



Experience space to live, work, play,
educate and innovate in Frisco, Texas, one of the
best places in the nation to do business.



Frisco is the Best Place to Do Business Right Now

Strategically located in the development hotbed of the North Platinum Corridor, Frisco means business when it comes to corporate relocation and business expansion opportunities. Frisco is one of the most desirable locations in the United States to live, work, play, educate and innovate.

Major master-planned, open and mixed-use developments are primed for tech firms and major corporate headquarters. Relocating employees will experience a vibrant community, empowered by a lower cost of living, shorter commute times and an outstanding public education system built on a

small-school model. A culturally diverse workforce and easy access into the city make Frisco an ideal location for corporate headquarters.

Destination retail, dining, entertainment, recreational activities, professional sports teams and stadiums make Frisco a fun and diverse place to put down roots.

Plus, most qualified corporate relocation and business expansion projects receive a formal incentive offer in less than a week with final approval of the performance-based incentive agreement in 90 days or less.

Frisco is Home to Forward-Thinking Leadership

“Frisco, Texas is the right choice, right now

because the leadership has invested in creating a world class city. There’s a skilled workforce, a proactive business climate, and the genuine spirit of partnership is real, not just a buzz word. From my standpoint as a business owner who made the decision to move a world corporate headquarters and the home of the most valuable team in sports, I continue to find great confidence in choosing Frisco, Texas as our new home.”

— Jerry Jones, Owner,
General Manager, Dallas Cowboys



Frisco is Centrally Located



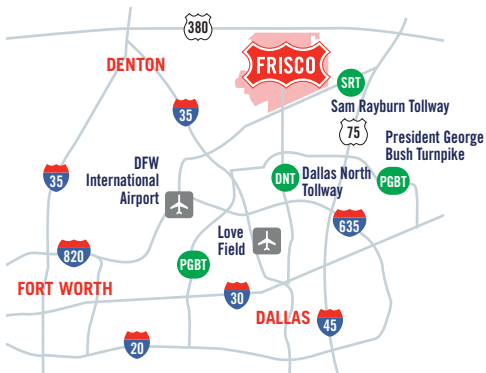
Dallas/Fort Worth International Airport
4th busiest airport in the world (operations)

4.5-hour flight or less to most major North American Cities

260 destinations, 193 domestic and 67 international



DFW Regional Profile



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

Frisco Development Profile



#1
PLACE TO DO BUSINESS IN TEXAS

– HomeCity.com, October 2020

- Population estimate: 208,261
- 12-month annual growth rate: 6.4%
- 2020 new home starts: 2,447
- Multiple mixed-use developments – corporate & executive amenities
- 49 park sites with access to miles of trails, plus the largest skate park in North Texas



FASTEST GROWING
LARGE CITIES
IN U.S. OVER THE LAST DECADE (#1)
– U.S. Census Bureau, May 2020

#2
SAFEST
CITY IN
AMERICA
— SmartAsset



POPULATION
ESTIMATE:
208,261

“UNT can ensure that graduates from our Frisco campus

are uniquely qualified to meet the evolving needs of a creative economy driven by education.”

— Dr. Neal Smatresk,
President,
University of North Texas



20+
COLLEGES &
UNIVERSITIES
WITHIN 25 MILES

Community Profile

- Median age: 36
- Unemployment: 4.9%
- Median home value: \$400,917
- Median household income: \$116,884
- Median monthly mortgage: \$2,198
- No personal or corporate state income tax
- 0.4466% Frisco property tax rate FY21



Education

- Total Frisco Independent School District (FISD) enrollment of 63,737 with more than 72 languages spoken
- 72 FISD public schools including 10 high schools, a Microsoft & Cisco certified Career & Technical Education Center plus two charter schools
- Higher education Frisco-Based campuses: University of North Texas, a Tier One research University, and Collin College with five university partners including Texas A&M—Commerce and University of Texas—Dallas
- Four independent school districts: Frisco, Lewisville, Little Elm and Prosper

