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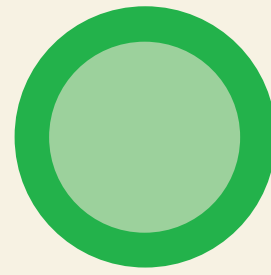


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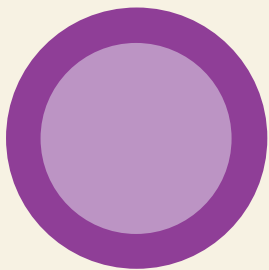
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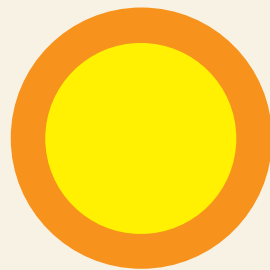


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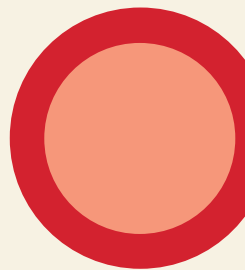
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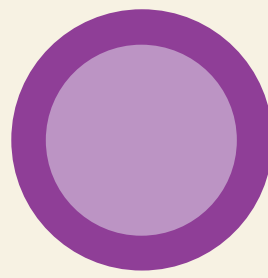
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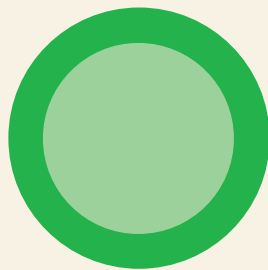


FRISCO SQAURE

ON FRISCO

LEY HOLCOMB

ROLL AGAIN AT THE FRISCO EDC



CRAIG RANCH





IKEA Living Room

photo provided by IKEA

CHANGING THE IMAGE OF FRISCO

from a suburban city to a destination city required years of planning and the success can be seen by the city's tremendous economic business growth.

Frisco's positive features have caught the eye of many business executives attracted by an optimistic economic outlook. The list includes key lifestyle interests such as restaurants, shopping and sporting venues, but most importantly Frisco's location is the big draw for moving to the city.

Large and small business and companies calling Frisco home now have established the city as a place of destination. A place where people can visit, live, work, shop and enjoy entertainment from the theatre to sporting events held at first-class centers like Pizza Hut Park, home of FC Dallas.

Excitement soared in Frisco less than six-months ago when the "big box" furniture store IKEA opened its doors. The grand opening ceremony had local dignitaries and city leaders clicking their heels with delight as thousands of people lined the street ready to shop at IKEA.

According to the Frisco Economic Development Corporation (FEDC) additional businesses and companies opening in Frisco in 2005, or are under construction in 2006, include; Starwood Medical Offices; GattiTown Entertainment Complex; Stewart Creek

Office Building II; Duke Bridges I Office Building; the Strikz Family Entertainment Center; Tenet Texas RBO with existing business expansion; Calpont Corporate Office; Amberton University; Dallas Baptist University; Baylor Medical Center at Frisco; Shops at Starwood; the Wal-Mart Super Center; DebtXS Corporate Office and the Hall Office Park along with the year-end announcement that T-Mobile is coming to town.

What we saw in Frisco was the opportunity to build a world-class facility...to pull together capable people with an opportunity to grow in the future.

City officials acknowledge that all of this new business means the construction and housing industries are ready to burst at the seams and Frisco's medical community is booming along with the continued growth of the city's retail, eatery, and entertainment.

EYE ON FRISCO

T-Mobile and its signature trademark "Get more from life" will become a milestone for Frisco when the technology giant opens its new operation center and technology campus in the summer of 2006.

T-Mobile USA, Inc., one of the international leaders in wireless Internet services and mobile phone service providers will have a major impact on Frisco's economy, bringing in more than 850 new jobs. T-Mobile will be the city's largest private employer second only to the Frisco Independent School District.

"What we saw in Frisco was the opportunity to build a world-class facility," said Kyle Warnick, a T-Mobile spokesperson with the Wi-Fi Hot Spot division. "We saw an opportunity to pull together capable people in this area with the opportunity to grow in the future."

