RICH IN ECONOMIC DEVELOPMENT
RICH IN LEADERSHIP
RICH IN TECHNOLOGY
RICH IN INNOVATION
RICH IN EDUCATION
RICH IN NEIGHBORHOODS
RICH IN EXPERIENCED WORKFORCE
RICH IN DIVERSITY
RICH IN GLOBAL REPUTATION
RICH IN LOCATION
RICH IN GREEN INITIATIVE
There once was a tiny burg known as Richardson. Then, courtesy of some big dreamers, a few research grants and lots of bulldozers, it grew into a city whose destiny was linked to a fledgling campus in the middle of open fields on Campbell Road.

After more than 40 years, UT Dallas and Richardson still share a powerful and productive alliance. Together, they’ve created a robust growth engine, bringing jobs and intellectual and cultural capital to the area.

Today, the city’s business community complements the areas of achievement that are most pronounced at UTD—business, technology, engineering, math and science.

One of the prime catalysts for inspiring collaborations is the Naveen Jindal School of Management, which educates students from the undergraduate to the doctoral level and provides top-tier leadership training and certifications for local fast-track executives. The Jindal School is ranked as one of the nation’s premier business schools:

- Full-Time MBA: 40th overall and 17th among public universities in U.S. News and World Report
- Executive MBA: 27th among U.S.-based executive programs in Financial Times.

Over the years, the city and university have changed and grown in both size and reputation. What remains the same, however, is a shared history and a committed partnership to drive prosperity to this UniverCity.

jsom.utdallas.edu
Welcome to the Richardson special section, sponsored by the City of Richardson and the Richardson Economic Development Partnership, a joint initiative of the City and the Richardson Chamber of Commerce.

It is an exciting and promising time for Richardson, a vibrant city of nearly 100,000 residents at night, and one whose daytime population surges to 130,000 due to our strategic location and leading international businesses.

While other cities have struggled in recent years, Richardson has thrived. We've done so by building on the dynamic climate established by the city's first pioneers and subsequent generations of high-tech innovators.

We have even greater expectations for the future, due to the unique culture of innovation found in our community and the bold, visionary attitude embraced by our leaders and citizens.

As you'll see throughout this special section, those unique attributes have made Richardson what it is today:

■ Home to a world-class business climate that fosters entrepreneurial technology companies and other global business innovators
■ A leader in government, with a well-deserved reputation for collaboration and a constant commitment to service excellence
■ A community whose future success will be fueled by highly rated educational institutions that train our leaders and entrepreneurs
■ A vibrant, appealing place to live for young professionals, families and corporate executives
■ A leader in environmental management and sustainability initiatives
■ A community with a dynamic future vision that calls for significant regeneration plus smart growth in key areas

Today, Richardson is reinvesting in itself through implementation of a $66-million bond program approved by voters in 2010. And we're envisioning what's next by creating innovative Planned Development Districts at a 143-acre, future transit-oriented development site where two major highways intersect, and by working to bring east-west passenger rail to the Cotton Belt Rail Line.

In other words, Richardson is a dynamic, progressive place where exciting things happen today, and where even more exciting things will happen in the future.

Welcome to Richardson: A Community That's Innovative and Bold

Richardson Mayor Bob Townsen

Richardson Economic Development Partnership CEO William C. Sproull

Richardson City Hall

University of Texas at Dallas research laboratory

WELCOME TO RICHARDSON
A Community That’s Innovative and Bold

TABLE OF CONTENTS

B4 BUSINESS CLIMATE | A Thriving, World-Class Culture of Innovation
B6 CITY GOALS AND SERVICES | A Strong, Supportive, Progressive City
B8 EDUCATION | Highly Rated Public Education Fuels Continued Success
B10 LIFESTYLE | Options for Living Well Abound
B11 ENVIRONMENT | Partnering for Green Leadership
B12 ENTREPRENEURSHIP | A Wealth of Resources for Start-Ups, Emerging Businesses
B15 FUTURE | Boldly Envisioning Strategic Reinvestment, Dynamic Growth
B15 RICHARDSON AT A GLANCE | Vital Statistics/Contacts
For decades, Richardson has led the way in business innovation. And that culture continues today, with the city providing the ideal climate for companies ranging from entrepreneurial, start-up ventures to well-established, global leaders in a variety of business sectors. In fact, it wouldn’t be a stretch to describe Richardson as the Innovation Capital of North Texas. It’s already been named the International Business Capital of North Texas (see sidebar).

Richardson’s Unique Culture of Innovation

Richardson began cultivating its reputation as a center for innovation, particularly in the high-tech sector, in the 1960s. In 1956, Texas Instruments established its corporate campus just north of I-635, and in 1957, Collins Radio built the first of several buildings it would eventually occupy on a 400-acre campus near U.S. 75 and Anapalo Road. Both companies attracted a wealth of engineering talent, which eventually spawned numerous other high-tech enterprises.

Richardson acquired its current global reputation as the home of the Telecom Corridor® in the 1980s, with the deregulation of the telecommunications industry and the subsequent arrival of companies such as MCI, Nortel, Fujitsu and Ericsson.

Today, due to its culture of innovation, the wealth of technical expertise found in the area, the city’s prime location and business-friendly climate, Richardson is leading the way in the emerging cloud computing and data center industry, as well as in rapidly growing high-tech sectors such as wireless communications, semiconductors, software and gaming, IT services, life sciences and nanotechnology.

Richardson is also a leader in an array of non-tech industry sectors, ranging from financial services to healthcare.

It all adds up to a synergistic concentration of industry-leading enterprises that feed off of one another to create a dynamic, rapidly evolving business climate that few other cities in the U.S. can offer.

Richardson Today

Richardson has joined a long list of well-established, global leaders in a variety of non-tech industry sectors, ranging from financial services to healthcare.

Today, due to its culture of innovation, the wealth of technical expertise found in the area, the city’s prime location and business-friendly climate, Richardson is leading the way in the emerging cloud computing and data center industry, as well as in rapidly growing high-tech sectors such as wireless communications, semiconductors, software and gaming, IT services, life sciences and nanotechnology.

