

2018 OFFICIAL VISITORS GUIDE

FRISCO

TEXAS

#iHeartFrisco

Whitney, Mac. Blanco #17. 1985. Steel and paint. Texas Sculpture Garden.



Frisco
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Casual Family Dining

Menu Entrees:

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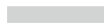
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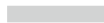


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THE STAR EVENTS AND TOURS

The Dallas Cowboys World Headquarters delivers an upscale ambiance and versatile event and tour areas that can accommodate groups up to 12,000.

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Team Building

972.497.4720

TheStarSpecialEvents@DallasCowboys.net

TheStarInFrisco.com



HELLO & WELCOME



Mayor
JEFF CHENEY

To the City of Frisco!

On behalf of our City Council, staff and community, we're glad you're here. From sports to shopping – from arts and culture to destination dining – there are so many fun,

hip places to #SeeYourselfInFrisco.

Whether you're competing yourself or cheering for the team, Frisco scores points with sports enthusiasts of all ages. We're home to six "pro" teams that practice or play in state-of-the-art venues and inspired us to stake claim to the moniker, Sports City, U.S.A.

"America's Team" calls Frisco home. The Dallas Cowboys train at Ford Center at The Star. The state-of-the-art indoor stadium can convert into a concert venue or special event setting. It's surrounded by an entertainment district lined with patio and destination dining, specialty shops and even some history stops. The Ring of Honor Walk, a nod to legendary players, leads fans to Cowboys Plaza, where just about any day or night you'll find "kids of all ages" channeling their inner Staubach, Aikman or Prescott.

Don't stop there, catch a baseball game at Dr Pepper Ballpark, home of the Frisco RoughRiders, a Texas Rangers' AA affiliate. A short walk away, discover the Dr Pepper Arena, where you can see NHL's Dallas

Stars train. The arena is also home court for the Texas Legends, G-League for the Dallas Mavericks and home field for the Frisco Revolution, an arena football team.

If shopping is more your sport, there's more than nine million square feet of retail and restaurants anchored by Stonebriar Centre, IKEA and the Centre at Preston Ridge. Along the way, you'll find hotels and sculptures. Frisco's public art collection includes more than 150 pieces citywide. For more artful sights, head to Hall Park, home of the largest private collection of contemporary Texas sculptures ever made available to the public for free. For boutique shopping and dining, The Rail District is where you'll find food trucks, live music, unique shops and restaurants.

Art, shopping and sports aren't the only games in town! Check out the National Videogame Museum, featuring an interactive collection and an 80s arcade. Science and history buffs will enjoy Sci-Tech Discovery Center, Museum of the American Railroad, and the Frisco Heritage Museum. Next year, sports and history merge at the pitch when the National Soccer Hall of Fame opens its doors.

I invite you to experience our city first-hand and #SeeYourselfInFrisco.

Sincerely,



A PUBLICATION OF:

VISIT FRISCO

6801 GAYLORD PKWY., STE. 401
FRISCO, TX 75034

877.463.7472 (TOLL FREE)
WWW.VISITFRISCO.COM

MARLA ROE
EXECUTIVE DIRECTOR

RYAN CALLISON
DIRECTOR OF MARKETING
& COMMUNICATIONS

CHRISTINA MILLER
DIRECTOR OF SALES & SERVICES

JOSH DILL
DIRECTOR OF SPORTS & EVENTS

LACHELLE EVANS
NATIONAL SALES MANAGER

MAUREEN GUTIERREZ
SENIOR SALES MANAGER

CHUCK BRAKES
SPORTS SALES MANAGER

STACIE ESTEBAN
CORPORATE SALES MANAGER

LISA BETHEA
TOURISM SALES & SERVICES MANAGER

WESLEY LUCAS
COMMUNICATIONS MANAGER

JAKE SILLAVAN
DIGITAL MARKETING MANAGER

KRISTIN RUSSELL
SPORTS & EVENTS SERVICES MANAGER

MADISON GRAVES
ADMINISTRATIVE ASSISTANT

SANDRA SHELL
ADMINISTRATIVE ASSISTANT

EDITOR

LAURIE L. DOVE

SENIOR MANAGING ART DIRECTOR
COURTNEY NIELSEN

SENIOR ART DIRECTOR
CASIE BELDO

PROJECT MANAGER
DIANNE TALMAGE

PROJECT COORDINATOR
HEIDI BRANES

GROUP PUBLISHER CUSTOM PUBLICATIONS
DICK AUSMAN

CUSTOM PUBLISHING DIRECTOR
JIM YOUNGER

SALES ACCOUNT EXECUTIVE
RYAN MILLER
ryan.miller@tigeroak.com



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The Legends play their home games at Dr Pepper Arena in Frisco, TX. Located on the northeast corner of HWY 121 and The Dallas North Tollway.



The Texas Legends are the official NBA G League affiliate of the Dallas Mavericks



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OR CALL 214-469-0822 FOR MORE INFORMATION

DINE



8 STEAK
9 SUSHI
10 BBQ &
BEER
12 PIZZA



Kotta Sushi Lounge

NEW OR ESTABLISHED, FRISCO'S DINING DOESN'T DISAPPOINT

**FOOD IS FRISCO'S FORTÉ AND THERE ARE
OPTIONS FOR EVERY TYPE OF TASTE.**

If there's one thing Frisco is definitely good at, it's food. Between beloved local dining establishments and newcomers that are quickly becoming city favorites, Frisco is serving up some delectable options these days. (In fact, a July 2017 D Magazine article referred to Frisco as "the epicenter of the culinary world in North Texas.")

Newcomers to the Frisco dining scene include The Heritage Table, which opened on Main Street in Historic Downtown Frisco. The Heritage Table, a true "scratch-kitchen," opened in a converted Victorian



**A July 2017
D Magazine
article
referred
to Frisco as
"THE
EPICENTER
OF THE
CULINARY
WORLD
IN NORTH
TEXAS."**

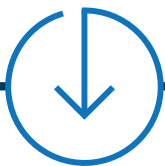
home in April 2017 and serves breakfast, lunch, dinner and weekend brunch.

Wing Nutz prepares its wings – and other delicious foods – fresh, never deep fried and only made with high-quality ingredients. "Nothing on the menu is fried, we don't have a fryer in the restaurant," said David Parsley, owner of Wing Nutz. "Grease is for your car, not your body."

Wing Nutz's legendary crispy chicken wings, or bone-in or boneless pork "wings," are covered in its signature sauces.

"By custom seasoning, we can make your wings as hot as you can stand them. Personally, I believe love is gonna hurt sometimes, but food shouldn't," Parsley said.

The menu also features fresh salads, sandwiches, wraps and delectable desserts. Stop by 9500 Dallas Parkway at Frisco's famed World



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FRI & SAT 11AM-1AM



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TESTA



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469-200-8015



Cup Center to try it for yourself!

This year, the city added The Star in Frisco to the mix, which is the 91-acre campus that serves as the Dallas Cowboys World Headquarters. The impressive venue not only houses the Cowboys' training and practice facilities, it also includes a hotel, shopping, office space and – of course – restaurants.

So far, the dining options available within The Star include offerings from Tupelo Honey Café, a casual eatery famous for fresh, scratch-made Southern fare featuring new twists on old Southern dishes and cocktails.

Neighborhood Services just opened adjacent to the lobby of the Omni Hotel, which is part of The Star complex, and serves seasonal, casual American cuisine. And, for the sweet-toothed folks, Cow Tipping Creamery is a must-visit ice cream shop that boasts not only classic soft serve ice cream but also Hong Kong-style bubble waffle cones and creative scratch-made variations of traditional ice cream toppings.

If you're in the mood for a specific style of food, here is a collection of some of Frisco's most delicious restaurants, organized by cuisine:

STEAK: When only a steak will do, Frisco has you covered.

EG Steak

8750 State Highway 121 • 214.618.6150 • egsteak.com Try this Brazilian steakhouse, which has been part of the Frisco scene since 2013. Here, you'll experience traditional Southern Brazilian cuisine in an upscale yet relaxing environment – and you're guaranteed to not leave hungry!

Perry's Steakhouse & Grille 2440 Parkwood Boulevard • 214.494.4645 perryssteakhouse.com In addition to signature menu items such as Filet Perry (steak topped with jumbo lump crabmeat and herb garlic butter) and Perry's Famous Pork Chop, this restaurant boasts private dining spaces, an island bar, live music and an outdoor patio.

insta worthy



CANE ROSSO
@canerossotx



UP INSPIRED KITCHEN
@jenniferclement



COW TIPPING CREAMERY
@foodwithmonica

Randy's Steakhouse

7026 Main Street • 972.335.3066

randyssteakhouse.com A staple in Frisco for 20-plus years, this restaurant serves sizzling steaks and fine wine in a historic downtown location that dates back to 1869. Offering private dining spaces for meetings and events as well as main dining areas and a more casual lounge, Randy's menu highlights include Blackberry Filet and Randy's Famous Bread Pudding with Jack Daniel's Sauce & Cinnamon Ice Cream.

Silver Fox Steakhouse

1303 Legacy Dr. • 214.618.5220 • silverfoxcafe.com/frisco

Silver Fox Steakhouse serves USDA Prime steaks, known for their superior quality, cut and abundant marbling that produces juicy, tender and exceptional flavor. Silver Fox Steakhouse also features fresh ocean favorites such as Atlantic salmon, jumbo sautéed scallops and succulent cold water Rock Lobster tail. An Australian rack of lamb on a bed of red wine shallot sauce is a local favorite in Frisco, as is the roasted game hen served with potatoes, carrots and broccolini. The restaurant has a voluminous wine list with superb selections for pairing with any type of dish. The restaurant's atmosphere is upscale and private; perfect for a memorable meal.



EG Steak



Perry's Steakhouse & Grille



SUSHI: Fresh is the name of the game with these favorites.

Edoko Sushi & Robata

5490 Highway 121 • 214.618.9888 • edokosushi.com Sleek and modern, this restaurant delights diners with its beautiful presentation of deliciously fresh food. “Robata” is translated as “around the fireplace” and the restaurant incorporates charcoal-fired hearth cooking, making it a great option for parties where not everyone wants sushi.

Hikari Sushi & Grill

5454 Main Street • 214.618.0035 • myhikarisushi.com At Hikari, your meal is guaranteed to be prepared with fresh ingredients by skilled chefs. This restaurant is a great choice for family meals, so feel free to bring the kiddos along!

Kotta Sushi Lounge

6959 Lebanon #108 • 214.705.0090 • kottasushilounge.com Located in The Shops at Starwood, Kotta Sushi Lounge is a casual sushi restaurant serving up signature maki, sashimi and other delicious Japanese favorites.



Kotta Sushi Lounge



Crush Taco

11445 DALLAS PARKWAY,
SUITE 230
469.579.4094
CRUSHTACO.COM

Open daily for breakfast, lunch and dinner, Crush Taco's menu is “inspired by contemporary cuisine with a touch of our chef's favorites in a fast, casual and fun atmosphere.” Their drool-worthy and creative taco line-up includes offerings such as Caramelized Cauliflower, Cornflake Crusted Shrimp and Falafel.

LATIN/TEX-MEX: Texas is known for its stellar Mexican food, and Frisco brings more than its fair share to the table.

Baja Mex Grill

4350 W. Main Street, Suite 165
972.292.9084 • bajamexgrill.com A Frisco staple, Baja is open for lunch and dinner Monday through Friday, and adds brunch options to the mix on Saturday and Sunday, including a Bloody Mary Bar available Fridays, Saturdays and Sunday. In addition to classics like Mexican-style tacos, enchiladas and carne asada, Baja Mex Grill is also known for its Bajaritas, which is the restaurant's own version of margaritas.



Mattito's

Mattito's

6129 Main Street • 214.872.3411
mattitos.com/locations/frisco Mattito's has been a Dallas-area presence for several years, and its menu is based on delicious, authentic family recipes that are 50-plus years old. In its years in the city, the restaurant has won awards and recognition, including being named among the Top Ten Tequila Bars in the United States and Dallas' Best Tex-Mex.

Texas Monthly
listed
Hutchins as
one of the
TOP 50 BBQ
JOINTS IN
TEXAS
in 2017.**

3 Stacks Smoke & Tap House

4226 PRESTON ROAD
469.287.9035
3STACKSBBQ.COM

3 Stacks Smoke & Tap House takes its menu to the next level by incorporating handcrafted barbecue pizzas and tacos into the mix. The restaurant's menu also boasts a house specialty called burnt ends, which is a half-pound of the tastiest cuts of smoked meat.

BARBECUE: Because this is Texas, after all.

