



ALLEN  
ECONOMIC  
DEVELOPMENT  
CORPORATION

# Outlook ALLEN

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## Experian Renews its Facility Lease in Allen, Texas



The Allen Economic Development Corporation (AEDC) and Experian®, a global information services company, have announced a 10-year renewal lease of Experian's Enterprise Business Park facility in Allen, Texas. Experian, one of the first companies to locate to Allen in 1993, is the city's largest private employer.

"This is a great win for our economic development efforts in Allen," said Robert Winningham, Executive Director of the AEDC. "Experian has agreed to maintain a significant capital investment in our community. Equally important, this will keep jobs here in Allen that will enhance our sales tax base, and these dollars will be reinvested in economic and community development."

The AEDC worked with Experian executives to secure a 10-year lease renewal for its 300,000 square foot complex in Allen's Technology District. Experian has several business units based in the facility including the National Consumer Assistance Center (NCAC), as well as the Decision Analytics, Information Technology, and Public Education groups.

"Experian has been an integral part of our community for 15 years," said Allen Mayor Steve Terrell. "With more than 600 employees, Experian has contributed countless hours in service to this community from serving on community boards, to involvement with the Chamber of Commerce, as well as with the arts and human services. We are grateful to have Experian renew its commitment in Allen."

"This long-term agreement demonstrates Experian's commitment and willingness to invest in the Allen community," said Maxine Sweet, vice president of Public Education for Experian. "Millions of consumers are affected by the work that our employees do here in Allen, especially through our National Consumer Assistance Center. Experian and its employees have been an integral part of the community during the last 15 years and we are pleased to call Allen home for the next 10 years."

**"This long-term agreement demonstrates Experian's commitment and willingness to invest in the Allen community..."**

MAXINE SWEET  
VICE PRESIDENT OF PUBLIC EDUCATION FOR EXPERIAN.



# Welcome to The Village The Village at Fairview

The 400-acre mixed-use development by The MGHerring Group of Dallas is home to an exciting collection of restaurants, shops and services nestled within lush parks and unique shopping districts. More than a dozen restaurants and 25 stores are open now with new stores and restaurants opening all the time. Come experience this TRULY UNIQUE COLLECTION – the newest, biggest shopping, dining and entertainment destination in north Texas.



*Dine at Dodie's Sports Grill, Nate's Seafood and Steakhouse, Olive Garden, Uncle Julio's and more. Shop at the largest Super Target in Texas, browse Best Buy, HomeGoods/TJ Maxx, Anderson's Furniture, and Ooo La La. The Village at Allen even has Canine Commons Dog Park, The Grove, and Hiking and Biking trails to enhance everyone's shopping experience!*



**THE VILLAGE**  
AT ALLEN



**ALLEN**  
ECONOMIC  
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# at Allen and

*With 228 rooms and conference facilities for up to 1100 people, The Courtyard by Marriott at the John Q. Hammons Center is scheduled to open this fall.*



*The Central Hockey League (CHL) has awarded the Allen franchise to Top Shelf, LLC and the team has been named The Allen Americans. The professional AA team, affiliated with the Dallas Stars, will begin play this fall in the new Allen Event Center. With a seating capacity of up to 8,500, including luxury suites and loge seating, the Allen Event Center will host more than 150 sporting events, concerts and family entertainment events annually.*



*Dignitaries at the Courtyard by Marriot Top-Off (left-to-right): Dennis Burns, Crossland Construction; Gar Herring, The MGHerring Group; Bob Fugazi, John Q. Hammons Hotels & Resorts; Buddy Herring, The MGHerring Group; and Allen Mayor Stephen Terrell.*

**The Village at Allen and The Village at Fairview were named *Best New Retail Deal* by the *Dallas Business Journal* at the 2008 Best Real Estate Deals Gala.**

For more detailed information please visit their website at...  
[www.thevillageshopping.com](http://www.thevillageshopping.com)



*Bow Wow Bash/Grand Opening at Canine Commons*

# Homeland HealthCare Moves to the Offices at Watters Creek

Homeland HealthCare, Inc., a national third party administrator, has leased 23,000 square feet for their headquarters in the Offices at Watters Creek. With the lease, Homeland HealthCare becomes the largest office tenant in the fast-growing mixed-use development, which is located at the southwest corner of US-75 and Bethany Drive.

