodies
- Sports-Tech
- R&D/Test Hub
- Apparel & Equipment

GAMING & E-SPORTS
- Management Platforms
- In-Gaming Experiences
- Suppliers/Vendors
- Betting Technologies
LEAD GENERATION

Target Audience

Promote Frisco

Suspects

Building Relationships

Leads

Projects

Deals

Wins!

Marketing

Selling
REFERRAL SOURCES

- Local Employers
- Brokers
- Developers
- Companies
- State of Texas

- Site location consultants
- Dallas Regional Chamber
- Stakeholders & Partners
- Other sources
STAKEHOLDERS AND ALLIES

- **LOCAL**
  - City of Frisco, Visit Frisco, Frisco Community Development Corporation
  - Frisco ISD, Collin College, UNT, Collin & Denton Counties
  - Frisco Chamber of Commerce, Frisco businesses
  - State and Local Elected Officials

- **REGIONAL**
  - Workforce Solutions for North Central Texas (Workforce Board)
  - Dallas Regional Chamber (DRC)
  - North Texas Commission (NTC)
  - North Texas Commercial Association of Realtors (NTCAR)

- **STATE**
  - Governor’s Office of Economic Development, TxEKC (TexasOne)
  - Texas Economic Development Council (TEDC)
STAKEHOLDERS AND ALLIES

- NATIONAL
  - U.S. Commercial Service
  - Urban Land Institute
  - Site Selectors Guild

- INTERNATIONAL
  - International Economic Development Council (IEDC)
  - SelectUSA
  - CoreNet Global
  - International Council of Shopping Centers (ICSC)
  - Japan External Trade Organization (JETRO), Japan America Society, French-American Chamber of Commerce
  - Consul General offices
OUR PROSPECTS PIPELINE

28 Active Prospects

13 Headquarters Related

6 Sports Related

6,968 Potential Jobs New Direct Jobs

October 2019
BUSINESS ATTRACTION

Jason Ford, CEcD
FEDC Vice President
High cost and high regulation markets and cities filled with headquarters, sports, and tech firms.
BUSINESS ATTRACTION PROCESS

Board C-Suite Decides Strategy & Needs

Desktop Analysis on Long List of Sites (Cities)

RFP Process

Evaluate Proposals & Visit Sites/Cities

Negotiate Finalists

Decision & Announcement

Where we often get engaged by clients

Our Goal: Reach key decision makers sooner

Direct Marketing & Promotion Events
BUSINESS RETENTION & EXPANSION

Stefanie Wagoner, AICP
Director of Business Retention & Expansion
What % new jobs created in a community come from existing companies?

80 %
BUSINESS RETENTION & EXPANSION

Company Visits

Programming

Business Formation Support
FRISCO EDC
MARKETING AND COMMUNICATIONS

Leigh Lyons
Director of Marketing and Communications
MARKETING & COMMUNICATIONS

Generate leads and proactively sell Frisco as the premier US location for business relocation, retention and expansion

- Outbound marketing missions, national & international
- Events and event sponsorship
- Advertising in targeted publications, but more importantly, to an external target audience: Fortune 500 C-level decision makers
- Pitch stories and facilitate reporter inquiries on projects and feature stories
- Social media: Facebook, Twitter, LinkedIn, YouTube, Instagram - Multiple Audiences / Tool to engage community
- Collateral materials
- Website: FriscoEDC.com
SEE YOURSELF IN FRISCO BRAND AWARENESS CAMPAIGN

Specifically targeted to reach C-Suite and Site Selectors through targeted print ads, digital and video campaign elements, and bios on the Frisco EDC website

- Features industry leaders from Frisco telling their stories
- *Wall Street Journal* Print Ads
- Digital Campaigns with LinkedIn and Programmatic
- Social Media Campaign on Facebook, YouTube and Instagram
CHARLOTTE JONES
Executive Vice President and Chief Brand Officer, Dallas Cowboys
SANDY CROSS
- Chief People Officer, PGA of America

I AM SANDY CROSS
I am the PGA of America’s Chief People Officer
I am shaking up the world of golf
I am a champion of inclusion
I am an athlete
I am a leader and mentor
I am a wife and a dog lover
I am a giver
I am PGA of America proud

SEE YOURSELF IN FRISCO

Join Sandy Cross and other leaders who call Frisco, Texas home. The PGA of America will soon become one of several professional sports organizations headquartered in Frisco, including the Dallas Cowboys (and the Dallas Cowboys Cheerleaders), the Dallas Stars, FC Dallas, Frisco RoughRiders, Texas Legends and the Dallas Rattlers. Plus, Frisco is known as one of the best places in the nation to raise an athlete.

