



GROW YOUR BUSINESS IN NORTH TEXAS

U.S. Commercial Service





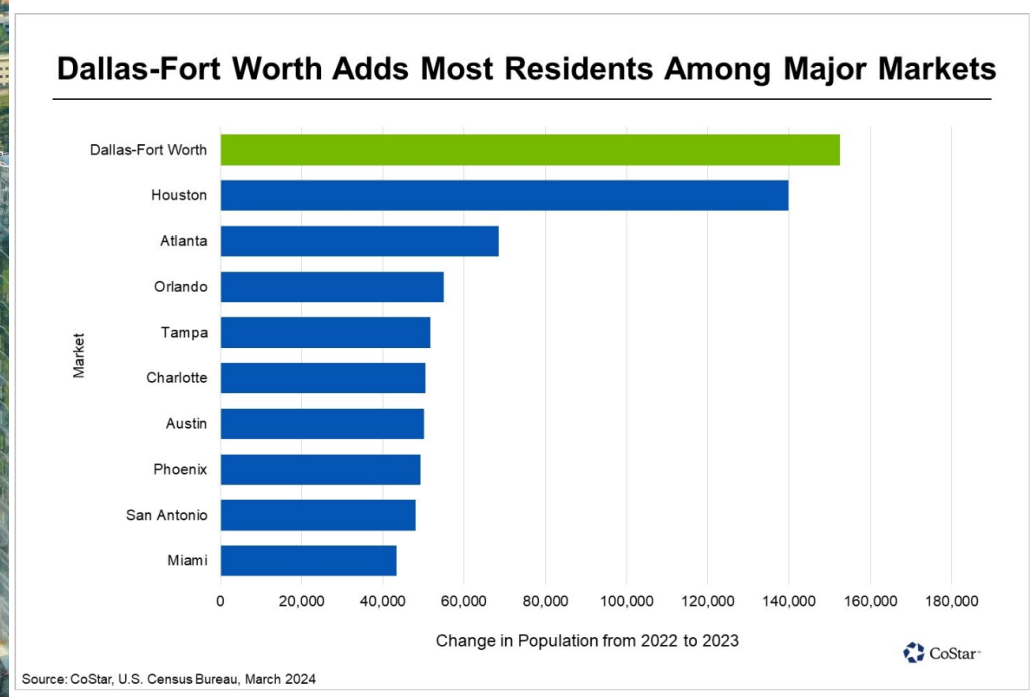
A STRATEGIC LOCATION

With a Strong Corporate Legacy

NORTH TEXAS IS BOOMING

The North Texas region saw the highest jump in residents from 2022-2023 in the country. It added 152,598 residents, bringing its total population over 8 million.

Metropolitan Area Tops 8.1 Million Residents



POPULATION

PLANO
290,108

COLLIN COUNTY
1,158,696

DFW
8,060,528

TEXAS
30,029,572

DECENNIAL POPULATION GROWTH
9.5%

Ten Largest Metros in the U.S.

Metropolitan Statistical Area	2022 population	2021-2022 percent change
New York	19,617,869	-0.8%
Los Angeles	12,872,322	-0.8%
Chicago	9,441,957	-0.8%
Dallas-Fort Worth	7,943,685	2.2%
Houston	7,340,118	1.7%
Washington, DC	6,373,756	0.1%
Philadelphia	6,241,164	-0.2%
Atlanta	6,222,106	1.3%
Miami	6,139,340	0.5%
Phoenix	5,015,678	1.5%



PLANO

186 SQUARE
KILOMETERS

DALLAS NORTH TOLLWAY

SAM RAYBURN TOLLWAY

PRES. GEORGE BUSH
TURNPIKE

ADDISON
AIRPORT

PRESTON ROAD

CENTRAL EXPY

DALLAS/FORT WORTH
INTERNATIONAL

DALLAS
LOVE FIELD

LOOP
12

IRVING LOOP
12

EXCELLENT ACCESS ACROSS THE GLOBE

Plano's location in the Central Time Zone and close proximity to DFW International Airport allows same-day departures and returns for both the East and West coasts.

