

There's room to grow in



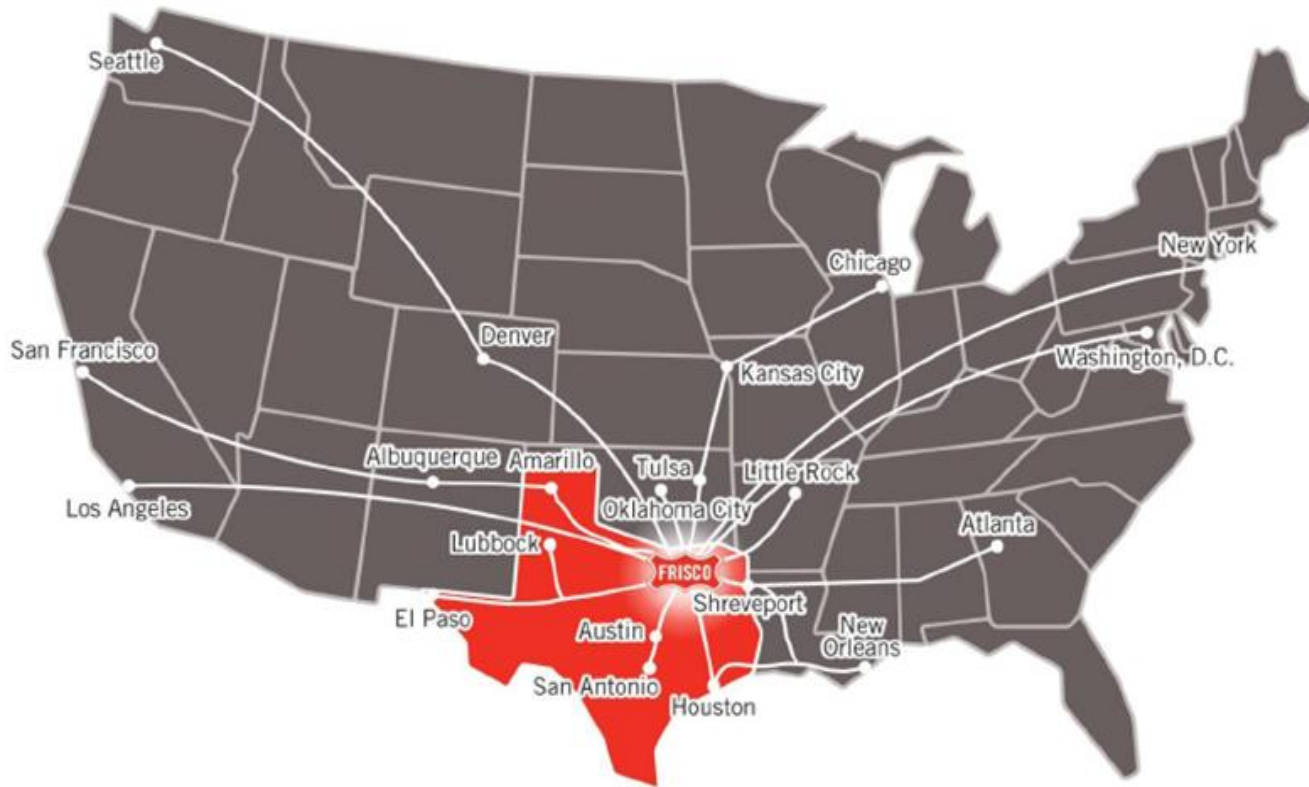
Bring your dreams.