Hutchins BBQ 9225 Preston Road • 972.377.2046 • hutchinsbbq.com
Hutchins BBQ has taken pride in its Texas roots for nearly four decades. It proudly serves the genuine article: true Texas BBQ. Shortcuts may be acceptable to the other guys, but at Hutchins, the pits run 24/7, slowly smoking premium meats over the embers of fine pecan and oak wood. Don't just take our word for it... in its coveted 2017 BBQ issue, Texas Monthly listed Hutchins as one of the Top 50 BBQ Joints in Texas.

Rudy's Country Store & Bar-B-Q

9828 Dallas Parkway • 972.712.7839 • rudysbbq.com
Barbecue doesn't get more classic than this. Rudy's serves up healthy helpings of classics like baby back ribs, brisket and pulled pork sandwiches, followed by an oh-so Southern dessert selection: banana pudding, peach cobbler and chocolate pudding.



The craft beer flows freely in Frisco

Bars and breweries featuring craft beer is a trend that's nationwide, and Frisco is at the center of the action. With two craft beer locations that just opened in the city, it's clear there's a thirsty fan base in Frisco.



City Works Eatery & Pour House

3680 The Star Boulevard, Suite 1300 • 469.850.7850
cityworksrestaurant.com/frisco Part of the new and impressive The Star complex, City Works offers 90 craft beers on draft, and 40 percent of those beers come from Texas-based breweries. With 9,000 square feet of interior space, plus a large patio, City Works serves up "American food with a twist" alongside its extensive beer list. (above photo)

Cork & Growler

8979 FM 423, Suite 100 • 469.980.7499
corkandgrowler.com This brand-new spot serves craft beer and wine on tap, so bring your growler to fill or pick one up while you're there. Owners Vincent and Carmelle Martinez aim to make Cork & Growler a welcoming place for all – regardless of your knowledge of craft beer. Cork & Growler doesn't have a kitchen, but it is partnering with local food truck Tu Bones BBQ to help feed hungry customers on certain days. Oh, and feel free to bring Fido along, too. The Martinezes are dog lovers and have partnered with Simba's Barkery in Plano to add alcohol-free dog beer to the menu for canine customers.

Eight11 Place

7080 W. Main Street • 469.888.4037 • eight11place.com
Owned by two couples who relocated from L.A. to Frisco, Eight11 is meant to be an escape from daily pressures and routines. At Eight11, craft beer is the focus of the menu, and the establishment offers more than a dozen choices on tap. You can also enjoy wine, cocktails, food and live music at Eight11, making it a relaxing place to unwind with friends.

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Randy's **Steakhouse**

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*“Best Steakhouse”
10 Consecutive Years
Frisco Enterprise
2006–2015*

*“Best Place to
Take a Date”
Dallas Morning News*

*“Best Neighborhood
Restaurant”
D Magazine*

*“Best in Dallas Fort
Worth Dining”
D Magazine 2014*

*“Serving better
steaks than the
big name places”
Zagat*

randyssteakhouse.com

7026 Main Street • Frisco, Texas 75033 • 972-335-3066

PIZZA: Cheesy deliciousness – whether you're looking for dine-in or delivery – is never far when you're in Frisco.

Cane Rosso 3685 The Star Blvd. Ste. 200 • 214.430.5225

canerosso.com Located at The Star, this popular Dallas / Fort Worth staple has been serving authentic wood-fired Neapolitan pizza, fresh pasta, sandwiches and salads since 2009. Since opening its first location, Cane Rosso has been named “Best Pizza in Dallas” by D Magazine five years in a row, appeared on The Food Network’s “Diners, Drive-Ins, and Dives” and received numerous awards and honors. Be sure to ask about “off menu” items or order The Star, a star-shaped, Frisco-exclusive combo pizza and calzone.

Pizzeria Testa 8660 Church Street • 469.200.8015

pizzeriatesta.com This popular, local favorite not only offers a unique and crowd-pleasing menu, but a quaint atmosphere. Located in Frisco Square, just off Simpson Plaza, Pizzeria Testa’s menu offers fresh, light and pure authentic Neapolitan pizza made from simple ingredients. Prepared in a time-honored tradition, you’ll experience a wide range of flavors and textures in the delectable collision of food meets art. If the weather is right, enjoy your pizza pie on the patio. 🇨🇦

Luigi's Pizza

4944 PRESTON ROAD, #120
972.712.5850
LUIGISPIZZAFRISCO.COM

A local favorite for more than 20 years, Luigi’s serves New York-style pizza and Italian food that earned the restaurant the title of “Best-Rated Pizza in Frisco.” The restaurant’s menu includes pizza, pasta, subs and other Italian entrees like chicken piccata and chicken marsala.

Cane Rosso



Pizzeria Testa



@NERDVANA
📷 @hannahjonees

@nerdvana coffee, food, spirits, games and a seriously good time

5757 Main Street • 214.618.9732 • nerdvanafrisco.com

Main Street is a destination location for people all around the city – nerd or not. (In fact, @nerdvana’s website reassures potential visitors that “you don’t need to be a nerd to enjoy... @nerdvana.”) With two offerings – @nerdvana.food+spirits and @nerdvana.coffee+shop – it’s the perfect spot just about any time of day.

▶ **@nerdvana.coffee+shop** brews its cups of joe using locally roasted, single-origin beans from Central and South America, and serves tea that comes from small, family owned farms and plantations in China, India and Japan. @nerdvana takes all aspects of brewing seriously, but at @nerdvana, you’ll find more than just caffeine. The shop boasts several table-top games for patrons to enjoy. Guests are welcome to play the games in the coffee shop or purchase them to enjoy at home.

@nerdvana’s owners want the gaming element to be welcoming to customers – especially those not familiar with the culture.

▶ **@nerdvana.food+spirits** is an unpretentious upscale restaurant and bar that aims to

be comfortable for everyone. It gleans inspiration from contemporary American food, craft beer and video game culture. This is a location where patrons gather to enjoy good food and drink while watching an e-sports tournament or participating in one of the restaurant’s free play setups. As @nerdvana likes to say, “@nerdvana is a place to enjoy nerd passion outside the norm.” And because “nerds know food,” the menu is top notch. And, not surprisingly, the menu is organized using game lingo, including section like “Quick Play” for salads and “Hand Helds” for sandwiches.

@nerdvana offers a happy hour every Tuesday through Friday from 4 to 6:30 p.m., with half-pints of beer, single liquor cocktails and wine by the glass.

YOUR TABLE IS READY.



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214-618-5220

silverfoxsteakhouse.com
open Monday - Saturday



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modern mexican

TASTE
MODERN
MEXICAN



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book our private room or let us cater your event cantinalaredo.com

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VOODOO BBQ & GRILL



BARNLIGHT EATERY



@NERDVANA COFFEE



UP INSPIRED KITCHEN

American Variety

BARNLIGHT EATERY

15922 Eldorado Pkwy., #700
(214) 592-0238
barnlighteatery.com

BOTTLED IN BOND

5285 Dallas Pkwy., Ste. 420
(469) 731-5410
bottledinbondparlour.com

CITY WORKS

3680 The Star Blvd. Ste. 1300
(469) 850-1850
cityworksrestaurant.com/frisco

EIGHT11 PLACE

7080 W. Main St.
(469) 888-4037
eight11place.com

FRISCO RAIL YARD

9040 1st St.
(972) 295-5436
friscorailyard.com

KENNY'S BURGER JOINT

1377 Legacy Dr., #120
(214) 618-8001
kennysburgerjoint.com

NEIGHBORHOOD SERVICES

11 Cowboys Way
(469) 287-0000
omnihotels.com/frisco

ONE2ONE RESTAURANT & BAR

1339 Legacy Dr.
(214) 717-4093
one2onerestaurant.com

STAN'S MAIN STREET

7210 W. Main St.
(469) 287-2961
stansmainstreet.com

THE BRITISH LION

5454 W. Main St.
(214) 618-5025
thebritishlionpub.com

THE HERITAGE TABLE

7110 Main St.
(972) 207-6696
theheritagetable.com

TUPELO HONEY CAFE

6725 Winning Dr.
(469) 403-2160
tupelohoneycafe.com

UP INSPIRED KITCHEN

5285 Dallas Pkwy., Ste. 400
(469) 579-4197
upinspiredkitchen.com

@NERDVANA. FOOD+SPIRITS

5757 Main St., Ste. 112
(214) 618-9732
nerdvanafrisco.com/spirits

BABE'S CHICKEN DINNER HOUSE

6475 Page St.
(214) 387-9500
babeschicken.com

BLACK WALNUT CAFÉ

5225 Warren Pkwy.
(469) 362-2000
blackwalnutcafe.com

JAKES UPTOWN BURGERS

6195 Main St.
(214) 705-1770
jakesuptown.com

THE FRISCO BAR

4851 Legacy Dr. #504
(972) 712-0808
thefriscobar.com

TRUFIRE KITCHEN & BAR

6959 Lebanon Rd.
(214) 872-3830
trufire.us

WING NUTZ

9500 Dallas Parkway
World Cup Center - Ste 600
(214) 618-0250
bakedwingsarebetter.com

Asian

BEST THAI

8897 Coleman Blvd.
(972) 377-0170
bestthai.com

BURNING RICE

3930 Preston Rd. Ste. 100
(214) 601-0464
burningrice.com

EDOKO SUSHI & ROBATA

5490 State Hwy. 121
(214) 618-9888
edokosushi.com

SHOJI SUSHI & HIBACHI

2575 Main St.
(214) 705-7777
theshoji.com

SIMPLY THAI BISTRO

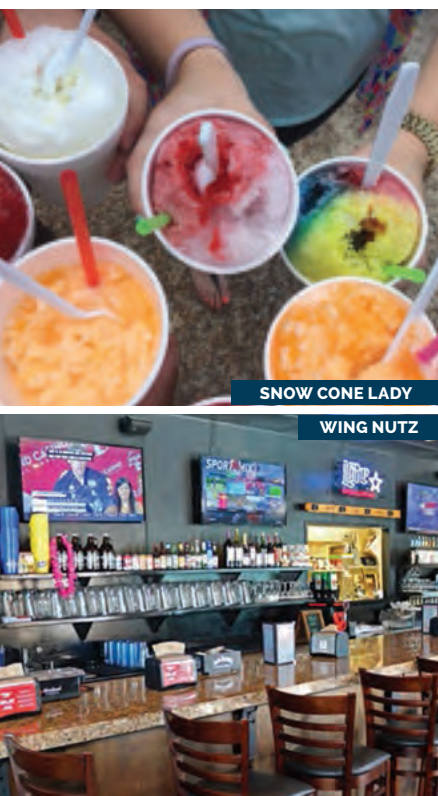
6842 Main St., #101
(214) 436-4411
simplythaibistro.com

AIYA RESTAURANT

9101 Preston Rd.
(214) 705-6688
aiyarestaurant.com

HIKARI SUSHI & GRILL

5454 W. Main St., Ste. 150
(214) 618-0035
www.myhikarisushi.com



POTSTICKERS & BOBA TEA
3246 Preston Rd.
(214) 872-2868
thepotstickers.com

SAKE TORO SUSHI
8801 Coleman Blvd.
(214) 872-2831
saketorotexas.com

Bakery, Coffee, Breakfast

BARNEY'S BRUNCH HOUSE
5480 Fm 423
(214) 494-6363
barneysbrunchhouse.com

BONNIE RUTH'S
6959 Lebanon Rd., #110
(214) 705-7775
bonnieruths.com

THE DEPOT CAFE
6733 Main St.
(972) 377-0707
depotcafe-frisco.com

5TH STREET PATIO CAFE
8621 5th St.
(972) 377-3483
5thstreetcafe.com

➔ To see a complete listing of all the restaurants, head to visitfrisco.com/restaurants

MOCHAS N JAVAS
11660 Legacy Dr.
(214) 705-9600
mochasandjavas.com

GLOBAL PEACE FACTORY
1377 Legacy Dr., #100
(214) 705-2664
globalpeacefactory.com

SUMMER MOON COFFEE
6943 W Main St.
(469) 893-5007
woodfiredcoffee.com/frisco

UNREFINED BAKERY
3411 Preston Rd., #8
(972) 668-2414
unrefinedbakery.com

FRISCO DINER
9250 Dallas Pkwy.
(214) 618-0652
facebook.com/FriscoDiner

@NERDVANA. COFFEE+SHOP
5757 Main St., #111
(214) 618-8130
nerdvanafrisco.com

BBQ

3 STACKS SMOKE AND TAP HOUSE
4226 Preston Rd.
(469) 287-9035
3stacksbbq.com

HUTCHINS BBQ
9225 Preston Rd.
(972) 377-2046
hutchinsbbq.net

RUDY'S COUNTRY STORE & BAR-B-QUE
9828 Dallas Pkwy.
(972) 712-7839
rudys.com

VOODOO BBQ & GRILL
3401 Preston Rd., #16
(214) 618-8493
voodooobbqandgrill.com

Cajun

GREEN GATOR
5566 W. Main St.
(214) 618-2334
thegreengatorfrisco.com

VOODOO BBQ & GRILL
3401 Preston Rd #16
(214) 618-8493
voodooobbq.com

Ice Cream, Snow Cones

COW TIPPING CREAMERY
3685 The Star Blvd., #201
(214) 430-5227
cowtippingcreamery.com

FRISCO SNOW CONE LADY
6427 Elm St.

