



ECONOMIC DEVELOPMENT



TEAM PLANO

SUPPORTING TEAMS

- Visit Plano
- Special Projects



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WHAT IS ECONOMIC DEVELOPMENT?



CREATE JOB OPPORTUNITIES

to provide access to wealth through economic growth



DIVERSIFY

the economic base to cushion against economic shock



INCREASE TAX BASE

to provide services to citizens



VIRTUOUS CYCLE



ECONOMIC DEVELOPMENT CORPORATIONS (EDC)

The terms "Type A" and "Type B" are also used to define how a city uses

sales tax revenue for development:

TYPE A & B

A

INDUSTRIAL/OFFICE

Typically focus on manufacturing, research and development, and industrial infrastructure.

VS.

B

COMMUNITY

Have broader authority, allowing them to fund Type A projects plus retail, restaurant, mixed use and "quality of life" projects like parks, sports facilities, and affordable housing.

PLANO VS. TYPE A & B CITIES



Member of DART
Contributes 1 cent to the metropolitan transit authority

Department
City Funds

City Council Approval
Authorizes agreements

VS.



Not a Member of Transportation Authority

Corporation
Up to 1% sales tax

Board Approval
Faster Process

PLANO VS. TYPE A & B CITIES

2024-2025 Fund Comparison

Plano Economic Development Department - \$8,500,000 – 25/26 - \$11,500,000
Type A – McKinney Economic Development Corporation - \$26,659,704
Type A – Allen Economic Development Corporation - \$16,764,998
Type A – Frisco Economic Development Corporation - \$39,296,520

TAX ABATEMENT AGREEMENTS



AUTHORIZED BY THE TAX CODE

- ✓ Title 3. Local Taxation
- ✓ Subtitle B. Special Property Tax Provisions
- ✓ Chapter 312. Property Redevelopment and Tax Abatement Act (1987)
- ✓ Reauthorized by the Texas Legislature (2019)



SINCE 1987, PLANO CITY COUNCIL HAS PASSED 141 TAX ABATEMENT AGREEMENTS

- ✓ Abates a % of taxes owed on RP and/or BPP
- ✓ Agreements cannot exceed 10 years
- ✓ Practice of not providing TA to speculative / multi-tenant building(s)
- ✓ 59 (33%) to companies with less than 100 employees
- ✓ 25 (14%) to international companies

ECONOMIC DEVELOPMENT AGREEMENTS

(CHAPTER 380 AGREEMENTS)



AUTHORIZED BY THE LOCAL GOV'T CODE

- ✓ Title 21. Planning and Development
- ✓ Subtitle A. Municipal Planning and Development
- ✓ Chapter 380
- ✓ Section 380.001. Economic Development Programs



SINCE 2006, PLANO CITY COUNCIL HAS PASSED 170 ECONOMIC DEVELOPMENT (380) AGREEMENTS

- ✓ 54 Active
- ✓ 93 Expired
- ✓ 34 Terminated

33% of AGREEMENTS ARE FOR SMALL BUSINESS

62% of all incentives have been used for **ATTRACTION PROJECTS**, while **RETENTION PROJECTS** account for 36%. The remaining 2% is for building modernization support.

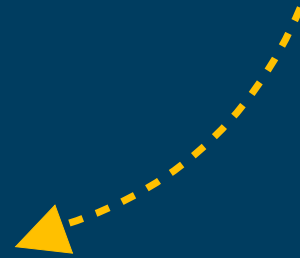
ECONOMIC DEVELOPMENT IMPACT

# Projects	FISCAL YEAR	TOTAL NET JOBS	MEDIAN ANNUAL SALARY	TOTAL IMPROVEMENTS
184	FY06/07-Today	49,989	\$95,740	\$4,350,392,765



50%

Of the City's General Revenue
is generated from the
Commercial Sector





**WHERE
BUSINESSES
COME TO
THRIVE**



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.



