



FACT SHEET – Updated: December 8, 2020

Partners:

- Omni Hotels & Resorts
- PGA of America
- City of Frisco
- Frisco Economic Development Corporation (FEDC)
- Frisco Community Development Corporation (FCDC)
- Frisco Independent School District (FISD)

Funding:

- Combined initial, estimated public-private investment of \$520+ million:
 - Omni Hotels & Resorts – \$455 million
 - PGA of America – \$30 million
 - City of Frisco – \$13.3 million plus \$700,000 for additional West Course improvements
 - FEDC – \$2.5 million
 - FCDC – \$13.3 million
 - FISD – \$5.8 million
 - Public dollars: City of Frisco, FCDC, FEDC, FISD contribution is capped at \$35 million or half the golf course and clubhouse construction costs, whichever is lower.

Naming:

- **Legal:** Omni PGA Frisco Resort, LLC
- **Campus:** PGA Frisco
- **Resort:** Omni PGA Frisco Resort
 - Additional naming details for specific outlets will be announced in due time.
- **Intersection:** PGA Parkway (formerly Rockhill Parkway) between Legacy Drive and Championship Way (formerly Teel Parkway which runs north to U.S. 380)

Important dates:

- Groundbreaking of golf courses: October 2019
- Groundbreaking of PGA of America HQ: October 2020
- Golf courses:
 - 34 holes of golf completed and sprigged: October 1, 2020
 - Two holes on East Course, practice facility and short course:
 - i. Earthwork began: November 1, 2020
 - ii. Target sprig date: June 1, 2021
- Groundbreaking of resort and remaining development, including retail and golf-centered entertainment village: May 2021
- Projected opening for PGA of America HQ: early-2022
- Projected opening for golf: on or before August 1, 2022
- Opening date for resort: May 2023
- First Championship: May 2023 (KitchenAid Senior PGA Championship)



Highlights:

- Resort featuring 500 guestrooms, inclusive of 48 suites
- Multiple pools for resort guests
- Multiple dining outlets
- Full-service spa
- Modern fitness center
- 127,000 square-foot convention center
- A one-of-a-kind indoor and outdoor golf-centered entertainment venue for all ages, skill-level and non-golfers including:
 - Lit, two-acre putting green
 - Outdoor casual bar
 - Sports bar
 - Ice cream and coffee shop
 - Specialty retail
 - Oversized LED screen and event stage featuring a variety of public activities including, but not limited to, movie and concert nights and seasonal programming

Golf:

- Three golf courses totaling 46 holes available for resort guests and public play
 - Two (2) 18-hole championship golf courses which will host PGA Championships
 - One (1) 10-hole, lit short course available for resort guest and public play
- Two-sided driving range
- Short game practice area
- Putting Greens
- Public clubhouse which will feature a pro-shop, two restaurants, locker rooms and golf cart storage

26 PGA of America Championships scheduled for PGA Frisco:

- 2023 KitchenAid Senior PGA Championship
- 2023 PGA Jr. League Championship
- 2024 PGA Professional Championship
- 2024 PGA Jr. League Championship
- 2025 KPMG Women's PGA Championship
- 2025 PGA Jr. League Championship
- 2026 Boys Junior PGA Championship
- 2026 Girls Junior PGA Championship
- 2026 PGA Jr. League Championship
- 2027 PGA Championship
- 2027 PGA Jr. League Championship
- 2027 PGA Cup
- 2028 Senior PGA Professional Championship
- 2028 PGA Jr. League Championship
- 2029 KitchenAid Senior PGA Championship
- 2029 PGA Jr. League Championship



- 2030 PGA Professional Championship
- 2030 PGA Jr. League Championship
- 2031 KPMG Women’s PGA Championship
- 2031 PGA Jr. League Championship
- 2032 National Car Rental Assistant PGA Professional Championship
- 2032 PGA Jr. League Championship
- 2033 PGA Professional Championship
- 2033 PGA Jr. League Championship
- 2034 PGA Championship
- 2034 PGA Jr. League Championship

Project Scope:

- Project spans 600 acres of a larger 2,500-acre development being master planned by Hunt Realty Investments
- Located near PGA Parkway and Legacy Drive, approximately one-third of a mile south of U.S. 380
- Approximately 150 people will initially work at the PGA’s 100,000-square-foot global headquarters and education facility
- Project also includes Class AA office space, a technologically advanced retail village, parks, open space and hike and bike trails

Impact:

- Golf courses, tournaments and hotel and conference center estimated to have an \$2.5+ billion economic impact over the next 20 years based on a city commissioned tourism feasibility study
- School property tax revenue generated by the hotel and conference center is projected to offset Frisco ISD’s contribution to the public facilities
- Signature development to anchor north Frisco
- Utilization of 400 acres of floodplain
- Adds to the portfolio of professional sports headquarters located in Frisco

Public Benefits and Use:

- Project will include a 3.5-mile-long, 14’ wide paved hike and bike trail
- Public has access to 65% of annual available golf rounds
 - Frisco Resident Discount:
 - 50% Monday to Thursday, 25% Friday to Sunday within 48 hour booking window
 - 20% Monday to Thursday, 10% Friday to Sunday outside of 48 hour booking window
 - FISD Use (September – April)
 - Access to practice facilities including driving range and short game areas
 - 80 students per day, Monday to Thursday
 - Minimum three tee times per day, Monday to Thursday
 - FISD pays no fees or annual operating expenses for practice facility, FISD will pay a discounted student rate for tee times.
 - District Golf Tournaments, Frisco Cup, Conference Center Usage



- CTE Opportunities & Internships
 - Sports Management, Sports Broadcasting, Business Management, Culinary, Marketing, Landscape Architecture, Graphic Design, Hotel & Restaurant Management

Incentives:

- City of Frisco – a portion of hotel occupancy, mixed beverage, sales and property taxes generated by the hotel and associated retail over 20 years. Valued between \$52 and 74 million
- State of Texas – Chapter 351 Convention Center Grant – all hotel and sales tax, along with a portion of mixed beverage tax over 10 years. Valued at \$62.5+ million
- Frisco Economic Development Corporation – incentives for PGA headquarters relocation, job creation and golf tournaments over 15 years. Valued at \$14.3 million (\$4.4 million for HQ & Education Center Relocation Grant, \$5 million for HQ & Education Center Job Relocation Grant and \$4.95 million in Tournament Incentives)

Agreement Details:

- Initial 25-year agreement between public and private partners
- Golf courses, clubhouse and practice areas will be publicly owned by the City of Frisco and operated by PGA of America and Omni Hotels & Resorts
- Land and conference center will be publicly owned by the City of Frisco and operated by Omni Hotels & Resorts, which will pay \$100,000 a year in rent to the city. That lease will increase two percent after the fifth year of the development agreement. Omni Hotels & Resorts is responsible for all maintenance and capital expenses while retaining revenues and it will own and operate the resort.
- PGA of America will own and operate its headquarters
- Frisco ISD students will practice and compete at the facility. FISD will pay no annual fees or operating expenses, but will pay a discounted student rate for tee times and cover costs associated with replacing hitting mats and range balls. The school district will also be responsible for costs associated with District events, such as staffing police, EMS, ticket takers and parking attendants.

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