Italian, Pizza

CRUDO WOODFIRED TAVERNA
7004 Lebanon Rd.
(214) 705-1010
crudotaverna.com

TAVOLO ITALIA
6129 Main St.
(214) 472-2714
tavoloitalia.com

TRATTORIA AL GIARDINO
1279 Legacy Dr., #100
(214) 618-1990
giardinoitalian.com

CANE ROSSO
3685 The Star Blvd, Ste. 200
(214) 430-5225
canerosso.com

PIZZERIA TESTA
8660 Church St.
(469) 200-8015
pizzeriatesta.com

Mexican, Tex-Mex, Latin

AREPA TX
5355 Dallas Pkwy., Ste. 600
(603) 366-8471
arepatx.com

SALSA TEX-MEX
3245 Main St.
(214) 705-8500
salsatexmex.com

TUPY'S MEXICAN RESTAURANT
6975 Lebanon Rd., #300
(214) 705-7864
tupysfrisco.com

TWISTED TORTILLA FRESH MEX GRILL
4275 Legacy Dr., #400
(214) 494-6017
ttfmg.com

Specialty

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8979 FM 423, Ste #100
(469) 980-7499
corkandgrowler.com

FISH BOWL POKÉ
2330 Preston Rd., #300
(469) 200-5141
fishbowlpokeshop.com

PLATIA GREEK KOUZINA
2995 Preston Rd., #1590
(972) 334-0031
platiagreek.com

EG STEAK
8650 State Hwy. 121
(214) 618-6150
egsteak.com

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4950 Eldorado Pkwy., #400
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bawarchibiryanipoint.com

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(469) 269-0379
bheemas.com

CHENNAI CAFÉ
3301 Preston Rd., #8
(972) 378-1300
chennaicafeusa.com

DWARAKA CURRY POINT
7151 Preston Rd., #101A
(469) 803-5559
dwarakacurrypoint.com

FADI'S MEDITERRANEAN GRILL
2787 Preston Rd.
(972) 712-1600
fadiscuisine.com

MARY'S MEDITERRANEAN CAFÉ
4950 Eldorado Pkwy., #100
(214) 705-3303
marysmediterranean.com

Steakhouse

PERRY'S STEAKHOUSE & GRILLE
2440 Parkwood Blvd.
(214) 494-4645
perryssteakhouse.com

RANDY'S STEAKHOUSE
7026 Main St.
(972) 335-3066
randyssteakhouse.com

SILVER FOX STEAKHOUSE
1303 Legacy Dr.
(214) 618-5220
silverfoxcafe.com



17 ART
20 SPA
22 GOLF



Hall Park Art

ART FOR EVERYONE

FRISCO'S ENTHUSIASM FOR OUTDOOR ART HAS CREATED A CITYWIDE GALLERY.

Visitors enjoying Frisco's parks and outdoor spaces will quickly notice the city's commitment to outdoor public art.

Frisco's collection of public art includes more than 60 pieces, one of the largest municipal collections in north Texas. These pieces range from artwork celebrating Frisco's history, nature and imagination to chipmunks eating Cheetos.

In fact, Frisco's commitment to public art is so strong it's supported by a city ordinance.

In 2002, the Frisco City Council established the city's Public Art Program by passing a Percent for Art Ordinance. This tool, used by public agencies, states and cities around the country, requires that a percentage of Capital Project Funds be used to install public artwork.

“

**Frisco's
collection
of public
art includes
MORE THAN
60 PIECES...**

The ordinance also called for a development of a Public Art Master Plan that identifies guidelines for specific public art opportunities and supporting community programs. Frisco's Public Art Master Plan was approved in 2004. The Frisco City Council appoints a citizen Public Art Board to oversee the implementation of the Public Art Program.

The mission of Frisco's outdoor art program is to enhance Frisco's cultural and artistic vibrancy by providing contemporary art for the enjoyment of visitors and residents alike.

Now, you can learn more about some of Frisco's celebrated outdoor public art.

"Cattle Drive" is a public art installation and a tribute to a late 19th century cattle drive located in Central Park in Frisco. Visitors can enjoy life-sized bronze sculptures and murals about life on The Shawnee Trail, the first

north-south cattle trail in Texas. This work was created by Anita Pauwels and winds its way throughout the eight-acre park. Central Park (3155 Parkwood Blvd.) is located in the heart of Frisco and is the perfect spot for those looking to enjoy a leisurely walk. The park was designed in the shape of a longhorn and has trails, a small pond, a running brook and an amphitheater. The park is filled with great spots for scenic or family photo opportunities.

"Chipmunks and Cheetos," which depicts, as you may have guessed, a chipmunk eating Cheetos, is located in Hummingbird Park (11605 Beeville Dr.). The piece was created by David Iles in 2009. Most of the elements in the sculpture were life cast from rocks and dead fall from the area. The chipmunks were modeled in clay. The neutral tones of the sculpture enhance the contrast of the neon-orange Cheetos.

"Cloudscape," one of the newer installations of public art in Frisco, was created by Joshua Wiener in 2016 and is located in a natural meadow on the southwest side of Harold Bacchus Community Park. The sculpture is based on a drawing of rain and depicts raindrops coming up from the ground and splashing on an imaginary ceiling. The effect creates a sense of containment and immersion. Harold Bacchus Community Park (13995 Main St.) features five youth-sized lighted baseball and softball fields, including the Rusty Greer-Texas Rangers Championship Field and The Mike Simpson Miracle League

Field, a scaled down version of Fenway Park. The 79-acre park also includes automated batting cages, practice tunnels, concession areas, three playground structures and several lighted soccer and football fields.

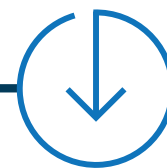
"Fetching Water" was created by Janice Hart in 2009 and is located in the front of the George A. Purefoy Municipal Complex (6101 Frisco Square Blvd.). This bronze piece depicts a young woman drawing water from a pump and honors the contribution female settlers made to the area.

"For Want of a Nail" is located at the entrance at B.F. Phillips Community Park. This core-tin steel sculpture, which sits at the apex of the horseshoe-shaped drive, is just one of the many elements capturing the equestrian spirit of the park, named after the late rancher, B.F. Phillips Jr. The sculpture is accompanied by the words to "The Tail of the Horseshoe Nail," a nursery rhyme, inscribed in the walkway nearby. "For Want of a Nail" was created by Howard Meehan in 2008. B.F. Phillips Community Park (3335 Timber Ridge) is a popular spot for families and one of the newest parks in Frisco. Two phases of the ranch-themed park have been completed, with more additions planned for the future. The park includes soccer fields, a youth baseball and softball complex, concession stands, a picnic pavilion, restrooms, a playground and a dog park.

"Frisco First," created by David Allan Clark in 2009, features a life-sized 1900s-era



"Frisco First" by David Allan



Best Art in **Frisco**



"CATTLE DRIVE"
central park



"THE PITCH"
dr pepper ballpark



"FRISCO FLYER"
toyota soccer center



"The Wiz" by Art Shirer

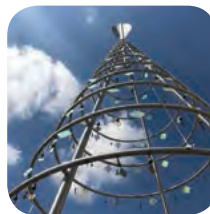
insta worthy



TEXAS SCULPTURE GARDEN
@ashleightaylor



THE HUDDLE
@terrellamont



PRAIRIE BELLS
@calamitymane

farmer holding on to the front of a train engine. The figure celebrates the arrival of the railroad to Frisco. "Frisco First" is located in the front of George A. Purefoy Municipal Complex (6101 Frisco Square Blvd.).

"Ghost Train & Mule in the Sky" was created by Tom Askman and Lea Anne Lake in 2008. These two gateway entry markers are located at the entrance to Frisco Heritage Village (6455 Paige St.) and reference bridge trestles, a nod to Frisco's railroad history.

"The Guardian" was created by Michelle O'Michael in 2008. The sculpture is located outside Fire Station #6 (3535 Eldorado Pkwy.) and is influenced by O'Michael's West Texas roots. The Guardian is a tribute to Frisco's firefighters.

"The Pitch" is located outside the front gate of Dr Pepper Ballpark (7300 Roughriders Trail). The sculpture is 12 feet tall and depicts a baseball pitcher in a post-release follow-through. It was created in 2010 by Gail Folwell and was selected for the 2010 National Art Museum of Sports Art Competition and Exhibition.

"Prairie Bells" was created in 2010 by Bill and Mary Buchen. The outdoor art installation commemorates each year since the founding of Frisco, from 1902 to 2010. The installation is located on the west side of the George A. Purefoy Municipal Center (6101 Frisco Square Blvd.).

"Slapped Pipes" was created in 2007 by Bill and Mary Buchen. The Buchens formed SonArc, a design firm specializing in interactive installations for children's museums, public sites and galleries throughout the United States in 1980. The installation, a stainless steel percussion instrument, is located in Tuscany Meadows Park (5611 Sims Way). Visitors can play "Slapped Pipes" by slapping the end of the open pipes which each feature a different tone.

"The Sky's the Limit" was created by David Hickman in 2007. This wind-activated kinetic sculpture is designed in the shape of a traditional diamond kite and represents dreaming of possibilities and extending one's imagination. The Sky's the Limit is located in Vivian Stark McCallum Park (9700 Snowberry Dr.).



Arts in the Square



Texas Sculpture Garden

6801 GAYLORD PARKWAY
972.377.1100 TEXASSCULPTUREGARDEN.COM

The Texas Sculpture Garden comprises more than 40 works of contemporary sculptures from artists around the state. The garden was created to benefit the Texas community by honoring the talent of local artists and making their work accessible to everyone. In fact, the garden has free admission.

The garden is the brainchild of Dallas developer Craig Hall, who made the garden an important component of Hall Park, a 162-acre office development. There are 150 works of art total on display in the Hall Park Art collection, including photography, glass art, paintings, sculptures, drawings and sketches. The

Texas Sculpture Garden is the largest private collection of contemporary Texas sculpture ever assembled and publicly displayed free of charge. The garden, which includes lakes, fountains and winding walking trails, is open to the public year-round and covers four acres. The backdrop of the sculpture garden was designed to complement the art.

Visitors can use restrooms and drinking fountains and pick up a map of the garden at 6801 Gaylord Parkway. The garden is open daily from dawn to dusk. Indoor venues are open weekdays from 9 a.m. to 5 p.m.

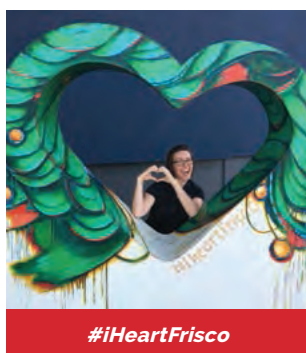
"The Thin Red Line"

is located on a tower of Frisco Fire Station #5 (14300 Eldorado Pkwy.) and honors Frisco's firefighters. The ceramic relief sculpture depicts the figure of a firefighter with several faces above. The faces represent actual individuals living in the neighborhood of the fire station. The Thin Red Line was created by Mario Echevarria and Chris McIntire in 2006.

"Transparent Strength," designed by Damion Priour, was created in 2006. It serves as a memorial to Frisco police officers and includes an engraving of the late Patrolman Joe Preston Murphy on the polished glass. Priour (1949-2011) was considered one of the most successful Austin sculptors in his generation. The memorial is located in front of the Frisco Police Department (7200 Stonebrook Pkwy.).

"The Three Muses," located in front of the George A. Purefoy Municipal Complex (6101 Frisco Square Blvd.), was created by Michael Pavlovsky in 2009. The three figures represent railroading, agriculture and water; essential elements to prosperity and growth in Frisco.

"Zoetropes" is a stainless and painted steel sculpture created by Robin Brailsford in 2007. It's located in Harold Bacchus Community Park (13995 Main St.). Visitors can experience the zoetrope by adjusting the rate of the spin of the zoetrope's drum. Inside the drum, a series of images can be viewed through slots in the drum's shell. As the drum spins faster, guests see a smoother progression of images. 🇺🇸



TREAT YOURSELF WITH SIGNATURE SERVICES AT FRISCO SPAS

There's plenty to see and do around Frisco. Luckily, when you need a break or just want some time to relax, you can treat yourself at one of the city's spas.

