



T E X A S

JOIN A CULTURE OF
UNRIVALED PERFORMANCE

**A CULTURE OF
COMPETITION +
COLLABORATION =**

**UNRIVALED
PERFORMANCE**

Your New Neighbors



PGA™



ACCOLITE DIGITAL
Transforming The Future, Now



Careington
SOLUTIONS SIMPLIFIED®



NORTHWEST
HARDWOODS



5 Fortune 500 Corporate Innovation and R&D centers

T Mobile™

Magellan
HEALTH®

Keurig
DrPepper

Comerica Bank.

TOSHIBA



Frisco
is built for
performance.



WHY FRISCO IS RANKED BEST FOR BUSINESS

2.3M

Potential Workforce Within
30 minutes of Frisco

2X

National Average
of Tech Workers

67%

Residents Have
≥ Bachelor's Degree

20+

Colleges & Universities
within 25 miles

12+

Public-Private
Partnerships

9

MONTH

Permitting process,
or even less



Diverse Industries =
Recession Proof

100%

Economic Rebound
After COVID-19

Quality of Life in Frisco



#1

**Safest City in
America**

- SmartAsset, 2022

#1

**Fastest Growing
City in the last
Decade (U.S.)**

- U.S. Census Bureau, 2020

#1

**Best Place to
Buy A House**

- WalletHub, 2020

#6

**U.S. Cities Millennials
Are Moving To**

- SmartAsset, 2021

#

**Happiest City
in the U.S.**

- SmartAsset, 2022

A group of diverse young people, likely students, are walking outdoors on a paved path. In the foreground, a young man with glasses and a blue shirt over a white t-shirt is smiling and holding a basketball. Next to him, a young woman wearing a pink hijab and a grey sweater is looking forward. Behind them, other students are visible, including a young man in a striped shirt and a young woman in a white hijab. The background is slightly blurred, showing green foliage and a building. The overall atmosphere is positive and inclusive.

Frisco is rich in **culture and talent**

Top 10

Best Cities to Move to
For Diversity (U.S.)

- Filterbuy, 2022



Public Education in Frisco

A

State Accountability District
Rating

99.4%

Graduation Rate

89

Languages Served in Frisco ISD

75,000

Projected Enrollment by 2029

63,737

Total Enrollment at FISD

65

National Merit Semi-Finalists (2021)

A man and a woman are walking on a paved sidewalk. The man is on the left, wearing a light blue short-sleeved button-down shirt, dark grey trousers, and brown shoes. He is gesturing with his hands as he speaks. The woman is on the right, wearing a white dress with a dark blue jacket over it and grey high-heeled sandals. She is smiling and looking towards the man. In the background, there is a modern building with large windows and columns, and some greenery and trees.

Lifestyle in Frisco

Taking a well-earned break is an important part of performing at your peak.

Parks & Recreation

- 49 master planned parks
- Largest skate park in North Texas
- 75-miles of hike and bike trails
- Off-road mountain bike park
- Ruff Range dog park

Recreation Facilities

- FieldhouseUSA
- iFlyDallas
- Urban Air Trampoline Park
- The PIT
- Texas Ford Aquatics
- Frisco Athletic Center
- KidZania

Lifestyle in Frisco

Taking a well-earned break is an important part of performing at your peak.

Museums

- National Videogame Museum
- Museum of the American Railroad
- Sci-Tech Discovery Center
- Frisco Heritage Center
- National Soccer Hall of Fame

Culture, Festivals & Events

- Daddy-Daughter Dance
- Frisco Festival of Colors
- Diwali and Kwanzaa celebrations