Visit FriscoEDC.com and find out more about why the PGA of America is moving its headquarters to Frisco, Texas in 2022.

Frisco Economic Development Corporation  972.292.5110  FriscoEDC.com
DR. NEAL SMATRESK
- President, University of North Texas
BARBARA FASOLA

- Chief Executive Officer, Careington
DAN HUNT
- President, FC Dallas
PETER BURNS

- Program Manager, Young Entrepreneurs Academy, Frisco Chamber of Commerce

Join Peter Burns in Frisco, Texas where you’ll find him working tirelessly to mentor and inspire students to design their careers. Frisco is a community that values education, and is home to one of the most sought-after public school systems in America. See the positive impact that five university partners have on Frisco’s highly-educated, robust talent pipeline.

Visit FriscoEDC.com and find out more about how Peter is shaping the future of business in Frisco, Texas.
CAMPAIGN RESULTS (Rounds 1 and 2)

See Yourself in Frisco
Campaign Performance Overview
September 12–30, 2018

4,910,375 impressions — number of times Frisco EDC ads were seen on digital media

254,430 video views — number of people who viewed the campaign videos for a minimum of 15 secs

Traffic up 400%
FriscoEDC.com

$360,000 in added value — campaign series ran twice in the national edition of The Wall Street Journal

85.4% open rate
campaign e-blast

See Yourself in Frisco
Campaign Performance Overview
May 15–June 19, 2019

14,621,223* impressions — number of times Frisco EDC ads were seen in The Wall Street Journal

5,120,399 impressions — number of times Frisco EDC ads were seen on digital media

420,205 video views — number of people who viewed the campaign videos

Traffic up 640%
FriscoEDC.com

$451,968.65 in added value — The Wall Street Journal

*This number does not include any pass-along readership multipliers.
FriscoEDC.com

- Currently undergoing a complete website redesign
- New site will have a much more modern feel and design
- New site to launch in summer 2020
SEE YOURSELF IN FRISCO

SEE YOURSELF IN FRISCO

Strategically located north of Dallas in the hotbed of the North Platinum Corridor, Frisco means business when it comes to corporate relocation opportunities. Frisco is one of the most desirable locations in the United States to live, work, play, educate and innovate. Let us help you see yourself in Frisco now.

See Yourself in Frisco

Multiple planned mixed-use developments are ready to house major corporate headquarters. Relocating employees will experience a diverse community, empowered by a lower cost of living, shorter commute times and an outstanding public education system built on a small-school model. Just ask the skilled talent who already call Frisco home. Frisco is also home to Inspire Park, a business tech accelerator space operated by the University of North Texas, a Tier One research university.

Community Profile
- Population estimate: 190,093
- Median age: 36.6
- Median Household Income: $122,302
- Median Home Value: $377,779
- 64,000+ potential white collar and culturally diverse employees within 30 minutes of Frisco
- More than 70 languages spoken by Frisco Independent School District (FISD) students
- 99% Graduation Rate from Frisco ISD
- $1.1B - Annual Visitor Spending
- Seven professional sports organizations headquartered in Frisco

Development Profile
- 12-month annual growth rate: 6.1%
- 2018 new home sales $2.2B
- Multiple mixed-use developments - corporate & executive amenities
- 49 park-like with access to miles of trails, plus the largest state park in North Texas

DFW Regional Profile
- Population estimate: 7.4M residents
- Workforce estimate: 4M workers
- More than 60 higher education institutions
- 3,000 high-tech firms
- Leading intermodal distribution center in the southwestern U.S.
- Two major airports with thousands of daily nonstop flights
- 2nd largest high-tech economy in the U.S.
- Home to 24 Fortune 500 firms
- No state income tax

Target Clusters
- Advanced Technology
- Corporate Headquarters
- Professional & Information Services
- Emerging and Growth Industries
- E-gaming

