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Quality of Life

planotexas.org



Plano, Texas
Smart people. Smart place.®



Plano at a Glance

A Global Business Center

Plano, Texas, located 19 miles north of downtown Dallas, is the fourth largest city in the Dallas-Fort Worth region with over 261,000 residents.

Plano is home to many leading global corporations. A Plano location provides companies with workforce talent, a competitive business climate, world-class business parks and superior accessibility. A 30-minute drive to DFW International Airport (world's third busiest) and a Central Time Zone location provide quick access to both U.S. coasts.

Plano Quick Facts

Population	261,350
Collin County Population	791,470
DFW Population	6.4 million
Labor Force-DFW	3.4 million
Land Area	72 square miles
Median Household Income.....	\$77,140
Median Age	37.2
Per Capita Income.....	\$37,032
Median Home Value.....	\$212,000
Adults Bachelor's Degree +	52%
Population Growth 10-Yr.....	17%
Fortune 1000 Headquarters	5

Sources: US Census, North Texas Council of Governments and Fortune



Plano contains within its boundaries SH 190 (President George Bush Turnpike), Dallas North Tollway, US 75 (Central Expressway) and SH 121 (Sam Rayburn Tollway). Interstates 20, 30, 35 and 635 are all within 30 minutes.

Fortune 1000 Headquarters

JCPenney

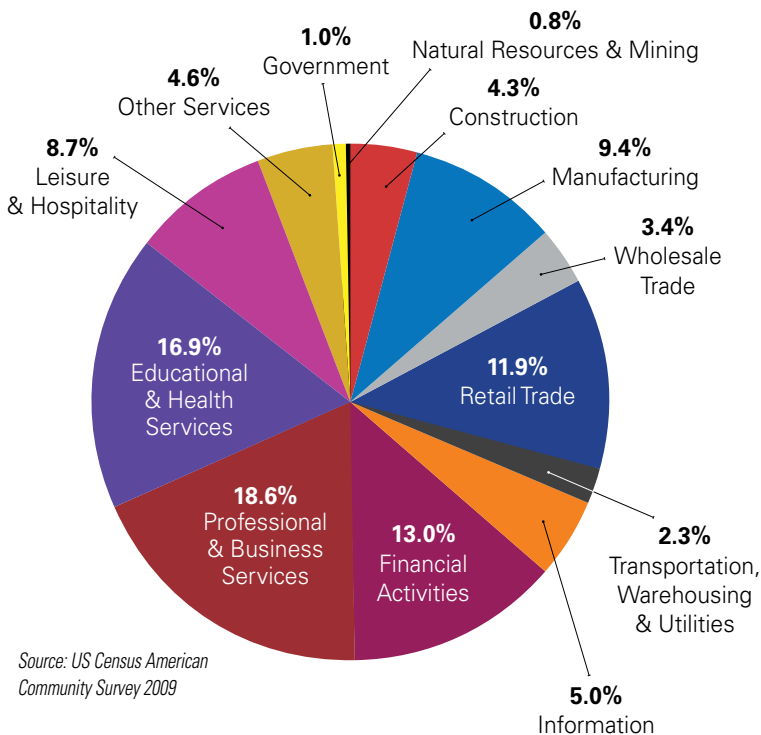
Dr Pepper Snapple Group

Rent-A-Center

Cinemark Holdings

Alliance Data

Employment by Industry



Source: US Census American Community Survey 2009

Plano, Texas. Smart people. Smart place.®

Largest Private Employers

Employing 1000+

- Bank of America Home Loans
- JCPenney
- Capital One
- Dell Services
- Ericsson
- Frito-Lay
- HP Enterprise Services
- Alcatel-Lucent
- AT&T
- CIGNA
- Dr Pepper Snapple Group
- Medical Center of Plano
- PepsiCo
- Raytheon
- Texas Health Presbyterian Hospital Plano