T E X A S

# Frisco Development Update

## May 19, 2017

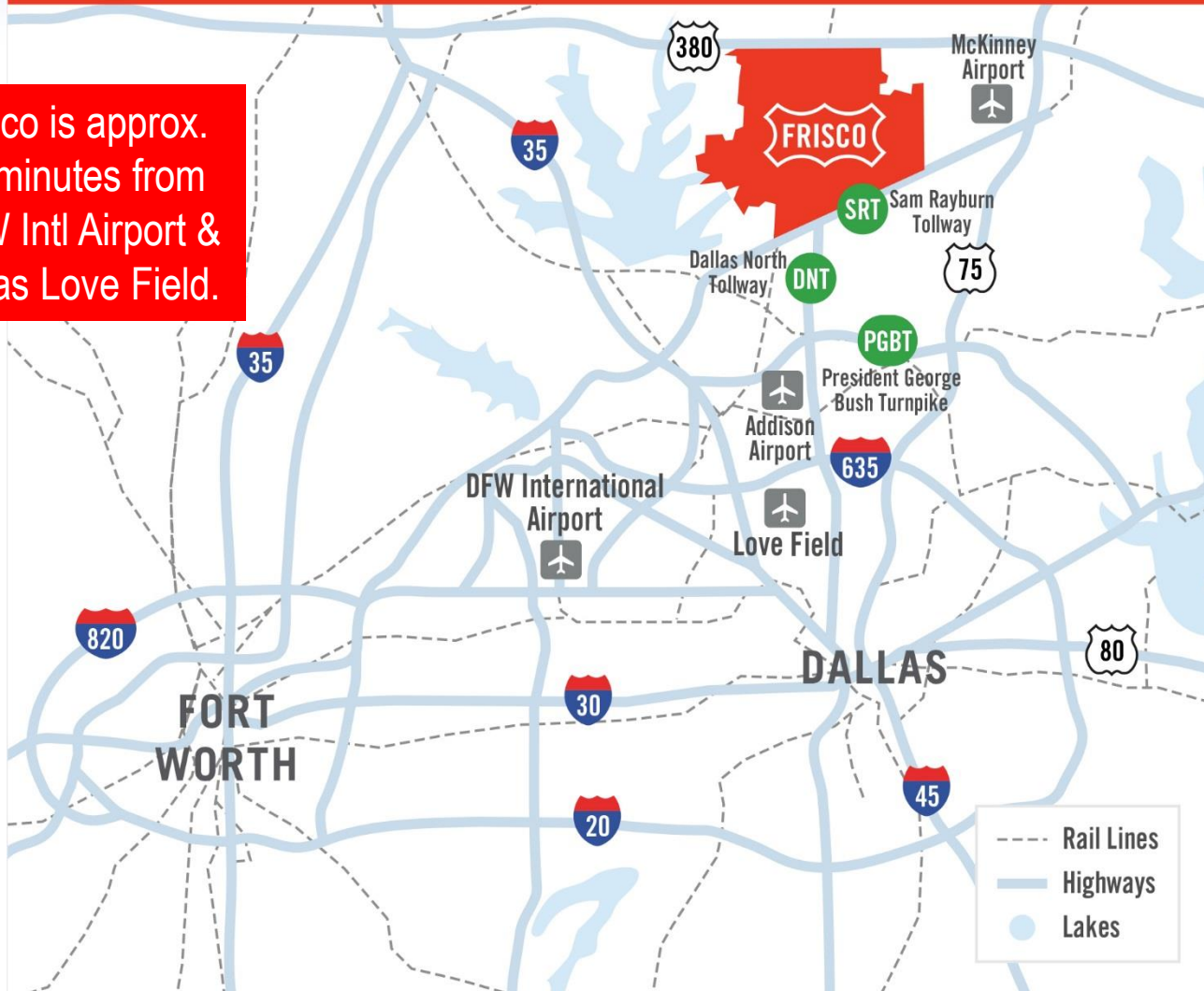
# FRISCO IS CENTRALLY LOCATED



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

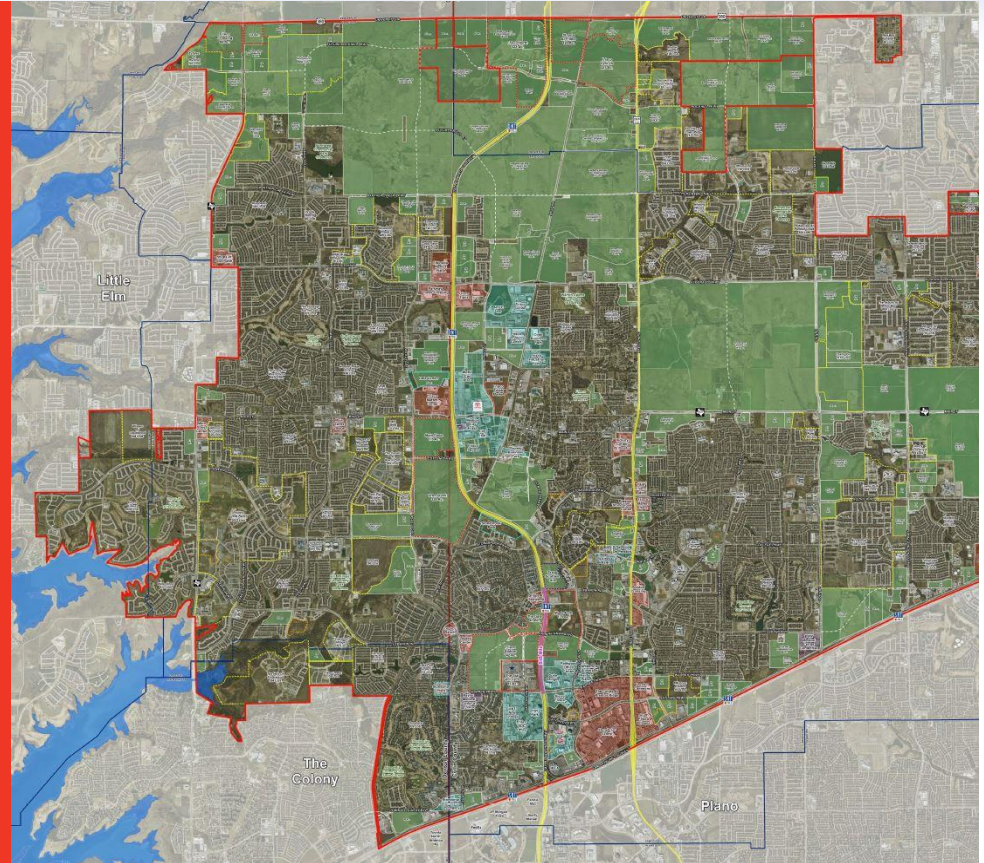
## DALLAS / FORT WORTH METRO AREA

Frisco is approx.  
25 minutes from  
DFW Intl Airport &  
Dallas Love Field.

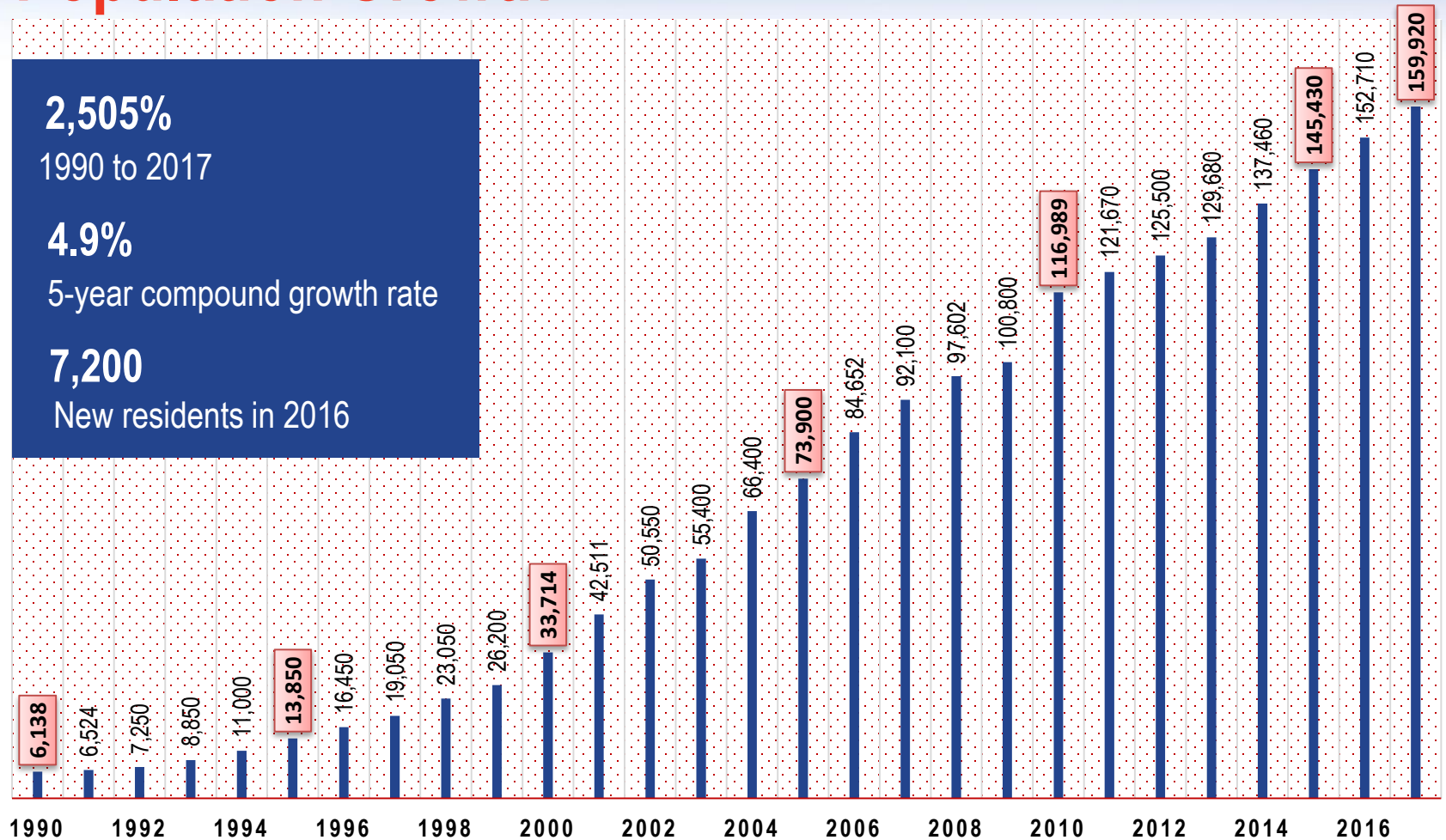


# Frisco Fast Facts & Stats

|                                    |          |
|------------------------------------|----------|
| Land square miles                  | 70.2     |
| Land Developed                     | 62%      |
| Population 05.01.2017              | 165,770  |
| Population 2000 Census             | 33,714   |
| Population Growth<br>(2000 – 2017) | 380%     |
| Population Build Out               | 375,000+ |



