

Frisco™

2019 PRESS KIT





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Contacts

Ryan Callison

Director of Marketing & Communications
ryan@visitfrisco.com
972-292-5266

Wesley Lucas

Communications Manager
wesley@visitfrisco.com
972-292-5266

“Frisco is many worlds in one. It’s old and it’s new. It’s both comfort cooking and cutting-edge. A place where the jocks and the nerds can coexist. And with every new building, Frisco is both retaining its roots and rising to new heights. They say the only thing constant is change and it’s fun to watch as this old railroad town changes to a full on daytripper destination.”

Chet Garner

The Daytripper, PBS

Frisco by the Numbers

City of Frisco incorporated in 1904.

Visit Frisco, the Frisco Convention & Visitors Bureau, was founded in 2003.

POPULATION GROWTH

- 1910: 332
- 1940: 670
- 1970: 1,845
- 1990: 6,138
- 2000: 33,714
- 2010: 116,989
- 2015: 151,990
- **Current Estimate: 188,652 as of July 1, 2019**

SIZE OF FRISCO

- Current area is 68.8 square miles (includes everything currently annexed)
- Area at max build out is 70.2± square miles (currently 66% built or platted)

HOTELS AND MEETING SPACE

- 21 hotels currently open; 4 currently under construction
- 3,081 total hotel rooms
- 230,000 total square feet of meeting space

FRISCO IN THE RANKS

- The Best Places to Live in America (#1) – *Money Magazine* - 2018
- Safest Cities in America (#6) – *Smart Asset* - 2018
- Fastest Growing City in the Country (#1) – *U.S. Census Bureau* - 2017
- The Best Place to Raise a Family in Texas (#2) - *smartasset.com* - June 2017
- Best Cities to Start a Family (#1) - *lendedu.com* - February 2017
- Fastest Growing Cities & Job Growth (#1) - *WalletHub.com* - October 2016
- Best Real-Estate Markets (#1) - *WalletHub.com* - September 2016
- The 10 Most Successful Cities in America (#1) - *Zippia.com* - August 2016
- Western City with Lowest Property Crime Rates - *Safeco.com* - August 2016
- Best Cities for Texas Families (#6) - *WalletHub.com* - July 2016
- Most Mobile-Friendly Cities in the U.S. (#1) - *BuzzBoard.com* - January 2016

PAST ACCOLADES

- Best Places to Live in Texas (#3), *NerdWallet.com* 2015
- Best Cities to Start a Restaurant (#6), *NerdWallet.com* 2015

Frisco by the Numbers *(continued)*

- Best Mid-sized city to move to (#1), *MSN Real Estate / Movoto.com* 2013
- Best Places to Relocate (#7), *Forbes* 2013
- Top 10 Friendliest Cities (#6), *Forbes* 2013
- Best Place to Raise an Athlete (#1), *Men's Journal* 2011
- Best Places to Live in America (#1), *CNN / Money Magazine* 2011
- America's 25 Best Places to Move (#7), *Forbes* 2009 & 2011



Destination Overview

Centrally located in the U.S., Frisco is just 25 minutes north of downtown Dallas, and a convenient 20 drive minute from both Dallas-Fort Worth International Airport and Dallas Love Field Airport.

From shopping to sports, art and history, there are a variety of experiences you can enjoy when visiting Frisco.

Home to multiple professional sports teams, including the Dallas Cowboys, FC Dallas and the Frisco RoughRiders, and the future home of PGA of America, Frisco is Sports City, U.S.A., and the ultimate sports destination.

Love to shop and dine? Frisco features more than 9 million square feet of retail and over 400 restaurants to choose from.

When it comes to arts and culture, Frisco offers a growing public art trail, as well as the Texas Sculpture Garden, and a growing museum district that includes the Museum of the American Railroad, the National Videogame Museum, the Frisco Heritage Museum and the National Soccer Hall of Fame.

New & Notable

NATIONAL SOCCER HALL OF FAME

Opened in November 2018 and built at the south end at Toyota Stadium, the National Soccer Hall of Fame (NSHOF) is the first major sport hall of fame to be located within a stadium. The 19,350 square-foot NSHOF complex is comprised of a main museum and exhibition space, the Hall of Fame Club, the Open Cup Club, a media center, locker rooms and retail store called Soccer90.

The NSHOF houses more than 400 prized artifacts which help tell the rich history of soccer in America - including the 1991, 1999 and 2015 FIFA Women's World Cup trophies, NEC's state-of-the-art NeoFace® facial recognition software will offer Hall of Fame visitors the opportunity to customize their Hall of Fame experience, virtual skills challenges and so much more.

KidZania

Opening November 2019: Fueled by a child's natural desire to create, explore and collaborate, KidZania is equal parts entertainment and learning, making it one of the most progressive family entertainment concepts in the world today. At KidZania, children ages 2 to 14 have the opportunity of having adult-like experiences while assuming the role of firemen, construction workers, police officers, and fashion designers, among others. Through ultrarealistic role-play, children learn about different careers, the inner-workings of a city and the concept of managing money. Each experience is designed to empower kids, giving them the confidence to be their best selves, and inspiration to be great global citizens.

