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New Center for Entrepreneurs and Startups to Open in Addison *Addison TreeHouse powered by The DEC to open in mid-June*

ADDISON, TX (June 9, 2014) – An innovative new business center designed to foster entrepreneurialism and support the start-up community is set to launch in mid-June in Addison, Texas. The Addison TreeHouse powered by The DEC is a collaborative effort between the Addison Economic Development Department and Dallas Entrepreneur Center (DEC) to create a supportive and collaborative environment where creative talent can develop businesses that will grow and thrive.

“We are very excited to unlock the doors to the Addison TreeHouse to the entrepreneurial community in North Texas,” said Addison Mayor Todd Meier. “It represents everything that IS Addison: it is innovative, collaborative, welcoming, and different in its design. It will be the location where it all comes together for the business community and truly demonstrates that Addison is pro-business and open for business. It will be a place where innovation will take shape into the next great product or service.”

The Addison TreeHouse will occupy 14,800 sq. ft. on the second floor of 14681 Midway Road, Addison, Texas, 75001. The name “Addison TreeHouse” evokes creativity and play in making something, starting a project, and building a company. It is a neighborhood meeting place: opportunity for community to engage and collaborate with entrepreneurs, where it all comes together. The space has been designed to encourage creativity plus facilitate collaboration and interaction.

“We envision the Addison TreeHouse becoming an important economic development asset for Addison,” said Orlando Campos, Addison’s Director of Economic Development. “Supporting business start-ups is a major component of our economic development strategic plan. We have a lot of Addison-based companies that started as an idea and have now flourished into some of our major corporate residents. This says a lot about our mature and vibrant ecosystem. Our venture with the DEC will also help us attract talent to the community, and innovation that will help fuel our economic growth into the future.”

Other features of the Addison TreeHouse include:

- a workspace for approximately 120 people
- a configured space designed in a fluid, open fashion with office space, cubicles, shared work tables, six “huddle” rooms, tabletop window seats, plus a large event flex space
- a kitchen and break area, a fireplace in a “living room lounge,” other lounge and seating areas complete with furniture and white boards
- Wi-Fi access, utilities, snacks and beverages
- a variable billing schedule with options such as a daily “desk drop-in” charge of \$20/day, co-working for \$250/month, designated desk workspaces for \$350/month, or a small enclosed office space for \$750/month to meet an entrepreneur’s unique needs.

Startup ventures will also be supported with on-site consulting services provided by the Small Business Development Center (SBDC) and The DEC, which will provide assistance with the development of business plans, feasibility studies, funding proposals and more.

“The DEC’s role is to continue to support the larger entrepreneurial ecosystem of North Texas in different capacities,” said Trey Bowles, Co-founder & CEO of The DEC. “We see this venture with Addison as the opportunity to put in place *an* entrepreneurial hub north of I-635. We will play a key role in managing the space, plus facilitating the entrepreneur ecosystem through providing education, training, mentorship, collaborative space, access to capital sources, and promotion.”

Tenants are selected through an application process. Those interested can apply directly at <http://www.addisontreehouse.com>. For more information about the Addison TreeHouse, visit <http://www.addisontreehouse.com> and on social media www.facebook.com/AddisonTreeHouse, Twitter: @TreeHouseTX and Instagram: @TreeHouseTX.

About ADDISON

*Addison, Texas offers the energy and vibrancy of a big city – but all in a compact 4.4-square mile package. With nationally acclaimed special events, unique amenities, and more restaurants per capita than any city in the U.S., Addison is **the** destination in North Texas for great food, lodging and fun! This unique urban enclave boasts 170+ restaurants, 22 hotels, upscale living, unique retail shops and more than 12 million square feet of office space. **In Addison, It All Comes TogetherSM**. To learn more about all Addison has to offer, visit Addison at www.addisontx.gov.*

About The Dallas Entrepreneur Center, The DEC

The Dallas Entrepreneur Center is a central hub that provides aspiring entrepreneurs with education, training, programming, incubation, collaborative space, access to capital and promotion. We want to help entrepreneurs start, build, and grow companies while helping create Dallas as a national leader in entrepreneurship.

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