Richardson is also a leader in an array of non-tech industry sectors, ranging from financial services to healthcare.

It all adds up to a synergistic concentration of industry-leading enterprises that feed off of one another to create a dynamic, rapidly evolving business climate that few other cities in the U.S. can offer.

Richardson’s Telecom Corridor

Richardson’s Telecom Corridor® stands as strong evidence of the city’s forward-thinking approach to collaboration and the unique partnership between the City and the Chamber known as the Richardson Economic Development Partnership (REDP). The REDP was one of the first significant from the support, networking and advocacy services offered by the Richardson Chamber of Commerce and the unique partnership between the City and the Chamber known as the Richardson Economic Development Partnership (REDP). The REDP was one of the first

Strong Ecosystem Supporting Business Growth

Richardson companies also benefit significantly from the support, networking and advocacy services offered by the Richardson Chamber of Commerce and the unique partnership between the City and the Chamber known as the Richardson Economic Development Partnership (REDP). The REDP was one of the first

Best Access to Skilled Workforce in North Texas

Businesses such as these attract an incredible array of talent. Richardson has one of the most highly educated workforces in the entire North Texas region, with 50 percent of the adult workforce boasting an undergraduate or advanced degree. The city’s world-renowned high-tech companies have trained and spun off countless professionals into new ventures and created a fertile ground for other corporate enterprises seeking white-collar, technical workers.

With its strategic location and superb transportation infrastructure – at the intersection of two major highways and offering four DART light rail stations plus city-wide DART bus service – Richardson has the capacity to import an impressive workforce each day. In fact, roughly 80,000 of the 130,000 day-time workers in Richardson (over 60 percent) come from outside the city limits each day, and Richardson’s daytime population is significantly larger than its night-time residential population.

Plentiful Commercial Real Estate Options

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb.

Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.

Blue Cross Blue Shield of Texas

In addition to a deep labor pool, Richardson also offers plentiful blocks of space that are perfectly suited for nearly any business – from Class A office locations to ample flex space and industrial facilities. Unlike in many cities, businesses don’t have to build their facilities from the ground up in order to find the right location in Richardson. Even though leasing activity has been unusually strong in Richardson compared to other submarkets, there is still a supply of great facilities, including more large, contiguous blocks of office space (90,000-square-foot or more) than in any other Dallas suburb. Thus, Richardson remains poised to attract even more major corporate headquarters.
“Choosing the former Nortel campus for an acquisition was only partly based on the real estate. Much of our interest in staking a claim in Richardson had to do with the city’s pro-business philosophy. Both the City and the Richardson Chamber are led by some of the most proactive, business-oriented minds in the region. The partnership we have established with Richardson is based on trust, responsiveness and confidence, and these factors made our decision to invest in the city an easy one. We look forward to working together to ensure that Richardson remains a dynamic, progressive community.”
— Manny Ybarra, president, Pillar Commercial

“For 30 years, Blue Cross and Blue Shield of Texas (BCBSTX) has located its corporate headquarters in Richardson, which has allowed us to form strong ties to the city’s leadership and the growth associated with this dynamic business corridor. In addition, our employees, who are now all located on one campus in Galatyn Park, are proud to be strong supporters of the City’s Wildflower Festival and the Richardson Corporate Challenge, while enjoying the many amenities the city has to offer as a business center, well-planned green spaces and family-friendly neighborhoods.”
— J. Darren Rodgers, president, Blue Cross and Blue Shield of Texas

“Richardson has proven to be a great choice as VCE headquarters. We’ve had excellent results finding highly qualified and skilled professionals to help grow our company, and we’re impressed with the level of talent coming out of the excellent universities in the region. Richardson is a friendly community with a high quality of life, attractive cost of living and robust local economy. We couldn’t be more pleased.”
— Tim Page, senior vice president, global sales, VCE

“TI cherishes the great relationships we have built in Richardson. Our company has benefited from being where the whole community supports technology innovation. The City leadership, the Chamber and Metroplex Technology Business Council, UT Dallas, the Richardson and Plano school districts, and many others have built a highly educated workforce and a great place to live and work.”
— Gray Mayes, director of government relations, Texas Instruments

It’s Official: Richardson’s The International Business Capital of North Texas

Not only is Richardson the DFW area’s high-tech hub, but it has also established a well-deserved reputation as the International Business Capital of North Texas – a title officially conferred on Richardson in 2011 by the 82nd Texas Legislature, in recognition of the city’s status as a fertile location for the growth of international business and its thriving multicultural community.

Richardson’s international business history goes back to at least the 1980s, when U.S. telecom markets were deregulated and the world beat a path to the Telecom Corridor®: Nortel came from Canada, Ericsson from Sweden and Alcatel from France. Later, Japan’s Fujitsu established its telecom arm in Richardson, as did Samsung from Korea and ZTE from China. Most recently, Japan’s Hitachi moved a telecom unit to the city. In the IT arena, Israel’s Amdocs has a major local presence due to its business relationship with Richardson’s largest employer, AT&T.

The roster of international companies also includes entries from Finland, the Netherlands and the United Kingdom that are engaged in a wide array of technology businesses from semiconductors to nanotechnology to battery technology and even air flow systems. In 2011, the North American headquarters for Benning Power Electronics, whose parent company is based in Germany, celebrated its grand opening in Richardson.

To further expand its global sphere of influence, Richardson recently established the Mayor’s Office of International Business, which is designed to accomplish three key objectives: (1) attract direct, inbound investment in Richardson by international businesses; (2) support Richardson-based businesses’ international commerce activities; and (3) open new international markets and opportunities for Richardson businesses and innovators.

International business veteran Michael Skelton serves as the REDP’s new vice president of international business development and leads the Mayor’s Office of International Business. Skelton is implementing a new Ambassadors Program that trains local business leaders and academicians to promote the city abroad, while also launching a new International Business Assistance Program to counsel Richardson Chamber members with cross-border business issues.