Siena Massage 9200 Lebanon Rd. • 972-712-8338 • sienamassage.com opened in 2008, and is locally owned and operated. When you arrive, you'll be charmed by the location's rustic, Tuscan décor. You'll also be treated to a complimentary glass of wine, champagne, beer or the famous Siena Bellini before each appointment with one of Siena Massage's experienced and licensed massage therapists. Siena Massage offers walk-in service, though appointments are highly recommended. Guests can make appointments at sienamassage.com.

The Gents Place 6975 Lebanon Rd. • 469-579-4417 • thegentsplace.com opened in 2008 to provide businessmen with salon and barbershop services that are complementary to their lifestyles. The mission of the men's grooming and lifestyle club is to make men look and feel their "confident best." The club offers a variety of treatments including hair, skin, shave and shoe services, plus massages. The Gent Place offers membership into its grooming and lifestyle club, though you can also purchase services as a non-member. Reservations can be made online or over the phone.

Stonebriar Spa



Spa Botanica

7600 JOHN Q. HAMMONS DR.
972-712-720
SPABOTANICAFRISCO.COM

Located inside the Embassy Suites Dallas-Frisco Hotel, the relaxation starts the moment you arrive. After check-in, slip into a Spa Botanica robe and head to the relaxation lounge, where you'll enjoy soothing nature sounds, a glass of champagne or fruit-infused water and fresh fruit and truffles. Spa Botanica offers a variety of skin, body and nail treatments. After your appointment, you'll receive a custom spa care plan with recommended home care products and follow-up care.

Stonebriar Spa 1221 Legacy Dr. • 972-668-6108 stonebriarspa.managemyspa.com was opened by Frisco resident Sharon Medina in 1997. Medina remains the sole owner of the spa and is its hands-on operator. Her mission is to create a relaxing environment where professional therapists can use their passion and talents to make their clients feel and look better. The spa has 12 treatment rooms, three relaxation areas, a nine-station nail area and men's and women's locker rooms. Stonebriar Spa places an emphasis on using natural and organic products for their services, including skin care treatments, massage and natural nail care. Appointments may be made online or over the phone.

Elements Spa 4350 W. Main St., Ste. 125 469-458-7699 • elementsmassage.com/frisco takes massaging so seriously, it guarantees you'll be satisfied—or your next massage is free. Visit this spa in Frisco's historic city center for a couple's massage, deep tissue massage or try out the massage with Himalayan salt stones, which brings 84 naturally occurring minerals and elements into the mix. 🇨🇦

▶ For a complete list of Frisco's spa offerings, head to visitfrisco.com/spas



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10am-Close SUNDAYS

jakesburgersandbeer.com



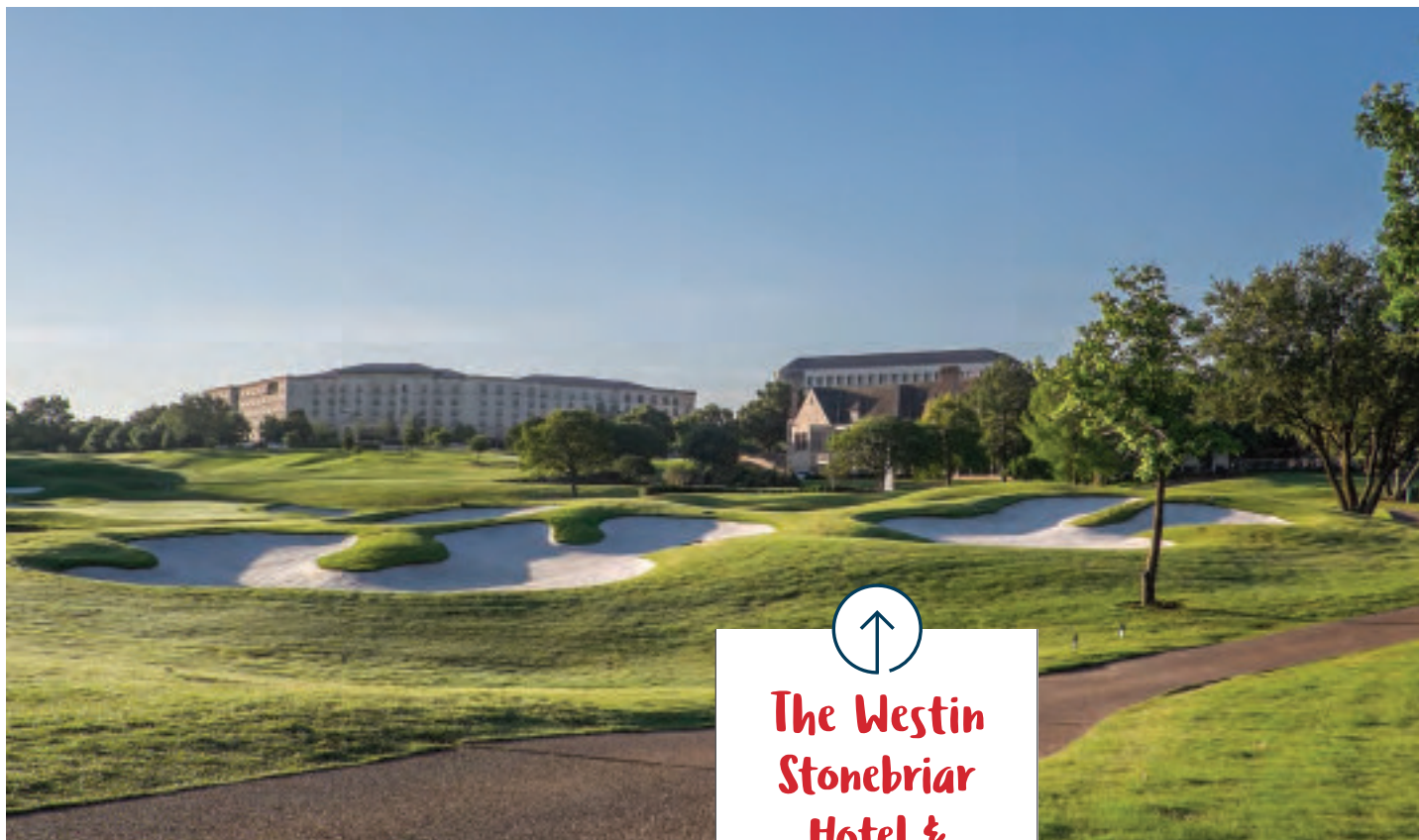
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The Westin Stonebriar Hotel & Golf Club

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972-668-8000
WESTINSTONEBRIAR.COM

Capitalizes on the area's natural environment. The course features native grass border areas, and Frisco's terrain creates undulating greens and challenging bunkers. This 18-hole championship course was designed by Tom Fazio, one of the country's top golf course designers. The Westin Stonebriar Golf Club is open only to guests of the Westin Stonebriar Hotel. Reservations are required, and hotel guests can make a reservation up to 30 days in advance.

offers a private practice area, practice bunkers and a putting and chipping green. After working up an appetite, guests can enjoy The Grill, The Bar and the club's outside patio.

The Trails of Frisco Golf Club

10411 Teel Pkwy. • 972-668-4653

thetrailsoffrisco.com offers 6,800 yards of well-shaded course with fast greens and challenging holes. The par-71 course was designed by Jeffrey D. Brauer and features dramatic bunkering, undulating greens and scenic wetlands. Be careful, as water comes into play on 17 of the 18 holes. The Trails of Frisco Golf Club can accommodate players of all skill levels and offers instruction on-site. The clubhouse features a full service pro shop, a bar and grill and a banquet area that overlooks the course. You can reserve tee times online or over the phone. 🇨🇦

HIT THE LINKS

FRISCO OFFERS MULTIPLE GOLF COURSES FOR BEGINNERS TO PROFESSIONALS.

Plantation Golf Club 4701 Plantation Ln. • 972-335-4653 • plantationgolf.net is the centerpiece of the Plantation Resort master planner community. The club is open daily to the public for daily play, league competition, golf tournaments and private events. Guests can use a practice facility including a driving range and short game area or take on the 18-hole golf course. The 6,402-yard, par-72 championship course was designed by Richard Ellis to blend into Frisco's beautiful natural surroundings, including the area's mature trees and indigenous fauna. There are 20 sand bunkers and nine ponds on the course. Multiple tees on each hole allow golfers from a variety of skill levels to enjoy the course. PGA teaching professionals are available to guests, as well as a full-service golf shop and the Plantation Grill.

Frisco Lakes Golf Club 7170 Anthem Dr. • 972-292-3089 • friscolakesgc.com is an 18-hole championship golf course located within the Del Webb Frisco Lakes Community. The course was designed by Gary Stephenson Golf Design. The first nine holes take golfers through the current community while the second nine weave through open countryside. There are five sets of tees to suit golfers of different skill levels. The club

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PLAY



26 THE STAR
28 GOT KIDS?
30 RAIL
YARD
32 MUSIC



Ford Center at The Star

THE STAR MAKES FOR A DIVERSE, WALKABLE ADDITION TO FRISCO

A 91-ACRE CAMPUS OF PURE ENTERTAINMENT.

This year, Frisco added a generously sized, mixed-use facility sure to be a game changer. The Star (thestarinfrisco.com), a 91-acre campus that serves as the Dallas Cowboys World Headquarters, not only houses the Cowboys' training and practice facilities (which they share with the Frisco Independent School District), it also includes a hotel, shopping, office space and – of course – restaurants. Because the facility is so contained, it makes for a pleasantly walkable destination in Frisco, whether you're staying on-site at The Star or just come in to experience its retail, sports-related or restaurant offerings.



THE STAR
is a 91-acre
campus that
serves as
the Dallas
Cowboys
World
Headquarters

For out-of-town visitors or locals looking for a staycation, the Omni Frisco Hotel (omni-hotels.com/hotels/frisco), located at The Star, is now open and features 300 guestrooms and amenities such as a rooftop pool, first-class dining, and retail. The hotel is also decorated with Dallas Cowboys-themed elements throughout – exceedingly appropriate given its location.

Whether you're a Dallas Cowboys fan, fan of football or just want to learn more about the wealthiest and most popular sports franchise in the world, take time to schedule a VIP Guided Tour of The Star. No other NFL teams offer the opportunity to tour their facility. In Frisco, get the chance to experience the place where America's Team trains and works 355 days of the year. See the War Room, Nike Star Walk, Ford Center, Super



Sports Facilities in **Frisco**



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Bowl memorabilia and more. Tours are about an hour long and are great for the entire family.

For those looking to host events, The Star – with its variety of space – can accommodate both intimate gatherings as well as groups of up to 12,000. Learn more at thestarinfrisco.com.

From a retail standpoint, there are lots of great options open and on the horizon for shoppers. Since 1883, the Texas-Italian bootmaker, Lucchese (lucchese.com), has been creating beautiful boots crafted almost exclusively by hand. The recently opened Lucchese location at The Star offers styles for both men and women, and includes brands such as Western, Polo, Bootie and Equestrian.

If you're looking for a unique, one-of-a-kind piece, the Charlotte Jones Collection (omnihotels.com/frisco) offers shoppers a unique retail experience as well as a diverse inventory ranging from fashion to children's items to home goods. The Charlotte Jones Collection is named after the stylish Dallas Cowboys EVP & Chief Brand Officer Charlotte Jones Anderson, and is housed in the lobby of The Omni Frisco Hotel.

Dallas-based clothing brand Demerara (demerarausa.com) has opened its newest location at The Star. Shoppers can find contemporary fashion for both men and women. The brand's business model is to keep selection large and quantities low, meaning customers leave with exclusive pieces. Demerara also offers complimentary in-house tailoring on all their clothing.

Between a tour of The Star and shopping, you're bound to work up an appetite and the dining options do not disappoint.

Located adjacent to the lobby of the Omni Frisco Hotel, Neighborhood Services (omnihotels.com/frisco) features renowned Chef Nick Badovinis' signature self-described fare, "honest food and drink in the American tradition." This warm and welcoming space has both indoor and outdoor dining that is accessible from the hotel or street.

Pizza fans should check out Cane Rosso (canerosso.com). Its award-winning menu features authentic wood-fired Neapolitan pizza, fresh pasta, sandwiches and salads. Of course, any Cane Rosso fan knows



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apparel and
accessories for
local Frisco teams.

that some of the best menu items aren't even on the menu. Ask your server or order the Frisco-exclusive pizza, The Star, which is a star-shaped lovechild of a pizza and a calzone.

For a true Tex-Mex experience, head to Mi Cocina (micocinarestaurants.com). Founded in 1991 and featuring several locations throughout the Dallas/Fort Worth Metroplex, Mi Cocina is a uniquely upscale Tex-Mex restaurant which places an emphasis on using only the freshest, highest quality ingredients complemented by warm, friendly and professional service. Its newest location at The Star offers the perfect patio to enjoy a meal al fresco, along with their famous Mambo Taxi.

