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**PLANO BECKONS LEISURE AND BUSINESS TRAVELERS WITH RICH
ASSORTMENT OF ATTRACTIONS, HOTELS, AND MORE**

North Texas City is the Place to Eat, Stay, Shop, Play and Meet

Plano, Texas is truly the land of plenty. Blending historic charm with modern luxury, the city brims with attractions and amenities that make it perfect for a day trip, leisurely weekend getaway, or meeting of any size. Plano's location just north of Dallas offers easy access to the area's professional sports, performing arts, museums and the world famous Southfork Ranch. But Plano is also a destination in its own right, with 45 hotels, more than 800 restaurants, world class shopping, a lively arts scene, and abundant natural beauty.

Conveniently located about 30 minutes from the Dallas/Fort Worth International Airport and downtown Dallas, Plano is among the safest, easiest, cleanest, family-friendly and most economical cities in Texas, if not the country. Plano offers visitors a variety of things to see and do, a perennial favorite being the **Plano Balloon Festival**. Held each September, the popular event has earned Plano the title of "Hot Air Balloon Capital of Texas."

What's New in Plano:

Visitors won't want to miss **Legacy West**. Opened in June 2017, this "city within a city" is the largest mixed use destination in North Texas. It is not only the corporate

headquarters of such companies as Toyota North America, Hilti, Liberty Mutual, HP Enterprise Services, JCPenney, The Frito-Lay Company, Dr Pepper Snapple Group, and FedEx Office, but also the perfect place to play, shop, dine, and stay. The 255-acre development boasts 415,000 dynamic square feet of open-air retail and restaurant space. Here, diners can satisfy every craving, whether for steak or a good old-fashioned milk shake, French bistro fare, a perfect plate of pasta, or a red velvet cupcake. For those who can't decide, **Legacy Hall** has it all. In this one-of-a-kind artisanal food hall, with stalls selling everything from lobster rolls to Philly cheesesteaks to tiki drinks. There's also an on-site brewery and live music stage.

Legacy West's shopping offerings run the gamut from fashion to furnishings to cosmetics and even cars. Shoppers won't have to go very far to set down their spoils, since this urban village is anchored by the new **Renaissance Dallas at Plano Legacy West Hotel**. The 15 story, 304-room luxury property features a high energy lobby and bar, an on site Asian fusion restaurant, a third floor amenity deck with swimming pool, a bar concierge lounge, fitness center and outdoor event space.

When NYLO Hotels decided to introduce a groundbreaking concept that redefines urban-style lodging, the company picked Plano as its first site. Plano also has the first Cambria Hotel & Suites property in Texas with the opening of the Cambria Hotel & Suites Plano-Frisco. Hilton chose Plano for its new 299-room conference hotel, the Hilton Dallas/Plano Granite Park.

In spring 2018, Plano became home to **The Crayola Experience**, one of only four such attractions in the U.S. With 60,000 square feet of attractions, Crayola Experience is Texas' most colorful family destination for interactive, creative play. Families typically spend 3-4 hours exploring the 22 hands-on attractions. Kids of all ages can embark on a wonderful, whimsical adventure with such unique experiences as starring in their very own coloring pages, naming and wrapping their very own Crayola crayon, learning how crayons are made in a live manufacturing show and so much more.

Plano's Quaint, Charming Side

The first settlers came to Plano in the 1840s, and the city was officially incorporated in 1873. Today, Plano boasts a charming downtown area recently named one of the 10 best in America by Livability. The area's authentic brick streets are lined with independent restaurants and boutiques including quaint antique stores, art galleries, artist's studios, and more. Visitors can see more than a dozen restored historic homes and other designated historic landmarks, most within walking distance of the downtown area.

Also located in the Downtown Plano Arts District is the **Interurban Railway Museum** (planoconservancy.org). The museum is housed in a building that served as a primary stop on the Texas Electric Railway that ran from Denison to Dallas from 1908 to 1948. It contains many artifacts associated with the Interurban Line, as well as a colorful history of Plano. Next to the station is car 360, one of the original cars that carried mail and passengers.

The Downtown Plano Arts District is also home to three "Plano Stages" – the **Courtyard Theater** (planostages.com), the **Cox Building Playhouse** (planostages.com) and **McCall Plaza** (<https://plano.gov/2746/McCall-Plaza>). Considered "the hidden jewel of Plano," the beautiful Courtyard Theater is a 1938 Works Progress Administration (WPA) project and is a significant building in Plano's history. The state-of-the-art facility underwent a \$4.6 million restoration in 1999. Located next to the Courtyard Theater is the Cox Building Playhouse, a black box theater and event space. McCall Plaza is an outdoor performance space conveniently located near the area's many restaurants and shops and within walking distance from the downtown DART (Dallas Area Rapid Transit) station.

A "home for the arts in Plano," the **ArtCentre of Plano** (artcentreofplano.org) recently moved to the historic Saigling House. Its indoor galleries host numerous exhibits by local and national artists throughout the year. With its outdoor deck, beautiful grounds and illuminated trees, the facility is also perfect for parties, weddings and other special events.