Richardson’s international heritage is also evident in its community, which is home to people from a broad range of backgrounds, ethnicities and religions; a vibrant mix of restaurants, specialty stores and places of worship that reflect the population’s diversity; and cultural centers such as the Raindrop Turkish House and the Dallas Chinese Community Center.
When it comes to City programs and services, Richardson is an innovator and a leader, just like many of its global companies. In fact, the theme of innovation is one that permeates the entire community, from the family room to the boardroom, truly distinguishing Richardson from other cities across Texas and the U.S.

The City of Richardson devotes substantial time and attention to its future needs, planning decades ahead to ensure that the city remains a strong, vibrant community and maintains its position at the forefront of municipal innovation.

This future orientation starts at the top, with the visionary leadership of the Richardson City Council and City staff. The result of the Council’s 2011 visioning process is a set of 12 key goals that reflect a substantial amount of effort. These key goals for the 2011-2013 Council term are as follows:

- **Communication.** The City recognizes that effective, strategic communication with key stakeholders is a critical part of affirming that Richardson is a great place to live, get an education, conduct business and enjoy recreational and cultural activities. The City works to promote a meaningful flow of information and two-way dialogue with the community through a variety of communication mechanisms, including the new City website at www.cor.net, the enhanced use of social media and regular delivery of easy-to-digest electronic and printed materials.

- **Community Vitality and Neighborhood Integrity.** The City demonstrates its commitment to this goal by promoting healthy neighborhoods through the fair and reasonable enforcement of codes and ordinances, the support of residents’ efforts to organize and positively affect their community and through partnerships with residents and neighborhood associations to enact enhancement strategies that help achieve a shared community vision.

- **Economic Development.** Richardson is committed to the enhancement, diversification and expansion of its business community in the belief that providing a fertile business environment is essential to the economic vitality and continued redevelopment of the city. The City accomplishes this through a variety of programs and the proactive efforts of the Richardson Economic Development Partnership, a joint initiative with the Richardson Chamber of Commerce.

- **Education.** The City is an active partner with local educational institutions in the achievement of excellence in education for Richardson residents and the corporate community. One example of such collaboration is Richardson’s agreement with UT Dallas to develop new roads and trails on the university campus in exchange for a long-term lease on two pieces of land that the City can use for park purposes and a water tower site.

- **Environmental Management.** Richardson is committed to encouraging and implementing programs that contribute to a sustainable quality of life and economic benefits, such as reduced energy bills, green space preservation, air quality improvements, storm water quality improvements, reduced traffic congestion, improved transportation choices, and job creation through energy conservation and new energy technologies. The City’s environmental management strategy encompasses a wide variety of initiatives (see article on B11).

- **Fiscal Responsibility.** Richardson is committed to sound financial management practices based on conservative budgeting policies, aggressive collection efforts and conscientious capital financing and bond security programs. Through these efforts, Richardson has earned the “Aaa” bond rating from Moody’s Investor Services, placing the city among only 6.4 percent of cities in the nation and only 2 percent of cities in Texas to achieve this status. Richardson also holds a “AAA” rating from the Standard and Poor’s credit rating agency.

- **Governance.** The City of Richardson is committed to principles of good government, including transparency, ethical behavior and fiscal accountability. Richardson works diligently to foster open, transparent and accountable government through proactive communications and other efforts, including its financial transparency website: http://www.cor.net/transparency.aspx. For its efforts, the City has earned the Texas Comptroller’s Gold Leadership Circle Award for the last two years.

- **Health Care Facilities and Community Wellness.** Recognizing the importance of a quality health care system as a valuable community asset, the City of Richardson actively partners with Methodist Richardson Medical Center and other health care providers in their efforts to achieve excellence in medical care for Richardson residents and businesses. The City also promotes healthy lifestyles and community wellness through a variety of programs and recreational opportunities.

- **Land Use and Development.** Richardson guides land use and development within its borders to maintain compatibility between residential and non-residential uses, taking into account both existing conditions and concerns and long-range community needs and environmental sustainability. Among the City’s current areas of emphasis are transit-oriented development opportunities and redevelopment efforts in special study areas across the city, including the West Spring Valley corridor, Central Expressway corridor, Coit Road corridor, West Arapaho corridor, Main Street/Old Town, and East Arapaho/Collins.

- **Marketing.** The City of Richardson knows how important it is to effectively market the community to a variety of audiences, including potential residents, prospective businesses, meeting planners, business travelers, visitors, media, surrounding municipalities, affiliated professional organizations, and other key influencers. Consequently, Richardson pursues marketing strategies that are designed to further enhance the reputation of the city regionally, nationally and globally and support the community’s continued development.

- **Public Services.** Richardson focuses intently on providing a wide range of quality, affordable municipal services to residents and corporate citizens, recognizing the City’s responsibility to continuously monitor and respond to the needs of the community. Richardson is known for outstanding services and a stable tax rate, which make the community a great value and an ideal place to establish a business or home.

- **Transportation and Mobility.** The City of Richardson is committed to the safe and efficient movement of people, goods and services, since a safe and efficient transportation and mobility network is essential to both economic vitality and a high quality of life. As an example of this commitment, Richardson was the first suburban community in North Texas to host four DART light rail stations, and the City is aggressively pushing for further expansion of transit options in the community through its ongoing support of the Cotton Belt Rail Line Innovative Financing Initiative.

Thanks to the intense and ongoing focus on these key goals, Richardson residents and corporate citizens can rest assured that the City’s eye is always on the future.

Richardson has a carefully cultivated, well-deserved reputation around the world today due to years of high-tech leadership, attention to detail and aspirational thinking. And that’s a reputation the City intends to preserve and promote for many years to come.
Beyond its visionary goals, Richardson distinguishes itself from its peer cities in a variety of ways. Perhaps none is more important than the confidence it displays in its bright future and the unbridled commitment to delivery of outstanding city services.

**Bold Reinvestment in Community Renewal**

Time and time again, the City of Richardson has demonstrated a willingness and an ability to invest in itself and to undertake visionary planning efforts that pay enormous dividends over the long term.

In 2001, when other cities were reeling due to an economic downturn, Richardson forged ahead with plans for the Galatyn Park urban center at the Galatyn Park light rail station, including the development of the state-of-the-art Eiseman Center for the Performing Arts.

