

DREAM  
HOTELS

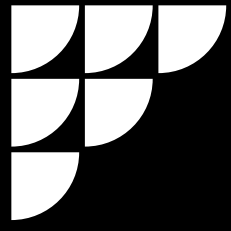
Firefly Offices

 Firefly Park

  
WILKS  
DEVELOPMENT

 TRANSWESTERN





# Discover Firefly Park, where urban sophistication meets unparalleled natural beauty & world-class amenities.

Located at the southwest corner of 380 and Dallas North Tollway, adjacent to the PGA of America Headquarters in Frisco, Texas.

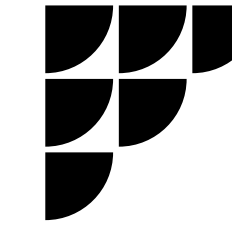
- World class 45-acre park
- Scenic trails, 5 picturesque ponds with fountains, & viewing / fishing decks
- 3,000 guest amphitheater for live music events & entertainment
- 400,000 SF of retail, dining, & entertainment
- 1,200 hotel rooms that will serve Frisco's visitors, local businesses, or those just enjoying a night out at Firefly's entertainment district
- More than 3,000,000 SF of premier AA office space
- Large event lawn to host community gatherings
- Event space & chapel, surrounded by water, amazing views, & a beautiful courtyard
- 230 high-end for sale lock-and-leave townhomes
- 1,970 residential mid-rise & high-rise units, designed with fabulous features, remarkable skyline & park views, including the PGA Championship golf courses











# A master-planned community designed for everyone.

● Phase I ● Future Phase

**1 DREAM HOTEL & AA OFFICE SPACE**  
• 190 hotel rooms & 131,735 SF of AA office space

**2 CENTRAL PLAZA**  
• 14,000 SF of gathering space

**3 PARK RETAIL**  
• 120,000 SF of retail & food & beverage space with patios

**4 AURORA**  
• 250 high rise luxury multi-family units

**5 THE NOC**  
• 200 mid rise luxury multi-family units

**6 TOWNHOMES**  
• 230 homes with dedicated park area

**7 PARK & OPEN SPACE TRAILS**  
• 1.75 miles of stone dust, boardwalk, & concrete paths & trails

**8 CHAPEL**  
• 5,000 SF chapel & private event venue; 250 person capacity

**9 PARKING GARAGE**  
• 1,286 total spaces, 500 spaces dedicated to retail parking

**10 NATIVE GARDEN**  
• 1.25 AC of Texas native plants with 1/3 mile of stone dust trails

**11 AMPHITHEATER**  
• 1.1 AC venue with 3,800 SF shade structure & 1,500 SF stage  
• 0.5 AC event lawn for over 3,000 attendees  
• 2,300 SF of food & beverage space with over 1,500 SF patio space

**12 DESTINATION PLAYGROUND**  
• 1.8 AC adventure playground with climbing elements, bridges & tunnels, swings & slides, shaded toddler area, interactive water feature with splash pad, woodland trails, & restroom