Public Art

- 150 pieces on display
- Largest outdoor display in Texas



Perform at a higher level in Frisco



Diverse Industries =
Recession Proof



No State or Personal
Income Tax

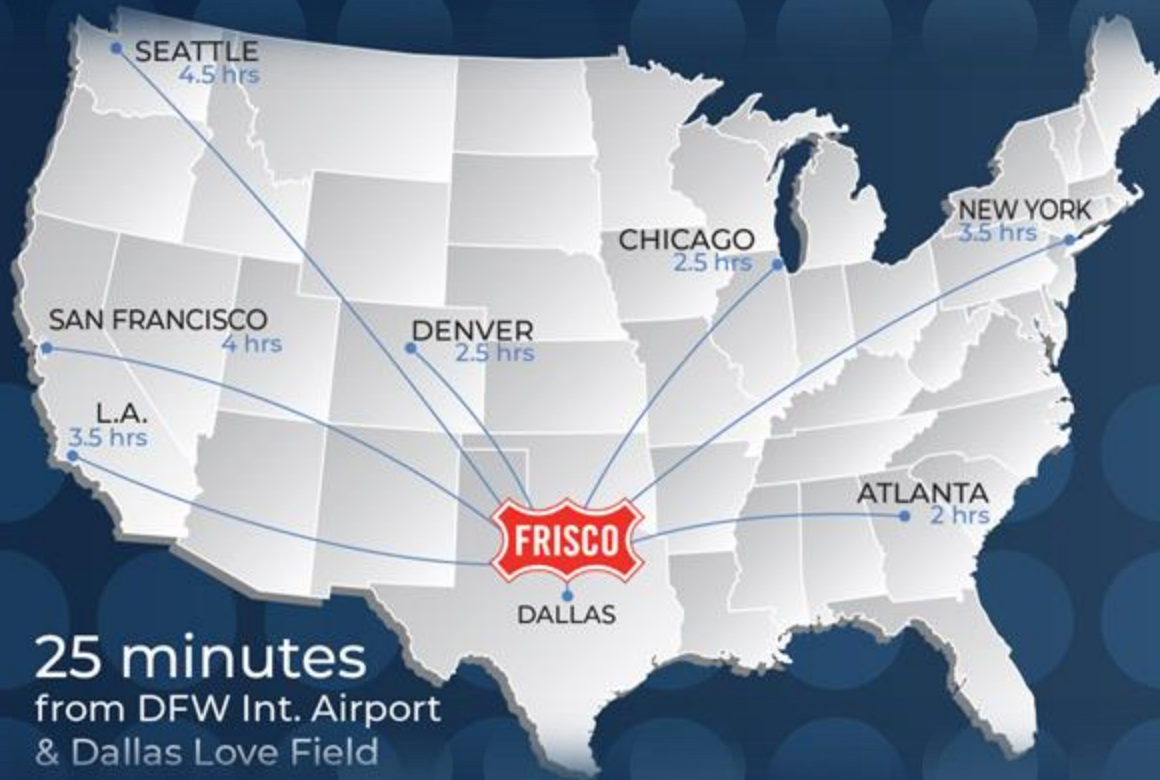


Low Business Cost,
High Speed to Market

\$40.33

Average Price/Square Foot
Class A Office Space

Frisco is centrally located



25 minutes
from DFW Int. Airport
& Dallas Love Field

Access to two major airports:

- DFW International
- Dallas Love Field (DAL)

193

Domestic Flight
Destinations from DFW

67

International Flights
From DFW



**Centralizing top-tier
education resources
concentrates over 643,000
workforce-ready employees
within 30 minutes**

Frisco.
**A World
Leader.**



Frisco and the DFW region is a **world leader** for large, thriving companies where performing at the highest level is required.

21

International
Companies in
Frisco

150+

Publicly traded
companies in DFW

Dallas-Fort Worth

Regional Access

4th

Largest Metro
in The U.S.

