



THE STAR
DISTRICT

WHY FRISCO?



1
NO.

**BEST MID-SIZED
CITY TO MOVE TO**

6
NO.

**FRIENDLIEST
CITIES IN AMERICA**

1
NO.

**ECONOMIC DEVELOPMENT
IN NORTH TEXAS**

A thriving community that has grown more than 250 percent since 2000. Frisco is home to 182,600 people who are supported by a massive infrastructure of businesses from almost every industry.

This bustling hub, located less than a half-hour drive from two major airports, with easy access to major thoroughfares including: Dallas North Tollway, Warren Parkway, John Hickman Parkway and Lebanon Road, is projected to continue its rapid growth.

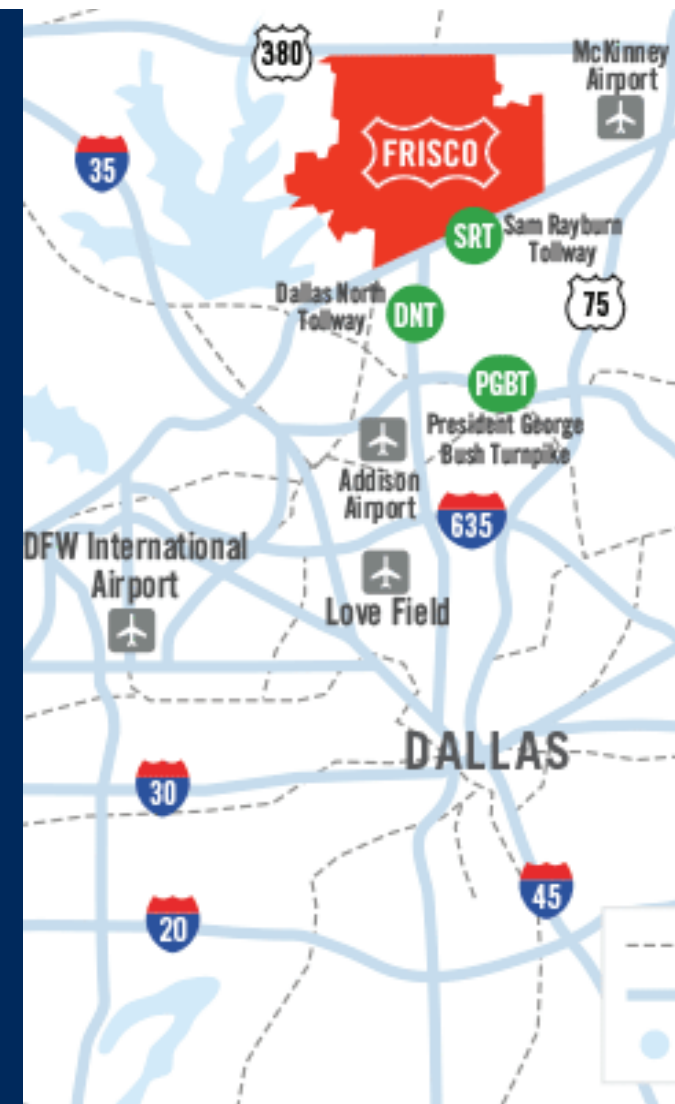
Frisco Independent School District is among the fastest growing school districts in the nation, with more than 60,000 students enrolled in 10 high schools, 17 middle schools, 42 elementary schools and 3 special programs centers. The school system currently includes award-winning public schools, private schools and higher education.

