



frisco™

Frisco, Texas

2022 Press Kit



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"Frisco is many worlds in one. It's old and it's new. It's both comfort cooking and cutting-edge. A place where the jocks and the nerds can coexist. And with every new building, Frisco is both retaining its roots and rising to new heights. They say the only thing constant is change and it's fun to watch as this old railroad town changes to a full on daytripper destination."

Chet Garner
The Daytripper, PBS

Frisco by the Numbers

City of Frisco incorporated in 1904.

Visit Frisco, the Frisco Convention & Visitors Bureau, was founded in 2003.

POPULATION GROWTH

- 1910: 332
- 1940: 670
- 1970: 1,845
- 1990: 6,138
- 2000: 33,714
- 2010: 116,989
- 2015: 151,990
- 2020: 198,986
- **Current estimate: 215,065 as of February 1, 2021**

SIZE OF FRISCO

- Current area is 69.1 square miles (includes everything currently annexed)

HOTELS AND MEETING SPACE

- 25 hotels open; one currently under construction
- 3,750 total hotel rooms
- 277,000 total square feet of meeting space

FRISCO IN THE RANKS

- Safest Cities in America (#5), *MoneyGeek*, 2022
- Best Places to Live (#19), *Money Magazine*, 2021
- Best Real Estate Market in U.S., *WalletHub*, 2021
- Best Cities for First-Time Homebuyers, *WalletHub*, 2021
- Safest Cities in the U.S., *Smartasset*, 2021
- Top 20 Most Livable Mid-Sized Cities, *Smartasset*, 2021
- Most Recession Proof City (#1), *Smartasset*, 2020
- Best Place to Live in the Dallas Area (#2), *MoneyInc.com*, 2019
- Best Place to Live in America (#1), *MONEY*, 2018
- Best Place to Raise a Family in Texas (#2), *Smartasset*, 2017
- Best Place to Raise an Athlete (#1), *Men's Journal*, 2013



Destination Overview

Centrally located in the U.S., Frisco is just 25 minutes north of downtown Dallas, and a convenient 25 minute drive from both Dallas-Fort Worth International Airport and Dallas Love Field Airport.

From shopping to sports, art and history, there are a variety of experiences you can enjoy when visiting Frisco.

Home to several professional sports teams, including the Dallas Cowboys, FC Dallas, the Frisco RoughRiders, and the future home of PGA of America, Frisco is Sports City USA, and the ultimate sports destination.

Love to shop and dine? Frisco features more than 9 million square feet of retail and over 400 restaurants to choose from.

When it comes to arts and culture, Frisco offers a public art trail, as well as the Texas Sculpture Garden, and a growing museum district that includes the Museum of the American Railroad, the National Videogame Museum, the Frisco Heritage Museum, and the National Soccer Hall of Fame.



News & Notable

Frisco, Texas is one of the fastest growing cities in the country. Looking ahead, there are numerous projects currently under construction and in the works including new hotels, attractions, as well as shopping and dining options for residents and visitors.

PGA of America & Omni PGA Frisco Resort Opening Spring 2023

In December 2018, the PGA of America announced plans to move its headquarters from Palm Beach Gardens, Florida, to Frisco, Texas, where it will anchor a 660-acre mixed-use development with a public-private investment worth more than half a billion dollars.

The new PGA of America headquarters, opening spring 2023, will become home to national player development and coaching programs. PGA Frisco will host an unprecedented cadence of championships, with 23 already scheduled over a 13-year span.

The project also includes an Omni PGA Frisco Resort. Opening spring 2023, the resort will feature 500 guest rooms and suites, 10 four-bedroom ranch houses, three pools (including an adults-only rooftop infinity pool), Lounge by Top Golf, and over 127,000 square feet of indoor and outdoor meeting and event space. An expansive retail and entertainment district will feature dining, shopping, and an outdoor stage. The resort will offer two 18-hole championship golf courses, a lighted 10-hole short course, and a lighted two-acre putting green, totaling 46 holes.

The Star District Dishes Up Five New Restaurant Concepts

The Star District, a 91-acre entertainment district and the headquarters of the Dallas Cowboys, is dishing up five new restaurants and bars, opening throughout 2022.