**13 HIKE & BIKE TRAIL**  
• 1.2 miles of lit concrete paths for pedestrians and bicycles

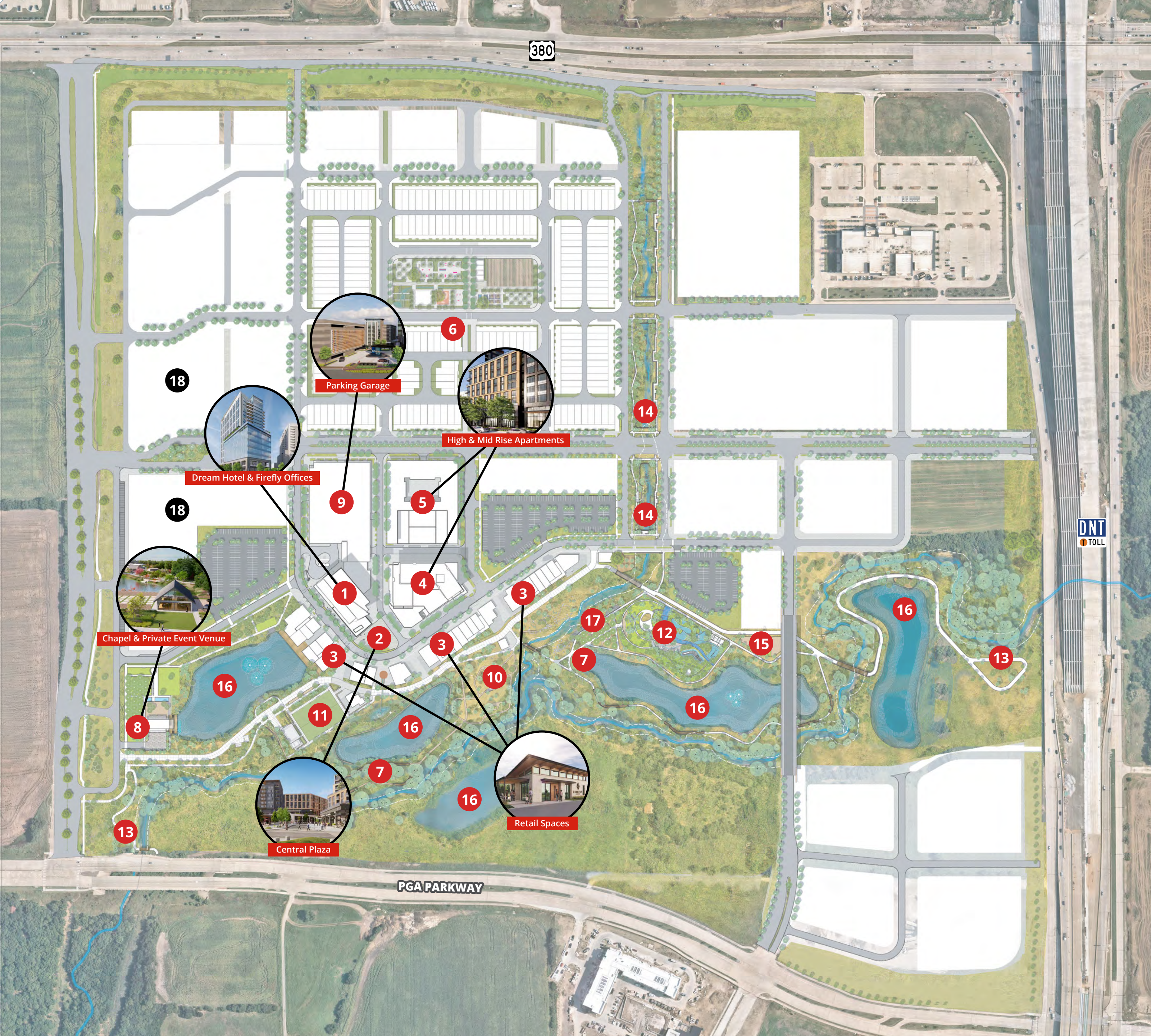
**14 TRIBUTARY OPEN SPACE**  
• 0.5 mile lit pedestrian loop along tributary open space

**15 DOG PARK**  
• 0.25 AC fenced area with space for small & large dogs

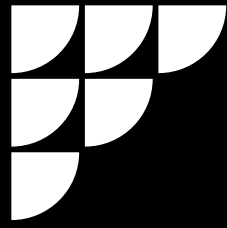
**16 REHABILITATED PONDS**  
• 5 ponds totaling 10.8 AC of open water with fountains  
• Rehabilitated shore line & emergent planting for wildlife  
• Fishing decks & overlooks

**17 PICNIC GROVE**  
• 0.33 AC picnic grove & lawn with tables & chairs  
• Overlook to ponds, Parvin Creek, & tributary

**18 FUTURE OFFICE**







# Office within a destination.

Currently under construction - Delivering Q1 2027

131,735 RSF of premier AA office space designed by BOKA Powell

Access to 45 AC of activated greenspace inclusive of parks, hike & bike trails, & water features

Highly walkable environment with access to 120,000 SF of retail

State-of-the-art fitness center with cutting edge equipment

Locker rooms outfitted with country-club style showers and a sauna in both Men & Women's

