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## Business headquarters abundant in North Texas

Companies bring influx of jobs, consumers to area

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Dallas-area suburbs are attracting headquarters to North Texas, bringing with them jobs and consumers.

File photo

North Texas has become a prime destination for companies to build or move their headquarters.

Most recently, two international companies – Toyota Motor Corp. and Hisun Motors USA – announced they would open new North American headquarters in Plano and McKinney, respectively.

Toyota, the world's largest automaker, will build a \$350 million, 1 million-square-foot campus as part of the Legacy West project in western Plano. About 4,000 jobs will be relocated from California, Kentucky and New York, and Toyota plans to move into the facility in 2016 and 2017, according to officials.

The same developer, KDC, is building FedEx Office's new headquarters across the street from its Toyota project. The 265,000-square-foot corporate campus will consolidate FedEx Office & Print Services' regional operations. FedEx Office is set to move into the facility by the end of 2015.

"Plano continues to expand its reputation as a global business community," said Sally Bane, executive director of Plano Economic Development. "Plano continues to leverage these successes to attract other global companies."

The development of McKinney National Airport, whose operations McKinney took over last year, has added to the Collin County seat's appeal for large businesses. China-based Hisun Motors highlights several companies that announced this year they're building or moving into new facilities in the city.

To date in 2014, the new projects have totaled \$91.4 million in capital investment – more than in 2012 and 2013 combined – and the companies are expected to bring the city nearly 1,500 jobs over the next few years, according to McKinney Economic Development Corporation (MEDC) figures.

Raytheon, a major defense contractor already with a heavy North Texas presence, last year moved its Space and Airborne Systems national headquarters from California to the McKinney facility off U.S. Highway 380. That move alone brought about 170 jobs to the city, according to officials, and was publicly touted by Gov. Rick Perry.

Also last year, Emerson Process Management opened its new Regulator Technologies global headquarters at the Gateway site off U.S. Highway 75, where the Sheraton McKinney Hotel is set to open in February.

Barry Shelton, McKinney's interim assistant city manager, credited the city's quality of life and uniqueness as major factors in attracting big companies. Specifically targeting headquarters is a constant priority for city officials, he said.

"We're not just a bedroom community; we're an employment center," he said, adding that the city – with 141,000 people – is no longer the small county seat. "We really feel strongly that McKinney offers a great community to live in and work in."

Employers feel that way about Allen and Frisco, too, as indicated by each city's own big business announcements in recent years. Though smaller than its neighboring cities, Allen doesn't lack in economic development.

Five separate companies announced in recent months they're making Allen their headquarters home. CVE Technology Group, Inc., an after-market service provider for cellular handsets and consumer electronics, this summer relocated its New Jersey headquarters to Allen. Company officials expect to employ 1,200 at the Enterprise Business Park campus by the end of next year.

"We relocated the headquarters here because the Metroplex is the epicenter of cell phone growth and activity," said Ruben Alvarado, CVE vice president, in a released statement.

Upon CVE's announcement, Allen EDC officials said the city's estimated daytime employee base has surpassed 25,000 and continues to grow.

KONE, a global leader in the elevator and escalator industry, will be the lead tenant for AllenPlace, a master-planned five-building office park. It plans to move into its 250,000-square-foot space in the first half of next year and will initially employ 200 people, according to officials.

PFSweb, Inc. (450 employees), MonkeySports Inc. (203 jobs) and WatchGuard Video (200-plus jobs) also each announced in recent months its headquarters would be in Allen.

The most publicized move came in Frisco, where the Dallas Cowboys broke ground on their new headquarters earlier this year. The project will include corporate offices, outdoor fields and a 12,000-seat indoor stadium that Frisco ISD will also use.

Frisco contributed \$115 million as incentive for the project, which will anchor about 25 acres of a 91-acre mixed-use development near Dallas Parkway. It is expected to be complete by next summer.

Blue Star, which is affiliated with the team, is purchasing the 66 acres adjacent to the stadium and headquarters for private mixed-use development. Frisco Station, to be developed on about 250 acres around the project, will include office space, retail, restaurants, apartments and a hotel, officials said. A consultant told Frisco officials the project could bring in roughly \$23.4 billion to the regional economy over the next 30 years, and to create more than 4,500 new jobs by 2026.

It's so secret Texas is home to one of the nation's best job markets, and D-FW is a fast-growing metro area. Each city feels it has the best to offer to companies; the competition ultimately benefits them all.

Bane said employees at headquarters will also live in surrounding cities, and their families "will disperse their discretionary income throughout the region, raising all boats." Shelton said neighboring business further attracts big companies.

"You bring in office development with hundreds, if not thousands, of workers...now you have other development that wants to co-locate," he said.

As long as roads and infrastructure are developed to match the population boom, more headquarters will come to the Metroplex. Smaller cities near the larger Collin County cities will reap the benefits, even if such big facilities aren't on their land.

Nick Ristagno, Lake Dallas city manager, said the "influx of big business to the Dallas area, and particularly to the northern portion, will have come impact to the region, in general." Life in smaller communities "is always an attractive consideration to many people," he added.

With the recent influx and anticipated growth for the area, there seems to be enough big business to go around. North Texas is quickly becoming a headquarters for those companies.

"You want to put your business in a place you would like to live," Shelton said. "And we think we offer that."

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## Notable North Texas HQ

### McKinney

*Emerson Process Management Regulator Technologies*

-128,000 square feet

-140 jobs

*Raytheon SAS*

-Move from California

-200 jobs

*Hisun Motors USA*

-163,502 square feet

-80 jobs

### Plano

*Toyota Motor Corp.*

-\$350M campus; 1 million square feet

-4,000 relocated jobs

*FedEx Office*

-265,000 square feet

-Regional operations

### Allen

*CVE Technology Group*

-About 80,000 square feet

-1,200 jobs expected

*KONE*

-250,000 square feet

-200 initial jobs

### Frisco

*Dallas Cowboys Global HQ*

-Team offices, operations

-12,000-seat indoor stadium

-Complete: Summer 2015



With Cowboys' construction halfway done, Jones looks forward to future Frisco training camps