The first Lone Star location for Tri Tip Grill (tritipgrill.com), an East Coast transplant that aims to lure brisket-loving Texans, is now open at The Star in Frisco. A tri-tip cut of meat differs from good ol' Texas brisket in that tri-tip is aged and charred over wood, roasted with more smoke, and served somewhere between medium rare to well done. It tends to be more tender than brisket and requires less time to cook. Tri Tip Grill features a counter-service, fast-casual atmosphere with an "open to the outside" bar.

Several other restaurants are slated to open soon, including Sushi Marquee, The Donut Kitchen and Roti Grill, giving Star visitors a plethora of culinary options. 🇨🇦



Neighborhood Services




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FCDALLAS.COM/MEMBERSHIPS



Frisco Commons Park

8000 MCKINNEY RD.
972-292-5000
FRISCOFUN.ORG

Features three rentable pavilions, a trout-stocked pond, the Frisco Veterans Memorial Plaza, and a paved trail running throughout the park. You'll also find Hope Park, a 15,000 square foot addition that has a spray park and two large playgrounds, which were designed to suit the needs of all children, with a focused consideration for children with special needs.



climb on more than 30 top ropes and tackle more than 60 boulder routes. Pole Position Raceway (polepositionraceway.com/dallas-frisco) offers high-speed indoor go kart racing experiences, and kids can participate as long as they're at least 48 inches tall and can drive safely.

The Sci-Tech Discovery Center exists to help inspire discovery and innovation in the realm of science, math and technology, meaning this is a place where learning and fun intersect in a big way. The center opened in Frisco in 2009, and offers informational

GOT KIDS? FRISCO'S THE PLACE TO BE!

FAMILIES HAVE PLENTY OF ACTIVITIES TO CHOOSE FROM WHEN SPENDING DOWN TIME IN FRISCO. THE CITY HAS SOMETHING FOR PEOPLE OF ALL AGES TO ENJOY, RANGING FROM MUSEUMS TO ADRENALINE-FUELED (BUT SUPER-SAFE) SKYDIVING!

Looking to get some adrenaline pumping? iFly is an indoor skydiving experience for "flyers from 3 to 103." iFly uses a vertical wind tunnel to simulate true freefalling conditions, giving you the experience of skydiving in a safe, controlled environment. This would be a family activity you'd certainly remember! iflyworld.com

Another great destination for families looking for physical activity is Canyons Climbing Gym (canyonsclimbinggym.com) where families can



Frisco Athletic Center

5828 NANCY JANE LANE
972-292-6600
FRISCOFUN.ORG

This city-run fitness center encompasses more than 100,000 square feet of space for exercise and play. The indoor pool has a water slide, play structure, lap lanes, and a current channel with vortex. The outdoor Water Park has two slides, a lazy river, children's area, and lagoon pool. Kids 8 and up can hang out and play games in the Youth Zone. Day passes are \$8 for adults, \$6 for youth ages 2-17, and free for children under 2.

insta worthy



CANYONS CLIMBING GYM
@canyonsclimbinggym



IFLY
@courtocallaghan

learning experiences for kids ages pre-K through 6th grade. mindstretchingfun.org

Do you have family members who are all about gaming? Consider visiting the National Videogame Museum in Frisco! The museum's goal is to preserve and celebrate the history of and stories behind the videogame industry. You can use this as a place to host birthday parties and other private events, too. nvmusa.org

On the horizon in Frisco is a KidZania location, which is slated to open in 2018 at the Stonebriar Centre Mall. The 80,000-square-foot experiential learning space will welcome kids ages 2 to 14, and teaches kids in a hands-on way through role playing and other experiences. The center is built to work as a kid-sized city with more than 100 careers kids can "try on." kidzania.com

NVM
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In the
Frisco Discovery Center
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EXPERIENCE FRISCO AT ITS MOST AUTHENTIC

SOAK UP THE DOWNTOWN CULTURE AND VIBE

Historic downtown Frisco has long been a destination for locals and visitors alike, and for good reason. With easy access to shopping, dining and entertainment, downtown Frisco has been a central hub for the city for more than a century.

The area's entertainment choices alone are quite impressive, with options ranging from The Museum of the American Railroad to the all-new Frisco Fresh Market and more.

Be sure to check out the Frisco Heritage Museum and Center, collaborative project between the City of Frisco and the Heritage Association that allows visitors to get up close and personal with



Frisco Heritage Museum

Frisco Fresh Market

FRISCOFRESHMARKET.COM

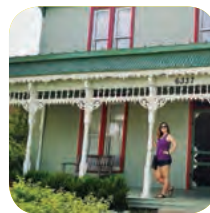
Frisco Fresh Market is the modern evolution of the classic farmers' market experience. Opening this summer, it features 70,000 square feet of indoor and outdoor vendors offering the best specialty foods and freshest products from farmers, artisans, crafters, merchants, restaurants and more.



Frisco Rail Yard

FRISCORAILYARD.COM

A popular gathering place in downtown. Come for fun at the outdoor food truck park offering a variety of gourmet dishes served by some of the area's most popular food trucks. This family friendly park also features outdoor games, live music and other special events.



HERITAGE MUSEUM
@the.simple.peach

yesteryear. The center features historic homes and buildings available for tours including a log cabin, a house built in 1895, the replica of the original Frisco Depot and many more. Head inside to the museum and you'll learn how this area's earliest settlers lived, worked, and played through photographs, historical artifacts and educational displays.



Museum of the American Railroad

Founded in 1963 and relocated to Frisco in 2009, the Museum of the American Railroad strives to preserve locomotives from the steam and diesel-electric era, as well as preserve and restore passenger coaches. The Museum is home to one of the largest collections of Pullman Cars in the United States, as well as a Union Pacific Steam Locomotive "Big Boy" 4018, one of the largest steam engines ever built. An indoor exhibit is also housed on the second floor of the Frisco Heritage Museum. 🇺🇸

North Texas' Premier Entertainment Venue



**43,000 sq ft of
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for Everyone!**



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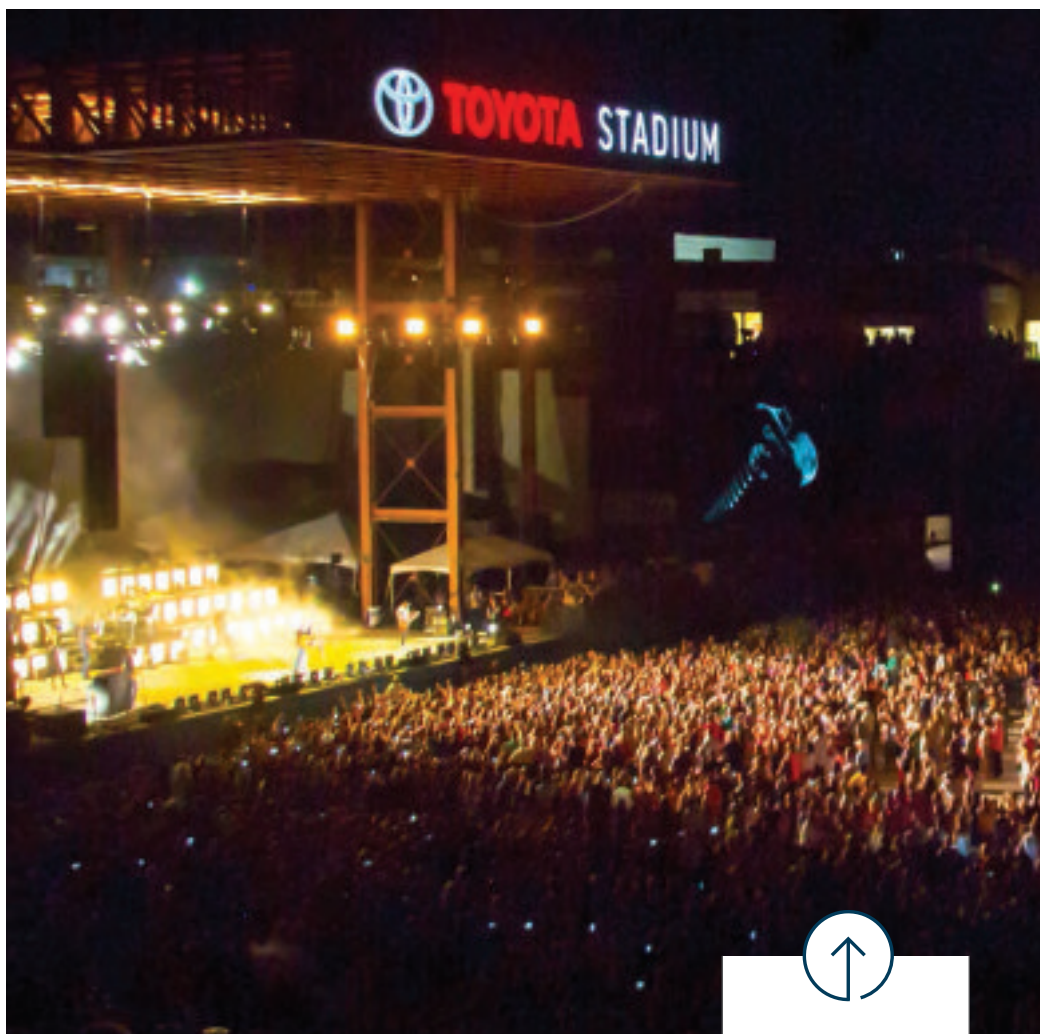
Enjoy comfortable leather couch seating,
hardwood floors, direct access to the bar
and 3 huge 24 foot HD screens playing
music videos and sports.



Order something delicious from your lane-side server!

8789 Lebanon Road • Frisco, TX 75034 • 972-668-5263 • www.strikz.com





Eight11 Place



Edgefest

CALLING ALL MUSIC LOVERS

FRISCO IS HOME TO MUSIC LOVERS. FROM LOCAL, LIVE MUSIC TO BIG-TIME FESTIVALS, THE CITY HAS SOMETHING FOR EVERY MUSIC FAN.

During select weekend summer nights in June, Frisco Square hosts Music in the Square (friscosquare.com), a free, family friendly series featuring musicians from many different genres from week to week.

Both Eight11 Place (eight11place.com) and Stan's Main Street (stans-mainstreet.com) are reliable local spots for live music. Stan's also serves up burgers, and Eight11 offers food options as well as wine and craft beer.

For the past two years, Frisco has been home to the Off the Rails Country Music Fest (offtherailsfest.com), a high-energy production that has attracted such country music talent as Jason Aldean, Miranda Lambert, Eric Church and Blake Shelton.



Off the Rails Country Music Fest

OFFTHERAILSFEST.COM

Held each spring at Toyota Stadium, the two-day event includes great music, line dancing, food trucks, outdoor party games and more.

"For the second year in a row, Frisco's Off the Rails Country Music Festival brought some of the biggest names in country to North Dallas," said MTC Mag after the most recent event.

"With more and more festivals and venues moving out of downtown Dallas, there's no doubt this one will be a hit for years to come." Keep an eye on the website for information about the 2018 event!

If rock is more your style, don't miss the one-day rock festival Edgefest, also held in the Toyota Stadium. Hosted by radio station 97.1 The Eagle, the annual festival celebrated its 25th year in 2017 and featured a legendary line-up including The Offspring, Blink 182 and 311. 🇨🇦

There's nothing quite like live, local music

Music-loving Frisco locals know where to go for top-notch live music in their town. Favorite live music spots tend to be at restaurants and bars, because there's nothing quite like a cold beer and good music.

► **Eight11 Place** • eight11place.com

was opened by L.A. natives who relocated to Frisco in hopes of finding a more family centric city. They crafted Eight11 to be a place of escape from the realities of life, where you can enjoy beer, wine, food and live music.

► **The Frisco Bar** • thefrisco.com

features live music every Friday and Saturday evening, and you can also enjoy a meal from its extensive menu while you're there. This spot was Frisco's first neighborhood bar, so it knows how to provide a comfortable place to be with friends and just relax.



FRISCO RAIL YARD

► **Frisco Rail Yard** • friscorailyard.com

features live music most nights, Thursday through Sunday, and offers a fun and outdoor atmosphere for the entire family. Along with a rotating schedule of some of the area's most popular bands, Frisco Rail Yard also features a rotating schedule of some of DFW's most popular food trucks.



STAN'S MAIN STREET

► **Stan's Main Street** • stansmainstreet.com




is a hub for live music, burgers, and trivia. This is definitely one of the city's more hopping nighttime spots, and you'll usually find Stan's patio full of laughter and catching up between friends.

