



January 2011

**PLANO, TEXAS**  
**MEETINGS & CONVENTIONS**  
**FACT SHEET**

**Overview:**

There's no place like Plano for meetings. Known as the "Star in Texas," Plano is one of the best places to live in the United States, according to *CNN Money Magazine*; America's safest city, according to a recent survey by *Forbes*; and arguably one of the best places to visit and do business. Modern, state-of-the-art facilities of every size, description and budget are located throughout the city. Whether it's a convention, conference, trade show or board meeting, there is a variety of options from which to choose, including many that offer free parking and free wireless connectivity, as well as on-site tradeshow support. Centrally located in the United States and conveniently located near the Dallas/Fort Worth International Airport, Plano is within a 30-minute drive to most major attractions, sporting, adventure and entertainment venues throughout the Dallas-Fort Worth area. Travelers who visit Plano are staying in an All-American city that is safe, easy, clean, family-friendly and economical. That's why Plano is home to a number of high-profile companies, including HP Enterprise Services, JCPenney, The Frito-Lay Company, Dr Pepper Snapple Group and others. In addition, Plano offers everything corporate and business travelers are looking for, including fine dining, exceptional shopping, nearby sports venues, top-notch public golf courses, inviting day spas, a variety of interesting and entertaining attractions, and much more.

**Transportation:**

**Air:** Plano has quick and convenient access to two major airports – Dallas/Fort Worth International Airport ([www.dfwairport.com](http://www.dfwairport.com)) and Dallas Love Field Airport ([www.dallas-lovefield.com](http://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](http://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 President George Bush Turnpike Station.

**Bus:** Local bus service is also provided by DART. For schedules, visit [www.dart.org](http://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, and July is the hottest month, with an average temperature of 86 degrees. (Source: Plano Economic Development Board)

**Meeting Assistance:** The Plano Convention & Visitors Bureau (Plano CVB) offers a wide variety of convention and meeting facilities. The benefit of using one of these facilities is having access to the Plano CVB staff, which is friendly, experienced, tenured and eager to work with clients to ensure the success of their next meeting. From helping to select a facility to assisting with lodging requirements, transportation, logistics or even catering services, the Plano CVB staff is available to help make meetings hassle-free, fun and productive.

The following services are available to any group staying in more than 50 hotel rooms on any peak nights:

- Securing competitive bid proposals
- VIP site inspection arrangements
- Computerized housing coordination
- On-site registration assistance
- Computer-generated name badges
- Welcome packets and pre-printed name badges
- Tour/special event planning
- Spouse/youth programs
- Transportation coordination

- Promotional and publicity assistance
- Area information, maps and brochures

**Convention/  
Meeting  
Facilities:**

Plano offers first-rate convention and meeting facilities. In addition to the sites offered by the Plano Convention & Visitors Bureau (Plano Centre, Plano Station and Pecan Hollow Grille), there is a variety of hotels and even a community college located in Plano that offer exceptional meeting facilities for every size of group and for every budget:

- **Plano Centre ([www.planocentre.com](http://www.planocentre.com)):** Recognized as Texas' best meeting and event venue by the Official Best Of Texas 2011, the beautifully landscaped Plano Centre provides more than 33,000 square feet of flexible function space that comfortably accommodates up to 5,000 people. Other features include:

***Conventions & Tradeshows***

- Capacity for groups of five to 5,000
- Master stage and dressing rooms
- 21,600-square-foot carpeted, column-free exhibit hall
- Trade show booth furnishing packages
- Recreational vehicle parking and hookups
- Free parking

***Meetings & Seminars***

- 17 different breakout rooms
- Some of the most adaptable meeting space in the area
- In-house audiovisual equipment
- Experienced -visual technicians
- Free high-speed wireless Internet access
- Full-service business center

***Eco-Friendly***

Plano Centre recognizes its responsibility to the community and is committed to providing environmentally conscious choices to its customers, some of which include:

- Recycling containers throughout the event space for paper, plastic, aluminum, glass and cardboard.
- The purchase and use of recyclable and reusable products versus disposable products.
- Environmental training and programs through the direction of City of Plano Environmental Sustainability Department to help the Plano CVB staff help the planet.