# Population Growth



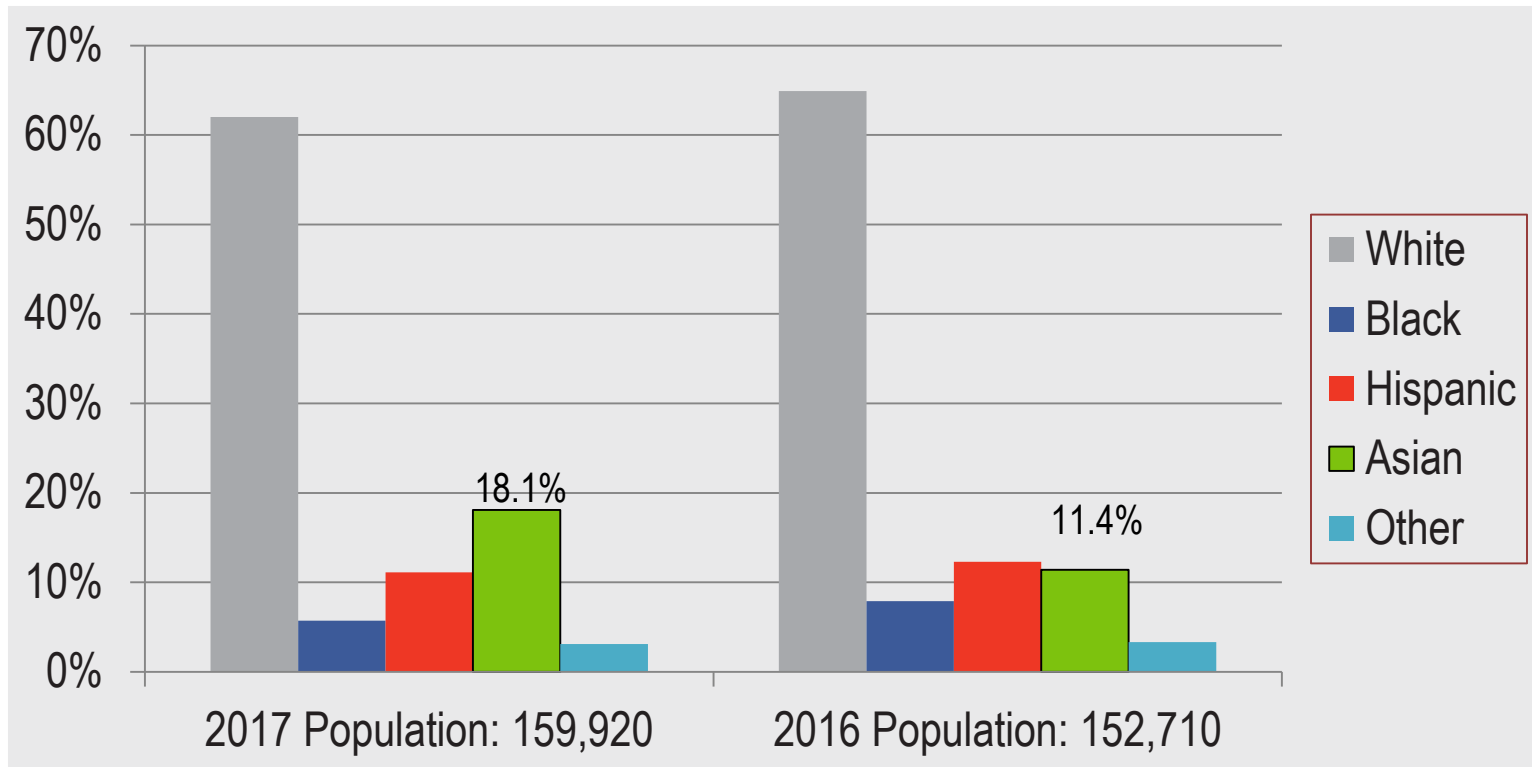
Source: City of Frisco Development Services Dept.

## Residential Demographics

|                                       |           |
|---------------------------------------|-----------|
| Median Age                            | 37.2      |
| Households w/children<br>17 & younger | 32.6%     |
| Median Household<br>Income            | \$123,055 |
| Median SF Home<br>Appraisal           | \$353,210 |
| Median Monthly Mortgage               | \$2,341   |



# Frisco's Growing Asian Population



Sources: U.S. Census Bureau, Collin & Denton Counties, City of Frisco Development Services Dept.  
\*Population estimate as of January 1.

