



COMMUNITY ADVANCEMENT CASE STUDY

PGA Frisco Frisco, TX

Owner

PGA of America

Management/Development Company

TRT Holdings

Type of Project

Mixed-use development anchored by a national sports headquarters, golf destination resort and entertainment district

Size

660 acres within 2,500-acre Fields master plan, featuring over 10 million square feet of planned commercial development, including a 1-million-square-foot resort, 206,000 square feet of PGA facilities, and 15,000 planned residences

Architects

Page Southerland Page: PGA of America Headquarters
SB Architects: PGA Frisco Resort & Spa
Beck Architecture: Clubhouse and ancillary facilities

Major Tenants

PGA of America Headquarters

Omni PGA Frisco Resort & Spa

Retailers: Vineyard Vines, Pottery Barn, Williams Sonoma

Demographic

The population of the Dallas–Fort Worth metropolitan area is approximately 8.1 million residents with a median household income of \$82,400

Public Sector Support

City of Frisco contributed \$35 million toward public-facing golf facilities with \$160 million in combined city and state incentives. A land lease from the city to Omni Hotels for resort site and \$70 million in municipal bonds supporting Fields West mixed-use expansion. Frisco ISD and state of Texas are key partners.

PGA Frisco: A Public-Private Partnership Driving North Texas' Mega Mixed-Use Development

By Steve McLinden

Contributor, Commerce + Communities Today

From Urban Golf Park Pitch to Award-Winning Public-Private Partnership

It started as a vague idea for an “urban golf park,” pitched to U.S. cities in 2014 by the PGA as it sought new ways to grow the game of golf.

What eventually transpired in Frisco, Texas, 30 miles north of Dallas, was a grand expansion of that vision and an economic developer's dream. The city parlayed that modest pitch into PGA Frisco, whose PGA headquarters office, multiple golf courses and luxury resort and spa would come to anchor the \$10 billion, 2,500-acre development known as [Fields](#).

Credit an incentive-heavy, public-private partnership offer that proved too inviting for the nonprofit PGA to refuse. In fact, the 660-acre PGA Frisco, just off the Dallas North Tollway and Highway 380, opened in 2023 and received a [2025 ICSC Excellence in Community Advancement Award](#) in the Urban/Suburban New Development category. The newly created award program recognizes public-private partnerships.



Inside the Public-Private Partnership That Brought PGA Frisco to Life

The first meaningful talks surrounding a potential PGA facility made the rounds in Frisco in 2015, said Frisco Assistant City Manager Ben Brezina. Following a formal PGA request for proposals in 2017, the government put together a \$160 million package in city and state incentives that wowed the organization, then-PGA CEO Seth Waugh said upon the deal's announcement. The package was designed to entice the organization—housed in a cramped,

60-year-old home in Palm Beach Gardens, Florida—to the wide-open spaces of Frisco. It was a generous offer, even by Texas standards. Omni Hotels & Resorts, owned by Dallas-based TRT Holdings, [chipped in \\$525 million](#) for a lavish resort and two courses. It all was too good to bypass, Waugh said.

Negotiations with the four public and private partners—the PGA, TRT Holdings, the state of Texas and the city of Frisco, including Frisco Independent School District—began in earnest in 2017. A built-in advantage for Frisco, said Brezina, is its [identity as Sports City USA](#). In 2017, the city already was home to the practice and headquarters facility for the NFL's Dallas Cowboys, executive offices and a practice complex for the NHL's Dallas Stars, the Dallas Mavericks' NBA G League affiliate the Texas Legends, and the Texas Rangers' MLB Double-A affiliate the Frisco RoughRiders.

The site—though partially sitting on a remediated flood plain previously used as a cattle ranch by [former owner Bert Fields Jr.](#)—is roughly 20 minutes from both DFW International Airport and Dallas Love Field airport. “You can fly anywhere in the continental United States in three hours or less and nonstop to almost every major destination in the world,” Brezina said.

Frisco City Council [approved the deal in December 2018](#), he said. Still, the development nearly cratered, said PGA Northern Texas Section CEO Mark Harrison, who helped shepherd the headquarters move to Texas. He [told D Magazine](#) that the deal “died hundreds of times” in the intervening years from personality conflicts, land issues and other obstacles. Local women's golf champion Pat Taylor made a behind-the-scenes save, according to D Magazine: Her husband, William Taylor, had spurned multiple previous offers to sell a parcel needed to develop a key stretch of PGA Frisco, but ultimately she convinced him to sell.

