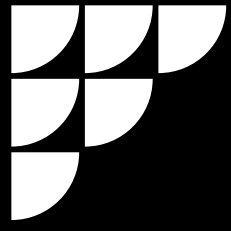




 Firefly Park


WILKS
DEVELOPMENT
 Transwestern

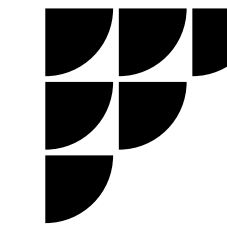


Discover Firefly Park, where urban sophistication meets unparalleled natural beauty & world-class amenities.

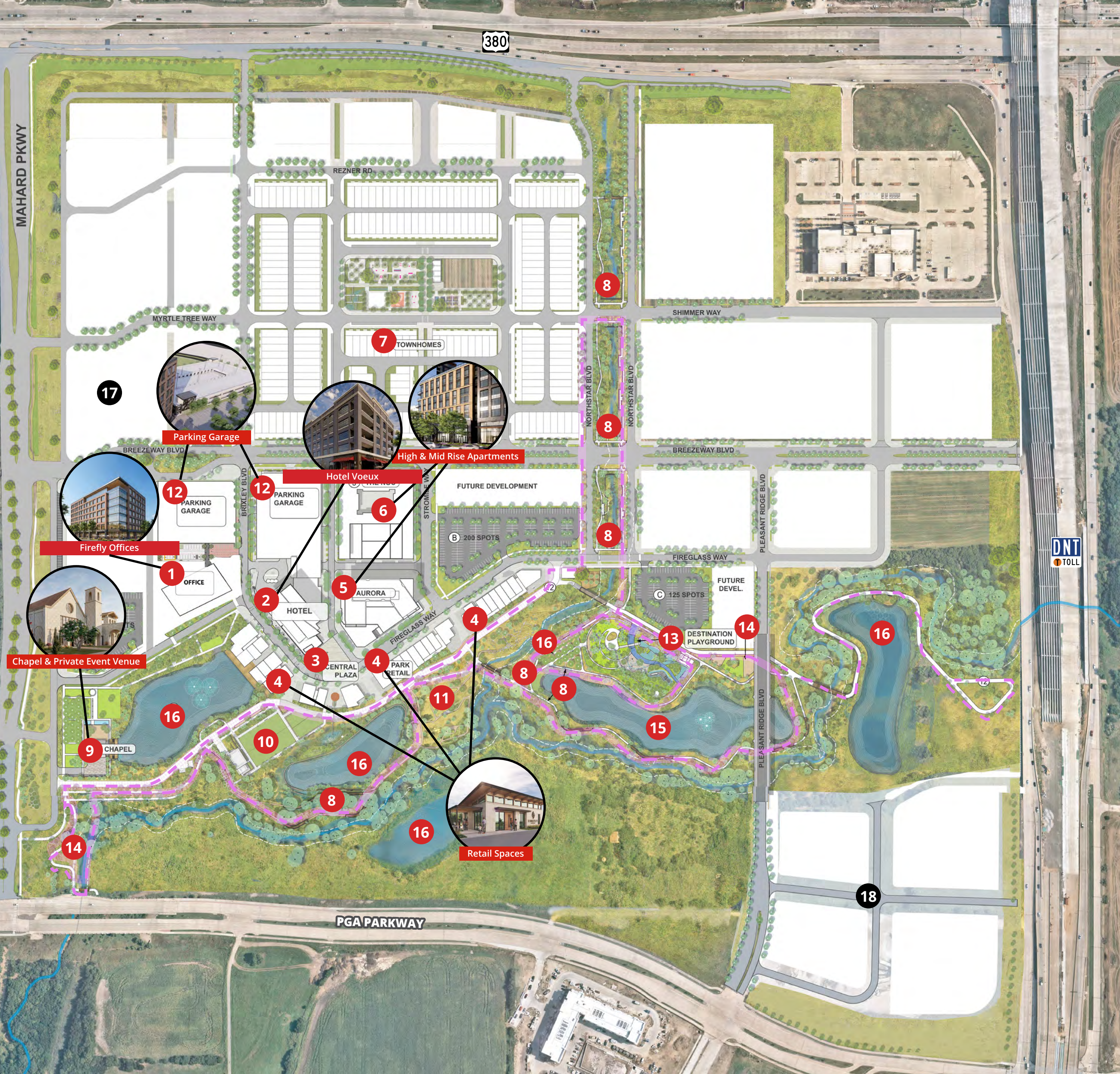
Located at the southwest corner of 380 and Dallas North Tollway, adjacent to the PGA of America Headquarters in Frisco, Texas.

