



PGA

Welcome Home  
CELEBRATION



## The New “Home of the PGA of America” Debuts with a State-of-the-Art Golf Laboratory for Its Nearly 28,000 PGA Professionals

*Professional Development and Growth of the Game  
initiatives to inspire the future of golf*

Editors:

- For photos of the “Home of the PGA of America,” [click here](#).
- For drone video of the new “Home of the PGA of America,” [click here](#).
- For photos of the “Welcome Home” Celebration, [click here](#).

**FRISCO, Texas** (Aug. 22, 2022) - A celebration nearly four years in the making came to fruition today, as the new, state-of-the-art “Home of the PGA of America” opened its doors for a historic “Welcome Home Celebration” at PGA Frisco.

Led by PGA President Jim Richerson and PGA of America CEO Seth Waugh, PGA Members and key stakeholders celebrated the formal opening of the innovative 106,621-square foot building at PGA Frisco that will serve as the home of the PGA Professional.

The transformational building is a symbol of the future of the organization and the game of golf. The facility at PGA Frisco, located 30 miles north of Dallas, fosters a spirit of collaboration and fun, while inspiring PGA Professionals that visit the PGA Frisco campus for years to come.

“Our vision for our new Home of the PGA of America at PGA Frisco is to serve as the ultimate support system for our Members,” said PGA President Jim Richerson. “It will be a first-of-its-kind golf laboratory that offers the best in professional development for our nearly 28,000 PGA Professionals. From cutting-edge technology to Member and Associate education, PGA Frisco will serve as a destination and gathering place for our PGA Professionals. It represents the pride and passion exhibited in the work they do each day across the country to grow the game in their local communities. PGA Frisco will deliver the best in coaching, player engagement, golf operations and executive management, as well as host some of golf’s greatest Championships, and it will enable our Members to help golfers enjoy the game more now and in the future.”

Designed and constructed by Page, A-P (Adolfson and Peterson), Cushman and Wakefield, the facility was built completely with the PGA Member in mind, using the foresight and input of PGA Professionals who turned a vision to create the “Modern Home of America Golf” into a destination that PGA Members can call their own.

Fundamentally, the building is an open and welcoming environment that celebrates golf and supports its development as a popular sport. It features a commitment to PGA Professional lifelong learning and professional development against three focused career tracks: Teaching & Coaching, Golf Operations and Executive Management.

Programming is organized around the PGA of America’s mission to serve the Member and grow the game of golf, and provides the most modern and high-quality workplace for our staff.

PGA Members will deliver outreach programs that benefit the community through the PGA’s charitable foundation, PGA REACH, including PGA HOPE (Helping Our Patriots Everywhere), PGA Jr. League and PGA WORKS. These programs foster the growth of the game of golf, and are inclusive and welcoming to everyone.

“PGA Frisco is much more than a new home for the PGA of America,” said PGA of America CEO Seth Waugh. “Aligning with world-class partners in a world-class location is a once-in-a-lifetime opportunity to create the Silicon Valley of Golf from a commercial perspective. While on the participation front, we will bring multiple major championships, both men’s and women’s, to PGA Frisco. This, plus creating a destination with amazing courses, as well as innovative, state-of-the-art facilities, will attract, excite and engage new golfers and fans. Our aim is to challenge golfers of all skill levels to improve, enjoy, and ultimately, fall in love with the game for a lifetime.”

Situated on the 30-acre practice facility, the new home of the PGA of America overlooks the entire campus. Inside, a comprehensive Professional Development Center includes a large bunker, chipping and putting areas, along with indoor/outdoor hitting bays and instructional technology designed to assess all elements of a swing. Educational spaces will be used to train, certify and develop PGA Members.

“Without question, PGA Frisco puts us in a stronger position to support, elevate and

advance the careers of our Members, as well as enhance their standing in the communities they serve," added Richerson. "Through new growth-of-the-game innovations and initiatives, and advancements in education, our new home is closely aligned with what our PGA Members stand for and deliver on a daily basis. With the Professional Development Center directly linked to our home office and these wonderful facilities at PGA Frisco, our Membership will also benefit from a central location."

The Northern Texas PGA Section will also be located next door and is set to open in the Fall. With better connectivity between Sections through embedded state-of-the-art technology, there will be promising opportunities to pilot new programming for all 41 Sections of the PGA of America and bring more consumers into the game.

The spaces support a rich experience, encouraging PGA Members and employees to interact. The new home office will initially house 120 employees who work to further the PGA of America's mission. From attracting and retaining a diverse talent pool to new championship and education facilities, the relocation to Frisco and the Dallas-Fort Worth metropolitan area will drive continued growth.

The PGA of America partnered with the City of Frisco, the Omni Resorts & Hotels/TRT Holdings, the Economic Development Council and Frisco Independent School District in a unique public-private partnership to create PGA Frisco. Frisco ISD students will be able to utilize PGA Frisco, and students at the University of North Texas will benefit from year-round internships.

Special guests among the 600 attendees for the Welcome Home Celebration included: PGA Professionals from across the country, Board Members, PGA Past Presidents, Committee Members, Northern Texas PGA Section Members, PGA Associates, City of Frisco Mayor Jeff Cheney, Frisco City Council Members, Economic Development Council Members, TRT Holdings' Blake Rowling (Omni PGA Frisco Resort), legendary Dallas-area sports figures, Frisco Independent School District leaders, students and coaches, and many friends and partners of the PGA of America.

Ceremonial tee shots were hit from the building's indoor/outdoor hitting bays with PGA Officers; local dignitaries; Dallas sports legends Tony Dorsett, Drew Pearson, Ed "Too Tall" Jones, and LPGA and World Golf Hall of Famer Kathy Whitworth; and Frisco ISD boys and girls golf team members taking part. Guests also had their pictures taken with the PGA's championship trophies.

The remainder of the 600-acre, \$550 million PGA Frisco campus will open to the public in Spring 2023 and feature unique destinations encompassing: Fields Ranch at PGA Frisco, with two 18-hole championship golf courses designed by Gil Hanse and Beau Welling; a world-class clubhouse; a 30-acre practice facility; a performance center; the 510-room Omni PGA Frisco Resort; and the PGA District, featuring a one-of-a-kind indoor and outdoor golf-centered entertainment area.

PGA Frisco is currently the largest development under construction in North America and is projected to drive \$2.5 billion of economic impact over the next 20 years.

#### **About the PGA of America**

PGA of America is one of the world's largest sports organizations, composed of nearly 28,000 PGA Professionals who work daily to grow interest and inclusion in the game of golf. For more information about the PGA of America, visit [PGA.com](https://www.pga.com) and follow us on [Twitter](#), [Instagram](#) and [Facebook](#).

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