The new "high-tech" campus will occupy more than 230,000 square feet of office space at the Duke Bridges Office Park located at the northwest corner of Warren Parkway and Parkwood Boulevard.

Mr. Warnick said it's an exciting new concept that T-Mobile will be doing when it brings together several operations under one roof. The Technology Campus will be home for the Network Operations Center and other network engineering operations as well as a technical care facility, sales staff, and the T-Mobile Wi-Fi Operations.



T-Mobile Technology Campus at Duke Bridges Office Park

provided by T-Mobile

More than 1,200 workers will work at the new T-Mobile campus placing Frisco on the cutting edge of technology.

“It is something we have never done before, bringing people together from technical support, coaches, network people and engineers that represent a variety of functions and they will all be under one roof,” Mr. Warnick said. “What we are trying to do is benefit from having these people together communicating where before they were in different locations throughout the Dallas area and we believe T-Mobile will operate better to meet customer needs.”



Mr. Warnick adds, “This is going to be unique for us.”

Courted by the city of Frisco, it was a collaborative effort between the state, the city of Frisco, and the Frisco EDC to bring T-Mobile to Frisco. It included \$1 million in financial incentives from the city and \$2.1 million from the Texas Enterprise Fund, created by Texas Governor Rick Perry to seal deals with companies bringing jobs to Texas.

The 850 new jobs will include most of the technical support representatives who engage with customer troubleshooting and technical issues. A job fair is set for February 1st at the Frisco Convention Center.

“Frisco will be what you might call the “Mission Control” with an operational center on the east coast and one on the west coast. Frisco will be known as the third operational center,” Mr. Warnick said.

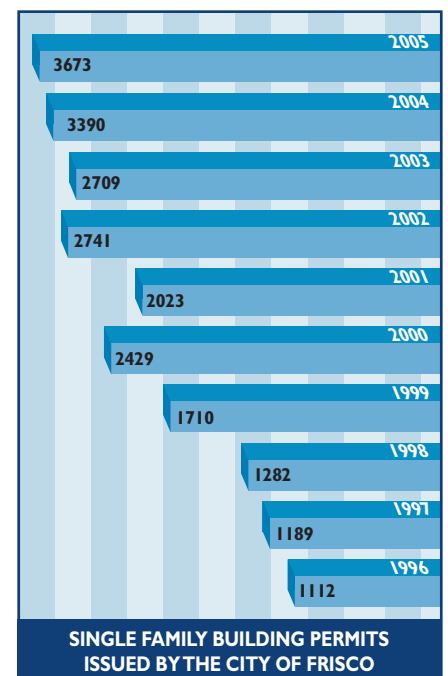
LOCATION WAS KEY

Nestled by the shores of Frisco Lakes will be the new active adult lifestyle community designed to serve a growing baby boomer segment.

Set to open in March 2006, Frisco Lakes by Del Webb is a premier active adult community that provides amenities such as an 18-hole golf course and clubhouse, planned parks and trails along with an expansive recreational and social building with fitness center, indoor pool, library, billiards and resort-style outdoor pool. Pre-construction sales will begin in March for homes priced from the mid 100,000s to over \$300,000s in this exclusive community with more than 2,400 homes expected to be built.

Pat Vedra, vice president of operations for Del Webb said Frisco’s location was key to the company’s decision to build the community.

“Frisco presents a terrific location with a combination of attributes that are very meaningful for our customers,” Mr. Vedra said. “Its location directly on Lake Lewisville and its vistas were very important and the location sits only minutes from key lifestyle



*Source: Frisco Economic Development Corp.

interests such as restaurants, shopping and sporting venues and it is conveniently linked to the rest of the metroplex via the North Dallas Tollway and State Highway 121."

Mr. Vedra said Frisco Lakes is uniquely designed with a distinctive theme and lifestyle in mind, state-of-the-art amenities with upscale architecture.

"This is not your grandfather's retirement community," Mr. Vedra said. "Americans are retiring younger with more disposable income and higher expectations about the adventures they face after age 50."