- 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 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.



1 AA OFFICE SPACE
• 175,000 SF of AA office space

2 HOTEL VOEUX - DELIVERING SPRING 2028
• 173 hotel rooms

3 CENTRAL PLAZA
• 14,000 SF of gathering space

4 PARK RETAIL- DELIVERING SPRING 2027
• 120,000 SF of retail & food & beverage space with patios

5 AURORA - DELIVERING FALL 2027
• 250 high rise luxury multi-family units

6 THE NOC - DELIVERING FALL 2027
• 200 mid rise luxury multi-family units

7 TOWNHOMES
• 230 homes with dedicated park area

8 PARK & OPEN SPACE TRAILS
• 45 acres of activated greenspace

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

10 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

11 NATIVE GARDEN
• 1.25 AC of Texas native plants with 1/3 mile of walking trails

12 PARKING GARAGE
• 480 total parking spaces

13 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

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

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

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

17 BUILD TO SUIT SITES

18 FRISCO EDC BUILD TO SUIT SITES

PHASE 1

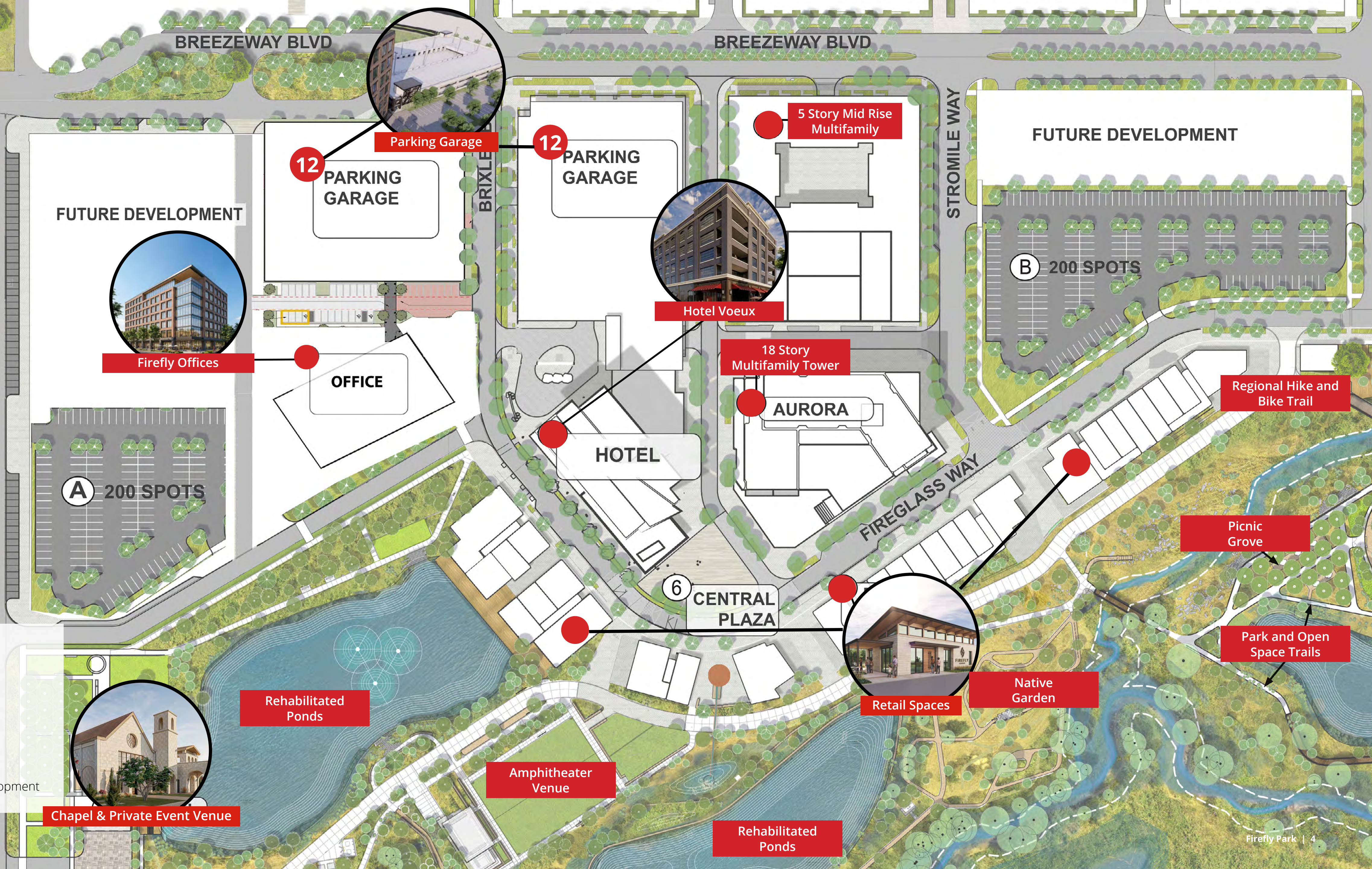
Office Multi-family Hotel Retail Future Development