Sources: U.S. Census Bureau, Texas Workforce Commission, Dallas County, City of Frisco Economic Development Corporation

Two-Sided Fast Facts

Frisco Economic Development Corporation
972.292.5250  6801 Gaylord Pkwy, Ste 410  Frisco, TX 75034  friscoedc.com

Frisco Economic Development Corporation
972.292.5250  6801 Gaylord Pkwy, Ste 410  Frisco, TX 75034  friscoedc.com
SEE YOURSELF IN FRISCO

Frisco, Texas is the right choice, right now. Featuring an ideal location, Frisco is the perfect destination for businesses, families, and residents. With a diverse business community, it offers something for everyone.

Why Frisco? Experiences to remember

- DFW Regional Profile
  - Best Place to Live
  - Best Place to Work
  - Best Place to Play
  - Best Place to Invest
  - Best Place to Learn

- Frisco Development Profile
  - No. 1 Business-Friendly City to Move To
  - No. 2 in Terms of Pro Business Environment

- Community Profile
  - 98% Community Involvement Rate
  - 150+ Parks

- Education
  - 43 National Transit Facility
  - 20+ Business & Development Awards

- Entrepreneurial Spirit
  - Fast Forward Focus
  - Corporate Presence

- Fastest Growing City in the Country
  - A Welcome to Our New Neighbors

643,000+ Area in the Nation

SEE YOURSELF IN FRISCO
Connect with us

friscoedc.com
facebook.com/FriscoTXEDC
twitter.com/FriscoTXEDC
instagram.com/friscotxedc/
linkedin.com/company/friscoedc/
youtube.com/FriscoTXEDC
FRISCO ECONOMIC DEVELOPMENT UPDATE

Ron K. Patterson
President
“Frisco, Texas is the right choice, right now because Frisco leadership has invested in creating a world class city. There’s a skilled workforce, a proactive climate, and a genuine spirit of partnership that is real, not just a buzz word.”

Jerry Jones, Owner, GM, Dallas Cowboys
# Top Accolades

<table>
<thead>
<tr>
<th>Accolade &amp; Rank</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Growth (#1) – Cities between 100,000 &amp; 300,000</td>
<td>WalletHub</td>
<td>October 2019</td>
</tr>
<tr>
<td>Best Places to Buy a House (#2)</td>
<td>WalletHub</td>
<td>August 2019</td>
</tr>
<tr>
<td>Frisco ISD – Best School Districts in TX (#6)</td>
<td>Niche</td>
<td>April 2019</td>
</tr>
<tr>
<td>Safest Cities in America (#6)</td>
<td>SmartAsset.com</td>
<td>January 2019</td>
</tr>
<tr>
<td>The Best Places to Live in America (#1)</td>
<td>Money Magazine</td>
<td>September 2018</td>
</tr>
<tr>
<td>Fastest-Growing Large Cities in U.S. (#1)</td>
<td>U.S. Census Bureau</td>
<td>May 2018</td>
</tr>
<tr>
<td>2017/18 American Cities of the Future</td>
<td>fDi Magazine</td>
<td>September 2017</td>
</tr>
<tr>
<td>Best U.S. Cities for Families (#2)</td>
<td>ApartmentList.com</td>
<td>January 2017</td>
</tr>
</tbody>
</table>
THE REGION BOASTS MORE THAN TWICE THE NATIONAL AVERAGE OF POTENTIAL EMPLOYEES FOR KEY IT OCCUPATIONS

78,857 WORKFORCE IN FRISCO

FRISCO’S ROBUST TALENT PIPELINE

61.6% RESIDENTS 25 & OVER WITH A BACHELOR’S DEGREE:

NATIONAL AVERAGE: 28.5%
STATE AVERAGE: 29.6%

500,000 LABOR FORCE WITHIN 10 MILES

3.2% UNEMPLOYMENT RATE
Frisco is an ethnically and culturally diverse city

- 71 languages spoken in Frisco schools
- Asian population growth brings new specialty retail center to Frisco – Frisco Ranch
- 5 Indian groceries in 10 mile radius of Frisco

