



T E X A S

A CULTURE OF UNRIVALED PERFORMANCE



SECOND TO NONE AT BEING #1

Frisco is a modern city at the top of its game, leading the way in population growth, premium education, business innovation and an extraordinary quality of life. Frisco attracts a diverse business and corporate base, highly talented workers and families from around the world.

When a city invites you in, challenges you to thrive, believes in you and you see your teammates pushing themselves and pushing you with joy, you can feel it.

You feel performance happening and evolving. You are part of this future-proof progress. You're in the zone and feeling the flow. This is no hustle, no side gig. This is unstoppable passion. In Frisco, we call it a culture of unrivaled performance.



#1 Safest City
in America



#1 City to Move to
For Diversity in
North Texas



#1 Best Place to do
Business in Texas



#1 Fastest Growing
Large City in U.S.
Over the Last Decade



#1 Best Real Estate
Market In the U.S.



#1 Most Recession
Resilient City

WHERE PERFORMANCE MEETS POTENTIAL

One of the fastest growing cities in America and considered by many to be the hottest market to do business in the nation, Frisco innovation is powered by an unwavering commitment to human potential.



CENTRALLY LOCATED

Frisco is just 25 minutes from Dallas/Fort Worth International Airport and Dallas Love Field Airport. With access to 264 destinations, domestic and international, Frisco is a 4.5-hour flight or less to most major North American cities.

COMMUNITY AND DEVELOPMENT PROFILE


- Population estimate: 228,547
- 5 Fortune 500 corporate innovation and R&D hubs
- 9 professional/collegiate sports organizations
- Median Age: 37.1
- Median Home Value: \$564,158
- Median Household Income: \$130,118
- Several mixed-use lifestyle and entertainment districts with corporate and executive amenities
- Nationally recognized, A-rated independent school district
 - 88 languages served
 - 98.3% graduation rate
- \$2.1 billion in annual total visitor spending (pre-pandemic)
- 2x the national average of tech workers
- 12-month annual growth rate 6%



5 world-class sports facilities



2.2 million potential employees within 30 mins



67.2% of residents age 25+ hold a bachelor's degree



1,326 new home starts in 2022



49 park sites with 47+ miles of trails



637%
Population growth since 2000

DFW REGIONAL PROFILE

- Population estimate: 7,694,138
- Workforce estimate: 5.6MM
- More than 8,000 high-tech firms
- Home to 23 Fortune 500 headquarters



Top 5 places for high-tech jobs in the U.S.



60+ higher education institutions



No State Income tax