Hike & Bike Trails - 5+ Miles

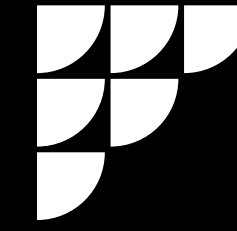


Site plan.

- Office
- Multi-family
- Hotel
- Retail
- Future Development







Office within a destination.

Currently under construction - Delivering Q4 2027

175,000 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 and high-end hotel

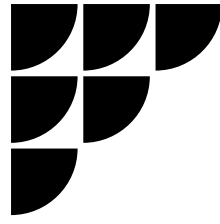
State-of-the-art fitness center with cutting edge equipment & private shower suites

A thoughtfully curated, self-service amenity

An on-site board room and training center, complemented by an outdoor meeting space

Adjacent parking garage with 3.5/1,000 parking ratio & covered connected access

Stunning waterfront and park views



Ground floor.

Level 1 | 11,274 RSF





Firefly Offices

Lobby





Firefly Offices

Lobby / Lounge





Firefly Offices

Prefunction Space





Firefly Offices

On-the-Go Essentials





Firefly Offices

Fitness Center





Firefly Offices

Conference Room

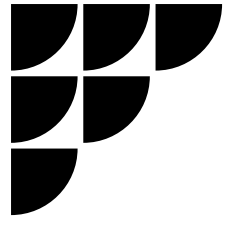




Firefly Offices

Conference Room



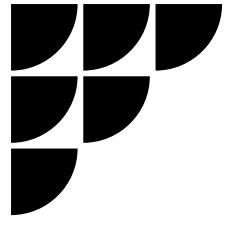


Typical floor.

Level 2 | 25,356 RSF

Level 3 - 6 | 26,000 RSF





Top floor.