65
NATIONAL
MERIT
SEMIFINALISTS
FOR 2021



98%
HIGH SCHOOL
GRADUATION
RATE



#2

**BEST JOB GROWTH
AMONG MID-SIZED
CITIES TO MOVE TO**

516%

**POPULATION
GROWTH
SINCE 2000**

#3 BEST

**MINOR LEAGUE
BASEBALL TOWN**

– 2018, SmartAsset.com

150+

**PUBLIC
ART PIECES**

Frisco Lifestyle: Sports, Shopping, Art and Fun

With eight professional/collegiate sports organizations headquartered in Frisco, the city is a sports enthusiast's dream. Frisco is home to four major world-class facilities and numerous championship level practice and training facilities.

The PGA of America (coming 2022), the Dallas Cowboys (and the Dallas Cowboys Cheerleaders) along with the Dallas Stars, house their corporate headquarters and practice facilities in Frisco. FC Dallas (MLS), Frisco RoughRiders (MiLB), Texas Legends (NBA G-League) and Frisco Fighters (IFL) also call Frisco their home.

The city touts 9 million square feet of retail including Stonebriar Centre, IKEA, Sam Moon and many ethnic shopping destinations.

Frisco offers Texas' largest privately-owned outdoor sculpture collection and more than 150 works of art on display. Frisco is home to more than 90 miles of paved and natural hiking and bike trails, as well as more than 40 park sites totaling more than 1,300 acres. With four museums as well as the National Soccer Hall of Fame, Frisco is carving out a name for itself in the art and leisure world.

Eight Professional / Collegiate Sports Organizations Headquartered In Frisco



Dallas Stars
(NHL)



FC Dallas
(MLS)



Frisco RoughRiders
(MiLB)



Texas Legends
(NBA G-League)



Frisco Fighters
(IFL)



Southland Conference
(FCS)



PGA of America
(coming 2022)

643,000+

POTENTIAL
EMPLOYEES
WITHIN 30 MIN
OF FRISCO



63%
OF RESIDENTS
AGE 25+ HOLD A
BACHELOR'S
DEGREE
OR HIGHER

A Workforce Ready to Work

Frisco provides a great opportunity for site selectors, brokers and C-level executives who are currently looking for site location opportunities. The city's innovative culture is a magnet for investors and a highly educated and globally diverse workforce, many of whom are raising the next generation of innovators in one of the safest and most prosperous places in America. The fast-growing residential population, coupled with high educational attainment levels, has helped the city avoid shortages of workforce talent.

Frisco offers an incredible opportunity for local job creation. With a high volume of outbound commuting, a majority of these talented residents leave the city for work. Thousands of skilled creative, hard-working residents are ready to work where they live. Less time commuting means more time for family and community involvement, and a more engaged, productive employee.

MORE THAN
TWICE
THE NATIONAL
AVERAGE OF
IT WORKERS



FLOW OF WORKERS TO/FROM FRISCO



– Frisco Labor Market Study, TIP Strategies

Key and Emerging Sectors



HEADQUARTERS &
CORPORATE OFFICES



INNOVATION
& TECH



BUSINESS
OF SPORTS



GAMING
& MEDIA



MORE THAN
260 STARTUPS



VENTURE CAPITALISTS,
ANGELS & FAMILY OFFICES

Frisco is a Business Magnet

Entrepreneurial Spirit



As home to more than 250 startups and tech firms in the fields of sports, gaming, logistics, healthcare, AI and more, Frisco is helping early stage startups and businesses to grow and thrive. More than 10 agencies have partnered together to launch Inspire Frisco, a community organization dedicated to supporting and guiding founders and entrepreneurs within the growing Frisco startup community. Inspire Park, a business tech accelerator operated by the University of North Texas, a Tier One research university, helps entrepreneurs' dreams

come true by providing affordable access to advanced research facilities and assets. Corporate partnership opportunities are available for those who are willing to leverage their business expertise and research resources to create a larger impact across the North Texas Community. Inspire Park participants gain access to expert insights and hands-on problem solving unlike anywhere else. The entrepreneurial spirit is strong and continuing to grow in Frisco, Texas. InspireFrisco.com