Frisco Population by Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>65.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>14.1%</td>
</tr>
<tr>
<td>Other</td>
<td>6.4%</td>
</tr>
<tr>
<td>2 or More</td>
<td>.5%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>6.4%</td>
</tr>
<tr>
<td>Black</td>
<td>4.8%</td>
</tr>
<tr>
<td>American Indian</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Source: City of Frisco Development Services
FRISCO INDEPENDENT SCHOOL DISTRICT

NAMED “BEST PLACE TO LIVE IN AMERICA 2018” – *Money* magazine

TOTAL ENROLLMENT 62,386

64,916 PROJECTED 2020-2021 SCHOOL YEAR ENROLLMENT

98% GRADUATION RATE

SMALL SCHOOL MODEL
72 SCHOOLS INCLUDING 10 HIGH SCHOOLS CAREER & TECHNICAL EDUCATION CENTER

71 LANGUAGES SPOKEN

74 NATIONAL MERIT SEMI-FINALISTS IN 2019

OTHER DISTRICTS SERVING FRISCO:
LEWISVILLE
PROSPER
LITTLE ELM
Corporate Presence

- Keurig Dr Pepper (2020)
- PGA of America (2022)
- 4WEB Medical
- Addus HomeCare
- Argon Medical Devices, Inc.
- Cardtronics
- Careington International
- Comstock Resources
- Conifer Health Solutions
- Corepoint Health
- Cornerstone Automation Systems, Inc. (CASI)
- Dairy.com
- Equinix
- Fiserv
- FM Global
- Gearbox Software LLC
- HCL America
- Home Depot Inc.
- JW Logistics
- Level 3 Communications
- MoneyGram Payment Systems
- National Breast Cancer Foundation, Inc.
- OpTic Gaming
- Oracle
- Paycor
- PowerSecure Lighting
- Schlumberger Technology Corp.
- Schneider Optical Machines Inc.
- SunteckTTS
- T-Mobile
- The Hartford
- ThyssenKrupp Elevator Corp.
- Transplace Texas LP
- Wintrust Commercial Finance
- WorldLink Inc.
What sets Frisco apart from others

Hospitality-sports-entertainment partnerships are at the heart of Frisco’s success.
The North Platinum Corridor is the development hotbed of North Texas

**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
- Medical City Frisco
- National Soccer Hall of Fame
- The Railhead
- Texas Health Hospital Frisco
- PGA of America
HALL Park

- 162-acre development
- More than 2.5 million SF of Class-A office
- 17 completed buildings with 10,000 employees
- Future plans include: new residential, add’l commercial, add’l office space, a centralized open space feature, and a performing arts center.

Developer: HALL Group
Hall Park
Building 17

SWQ Warren Pkwy & Dallas North Tollway

- Spec Class AA Office Building
- HALL Group
- 12 stories
- 300,000 SF
- Opened Jan. 2018
- **100% Leased**
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 – 100% Leased

- 180,000 SF retail/restaurant commercial – 85% leased

- $1 Billion
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
## Project Timelines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Events Center &amp; Parking Garage Project</strong></td>
<td></td>
</tr>
<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>
<tr>
<td><strong>Other Projects on Site</strong></td>
<td></td>
</tr>
<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>Entity</th>
<th>Budget</th>
<th>Source</th>
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</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><strong>Total</strong></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>Budget</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25M</td>
<td>Sales Tax</td>
</tr>
</tbody>
</table>

**Total** $25M - $115M

Current Budget $97M

Private Investment $72M - $245M

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.
Twelve Cowboys Way
At The Star in Frisco

- 17-story, Luxury Apartment High-Rise with 160 rental units
- Commercial and retail uses on first floor
- Underground parking garage
- Expected opening: February 2020
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
Keurig Dr Pepper
Texas Headquarters

- Fortune 500 company
- 350,000 SF build-to-suit Class A office building
  100% Leased
- Initially relocating 1,100 employees from the current location with opportunity to expand their workforce up to 1,530
- Will overlook the Dallas Cowboys practice facility at The Star in Frisco
- Begin construction no later than August 30, 2019; complete construction within 24 months
Keurig Dr Pepper Future HQ building at The Star in Frisco
Frisco Station

NWC Dallas North Tollway & Warren Pkwy

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

242 Acres
5G network development

Tenants announced:
- Brierley+Partners (57K sq. ft.)
- FiServ (75K sq. ft.)
- Equinix (37K sq. ft.)