DFW INTERNATIONAL AIRPORT

- Hub of American Airlines
- Fly to every city in continental U.S. within four hours

DALLAS LOVE FIELD

- Hub of Southwest Airlines
- Serves 13.5 million passengers a year

DART

- Light rail service at two locations in Plano
- Bus and on-demand service available throughout city
- Silver Line, opening in 2025

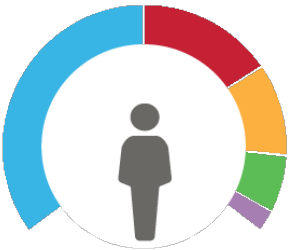
HIGHWAYS

- 4 Highways are contained within Plano making access easy throughout the North Texas region

PLANO: A GLOBAL BUSINESS CENTER

Plano, Texas located 30 kilometers north of Dallas, is the fourth largest city in the Dallas-Fort Worth region with over 290,000 residents. Plano is home to over 14,000 businesses and 72 Forbes' Global 2000 companies which includes many globally-recognized brands.

POPULATION BY RACE



- White 49.0%
- Asian 22.6%
- Hispanic 15.6%
- African American or Black 8.9%
- Other 3.9%

EDUCATIONAL ATTAINMENT

Age 25 & Older

PLANO

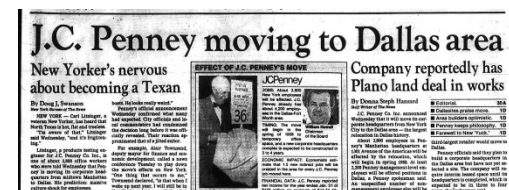
Associates	7.7%
Bachelors	35.8%
Graduate	23.3%

U.S.

Associates	8.8%
Bachelors	21.6%
Graduate	14%



HISTORY OF PLANO'S CORPORATE SUCCESS



1985

Electronic Data Systems founder Ross Perot purchased 2,700 acres of undeveloped land in Plano, Texas, and created Legacy, a renowned business park where he ultimately moved his company.

1987

Frito-Lay and JCPenney, also located to Plano's Legacy in 1987. This series of moves signaled Plano had become an appealing business location for growing corporations.

“At the same time, we realized a larger vision: that a location like Plano had the ability to attract other corporations like EDS to North Texas from around the country.”

- ROSS PEROT

72 FORBES GLOBAL 2000

3 FORTUNE 1000 HEADQUARTERS

32 FORTUNE 200



553 HEADQUARTERS (GLOBAL, NORTH AMERICAN, US, REGIONAL)

14K+ BUSINESSES TOTAL EMPLOYMENT: 264,419

BIG NAMES CALL US HOME



JPMorgan Chase
Regional Headquarters
10,530 Plano Employees



Bank of America
Regional Operations
6,318 Plano Employees



Capital One Finance
Regional Headquarters
5,578 Plano Employees



Toyota Motor North America
North American Headquarters
4,960 Plano Employees



PepsiCo / Frito-Lay North America
North American Headquarters
3,759 Plano Employees



Ericsson North America
North American Headquarters
3,346 Plano Employees



AT&T Foundry and Services
Regional Innovation Center
2,500 Plano Employees



Liberty Mutual Insurance Co.
Regional Headquarters
2,184 Employees



USAA
Regional Operations
2,092 Plano Employees



NTT DATA, INC.
U.S. Headquarters
2,045 Plano Employees



Fannie Mae
Regional Operations
2,000 Plano Employees



JCPenney Company, Inc.
Global Headquarters
2,000 Plano Employees



Samsung Electronics America, Inc.
Samsung Research America
Regional Headquarters
1,989 Plano Employees



FedEx Office
Regional Headquarters
1,257 Plano Employees



Fisher Investments
U.S. Headquarters
1,200 Plano Employees



Tech Mahindra Americas Inc.
North American Headquarters
817 Plano Employees



Abbott
Regional Operations
801 Plano Employees



Transamerica
Regional Operations
700 Plano Employees



Tyler Technologies, Inc.
North American Headquarters
685 Plano Employees



Pizza Hut, U.S.
U.S. Headquarters
661 Plano Employees



Raising Cane's
Regional Operations
647 Plano Employees



Hilti North America
North American Headquarters
496 Plano Employees



Cinemark
U.S. Headquarters
390 Plano Employees



Boeing Global Services
Division Headquarters
329 Plano Employees



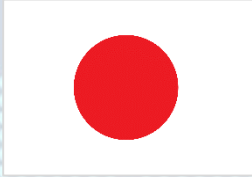
Upbound / Rent-A-Center
U.S. Headquarters
250 Plano Employees

CONSTRUCTION OF THE RYAN, LLC
US HEADQUARTERS



INTERNATIONAL BUSINESS

Plano is home to some of the world's largest conglomerates



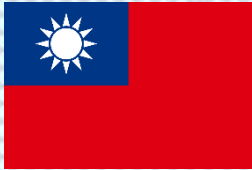
JAPAN

Toyota Motor North America
NTT DATA, Inc.
Tokio Marine North America



KOREA

Samsung Electronics America
SK Signet North America
Doosan Robotics Americas



TAIWAN

Delta Electronics
OmniOn Power
LITEON



INDIA

TATA Consultancy Services
Tech Mahindra (Americas)
Wipro



SWEDEN

Ericsson North America
Aptilo Networks



IRELAND

Ivy Technology Holdings
Spirent Communications
Origina US



CANADA

Mitel
Creation Technologies
BRP U.S.