Ample meeting space, including 7 conference rooms

Fully integrated to the Dream Hotel

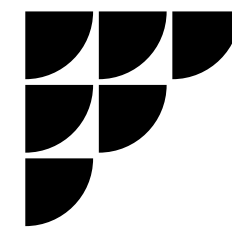
6,600 SF Restaurant with patio space & coffee bar on-site

6 levels of garage parking with 4.0/1,000 parking ratio

Stunning waterfront view







# Dream Hotel & office stacking plan.

**LEVEL 9 - 17**  
196 Room - Dream Hotel

**LEVEL 8**  
12,330 SF - Amenity Floor

**LEVEL 7**  
26,347 SF - Office

**LEVEL 6**  
26,347 SF - Office

**LEVEL 5**  
26,347 SF - Office

**LEVEL 4**  
26,347 SF - Office

**LEVEL 3**  
26,347 SF - Office

**LEVEL 2**  
26,420 SF - Boardroom, Conference Center & Ballroom

**LEVEL 1 - LOBBY**  
32,555 SF - Signature Restaurant & Coffee Bar, Shared Hotel, Office & Amenities Space

## 12,330 SF Amenity Floor

Fitness, Sauna, Bar, Lounge, & Terrace

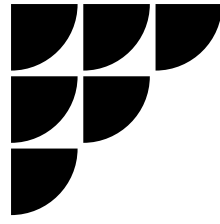
## 131,735 SF of Rentable Office Space

Level 3 - Level 7

## 5 Floors of AA Office Space




Designed by BOKA Powell





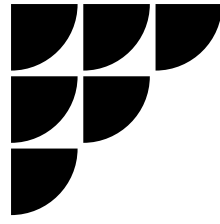
# Ground floorplan.

32,555 SF

-  **Hotel** - 20,575 SF
-  **Office** - 2,415 SF
-  **Shared** - 9,565 SF










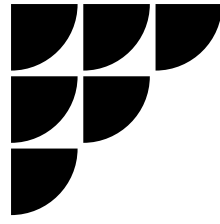
# Conference floorplan.

