



January 2011

PLANO, TEXAS
FACT SHEET

Overview:

When travelers stay in Plano, they are within a 30-minute drive to most major attractions, sporting, adventure and entertainment venues through the Dallas-Fort Worth area. They are also staying in a city that is the safest in America, according to a recent survey by *Forbes*, as well as one of the easiest, cleanest, most family-friendly and most economical cities in Texas, if not the United States. However, right in Plano, visitors will also find a surprising number of things to do, see and visit – from great shopping and fine dining to interesting museums and attractions. Known as “The Star in Texas,” Plano is also the “Hot Air Balloon Capital of Texas,” hosting the Plano Balloon Festival each September since 1979.

Honors:

Plano has received numerous honors, including:

- Named America’s safest city by *Forbes* in 2010.
- Named the best city for women to live in by *Women’s Health* and the third-best city for men to live in by *Men’s Health* in 2010.
- Named the most affluent city in the United States by *USA Today* in 2008.
- Named the best city in the United States to build vast personal wealth by *Salary.com* in 2008.
- Selected by *Forbes.com* as one of the three “Top Suburbs to Live Well” in Dallas in 2008.
- Ranked the safest city in North Texas, according to CQ Press in 2007.
- Named the 11th best place to live in the United States by *CNN Money Magazine* in 2006.
- Named the best place to live in the western United States by *CNN Money Magazine* in 2005.
- Ranked fifth-highest in the nation in terms of household spending, according to MSN Money in 2009.

Population: Plano has been one of the fastest-growing cities in the United States, especially over the last two decades. Currently, the city’s population is approximately 268,000.

Time Zone: Central Standard Time

Miles to Plano:	Abilene, TX	197
	Albuquerque, NM	674
	Amarillo, TX	362
	Austin, TX	215
	Baton Rouge, LA	376
	Beaumont, TX	340
	Brownsville, TX	564
	Corpus Christi, TX	430
	El Paso, TX	652
	Fort Worth	50
	Galveston, TX	307
	Houston, TX	257
	Laredo, TX	449
	Little Rock, AR	283
	Lubbock, TX	363
	New Orleans, LA	533
	Odessa, TX	370
	Oklahoma City, OK	202
	San Angelo, TX	296
	San Antonio, TX	293
Santa Fe, NM	634	
Shreveport, LA	199	
Texarkana, TX	180	
Tulsa, OK	240	
Tyler, TX	109	

Transportation: **Air:** Plano has convenient access to two major airports – Dallas/Fort Worth International Airport (www.dfwairport.com) and Dallas Love Field Airport (www.dallas-lovefield.com). Several major airlines service these airports with daily nonstop flights, including American Airlines, Continental Airlines, Delta Airlines and Southwest Airlines.

DART Rail (www.dart.org): Visitors to Plano can travel throughout the Dallas-Fort Worth area via the Dallas Area Rapid Transit System (DART) Rail Line from three locations in Plano: Parker Road Station, Downtown Plano Station and the George Bush Turnpike Station.

Bus: Local bus service is also provided by DART. For schedules, visit www.dart.org or call (214) 979-1111.

Ground: A well-planned highway system makes traveling to Plano easy. Major thoroughfares heading north and south include the Dallas North Tollway, State Highway 75 and Preston Road. East and west thoroughfares include State Highway 121, Highway 190 (President George Bush Turnpike) and Interstate 635.

Shuttle/Taxi Service: Travel to and from both airports and around the Dallas-Fort Worth area is available through several area transportation companies.

Climate: Located in the Sunbelt, Plano enjoys a temperate climate with mild winters and hot summers. The average year-round temperature is 66 degrees. January is the coldest month, with an average temperature of 44 degrees. July is the hottest month, with an average temperature of 86 degrees. (Source: Plano Economic Development Board)

History: The first settlers came to the Plano area in the 1840s. A sawmill, gristmill and a store helped the area grow. The city was officially incorporated in 1873, a year after the Houston and Texas Railroad was completed. In 1881, a fire destroyed most of the city's business district, but it was quickly rebuilt. Plano grew steadily over the years, but its population "exploded" during the 1980s. During this time, many large corporations, such as JCPenney and The Frito-Lay Company, moved their corporate headquarters to Plano. The city was recognized as an All-American City in 1994.

Hot Deals: Through the Plano Convention & Visitors Bureau, travelers can take advantage of "Hot Deals." Included on the website (www.planocvb.com) are coupons for discounts on lodging, shuttle service, attractions and more. Travelers can sign up for e-mail updates when new coupons are added.

Plano Perks Card: The Plano Perks Card is complimentary and available to corporate travelers through the Plano Convention & Visitors Bureau. The card, which is the size of credit card, is a cell-phone-based concierge service designed to make the current and future stays of all corporate travelers in Plano easier and more productive. The card includes a phone number that gives travelers access to a live person who can help with anything from making restaurant reservations to wake-up calls to finding directions to a new club.