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

76 FORBES GLOBAL 2000 COMPANIES

5 FORTUNE 1000 HEADQUARTERS

 1975 MEDICAL CITY PLANO 1,500,000 sq ft Regional Healthcare Center \$200,000,000 sq ft expansion	 1985 REPUBLIC BANK NORTH AMERICA 1,000,000 sq ft Regional Headquarters	 1997 SUN BRANDS 1,000,000 sq ft Building 200,000 sq ft expansion	 1998 BANK OF AMERICA 1,000,000 sq ft Corporate Regional Headquarters	 1999 PSC PACKAGING CORPORATION OF AMERICA 250,000 sq ft Building Headquarters	 2001 REPUBLIC NORTH AMERICA 1,000,000 sq ft Corporate Headquarters	 2002 THE CENTER FOR AMERICAN AND INTERNATIONAL LAW 100,000 sq ft Building Headquarters	 2004 ABBOTT 250,000 sq ft Building Regional Operations \$50,000,000 sq ft expansion	 2004 SPICELAND GROUP 100,000 sq ft Building Headquarters	 2007 BAYLOR SCOTT & WHITE MEDICAL CENTER - PLANO 1,000,000 sq ft Regional Headquarters Center \$50,000,000 sq ft expansion	 2007 BAYLOR SCOTT & WHITE MEDICAL CENTER - DALLAS 1,000,000 sq ft Regional Headquarters Center \$50,000,000 sq ft expansion				
 2008 CHILDREN'S MEDICAL CENTER PLANO 1,000,000 sq ft Regional Headquarters \$50,000,000 sq ft expansion \$50,000,000 sq ft expansion	 2008 CAPITAL ONE FINANCE 1,000,000 sq ft Corporate Regional Operations \$50,000,000 sq ft expansion	 2009 CHINA 1,000,000 sq ft Building Regional Operations	 2009 JERNSEY 100,000 sq ft Corporate Headquarters	 2009 CONSERVE HOLDINGS 100,000 sq ft Building Headquarters	 2011 SUNBELT ENERGY 1,000,000 sq ft Corporate Regional Operations	 2011 SUNBELT ENERGY 1,000,000 sq ft Corporate Regional Operations	 2013 DELTA ELECTRONICS 1,000,000 sq ft Corporate Regional Operations \$50,000,000 sq ft expansion \$50,000,000 sq ft expansion	 2013 TEAM PERFORMANCE 1,000,000 sq ft Corporate Headquarters	 2013 WINCO 1,000,000 sq ft Building Headquarters	 2013 USA 1,000,000 sq ft Corporate Regional Operations \$50,000,000 sq ft expansion \$50,000,000 sq ft expansion	 2015 BUSINESS DATA 1,000,000 sq ft Building Headquarters \$50,000,000 sq ft expansion \$50,000,000 sq ft expansion	 2015 PROFORMA ONE 1,000,000 sq ft Corporate Regional Operations \$50,000,000 sq ft expansion	 2015 FEDEX OFFICE 1,000,000 sq ft Building Headquarters	 2017 TOYOTA MOTOR NORTH AMERICA 1,000,000 sq ft Corporate Regional Operations
 2017 FANNER MAC 1,000,000 sq ft Building Regional Operations	 2017 LIBERTY MUTUAL INSURANCE 1,000,000 sq ft Corporate Regional Operations	 2017 HOME INVESTMENTS 1,000,000 sq ft Building Regional Operations \$50,000,000 sq ft expansion	 2019 SUNBELT ENERGY 1,000,000 sq ft Corporate Regional Operations \$50,000,000 sq ft expansion	 2021 PROCOR MAC 1,000,000 sq ft Building Regional Operations	 2021 REPUBLIC FINANCE 1,000,000 sq ft Building Headquarters	 2024 REPUBLIC FINANCE 1,000,000 sq ft Building Headquarters	 2024 REPUBLIC FINANCE 1,000,000 sq ft Building Headquarters	 2024 REPUBLIC FINANCE 1,000,000 sq ft Building Headquarters	 2024 REPUBLIC FINANCE 1,000,000 sq ft Building Headquarters	 2024 REPUBLIC FINANCE 1,000,000 sq ft Building Headquarters	 2025 SUNBELT ENERGY 1,000,000 sq ft Building Regional Operations	 2029 AT&T 1,000,000 sq ft Corporate Headquarters		



BIG NAMES CALL US HOME



JPMorganChase

Regional HQ
11,100 Plano Employees



Regional Operations
7,270 Plano Employees



Regional HQ
6,200 Plano Employees

TOYOTA

North American HQ
5,120 Plano Employees

PEPSICO

North American HQ
3,759 Plano Employees



Americas HQ
3,346 Plano Employees



Regional Innovation Center
2,500 Plano Employees



Regional HQ
2,000 Employees



Regional Operations
2,092 Plano Employees

NTT DATA

U.S. HQ
1,900 Plano Employees



Regional Operations
2,000 Plano Employees

JCPenney

Global HQ
2,000 Plano Employees

SAMSUNG

Regional HQ
1,700 Plano Employees

FedEx

Regional HQ
1,400 Plano Employees

FISHER INVESTMENTS

U.S. HQ
1,700 Plano Employees

Tech Mahindra

North American HQ
170 Plano Employees



Regional Operations
1,000 Plano Employees

SALLY.