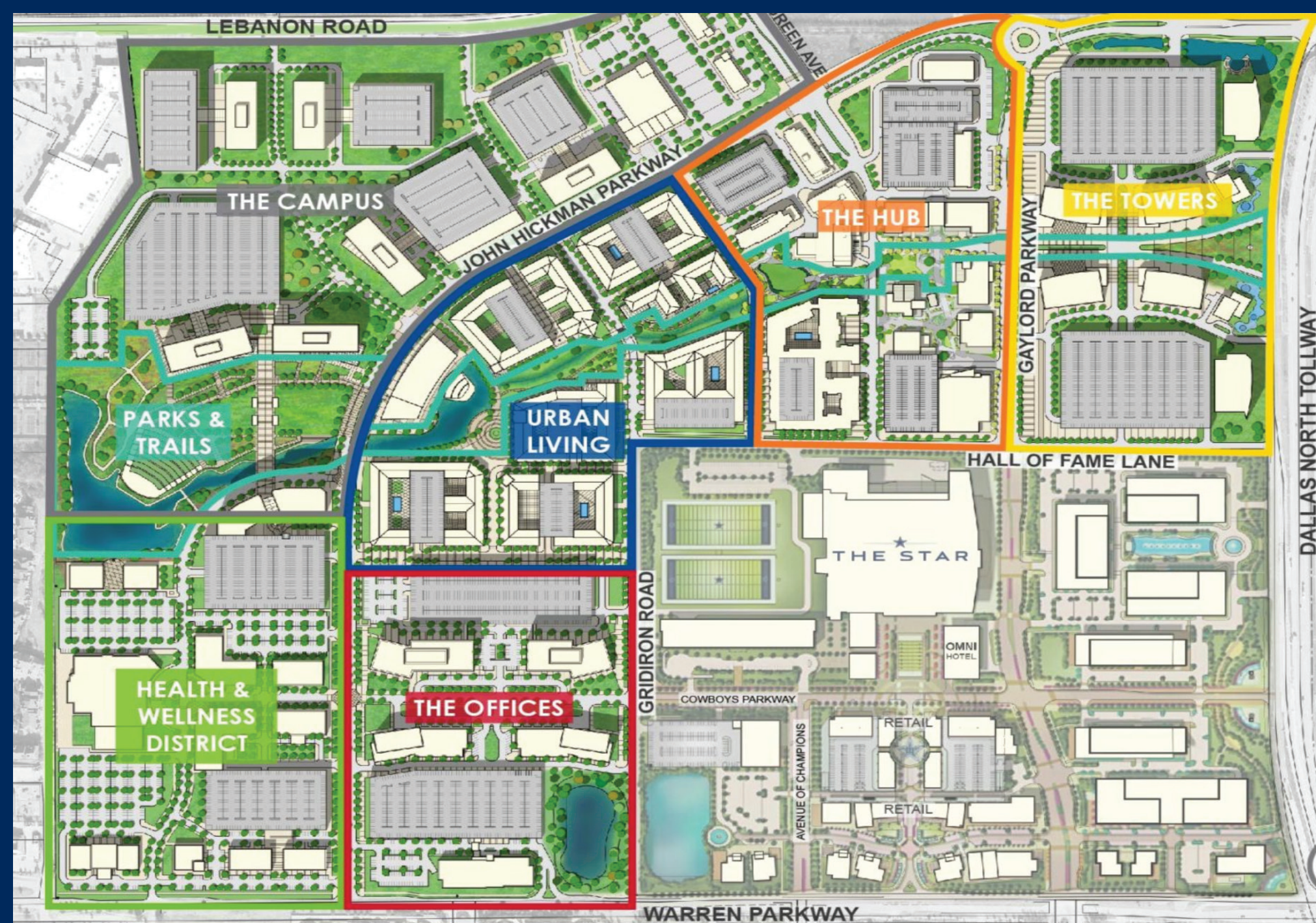
Forbes.com named Frisco one of the top places to relocate, and Money Magazine called it one of the nation's top places to live.