Today, the Eisemann hosts numerous cultural arts performances, as well as sophisticated corporate meetings and events, and the plaza at Galatyn Park is home to the city’s annual Wildflower! Festival, the North Texas region’s largest multi-day music event. The area surrounding Galatyn Park has also witnessed the creation of The Venue mixed-use development, which today buzzes with residential life and vibrant dining options.

The nearby area has also seen significant corporate activity, such as the 2011 opening of Blue Cross Blue Shield of Texas’ new headquarters and Ericsson’s recent occupancy of nearly half-a-million square feet of space in the former Nortel headquarters.

Richardson further demonstrated its ability to look forward and invest in community enhancements during a challenging economic period, when voters overwhelmingly approved a $615-million bond program in 2010. The bond package was broken into four propositions for voters to consider, focusing on street improvements, parks and recreation facilities, public buildings and neighborhood vitality projects.

Richardson’s decision to invest in itself at the time enabled the City to take advantage of historically low interest rates and competitive construction prices during the economic downturn.

Among the notable projects approved under the program were the construction of a new recreation center at Heights Park and the replacement of the park’s public pool, the replacement of 4.8 miles of alleys in various neighborhoods, the construction of City-branded gateway signage at key entry points along major thoroughfares and the replacement and relocation of Fire Station #4 from Plano Road and East Collins Boulevard to a site adjoining Huffhines Park.

Today, citizens can track the progress on these and other bond program projects on the city’s award-winning Bond Tracker site, available at www.cor.net.

**Leadership in City Services, Systems and Programs**

Richardson also leads the way in terms of public safety services and systems, from its outstanding fire and police departments to its newly enhanced 911 call center. Most recently, the City reaffirmed its focus on innovation by upgrading the public safety communications system to offer the City of Richardson and the UT Dallas campus security force the power of true choice, simple and efficient network management and cost-effective migration to future applications and services.

The new, interoperable, IP technology-based public safety communications system saves the City substantial amounts of money by permitting sourcing from multiple vendors, while also offering the latest in technology to ensure Richardson police and firefighters have what is required to do their jobs safely and effectively.

Richardson’s status as a leader in government also has much to do with its focus on delivering outstanding municipal services on a daily basis, while being financially prudent and maintaining its top-tier bond ratings.

Richardson goes above and beyond to support the many neighborhood organizations and homeowners associations across the city, in addition to offering an array of programs and services that benefit individual residents and homeowners, such as the neighborhood-enhancing Home Improvement Incentive Program. From its award-winning library and out-standing parks and recreation opportunities, to the quality provision of traditional municipal services such as trash and recycling, water delivery, and maintenance of streets, sidewalks and alleys, the City of Richardson is highly regarded throughout Texas and the nation for its superior services and its strong focus on responsiveness to residents’ and companies’ needs.

Richardson is also a pacesetter when it comes to partnering with and supporting its robust business community. The City works actively to nurture an environment in which entrepreneurial companies can thrive, attract a high-quality workforce, and draw other industry-leading businesses from across the world. The goal is to create a highly synergistic business climate through programs like the Richardson Corporate Challenge (see sidebar) and a variety of other business outreach initiatives.

It’s all about creating an environment that’s conducive to pleasant living and profitable business, both today and in the future. And no city does it better than Richardson.

**The Richardson Corporate Challenge – A Unique Business Competition**

Richardson businesses face off not only in the global marketplace, but also in a fun, annual competition outside the boardroom.

For 14 years, the City of Richardson’s Parks and Recreation Department has hosted the Richardson Corporate Challenge, a 10-week, Olympic-style competition for companies from across Richardson and the nearby area. The event, which lasts from late August to early October, allows employees from local businesses to compete in as many as 22 athletic and non-athletic events, ranging from softball and volleyball to billiards, bowling and darts.

The Richardson Corporate Challenge is the only business competition of its type in Texas, and it is also one of the largest, multi-day corporate competitions in the entire country.

Local businesses have taken full advantage of this unique program to build employee morale, encourage wellness, establish more connections with other nearby businesses and contribute to the community. This past year, nearly 10,000 employees from a record-breaking 54 businesses participated, and the Corporate Challenge surpassed $1 million in cumulative fundraising for its long-time beneficiary, Special Olympics Texas.

With Richardson’s business community continuing to expand, the Corporate Challenge is growing right alongside it—and making work just a bit more fun!
Highly Rated Public Education Fuels Continued Success

Richardson is home to exceptionally strong educational institutions that contribute to the vibrancy of the community, nurture a well-educated workforce and offer academic research capabilities that support a culture of high-tech business innovation.

The city is served by two of the highest-rated independent school districts in Texas – Richardson Independent School District (RISD) and Plano Independent School District (PISD) - as well as numerous private and charter schools.

Two local colleges are also distinguished leaders in their respective fields: The University of Texas at Dallas (UT Dallas), part of the UT System, and Richland College, part of the Dallas County Community College District. Richardson is also home to campuses for DeVry University and ITT Technical Institute, providing technical and business degrees, as well as an MBA program at DeVry.

Award-Winning School Districts

Richardson Independent School District (RISD): RISD, which covers most of Richardson and parts of Dallas and Garland, has long been regarded as one of the top districts in Texas. Today, its reputation remains strong, as demonstrated by its many accolades and innovative programs focusing on science, technology, engineering, math and other critical subjects.

RISD has earned the “Recognized” rating for six consecutive years from the Texas Education Agency, making it the largest and most diverse district in the state to achieve this ranking. Today, 91 percent of RISD’s 55 campuses are rated as “Exemplary” or “Recognized” under the Texas accountability system.

Last year, RISD’s Westwood Junior High Math, Science and Leadership Magnet School was named a National Blue Ribbon School by the U.S. Department of Education, giving RISD an impressive total of 23 National Blue Ribbon Schools. Additionally, all four RISD high schools were ranked in the top five percent of U.S. high schools by the Washington Post in 2011. RISD was also named the “Best Academically Performing School District in Texas” by the Education Resource Group in 2010 and has further distinguished itself with strong bond ratings, financial transparency and other key indices.