Mr. Vedra adds, "Frisco is a progressive, growing community in an area of the country that presents a tremendous value to the homebuyer and it is close to children and grandchildren in a city that continues to see terrific growth in its family age population."

Mr. Vedra also said Frisco will enjoy not only an economic benefit but will see a civic impact.

"Our residents will bring tremendous life experience to Frisco with their career experience as teachers, lawyers, doctors, civil servants and military," Mr. Vedra said. "They will impact the city through thousands of hours of community volunteerism annually and bring incremental disposable income and wealth to the local economy."

FRISCO'S BOOMING POPULATION ATTRACTS MEDICAL EXPANSION

It may have started out small but it's going to be big when Baylor Medical Center at



Baylor Medical Center at Frisco Professional Building II

Frisco moves into its new \$41 million, 63,000 square-foot expansion facility. Formerly known as Frisco Medical Center, it was the first hospital in the city when it opened in 2002. It will open its new hospital and surgical center in 2007.

"We wanted to be in a place like Frisco where we would have the opportunities for growth and at the time we decided Frisco was going to be the next growth frontier," said Dr. Jimmy Laferney, medical director for Baylor Medical Center at Frisco.

Construction has already started on the hospital expansion, located at Warren Parkway near the Dallas North Tollway. In addition, Landplan Development Corp. is handling the construction of the new

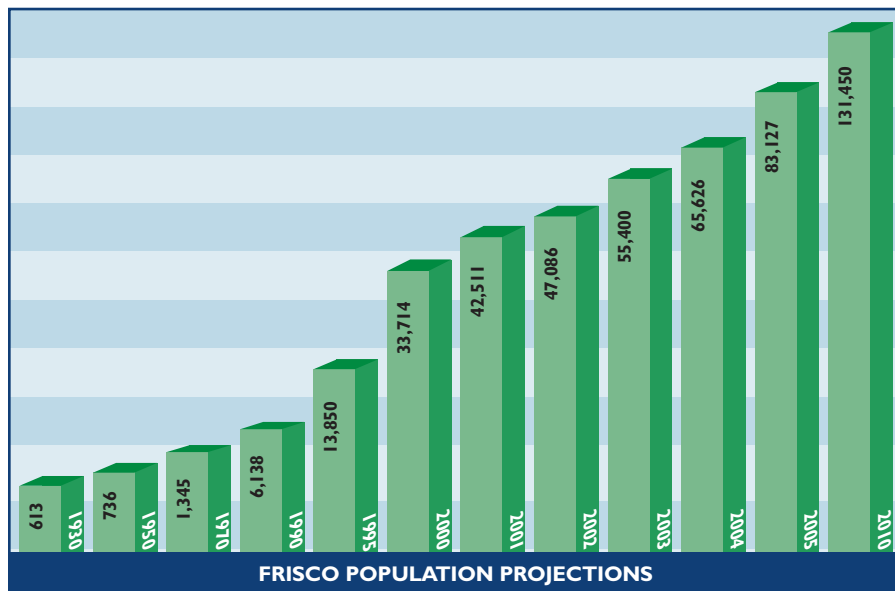
84,000 square-foot medical office building that will cost \$17 million.

"We are doubling the size of the hospital because we reached a point where we couldn't perform any new procedures or accommodate any new physicians until we expanded," Dr. Laferney said. "The service area is so large when you add in Frisco and people from Plano, Lewisville and McKinney."

Dr. Laferney said the most exciting addition to the expansion plan is the 6,000-square foot educational facility that will house a lab, classroom, operating room access, and cadaver learning rooms. It will be the first hands-on training facility of its kind in the Baylor system, where physicians can come to train and learn the latest techniques available from hip reconstruction to shoulder surgery.

"This will be the latest, greatest, state-of-the-art educational facility and it is a joint venture with several medical supply companies who want to showcase their latest equipment," Dr. Laferney said. "It is huge for Frisco because doctors, technicians and engineers from all over the country will be flying in to participate in this training and educational facility. It is an opportunity for existing physicians to learn the latest technology."