FRISCO IS ONE OF THE NATIONS FASTEST GROWING CITIES AND FRISCO SQUARE IS IN THE CENTER OF IT ALL

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Frisco

2018 VISITORS GUIDE

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in next year's
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Ryan Miller

469.264.7657

214.789.7716 cell

ryan.miller@tigeroak.com



VISITFRISCO.COM

THIS



- 35 DOWNTOWN FRISCO
- 36 FRISCO MERCANTILE
- 37 HOT SPOTS



Charlotte Jones Collection

SHOP YOUR HEART OUT AT FRISCO'S NEWEST RETAIL DESTINATIONS

FROM DEALS TO SPLURGES, THE NEW ADDITIONS TO FRISCO'S RETAIL SCENE HAVE YOU COVERED FOR ANY SEASON, BUDGET OR OCCASION.

Nothing beats shopping when you're really in the mood for some retail therapy or when you prefer to experience items firsthand before making a purchase. Luckily, no matter your style, Frisco has just the store for you. The city boasts

“

The city boasts more than **9 MILLION SQUARE FEET** of retail space

more than 9 million square feet of retail space, and that number is constantly expanding. Several new stores have opened over the last few months, and even more stores are slated to open this fall.

STONEBRIAR CENTRE:

A mall you'll want to spend all day in.

2601 Preston Rd. • 972.668.6255
shopstonebriar.com

Stonebriar Centre mall is the premier shopping center in North Texas, attracting visitors from throughout the region to its major department stores and unforgettable boutiques. Stonebriar Centre mall features major stores such as Nordstrom, Macy's and Dillard's, and the 1.6 million-square-foot mall also offers a family friendly setting with activities such

as a lively carousel, western-themed kids play area and a 24-screen AMC Theatre movie complex complete with a new IMAX theatre experience. Be sure to stop by the Apple Store, shop the latest fashion trends in the 10,000-square foot Forever 21 or pick up that purse you just have to have at Michael Kors or Vera Bradley. Find the perfect match for your athletic needs at Dick's Sporting Goods. No matter what items are on your list, you're sure to check them off with one visit to Stonebriar Centre mall.

THE CENTRE AT PRESTON RIDGE:

A hub for quality retailers.

Saks OFF 5th

3251 Preston Rd., Ste 1400 • 469.238.7020
saksoff5th.com

This is the outlet arm of luxury department store Saks Fifth Avenue. Saks OFF 5th carries approximately 800 designer brands at significantly discounted prices.

At the Frisco location, inventory includes men's clothing, women's clothing, shoes and accessories such as shoes, watches, and handbags.

J. Crew Mercantile

3251 Preston Rd., Ste 1402 • 214.618.1421
factory.jcrew.com

Looking for more great deals? Frisco's J. Crew Mercantile is the outlet division of J.Crew and offers the same items from an inventory standpoint as J.Crew's Factory stores, but is located outside of malls and in more convenient residential locations.

Nordstrom Rack

3241 Preston Rd. • 972.668.6860
nordstromrack.com

Opened just this last October, the discount retailer is the outlet portion of popular department store Nordstrom, and features some of the same merchandise found in Nordstrom stores, but at 50 to 60 percent off the original price.

Downtown Frisco

Whether you're shopping for clothing, gifts, home goods or baby items, Historic Downtown Frisco has an exceptional selection.



SUNNY PAIGE

► **Sunny Paige** [facebook.com/sunnypaigefrisco](https://www.facebook.com/sunnypaigefrisco) is a charming boutique located inside a historic home downtown. Here, shoppers will find women's clothing, home décor, and gifts.



BLUE DOOR BOUTIQUE

► **Blue Door Boutique** [bluedoorboutique.com](https://www.bluedoorboutique.com) also offers a selection of clothing, jewelry and home décor, and prides itself on putting customer service at the forefront, including after-hours events for shoppers who find boutique hours difficult to mesh with their schedules.

► **Lillian Welch** [shoplillianwelch.com](https://www.shoplillianwelch.com) has been part of the historic downtown since 2013, offering a "well-curated mix of furniture, gifts, jewelry and luxurious personal care products." It's the only Dallas-area retailer that carries Bella Notte Linens, a high-quality, eco-friendly brand.



Saks OFF 5th



Get it all at Frisco Mercantile



THE RUSTY PORCH
@the_rusty_porch

Since opening in 2009, **Frisco Mercantile** 8980 Preston Rd. • 972.712.7300 • friscomercantile.com has grown to be a hub for more than 200 dealers selling items including antiques, jewelry, apparel, fine art, gifts and much, much more.

Because of the wide variety of vendors and items, the Mercantile is a bit different each day, and it's become a destination for Dallas-area shoppers looking for treasures of all kinds. Because it's such a gathering place in the area, Frisco Mercantile also hosts events throughout the year. Whatever the occasion – a holiday, a birthday or just a Wednesday – put Frisco Mercantile on your list of must-see places in Frisco. Just visiting is an experience in and of itself (and you're sure to uncover a beloved purchase or five while you're there, too).

Sam Moon Trading Co.

2449 Preston Rd. • 972.297.4200

sammoon.com

Sam Moon in Frisco offers the latest in fashion handbags and accessories at wholesale prices. This unique store also offers an abundant variety of travel accessories and luggage. While there, don't forget to pick up perfumes, watches, sunglasses and great gifts for the budget minded. Sam Moon's newest addition is a home accessory store right next door.

THE STAR:

Sweet shops at your fingertips.

Along with the Charlotte Jones Collection, The Star — the 91-acre campus that serves as the Dallas Cowboys World Headquarters — also includes shopping, office space and restaurants.

Nike at The Star

5 Cowboys Way, Ste 125 • 972.497.4052 nike.com.

Along with a selection of the brand's newest apparel and footwear, the Nike at The Star location is a unique collaboration between the Dallas Cowboys and Nike, and features one-of-a-kind T-shirts and footwear not available anywhere else.

Blue Jean Baby

bluejeanbaby.com

Sisters and Dallas natives, Lola and Taylor Rogers, are the founders of this popular online boutique, which will be opening its flagship

insta worthy



IKEA
@crissyescalera



STONEBRIAR CENTRE
@bsmerczynski



Nike at The Star

location at The Star in early 2018. While vintage-inspired denim is its forte, Blue Jean Baby also boasts a variety of unique turquoise jewelry, children's apparel and on-trend silk pieces.

Additional shopping options at The Star include Lucchese, Demerera and Fans United.

IKEA:

A Swedish-inspired shopping experience.

7171 IKEA Dr. • 972.712.4532
ikea-usa.com

Specializing in exclusively designed home furnishings, IKEA's products range from beds, bookcases, desks and sofas to cookware, lighting, textiles, pet products and kitchens complete with cabinetry and appliances. Plus, the IKEA brand prides itself on offering products at low prices. Frisco's 310,000-square-foot store features 50 different room settings, a supervised children's play area and a 300-seat restaurant.

NEW SHOPS AROUND FRISCO:

Additional shopping options in Frisco abound.

NYX Professional Makeup

2601 Preston Rd. • 469.362.6915
nyxcosmetics.com

You'll find this gem in Stonebriar Centre in Frisco. This store is stocked with high-quality makeup that makes a professional look accessible to anyone. Popular items include their Matte Finish Makeup Setting Spray and HD Finishing Powder.

Charlotte Jones Collection

11 Cowboys Way • 469.287.0000
omnihotels.com/frisco

Whether you're a guest at The Omni Frisco Hotel or not, the hotel lobby is worth a visit. There, you'll be able to shop at a boutique offering a unique retail experience as well as a diverse inventory ranging from fashion to children's items to home goods. Charlotte Jones Collection is named after the stylish Dallas Cowboys EVP & Chief Brand Officer Charlotte Jones Anderson, and was built to be a destination shopping experience in Frisco. 🇺🇸



MAIN STREET



DISTINCTIVELY HERS



LILLIAN WELCH

Frisco's Retail Hot Spots

Venture outside Frisco's Historic Downtown to find a wealth of shopping hot spots.

▶ At **Distinctively Hers** 11445 Dallas Pkwy., #260 972.377.7217 • distinctivelyhers.com, shoppers will find "the hottest fashion trends at customer-friendly prices." Open since 2007, the boutique prides itself on top-notch customer service and sells items including clothing (with an especially impressive denim selection), accessories, boots and gifts, along with complimentary gift wrapping all year.

▶ If you're on the hunt for gear for little ones, **Dimples & Dandelions** 6959 Lebanon Rd., Ste 103 214.705.1642 • dimplesanddandelions.com is a must-stop shop. This adorable baby and children's boutique offers a wide selection of not just clothing, but also bedding, diaper bags, furniture and more. Go a step further by getting your item personalized or monogrammed, too!

▶ **Mainstream Boutique** 6959 Lebanon Road, Suite 122 972.294.5032 • facebook.com/MainstreamBoutiqueFriscoTX is the perfect place for women of all ages to shop together. This boutique is dedicated to providing a variety of multi-generational clothing at reasonable prices.

▶ Located inside Legacy Tennis Academy, **Terrace Boutique** 4000 Legacy Dr. • 972.668.5253 • facebook.com/TerraceBoutique stocks items including clothing, jewelry, home goods and décor, gifts, and more. (And don't let the location confuse you – this definitely isn't a place for tennis pros only!) Here, you'll find on-trend clothing brands such as Free People, True Religion and Citizens of Humanity.

▶ **Harper Boutique** at Stonebriar Spa 1221 Legacy Dr. • 972.668.6108 • facebook.com/HarperBoutique specializes in "all things natural, soothing and comfy." This is the perfect place to find a great selection of cozy loungewear and home décor and gifts.

▶ Shoe lovers, put **Sussie's** 4760 Preston Rd. • 972.335.2792 • facebook.com/sussiesfrisco at the top of your list of boutiques to visit. In addition to versatile apparel options, Sussie's features an in-store shoe boutique.

STAY



**38 NEW
HOTELS
40 RENOS
42 COMING
SOON**



Omni Frisco Hotel

NOW IS THE PERFECT TIME TO STAY WITH US

**BUSINESS OR PLEASURE, THE BOOMING
HOTEL BUSINESS IN FRISCO IS A WIN FOR
ALL TYPES OF VISITORS.**

The population of Frisco has grown from 33,714 in 2000 to more than 166,000 in 2017, making it one of the fastest-growing cities not only in Texas, but in the entire U.S. This exponential growth in population has led to vibrant growth in the hotel industry. Currently, Frisco boasts 17 hotels offering more than 2,400 guest rooms, up from roughly 1,800 rooms in 2016. Another 500 rooms are slated to open by the end of 2018. With so many choices it's easy to find the perfect place



**Frisco boasts
17 HOTELS
offering more than
2,400 GUEST
ROOMS
with Another
500 ROOMS
are slated to
open by the end
of 2018.**

to call home for your stay in Frisco, from extended stay accommodations with in-suite kitchens to a family friendly property with a pool to a luxury hotel featuring fine dining, and all located within a 25-minute drive of both Dallas / Fort Worth International Airport and Dallas Love Field Airport. Whether visiting Frisco for business or pleasure, you are sure to find accommodations to fit your needs.

Omni Frisco Hotel

11 Cowboys Way • 469-287-0000 • omnihotels.com

One of the newest hotels is located in The Star, a 91-acre entertainment and retail hub and home of the Dallas Cowboys. The Omni Frisco offers 300 elegantly appointed guest rooms and suites, and a host of amenities including The Edge pool deck and bar overlooking Tostitos Championship Plaza. Neighborhood



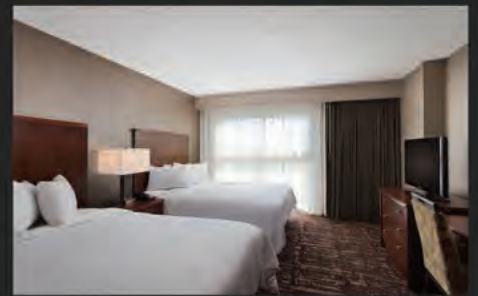
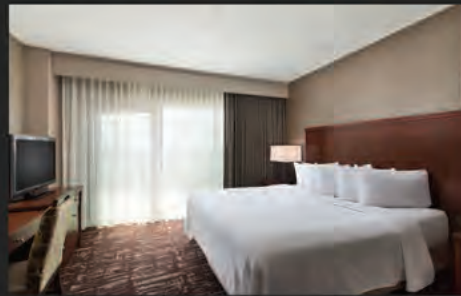
The Embassy Suites by Hilton Dallas-Frisco understands that no two conventions are alike. From small meetings and banquets to trade shows and conferences, we can help you plan and host any event.

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OR 972-712-7200



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Located with easy access to the Dallas North Tollway, we are steps from Stonebriar Centre mall, multiple restaurants, and various corporate offices.