Plano Independent School District (PISD): PISD, which serves parts of north Richardson, is also widely recognized for educational excellence, as evidenced by the 94 percent of its 64 campuses that earned an “Exemplary” or “Recognized” rating under the Texas accountability system.

PISD boasts 23 schools earning the National Blue Ribbon School designation, and PISD students continue to excel on college entrance exams, National Merit Scholarship competitions and other measures of success.

A new school that will focus on high-tech learning is on the horizon for RISD. Texas Instruments recently announced a $5 million commitment to help launch and develop PISD’s first academy focusing on science, technology, engineering and other critical subjects.

Science teacher Kim Wolff, who serves Richardson students attending Plano Senior High School, recently earned the 2011 Tech Titan of the Future Award from the Metroplex Technology Business Council, recognizing her innovative teaching to advanced placement biology and environmental sciences students.

Distinguished Colleges and Universities

The University of Texas at Dallas (UT Dallas): Richardson-based UT Dallas is well on its way to achieving Tier One national research university status, signifying a strong commitment to academics and research.

Since its founding in 1969, the university has grown to include 130 degree programs, with cutting-edge curricula serving a variety of undergraduate and graduate student interests. It is particularly well-known for some of the state’s most-lauded science and engineering programs and has gained prominence for a breadth of educational paths, from criminology to arts and technology.

UT Dallas is making a concentrated effort to attract the top minds among both students and faculty. Since 2005, 211 tenure and tenure-track professors have joined the UT Dallas faculty, including a Nobel laureate and four National Academies members.

The school’s success has drawn national notice, as UT Dallas recently achieved its highest-ever ranking on the U.S. News & World Report “Best National Universities” roster.

The quality of the university is further reflected in its student body: 74 percent of UT Dallas freshmen rank in the top 25 percent of their high school class, and UT Dallas traditionally leads Texas public universities for incoming students’ average SAT scores.
SAT scores... UT Dallas is also growing significantly in terms of enrollment, with a record-setting enrollment of nearly 19,000 students in fall 2011, and in terms of campus development, with $250 million in new construction projects underway.

Another new freshman residence hall is under construction, and a fourth one is planned for 2013-2014. The university recently broke ground on its 155,000-square-foot Arts and Technology (ATEC) facility and the new 33,000-square-foot Visitor Center and University Bookstore (VCB) officially opened last fall.

Additionally, the UT Dallas George A. Jeffrey NanExplorers program recently earned a Tech Titan of the Future Award for its efforts to promote nanotechnology-based education for high school students planning to enter college. The program provides further evidence of how UT Dallas and other Richardson educational institutions work together to support a powerful culture of innovation across the community.

**Richland College:** Located on the Richardson-Dallas border, Richland College is a vital educational resource for Richardson residents. With its strong focus on teaching, learning and community building, Richland College stands as the only community college in the U.S. to have earned the Malcolm Baldrige National Quality Award from the White House and the U.S. Department of Commerce.

With an enrollment of more than 20,000 students, Richland helps students build their future with courses that can be applied to the first two years of a baccalaureate degree, one- or two-year certificates in a number of career fields, and training in the latest technology for students who want to advance in their current careers. The largest percentage of baccalaureate transfers from Richland is to UT Dallas. In addition, Richland maintains articulation agreements with the UT Dallas engineering and arts and technology programs.

Further reflecting the diversity of the Richardson area and the community’s globe-spanning influences, in 2010-11, The Chronicle of Higher Education ranked Richland College among the top 10 institutions of higher education in the U.S. in the awarding of associate degrees to international students.

Richland has also distinguished itself by earning a “STARS” Silver Rating from the Association for the Advancement of Sustainability in Higher Education. The STARS certification recognizes Richland’s commitment to sustainability, as evidenced by its construction of the U.S. Green Building Council’s LEED Platinum-certified Sabine Hall science building, among other initiatives.
Throughout Richardson, families and professionals are discovering they don’t have to leave the city limits to enjoy an abundance of residential options, world-class arts and cultural amenities, outstanding parks and recreational choices, and some of the DFW Metroplex’s most varied dining and shopping offerings. With tremendous growth underway at Methodist Richardson Medical Center, Richardson residents also have easy access to convenient, high-quality healthcare.

Residential Options to Suit Any Lifestyle

It all starts with the city’s neighborhoods and residential developments. Richardson offers a variety of housing options that are well-suited to young professionals, corporate executives and families, including both new and well-established residential areas.

Among the newest Richardson residential housing options are communities such as Il Credito, Brick Row, Bridgewater Crossing, Cantera, Lake Park Estates, Post Eastside, The Pradera, The Venue at Galatyn Park, Villas of Buckingham and Wyndor Court.

Richardson’s well-established, tree-lined neighborhoods are also a vital part of the community, offering family-friendly living near the city’s outstanding schools, parks and recreational centers. Sign toppers and entry features proudly demarcate many neighborhoods, and more than 50 Richardson neighborhood and homeowner associations across the city work to maintain and improve residential areas while serving as a vital link to city departments.

Year-Round Arts and Cultural Activities

Beyond finding great homes in Richardson, city residents also enjoy access to the North Texas region’s best art and music festivals, as well as sophisticated cultural offerings.

Richardson’s Wildflower Festival, North Texas’ largest music festival, celebrates its 20th year in 2012 and will again fill the Galatyn Park urban center with local and national musical acts, arts and crafts and other activities. Twice annually, in the spring and fall, the city’s Cottonwood Art Festival occupies Cottonwood Park and stakes its claim as the region’s premier fine arts festival, featuring museum-quality work from hundreds of artists.

Richardson offers plenty of other festive, outdoor events each year, including the 4th of July Family Celebration at Breckenridge Park, the Great Fountain Pizza Fest highlighting community volunteer opportunities, the Huffines Art Trails arts-and-crafts show each October, and Santa’s Village and Parade.