Headquarters Operations
600 Plano Employees



North American HQ
850 Plano Employees



U.S. HQ
780 Plano Employees



Regional Operations
647 Plano Employees

HILTI

North American HQ
560 Plano Employees

CINEMARK

U.S. HQ
400 Plano Employees



Division HQ
329 Plano Employees

2025 PROGRESS REPORT

100+ PROJECTS:
40+ EXPANSION
60+
RELOCATION

2,500,000+
SQUARE FEET
SPACE LEASED

MORE THAN
7,000+
EMPLOYEES
ADDED

NEW ED POLICY
AND INCENTIVE
TOOLKIT

NEW
MARKETING
PROGRAMS

REAL ESTATE
COMMUNITY
ENGAGEMENT

BUSINESS
RETENTION/
EXPANSION
PROGRAM

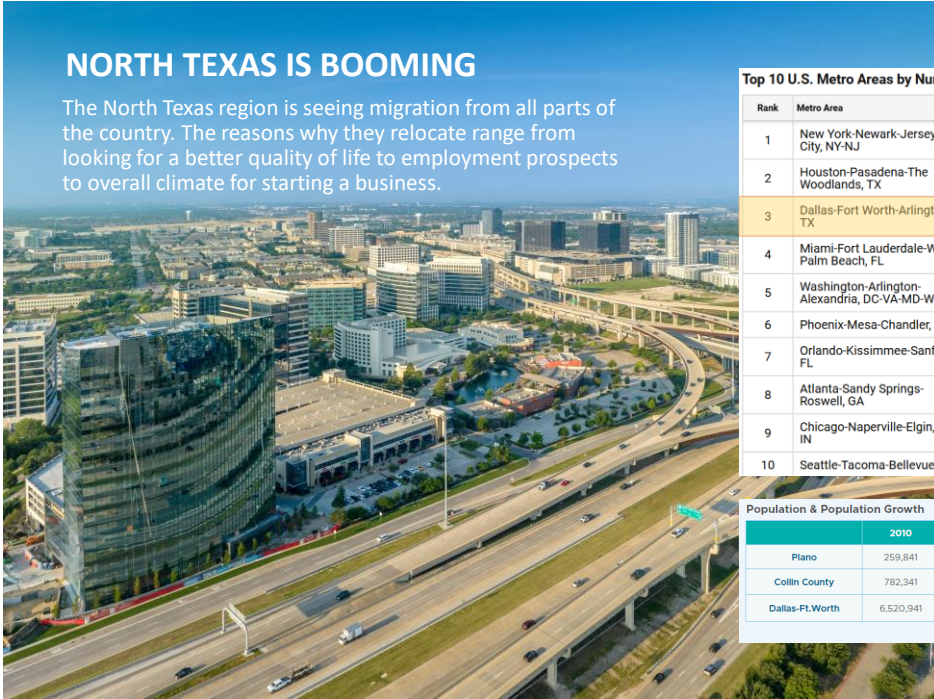
INTERNATIONAL
PROGRAM





NORTH TEXAS IS BOOMING

The North Texas region is seeing migration from all parts of the country. The reasons why they relocate range from looking for a better quality of life to employment prospects to overall climate for starting a business.



Top 10 U.S. Metro Areas by Numeric Growth: July 1, 2023, to July 1, 2024

Rank	Metro Area	April 1, 2020 (Estimates Base)	July 1, 2023	July 1, 2024
1	New York-Newark-Jersey City, NY-NJ	20,083,412	19,726,871	19,940,274
2	Houston-Pasadena-The Woodlands, TX	7,150,233	7,598,011	7,796,182
3	Dallas-Fort Worth-Arlington, TX	7,638,258	8,166,110	8,344,032
4	Miami-Fort Lauderdale-West Palm Beach, FL	6,138,357	6,334,517	6,457,988
5	Washington-Arlington-Alexandria, DC-VA-MD-WV	6,278,595	6,345,881	6,436,489
6	Phoenix-Mesa-Chandler, AZ	4,851,322	5,102,020	5,186,958
7	Orlando-Kissimmee-Sanford, FL	2,673,387	2,864,544	2,940,513
8	Atlanta-Sandy Springs-Roswell, GA	6,106,805	6,336,015	6,411,149
9	Chicago-Naperville-Elgin, IL-IN	9,454,363	9,337,814	9,408,576
10	Seattle-Tacoma-Bellevue, WA	4,018,783	4,078,828	4,145,494