Accommodations: With more than 4,300 (and growing) hotel rooms available, Plano has everything from economical alternatives for families on a budget to the ultimate in luxury accommodations. The Plano Convention & Visitors Bureau’s website includes an extensive list of hotel options (www.planocvb.com). A few of the most notable options include:

- **aloft Hotel (www.starwoodhotels.com/aloft-hotels/):** The aloft Hotel is a much-anticipated lifestyle brand from Starwood Hotels & Resorts Worldwide. The aloft Plano, which opened in October 2008, features 136 rooms that showcase loft-inspired design – high ceilings, oversized windows and more.
- **Marriott Dallas/Plano at Legacy Town Center (www.marriott.com):** This picturesque, upscale and full-service property is located in Legacy Town Center and is within walking distance of more than 80 restaurants and numerous shops.
- **NYLO Hotel (www.nylohotels.com):** A groundbreaking concept that redefines urban-style lodging with modern hospitality and high design, the NYLO Hotel Plano was the first NYLO hotel. Among its features are guest lofts, two lifestyle suites with a 600-square-foot terrace and 45 allergy-friendly rooms.
- **Southfork Hotel (www.southforkhotel.com):** The sister property to the infamous Southfork Ranch, home of TV series “Dallas,” the full-service hotel features impeccable service and traditional elegance. Southfork Hotel also offers a special “Plano Suite,” including a view of the hotel pool, specialty linens and plush furnishings.

Attractions: Visitors will find that Plano has a surprising number of attractions right in its own backyard:

- **Fairview Farms (www.fairview-farms.com):** Created to take visitors back to the simple days of farm life years ago, Fairview Farms includes the Fairview Corral Barn, a country-style party facility; Barnyard Buddies, which includes pony rides and petting zoos; and the Farmer’s Market, featuring farm-fresh produce.
- **Heard Natural Science Museum & Wildlife Sanctuary (www.heardmuseum.org):** This is a 289-acre outdoor preserve and nature museum where guests can view various ecosystems and wildlife found in the Collin Country area. The museum also features “The Living Lab,” an interactive hands-

on science laboratory, as well as a “Venomous Snakes of Texas” exhibit, and other rotating nature exhibits.

- **Heritage Farmstead (www.heritagefarmstead.org):** This four-acre museum preserves a way of life during the height of prosperity in the early 1900s. The beautiful Victorian home and 12 outbuildings was the hub of a 360-acre farm operated by colorful local resident Ammie Wilson.
- **Interurban Railway Museum (www.planocvb.com):** This museum brings Plano transportation history back to life. Once a vital part of the Texas Electric Railway that ran between Denison to Waco from 1908 to 1948, the Interurban is one of the original electric cars that ran on the tracks through Plano. Next to the station is car 360, one of the original cars that carried mail and passengers. This is the only station remaining from Sherman to Dallas. The facility also includes an area that houses a colorful display of Plano history.
- **Southfork Ranch (www.southfork.com):** Relive some memorable moments from the television series “Dallas” at Southfork Ranch in nearby Parker. The “Dallas Legends: Fact To Fantasy” exhibit features such memorabilia as the gun that shot J.R., Lucy’s wedding dress and video clips from the popular series.
- **Walking Tour of Historic Plano (www.planocvb.com):** Visit more than a dozen restored historic homes, museums and the charming downtown area with its brick streets and unique shops during a walking tour of historic Plano. Most of the properties designated as local historic landmarks are within walking distance of the downtown area. A visual guide of the tour can be printed from the Plano Convention & Visitors Bureau’s website under “attractions.”
- **Baccus Plaza History:** Located in the newest addition of The Shops At Legacy, Baccus Plaza encompasses **Baccus Cemetery**, which was established in 1847 and is one of the oldest cemeteries in Collin County, and the **Trails In Legacy Sculptures**, which were created by Texas native Robert Summers and depict a cattle drive along the Shawnee Trail, a principal route on which Texas longhorn cattle were driven before and just after the Civil War.

Arts in Plano:

From excellent concert venues to its very own “home for the arts,” Plano has plenty of options for visitors when it comes to the arts:

- **ArtCentre of Plano (www.artcentrefplano.org):** The ArtCentre of Plano is a “home for the arts” in Plano. This renovated historic downtown building offers plays and vocal performances in the ArtCentre Theatre, as well as art galleries for displays of local artists and national shows.
- **Courtyard Theater (www.planostages.com):** Plano’s beautiful Courtyard Theater is located in the Heritage Park Historic District. A 1938 Works Progress Administration project, The Cox Gymnasium has been a significant building in Plano’s history and has long exemplified the cultural and social heritage of Plano.
- **Cox Building Playhouse (www.planostages.com):** Also located in the Heritage Park Historic District, the playhouse is a blackbox theater and hosts various theater companies and events.
- **Douglass Community Art Wall:** The Douglass Community Arts Advisory Committee’s “Tracks of Our Past and Future” is a mural depicting the rich history of this neighborhood on the east side of Plano. The mural consists of Italian tile made in the images of people and places that have made the Douglass Community and the city great.
- **Amphitheater at Oak Point Park (www.plano.gov/departments/arts):** Enjoy this beautiful outdoor venue during the many concerts and outdoor performances staged in the amphitheater. Located on the western edge of Oak Point Park, the facility seats up to 1,000 patrons and is the perfect atmosphere for music entertainment.