Why Mixed-Use Design Makes PGA Frisco a Community Destination

“The reality of what was built is better than the dream that was conceived,” stated Brezina.

The \$33.5 million, four-story, 106,622-square-foot PGA of America headquarters opened on 6.2 acres in August 2022 with offices, terraces, meeting rooms and a PGA Professional Development Center, which hosts sessions on golf operations, teaching, coaching and executive management for PGA pros and comes complete with chipping and putting areas, a sand trap, access to the practice range, driving-range simulators and a video room.

Additionally, the PGA Coaching Center, a 100,000-square-foot facility owned by the PGA and open to pros and duffers alike, offers a data-driven coaching, high-tech club fitting, golf-fitness plans and 10 indoor bays/simulators.

The city of Frisco spent \$35 million to build out public-facing facilities. Those city-owned components within PGA Frisco are:

- **The Swing:** A lighted, 10-hole, par 3 course.
- **The Dance Floor:** A two-acre, lighted putting area—believed to be the largest of its kind in the world, Brezina said—where participants pay to play three “courses” totaling 45 holes.
- **Field Ranch Clubhouse:** A facility for golfers and nongolfers that includes a golf shop, locker facilities and the Ryder Cup Grille.

And from the city, Omni leases the land for the 500-key Omni PGA Frisco Resort & Spa, including the two PGA-managed, 18-hole golf courses: the challenging Fields Ranch East and the more forgiving Fields Ranch West.

PGA Frisco’s Role in Building the Fields: A City Within a City

PGA Frisco has helped forge the massive Fields—totaling 10 million square feet of commercial development and 15,000 residences—as a city within the city of Frisco, which itself is one of the U.S.’s fastest growing. Frisco’s population growth has surged from 6,138 in 1990 to nearly 244,000 in 2025, according to the city. And the Fields development, said Brezina, “is likely the largest project like this under construction in the U.S.”

Under construction near PGA Frisco is [The Preserve](#), a luxury, gated community that will be Fields’ “signature” housing development, said Brezina.

Joining it is Fields West. In the core is a 55-acre mixed-use village with 350,000 square feet of retail and restaurants and 1,200 multifamily residences. Proposed in 2015, The Karahan Cos.’ project just [secured a \\$425 million construction loan](#) on July 1, 2025. Additionally, the city executed the sale of \$70 million of municipal bonds on June 27, 2025, to support the project. “I can’t wait to see buildings coming off the ground early this fall,” Fehmi Karahan said.

And rising just outside Fields is [The Links on PGA Parkway](#), whose first two phases already have delivered 690 apartments. Another two phases will feature a five-story, 352-unit apartment complex with a freestanding fitness



center, co-working lounge and rooftop terrace, plus 815 underground parking spaces. Also in the works just east of PGA Frisco is [Firefly Park](#), a 200-acre public-private venture. When complete, it will include, townhomes, more than 300,000 square feet of multifamily, a [300-room Dream hotel](#), upscale shopping and dining, a music hall, an outdoor amphitheater and a 40-acre, \$30 million greenbelt that runs along a chain of lakes.

Jobs, Tourism and Growth: PGA Frisco’s Economic Impact

PGA Frisco, which employs 1,000 full-time and about 100 part-time workers, was initially projected to generate \$2.5 billion in economic impact over 20 years. “That’s probably tracking a lot higher,” said Brezina.

Next summer, those numbers will get an additional boost. The 97-acre, \$550 million [Universal Kids Resort](#) and adjoining 300-room hotel will open in Fields at the corner of Dallas Parkway and Panther Creek Parkway. Meanwhile, nine FIFA World Cup 2026 matches will occur in Frisco in June and July.

And of course, golf will continue to lure plenty of visitors. The PGA has committed to a succession of tour events at PGA Frisco. The KitchenAid Senior PGA Championship occurred at Fields Ranch East in 2023, a PGA Professional Championship utilized both Fields Ranch East and Fields Ranch West, and the KPMG Women’s PGA Championship occurred at Fields Ranch East this year. Still to come are another PGA Professional Championship, plus the PGA Championship in 2027 and again in 2034. The heated Ryder Cup for U.S. and European teams is tentatively pegged to happen there in 2041, though sites have been [selected only through 2037](#), Brezina said, noting: “Fields Ranch East is the first golf course designed and constructed to hold major championships and the Ryder Cup.” •