Employing 500 - 999

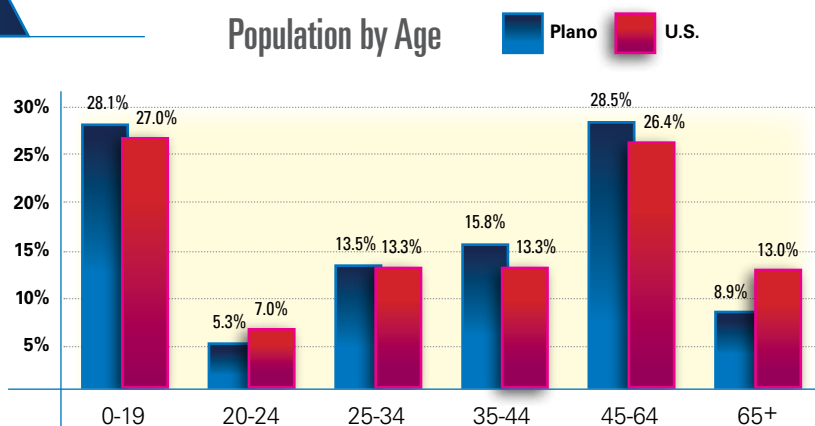
- Aegon DMS
- Baylor Regional Medical Center
- CA Technologies
- Denbury Resources
- Flextronics
- Huawei Technologies USA
- Intuit
- McAfee
- Pizza Hut/YUM! Restaurants International
- Rent-A-Center
- Samsung Telecommunications
- St. Jude Medical Neuromodulation Division
- Texas Instruments
- XO Communications

Demographics

A young, talented and diverse population in a growing region.

- The Asian population is 17% (over triple the U.S. average) and Hispanic population is 15%
- Collin County is one of the nation's fastest growing counties

Population by Age



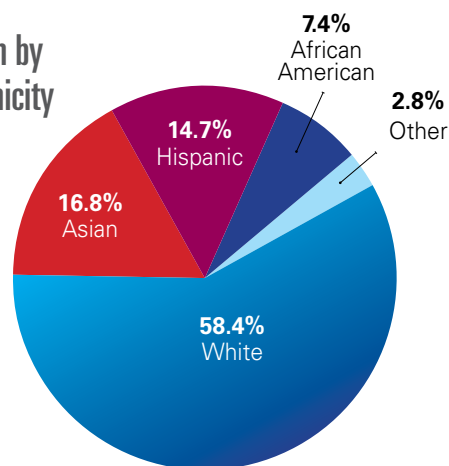
Source: US Census 2010

Population & Population Growth

	2010	2000	Growth
Plano	259,841	222,030	17.0%
Collin County	782,341	491,675	59.1%
DFW MSA	6,371,773	5,161,544	23.4%

Source: US Census 2000 and 2010

Population by Race/Ethnicity



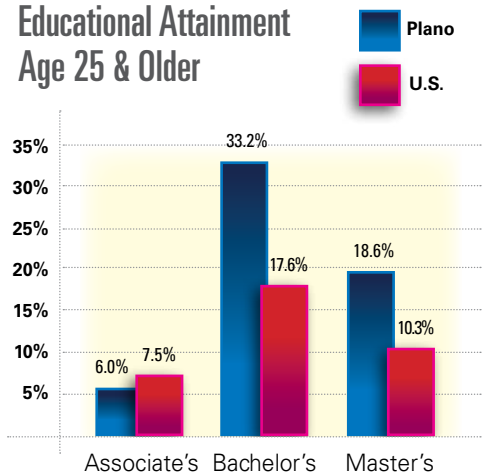
Source: US Census 2010

Workforce

A highly-educated local workforce and proximity to Dallas' large labor pool provide access to employees at all skill levels.

