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Dan Hunt

I AM DAN HUNT

I am President of FC Dallas
I am telling the story of soccer in America
I am developing the next generation of athletes
I am reinventing the playbook
I am growing a soccer community
I am creating first-class sports entertainment
I am the number 1 fan of Major League Soccer in Frisco

Why are professional sports organizations expanding and innovating in Frisco? Dan Hunt, President of Major League Soccer's FC Dallas, says, "Frisco shares my passion for driving the future of soccer in America."

To say that soccer and enterprise are in Dan Hunt's blood would be putting it lightly. Son of late American sports icon Lamar Hunt, whose legacy includes founding the American Football League, the Kansas City Chiefs, Major League Soccer and World Championship Tennis, Dan developed a passion for the sports industry and the game of soccer at an early age. Together, the two men brought FC Dallas to Frisco and made Toyota Stadium a reality. The venue is heralded as the model for soccer-specific stadiums in the U.S.

Both the City of Frisco and FC Dallas are focused on the education of today's youth into the business, sports and thought leaders of tomorrow. Hunt has established FC Dallas as the leader in youth soccer development in North America. Several youth national team players have emerged from Toyota Soccer Complex, a 145-acre training facility adjacent to the stadium. "When we talk about FC Dallas, the first thing that should come to mind is that we develop and play our own homegrown players," says Dan. In the past decade alone, FC Dallas has signed an MLS record 25 homegrown players.

And the excitement about the business of sports keeps growing in Frisco. The recently completed \$58 million National Soccer Hall of Fame opened in 2018 and is located inside Toyota Stadium. The state-of-the-art facility is one of the latest examples of the innovative public-private partnerships for which Frisco is known. This project was developed in partnership with the City of Frisco, the Frisco Economic Development Corporation, the Frisco Community Development Corporation, Frisco Independent School District, Hunt Sports Group and U.S. Soccer.

With the addition of the National Soccer Hall of Fame, "We're now the home for soccer in America," says Hunt. The state-of-the-art facility honors the history of the sport with approximately 400 prized artifacts dating back to 1899, but much like FC Dallas, the Hall of Fame experience is decidedly focused on the future. Thirteen interactive exhibits powered by facial recognition showcase the latest in virtual reality, gesture technology, and green screens.

The Hall of Fame's high-tech experiences bolster Frisco's Sports City USA brand. It's the first Hall of Fame for a major sport that's built into a stadium. Frisco Mayor Jeff Cheney envisions his city becoming synonymous with soccer. "It's another way for us to play on a national stage and for our Sports City USA brand to spread across the country and the world," he says.

Are you ready to see yourself in Frisco?

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