- 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 Elevate vertiport
The Offices One at Frisco Station

- 7-story, Spec Class A Office
- 228,000 SF
- Opened Dec. 2017
- **99.5% Leased**
The Offices Two at Frisco Station

- 6-story, Spec Class A Office
- 210,000 SF
- Under construction / Expected completion in 2019
- Already leasing – on target to complete construction 100% Leased
The Hub at Frisco Station

- 600-Room Lifestyle Hotel Campus
- Developer: NewcrestImage

**PHASE 1:**
- AC by Marriott (8 stories) & Residence Inn (7 stories)
- Shared amenities
- 150 rooms each
- Opened in August 2019

**PHASE 2:**
- Canopy by Hilton & Hyatt Place
- 150 rooms each
- Expected completion in late 2019 / early 2020
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
- Opening in September 2019
The Gate

NWC Dallas North Tollway & John Hickman Parkway

- $1 Billion
- Developer: Invest Group Overseas
- 41 Acres
The Gate

SEE YOURSELF IN FRISCO
 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
SEC Main Street and Dallas North Tollway

Medical City Frisco Patient Tower, Medical Office Building & Ambulatory Surgery Center

- $38.5 million medical office building and ambulatory surgery center; $15.6 million four level parking garage
- Patient Tower
  - Trauma II Level Designation
  - 36 new beds, 4 additional operating rooms
  - New designated entrance off Main Street with 300 surface parking spaces
- Medical Office Building:
  - Five floors; approximately 150,000 square feet
  - Glass enclosed skywalk connecting to the main hospital.
  - Seven operating rooms, including one biplane cath lab,
  - 33 luxury patient rooms
- Ambulatory Surgery Center:
  - 20,000 square feet
  - 4 operating suites; 2 procedure beds
- Expected completion date Spring 2020
National Soccer Hall of Fame & Toyota Stadium Improvements

SEC World Cup Way / Main St.

- $55+ Million Investment
- 100,000 SF, including 24,000 SF of exhibit space
- Stadium improvements complete summer 2018 / Phase I opened August 2018
- Hall of Fame Induction Ceremony took place October 20, 2018 and NSHOF opened November 2, 2018
Railhead Tower

DNT Frontage btw. Main St. / Eldorado

- 250,000 sq. ft. Class-A, 10-story office building
- Estimated completion 2020
Texas Health Hospital

- 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
- Opening Jan. 2020

Developer: Texas Health Resources / UT Southwestern Medical Center
UT Southwestern Medical Center at Frisco

NEC Dallas North Tollway at Cobb Hill Road

- State-of-the-art medical center for adults and pediatrics care
- Brings UT Southwestern’s deep research and clinical care expertise to Frisco
- 12+ specialties, retail pharmacy, imaging, and lab services
- Access to nationally-ranked UT Southwestern specialties, including orthopedics, urology, ophthalmology, and gastroenterology
- Streamlined access to UT Southwestern main campus specialties and services
- Joint 20-acre collaborative medical campus with Texas Health Resources Hospital with 24/7 ER, surgical services, and Neonatal ICU
- 120,000 square foot Medical Office Building with space available for lease
- Opens November 2019
PGA of America Headquarters
Public–Private Partnership

- 600 acres
  (50 ac. commercial / 550 ac. public facilities)
- Mixed-use development with an initial investment worth more than half a billion dollars.
- Two championship golf courses, a short course, and practice areas totaling 45 holes
- Clubhouse; Class AA office space
- 500-room Omni resort and 127K SF conference center
- Technologically advanced retail village
- Parks, open space, and several miles of trails
- Opening June 2022
PGA of America Headquarters – Future Location
FIELDS
(Hunt Realty Investments development)

- Developers: Hunt Realty Investments Inc. and Karahan Cos.
- 2,544 acres
- Site planning underway for future mixed-use development
- Development expected to begin 2019
FIELDS – Site Location
Star Business Park

Formerly known as Frisco Park 25

Owner: Blue Star Land

216 acre light industrial business park

- Dallas Cowboys Merchandising Center: 407,857 SF
- Additional spec office / warehouse: 141,960 SF

NWQ of Preston Road and Rockhill 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 opened in January 2019
The Patios at the Rail

