



Mr. Ron K. Patterson (Frisco Economic Development Corporation, President)

Web Site: <http://friscoedc.com>

Email: RPatterson@friscoedc.com

Phone Number: 972-292-5150

Fax Number: 972-292-5166

See Yourself in Frisco

The "See Yourself in Frisco" campaign features real people doing real things in Frisco. There's a reason why Frisco is the best place to live in America, the Fastest Growing City in America, the Best Place to Raise an Athlete and home to some of the finest companies in the country. Can you see yourself in Frisco? Come join us. You'll fit right in.

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Find out why the PGA of America is moving its headquarters to Frisco, Texas in 2022

Sandy Cross
Chief People Officer
PGA of America

I AM NEAL SMATRESK



Find out why Frisco
Texas means business
when it comes
to education

Neal Smatresk
President
University of North Texas

I AM
BARBARA FASOLA



See how strong we
like Barbara thrive
in Frisco, Texas

Barbara Fasola
Chief Executive Officer
Careington

I AM
CHARLOTTE JONES ANDERSON



Find out why the Dallas Cowboys moved their headquarters to Frisco, Texas

Charlotte Jones Anderson
EVP, Chief Brand Officer
of the Dallas Cowboys