- 52% of Plano's adults have a bachelor's degree or higher
- Over 3.4 million workers reside in the DFW MSA
- Right-to-Work state with 2.4% unionization
- State workforce-training grants

Educational Attainment Age 25 & Older



Source: US Census American Community Survey 2009



"Rent-A-Center has called Plano home since 1998 and chose to build its new headquarters here in 2007. The City offered incentives, an excellent quality-of-life for its citizens and an attractive talent pool of people from diverse backgrounds."

Mark Speese
Chairman and CEO
Rent-A-Center

Education

Excellent K-12 schools contribute to quality of life and the beginnings of an exceptional workforce.

The **Plano Independent School District (PISD)** has long played a vital role in Plano's economic success. Its reputation for excellence continues to lure professional families, and in turn, companies to Plano.

- ▶ Rated Exemplary on all reported academic indicators to date
- ▶ 23 National Blue Ribbon Schools
- ▶ Winner of "What Parents Want Award" by SchoolMatch® for 19 consecutive years. (Only 16% of U.S. public-school systems have ever received it)



Twenty-five area universities and colleges provide a pipeline of college graduates.

- ▶ Over 128,000 students are enrolled in four-year universities and 160,000 in community colleges in the DFW region

University of Texas at Dallas, known for its science, engineering, math and business programs, offers 142 academic programs including 90 Master and Doctoral degree programs.

Collin College offers over 100 Associate degree and continuing education programs. Its partnership with five universities allows students to remain on campus to complete a Bachelor's, Master's or Doctoral degree.

SMU-in-Plano, a satellite campus of Southern Methodist University, offers Master's degree programs for Business, Liberal Studies, Dispute Resolution and Conflict in Management, Counseling, Education, Engineering and Digital Game Development.

DBU North, a satellite campus of Dallas Baptist University, offers undergraduate programs in Business, Psychology, and Communication as well as Master degree programs for Business (MBA), Management, Education, Counseling and Christian Education.

Strayer University offers undergraduate and graduate degree programs in Accounting, Business, Criminal Justice, Education, Health Services Administration, Human Resource Management, Information Systems and Public Administration.

Plano ISD

Number of Schools in District	71
Total Enrollment	55,355
SAT Median	1,150
ACT Composite	25.5
High School Completion Rate	97.3%
National Merit Scholarship Semifinalists	87

Source: PISD Annual Report 2010

College & University Enrollments

Plano Area College & Universities

Collin College	51,065
University of Texas at Dallas (UTD)	17,128
SMU-in-Plano	900
DBU North	800

Other Dallas Area Universities

University of North Texas (UNT) - Denton	36,118
University of Texas at Arlington (UTA)	32,956
Texas Women's University (TWU)	14,179
Southern Methodist University (SMU)	10,938
Texas A&M University (TAMU) - Commerce	10,813
Texas Christian University (TCU)	9,142
Dallas Baptist University (DBU)	5,470
Texas Wesleyan University	3,378
University of Dallas	2,860
University of North Texas at Dallas	2,084
UT Southwestern Medical School	1,942

Source: Dallas Regional Chamber 2010 enrollments

Business Parks and Corporate Real Estate

A distinctive corporate address with sites, buildings and amenities demanded by global firms.

- World-class business parks with excellent amenities
- Ample inventory of office, flex and industrial real estate
- Over 3,600 acres available for commercial development (non residential)
- Fiber-optic broadband coverage for 75% of residential and commercial customers
- No development impact fees for water, waste water and roadways



Legacy, a 2,600-acre master-planned business, retail and residential community, is located in Northwest Plano along the Dallas North Tollway. It has over 10 million square feet of headquarters and regional office space. Legacy is a distinctive address for many top firms including JCPenney, Rent-A-Center, Frito-Lay, Ericsson, Dr Pepper Snapple Group, HP Enterprise Services, PepsiCo, Capital One, Alliance Data, Encana Oil & Gas, Bank of America, Huawei Technologies, McAfee and Pizza Hut/Yum! Restaurants International.