The city’s fine cultural arts and entertainment offerings are particularly strong, starting with the jewel in Richardson’s crown – the Eisemann Center for the Performing Arts, which celebrates its 10th anniversary in the 2012-13 season. Since its opening in September 2002, this 116,900-square-foot facility has been recognized by clients, patrons and the media as one of the leading performing arts facilities in North Texas, earning critical acclaim not only for its arts events, but also for the facility and its architectural design. The Eisemann Center features live music, Broadway-caliber theater productions and touring companies presenting musicals, dance and special performances throughout the year, while also playing host to a wide variety of corporate events.

Residents also benefit from Richardson’s support through arts grants for other cultural arts, leisure entertainment and artist diversity-fostering programs. Grant recipients that entertain Richardson audiences include the Richardson Symphony, Rich-Tones Chorus, Tuzer Ballet, Richardson Theatre Center, Repertory Company Theatre and many others.

Parks and Recreation That Support an Active Lifestyle

Richardson’s abundant parks and recreational offerings include 30 parks encompassing 850 acres, over 40 miles of walkways and hiking/biking trails, the new Richardson Park Baseball Complex featuring four full-sized fields and the new Huffines Athletic Complex featuring four premier softball fields and two auxiliary, multi-purpose fields.

The city’s outstanding facilities also include the award-winning Sherrill Park golf courses – ranked #1 and #5 in The Dallas Morning News’ 2011 ranking of economy, public-access courses statewide – two recreation centers, the Huffines Tennis Center and 22 tennis courts across the city, five outdoor pools, and the Richard- son Senior Center providing a wide range of services for residents 55 and older. Richardson is also well-known for the private Canyon Creek Country Club, offering outstanding golf, tennis, swimming and clubhouse facilities, as well as for the community’s many cycling activities and recent bike lane expansions.

Through the 2010 bond program, Richardson will also soon be adding the state-of-the-art Heights Recreation Center, which will include a new Gymnastics Center and a Family Aquatics Center, and will be creating two new parks in the North and Heights areas.

A Diverse Array of Dining and Shopping Venues

Richardson has one of the most diverse selections of restaurants in Texas, from fine dining to family-friendly, casual options. Cuisines and restaurant types represented in Richardson include: American, Asian fusion, BBQ, burgers, Chinese, French, Indian, Italian, Japanese, Korean, Mediterranean, Mexican/Tex-Mex, Persian, sandwiches, seafood, Spanish, steakhouses and Vietnamese, as well as an assortment of bakeries, cafes, pubs and bars. And the list keeps growing, with more than 100 new restaurants opening in Richardson over the last five years.

The city’s retail offerings are also diverse and growing, with more than 13 newly remodeled or redeveloped centers, five new centers and three transit-oriented/mixed-use developments added since 2004. City-wide, Richardson offers more than 50 shopping centers conveniently located within residential neighborhoods.

Convenient Access to High-Quality Healthcare

Staying healthy is a snap in Richardson, thanks to Methodist Richardson Medical Center’s (MRMC) services and facilities, which include the 18-acre primary campus in northwest Richardson and the 190/Renner Road campus in northeast Richardson. MRMC was the first health-care facility to receive the Texas Award for Performance Excellence, patterned after the renowned Malcolm Baldrige National Quality Award, and is highly regarded for its advanced technology, expert care and personal attention.

MRMC’s primary campus features a 205-bed acute care hospital, a Regional Cancer Center in partnership with UT Southwestern Medical Center, two medical plaza buildings and access to 700 physicians.

The 190/Renner Road facility offers emergency care, day surgery, medical imaging, laboratory and other diagnostic services, in addition to a cancer research and treatment center and physicians’ medical building. Future plans for this facility include a second physicians’ office building and a 500-bed acute care hospital.

Richardson also boasts numerous re-habilitation facilities and senior care facilities ranging from independent or assisted living to skilled nursing homes, to support residents’ varied healthcare needs.

The sum of these many lifestyle amenities is a city that’s not only innovative and bold, but also a highly enjoyable place to live. In other words, Richardson’s a community that offers both high-tech thinking and sophisticated-yet-comfortable living.
The Richardson City Council is committed to encouraging and implementing programs that contribute to a sustainable quality of life and yield tangible benefits to the community. The objectives of this green focus include reduced energy bills, green space preservation, air and stormwater quality improvements, reduced traffic congestion, enhanced transportation choices and job creation through energy conservation and new energy technologies.

City Leadership in Environmental Management

Much as Richardson is an innovator in the business community and a leader in government, the city has also led the way in developing and supporting forward-thinking environmental management practices and business programs.

For example, the City Council has directed all new municipal buildings to be built to Leadership in Energy and Environmental Design (LEED) certified standards. LEED, a program established by the U.S. Green Building Council, measures buildings against environmental criteria regarding construction features and methods, waste disposal, energy efficiency, land use and many other design and building characteristics.

Since establishing this goal, Fire Station #2 and the Huffhines Recreation Center have both been certified as meeting LEED Silver criteria. Other municipal buildings currently being constructed to LEED standards are the new Heights Recreation Center, the Gymnastics Center and Fire Station #4.

Richardson Businesses and Educational Institutions Go Green

Beyond the city’s efforts, the Richardson Chamber of Commerce and business community, along with key educational institutions, have taken an active role in collaborating to meet the city’s green vision.

When Texas Instruments opened its RFAB manufacturing plant in Richardson, it became the first semiconductor facility to achieve LEED Gold certification and is widely hailed as a model for environmentally friendly design. Similarly, the new 1 million-square-foot Blue Cross Blue Shield of Texas headquarters in Richardson achieved LEED Silver certification and earned numerous industry accolades.

Other businesses or facilities in Richardson that have earned LEED certification or are working towards LEED certification include Hill & Wilkinson, Comerica Bank, Collins Crossing, Lakeside Tower and Digital Realty Trust’s data center campus at Collins Technology Park. In 2011, Richardson-based Eltek won the Richardson Chamber’s Business and Industry Environmental Award for its efforts to provide clean energy for the telecom industry through the development of high-efficiency power systems.