Real kitchens. Real living rooms. Real breakfast. Our H BAR serves our Sip + Savor menu to satisfy your cravings. We offer a heated indoor pool and Wi-Fi that are really free. It's a place you can live, not just stay.

To book visit hyatthousefrisco.com.



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Frisco, Texas 75034
972 668 4500



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With more than a half-dozen additional hotels in various states of construction, completion or development, visiting Frisco keeps getting better.

Services is adjacent to the hotel lobby and serves “honest food & drink in the American tradition,” according to Chef Nick Badovinus. The restaurant offers indoor and outdoor dining and is accessible from both the street and hotel lobby. For weddings, reunions, meetings or any other gathering, the hotel boasts 24,000 square feet of event space.

The Drury Inn & Suites Dallas Frisco

2880 Dallas Parkway • 214-705-9300 • druryhotels.com

The Drury Inn & Suites Dallas Frisco is another recent addition. The hotel offers 185 guest rooms and is conveniently located at the southeast corner of Gaylord Parkway and the North Dallas Tollway. The nine-story property is adjacent to the Frisco Conference Center and within close proximity of Dr Pepper Ballpark, Dr Pepper Arena, IKEA, the Centre at Preston Ridge and Ford Center at The Star. Amenities include complimentary Wi-Fi, 24-hour fitness and business centers, free hot breakfast and dinner, and an indoor pool and whirlpool.

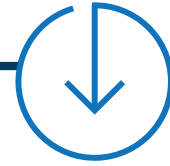
Hotel Indigo Frisco

2985 Avenue of the Stars • 469-362-6177 • ihg.com

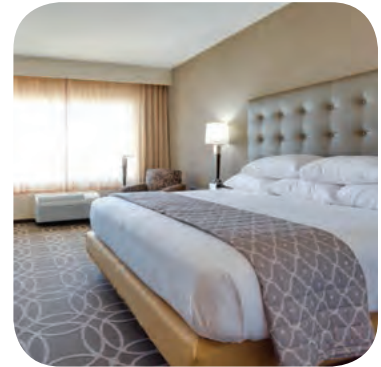
This newcomer is a boutique hotel brand by InterContinental Hotels Group. No two Hotel Indigo properties are alike, each location offers its own unique design and experience, yet the consistency of one of the world's largest hotel groups. The six-story hotel offers 110 guest rooms, including 22 suites. Amenities include complimentary Wi-Fi, a business center, a restaurant and a children's pool. The Hotel Indigo is situated across the street from the Frisco Conference Center, Dr Pepper Arena and Stonebriar Centre.



Drury Inn & Suites



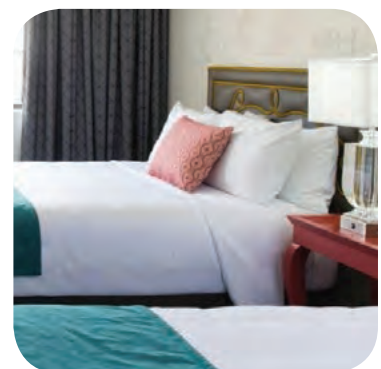
New Hotels in Frisco



DRURY INN & SUITES



OMNI FRISCO HOTEL



HOTEL INDIGO FRISCO



LEFT TO RIGHT:
THE WESTIN STONEBRIAR
SHERATON STONEBRIAR HOTEL

Two hotels, one great location.

Experience Sheraton Stonebriar Hotel and The Westin Stonebriar Hotel and Golf Club. Located within steps of each other, our Frisco hotels offer an escape with all the flavor and charm of Texas with an ideal location just north of Dallas.

Work, play, eat and most of all revitalize – Texas style.

For more information and special offers visit SHERATONSTONEBRIAR.COM/DEALS or WESTINSTONEBRIAR.COM/DEALS



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The **Frisco Art Gallery** is the place to see a changing variety of local, regional and international artwork. Open daily. No admission charge.

The **Black Box Theater** hosts a variety of theater and dance performances, concerts, movies, fashion shows, meetings, classes, workshops and more.

The **Special Events Center** can accommodate up to 1,000 people and is perfect for large trade shows, conventions, business parties, holiday events, performances, weddings and more.

The **Sci-Tech Discovery Center** encourages visitors to embrace discovery and innovation through the hands-on exploration of math, science and technology.



Frisco Discovery Center
8004 N. Dallas Pkwy
Frisco, Texas
NE corner frontage Road
and Cotton Gin Road

friscodiscoverycenter.org
972-668-5180

ENJOY TOURS, FAMILY FUN, THE BOUTIQUE & EVENTS AT THE FRISCO HERITAGE MUSEUM

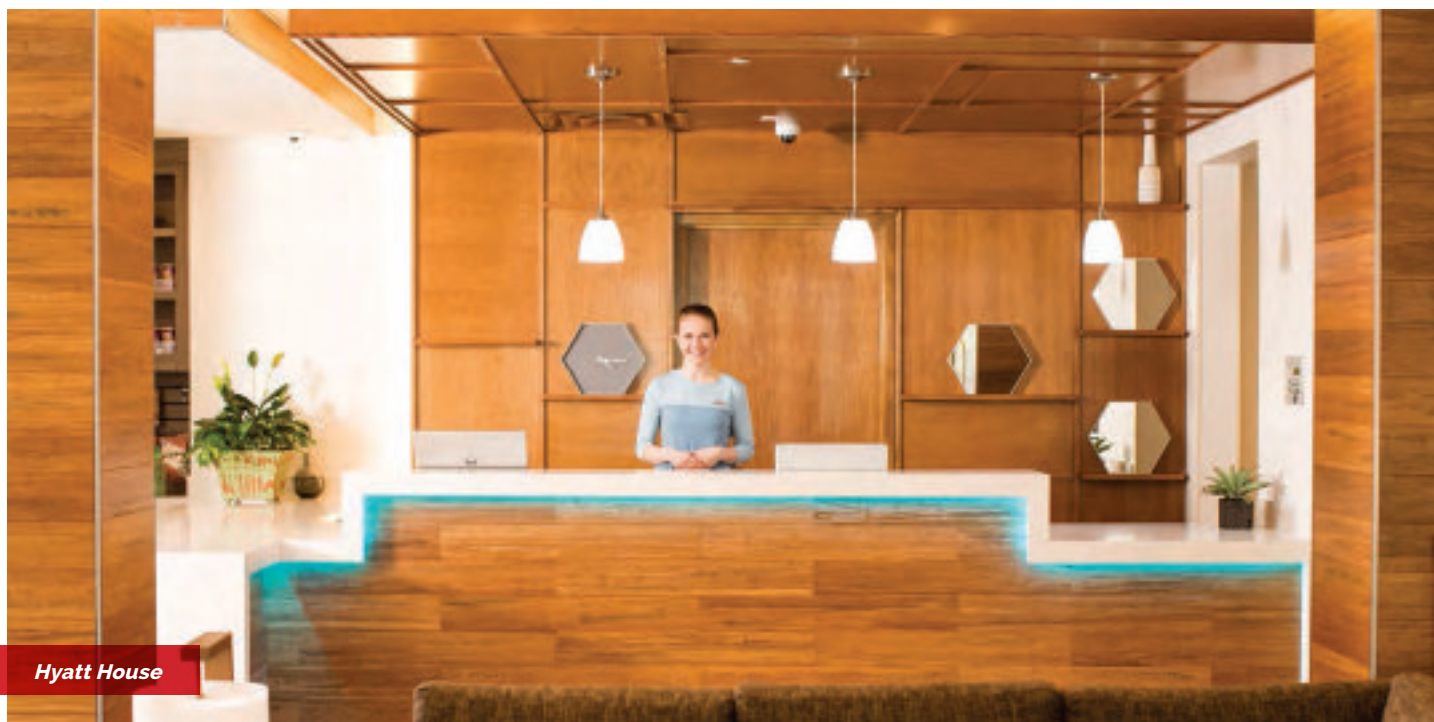
OPEN WEDNESDAY-SUNDAY



FRISCO HERITAGE MUSEUM

6455 PAGE ST., FRISCO

972-292-5665 ★ FRISCOMUSEUM.COM

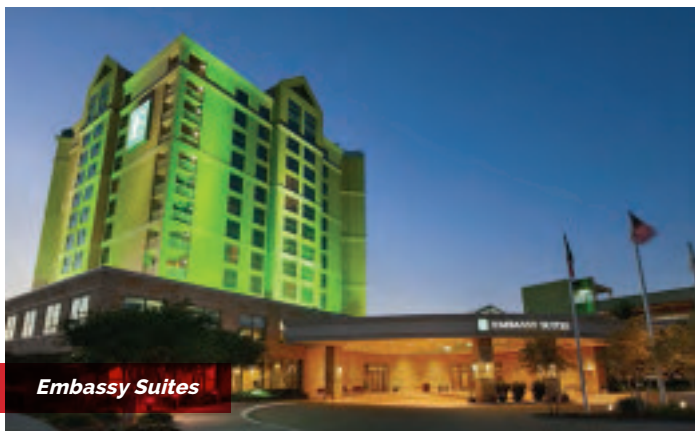


Hyatt House

Embassy Suites by Hilton Dallas Frisco Hotel Convention Center & Spa

7600 John Q. Hammonds Drive • 972-712-7200 • embassysuites3.hilton.com

Along with new hotel properties opening up, the hotel recently completed an extensive renovation of the entire property including the connected Frisco Conference Center. The spacious suites feature separate living rooms and bedrooms, two flat screen televisions, microwaves and mini-refrigerators. PURE allergy-friendly rooms with air purification systems are available by request. Additional amenities include a nightly complimentary evening reception, free made-to-order breakfast, business and fitness centers, an indoor pool, and the on-site Spa Botanica. There are two options for dining: Cyprus Grille and Caffèina's Café featuring American cuisine with a Texas flair. The hotel and convention center offer 90,000 square feet of meeting and event space, which was also refurbished as part of the recent project. The Embassy Suites Frisco is adjacent to Dr Pepper Arena, is a short walk to Dr Pepper Ballpark and is within a mile of The Star.

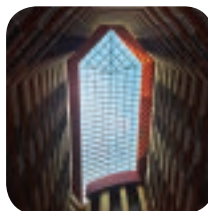


Embassy Suites

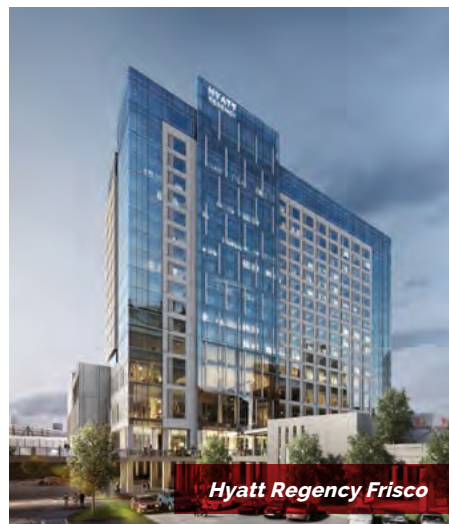
insta worthy



OMNI FRISCO HOTEL
 @daynalouwhite



EMBASSY SUITES
 @nowtechproductions



Hyatt Regency Frisco

Coming soon

This year, hotel developer NewcrestImage will build four hotels—the AC Hotel, Residence Inn, Canopy by Hilton and Hyatt Place—at the 242-acre Frisco Station development along the \$5 Billion Mile. The hotels will anchor The Hub, a 200,000-square-foot centerpiece to the development that will include dining, retail and entertainment. A 295-room Hyatt Regency Frisco hotel, connected to the Stonebriar Centre mall, is slated for completion in December 2019. 🇨🇦

CALL US HOME FOR A WHILE.



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aloftfrisco.com

COMFORT INN & SUITES

4220 Preston Rd.
972-668-9400
comfortinn.reservationcounter.com

COMFORT SUITES - FRISCO SQUARE

9700 Dallas Pkwy.
972-668-9700
csfrisco.com

HAMPTON INN & SUITES - NORTH FIELDHOUSE

6070 Sports Village Dr.
972-668-4200
hamptoninn.com

HAMPTON INN HOTEL & SUITES

3199 Parkwood Blvd.
972-712-8400
hamptoninn.com

HILTON GARDEN INN

7550 Gaylord Pkwy.
469-362-8485
hiltongardeninn.com

HOLIDAY INN EXPRESS

3400 Parkwood Blvd.
972-668-5959
ihg.com/holidayinnexpress

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home2suites3.hilton.com

HOMWOOD SUITES BY HILTON

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homewoodsuites3.hilton.com

HYATT HOUSE

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972-668-4500
hyatthousefrisco.com

SHERATON STONEBRIAR HOTEL

5444 Highway 121
972-668-8700
sheratonstonebriar.com

THE WESTIN STONEBRIAR HOTEL & GOLF CLUB

1549 Legacy Rd.
972-668-8000
westinstonebriar.com

WINGATE INN

14700 Highway 121
214-494-5500
wyndhamhotels.com

► For a complete list of Frisco's
hotel offerings, head to
visitfrisco.com/hotels

Serving our community since 1999.