Research/Technology Crossroads, a 900-acre district in Southeast Plano, is adjacent to President George Bush Turnpike (SH 190) and the Telecom Corridor® area. Notable companies include Raytheon, Flextronics, XO Communications, GE Energy, Investor’s Business Daily, Adams Golf and Samsung Telecommunications.



Granite Park, on Sam Rayburn Tollway (SH 121) and the Dallas North Tollway, has one million square feet of office and retail space. Notable tenants are United Healthcare, Siemens PLM Software and FM Global.



International Business Park, a 300-acre master-planned office park, lies at the intersection of the Dallas North Tollway and the President George Bush Turnpike (SH 190). Notable companies include Hyundai Capital, Tyler Technologies and Goodman Networks.

Real Estate	Lease	Inventory	Vacancy
Office*	\$ 21.51	29.3 million square feet	10%
Class A office*	\$ 24.29	14.1 million square feet	8%
Flex space**	\$ 6.28	5.8 million square feet	15%
Industrial**	\$ 5.43	10.5 million square feet	11%
Retail	\$ 15.04	23.1 million square feet	10%

Source: CoStar Q3 2011

* Direct Gross ** Triple Net

Transportation

Plano offers excellent access to air, light rail, public transit and roads.

Plano's location in the Central Time Zone and close proximity to DFW International airport allow same-day departure and return for both the East and West Coasts.

DFW International Airport, the world's 3rd busiest in flight operations, is the hub of American Airlines.

- ▶ Fly to every major city in the continental US within 4 hours
- ▶ Non-stop service to 144 domestic and 47 international destinations
- ▶ Served by 19 passenger airlines and 18 cargo carriers.
- ▶ 30 minutes from Plano with direct access from both the President George Bush Turnpike and the Sam Rayburn Tollway.

Dallas Love Field is convenient for regional travelers and the hub for Southwest Airlines.

Addison Airport and **Collin County Regional Airport** are 15 minutes from Plano. Addison Airport is the third largest general aviation airport in the country.

Dallas Area Rapid Transit (DART) provides light rail service at two rail stations. Bus and shuttle service is available throughout the city.

Port of Houston, the nation's second largest port, is 250 miles from Plano.



"We selected Plano as our home because of its positive business, academic, and community environment. Plano offers easy access to highly-ranked hospitals, great universities, affordable housing, and DFW International Airport—a cost-efficient transportation and distribution hub. On balance, Plano is a great place to build a great business."

Chris Chavez
President
St. Jude Medical
Neuromodulation
Division

Business Climate

A pro-business location in a pro-business state.

- ▶ No personal or corporate income tax in Texas
- ▶ Right-to-Work state
- ▶ Pro-business regulatory environment
- ▶ "AAA" Bond Rating - City of Plano

Ad Valorem Tax Rate FY 2011-2012

City of Plano	\$	0.4886
Collin County	\$	0.2400
Plano Independent School District.....	\$	1.3734
Collin County Community College.....	\$	0.0863

Per \$100 of assessed value.....\$ 2.1883

Source: City of Plano, Collin County, PISD and Collin College

Local Incentives

- ▶ Cash Grants
- ▶ Tax Abatement
- ▶ Freeport Exemption

State Incentives

- ▶ Texas Enterprise Fund
- ▶ Emerging Technology Fund
- ▶ Texas Enterprise Zone Program
- ▶ Skills Development Training Grants

Quality of Life

A national reputation as one of the best places for professional families to live and work.

Excellent public and private schools, low crime and affordable homes, provide a great environment to raise a family. Proximity to Dallas offers all the advantages of a big city without all the hassles.