Level 7 | 25,897 RSF





Hotel Voeux

Exterior



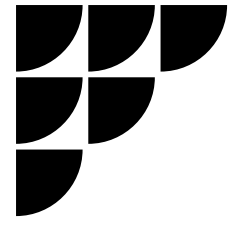




Hotel Voeux

Exterior

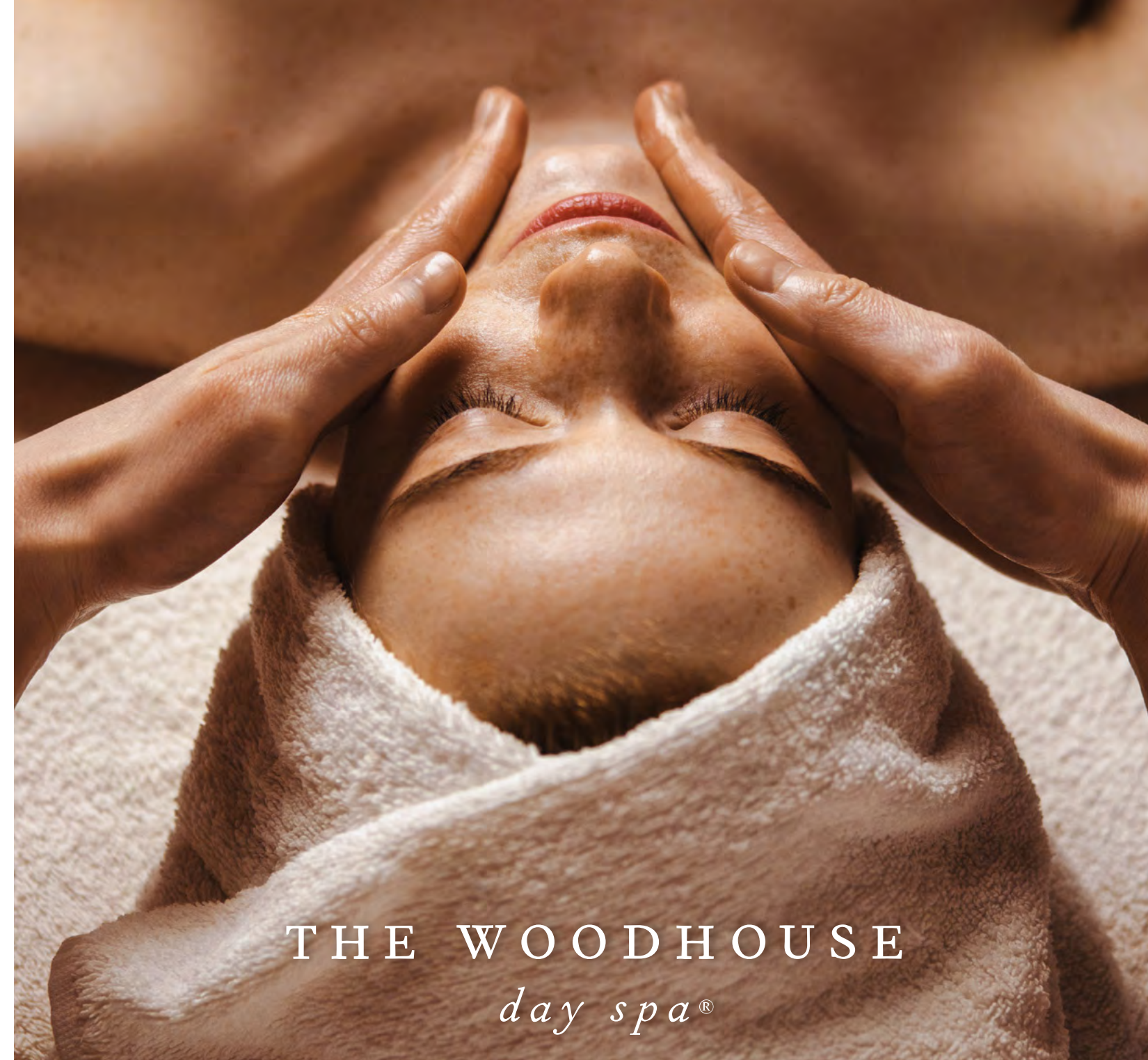


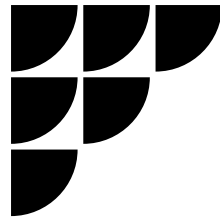


The pulse of progress

Tyler's, Frenchie, Woodhouse Spa and Second Rodeo Brewing are among the retail, dining, and wellness concepts debuting with Phase I of Firefly Park's 217-acre mixed-use destination in fall 2027. Frenchie brings an elevated yet approachable dining experience, while Woodhouse Spa adds a nationally recognized luxury wellness offering. Second Rodeo Brewing introduces a vibrant gathering place featuring craft beer, live music and an energetic indoor-outdoor atmosphere that extends activity well beyond the workday.

Together, these additions create an amenity-rich environment that enhances the workplace experience and further establishes Firefly Park as a premier destination for dining, wellness and connection.





The ultimate hot spot.