Festivals:

Plano Balloon Festival (www.planoballoonfest.org): Plano is known as the “Hot Air Balloon Capital of Texas,” thanks to its annual balloon festival, which attracts more than 95,000 people each year. Each September, the skies over Plano are filled with the magnificent sight of approximately 100 hot air balloons during this three-day event, which also features concerts, Kids Fun Zone, a Festival Marketplace, great food, sky divers, fireworks and more. The festival will celebrate its 32nd anniversary in 2011.

Dining:

Plano offers hundreds of dining options and every type of cuisine for visitors to enjoy. For a complete list of restaurants in Plano, visit www.planocvb.com.

A sampling of dining options in downtown Plano includes:

- **Aparicio's Tortilla Factory** (972-423-6980)
- **15th Street Café & Bakery** (972-424-4700)
- **The Fillmore Pub** (www.thefillmorepub.com)
- **Into My Garden Tea Room** (www.intomygarden.com)
- **Jorg's Café Vienna** (www.jorgscafevienna.com)
- **Kelly's Eastside** (www.kellyseastside.com)
- **Nee Nee's Tea Room** (469-441-4679)
- **Urban Crust** (www.urbancrust.com)
- **Ye Ole Butcher Shop** (www.yeolebutchershop.com)

A sampling of dining options throughout Plano includes:

- **Bavarian Grill** (www.bavariangrill.com)
- **Bob's Steak & Chop House** (www.bobs-steakandchop.com)
- **Copper Bottom Grille at Marriott Dallas/Plano at Legacy Town Center** (www.marriott.com/dalpt)
- **Gordon Biersch** (www.gordonbiersch.com)
- **Jasper's** (www.jaspers-restaurant.com)
- **Loft 610** (www.loft610.com)
- **Love and War in Texas** (www.loveandwarintexas.com)
- **Nicola's Ristorante** (www.nicholaslegacy.com)
- **Sambuca 360** (www.sambuca360.com)
- **Steve Fields' Steak & Lobster Lounge** (www.stevefieldsrestaurant.com)
- **Zea Woodfire Grill** (www.zeawoodfiregrill.com)

Winery/Wine Tasting:

Wine aficionados are in luck in Plano, as the city has its own winery and upscale wine shops that feature frequent wine tastings:

- **A Toast to Texas – International Wine Shoppe** (www.atoasttotexas.com): A Toast to Texas offers a variety of small-production wines and hard-to-find wines from small and large vineyards at affordable prices. Wine tasting events are held weekly.
- **Corner Wines** (www.cornerwines.com): The shop boasts a hand-selected collection of more than 400 boutique wines from around the world and offers tastings of different varietals every Thursday night and on weekends.
- **Kegs & Barrels** (www.kegsandbarrels.com): This premium beer and wine retail store also offers wine tastings every Friday and Saturday and has two locations in Plano.

- **Premier Wines of Plano (www.premierwines.org):** Bottles of wine are open daily for wine tasting. No appointment is necessary. At Premiere, customers can always taste before they buy to be assured of quality and likeability.
- **Vintner's Cellar of North Texas (www.vintnerscellarntx.com):** This small custom winery offers more than 40 varieties of wine created from the juice of the finest grapes available from around the world. Vintner's Cellar also offers custom labels, wine accessories, gift baskets and wine tastings.

Beauty/Day Spas

Plano is home to several beauty and day spas that are perfect for a day or an afternoon of relaxation and pampering. An extensive list of day spas may be found on the Plano CVB website (www.planocvb.com). Current beauty and day spas include:

- **ECO Salon & Spa (www.ecosalonandspa.com)**
- **L'Image Plano (www.limageplano.com)**
- **Mapleshade Spa (www.mapleshadespa.com)**
- **Skin Care International Spa (www.skincareinternational.com)**
- **The Woodhouse Day Spa (www.plano.woodhousespas.com)**
- **A Touch of Utopia Day Spa (www.atouchofutopia.com)**
- **All Seasons Beauty Spa (www.allseasonsbeautyspa.com)**

Shopping:

Plano has more than 70 shopping centers with goods to fit every taste and budget, as well as countless boutiques, specialty stores, one-of-a-kind shops, antique stores and galleries. Some of Plano's most notable shopping venues include:

- **Collin Creek Mall (www.collincreekmall.com):** One of the largest malls in the Dallas-Fort Worth area, it features more than 150 stores, including Macy's Dillard's Sears and JCPenney.
- **Historic Downtown Plano (www.visitdowntownplano.com):** Along authentic brick streets shoppers will discover more than 50 specialty shops, including three quaint antique malls, art galleries, artists in residence, Scandinavian cookware pottery, tea rooms and more.
- **Lakeside Market (www.shoplakesidemarket.com):** This is Plano's premier home decoration location with more than 14 home furnishing and décor stores.