“Watters Creek is an outstanding new development that met all the requirements Homeland HealthCare established as we began searching for new office space,” said Stephen Jones, CEO of Homeland HealthCare. “The decision to locate in Watters Creek is first and foremost a quality of life decision for our employees, offering a wonderful live/work/play environment. We are also better positioned for future growth with the expansion opportunities in the project.”

Homeland Healthcare, founded in 1997, creates innovative, flexible products that offer insurance limits and broad coverage at an affordable cost. The company’s services and support, to both its brokers and their customers have been rated one of the best in the industry. Homeland’s revenue grew 200% in 2008 and is on track to grow another 200% in 2009. The move will allow the company to increase employment from their current 59 on staff in the Texas office, to approximately 100 people.



“Homeland HealthCare recognized the unique nature of Watters Creek, and we are excited to secure them as the largest office tenant in the project,” said Robert Winningham, Executive Director, Allen Economic Development Corporation (AEDC). “This move is also a win for Allen as Homeland HealthCare represents a new, tax paying business now located in the city.”

Clay Vaughn and Seth Weinstein, Newmark Knight Frank negotiated the lease for Homeland HealthCare Inc. Nathan Durham of PM Realty represented the landlord, Trademark Property Company, in the transaction.

# Wham!

## Celebrated at Tech Success 2009

Allen entrepreneur Matthew B. Shoemake is in the final stages of product development with the help of a grant from the Texas Emerging Technology Fund.

Shoemake's company, Wham!, Inc., was recently awarded a \$250,000 pre-seed grant for its patent pending video and networking technologies that will enable high-definition consumer video calling that will revolutionize the way friends and family communicate, stay in touch and share life's special moments.

Tech Success is a celebration recognizing the achievements of the North Texas Regional Center for Innovation and Commercialization (NTXRCIC) and the Texas Emerging Technology Fund (ETF). The mission of the NTXRCIC and the ETF is to foster an environment for innovation and investment in entrepreneurship, and creating future high-tech companies in Texas for a competitive global economy.

(Left-to-right) Texas Governor Rick Perry; Matthew B. Shoemake, PH.D., Wham! CEO and Founder; Dr. Nadeem Ahmed, Wham! CTO and Co-Founder; Todd Staples, Texas Agriculture Commissioner

## Regus Business Center Opens in Watters Creek

The Regus Group, the world's largest provider of fully furnished and equipped offices with 1000 locations in 75 countries, has opened a new business center in the Offices at Watters Creek. Located on the southwest corner of Bethany Drive and US 75, the new center features 56 offices, 103 workstations, one board room, and one video-conferencing studio.

"We're strategically locating our new centers where our clients can live, work, play and stay and our Watters Creek business center lends itself perfectly to that strategy," said Michael Berretta, Vice President of Business Development for Regus. "Watters Creek, with its unique 24/7 urban lifestyle, will offer our clients everything they need right at their door step from high-end shopping and restaurants to a number of entertainment options."

For more information on Regus' new Watters Creek center please contact Janet Scholl at [janet.scholl@regus.com](mailto:janet.scholl@regus.com) or 972.516.3890. Visit [www.regus.com](http://www.regus.com) for more information on the company's services and solutions.





**AEDC Board of Directors**

Tim Wood, President

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Robert Winningham, Executive Director/CEO

Jennifer Grimm, Director of Business Development

Daniel Bowman, Director of Projects

Tracey Cline, Senior Administrative Assistant

# AEDC Board Recognition



*Former AEDC Board President Kurt Kizer was presented a plaque by AEDC Executive Director Robert Winningham on behalf of the AEDC Board. Kizer was recognized for his seven years of service on the AEDC Board, from 2002-2009.*

*AEDC Board president Tim Wood and Allen Mayor Stephen Terrell*

## AEDC Receives TEDC Excellence Award

The Allen Economic Development Corporation (AEDC) has earned the Economic Excellence Award from the Texas

Economic Development Council (TEDC), the trade association for Texas' economic development industry.

The award was presented at the Allen City Council at a recent meeting. "This prestigious award reflects our staff and our Board's dedication to a higher level of professionalism in this industry," said Tim Wood, President of the AEDC Board of Directors, in presenting the award to Council. "It underscores the fact that our economic development efforts are well-reasoned, long-term and focused on bringing new tax dollars and quality jobs to Allen, Texas."