MEDAL OF HONOR

CHASTAIN
6

WYNALDA
11

MIA HAMM
CLASS OF 2007

ERIC WYNALDA
CLASS OF 2004

Since 2004, the list of those who have earned the distinction of being named a Medal of Honor has grown to include those who have distinguished themselves in the fields of science, industry, commerce, and government service, military and government service, foreign and domestic service, and government service.

Eric Wynalda earned professional national and government honors, winning 34 caps for the U.S. Men's National Team before his retirement.

Mia Hamm earned a 1996 Olympic gold medal and a 1999 FIFA Women's World Cup gold medal, becoming the first player to win both.

NATIONAL SOCCER HALL OF FAME

MILBRETT
16

On the Horizon



Frisco, Texas is one of the fastest growing cities in the country. Looking ahead, there are numerous projects currently under construction and in the works including new hotels, attractions, as well as shopping and dining options for residents and visitors.

NewcrestImage To Develop “Lifestyle Hotel Campus” At Frisco Station

NewcrestImage has launched the first phase of an ambitious and innovative 4-brand, 600-room “lifestyle hotel campus” at Frisco Station, a 242-acre, mixed-use development located in the northwest quadrant of the Dallas North Tollway and Warren Parkway in Frisco, Texas. The campus will include a dual- brand AC Hotel and Residence Inn, both by Marriott, featuring about 300 rooms plus a Canopy by Hilton and a Hyatt Place, each featuring about 150 rooms. AC and Residence opened in July 2019, and the Canopy, opening in February 2020. The Hyatt Place is scheduled to break ground in fall 2019.

Frisco Station

Frisco Station will be a new-urban development designed from top to bottom to enhance the well-being of all who visit, live and work there. The entire project covers over 242 acres, anticipates a future resident population of just over 3,400 people, will offer 9 acres of green and open space, will be next door to Ford Center at The Star and will have a daytime employment population of just over 14,000 people.

Hyatt Regency at Stonebriar Centre

Construction has kicked off on one of the largest new hotel projects in Frisco. The 18-story, 303 room hotel project will be connected Stonebriar Centre mall and will feature a 54,585-square-foot conference center, including a grand ballroom, junior ballroom and additional event spaces. The Hyatt Regency will also include an 800-space parking garage and a 3,000-square-foot Frisco public library.

On the Horizon *(continued)*

PGA Of America & Omni Resort

The PGA of America is moving its headquarters from Palm Beach County, Florida to Frisco, where it will anchor a 600-acre, mixed-use development with an initial investment worth more than half a billion dollars. This groundbreaking agreement is estimated to have an economic impact of more than \$2.5 billion over the next 20 years based on a city commissioned tourism feasibility study. The study considered the economics of golf course activities, including tournaments, plus the additional impact from the new conference center. Two championship golf courses, a short course, and practice areas totaling 45 holes; a clubhouse; Class AA office space; a 500-room Omni resort and 127,000-square-foot conference center; a technologically advanced retail village; parks and open space plus several miles of trails, will complement this unique, signature development.

Marriott Property at Frisco Market Center

A Marriott property has been announced for Frisco Market Center, the shopping and entertainment district located just west of the North Dallas Tollway at Main Street. The property will have 148 rooms and is expected to open in 2020.

Tru By Hilton

The Tru Hotel project is located at the northeast corner of the intersection of Parkwood Boulevard and Ikea Drive, between the IKEA store and the Stonebriar Centre. The hotel building will be five stories with a height of 64 feet and a gross area of 53,400 square feet. There will be 118 guest rooms and parking for 118 vehicles.