Population & Population Growth				
	2010	2020	2025	Growth 2010-2025
Plano	259,841	285,494	290,594	11.8%
Collin County	782,341	1,064,465	1,254,658	60.4%
Dallas-Ft. Worth	6,520,941	7,637,387	8,718,500	33.7%

Source: U.S. Census Bureau

PLANO AT A GLANCE

A GLOBAL BUSINESS CENTER

Plano, Texas located 19 miles north of Dallas, is the fourth largest city in the Dallas-Fort Worth region with over 290,000 residents.



EXCELLENT ACCESS

TO AIR, LIGHT RAIL, PUBLIC TRANSIT AND ROADS



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 18 million passengers a year



DART

- Light rail service at 4 locations in Plano
- Bus and on-demand service
- Silver Line Rail, opened 2025



HIGHWAYS

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

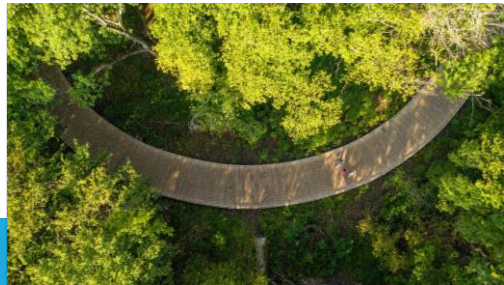


STRONG QUALITY OF LIFE



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

Based on an average Plano home value of \$541,700, the chart below illustrates what you can expect to pay in annual taxes in various DFW cities.



The City has the **#1 rated park system in Texas** which includes two large nature preserves – **one 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 has a distinctive sense of place. From the historic charm of Downtown Plano Arts District to the vibrant energy of Legacy West, our city offers something for everyone. In fact, **Plano boasts more restaurants per capita than San Francisco.**

STRONG QUALITY OF LIFE

ACCOLADES

#1 Happiest Big City in America
(2025, WalletHub)

#1 Park System in Texas
(2025, Trust for Public Land)

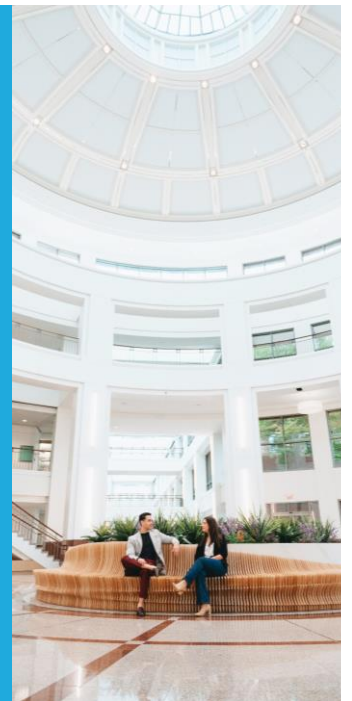
#1 Safest City in Texas, #3 in U.S.
(Wallethub, 2025)

#3 Most Affordable City to Live in the
Southwest (2025, MarketWatch)

#3 Best City in Texas to Raise a Family
(2025, WalletHub)

#6 Most Affordable City in the U.S.
(2025, Motley Fool Money)

#7 Hardest Working City in Texas
(2026, WalletHub)