On the educational front, one of UT Dallas’ newest facilities, the Student Services Building, has earned LEED Platinum certification, becoming only the 10th LEED project in the U.S. to achieve this status in the “Higher Education/Campus” category. Richland College has earned a STARS Silver Rating from the Association for the Advancement of Sustainability in Higher Education in recognition of its sustainability commitment and achievements. Among other notable successes, Richland’s new Sabine Hall science building recently achieved LEED Platinum certification.

Richardson is proud to be an innovator of environmentally friendly building practices and to be applying its municipal and business expertise in technology and engineering to the issue of sustainability community-wide.
Remarkable Resources for Start-Ups, Emerging Businesses

- Home to STARtech Early Ventures, North Texas’ pioneering business incubator
- Ready access to critical start-up funding sources
- Strong support from the Richardson Economic Development Partnership and Richardson Chamber of Commerce
- UT Dallas and Richland College: catalysts of entrepreneurship
- Abundant, flexible facilities for new ventures

No city supports innovation like Richardson. For years, successful entrepreneurs have found a proven environment in Richardson that fosters business formation and growth, as evidenced by the rich tradition of emerging enterprises in the Telecom Corridor® (see sidebar).

The remarkable resources available to entrepreneurs in Richardson include STARtech Early Ventures, numerous venture capital firms and angel investors, the Richardson Economic Development Partnership, leading educational institutions such as UT Dallas and Richland College, plus incubator facilities and abundant flex space to accommodate the needs of virtually any emerging business.

STARtech: North Texas’ Pioneering Business Incubator

The City of Richardson and Richardson Chamber of Commerce supported the 1997 creation of STARtech Early Ventures as a business incubator and accelerator, and it quickly became the first successful venture of its kind in the North Texas region. According to an economic impact study commissioned on STARtech in 2007, the incubator’s efforts yielded an impressive $1.5 billion in statewide economic activity during its first decade. In Richardson alone, STARtech’s client and tenant firms generated over $550 million in local economic activity over that period.

STARtech’s focus remains on developing technology-based start-up and entrepreneurial activity in the Telecom Corridor® through creating or investing in early-stage companies, primarily in sectors such as information technology and communications, smart energy systems, technology-enabled health care, and nanotech processes and materials. STARtech draws on its seed-stage investment fund to complement its methodology for company creation and growth.

Ready Access to Critical Funding

Richardson-based entrepreneurs also enjoy unusual access to a wealth of critical funding sources, ranging from state and federal programs to venture capital firms and angel investors. Richardson companies repeatedly earn the preponderance of locally dedicated VC investments, while also landing a substantial percentage of the grants made by the Texas Emerging Technology Fund (TETF).

Since the TETF’s creation in 2006, 11 local companies have earned a total of $13,650,000 to support their growth, placing Richardson fourth among Texas cities in the number of awards. Additionally, Richardson-based UT Dallas has received over $24 million in TETF technology grants in support of four significant research projects.

Strong Support from the REDP and Richardson Chamber

The Richardson Economic Development Partnership (REDP), a joint effort of the City of Richardson and the Richardson Chamber of Commerce, also plays a crucial role in fostering ambitious entrepreneurship. Since 1984, the REDP has been dedicated to building a vibrant and thriving local economy, with a substantial focus on attracting and assisting start-up businesses.

The REDP’s services are free to entrepreneurs, and all information between a client and REDP is confidential. The services available include:
- Assistance finding capital funding
- Help finding suitable space
- Identification of training resources
- Workforce and wage information
- Introductions to key business contacts
- Community orientation

The Richardson Chamber has also offered an on-site SCORE (Service Corps of Retired Executives) counselor for more than a decade to assist would-be entrepreneurs and small business owners with business formation and growth issues.

Additionally, through an ongoing collaboration with UT Dallas, the REDP and UT Dallas faculty members help entrepreneurs commercialize technologies that can be the foundation of high-tech start-up companies and assist them in leveraging other breakthrough business ideas.

Educational Institutions: Catalysts of Entrepreneurship

Entrepreneurs in Richardson also benefit from UT Dallas’ outstanding Institute for Innovation & Entrepreneurship, which was established in April 2006. The Institute’s role is that of facilitator, catalyst and program sponsor—leveraging the power of university and technology to create new ventures and add economic, social and cultural value to the Richardson community.

The Institute’s cross-disciplinary academic programs support the development of an entrepreneurial, well-trained workforce and offers a variety of entrepreneur-oriented programs. Through its Venture Development Program, UT Dallas fosters the commercialization of technologies developed within or in partnership with the university. Currently, ten companies are being incubated in the program’s new, 8,000-square-foot Venture Development Center, which opened in October 2011.

Successful Companies Start Up in Richardson, Find Funding

Perhaps no Texas city has witnessed the successful launch of more new businesses, particularly in the high-tech sector, than Richardson. Among the many outstanding enterprises that have found a fertile start-up environment in the city are:

- Convey Computer
- Covaro Networks – later acquired by ADVA Optical Networking
- Darray – later acquired by Northern Telecom
- Digital Switch (a.k.a. DSC Communications) – later acquired by Alcatel
- Fossil Inc.
- Monterey Networks – later acquired by Cisco Systems
- Navini Networks – later acquired by Cisco Systems
- TBS International – later acquired by Daxix

As further evidence of Richardson’s technology start-up prowess, Richardson companies earning Texas Emerging Technology Fund awards since the Fund’s creation in 2006 are:

- 21st Century Silicon
- AgileMesh
- Dent Light Inc.
- DeviceFidelity
- Hanson Robotics
- Integrate
- NetWatch Solutions, Inc.
- Photodigm, Inc.
- SNR Labs, Inc.
- Solarmo (UT Dallas)
- Texas Micropower (UT Dallas)
LAKESIDE CAMPUS  807,416 RSF
200,000 SF AVAILABLE FOR IMMEDIATE OCCUPANCY!