NETHERLANDS

Transamerica
Randstad North America
ON2IT Inc.



LIECHTENSTEIN

Hilti North America



GERMANY

Siemens Digital Industries
Dematic
SAP Americas



A DYNAMIC WORKFORCE

With an Active Talent Pipeline



DFW LABOR FORCE – 4.4 MILLION

Talent Pipeline

Dallas-area employers are able to recruit easily from hundreds of schools within Texas and adjacent states, offering a highly educated pipeline of talent.

323,836

Number of bachelors, masters, and PhD degrees awarded in 2022 from educational institutions within Texas and adjacent states.

55,872

Number of bachelor's, master's, and PhD degrees awarded in 2022 from Dallas-area colleges and universities.



KEY PLANO PARTNERS



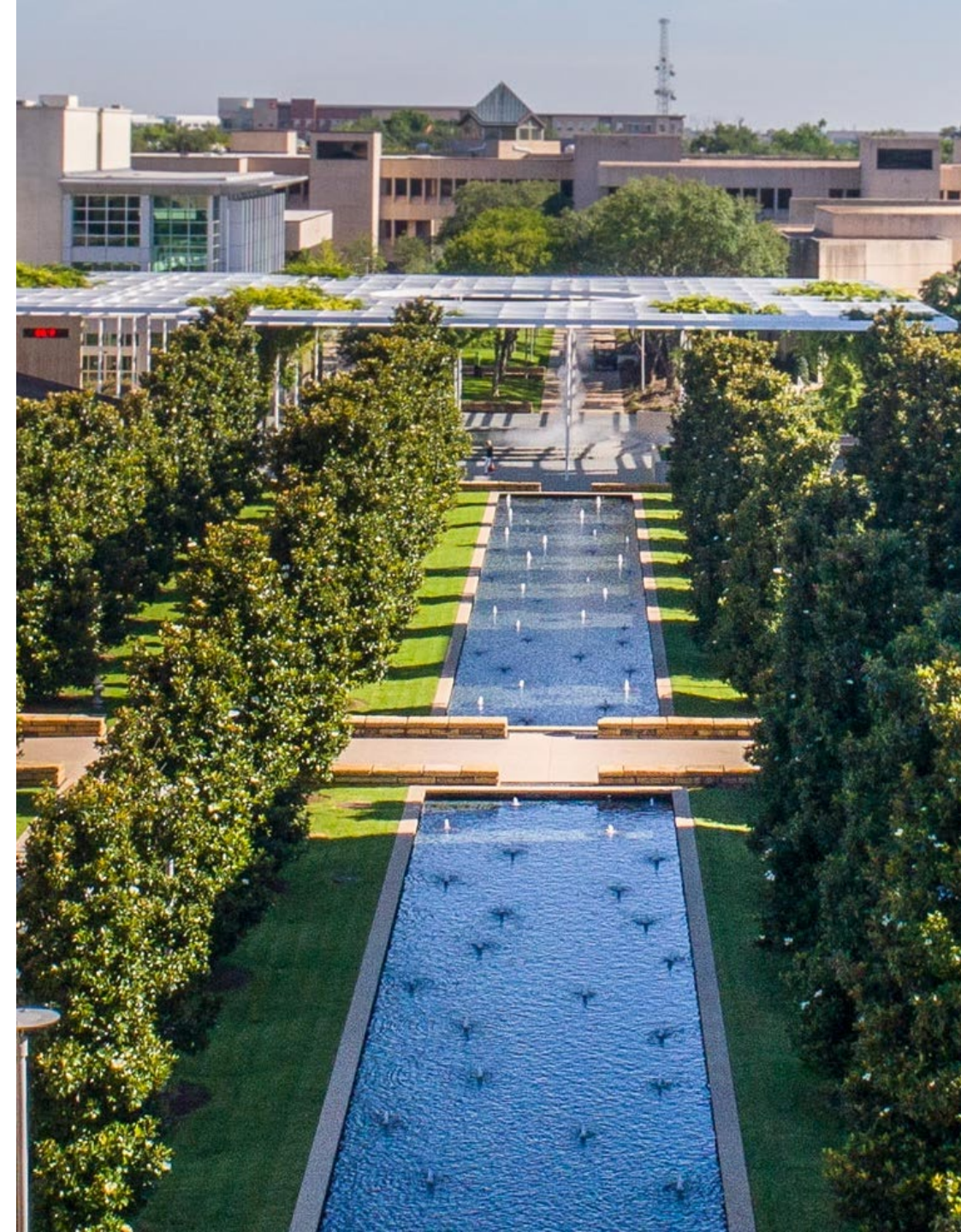
Major Universities

University	2023 Enrollment*
1 University of North Texas (UNT)	46,751
2 The University of Texas at Arlington (UTA)	41,376
3 The University of Texas at Dallas (UTD)	30,846
4 Texas Woman's University (TWU)	15,180
5 Texas Christian University (TCU)	12,731
6 Texas A&M University (TAMU) - Commerce	12,094
7 Southern Methodist University (SMU)	11,835
8 Dallas Baptist University (DBU)	4,201
9 University of North Texas (UNT) - Dallas	3,798
10 Texas Wesleyan University	2,666
11 UT Southwestern	2,502
12 University of North Texas Health Science Center - Fort Worth	2,317
13 University of Dallas (UD)	2,182
14 Texas A&M University School of Law - Fort Worth	447
15 University of North Texas College of Law - Dallas*	417

*preliminary



- 31,570 Students
- Located along Plano's southern border
- UTD is a young and innovative research university that is known for Science, Engineering, Mathematics and Business
- Emerged in the late 1960s as Texas Instruments founders foresaw a need for scientific and engineering talent
- Largest percentage of students are from Plano
- 146 academic programs including 90 master's and doctoral degree programs
- UTD's freshmen class consistently ranks amongst the Top 3 in Texas in terms of SAT scores, number of National Merit Scholars and students in the Top 10 percentile of their high school graduating class