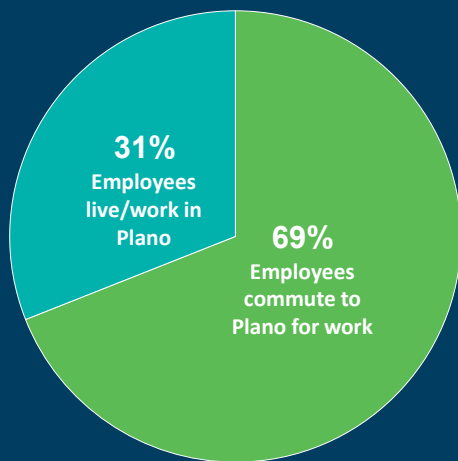




 Plano

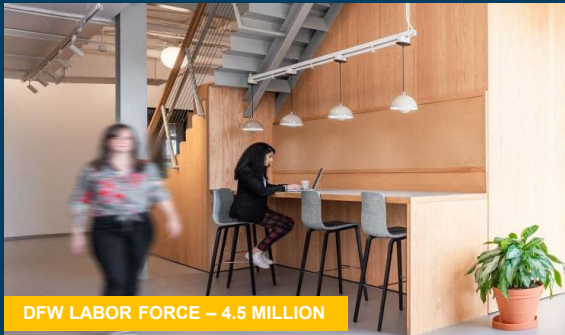
WORKFORCE

Plano distinguishes itself from a traditional suburb of Dallas by drawing the majority of its workforce from the region who commute to Plano for employment.



A highly educated workforce with proximity to Dallas' large labor pool.

Plano Adults with Bachelor's+	63.6%
DFW Labor Force	4.5 Million
Union Affiliation in Texas	4.5%
Union Representation in Texas	5.4%



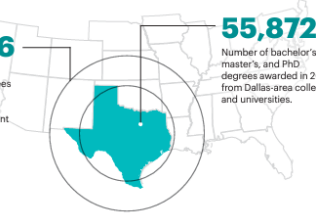
DFW LABOR FORCE – 4.5 MILLION

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 bachelor's, 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

Plano Area Universities

Collin College (all campuses)	60,679
University of Texas at Dallas	29,886
Paul Quinn College (an Urban Work College)	--

Major Dallas Area Universities

University of North Texas	46,940
University of Texas at Arlington	42,710
Dallas College	26,255
Texas Woman's University	15,424
East Texas A&M University	13,000
Texas Christian University	12,938
Southern Methodist University	12,554
Dallas Baptist University	4,150
University of North Texas-Dallas	4,230
University of Dallas	2,600
Texas Wesleyan University	2,666
UT Southwestern Medical	2,580

*Fall 2025 data. Source: University Websites

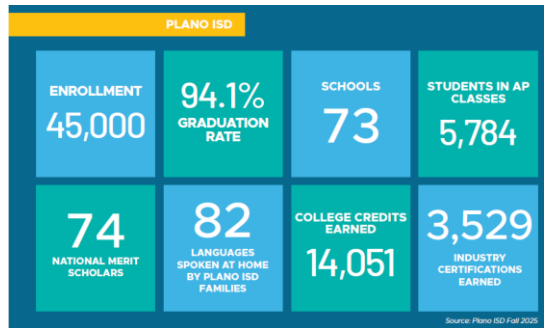
K-12 EDUCATION



Plano ISD's Superior Achievement with a Perfect Score of 100 on the 2024-2025 School Financial Integrity Rating Systems of Texas (FIRST)

Boasts one the highest performances on college entrance exams in the nation.

Plano ISD families represent 82 languages spoken at home and 132 birth countries.





INDUSTRY TARGETS

INDUSTRY TARGETS	INDUSTRY RELOCATIONS 10/06 - TD
Headquarters/Regional Operations	30%
Software/Information Technology	16%
Professional & Business Services	11%
Manufacturing	11%
Financial Services	9%
Telecom	6%
Electronics	5%
Other	12%



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

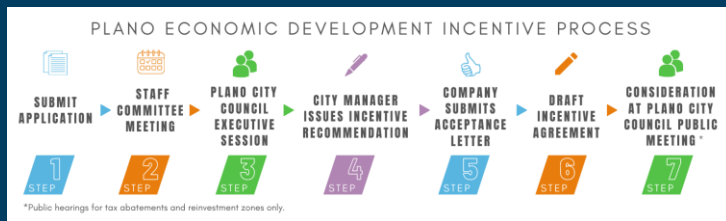
- Job and Skills Development Grants
- Site and Infrastructure Grants
- Occupancy and Relocation Grants
- Fees Rebate Grants
- Specialty Grants for Small Businesses
- Retail Revitalization Grants (NEW)
- Building Modernization Grants (NEW)
- Tax Abatements
- Triple Freeport Exemption
- Concierge Service for Special Projects