Technology & Telecom infrastructure
Prominent visibility in Telecom Corridor
State-of-the-art telecommunications infrastructure
Available back-up generators & UPS
Two 15KVA power feeds from separate sub-stations
Multiple fiber optic providers
Raised floor lab & data center available

Amenities & Location
Walking distance to DART’s Galatyn light rail station
24 hour staffed security command center
Full service cafeteria
3.9/1,000 structured parking
On-site property management & engineering staff

Call Pillar Commercial
[P] 972.437.2444
pillarcommercial.com

2201-2221 Lakeside Boulevard
Richardson, TX 75082

PILLAR COMMERCIAL
Looking to the future, Richardson remains focused not on growth for growth’s sake, but instead on high-quality growth and renewal that will keep the community progressive and dynamic.

City leaders plan to preserve Richardson’s global reputation for innovation by drawing upon its technological prowess, business resources, nationally regarded educational institutions, capacity to create and unbridled ambition to continue shaping a city unlike any other. Richardson knows it takes a bold attitude. As a community of entrepreneurs and risk-takers, Richardson has the right stuff to make it happen.

**International Leadership and Diversity:**
- Recognized by the Texas Legislature as the International Business Capital of North Texas
- Home to 53 internationally owned companies such as Ericsson, Samsung and Fujitsu
- Skilled engineering talent and technical innovators from around the world
- Diverse international community features vibrant mix of restaurants, specialty stores, places of worship and cultural centers

**Workforce:**
- Best access to highly skilled workforce in North Texas
- Abundant supply of high-tech talent, ambitious entrepreneurs
- Day-time population of 130,000 includes 80,000 in-commuters daily

**Education:**
- The University of Texas at Dallas: approaching Tier One national research university status
- Richard College: only U.S. community college to have earned the Malcolm Baldrige National Quality Award
- Other higher education options: DeVry University, ITT Technical Institute
- Two highly-rated public school districts: Richardson ISD and Plano ISD
- 13 private and charter schools providing choice to families

**Quality of Life:**
- Superior cultural and entertainment offerings, including the Eisemann Center and top regional festivals such as Wildflour and Cottonwood
- 30 parks, over 40 miles of walkways and hike/bike trails, two recreation centers, award-winning golf courses
- Superior healthcare services at Methodist Richardson Medical Center
- Vibrant mixed-use, transit-oriented developments
- Mature, tree-lined residential neighborhoods
- Plentyful housing options from entry level to executive level
- Diverse dining choices and convenient neighborhood retail

**Pro-Business City:**
Richardson Economic Development Partnership model City/Chamber joint effort in economic development
- One of the only 5-Star accredited Chambers of Commerce in the state
- Exceptionally strong support for innovation, entrepreneurs

**Large Employers:**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Type of Business/Organization</th>
<th># of Employees</th>
<th>Site Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>MetroPCS Wireless communications</td>
<td>500 HQ</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>CVS Caremark Prescription benefits management</td>
<td>500 U.S. HQ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CommScope Communications equipment</td>
<td>500 Division</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Samsung Mobile Wireless communications equipment</td>
<td>800 HQ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Richardson Government (local)</td>
<td>985</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Lennox International Heating/AC equipment</td>
<td>1,000</td>
<td>Regional</td>
<td></td>
</tr>
<tr>
<td>Bank of America Financial Services</td>
<td>3,300 Regional office</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue Cross &amp; Blue Shield of Texas</td>
<td>3,100</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>MetroPCS Wireless communications</td>
<td>500 HQ</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Blue Cross &amp; Blue Shield of Texas</td>
<td>3,100</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>University of Texas at Dallas</td>
<td>2,830</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Communications equipment</td>
<td>2,900</td>
<td>Regional</td>
<td></td>
</tr>
<tr>
<td>Ericsson</td>
<td>2,500</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Fugift</td>
<td>2,350</td>
<td>Regional</td>
<td></td>
</tr>
<tr>
<td>Samsung Mobile Wireless communications equipment</td>
<td>2,000 U.S. HQ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texas Instruments Semiconductor</td>
<td>1,000</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Cisco Systems</td>
<td>1,000</td>
<td>Regional</td>
<td></td>
</tr>
<tr>
<td>United Healthcare Health insurance</td>
<td>1,000</td>
<td>Regional</td>
<td></td>
</tr>
<tr>
<td>Fossil, Inc.</td>
<td>1,000</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Louie’s International Heating/AC equipment</td>
<td>1,000</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>City of Richardson Government (local)</td>
<td>985</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Richardson Medical Center</td>
<td>900</td>
<td>Regional</td>
<td></td>
</tr>
<tr>
<td>Samsung Mobile Wireless communications equipment</td>
<td>800</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Richardson Medical Center</td>
<td>700</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Traveler’s Insurance Insurance services</td>
<td>600</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>CommScope Communications</td>
<td>500</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>CVS Gearbox Prescription benefits management</td>
<td>500</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>MetroPCS Wireless communications</td>
<td>500</td>
<td>Local</td>
<td></td>
</tr>
</tbody>
</table>

**Neighborhood Services Department**
- Currently reinvesting heavily in its parks and recreation centers, public safety resources, streets and sidewalks, among other vital infrastructure.

**Bond Program and Key Corridor Revitalization Initiatives**
- Thanks to a 2010 voter-approved, $601-million bond election, Richardson is currently reinvesting heavily in its parks and recreation centers, public safety resources, streets and sidewalks, among other vital infrastructure.

Last year, the city also reorganized its Neighborhood Services Department to include a new responsibility—attracting redevelopment to support continued revitalization. Creation of the new department builds upon the redevelopment strategy currently being laid out for the city’s West Spring Valley Corridor. The city recently completed a major study related to reinvestment in this corridor, and subsequently enacted a planned development ordinance to enhance future redevelopment opportunities in this area.

In the future, such redevelopment efforts will be expected to expand to five other areas in the city that have also been identified as strategically important for enhancement and reinvestment.
Richardson, Texas is a vibrant and diversified technology business community, strategically located just 15 miles north of downtown Dallas in one of the brightest economic regions in the world.

Whether your company seeks the latest technological breakthrough, provides the highest level of financial service or thrives upon the synergy of a great business and research university, Richardson is where excellence is the expectation.

www.telecomcorridor.com