- **Marriott Dallas/Plano at Legacy Town Center ([www.marriott.com](http://www.marriott.com)):** When every detail must be perfect, the upscale, full-service and picturesque Dallas/Plano Marriott delivers with advanced facilities and expert meeting professionals. Located in Legacy Town Center, the hotel is within walking distance to more than 80 restaurants and various shops. Among the features of this property are:
  - A dedicated event manager assigned to each group.
  - An on-site audiovisual department to meet every need.
  - 30,000 square feet of meeting space that features 20 meeting rooms and a 96-seat amphitheater.
  - A 14,000 square-foot ballroom that divides into five sections and holds 1,250 for receptions and 840 for banquets.
  - Wireless Internet access throughout.
  
- **Southfork Ranch ([www.southfork.com](http://www.southfork.com)):** Internationally renowned as the filming location for the “Dallas” television series, Southfork Ranch is known worldwide as America’s most famous ranch. Southfork Ranch features distinctive event options for groups of 10 to 10,000 and is a three-time winner of the “Facility of the Year” Award from the DFW Chapter of Meeting Professionals International. Among the legendary facility many features are:
  - More than 63,000 square feet of indoor event space.
  - 10 ballrooms.
  - Acres of sprawling Texas ranchland for guided tours, private parties and special events.
  
- **Southfork Hotel ([www.southforkhotel.com](http://www.southforkhotel.com)):** The Southfork Hotel is a full-service hotel featuring impeccable service and traditional elegance. A sister property to the legendary Southfork Ranch, home of the TV series “Dallas,” this property has more than 17,000 square feet of event and meeting space, making it an excellent choice for meetings, corporate events or conferences. Features includes:
  - The ability to accommodate groups as small as six or as large as 600.
  - An experienced, attentive staff and on-site food and beverage team to ensure a perfect event.
  - 17 meeting rooms that offer plenty of breakout space.
  - The Trinity Ballroom, a perfect environment to host a general assembly or large banquet.
  
- **Holiday Inn Express Hotel & Suites ([www.hiexpress.com](http://www.hiexpress.com)):** The Holiday Inn Express Hotel & Suites has two meetings

rooms: one that can accommodate up to 50 people and the other approximately 20. Both rooms are equipped with complimentary high-speed and wireless Internet access, and audiovisual equipment is available upon request. Sales and meeting professionals are on site to help with coordination.

- **Collin College ([www.collin.edu](http://www.collin.edu)):** Collin County Community College offers meeting facilities and catering options at two locations within Plano:

***Spring Creek Campus***

The Spring Creek Campus has a full-service conference center that can easily accommodate up to 600 theater style or 400 at rounds, or can be divided into various breakout sessions. Two lecture halls that seat up to 85 are located at this campus, and classrooms are also available for rental.

***The Courtyard Center***

The fourth-floor conference/training rooms and other classrooms are available for rental around the peak Continuing Education class times.

- **SMU-in-Plano ([www.smu.edu/plano/](http://www.smu.edu/plano/)):** Southern Methodist University's campus in Plano features 32,144 square feet of total meeting space. Meeting options include:
  - A large auditorium (4,500 square feet) that seats 350 in chairs, theater-style, or 200 at round tables.
  - 23 adaptable class rooms that range in size from 512 square feet to 2,170 square feet and can seat 15 to 60 people.
  - Three static-seating classrooms that range in size from 700 square feet to 1,205 square feet and can seat approximately 25 people.
  
- **Plano ISD Sockwell Center**  
**([www.pisd.edu/about.us/departments/sockwell.center](http://www.pisd.edu/about.us/departments/sockwell.center)):** Plano Independent School District's Sockwell Center is available for rental by non-district organizations. Its spacious and versatile auditorium, which is 5,600 square feet, can accommodate workshops, seminars or theater-style conferences. Networked PC labs, videoconferencing and catering are available. Auditorium options include:
  - Full auditorium setup accommodates up to 500 people.
  - Half auditorium setup accommodates up to 250 people.
  - Quarter auditorium setup accommodates up to 60 people.