The expansion creates a need for new jobs within the hospital from nurses, surgical technicians to scheduling, billing, and support staff. Dr. Laferney said 84 new positions have already been budgeted. Baylor HealthCare System, United Surgical



Sources: Frisco Economic Development Corp. 2004 & City of Frisco Planning & Development Services



provided by Baylor Medical Center



Developing Frisco's Economy with the Frisco Chamber of Commerce

Partners Inc. and a group of area physicians own the hospital.

"Our research indicates that our medical services and potential patients will grow by 500,000 within the next ten years so we already feel like once this expansion is completed we will be moving into our next phase of expansion almost immediately," Dr. Laferney said.

Just looking at the growth of the market there are continuing to be demands for physicians and health care services in this area.

Operating since 2004, Centennial Medical Center, a full service hospital and emergency and intensive care unit, plans to expand services and office space within the next year.

"Just looking at the growth of the market and the demographics of the market there are continuing to be demands for physicians and health care services in this area," said Bill Henning, chief executive officer of Centennial Medical Center. "The population growth in this area is really driving an increased demand for

health care."

Located at Coit Road and State Highway 121, Centennial Medical Center is a 118-bed acute care hospital with a broad range of services from cardiology, emergency department, imaging and radiology, orthopedics, and women's services. But Mr. Henning said the need for more specialized services is great.

"We are developing a chest pain center in our emergency room and we have two medical office buildings already full so there is a need to expand our medical office facilities. We will be constructing a new building later this year," Mr. Henning said. "We will continue to recruit physicians for the hospital because we are seeing a big need for doctors in our community, so we are doing a lot of things to round out the services we are already providing."

Centennial and other area hospitals and medical centers will be working closely with the new Children's Medical Center Legacy, an expansion of the country's top-ranked pediatric hospital, Children's Medical Center Dallas. The \$106 million hospital will include 72 beds, an urgent/emergency care center, four operating rooms, full-service laboratory and comprehensive radiologic services.

"The dramatic growth north of the Dallas County line, particularly in the pediatric population, compels us to develop a strong and vital presence in this region," said Christopher Durovich, president and chief executive officer of Children's. "Our investment in the area is testimony to the

IN THE ENERGETIC CLIMATE of Frisco's economic development, one program offered by the Chamber of Commerce illustrates the drive and determination of business and community leaders to establish and maintain solid economic progress.

The Business Retention and Expansion Program (BREP) is a joint effort by the Chamber and the Frisco Economic Development Corporation (FEDC) to enhance and expand the economic base in Frisco. A committee formed by individuals from the City, Chamber, North Texas Central Work Force Board, Collin County Community College, and the FEDC contacts major businesses to identify their concerns and needs, then provides support for new and existing businesses. A local taskforce implements a strategic plan to solve immediate problems and make local businesses more competitive, which means they are more likely to remain in the community. BREP provides a flexible and cost-effective community-driven process for generating community response and promoting economic development action plans.

Frisco is one of the fastest growing cities in North Texas. Its economic well-being depends on the success of existing businesses. The Frisco Chamber of Commerce serves the business community through BREP and many other programs, and it works to strengthen the business climate in Frisco.

Visit www.friscochamber.com or call 972.335.9522 for more information.

hospital's commitment to provide the finest in pediatric care to all children in North Texas."

In early 2008 when the doors open in Plano, Children's Medical Center Legacy and Children's Medical Center Dallas will be the only academic healthcare facilities in North Texas dedicated exclusively to the care of children from birth to age 18. Both hospitals are affiliated with the University of Texas Southwestern Medical Center.

The Legacy center will primarily serve



patients in Collin, Cooke, Denton, Fannin, and Grayson counties. These counties have some of the fastest-growing pediatric populations in the country, increasing at a rate of more than eight times the national average, according to research by Children's Medical Center Dallas. In 2004, more than 31,000 patients from the Legacy region were seen at Children's for everything from ear tubes and asthma to heart transplants and leukemia.