## Frisco Independent School District and Workforce

|                                              |        |
|----------------------------------------------|--------|
| Enrollment 10/28/16                          | 55,924 |
| Projected Enrollment 2020                    | 64,226 |
| High Schools                                 | 9      |
| Number of Schools                            | 68     |
| Residents 25+<br>w/Bachelor's or Grad Degree | 58.9%  |
| Workforce Estimate                           | 78,857 |
| Unemployment                                 | 3.9%   |



# Corporate Presence

- AmerisourceBergen Specialty Group
- 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

# 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 – 2<sup>nd</sup> largest visitor spending \$337 million
- 9 million square feet of retail space

Source: 2013 Frisco CVB Visitor Industry Study

# Frisco Hotel Inventories

## Current Hotel Room Inventory (14)

2,007 Rooms

## Hotels Under Construction (7)

1,067 Rooms

|                                             |             |           |
|---------------------------------------------|-------------|-----------|
| • 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 |
| • 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  |

## Hotels Announced (7)

1,324 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)

100 Rooms

|                                |     |           |
|--------------------------------|-----|-----------|
| • #1 TBA – Frisco Fresh Market | TBA | 100 Rooms |
|--------------------------------|-----|-----------|

## Potential Frisco Hotel Rooms in 2019:

4,498 Rooms



GIS MAPPING PORTAL



FOR LOCALS



FOR FUN



FOR BUSINESS



GENERAL MAP

Welcome to the City of Frisco's Geographic Information Systems Mapping Portal

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

**FriscoEDC.com**





## 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 TARGET CLUSTERS



# FEDC 345 PROJECTS 1991 - 2015

## RETURN-ON-INVESTMENT RATIOS

FEDC investment to Frisco's tax base

Each dollar of FEDC investment returns:

**\$22.37**

Cumulative investment to total City of Frisco  
taxes received

Each dollar of FEDC investment returns:

**\$4.77**

# \$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



# \$5 BILLION MILE (By the Numbers)

|                           | <u>Acres</u> | <u>Potential Investment</u> | <u>Commercial Square Footage</u> | <u>Office Square Footage</u> | <u>Potential New Direct Jobs</u> |
|---------------------------|--------------|-----------------------------|----------------------------------|------------------------------|----------------------------------|
| <b>The Star in Frisco</b> | 91           | \$1,500,000,000             | 1,708,000                        | 1,000,000                    | 4,500                            |
| <b>Frisco Station</b>     | 242          | \$1,800,000,000             | 6,325,000                        | 6,000,000                    | 14,772                           |
| <b>The Gate</b>           | 41           | \$1,000,000,000             | 1,080,000                        | 800,000                      | 3,500                            |
| <b>Wade Park</b>          | <u>175</u>   | <u>\$2,000,000,000</u>      | <u>6,500,000</u>                 | <u>6,000,000</u>             | <u>22,000</u>                    |
| <b>Total</b>              | 549          | \$6,300,000,000             | 15,613,000                       | 13,800,000                   | 44,722                           |



## THE STAR IN FRISCO \$1.5 Billion

Dallas Cowboys World Corporate Headquarters & Training Facility  
91 Acres NWC Dallas North Tollway and Warren Parkway

[FriscoEDC.com](http://FriscoEDC.com)

#5BMILE  
THE \$5 BILLION MILE





## The Star in Frisco - Site Plan



## The Star in Frisco SWC 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 announced October 2014)
- 4,500 potential new jobs at build out



## 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
- 25,000 SF conference center
- 250,000 SF
- Opening summer 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