WELL-LOCATED



3 HOURS TO NYC OR LA
DFW: 1,100 TAKEOFFS AND LANDINGS DAILY
ONLY 25 MILES TO DALLAS



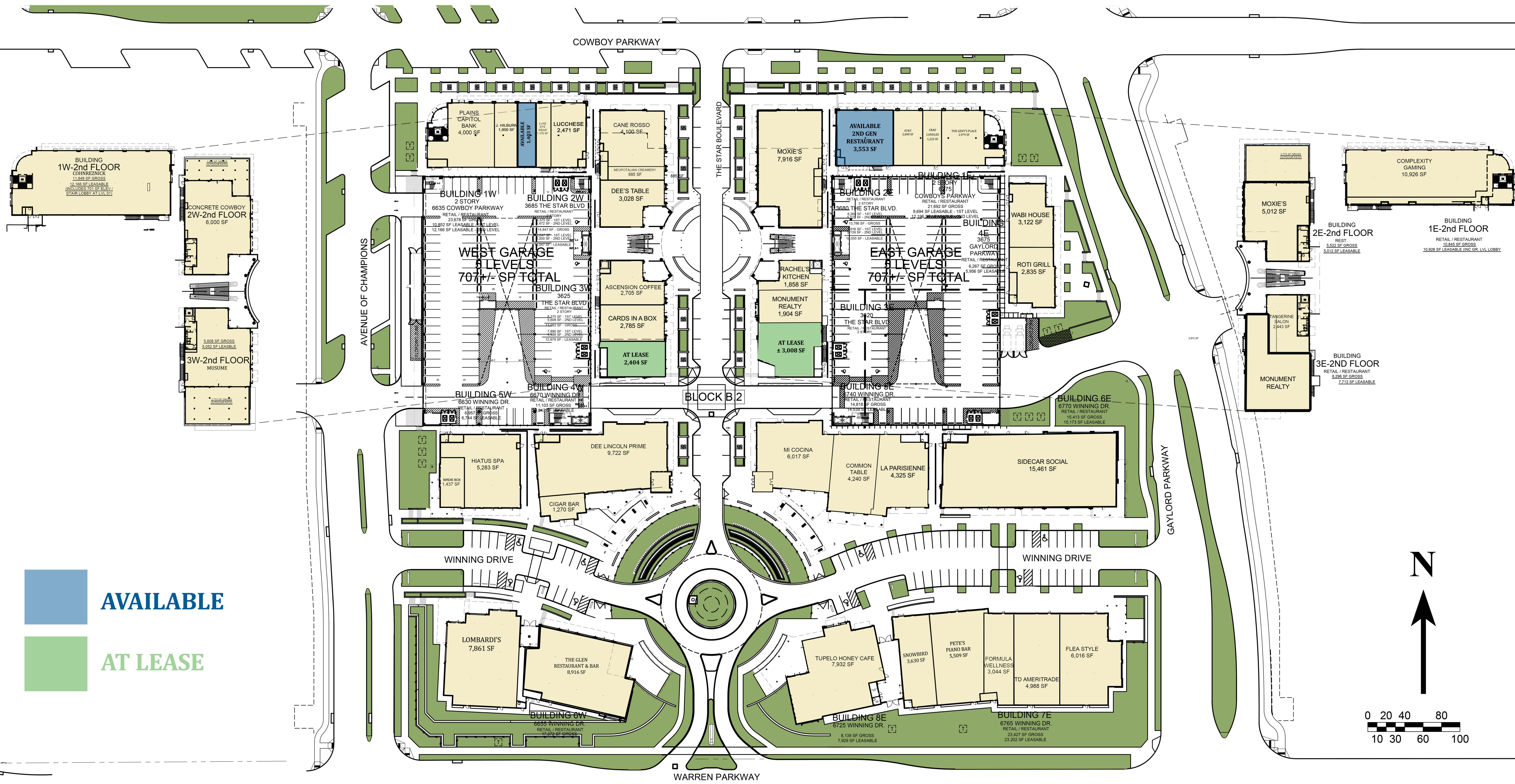


OFFICES

Almost 15,000
Business
Professionals

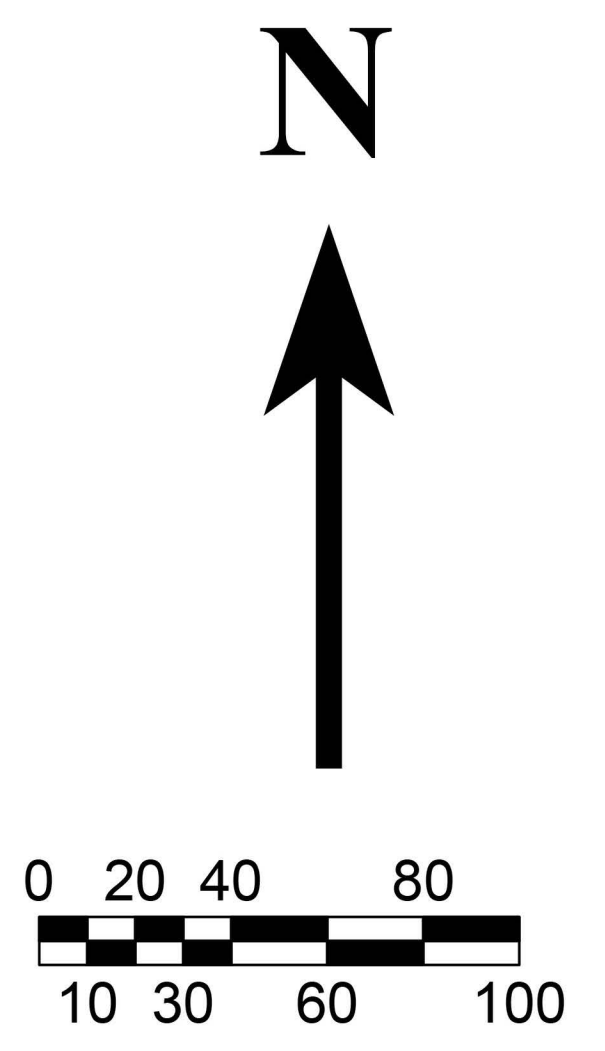
2,400 Urban
Living Residents

54,000 sq ft of
Retail Space



AVAILABLE

AT LEASE



THE TOWERS

These new high-rise office towers will house a prominent Dallas North Tollway address and inhabit up to 3 million square feet. At 34 acres, the towers are in walking distance to The Hub, Urban Living District, Omni Frisco Hotel and The Star in Frisco.
34.9 acres | 3 million SF

HEALTH & WELLNESS

Anchored by an innovative wellness program, Frisco Station combines the ultimate in living design principles with comprehensive medically-based wellness programming. Here you will find unparalleled medical and fitness resources, experts and facilities.
35.81 acres | 500,000 SF

THE CAMPUS

Designed with future-proofing in mind, Frisco Station will have the necessary infrastructure to create an environment for innovation, engagement and collaboration.
54.65 acres | 1 million SF

PARKS & TRAILS

A picturesque creek flows through the heart of Frisco Station connecting to a variety of green spaces and creating a relaxing and park-like experience throughout the property.
32.06 acres | 15 acre park

URBAN LIVING

These residences offer the high-end finishes and amenities you desire with the appealing convenience of urban living. Here, dining, entertainment, parks, trails, wellness amenities and more await – right outside your front door.
23.37 acres | 1.5 million SF

THE OFFICES

The offices at Frisco Station is a place where talent will want to work, and where businesses will come to thrive. It is specifically designed to give your company a competitive advantage of opportunity and creative entrepreneurship.
27.29 acres | 1.5 million SF

THE HUB

Feel the heartbeat of Frisco Station in this active retail and hospitality spaces filled with lively gathering spots, entertainment, shops and hotels and a conference center.
30.87 acres | 550,000 SF

PGA HEADQUARTERS

As home to the PGA of America, Frisco is set to host 23 professional golf tournaments in its first 12 years in operation; that includes the 2027 PGA Championship. In addition to the two championship golf courses, the new development will include construction of a 500-room Omni luxury resort, a retail village with shops, restaurants and live music year-round.
Panther Creek Parkway + DNT