With an eye on the four-city quadrangle serving Frisco, McKinney, Allen and Plano, Trophy Club-based Cirrus Health opened a medical facility this past October. It's located in the Craig Ranch Development

at State Highway 121 between Alma and Custer roads. The new Surgery Centre at Craig Ranch is a 13,000-square foot facility on the ground floor of The Medical Center at Craig Ranch building.

Surgical specialties include colon-rectal surgery, general and breast surgery, gynecological, obstetric, and orthopedic surgery along with pain management and plastic surgery.

"Cirrus Health was attracted to the area because of the tremendous growth of

Frisco, McKinney, Allen and North Plano," said Tracy Edwards with Cirrus Health. "We have physicians from those four cities currently serving many patients and we wanted to provide a location to receive high quality care and have a strong voice in how that care is delivered."

SUCCESSFUL LAUNCH

There was a huge traffic jam in Frisco last November when more than 20,000 people descended on Pizza Hut Park when it hosted the 2005 MLS Cup. But no one was complaining because the visual profoundly demonstrated the anticipated economic success of the 21,000- seat soccer stadium,

home of the FC Dallas professional soccer team. The \$65 million site includes the stadium and 17 surrounding fields across 116-acres. The sports arena is located in the heart of the city at Main Street and the Dallas North Tollway.

"The location is outstanding as it is a win-win location for everyone and we expect a tremendous amount of economic development in the immediate area of Pizza Hut Park," said John Wagner, president of Hunt Sports Group. "The rewards have just begun with the successful MLS Cup this past November, the InterLiga tournament in January and for the rest of 2006, U.S. national soccer teams and international soccer games are lining up."

Mr. Wagner adds, "In addition to the FC Dallas Soccer Club opening the Major League Soccer season on April 1st, there are many more activities planned."

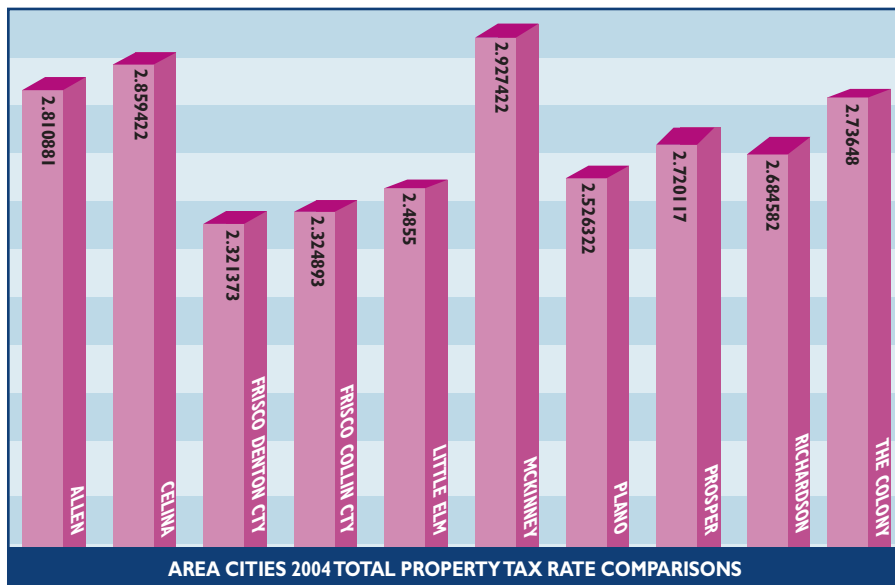
With an eye on the four city quadrangle serving Frisco, McKinney, Allen & Plano, Trophy Club based Cirrus Health opened a facility in Craig Ranch.

The unique and jointly-owned sports park and soccer facility will be used 300-days a year with major soccer matches, U.S. women's and men's soccer, youth soccer and tournaments, concerts and high school football. The U.S. men's national team will play at Pizza Hut Park in February. The economic impact will continue to thrive in Frisco as participants and spectators spend money on food, entertainment, and lodging.

"Until the Dallas North Tollway is completed, we will have traffic challenges but we will educate the public as to alternative routes to Pizza Hut Park to minimize the ingress and egress stagnation," Mr. Wagner said.

Mr. Wagner sees only a positive outlook for the future.