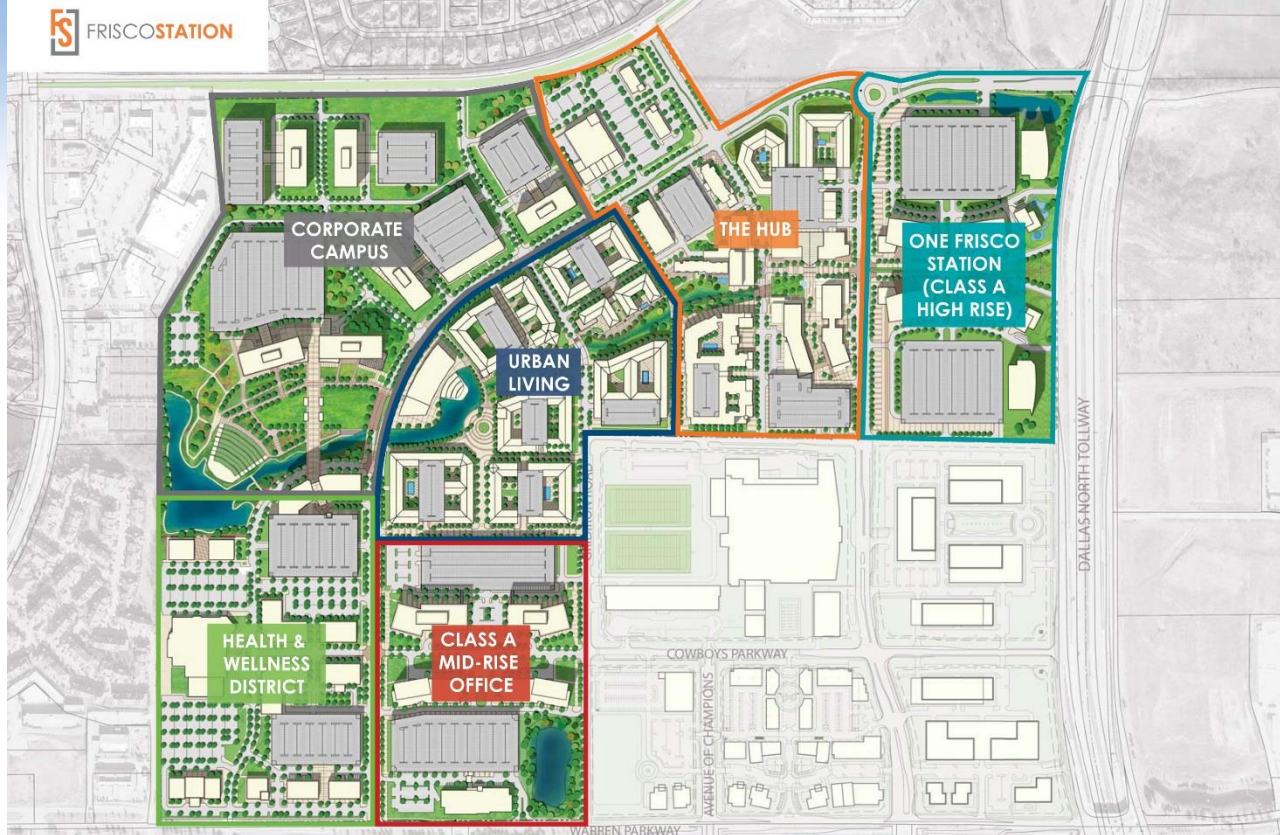
## **FRISCO STATION    \$1.8 Billion**

Developer: Rudman Partnership, Hillwood Properties, VanTrust Real Estate  
242 Acres    NWC Dallas North Tollway & Warren Parkway

**FriscoEDC.com**

**#5BMILE**  
THE \$5 BILLION MILE





## 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



## FRISCO STATION Spec Class A Office Building

VanTrust Real Estate

\*7 stories \*228,000 SF \*Groundbreaking October 2016 \*Complete September 2017

**FriscoEDC.com**

**#5BMILE**  
THE \$5 BILLION MILE





## **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



## **THE GATE     \$1 Billion**

Developer: Invest Group Overseas

41 Acres     NWC Dallas North Tollway & John Hickman Parkway

\* Infrastructure starting 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



## Wade Park

- Office: 6,000,000 SF
- Retail: 1,000,000 SF
- Whole Foods, iPic Theatre, Pinstripes, Hotel ZaZa, 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
- 25 floors for luxury hotel
- 250 hotel rooms
- 25,000 SF meeting space
- Rooftop pool deck
- 10 floors for residential homes
- Anticipated opening: 2019



1. Drury Inn & Suites
2. Hall Park Bldg. #17
3. Hyatt Regency Hotel
4. KidZania USA
5. Frisco Hotel Indigo
6. Texas Scottish Rite Hospital North Campus
7. Stonebrook Business Park
8. Frisco Ranch
9. National Soccer Hall of Fame
10. Frisco Fresh Market
11. Texas Health Hospital Frisco
12. Frisco Park 25