- **Preston Park Village:** Where elegance meets style, Preston Park Village includes more than 60 specialty shops, as well as a movie theater and more than 15 restaurants within walking distance.
- **The Shops at Willow Bend (www.shopwillowbend.com):** This picturesque and upscale shopping center features more than 150 stores, including Neiman Marcus and Macy's.

**Legacy Park/
The Shops at
Legacy:**

Legacy Park is a master-planned business, retail and residential community. About 50,000 people live and work in Legacy, and organizations as HP Enterprise Services, The Frito-Lay Company, JCPenney, Dr Pepper Snapple Group and many others are all based there.

The Shops at Legacy (www.shopsatlegacy.com) is a new urban development within Legacy Park that has a "Main Street" style and feel. The Shops at Legacy is brimming with creative boutiques, sidewalk cafes, restaurants featuring some of Dallas-Fort Worth's best chefs and even local history, including:

- **Angelika Film Center (www.angelikafilmcenter.com):** Located in New York City and Texas, the Angelika Film Centers are among the nation's most successful cinemas dedicated to art and independent films.
- **Legacy Books (www.legacybooksonline.com):** This is one of the largest independent book stores in the United States.
- **Gordon Biersch (www.gordonbiersch.com):** The Plano location of this popular brewery restaurant is the first Gordon Biersch in Texas.

Family Fun:

Beyond the usual attractions that children and their families enjoy, Plano offers some notable venues that are well worth a visit:

- **Amazing Jakes (www.amazingjakes.com/plano):** This new facility, which is located at the Collin Creek Mall, features go-karts, bumper cars, miniature golf, bowling, unlimited arcade games, laser tag, a rock wall, food and more.
- **Eisenbergs Skatepark (www.eisenbergs.com):** Eisenbergs Skatepark opened in July 1997 and started a skatepark revolution. Built by the family of X Games gold medalist Arlo Eisenberg, the park was designed by pros for beginner, intermediate and pro-level skaters and bikers. Eisenbergs was

one of the first skateparks designed to be family and spectator friendly with such amenities as a full-scale retail shop, concessions, an arcade and skater memorabilia displayed throughout the park.

Outdoor Recreation:

Plano features more than 3,600 acres of public parks, offering more than 40 miles of recreation trails, six recreation centers, 81 public tennis courts including a 21-court tennis center, five public swimming pools and more. One standout location is:

- **Arbor Hills Nature Preserve (www.plano.gov):** Located on the western border of Plano, Arbor Hills Nature Preserve is a 200-acre park featuring vast areas of natural beauty for walking, jogging, orienteering and other outdoor activity. Amenities include a playground, restrooms, approximately 2.3 miles of paved recreational trails, approximately two miles designated as an off-road cycling trail, an observation tower and three pavilions.

Golf:

Plano has three top-notch public golf courses:

- **Chase Oaks Golf Club (www.chaseoaks.com)**
- **Pecan Hollow Golf Course (www.pecanhollowgc.com)**
- **Ridgeview Ranch (www.ridgeviewgc.com)**

Sports:

The Dallas-Fort Worth area is a mecca for professional sports. Located in nearby Frisco are:

- **Pizza Hut Park/FC Dallas Corporate Offices (www.pizzahutpark.com; www.fcdallas.com):** FC Dallas is a charter member club of Major League Soccer. Pizza Hut Park is the first large-scale soccer facility of its kind in the United States.
- **Dr Pepper Ballpark/RoughRiders Baseball (www.ridersbaseball.com):** The RoughRiders are Dallas' double-A affiliate of the major-league Texas Rangers.

Offices:

Plano Convention & Visitors Bureau
2000 E. Spring Creek Parkway
Plano, Texas 75074
Phone: (800)-81-PLANO
Fax: (972) 424-0002

Websites: www.plano.gov
www.planocvb.com

PR Contact: Brian Briscoe
Tucker & Associates
(214) 252-0900, ext. 27
brian@tuckerpr.com

**Plano
Contact:** Mark Thompson, CMP
Director
Plano Convention & Visitors Bureau
(972) 941-5844
markth@plano.gov

#