COUNTY PROGRAMS

- PACE Program of Collin County



INCENTIVE PROCESS



SITE SELECTION

COMBINED RATINGS* CONSULTANT SURVEY

Site Selection Factors	2025	2024
Ranking		
1. Energy availability	100.00%	97.9 (3)
2. Available land	100.00%	98 (T2)
3. Skilled labor	98.44%	100 (1)
4. Expedited permitting	98.44%	81.6 (T9)
5. Proximity to suppliers	96.88%	89.8 (T5)
6. Energy costs	95.31%	93.9 (4)
7. Responsive state & local government	95.31%	98(T2)
8. Property tax	95.24%	N/A
9. State and local incentives	95.23%	98 (T2)
10. Highway	93.76%	89.8 (T5)
11. Environmental regulations	93.75%	85.7 (T7)
12. Proximity to major markets	92.19%	83.7 (8)
13. Labor costs	90.63%	87.8 (6)
14. Available buildings	84.13%	81.6 (T9)
15. Water availability	81.26%	85.7 (T7)

16. Construction costs	80.64%	79.6 (T10)
17. Technical schools	79.69%	69.4 (T13)
18. Shovel-ready, certified sites	78.12%	79.6 (T10)
19. Airport	75.00%	69.4 (T13)
20. Raw materials	73.44%	75.5 (11)
21. Training programs	69.84%	71.5 (12)
22. Corporate tax rate	69.84%	58.4 (18)
23. Sales tax	68.26%	N/A
24. Low union profile	65.63%	63.3 (14)
25. ICT, Broadband	64.06%	55.1 (19)
26. Weather hazards	64.06%	62.5 (15)
27. Quality of life	61.90%	59.2 (16)
28. Right-to-work	58.73%	59.2 (17)
29. Port, Waterway	47.62%	42.8 (20)
30. Rail	46.88%	41.7 (21)

*All figures are percentages and are the total of the "very important" and "important" ratings of the Area Development Corporate Survey and are rounded to the nearest tenth of a percent.



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.



BUSINESS AND COMMUNITY ENGAGEMENT

- Groundbreakings
- Ribbon Cuttings
- Broker Events
- Resources & Tools
- Progress Reports & Annual Updates
- Resident Benefit Meetings



SMALL BUSINESSES / ENTREPRENEURS

In partnership with Plano Public Libraries, our department supports small businesses and entrepreneurs.

Library Business Resources (Dallas SCORE)

- Mentoring
- Networking
- Classes
- Business Center

SizeUp Plano

- Small Business Insights
- Local Industry Pulse

Other local partners include: Plano Chamber, DallasSCORE, NTx SBDC, local universities & more.





SizeUpPlano

LAUNCH

Scan to begin
using SizeUp:



SPECIAL PROJECTS DEPARTMENT



Development,
Redevelopment,
Special Districts,
Concierge Services



Real Estate
Management



Downtown Plano
Management
& Placemaking



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.

ASSEMBLY PARK



ASSEMBLY PARK

- 180,000 SF Office
- 16,000 SF Dining & Retail
- 305 Multifamily Units
- On-Site Parks & Greenspace
- New Hike & Bike Paths



COLLIN CREEK



COLLIN CREEK - \$1 BILLION REDEVELOPMENT



308,000 SF Retail



40,000 SF Restaurant Space



300 Independent Living Residences



1.3M SF Office Space



200,000 SF Service Space



500 SF Homes, 2,300 MF Homes



8 Acres of Park Space



200 Hotel Guest Rooms + 40K Hotel Event Space



COLLIN CREEK – NOVEMBER 2024





COLLIN CREEK – NOVEMBER 2024





The Bend



Miyako Hotel



AT&T Global Headquarters

54-acre
Redevelopment
Project



1985

History:

- Electronic Data Systems' (EDS) main campus was 99-acres and served as the catalyst for the Legacy business park
- EDS acquired by Hewlett-Packard in 2008
- HP fully vacated property in 2018



2028/2029

- AT&T plans to relocate its global headquarters to a new 54-acre campus.
- 2M square feet of office space with a potential of up to 10,000 employees.

"AT&T's relocation represents a powerful reinvestment in the Legacy business district, building on an extraordinary foundation that has driven growth in Plano and our region for decades. With surrounding Legacy developments already advancing innovation, the addition of AT&T brings fresh momentum to this iconic area and helps position Legacy for its next generation of success."

- Mayor John Muns

EDS/AT&T Headquarters



EDS/AT&T Headquarters





THANK YOU

Economic Development Department
planotexas.org

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Director

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