"I want us to become the best front office and team on the field in major league



Source: Central Appraisal District of Collin County, Denton County Appraisal District



Heritage Exteriors, Inc.

photo by Andy Johnson

soccer and to effectively develop Pizza Hut Park as the premier soccer stadium complex and entertainment facility in America,” Mr. Wagner said. “I want to see the team and staff become an integral member of the local community through effective community relations.”

THE SECRET TO SMALL BUSINESS SURVIVAL

Small businesses in Frisco may not be making newspaper headlines but companies like Heritage Exteriors, Inc. are learning that catering to the customer is key to its success.

Deb Messina and her husband Robert opened the landscaping business five years ago and it now has a new location downtown on Elm Street. Heritage Exteriors, Inc. specializes in landscape design and installation, flagstone patios and retaining walls. Deb Messina said her new location offers all sorts of outdoor accessories, fountains and pottery for exterior decorating.

I want to see the team and staff become an integral member of the local community through effective community relations.

“We knew we had to be creative to get our name out there so our philosophy is customer satisfaction and that is our strong point,” Ms. Messina said. “Once we finish with the landscape we don’t consider our job finished and stay in contact with our customer for at least one year to make sure they are satisfied with our work.”

Ms. Messina plans a grand opening for her new location in March.

Downtown Frisco was the choice for Marion Chadwick, co-owner of the small

business Extravagant Necessities.

Ms. Chadwick and her partner and sister, Janis Jackson opened the store over two years ago. She specializes in Italian charms and her store offers customers the chance to browse among 15 vendors to look and buy everything from custom-made lampshades to gourmet food.

Walking inside you can find home décor, beaded serving pieces, hand-painted glassware, jewelry, custom-made accessories, a make-up artist with a line of make-up accessories, stationary products and various artists designing a wide variety of specialized products for ones home.

“The items we sell – you can use, wear, buy, decorate, or eat and we would all buy each other’s products,” Ms. Chadwick said.

A unique entrepreneur, Ms. Chadwick, centered her focus on the “old time customer” philosophy of knowing your customer’s needs.

“I came from the generation of when you walked into Neiman Marcus and the

sales people knew your name, what you wanted and needed, so we are trying to capture that hometown, good old fashion way of doing business,” Ms. Chadwick said. “I wanted to recreate that kind of environment.”

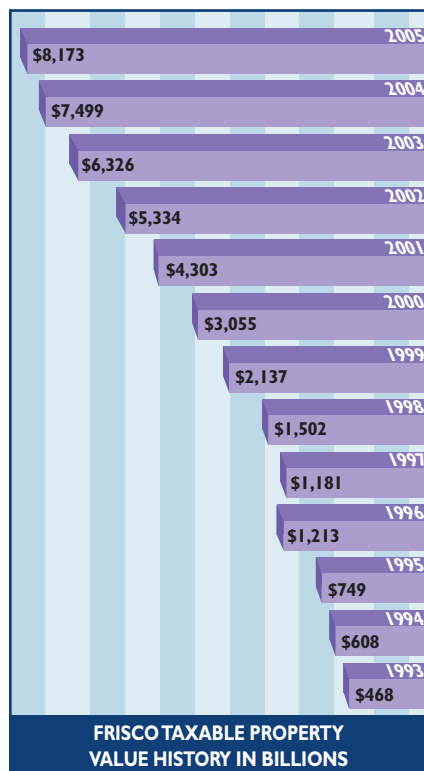
Ms. Chadwick describes her store as a boutique concept in retail.

“Harvard School of Business would not put our concept together and say it would work but it does and it’s attitude, determination, hard work and knowing the customer,” Ms. Chadwick said. “That spells success for the small business owner.”

VISION FOR THE FUTURE OF BUSINESS IN FRISCO

Frisco has become home to a number of diverse businesses over the last couple of years. Whether those businesses have chosen to locate in Frisco because of its excellent amenities, population boom providing an educated and skilled work force or positioning their company for the anticipated continued growth of the area, both large and small businesses recognize the efforts the city leaders have made to attract and keep them. Don’t look for those efforts to wane anytime soon.

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