## 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



# 3201 DALLAS PARKWAY



## **HALL PARK Building 17 Spec Class AA Office Building**

HALL Group

SWQ Warren Pkwy & Dallas North Tollway

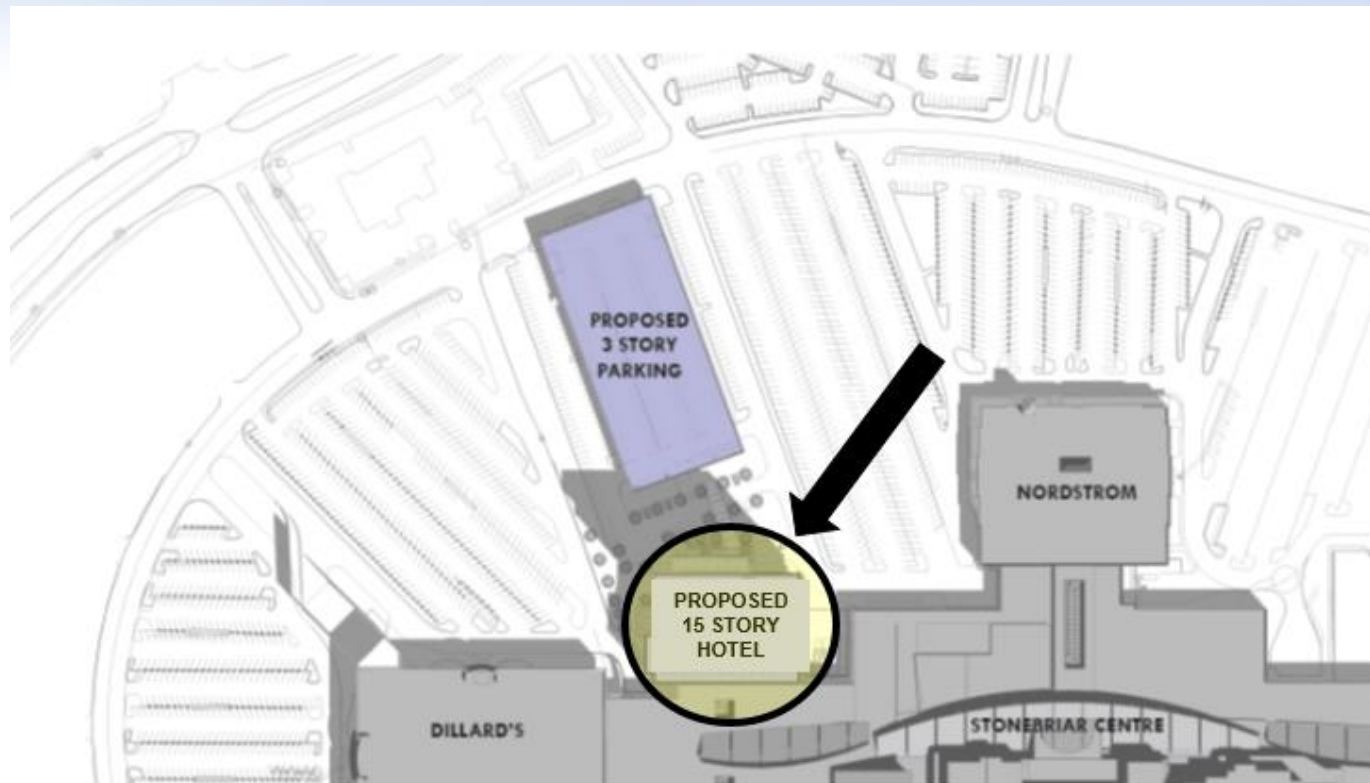
\*12 stories \*300,000 SF \*Steel & glass construction \*3.75/1,000 parking \*Completion Dec. 2017

# 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**



## Frisco Hotel Indigo

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



## STONEBROOK BUSINESS PARK

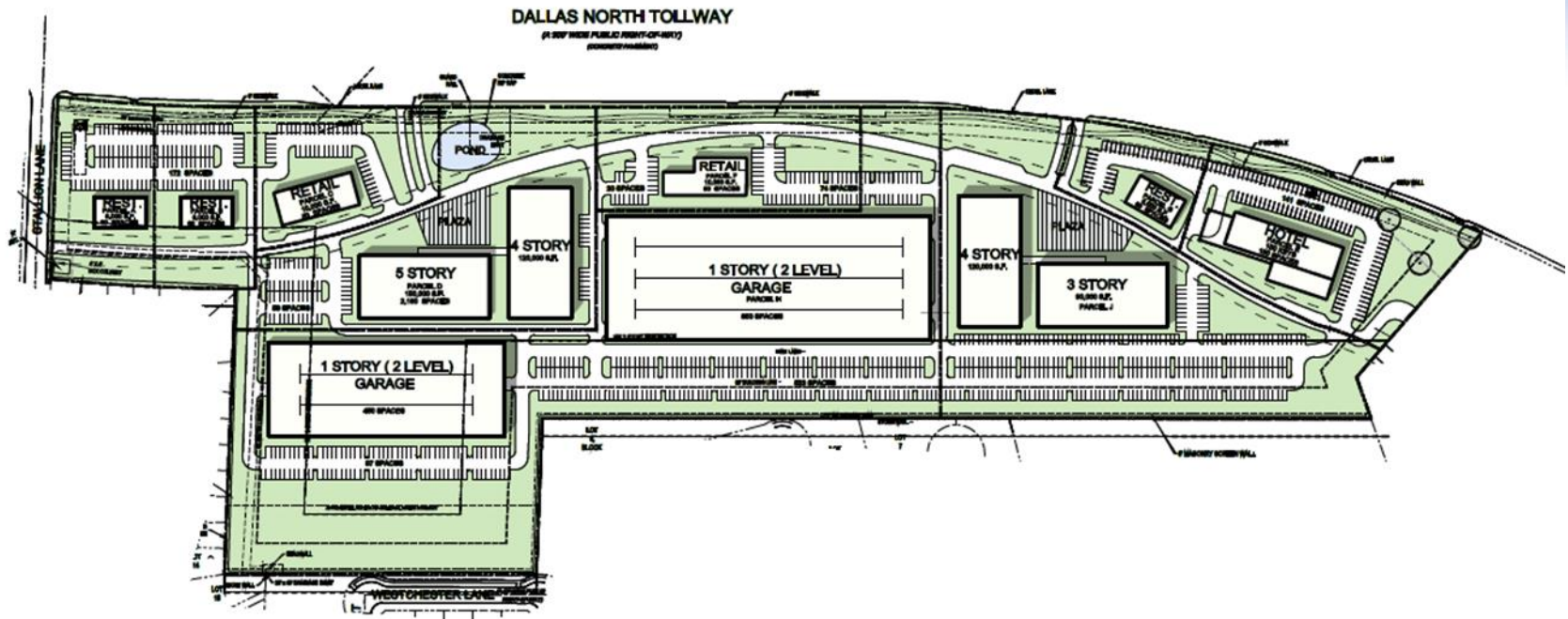
Developer: Goveia Commercial Real Estate