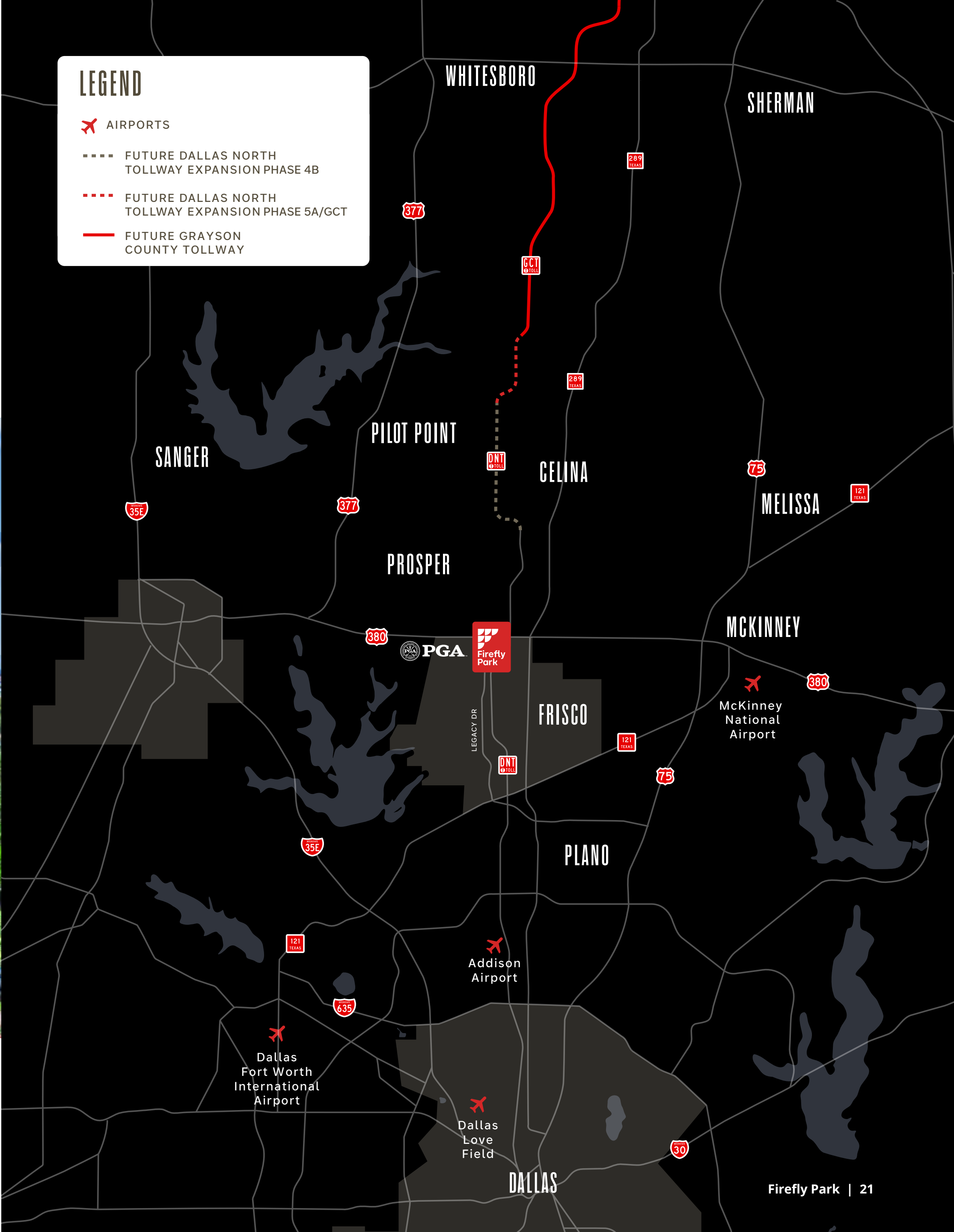
Frisco is a thriving city with a growing population, booming economy, affluent demographics, and supportive business environment. The city's strategic location, skilled workforce, quality of life, and vibrant business community give Frisco businesses a competitive advantage making it the ideal city for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

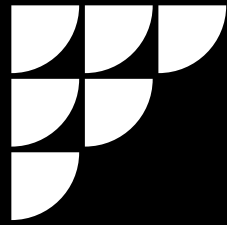


Recent Accolades

- #10
Best Job Market
- 200+
Corporate headquarters
relocated over the
past 2 decades
- 2M+
Workers accessible
within a 30-min drive
- #1
Best Places to Live
for Families
in Texas

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
2025 Population	481,527	1,611,404	3,169,378	8,477,157.00
Households	176,818	624,621	1,242,569	3,350,089.00
Median Age	36.6	37.0	36.5	36.60
Employed %	96.94%	96.88%	96.82%	97%
Avg. HH Income	\$183,019	\$159,705	\$151,383	\$125,722.00
Household Growth rate	2.26%	1.91%	1.61%	1.5%
% Households Earnings> \$100K	65.3%	57.2%	52.8%	45.4%
White Collar Occupancy	83.2%	77.5%	73.4%	64.0%



For office leasing information, contact:

Paul Wittorf

214.446.4512

paul.wittorf@transwestern.com

Kim Brooks

972.361.1122

kim.brooks@transwestern.com

Laney Delin

214.237.5020

laney.delin@transwestern.com

Chris Lipscomb

214.237.5022

chris.lipscomb@transwestern.com

Firefly Park's internationally renowned & experienced team:



hord | coplan | macht



SASAKI

Kimley»Horn