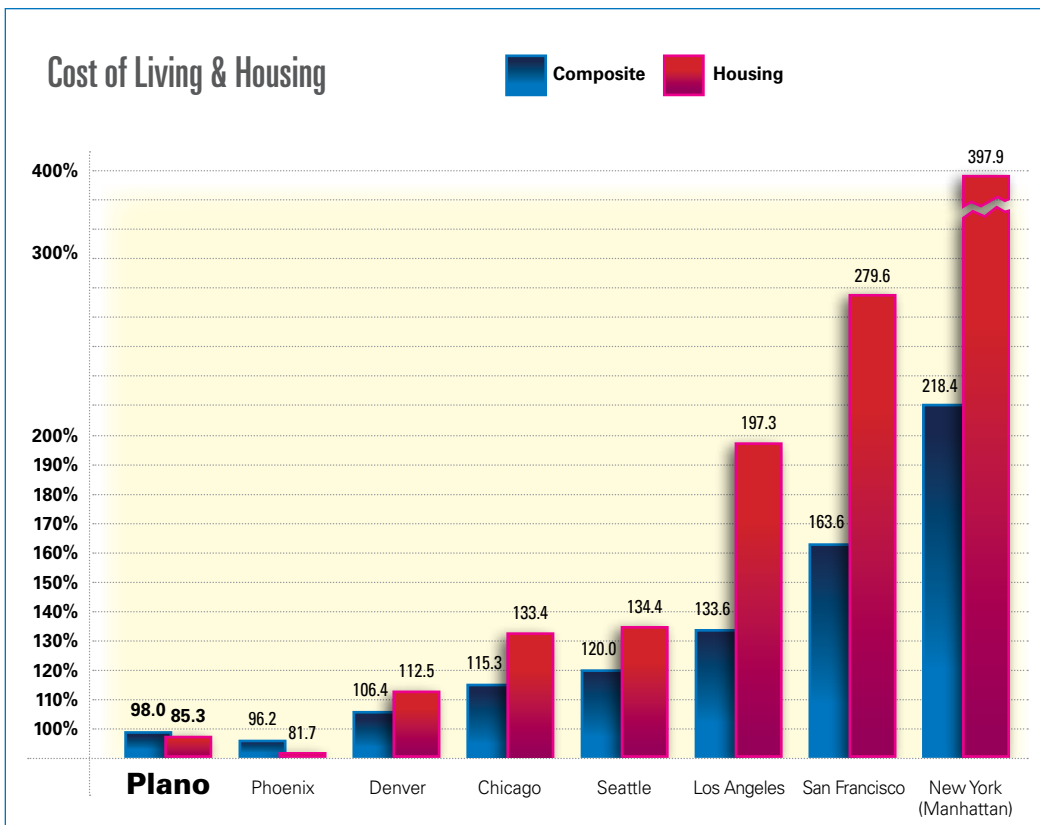
- ▶ Access to DFW's cultural, arts, sports and entertainment venues
- ▶ High-paying jobs with affordable cost of living
- ▶ Ample work opportunities for trailing spouses
- ▶ Mild winters and lots of sunshine allow you to spend ample leisure time doing what you enjoy

Cost of living

Compared to other metropolitan areas in the U.S., living in Plano helps your money go further. With a relatively low cost of living, high median incomes and affordable housing, you can enjoy a lifestyle that would be all but impossible on the West or East coast.

Housing Cost	Composite	New	Existing
Median Home Price	\$220,000	\$302,245	\$214,250

Source: North Texas Real Estate Information System (NTREIS), June 2011



Source: ACCRA Annual Average May 2011

Plano is known as the "Balloon Capital of Texas."



Social Media Bookmarks



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Broadcast Yourself™

Watch us on YouTube



Search for Plano Smart Place



Connect with us on LinkedIn



Search for Plano Economic Development



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Search for PlanoTXEconDev

What others had to say about Plano, Texas.

"America's 10 Best Places to Grow Up" *U.S. News & World Report*

"America's Best Places to Move" *Forbes*

"#1 Best City for Women and #3 for Men" *Women's Health and Men's Health*

"#1 Most iPad-Friendly City in the Us" *Men's Health*

"America's Six-Figure Towns" *Money*

"#1 Best City to Build Personal Wealth" *Salary.com*

For additional information, please contact:

Plano Economic Development
972-208-8300 or go online to planotexas.org