171

Individual Cities within
DFW

200+

Headquarters located in
DFW since 2010

24

Fortune 500
headquarters call DFW
home

#1

In the Country for
3-year Job Growth

FRISCO

DEFIES EXPECTATIONS

DEFIES STATUS QUO

DEFIES OBSTACLES



**Frisco sets the economic
development standard
for public/private
partnerships.**

**Frisco drives
innovation with more
than 500 tech firms,
including 350 startups.**

SPORTS CITY USA

13X

The national average of
Spectator Sports

#1

Best Place to Raise
an Athlete
-Men's Journal

14X

The national average of
professional athletes

9

Professional/collegiate sports
teams & organizations

5

World-Class
Sports Facilities



PGA FRISCO



PGA Frisco

PGA Parkway & Legacy Drive

600+ acres

50 ac. commercial / 550 ac. public facilities

Mixed-use development with an initial investment worth more than \$500 million

Two championship golf courses, a 10-hole Par 3 course, and practice areas totaling 45 holes

Clubhouse

Class-A office space (PGA of America HQ)

500-room Omni resort and 127,000 SF conference center

Technologically advanced retail village

Parks, open space, and miles of trails

Omni PGA Frisco Resort Opened May 2023



PGA of America Headquarters

At PGA Frisco

Opened August 2022

Located at PGA Parkway & Legacy Drive

\$2.5 billion dollars of economic impact over the next 20 years

Parks, open space, and several miles of trails

\$250 Million Development with Headquarters and courses

“Future Silicon Valley of Golf” – Seth Waugh, CEO, PGA of America

300+ Employees at full potential

State-of-the-art Golf Education Center

A.I. enabled visitor experience center

North Texas PGA Chapter Headquarters opened December 2022



Omni PGA Frisco Resort

At PGA Frisco

One of the top five, luxury golf destination resorts in the U.S.
when it opened in May 2023

Official hotel and partner of PGA of America's home campus



Monument PGA District

At PGA Frisco

Dining & Shopping: Ice House, Lounge by Top Golf and more.
Golf: The Swing (lighted, 10-hole, par 3 course) and Dance Floor (putting green)



PGA Coaching Center At PGA Frisco

12,000-square-foot, two-story golf training center, featuring 10 hitting bays and offers private and group lessons and specialty programs



[illegible]

The Link

At PGA Frisco

\$1B, 240-acre mixed-use addition to PGA Frisco

Master-Planned Development with Class A office, destination retail, luxury residential, dynamic entertainment, boutique hospitality, and sports-focused wellness uses

Views directly over Championship Golf course and direct connection to the Omni PGA Frisco Resort



SEC PGA Pkwy. and Legacy Dr.

Firefly Park

Developers: Wilks Development

230-acre, high-rise development at the southwest corner of Dallas North Tollway & U.S. 380

3 million square feet of office space

2,200 luxury residential units

200-room luxury Dream Hotel, first Texas location for the boutique hotel brand (construction to begin 2023)

40-acre green belt

380,000 square feet of retail space

Music hall, outdoor amphitheater, and food & beverage venues

First Phase planned to open 2026



Fields

Developers: Hunt Realty Investments/Karahan Companies

2,500 acres

10 Billion commercial, residential, entertainment

Planned Mixed-use development; Brookside area under construction



SWC US HWY 380 & Preston Rd.



Baylor Scott & White

40-acre medical campus to be located near PGA Frisco and Universal

\$265M project

2 hospital buildings, 1 parking garage and 1 central utility plant

Frisco has 3 other existing locations in Frisco, including 2 hospitals and 1 Sports Therapy & Research Center at The Star

Expected completion by mid-2025



The Baylor Scott & White Medical Center-Centennial (pictured) is one of Frisco's existing Baylor Scott & White locations. No renderings of the incoming hospital have been released yet. (Courtesy Baylor Scott & White Health)

NEC Dallas Parkway & PGA Parkway

Universal Kids Resort

At Fields

Developer: Universal
Destinations & Experiences

“One-of-a-kind” theme park with
“new Universal concepts” and
“immersive lands”

Target audience: 3-11 years old

30 Acres

Expected to open 2026



NEC of Dallas North Tollway & Panther Creek Pkwy

Join Frisco's environment of **unrivaled performance** today.



**Jason
Ford**
President
JFord@FriscoEDC.Com



**Gloria
Salinas**
Vice President
GSalinas@FriscoEDC.Com

A CULTURE OF UNRIVALED PERFORMANCE