26,420 SF

-  **Hotel** - 23,960 SF
-  **Office** - 541 SF
-  **Shared** - 1,919 SF






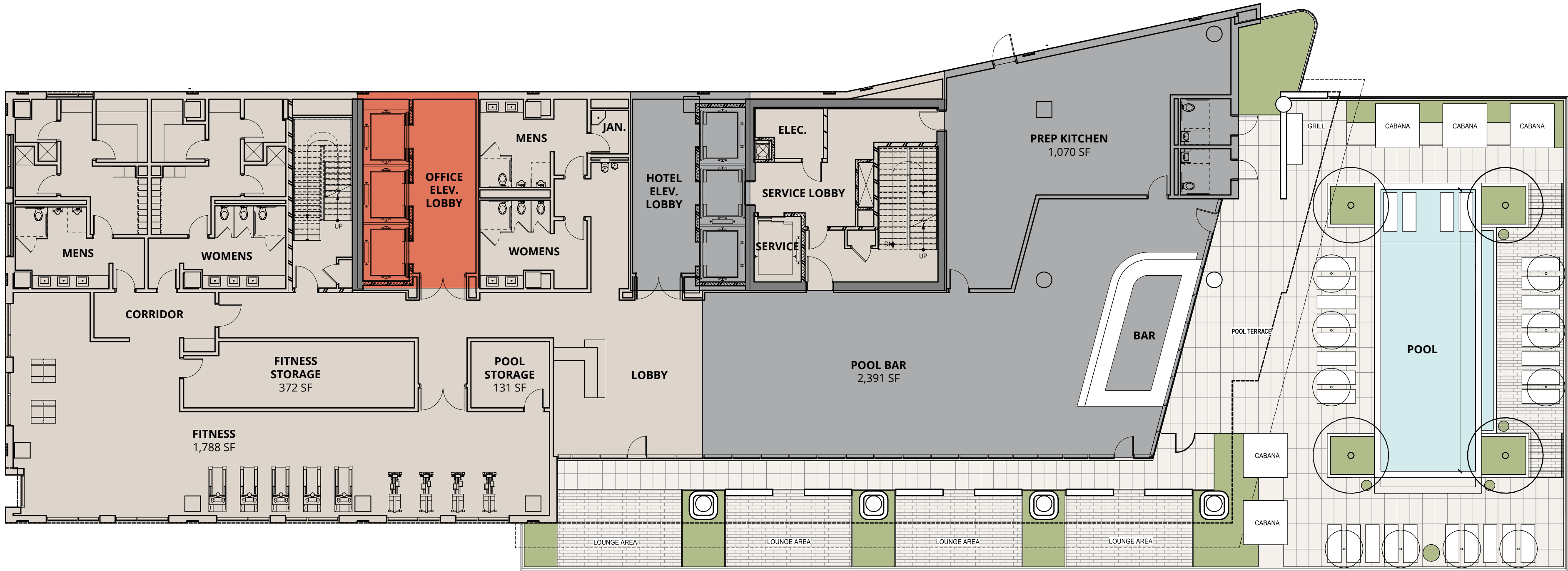




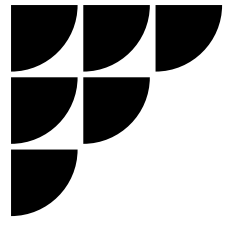
# Amenity floorplan.

12,330 SF

-  **Hotel** - 4,382 SF
-  **Office** - 596 SF
-  **Shared** - 7,352 SF







# Typical office floorplan.

26,347 SF







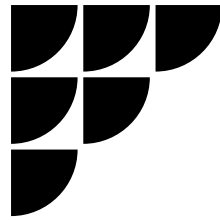












# The ultimate hot spot.

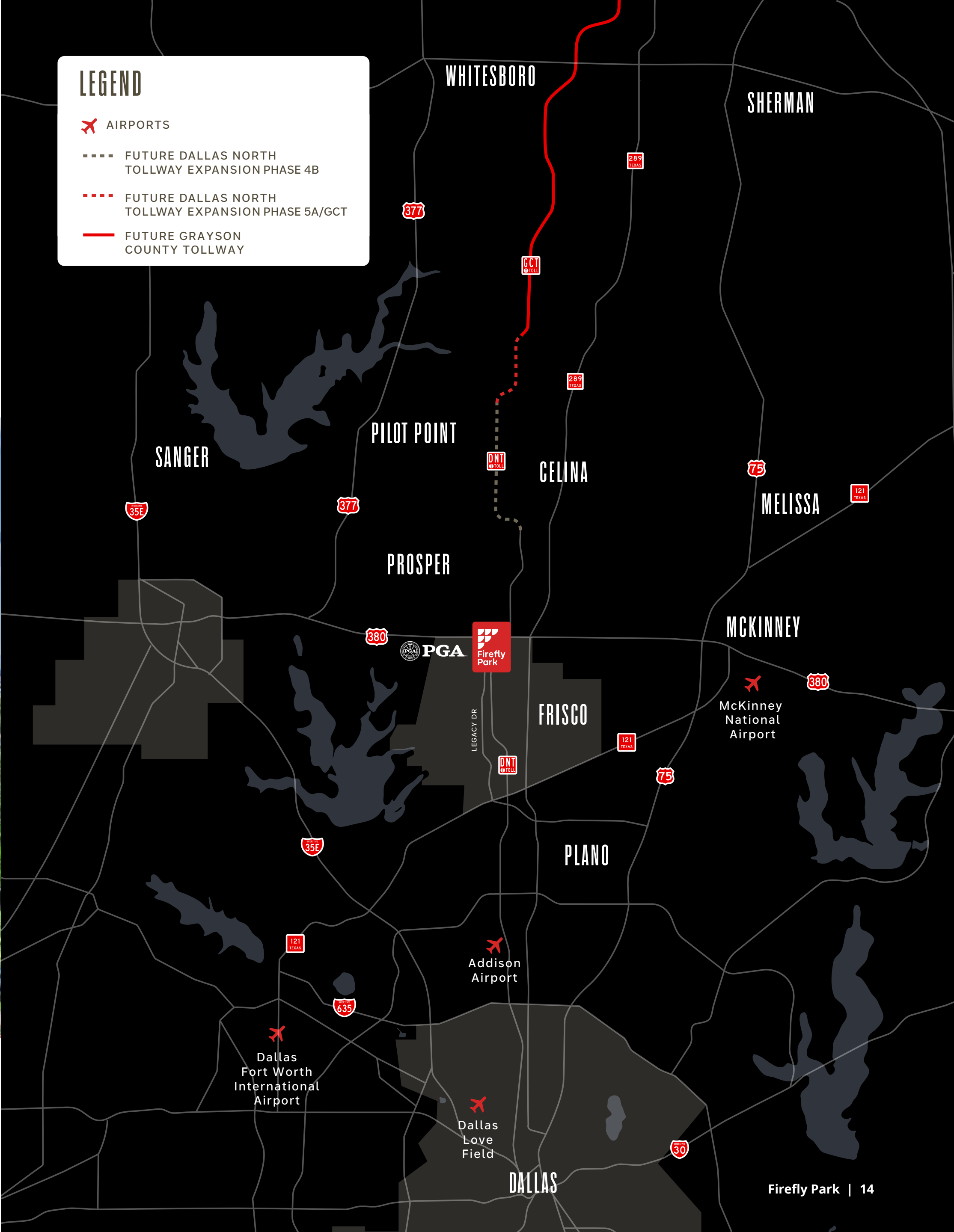
Frisco is a thriving city with a growing population, booming economy, affluent demographics, and supportive business environment. The city's strategic location, skilled workforce, quality of life, and vibrant business community give Frisco businesses a competitive advantage making it the ideal city for companies looking to establish or relocate their headquarters.