THE FUTURE OF FRISCO

BY THE NUMBERS



2 MILLION

Foot Traffic
Annually

250 MILLION

The Star Social
Media Impressions

37,000

Cowboys Fit
Check-ins Monthly

300

Co-Branded Omni
Hotel Rooms

160

Luxury Units at
Twelve Cowboys Way

300 OMNI FRISCO ROOMS

25 RESTAURANTS

7 BOUTIQUE SHOPS

1 LUXURY RESIDENTIAL TOWER

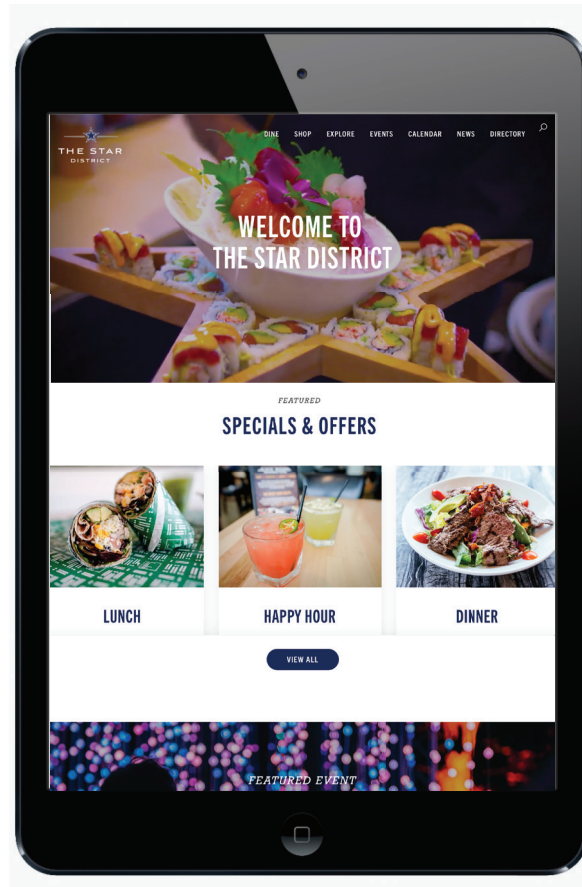
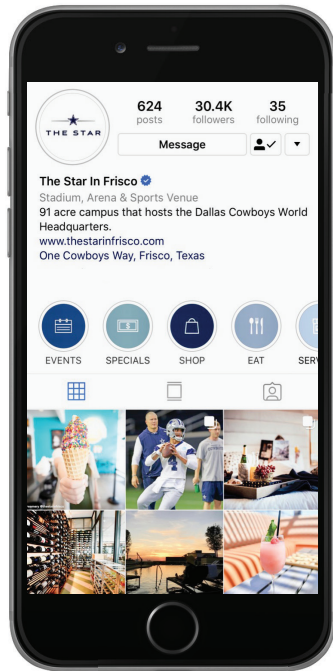
1 SPORTS MEDICINE FACILITY

91-ACRE CAMPUS



SOCIAL + WEB

A team dedicated to featuring your services, specials and more on three social media platforms and website.



@THESTARINFRISCO
37,200 Followers



@THESTARINFRISCO
39,000 Followers



@THESTARINFRISCO
12,400 Followers



THESTARDISTRICT.COM
332,000 Visitors



NEVER ORDINARY

The Star was built with an innovative first class attitude. A walkable, immersive community that integrates the latest technology and while creating a unique experience for guests. This remarkable venue is designed to attract thousands of people daily and delights both Cowboys fans and the Frisco community.

The Star District is the perfect place to shop, dine, and explore the Dallas Cowboys-themed campus. Offering more than 35 restaurants, shopping, and specialty services, The Star District is a place for the whole family to enjoy.





VENTURE

8235 DOUGLAS AVE
SUITE 720
DALLAS, TEXAS
75225
T 214.378.1212
VENTUREDFW.COM

EASLEY B. WAGGONER, JR.

Partner

214.378.1212

ewaggoner@venturedfw.com

AMANDA T. WELLES

Partner

214.378.1212

awelles@venturedfw.com

