



2020 PRESS KIT





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“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: 198,986 as of June 1, 2020**

SIZE OF FRISCO

- Current area is 69.1 square miles (includes everything currently annexed)

HOTELS AND MEETING SPACE

- 23 hotels currently open; 3 currently under construction
- 3,534 total hotel rooms
- 277,000 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 and 2019
- 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), *Zipppia.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
- Best Mid-sized city to move to (#1), *MSN Real Estate / Movoto.com*, 2013

Frisco by the Numbers *(continued)*

- 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 30 minutes north of downtown Dallas, and a convenient 25 minute drive 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 several professional sports teams, including the Dallas Cowboys, FC Dallas, the Frisco RoughRiders, and the future home of PGA of America, Frisco is Sports City, USA, 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, the National Soccer Hall of Fame (NSHOF) houses more than 400 prized artifacts which help tell the rich history of soccer in America - including the 1991, 1999, 2015 and 2019 U.S. Women's FIFA World Cup trophies. The NSHOF features NEC's state-of-the-art NeoFace® facial recognition software which offers visitors the opportunity to customize their Hall of Fame experience, virtual skills challenges and so much more.

KidZania

KidZania is equal parts entertainment and learning, making it one of the most progressive family entertainment concepts in the world today. Opened in November 2019, KidZania in Frisco is the first U.S. location for the brand, which features 27 locations, in 21 countries around the world. At KidZania, children assume the role of firemen, police officers, postal worker, and fashion designers, among others. Through ultra-realistic 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.

Hyatt Regency Frisco

Opened in June 2020, Hyatt Regency Frisco is an 18-story, 303-room hotel connected Stonebriar Centre mall. The hotel features a 27,500-square-foot conference center, including a grand ballroom, junior ballroom and additional event spaces. Hyatt Regency Frisco also includes an 800-space parking garage and a 3,000-square-foot Frisco Public Library satellite location.





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 includes 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 opened in June 2020. The Hyatt Place is scheduled to break ground by 2021.

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.

PGA of America & Omni Resort

In December 2018, the PGA of America announced plans to move its headquarters from Palm Beach Gardens, Florida, to Frisco, where it will anchor a 660-acre mixed-use development with a public-private investment worth more than half a billion dollars. Two championship golf courses are being built at PGA Frisco, as well as a short course and practice areas, totaling 46 holes. The new PGA of America headquarters will become home to national player development and coaching programs. PGA Frisco

On the Horizon *(continued)*

will host an unprecedented cadence of championships, with 23 already scheduled over a 13-year span. The project also includes a 528-room Omni Resort hotel, a 127,000-square-foot conference center, miles of trails, a retail district and more. The grand opening for the overall development is currently scheduled for June 2022.

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 currently under construction.

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 will be five stories and will feature 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.

Music Street Frisco

Music Street Frisco is a 6.7-acre, \$38.5 million entertainment complex that will include a 1,002-seat indoor performance hall, a 390-seat outdoor performance stage and multiple restaurants. Dallas-based Hodges Architecture, renowned for designing theaters and entertainment venues nationally, has created the preliminary plans for Music Street. Hodges Architecture is currently developing the detailed construction plans. Music Street Frisco is currently under construction.

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.

Experience Sports City, USA

Whether you're into football, soccer, baseball, basketball, lacrosse, badminton, golf or hockey, Frisco is the ultimate sports destination for fans. See the Dallas Cowboys practice and tour the home of "America's Team" at **The Star**. Relive some of soccer's greatest moments and see the U.S. Women's four FIFA World Cup Trophies on display at the **National Soccer Hall of Fame**. Play where the "pros" play at **PGA Frisco**, PGA of America's new headquarters (opening 2022). With so many options, you can surely fill your time with sports fun in Frisco.

Family Fun

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. Fun and education collide at **KidZania**, a progressive role-play experience for kids. From sports entertainment to attractions, there is a variety of family fun to discover in Frisco.

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.

Foodie Finds

All great vacations or getaways include good food. Thankfully, Frisco can offer a variety of amazing eateries for one successful culinary adventure. From the shareable steak boards at **Dee Lincoln Prime**, the Legit Guacamole and Moonshine from **Mash'd**, cotton candy-topped flapjacks at **The Aussie Grind**, or Snow Cones from the **Frisco Snow Cone Lady**, pack some stretchy pants because you won't leave Frisco hungry.

Arts & Culture

Frisco boasts a growing arts and 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 Wesley Lucas 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-kit/press-trip-information



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