- 58,801 Students system-wide
- Plano Campus is the largest campus in system
- Provides dual credit courses at more than 50 locations across the service area
- Offers four baccalaureate programs and is in the process of developing its fifth. These four-year programs can be completed for \$15,000 or less
- Offers over 200 programs (bachelor and associate degrees), certificates, licensures and OSA pathways. The college also partners with UT Dallas and Texas A&M Commerce to offer graduate level courses on campus



CUSTOMIZED WORKFORCE TRAINING FOR PLANO COMPANIES

- Unique Partnership to support Plano's Corporate Talent
- With the infrastructure and intellectual capacity in place, Collin College has available resources and talent to provide customized training for employers of all sizes
- Training options include soft skills and specialized technical training, each program carefully crafted to meet the needs of the employer
- This collaboration allows Plano to work closely with employers such as Project Turtle to identify training needs and ensure a quality experience through a trusted community provider
- Importantly, the college works closely with employers to support pipeline development on their schedule, tapping into both credit and non-credit pathways through apprenticeships and other on-demand tracks that support the employer's training needs – and their timeline
- Finally, with a robust Grants Division, Collin College works closely with Plano and other agencies to support local employers through skills development fund training and more





The district celebrates a 95% graduation rate, has been awarded the highest rating of Superior Achievement for 18 consecutive years and boasts one the highest performances on college entrance exams in the nation.



73 Campuses

100 Square Miles

Serving 10 DFW Cities

Plano, Richardson, Dallas, Murphy, Allen,
Carrollton, Garland, Lucas, Parker and Wylie

Strong Community Support

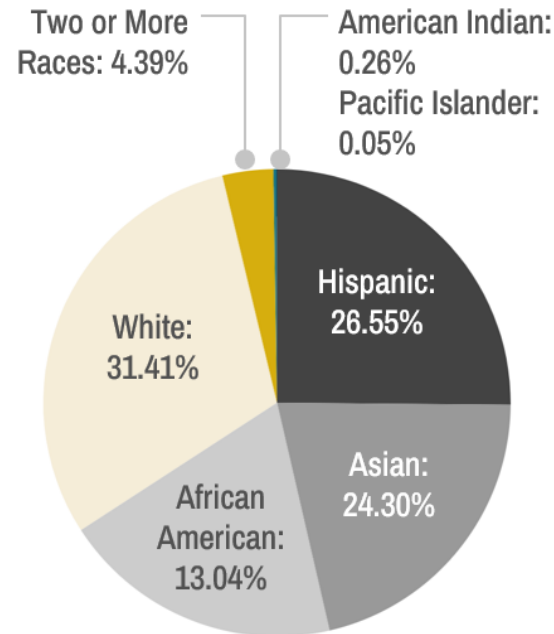
Voter approved \$1.34
billion bond in Fall 2022



