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Toyota Stadium, home of the MLS FC Dallas, features 17 tournament soccer fields for youth and amateur competitions.

Frisco tailor-made for sporting events

Frisco, Texas, goes hand in hand with youth and amateur sports. Frisco, 20 minutes north of Dallas, is one of the fastest growing cities in America, with a population that skews young. In 2011, Men's Journal magazine named Frisco "the best place in America to raise an athlete."

"Being the home to four major sports teams that have affiliations with the NBA, NHL, MLB and NFL, provides us the opportunity to have quality well-managed venues to use for our youth and amateur sporting events," said Maria Roe, executive director of the Frisco Convention and Visitors Bureau.

While FC Dallas plays professional soccer at Toyota Stadium, the complex features 17 tournament soccer fields for youth and amateur players. In addition to soccer tournaments, the complex serves as the site for such diverse sports as USA Ultimate disc football and flag football.

The Dallas Stars and the NBA D-League Texas Legends practice and play at Dr Pepper Arena, Roe said, but the 6,000-seat arena is more than just ice and basketball events. The state-of-the-art arena's flexibility means it's frequently reconfigured to fit other tournaments, as varied as gymnastics and trampolining championships.

In July 2016, the Cowboys will open the Dallas Cowboys World Headquarters and Training Facility on 91 acres in Frisco. A 12,000-seat multi-use indoor stadium will anchor the facility. The Cowboys have already partnered with the Frisco high schools to allow them to play both regular season and championship football games in the stadium.

"The partnership between the Cowboys, the city of Frisco and the Frisco Independent School District to build a multi-purpose facility will not be just a great addition for the local teams, but an optimal facility for any sports organizer in the country that looks at Frisco to host its next event," Roe said.

Frisco is also in the midst of breaking ground on the PIT (Performance Training Center), a 60,000-square-foot indoor soccer facility. In addition to youth soccer games and tournaments, FC Dallas will use the PIT for training.

"It's a wonderful addition to our inventory of sporting venues and is very high-tech," Roe said. "Families that cannot make the trip will be able to log in from home and watch their kids play soccer."



FRISCO CONVENTION AND VISITORS BUREAU

State-of-the-art Dr Pepper Arena is frequent site for basketball and hockey tournaments, along with gymnastics and trampolining competitions.

The complex will feature five indoor fields, one of which is regulation size, and a regulation-sized outdoor field.

Also in the works for Frisco is a new swim and tennis facility, scheduled to open this year. Frisco Aquatics, a local swim club affiliated with USA Swimming, is building the First Interval Natatorium complex, which will have an Olympic-sized competition pool for training and for state and national swim meets. Volleys Tennis club is breaking ground on a new venue that will feature 12 outdoor and five indoor tennis courts.

Tournaments and championships come to Frisco because of the quality and volume of facilities, said Roe, and because Frisco is both sports friendly and youth friendly.

Almost half of the city's fast-growing population is under the age of 18, which means the city has a great mix of things for visiting players and their families to do when the tournaments are finished for the day, from go-karting to indoor skydiving to games and food at Dove and Buster's.

"The vision the city government has with its master plan of parks, residences, retail and sports is great," Roe said. "A big driver of our success has been our exemplary-rated school district, which has attracted young families — including some Cowboys players and their families — which, in turn, has brought us exemplary sports facilities for both youth and amateur sports and professional teams. And the quality of our facilities cultivates our tournaments and championships."