Lesso America

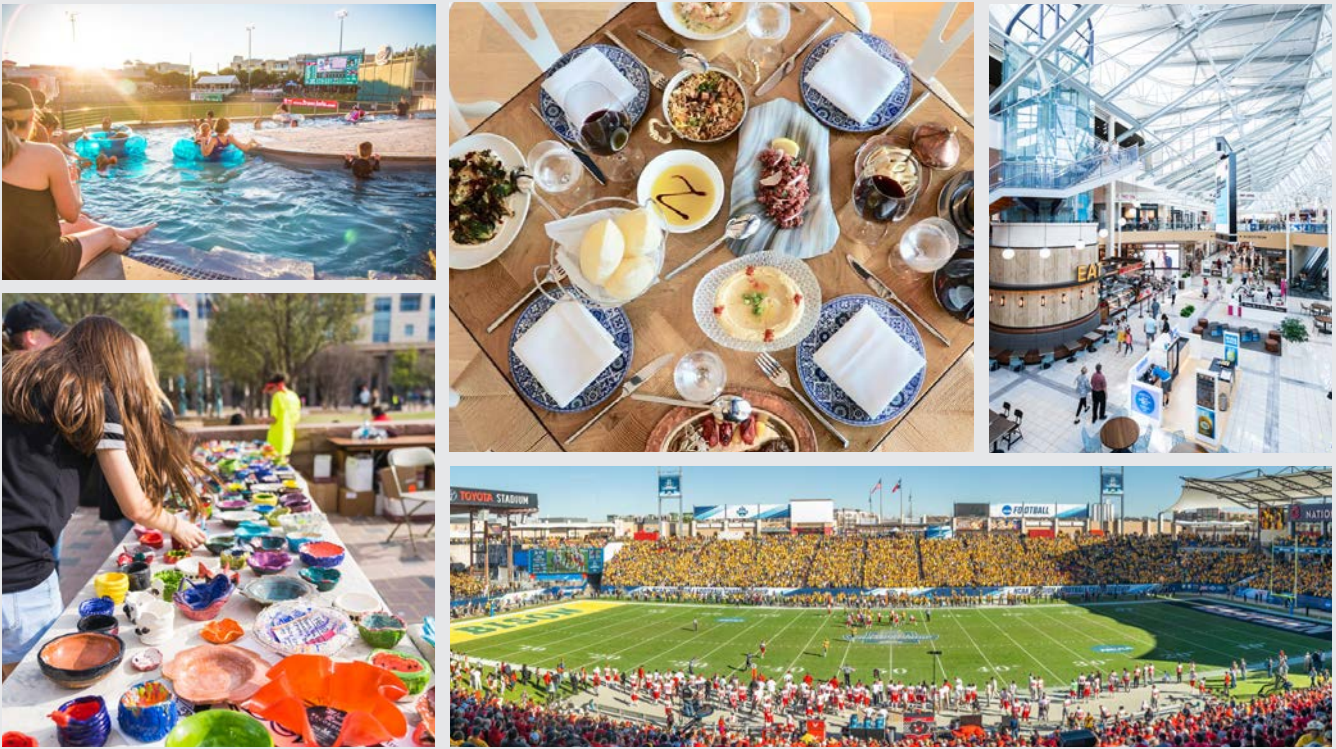
The 77-acre Lesso America development on U.S. Highway 380 will include a half million-square-foot shopping mall, a wholesale trade mart and high-rise office, hotel and some 1,200 apartments just west of the Dallas North Tollway.

Story Ideas

From must-see attractions and historical heritage, to the one-of-a-kind sports fan and delectable dining experiences, Frisco offers an array of opportunities to write, post, blog or talk about.

- **Ultimate Sports Fan:** Whether you're into football, soccer, baseball, basketball, lacrosse or hockey, Frisco is the ultimate sports destination for fans. Attend a Frisco RoughRiders game at Dr Pepper Ballpark, an FC Dallas game at Toyota Stadium or Texas Legends game at Comerica Center. See a Dallas Rattlers match or catch a team practice for the Dallas Cowboys at The Star. See the Dallas Stars gear up for the next season at Comerica Center. With so many options, you can surely fill your time with sports fun in Frisco.
- **Family Fun:** From sports fun to attractions, discover a variety of family fun in Frisco. Head to Kartland Performance Indoor Raceway to race mom and dad and feel the need for speed. Make plans to float the Lazy River and see a Frisco RoughRiders game at the same time at Dr Pepper Ballpark! Fly to new heights at iFly Indoor Skydiving. Looking for a nostalgic experience? Be sure to visit the National Videogame Museum, featuring more than 100,000 artifacts on display and available for play.
- **Shopper's Paradise:** With more than 9 million square feet of retail throughout the city, shopping is a pretty big deal in Frisco. From Stonebriar Centre, IKEA, The Rail District and the Centre at Preston Ridge, there's no shortage of deals, sales and one-of-a-kind finds in Frisco.
- **Culinary Adventure:** All great vacations or getaways include good food. Thankfully, Frisco can offer a variety of amazing eateries for one successful culinary adventure. From the Brussel Sprouts at Chef Jose Andres' Zaytinya, Mash'd's Legit Guacamole and Moonshine, or the Prime Rib at Randy's Steakhouse, the Fried Green Tomatoes at BarnLight Eatery or Snow Cones from the Frisco Snowcone Lady, pack some sweat pants because you won't leave Frisco hungry.
- **Arts & Culture:** Frisco boasts a growing Arts & Culture community. Currently, Frisco features four museums including the Museum of the American Railroad, National Videogame Museum, Frisco Heritage Museum and Sci-Tech Discovery Center. When it comes to Art, Frisco has that too. Home to more than 120 pieces of publicly accessible art, including the largest outdoor sculpture collection in the state, you could spend days in Frisco and not see the same piece twice.

Photo/Video Requests



Free photography and high-definition (HD) b-roll video clips can be downloaded for editorial use or to promote Frisco as tourism and convention/meeting/sports destination. To request access to our online photo and video library, contact the Communications Manager at wesley@visitfrisco.com.

**All photos must be credited to VISIT FRISCO and the photographer (if name is provided with the photo). All video footage must be credited to VISIT FRISCO.*

Press Trip Request

The Visit Frisco Communications department plans Press Trips to acquaint writers with our unique and growing destination. In order for us to assist with the planning of your trip, please submit a Press Trip Request at least four weeks prior to your anticipated arrival date. Once the form is submitted, a member of our Communications team will follow-up within 1-2 business days.

Request Form: www.visitfrisco.com/media/press-trip-information



6801 Gaylord Parkway Ste. 401
Frisco, Texas 75034

972.292.5256

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