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



## 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 Fall 2017



## **NATIONAL SOCCER HALL OF FAME & MUSEUM & TOYOTA STADIUM IMPROVEMENTS**

**\$39 Million Investment**

**\*100,000 SF, including 24,000 SF of exhibit space    \*Anticipated museum opening 2018**



## **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



# Texas Health Hospital Frisco

Developer: Texas Health Resources

SEC Dallas North Tollway at Cobb Hill Road

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
- 4-story parking garage
- 24/7 emergency room
- Surgical services
- Women's services
- Neonatal ICU
- Hospital opening 2019

**FriscoEDC.com**



# 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



# Recent 'Top 10' Accolades

| Accolade & Rank                                 | Source            | Date       |
|-------------------------------------------------|-------------------|------------|
| ▪ Frisco ISD – Best School Districts in TX (#8) | Niche.com         | Feb. 2017  |
| ▪ Best U.S. Cities for Families (#2)            | ApartmentList.com | Jan. 2017  |
| ▪ Best Places for first-time homebuyers (#4)    | NerdWallet.com    | Dec. 2016  |
| ▪ Fastest Growing Cities & Job Growth (#1)      | WalletHub.com     | Oct. 2016  |
| ▪ Best Real-Estate Markets (#1)                 | WalletHub.com     | Sept. 2016 |
| ▪ The 10 Most Successful Cities in America (#1) | Zippia.com        | Aug. 2016  |
| ▪ Western City with Lowest Property Crime Rates | Safeco.com        | Aug. 2016  |
| ▪ Best Cities for Texas Families (#6)           | WalletHub.com     | Jul. 2016  |
| ▪ Most Mobile-Friendly Cities in the U.S. (#1)  | BuzzBoard.com     | Jan. 2016  |
| ▪ Best Cities to Start a Restaurant (#6)        | NerdWallet.com    | Aug. 2015  |

# More 'Top 10' Accolades

| Accolade & Rank                                   | Source                     | Date       |
|---------------------------------------------------|----------------------------|------------|
| ■ Top 10 Cities with Highest Holiday Budgets (#3) | WalletHub.com              | Dec. 2015  |
| ■ Best Places to Live in Texas (#3)               | Movoto.com                 | Jun. 2015  |
| ■ Best Mid-Sized Cities for Education (#2)        | NerdWallet.com             | Jan. 2015  |
| ■ Best Cities for Homeownership in Texas (#4)     | NerdWallet.com             | 2014       |
| ■ Best Mid-sized city to move to (#1)             | MSN Real Estate/           | 2013       |
| ■ Top 10 Friendliest Cities in U.S. (#6)          | Forbes.com                 | 2013       |
| ■ Safe & Secure Communities                       | Allstate                   | 2013       |
| ■ 100 Best Communities for Young People           | America's Promise Alliance | 2012       |
| ■ Best Place to Raise an Athlete                  | Men's Journal              | 2011       |
| ■ America's Best Places to Move (#7)              | Forbes.com                 | 2011, 2009 |



 [Facebook.com/FriscoTXEDC](https://www.facebook.com/FriscoTXEDC)

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Thank you,

**James L. Gandy, CEcD, CCIM**

President

Frisco Economic Development Corporation

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 Connect with us