~6,500 Employees

~48,000 Students

One of the top 20 most diverse
school districts in Texas



Plano ISD families represent

**90 languages spoken at home from
132 birth countries**



**29% Increase in CTE
Enrollment Over Last
5 Years**

**2,841 Industry-based
Certifications earned in 2023**

102 National Merit Finalists

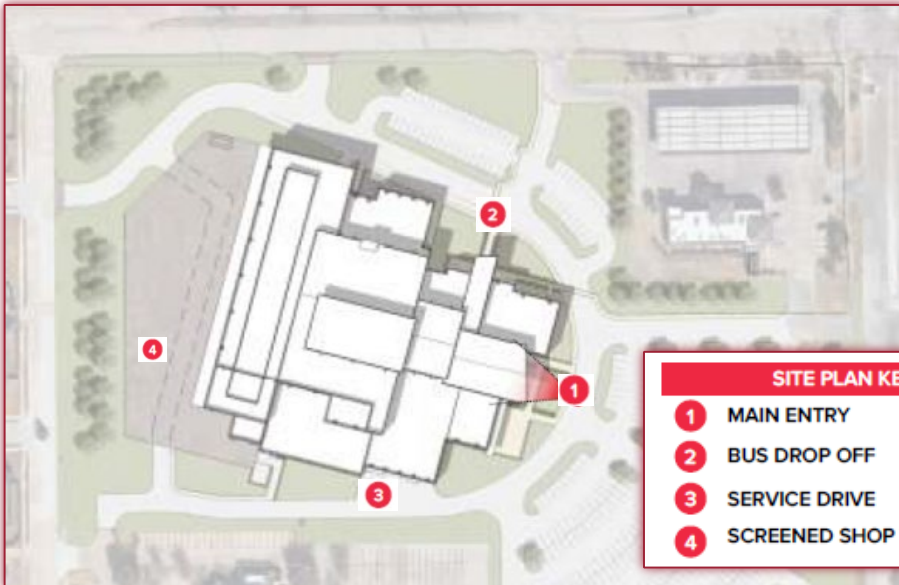
10 U.S. Presidential Scholar Candidates

Nearly 10,000 AP Tests
Earning College Credit



New CTE Center