CORPORATE PRESENCE

- Addus HomeCare
- Altair Global
- Brierley+Partners
- Cardtronics
- Careington International Corporation
- Code Authority
- Comstock Resources
- Conifer Health Solutions
- Cornerstone Automation Systems, Inc. (CASI)
- Dairy.com
- Dallas Cowboys Merchandising Center
- Equinix
- FA Peinado
- Fiserv
- FM Global
- GEA Food Solutions
- Gearbox Software
- HCL America
- Healthcare Highways
- HRchitect
- JW Logistics
- Keurig Dr Pepper
- KidZania USA
- Lexipol
- Magellan Health, Inc.
- National Breast Cancer Foundation Inc.
- Paycor
- PGA of America (2022)
- Quality Custom Distribution (QCD)
- Scoreboard Ventures
- Sentient Energy
- Social Finance (SoFi)
- T-Mobile West
- The Hartford
- ThyssenKrupp Elevator Corporation
- Transplace Texas
- Valify
- Wintrust Commercial Finance
- WorldLink

FAST FORWARD FOCUS

- One of the first cities to welcome pilot deliveries by Roxo[™], FedEx's same day bot
- 2nd city in U.S.: "Talking Cars" – Audi Connect
- 2nd city in the world with on-street, self-driving car pilot program – Drive.ai
- Smart irrigation controllers in new homes since 2007



AIR TAXI
VERTICAL TAKEOFF & LANDING

See Your Future in Frisco

TOP SMART CITIES
IN AMERICA FOR
TRANSPORTATION
MOBILITY

Frisco Station, Frisco Square, Fields, Hall Park and The Star offer office, retail, medical, hotel and urban living options to the city. The tourism industry is large as well, with more than 3,600 hotel rooms currently and additional hotels either announced or under construction.

MAGNET CITY
FOR VENTURE
CAPITALISTS,
ANGELS AND
FAMILY OFFICES



MOST
RECESSION RESISTANT
CITIES
– Smart Asset, March 2020

Frisco is a Recognized Leader in Public-Private Partnerships

Every city has a vibe, a driving force that makes it tick. The spirit of “let’s shake hands and build this together” started more than a century ago when Frisco was a small community. A modern snapshot of Frisco shows how public-private partnerships have fueled an economic engine.

The NFL Meets Friday Night Lights

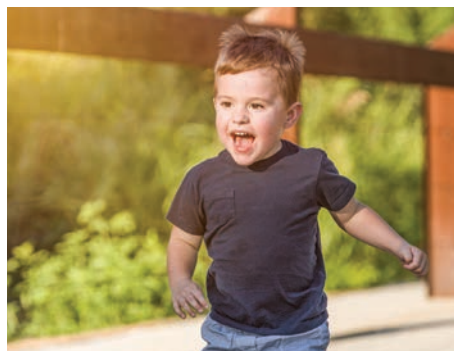
Ford Center at The Star in Frisco represents an innovative public-private partnership between the Dallas Cowboys, the City of Frisco and the Frisco Independent School District. The multi-use special event center is an indoor training facility for the NFL team, and home to athletic and entertainment events for the school district and city.



Competitive Advantages

Frisco cultivates an exceptional environment for business to thrive. Low taxes, exemplary schools, premier lifestyle amenities, and access to top tier sports are just a few ways Frisco attracts the best companies, residents and workers.

1. High concentration of headquarters with experienced and diverse talent
2. Major innovation-tech leaders and venture capitalists are focusing on Frisco as a tech hub
3. Eight professional/collegiate sports organizations with four pro stadiums
4. Walkable spaces in master planned developments across the city
5. Costs are low but the city’s standards are high; Frisco values excellence
6. Frisco is a model city for win-win public-private partnerships



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