- 3-story, 38,500 sq. ft. building
- Will include a reception/event hall, rooftop patios, retail, restaurant, and office uses
- Announced tenants: Honour Espresso, Texana design company, Tumbleweed TexStyles creative craft workshop, Brookielynn’s Bungalow, J&K Children’s Supply, a luxury boutique gift shop, Makers Gym (creative coworking space)

Developer: Nack Development
NWQ SH 121 & Preston

Stonebriar Centre

![Stonebriar Centre Map]
Hyatt Regency Hotel Stonebriar Centre

NWQ SH 121 & Preston Rd.
- Developer: Moon Hotel Stonebriar, Ltd.
- 18-story luxury hotel
- 303 Rooms
- 54,600 SF of meeting space
- 800-space parking garage
- Anticipated opening: April 2020
KidZania USA

- First U.S. location opening in late Fall 2019 at Stonebriar Centre
- Includes U.S. Corporate Headquarters
- 80,000 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.
Thank you,

Ron Patterson
President
Frisco Economic Development Corporation
RPatterson@FriscoEDC.com
SEE YOURSELF IN FRISCO
ECONOMIC DEVELOPMENT
LEADERSHIP & PARTNERSHIPS

Craig Moen, AAMS
Chairman, FEDC Board of Directors
FRISCO CHAMBER OF COMMERCE’S ROLE IN ECONOMIC DEVELOPMENT

Tony Felker, CCE, IOM
President / CEO, Frisco Chamber of Commerce
The Role of the Frisco Chamber of Commerce in Economic Development

Tony Felker, CCE, IOM
President/CEO
The mission of the Frisco Chamber of Commerce is to **protect** and **promote** commerce through advocacy, resources, and connections.
“Economic Development Team”

- It takes ALL entities
- Partnerships
- Communication
- Each use their resources/advantages to achieve the end goal
• When you meet one chamber, you met ONE chamber
• 501(c)6 – Not for profit organization
• Independent, but Partner
• No Public Funding
• $1.6 Million 2019 Budget – Half Dues
• Broad-Based Business Support—both small and large businesses

Who is the Frisco Chamber?
Thermometer or Thermostat?

Who is the Frisco Chamber?
Primary Focus

• Protect & Promote Entire Business Community
• Often First Point of Contact
• First Impression of the Business Community
• Advocacy, Resources, Connections
• 1,300 Members but Goal is to Help ALL
• What is Keeping You Up at Night?
• Variety of Programs/Committees/Benefits
Attraction
Retention
Growth/Incubation

3 Main Areas of Economic Development
Attraction

Primary Focus/Resources

Often First Stop
Business Impression
Affects Attraction
Partner w/ EDC & “EDT”
Retention

Primary Focus
Widespread Efforts
Problem Solving
Community Involvement
Relationships
Connections/Growth

Much More Targeted
Growth/Incubation

INSPIRE FRISCO

HR Summit
Business Resources
Workforce Development
Leadership Program

SCORE
Mission - To inform, educate, engage, and advocate for the business community regarding public policy.

“The VOICE of Business”
Advocacy

How is that accomplished?

Working with elected officials to impact and influence policy at the local, state, and federal levels.

60% Local  30% State  10% Federal
Proactive

Legislative Agenda
Relationships with Elected Officials
Engaged in the Process
Other Business Affiliations

US Chamber of Commerce | North Texas Commission (NTC)
Texas Association of Business (TAB)
Policy Submission Request

4 Main Questions

• Does the issue have a significant impact on the Frisco business community?
• Can we make an impact in the issue?
• How does this issue fit into the Frisco Chamber of Commerce Legislative Agenda?
• Does the issue make the Frisco Chamber of Commerce influential, effective and/or impactful?
Levels of Policy Approval

Government Relations Manager
Policy Subcommittee
Chamber Board of Directors
How Can YOU Get Involved?

Advocacy Updates/Education
Candidate Forums
Industry Discussions
Collin/Denton County Days
Conversation at the Chamber
DC Fly-In
Policy Consideration Submission
Frisco Chamber of Commerce

K.A.P.S.
The Role of the Frisco Chamber of Commerce in Economic Development

Tony Felker, CCE, IOM
President/CEO  tfelker@friscochamber.com
SEE YOURSELF IN FRISCO