\$ 1.34 Billion Bond Package Passed



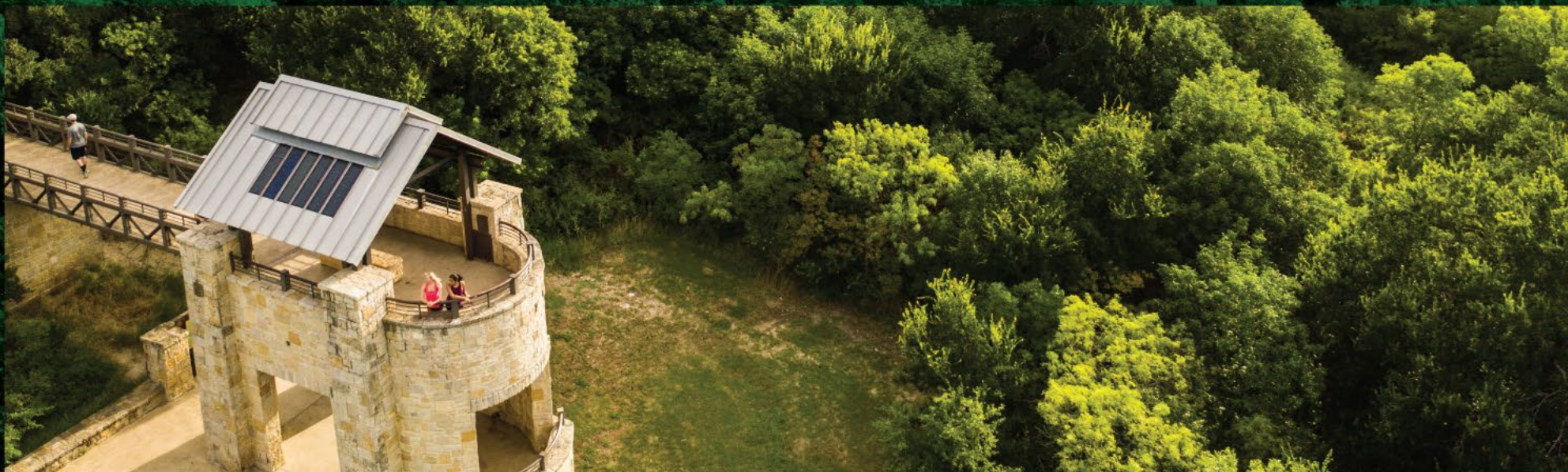
SITE PLAN KEY	
1	MAIN ENTRY
2	BUS DROP OFF
3	SERVICE DRIVE
4	SCREENED SHOP YARD



Plano ISD CTE Programs of Study

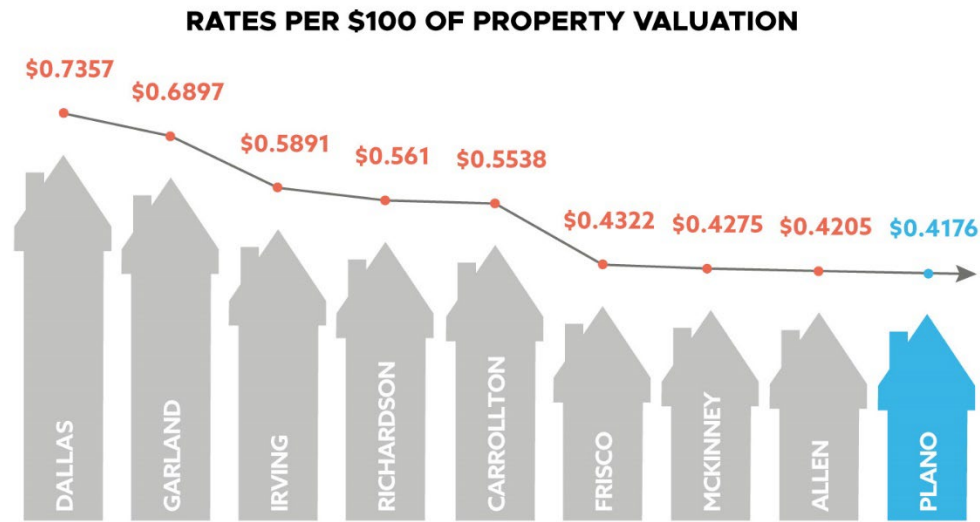


**Indicates a program at the new Plano ISD CTE Center*

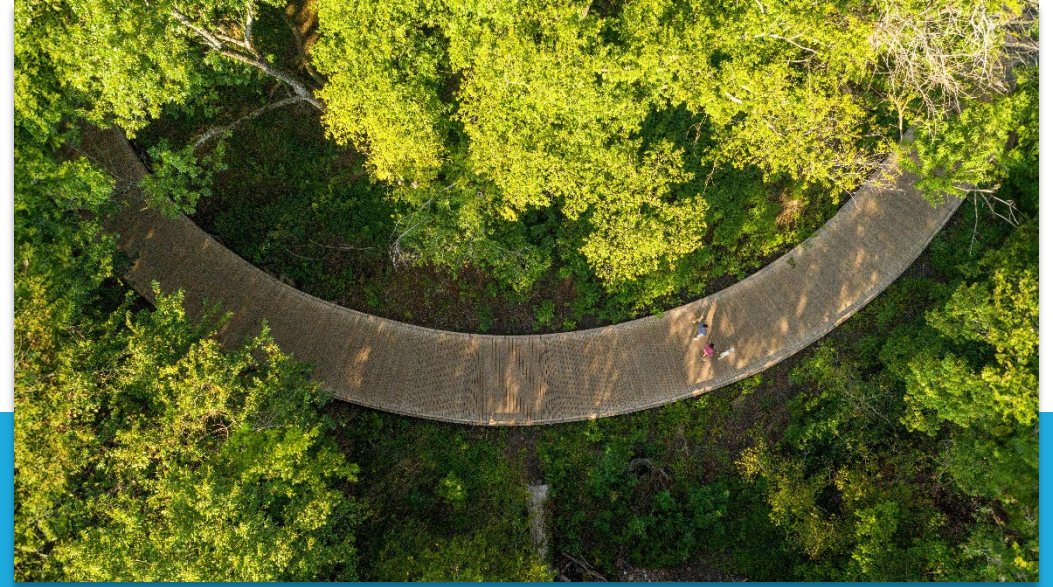


A STRONG QUALITY OF LIFE

STRONG QUALITY OF LIFE



Plano offers the **lowest property tax rate** when compared to other major employment centers in North Texas.



