



convention & visitors bureau

## **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 North Texas, according to a recent survey by CQ Press, and among the easiest, cleanest, family-friendly and most economical 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 Capitol of Texas,” hosting the Plano Balloon Festival each September since 1979.

**Honors:** Plano has received numerous honors, including:

- Named by *Salary.com* in 2008 as the best city in the United States to build vast personal wealth.
- Selected by *Forbes.com* in 2008 as one of the three “Top Suburbs To Live Well” in Dallas.
- Ranked as the safest city in North Texas according to CQ Press in 2007.
- Named the 11<sup>th</sup> 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.

**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 260,000.

**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
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](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 non-stop 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 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 (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-America City in 1994.

**Hot Deals:** Through the Plano Convention and Visitors Bureau, travelers can take advantage of "Hot Deals." Included on the Web site ([www.planocvb.com](http://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 and 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 4,100 (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 and Visitors Bureau's Web site 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, upscale and full-service 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.

**Attractions:**

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

- **Fairview Farms** ([www.fairview-farms.com](http://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](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 Country area. The museum also features “The Living Lab,” an interactive hands-on science laboratory; “Venomous Snakes of Texas” exhibit, and other rotating nature exhibits.
- **Heritage Farmstead** ([www.heritagefarmstead.com](http://www.heritagefarmstead.com)): 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 were the hub of a 360-acre farm operated by colorful local resident, Ammie Wilson.
- **Interurban Railway Museum** ([www.planocvb.com/attractions](http://www.planocvb.com/attractions)): 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.

- **Lucky Layla Farms ([www.luckylayla.com](http://www.luckylayla.com)):** This farm features Guernsey and Jersey cows that produce award-winning, all-natural artisan dairy products, such as drinkable yogurts, handcrafted cheeses, butter and caramel milk. These healthy, farm-fresh dairy products are sold in such outlets as Whole Foods, Central Market and eatZi's Market and Bakery. They're also available at the small, on-site store at Lucky Layla Farms, where tours are also available.
- **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.
- **Walking Tour of Historic Plano ([www.planocvb.com](http://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 and Visitors Bureau's web site 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.com](http://www.artcentrefplano.com)):** 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.plano.gov/departments/arts](http://www.plano.gov/departments/arts)):** 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.plano.gov/departments/arts](http://www.plano.gov/departments/arts)):** Also located in the Heritage Park Historic District, the playhouse is a blackbox theater and the host to 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](http://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](http://www.planoballoonfest.org)):** Plano is known as the “Hot Air Balloon Capitol of Texas,” thanks to its annual balloon festival, which attracts more than 75,000 people each year. Each September, the skies over Plano are filled with the magnificent sight of around 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. 2009 marks the festival’s 30<sup>th</sup> anniversary.

**Dining:**

Plano offers literally 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](http://www.planocvb.com).

A sampling of dining options in downtown Plano includes:

- **Aparicio’s Tortilla Factory ([www.apariciosinplano.com](http://www.apariciosinplano.com))**

- **15<sup>th</sup> Street Café & Bakery** (972.424.4700)
- **The Fillmore Pub** ([www.thefillmorepub.com](http://www.thefillmorepub.com))
- **Fusion Café** (469.241.9099)
- **Gregory's** ([www.gregorysrestaurant.net](http://www.gregorysrestaurant.net))
- **Into My Garden Tea Room** ([www.intomygarden.com](http://www.intomygarden.com))
- **Jorg's Café Vienna** ([www.jorgscafevienna.us](http://www.jorgscafevienna.us))
- **Kelly's Eastside** ([www.kellyseastside.com](http://www.kellyseastside.com))
- **Nee Nee's Tea Room** (972.424.9200)
- **Sheik's** (972.578.4734)

A sampling of dining options throughout Plano includes:

- **Bavarian Grill** ([www.bavariangrill.com](http://www.bavariangrill.com))
- **Bob's Steak & Chop House** ([www.bobs-steakandchop.com](http://www.bobs-steakandchop.com))
- **Copper Bottom Grille/Marriott Dallas/Plano at Legacy Town Center** ([www.marriott.com/dalpt](http://www.marriott.com/dalpt))
- **Gordon Biersch** ([www.gordonbiersch.com](http://www.gordonbiersch.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))
- **Nicola's Ristorante** ([www.nicholaslegacy.com](http://www.nicholaslegacy.com))
- **Plano Tavern** ([www.theplanotavern.com](http://www.theplanotavern.com))
- **Steve Fields' Steak & Lobster Lounge** ([www.stevefieldsrestaurant.com](http://www.stevefieldsrestaurant.com))
- **Zea Woodfire Grill** ([www.zeawoodfiregrill.com](http://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](http://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](http://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](http://www.kegsandbarrels.com)): This premium beer and wine retail store also offers wine tastings every Friday and Saturday and has two locations in Plano.
- **Premiere Wines of Plano** ([www.premierewines.org](http://www.premierewines.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](http://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 web site ([www.planocvb.com](http://www.planocvb.com)). Current beauty and day spas include:

- ECO Salon & Spa ([www.ecosalonandspa.com](http://www.ecosalonandspa.com))
- Inner Image ([www.innerimagedayspa.com](http://www.innerimagedayspa.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))
- South Beach Salon & Day Spa ([www.southbeachsalon.com](http://www.southbeachsalon.com))
- The Woodhouse Day Spa ([www.plano.woodhousespas.com](http://www.plano.woodhousespas.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 160 specialty shops.
- **Historic Downtown Plano** ([www.visitplano.com](http://www.visitplano.com)): Along authentic brick streets shoppers will discover more than 50 specialty shops, including three quaint antique malls, art galleries, artists residence, Scandinavian cookware pottery, tea rooms and more.
- **Lakeside Market** ([www.shoplakesidemarket.com](http://www.shoplakesidemarket.com)): This is Plano’s premiere home decoration location with more than 14 home furnishing stores.
- **Preston Park Village**: Where elegance meets style, Preston Park Village includes more than 60 specialty shops, as well as a movie theatre 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, Saks Fifth Avenue 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 such organizations as EDS, an HP Company; The Frito-Lay Company, JCPenney, Dr Pepper Snapple Group and many others 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 to it. The Shops at Legacy are 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 book stores in the United States.
- **Gordon Biersch ([www.gordonbiersch.com](http://www.gordonbiersch.com))** – The Plano location of this popular brewery restaurant is the only Gordon Biersch in Texas.
- **Tart Pastry Boutique & Studio ([www.tartpastrydallas.com](http://www.tartpastrydallas.com)):** Treat yourself to the most decadent and artistic pastries in the Dallas/Fort Worth area right in Plano.

**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](http://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](http://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 court, including a 21-court tennis center, five public swimming pools and more. One location really worth checking out is:

- **Arbor Hills Nature Preserve**  
**([www.plano.gov/departments/parksandrecreation](http://www.plano.gov/departments/parksandrecreation)):** 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 4.4 miles of paved recreational trails, approximately 2 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](http://www.chaseoaks.com))**
- **Pecan Hollow Golf Course ([www.pecanhollowgc.com](http://www.pecanhollowgc.com))**
- **Ridgeview Ranch ([www.ridgeviewgc.com](http://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](http://www.pizzahutpark.com); [www.fcdallas.com](http://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 Ball Park/Roughriders Baseball**  
**([www.ridersbaseball.com](http://www.ridersbaseball.com)):** The Roughriders are Dallas' double-A affiliate of the major-league Texas Rangers.

**Offices:**

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