- Meetings rooms average 25 feet by 25 feet.
  - Three computer labs (30 desktops) with multimedia capabilities.
- **Plano Station ([www.planotx.org](http://www.planotx.org)):** Plano Station is in the heart of historic downtown Plano and is conveniently located near U.S. 75 and a variety of hotels, restaurants and shopping. This unique space includes an attractive outdoor patio area and can accommodate up to 100 guests. Plano Station offers audiovisual equipment and Plano's Choice Catering and Beverage Service, making it an ideal location for any type of meeting.
- **Courtyard Theater ([www.planostages.com](http://www.planostages.com)):** Referred to as the "hidden jewel of Plano," the beautiful Courtyard Theater, located in the Haggard Park Historic District in downtown Plano, features 6,000 square feet of meeting space. A 1938 Works Progress Administration (WPA) project, the theater underwent a \$4.6 million restoration in 1999.
- **Pecan Hollow Bar & Grill ([www.pecanhollowgc.com](http://www.pecanhollowgc.com)):** Located at the Pecan Hollow Golf Course, the Pecan Hollow Bar & Grill features magnificent golf course views and is the perfect site for banquets, golf tournaments and corporate events. The Grille can accommodate up to 80 guests indoors and 30 guests on the patio. Plano's Choice Catering and Beverage Service is the site's exclusive caterer.
- **Angelika Film Center ([www.angelikafilmcenter.com](http://www.angelikafilmcenter.com)):** Part of the nation's most successful cinemas dedicated to art and independent film, the Angelika Film Center offers 30,000 square feet of total meeting space, including:
- Five theaters seating between 114 to 299 people.
  - Lobby standing space upstairs (125 people), downstairs (128 people) and a small lounge (50 people).
- **Studio Movie Grill ([www.studiomoviegrill.com](http://www.studiomoviegrill.com)):** Studio Movie Grill theaters are a great alternative for corporate meetings. The movie theater's space (30,000 square feet, eight theaters and seating for up to 1,160) allows for flexibility. Meeting packages, innovative event themes and ideas, and a full range of services, including a special events team, makes planning a meeting or an event at Studio Movie Grill simple and fun.

**Hot Dates & Hot Rates:**

Through the Plano Convention & Visitors Bureau (Plano CVB), meeting planners can take advantage of “Hot Dates & Hot Rates on Plano Hotels.” “Hot Rates” are also available for top meeting facilities, as well as for attractions. Visit the Plano CVB website ([www.planocvb.com](http://www.planocvb.com)) for more information.

**Accommodations:**

With more than 4,300 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 website includes an extensive list of hotel options ([www.planocvb.com](http://www.planocvb.com)). A few of the most notable options include:

- **aloft Hotel ([www.starwoodhotels.com/aloft-hotels/](http://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](http://www.marriott.com)):** This picturesque property is located in the Legacy Town Center and is within walking distance of more than 80 restaurants and numerous shops.
- **NYLO Hotel ([www.nylohotels.com](http://www.nylohotels.com)):** A groundbreaking concept that redefines urban-style lodging with modern hospitality and high design, the NYLO Hotel Plano is 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](http://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.

**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 toll-free 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.

**Golf:** Plano has three top-notch public golf courses:

- **Chase Oaks Golf Club** ([www.chaseoaks.com](http://www.chaseoaks.com))
- **Pecan Hollow Golf Course** ([www.pecanhollowgc.com](http://www.pecanhollowgc.com))
- **Ridgeview Ranch** ([www.ridgeviewgc.com](http://www.ridgeviewgc.com))

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

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

**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 such organizations as HP Enterprise Services, The Frito-Lay Company, JCPenney and the Dr Pepper Snapple Group are all based there.