The City has the **#1 rated park system in Texas** which includes two large nature preserves – one of which is larger than NYC's Central Park. Over 80% of Plano's residents live within a 10-minute walk from one of the city's 142 parks, which total more than 4,500 acres. Plano also has over 100 miles of trails to explore.



Plano serves as the **healthcare hub of Collin County**, boasting five prominent hospitals. In addition to these facilities providing comprehensive specialized services, Plano stands out as one of the nation's foremost pediatric healthcare providers, hosts North Texas' sole freestanding heart and vascular health hospital, and houses a top-tier back institute. Medical Center Plano is the only Level I Trauma Center in Collin County.



Over 25 percent of Plano's population was born outside the U.S. **Plano is home to AsiaFest and the International Festival, which is the longest running multicultural festival in North Texas** bringing the sights, sounds, and tastes of the world to Plano.



Plano is also the only city in Collin County with an Equal Rights Ordinance to depict our **commitment to ensuring equality and inclusion** for all citizens and visitors in the areas of employment, housing, public accommodations and city contracting.

STRONG QUALITY OF LIFE



PLANO HAS MORE RESTAURANTS PER CAPITA THAN SAN FRANCISCO

Plano is a major shopping and retail destination for visitors:

- Shops at Legacy (North and East)
- Legacy West
- Shops at Willow Bend
- Collin Creek (under redevelopment)
- Historic Downtown Plano
- Park and Preston
- West Plano Village



LEGACY CONNECT

Connectivity is the key for vibrant and healthy places to live, work and play.

LegacyConnect can enable more commute options for employers and their employees.



A NON-PROFIT ASSOCIATION SUPPORTING COLLABORATION BETWEEN PUBLIC AND PRIVATE MEMBERS FOR TRANSPORTATION SOLUTIONS.

COMMITMENT TO SUSTAINABILITY

Plano hosts a quarterly **corporate sustainability forum with its largest employers** to share best practices and roll out new initiatives like the Green Business Certification program.

Over 25% of electricity for municipal buildings is sourced from wind energy, which qualifies the City of Plano as an Environmental Protection Agency Green Power Partner.

Plano partners with UT Dallas to deploy air quality monitors throughout the city and operates a LEED Platinum Environmental Education Center, which was constructed in 2010.



CORPORATE SOCIAL RESPONSIBILITY

Plano shares the same values as our corporations to give back to the community.

Volunteers in Plano (VIP) has been operating for over 40 years.

VIP works with our corporations to better understand the Company's interests and introduces to non-profit partners in Plano or North Texas.

Plano Economic Development promotes these initiatives on our website and on social media.



Corporate Social Responsibility

[Plano-based Frito-Lay to Roll Out Compostable Chip Bags](#)

[See More](#)

[North Texas Food Bank receives 40,000 pounds of protein](#)

[See More](#)

[Frito-Lay Announces Partnership with the United Negro College Fund \(UNCF\)](#)

[See More](#)

[Children's Health Receives Generous Donation for Their Expansion](#)

[See More](#)

[Children's Health Plano Receives Surprise Visitor](#)

[See More](#)

[USAA Donates to American Red Cross for Ida Relief](#)

[See More](#)

[Frito-Lay Partners with Feed The Children to Provide Critical Food Items to Students During 2021-22 School Year](#)

[See More](#)

[Toyota partners with Meals on Wheels, VNA](#)

[See More](#)

[FedEx Gives the Gift of Oprah's Favorite Things](#)

[See More](#)



ACCOLADES

#1 Happiest City in Texas
#35 in US

#2 Best City in Texas for Jobs
#9 in US

#1 Top Tech City in Texas
#4 in US

#2 Top City in Texas for Foreign
Investment
#3 in US

#1 Park System in Texas
#16 in US

#5 Safest City in the US

#1 Hardest Working City in Texas
#12 in US

#1 Least Risky City in US to
Run a Small Business

#1 Best City in Texas to Raise a Family
#4 in US





A DISTINCTIVE CORPORATE ADDRESSES

DISTINCTIVE CORPORATE ADDRESSES



LEGACY

A 2,665-acre business, retail and residential community, featuring 36 million square feet of office space and easy access to 70+ restaurants, shopping and entertainment venues at Legacy West and the Shops at Legacy.

