



T E X A S

A CULTURE OF UNRIVALED PERFORMANCE



SPORTS MEANS BUSINESS



Discover why the PGA chose Frisco, Texas.

Frisco is an innovative, progressive, thriving hub for companies focused on the Business of Sports. Known as Sports City USA, Frisco has a proven track record of public-private partnerships such as The Star, Toyota Stadium, and the PGA of America's new Headquarters and Championship Level Golf Resort at Omni PGA Frisco.

Step up your business game in Sports City USA.

JOIN TEAM FRISCO.





8 professional/collegiate sports organizations



5 world-class professional sports facilities



#1 Place to raise an athlete
Source: Men's Journal



"Frisco, Texas is the right choice, right now because Frisco leadership has invested in creating a world-class city. There's a skilled workforce, a proactive climate, and a genuine spirit of partnership that is real, not just a buzzword."

- Jerry Jones,
Owner, GM, Dallas Cowboys



WINNERS CHOOSE FRISCO.

Companies focused on the Business of Sports choose Frisco as their headquarters. Why? Here are some of the top reasons:

- National Leader in Public-Private Partnerships, eSports, Gaming and Digital Media
- High concentration of sports, business, training and tech
- Globally recognized sports education opportunities which cultivate high-level athletes from youth to college
- Innovation in the spheres of human performance and the Business of Sports
- Numerous, year-around, indoor and outdoor, championship-level sports facilities
- Access to sports-related accelerator programs

SET YOUR GAME PLAN IN MOTION.

The Frisco EDC team is ready to assist you with your game plan.

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Additional information can also be found at FriscoEDC.com.