**The Shops at Legacy** ([www.shopsatlegacy.com](http://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](http://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](http://www.legacybooksonline.com)): This is one of the largest independent bookstore in the United States.
- **Gordon Biersch** ([www.gordonbiersch.com](http://www.gordonbiersch.com)): The Plano location of this popular brewery restaurant is the first Gordon

Biersch in Texas.

- **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.

**Dining:**

Plano offers hundreds of dining options and every type of cuisine for visitors to enjoy. In addition, many of these top-notch restaurants include private or semi-private dining/meeting space, including:

- **Abuelos's Mexican Food Embassy** ([www.aubelos.com](http://www.aubelos.com))
- **Angelika Film Center & Café** ([www.angelikafilmcenter.com](http://www.angelikafilmcenter.com))
- **Bavarian Grill** ([www.bavariangrill.com](http://www.bavariangrill.com))
- **Blue Mesa Grill** ([www.blumesagrill.com](http://www.blumesagrill.com))
- **Bob's Steak & Chop House** ([www.bobs-steakandchop.com](http://www.bobs-steakandchop.com))
- **Fairview Farms** ([www.fairview-farms.com](http://www.fairview-farms.com))
- **Fox Sports Grill** ([www.foxsportsgrill.com](http://www.foxsportsgrill.com))
- **Jasper's** ([www.jaspers-restaurant.com](http://www.jaspers-restaurant.com))
- **Loft 610** ([www.loft610.com](http://www.loft610.com))
- **Love and War in Texas** ([www.loveandwarintexas.com](http://www.loveandwarintexas.com))
- **Maggiano's Little Italy at Shops At Willow Bend** ([www.maggianos.com](http://www.maggianos.com))
- **Copper Bottom Grille at Marriott Dallas/Plano at Legacy Town Center** ([www.marriott.com/dalpt](http://www.marriott.com/dalpt))
- **Nicola's Ristorante** ([www.nicolaslegacy.com](http://www.nicolaslegacy.com))
- **Reflections on Spring Creek** ([www.reflectionsonspringcreek.com](http://www.reflectionsonspringcreek.com))
- **Steve Field's Steak & Lobster Lounge** ([www.stevefieldsrestaurant.com](http://www.stevefieldsrestaurant.com))
- **Texas Land and Cattle** ([www.txlc.com](http://www.txlc.com))
- **Zea Woodfire Grill** ([www.zeawoodfiregrill.com](http://www.zeawoodfiregrill.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](http://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](http://www.visitdowntownplano.com)):** Along authentic brick streets, shoppers will discover more than 50 specialty shops, including three quaint antique malls, art galleries, artist residences, Scandinavian cookware pottery, tea rooms and more.
- **Lakeside Market ([www.shoplakesidemarket.com](http://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](http://www.shopwillowbend.com)):** This picturesque and upscale shopping center features more than 150 stores, including Neiman Marcus and Macy's.

**Attractions:**

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

- **ArtCentre of Plano ([www.artcentrefofplano.org](http://www.artcentrefofplano.org)):** 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, where the Plano Repertory is permanently housed, and art galleries for displays of local artists and national shows.
- **Fairview Farms ([www.fairview-farms.com](http://www.fairview-farms.com)):** Fairview Farms Marketplace is a unique development created to take visitors back to simple days of farm life years ago. Visit the Fairview Barn, a county-style party facility that can be rented out for a special event. Stroll through the Farmer's Market and experience the great taste of daily farm-fresh produce.
- **Heard Natural Science Museum & Wildlife Sanctuary ([www.heardmuseum.org](http://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 County area. The museum also features "The Living Lab," an interactive hands-on science laboratory; the "Venomous Snakes of Texas" exhibit and other rotating nature exhibits.

- **Heritage Farmstead ([www.heritagefarmstead.org](http://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](http://www.planocvb.com)):** This museum brings Plano transportation history back to life. Once a vital part of the Texas Electric Railway that ran from 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](http://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.

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