FRISCO RESALE

Where your donations and shopping, support families
in crisis, living in our Frisco and Frisco ISD community.



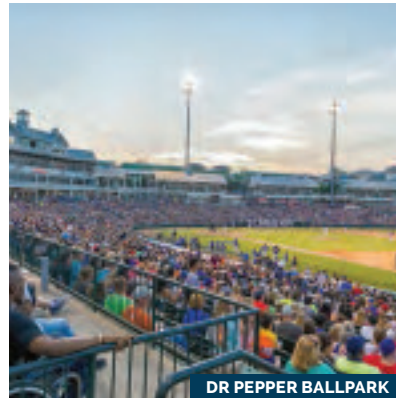
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one item.

Cannot be combined with
other offers or discounts.
Offer valid thru 12/31/18.

SHOP • DONATE • VOLUNTEER | FriscoFamilyServices.org

Frisco Family Services exists to help members of our communities who are facing hunger,
homelessness and other urgent needs improve their quality of life and achieve self-sufficiency.

TEXAS PINBALL FESTIVAL



DR PEPPER BALLPARK



NCAA FCS CHAMPIONSHIP GAME



FRISCO FREEDOM FEST

DXL FRISCO BOWL

December 20, 2017

Toyota Stadium | thefriscobowl.com

The newly created Frisco Bowl will kickoff from its new Frisco, Texas, home. The bowl game is owned and operated by ESPN Events, a division of ESPN, and is affiliated with the American Athletic Conference.

NCAA DIVISION I FOOTBALL CHAMPIONSHIP SERIES

January 6, 2018

Toyota Stadium

naaa.com/tickets/football/fcs

The best of NCAA football will meet again in North Texas at the NCAA Division I Football Championship Series. Come early to enjoy Tailgate Town!

WOGA CLASSIC

February 16-18, 2018

Dr Pepper Arena

Frisco Conference Center | woga.net

WOGA Gymnastics hosts top teams from the USA and around the globe in this exciting event.

THE PATRIOT CUP

February 17, 2018

Ford Center at The Star | patriotcup.com

Cheer on some of the best in collegiate lacrosse with a full day of games showcasing powerhouse collegiate Division I teams, Villanova vs. Yale, as well as the nation's top MCLA teams, SMU vs. Arkansas and Texas vs. Oklahoma.

LONE STAR CONFERENCE MEN'S & WOMEN'S BASKETBALL CHAMPIONSHIP

March 1-4, 2018

Dr Pepper Arena | lonestarconference.org

The tournament will be comprised of the top eight men's and top eight women's teams, according to the LSC regular-season standings. A total of 14 games will be played over a four-day period. Winners will receive automatic bids to the NCAA Division II national tournament.

FRISCO COLLEGE BASEBALL CLASSIC

March 2-4, 2018

Dr Pepper Ballpark | friscoclassic.com

The Frisco College Baseball Classic is the best collegiate baseball tournament outside of the College World Series in Omaha! The Classic will feature four of the country's top teams: University of California, Texas A&M, Baylor University and Louisiana Tech.

CONFERENCE USA MEN'S & WOMEN'S BASKETBALL CHAMPIONSHIPS

March 7-10, 2018

Ford Center at The Star | conferenceusa.com

Baylor Scott & White Sports Therapy & Research at The Star will be the presenting sponsor of the 2018 C-USA Basketball Championships, which are scheduled for March 7-10, with all 22 games — 11 men's and 11 women's games — being held at Ford Center at The Star. The conference champions receive an automatic bid to the NCAA Championship.

TEXAS PINBALL FESTIVAL

March 16-18, 2018

Embassy Suites | texaspinball.com

This is your chance to play all the pinball you can handle! One entry fee gets you in the show and access to more than 400 machines from the 1930s to today's latest machines.

ARTS IN THE SQUARE

March 24 & 25, 2018

Frisco Square | friscosquare.com

Arts in the Square embraces visual and performing arts, live entertainment and offers handmade creations from more than 120 local and regional artists.

DOWNTOWN FRISCO STREETS FESTIVAL

April 14, 2018

Downtown Frisco | downtownfrisco.com

Chow down at some of the best food trucks in North Texas, enjoy live music and shop at some of the most unique boutiques in Frisco.

OFF THE RAILS COUNTRY MUSIC FEST

Spring 2018 (date TBD)

Toyota Stadium | offtherailsfest.com

See the hottest names in country music at this two-day festival, including a lineup of stars you've been waiting to see!

EDGEFEST

Summer 2018

This is alternative rock single-day festival is held annually at Toyota Stadium. The festival is sponsored by 102.1 FM, The Edge. Tickets for the festival go on sale in early 2018.



THE PATRIOT CUP



ARTS IN THE SQUARE



MUSIC IN THE SQUARE

MUSIC IN THE SQUARE

Weekends in June

Frisco Square | friscosquare.com

Enjoy live music and summer nights during Frisco Square's free outdoor Summer Concert Series on the Simpson Plaza lawn, in front of City Hall.

FRISCO FREEDOM FEST

July 4, 2018

Simpson Plaza at City Hall

friscofreedomfest.org

Enjoy great food, music and fireworks during one of North Texas's biggest Independence Day celebrations!

SHAWNEE TRAIL COWBOY DAYS

Fall 2018 (date TBD)

Frisco Heritage Museum

friscomuseum.com

Take a stagecoach ride, witness authentic gun fights, take a pony ride and much more. Visit the Museums' permanent exhibits and learn about Frisco's history.

15TH ANNUAL LONE STAR STORYTELLING FESTIVAL

October 2018

Frisco Public Library | lonestarstories.org

Join thousands of attendees for two days and evenings of family fun with award-winning storytellers.

FRISCO ART WALK

October 2018

Join your friends for the Frisco Art Walk, and tour some of the city's well-known or yet-to-be-discovered works of art.

TRICK OR TREAT THE SQUARE

October 28, 2018

Frisco Square | friscosquare.com

Experience family fun in the heart of Frisco. This annual event is free and open to the public. Bring the whole family in your best costumes and enjoy trick-or-treating in a safe environment!

CHRISTMAS IN THE SQUARE

November 23, 2017 - January 6, 2019

Frisco Square | friscosquare.com

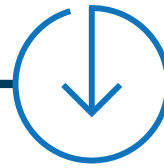
Christmas in the Square is a one-of-a-kind holiday extravaganza that gets bigger and better every year! More than 650,000 visitors flock to this event each year. It is a pedestrian friendly event and a lot of fun for families and groups who want to get into the holiday spirit.

MERRY MAIN STREET AT FRISCO SQUARE

December 1, 2018

Simpson Plaza at City Hall | friscofun.org

Enjoy holiday music, crafts and have your picture taken with a special guest from the North Pole, Santa. Shopping, dining and the annual tree lighting ceremony are also a part of the mix!



Frisco to Host Bowl Game

The inaugural **DXL Frisco Bowl** will be held in its new home — right here in Frisco! — on Wednesday, **December 20, 2017**. The new Frisco Bowl, formerly the Miami Beach Bowl, is owned and operated by ESPN Events. The game is one of 14 NCAA bowl games owned by ESPN Events and is affiliated with the American Athletic Conference.

"We are excited to be a part of the Frisco Bowl and to enhance our relationship with ESPN Events," says Mike Aresco, commissioner of the American Athletic Conference. "The Frisco Bowl will send a deserving team to a first-class facility in a region within our conference footprint that has been tremendously supportive of post-season college football."

ESPN will air the Frisco Bowl live December 20, at 7 p.m. CST, from **Toyota Stadium** in Frisco. The stadium is the home of the Major League Soccer team, FC Dallas, which has partnered with ESPN Events to host the bowl game and ancillary events through 2019.

Toyota Stadium has been the home of the NCAA Football Subdivision (FCS) Championship Game since 2010. The 145-acre Toyota Stadium and Toyota Soccer Center complex opened in 2005, and hosts a variety of concerts, tournaments and other events. Toyota Stadium also is the future home of the National Soccer Hall of Fame.

"I don't believe there is another city in the U.S. that has a better infrastructure in place to host a college football bowl game, including the incredible support the bowl game is receiving from local government, and the great stadium and facilities the teams will be playing in," says Sean Johnson, executive director of the Frisco Bowl. "Frisco has wonderful hotels where the student-athletes, coaches, fans and alumni will stay during the week. The local community has stepped forward to support the game through partnerships, ticket purchases and volunteering. All in all, the support has been overwhelmingly positive and provides a great foundation for the success of the Frisco Bowl."

► To learn more about the Frisco Bowl, visit thefriscobowl.com.

MAP

Frisco



ROUGHRIDERS
@snapberry
photographs



WESTIN
@tressacruse



NCAA FCS GAME
@grattokl



CATTLE DRIVE
@klynn013

GET YOUR BEARINGS

HERE'S A MAP TO HELP
YOU FIND YOUR WAY
AROUND TOWN.

Founded in 2003, **Visit Frisco**, the official Destination Marketing Organization for the City of Frisco, has grown in tandem with the extensive growth of leisure travel, sports and meeting facilities within the city. It's our mission to generate a positive awareness of Frisco as a premiere destination for meetings, sporting events, conventions, trade shows, leisure travel and to positively impact the economic base of the City of Frisco.

Whether you're a visitor, meeting planner or Frisco tourism business, we're here to serve you. You'll find that this website is filled with tons of information, but please don't hesitate to reach out should you need personal assistance.

Visit Frisco

6801 GAYLORD PKWY., STE. 401
FRISCO, TX 75034

PHONE: 972-292- 5250
TOLL-FREE: 877-GO- FRISCO
EMAIL: INFO@VISITFRISCO.COM



DON'T FORGET!
Use our hashtag
during your visit!

#iHeartFrisco







TREATING OUR VISITORS TO A WORLD-CLASS CITY

As one of the fastest growing cities in the U.S.,

Frisco's city leaders are constantly working to bring more great experiences to the city and enhance current offerings for our residents and visitors.

In 2017, Frisco celebrated the opening of three new hotels: Drury Inn & Suites, Hotel Indigo and Omni Frisco Hotel at The Star. Foodie fans had reasons to celebrate with the opening of new dining options at The Star, including Neighborhood Services, Cane Rosso, City Works and Tupelo Honey Café.

There was no shortage of fun to be had in Frisco this past year. The Dallas Cowboys opened their doors to fans to not only tour The Star, but also experience Training Camp right here in North Texas. The Museum of the American Railroad acquired new rolling stock and a 2,500-square-foot G-scale model train layout. The National Videogame Museum welcomed more than 60,000 visitors in its



THE VISIT FRISCO TEAM LOVES SHARING WHAT'S HAPPENING IN FRISCO, SO BE SURE TO CHECK OUT VISITFRISCO.COM FOR ALL THE LATEST NEWS, EVENTS AND TOOLS TO PLAN YOUR NEXT FRISCO ADVENTURE.



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VISITFRISCOTX**

first year, and Frisco's more than 9 million square feet of retail grew with the addition of shopping favorites such as Saks Fifth Avenue OFF 5TH, Nordstrom Rack and J. Crew Mercantile.

The Visit Frisco team loves sharing what's happening in Frisco, so be sure to check out VisitFrisco.com for all the latest news, events and tools to plan your next Frisco adventure. There, you'll find information and a complete list of Frisco's restaurants, retail offerings, attractions, entertainment, museums, outdoor recreation features, arts and culture, and so much more. If you're looking for inspiration to plan your trip, visit iHeartFrisco.com and discover photos, stories and videos from some of Frisco's biggest fans. Finally, be sure to follow Visit Frisco on Facebook, Twitter and Instagram for the latest news and giveaways.

Enjoy your stay in Frisco! We look forward to welcoming you back again soon.

Marla Roe CDME, CTA
Executive Director
Visit Frisco



Share the love during your trip with [#iheartfrisco](#) and be sure to check out the website for some Frisco trip inspiration.

iHeartFrisco.com

THE NEWEST
PLACE^{TO}
BE SEEN.

The new Omni Frisco Hotel is more than just the Official Hotel of the Dallas Cowboys, it's the new social hub for great food, fun and nightlife. Enjoy the posh boutiques, craft cocktails at Neighborhood Services and the sip-and-be-seen vibe of the Edge Pool deck with its amazing views and VIP cabanas. This is the place to be, so book your stay now and enjoy a world-class experience.

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