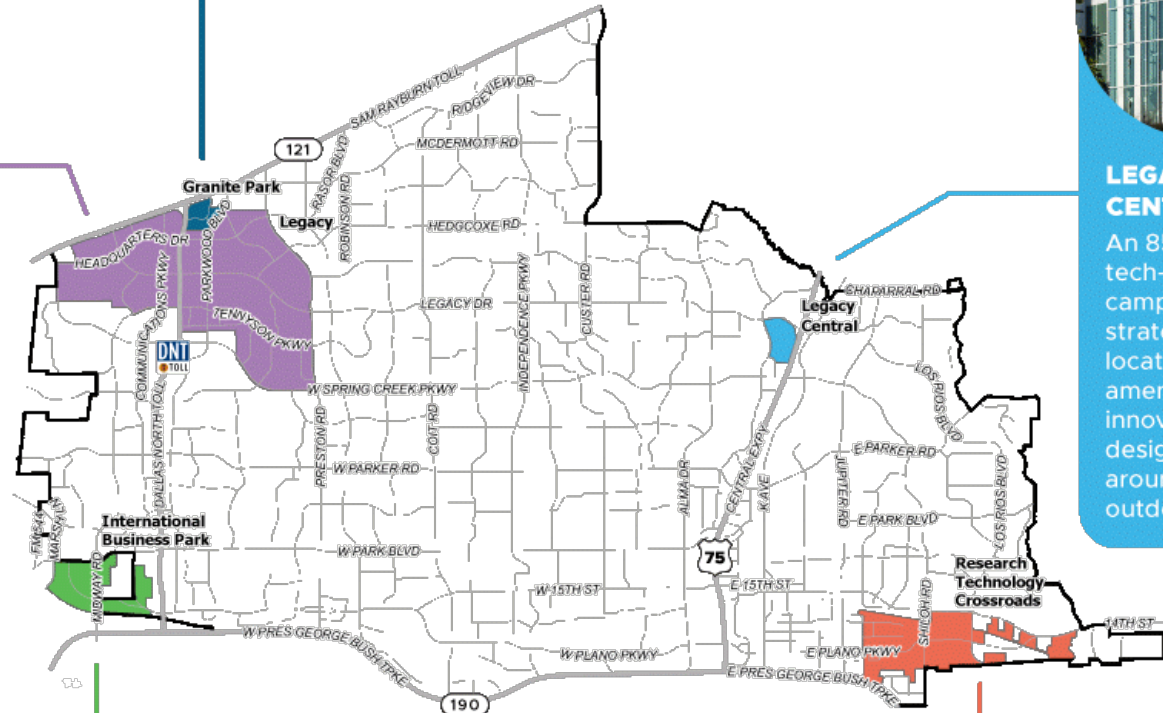
GRANITE PARK

a master-planned mixed-use office development with over 2 million square feet of office space, presents a variety of dining options, entertainment and a full-service Hilton hotel.



LEGACY CENTRAL

An 85-acre tech-focused campus with strategic location, top amenities and innovative design, centered around inviting outdoor spaces.



INTERNATIONAL BUSINESS PARK

A 300-acre master-planned office park with over 1.4 million square feet of office, located in the "Platinum Corridor".



RESEARCH TECHNOLOGY CROSSROADS

An 800-acre technology/light industrial park in southeast Plano, known for its proximity to tech firms, skilled workers and transportation access.





LEGACY WEST





LEGACY WEST – FOOD HALL





SHOPS AT LEGACY





BOARDWALK AT GRANITE PARK





A COMPETITIVE APPROACH



TAXATION

- No State Income Tax
- Lowest Effective Tax Rate of DFW Cities
- 20% Homestead Tax Exemption
- \$40,000 Senior/Disability Exemption
- Age 65 and Older Tax Freeze
- No Impact Fees

STATE INCENTIVES

- Texas Enterprise Fund (FEF)
- Texas Enterprise Zone Program (EZP)
- Skills Development Training Grants

LOCAL INCENTIVES

- Job and Skills Development Grants
- Site and Infrastructure Grants
- Occupancy and Relocation Grants
- Fees Rebate Grants
- Specialty Grants for Small Businesses
- Tax Abatements
- Triple Freeport Exemption
- Concierge Service for Special Projects

COUNTY PROGRAMS

- PACE Program of Collin County

A wide-angle photograph of the Toyota North America Headquarters. The building is a modern, multi-story structure with large glass windows and a flat roof. In the foreground, there is a landscaped courtyard with a central water feature, paved walkways, and young trees. The sky is blue with scattered white clouds.

THANK YOU

FOR MORE INFORMATION, PLEASE VISIT:

www.planotexas.org

TOYOTA NORTH AMERICA HEADQUARTERS