Not far from downtown is **Heritage Farmstead** (heritagefarmstead.org), a four-acre museum that recreates life during the prosperous early 1920's. The beautiful

Victorian home was built in 1891 on Blackland Prairie soil by Hunter Farrell for his wife, Mary Alice, and daughter, Ammie. The house and its 12 outbuildings were the hub of a 360-acre farm that was later operated for several years by Ammie, a storied local personality.

Plano's Modern, Transformed Side

Plano has grown steadily since incorporating in 1873, but its population really exploded in the 1980s with the establishment of Legacy Park, a master-planned business, retail and residential community. Recently developed within Legacy Park are The Shops at Legacy, which has a “Main Street” style and feel. Brimming with boutiques, cafes, and restaurants helmed by some of the area’s best chefs, The Shops at Legacy are an example of Plano’s recent cutting-edge transformation, boasting numerous national and Texas “firsts,” including one of the nation’s few **Angelika Film Center** outposts, (angelikafilmcenter.com), The Shops at Legacy are also home to the first **Seasons52** (seasons52.com) restaurant in the Lone Star State, as well as charming and romantic Mexican Sugar, part of the innovative Front Burner restaurant group whose portfolio includes another Plano favorite, Whiskey Cake.

One of Plano’s premier hotel properties is also located in this area – the **Dallas/Plano Marriott at Legacy Town Center** (marriott.com/dalpt). This upscale, full-service and picturesque property is located within walking distance of more than 80 restaurants and numerous shops.

Introduced in 1979, the **Plano Balloon Festival** (www.planoballoonfest.org) is another symbol of the transformation that has put the city squarely on the Texas map. Held the third weekend in September, the popular event fills the skies with colorful, whimsically shaped orbs and attracts some 95,000 visitors each year.

Where to Stay, What to Do

Plano has lodging options for every taste and budget, with more than 5,500 hotel rooms. From the luxurious new Renaissance Dallas at Plano Legacy West to the Holiday

Inn Express Hotel & Suites, there are plenty of options for business travelers and families on a budget. The Visit Plano website includes an extensive list of where to stay while in Plano.

Plano is known across the Dallas-Fort Worth area for its world class shopping. Throughout the city, visitors will find more than 70 shopping centers, as well as countless boutiques, specialty stores, antique stores and galleries. In addition to downtown Plano and The Shops at Legacy, some of Plano's most notable shopping venues are **Lakeside Market**, offering the ultimate, open-air upscale luxury lifestyle and home furnishings shopping experience; the walkable **Preston Park Village**, with more than 60 specialty shops and 15 restaurants; and **The Shops at Willow Bend** (shopwillowbend.com), a delightful, upscale shopping center anchored by Neiman Marcus and Macy's.

Plano also boasts some of the best dining in the Dallas-Fort Worth area. In addition to **Bob's Steak and Chop House** (bobs-steakandchop.com) and **Jasper's** (jaspersplano.com), downtown Plano serves up a variety of dining options – German/Austrian, Mexican, local pubs, cafes, American classics and more.

Travelers looking for a few hours of pampering and relaxation have several day spas to choose from in Plano. For those who want to hit the links, there are three top-notch public golf courses in the Plano area – **The Courses at Watters Creek** (watterscreekgolf.com), **Pecan Hollow Golf Course** (pecanhollowgc.com) and **Ridgeview Ranch** (ridgeviewranch.com).

With its temperate Sunbelt climate, Plano is the perfect place for all types of outdoor recreation activities. The city has 3,600 acres of public parks offering more than 40 miles of recreation trails. Worth a visit is the **Arbor Hills Nature Preserve** (plano.gov), a 200-acre park featuring vast areas of natural beauty for walking, jogging, orienteering and other outdoor activities. Amenities include a playground, approximately 2.3 miles of paved recreational trails, approximately two miles designed as an off-road cycling trail, an observation tower and three pavilions.

Plano is home to North Texas' first state-of-the-art bowling and active entertainment destination. **PINSTACK** (pinstackbowl.com) is a 50,000 square foot venue featuring a 28-lane bowling experience, ropes course suspended 20 feet above the gaming

center, two-story laser tag, bumper cars, LED lit six-lane rock climbing walls, hundreds of interactive games and simulator technology.

Relive some memorable moments from the television series “Dallas” at **Southfork Ranch** (southforkranch.com) 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. There are also trail rides on site, and a resident herd of Texas Longhorn cattle.

For more information about Plano, contact Jan Sheehan of Tucker & Associates at 817-348-9490, or at jan@tuckerpr.com or Millerann Moya at Visit Plano, 972-941-5828, millerannj@plano.gov. Information is also available on the Visit Plano website at **visitplano.com**. For high resolution images, please visit barberstock.com/visitplano and create an account. Once approved, you will have access to Visit Plano’s entire photo library.