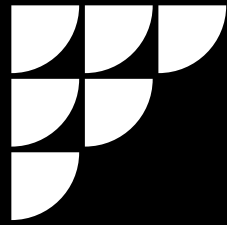
## Recent Accolades

- #1**  
Fastest Rising City in the U.S.
- #1**  
Best City to Do Business in Texas
- #1**  
Safest City in America
- #1**  
Fastest Growing City in the Last Decade

### Companies Who Choose Frisco:







# The city of Frisco.

- Frisco is a modern metropolitan city at the top of its game, leading the way in population growth, business innovation, and an extraordinary quality of life. It also attracts diverse businesses and their highly skilled workers and families nationwide. Frisco provides an affordable lifestyle with a host of quality amenities—including professional sports and an abundance of recreational opportunities, unique dining and retail experiences, and a tapestry of arts and entertainment.
- With a high concentration of headquarters and experienced, diverse talent - Keurig Dr Pepper, Addus Homecare, Careington International, HCA Healthcare Center for Clinical Advancement, and Quality Custom Distribution are just a few companies that have selected Frisco as their corporate home. The Frisco talent pipeline offers education and training programs and a gateway to personal and professional growth through partnerships with the University of North Texas, a tier one research university; Collin College, nationally recognized for their IT Center of Excellence; and other education and training programs.
- Eight professional/collegiate sports organizations with four pro stadiums – a leader in the Business of Sports, home of the Dallas Cowboys, the Dallas Cowboys Cheerleaders, the Dallas Stars, and FC Dallas call Frisco home. As part of a public-private partnership, in 2022, Frisco proudly welcomed PGA of America to a brand new, 600-acre mixed-use development with an initial investment of more than half a billion dollars, adding to the excitement and pride of our sports community.



## 2027 Area Demographics

	15 Minutes	25 Minutes	35 Minutes	DFW
2023 Population	873,000	1,510,000	2,300,000	8,390,000
Households	(2.18%)	(1.86%)	(1.60%)	(1.06%)
Median Age	301,000	555,000	836,000	3,003,000
Working Age	34.7	35.8	35.9	35.6
Avg. HH Income	55.3%	54.5%	54.2%	52.9%
% Earning > \$100K	\$153,000	\$137,000	\$136,000	\$113,000
White Collar Occupancy	60.0%	72.2%	49.1%	39.4%





For office leasing information, contact:

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Firefly Park's internationally renowned & experienced team:



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**SASAKI**

**Kimley»Horn**