News & Notable (continued)

- **Lombardi Cucina Italiana's** atmosphere reminds you of an open-air villa in Italy, and the menu features authentic Italian cuisine with a modern touch (open now).
- **The Glen & Monarch Stag**, technically two concepts: a restaurant called The Glen and an adjacent scotch bar called the Monarch Stag. The Glen will feature hand-pressed craft cocktails, wine, scotch, and seafood. The Monarch Stag will have food, live music, a cigar lounge, and scotch whisky and bourbon selections from around the world (opening early 2022).
- **Sidecar Social** is a fun, outdoor concept featuring craft cocktails and bites, games, karaoke, live music, TVs, and an all-season patio (opening fall 2022).
- **Snowbird Cocktail Lounge & Kitchen** is an upscale Art Deco-inspired lounge with a tantalizing array of mixology cocktails, small bites, and music (opening spring 2022).
- **Roti Grill** is relocating to a new location in The Star District and will serve up fresh Indian food with an update menu and enhanced interior including a new bar and a large storefront patio for outdoor dining (opening early 2022).

Frisco Brewing Company Taps into Frisco's Rail District

Frisco's historic Rail District will be getting its first brewery in 2023. Frisco Brewing Company will serve a variety of craft beers, seltzers, and cocktails. The 16,000-square-foot facility will house a brewery as well as restaurant, bakery, and butcher shop. In addition, a large 14,000-square-foot outdoor entertainment patio will host events and live music.

Hall Park Redevelopment

Hall Park, a 162-acre office park, is undergoing a \$7 billion plan to redevelop the district over the next 20 years. Redevelopment plans include a 1,250-1,500-seat performing arts center, a new office tower, a 154-room hotel, a 19-story luxury residential tower, 60 executive suites, and a 10,000-square-foot food hall. Construction started in 2022 on a new community park that will feature an 18,000-square-foot children's area, a 6,500-square foot dog park, event lawn, and performance pavilion. The park is expected to open in fall 2023.

Story Ideas

From must-see attractions and historical heritage, to the one-of-a-kind sports fan and delectable dining experiences, Frisco offers an array of opportunities to write, post, blog, or talk about.

Experience Sports City USA

Whether you're into football, soccer, baseball, basketball, lacrosse, badminton, golf, or hockey, Frisco is the ultimate sports destination for fans. See the Dallas Cowboys practice and tour the home of "America's Team" at **The Star**. Relive some of soccer's greatest moments and see the U.S. Women's four FIFA World Cup Trophies on display at the **National Soccer Hall of Fame**. Play where the "pros" play at **PGA Frisco**, PGA of America's new headquarters (spring 2023). With so many options, you can surely fill your time with sports fun in Frisco.

Family Fun

Make plans to **float the lazy river** and see a Frisco RoughRiders game at the same time at Riders Field! Fly to new heights at **iFly Indoor Skydiving**. Looking for a nostalgic experience? Be sure to visit the **National Videogame Museum**, featuring more than 100,000 artifacts on display and available for play. Fun and education collide at **KidZania**, a progressive role-play experience for kids. From sports entertainment to attractions, there is a variety of family fun to discover in Frisco.

Shopper's Paradise

With more than **9 million square feet of retail** throughout the city, shopping is a pretty big deal in Frisco. From Stonebriar Centre, IKEA, The Rail District, and the Centre at Preston Ridge, there's no shortage of deals, sales, and one-of-a-kind finds in Frisco.

Foodie Finds

All great vacations or getaways include good food. Thankfully, Frisco can offer a variety of amazing eateries for one successful culinary adventure. From the shareable steak boards at **Dee Lincoln Prime**, the Legit Guacamole and Moonshine from **Mash'd**, cotton candy-topped flapjacks at **The Aussie Grind**, or Snow Cones from the **Frisco Snow Cone Lady**, pack some stretchy pants because you won't leave Frisco hungry.

Arts & Culture

Frisco boasts a growing arts and culture community. Currently, Frisco features four museums including the **Museum of the American Railroad**, **National Videogame Museum**, **Frisco Heritage Museum**, and **Sci-Tech Discovery Center**. When it comes to art, Frisco has that too. Home to more than **120 pieces of publicly accessible art**, including the **largest outdoor sculpture collection** in the state, you could spend days in Frisco and not see the same piece twice.

Photo/Video Requests



Free photography and high-definition (HD) b-roll video clips can be downloaded for editorial use or to promote Frisco as tourism and convention/meeting/sports destination. To request access to our online photo and video library, contact Cori Powers at cori@visitfrisco.com

*All photos must be credited to VISIT FRISCO and the photographer (if name is provided with the photo). All video footage must be credited to VISIT FRISCO.

Press Trip Request

The Visit Frisco Communications department plans Press Trips to acquaint writers with our unique and growing destination. In order for us to assist with the planning of your trip, please submit a Press Trip Request at least four weeks prior to your anticipated arrival date. Once the form is submitted, a member of our Communications team will follow-up within 1-2 business days.

Request Form: www.visitfrisco.com/media/press-kit/press-trip-information



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