

BALLS TO THE WALL

The Future of Sports Is in North Texas

The future of sports is right here in North Texas—with new leagues, exciting venues, and people still buzzing over recent championships



The Texas Rangers capped a big year for DFW sports in November 2023 by winning their first World Series in the franchise's 63-year history. But baseball is far from the only game in town. We also have the Dallas Cowboys, the UFL's Arlington Renegades, the NBA's Dallas Mavericks, the WNBA's Dallas Wings, the NHL's Dallas Stars, MLS' FC Dallas, the USL Super League's Dallas Trinity FC, and the indoor-soccer Dallas Sidekicks. And we've got up-and-coming leagues with a strong presence in North Texas—from Major League Cricket to the Pro Volleyball Federation to Major League Rugby to the PPA Tour.

JERRY WORLD GEARS UP FOR THE 2026 WORLD CUP

The Dallas Cowboys top the list of the most valuable sports franchises on earth at \$11 billion, according to a 2024 CNBC article. But when the team announced it was spending \$295 million to spruce up AT&T



Stadium, owner Jerry Jones had something else on his mind: the 2026 FIFA World Cup, to be played in 16 cities in the U.S., Canada, and Mexico. Dallas will be one of the host cities, with several matches slated to be played on the Cowboys' home "pitch."

MAJOR LEAGUE CRICKET

Sticky wickets have made their way to North Texas. So have cartwheels, cherries, diamond ducks, and golden ducks. We learned these terms when one of the world's most popular sports came to DFW. Major League Cricket launched in DFW in July 2023.

The Texas Super Kings is the Lone Star State's only Major League Cricket team, and plays at Grand Prairie Stadium, which has seating that can accommodate up to 20,000 people. It's expected to host international tournaments as well. The stadium is also home to USA Cricket, the governing body of the sport in the United States.

Professional cricket was brought to Texas and the U.S. by local investors. Anurag Jain and Ross Perot Jr., who joined a \$44 million funding round to build out the league's infrastructure. Currently, there are six teams representing Dallas, San Francisco, New York City, Seattle, Los Angeles, and Washington, D.C.

AMERICA'S 'GOLF MECCA'

The PGA of America moved its headquarters from Florida to Frisco, debuting its \$33.5 million high-tech home in 2022 as part of PGA Frisco, a \$500 million-plus mixed-use development.

The new HQ has plenty of company in North Texas. Dallas-based Invited is the world's largest owner and operator of golf and country clubs. Also headquartered in Dallas are tech-driven Topgolf, Drive Shack, and Puttery, as well as Arcis Golf, the second-largest owner of private, resort, and daily-fee golf clubs in the U.S. Other golf-themed local attractions include a 32,000-square-foot venue from Puttshack in Addison and Tiger Woods' Popstroke at Grandscape in The Colony.

PICKLEBALL GETS HOTTER

Millions have fallen head over paddle for pickleball, and the craze is all over North Texas. In Plano, Pickleball Kingdom opened in 2024, with another location slated for an area north of Galleria Dallas. A third facility is destined for North Fort Worth, near the Keller border.

This follows consistent investment from Dallas billionaires.

In 2022, Tom Dundon, chairman and managing partner of Dallas' Dundon Capital Partners and owner of the NHL's Carolina Hurricanes, acquired majority ownership of the Professional Pickleball Association, e-commerce platform Pickleball Central, and PickleballTournaments.com. In 2023, Dallas Mavericks minority owner Mark Cuban was one of three Dallas business leaders who formed Dallas Flash Pickleball.



In addition to the Pickleball Kingdom locations, check out Pickle and Social in Frisco, Pickleball in Dallas, and The Picklr, which has several locations in Texas, including four in Dallas-Fort Worth.

MAKING OUR MARK IN ESPORTS

The largest turnkey esports facility in North America is in Arlington. Esports Stadium Arlington, under the management of OpTic Gaming, opened in 2018 as an adaptable venue for spectator gaming events. At 100,000 square feet, with a fully functional RGB stage, 90-foot LED displays, and more, it hosted the 2024 Halo Championship Series in March.



ROLLER DERBY FOR EVERYONE

Ever competed in roller derby? The Dallas Derby Devils could be for you. Youth, women, men and gender-expansive individuals have the opportunity to participate in flat track roller derby at local, national and international levels. Don't want to compete? No problem—use the track to connect with a diverse community of roller derby enthusiasts and make some new friends!

ADAPTIVE SPORTS HAS A HOME IN DALLAS

From wheelchair basketball to wheelchair fencing, assisted fishing and climbing, mini horse visits for children with disabilities, and more, the UTSW Adaptive Sports Coalition is your connection to sports and recreation in North Texas. To learn more, visit the coalition's Facebook page.



TEXAS LIVE!

SPORTS & MORE IN THE HEART OF ARLINGTON

A destination all its own, Arlington offers fun for the whole family.

The Arlington Entertainment District is the home of the Cowboys' AT&T Stadium, the Rangers' Globe Life Field, and the Renegades' Choctaw Stadium. But more than just sports is on tap here: Outside Globe Life Field, Texas Live! has all kinds of dining and entertainment options, including the 35,000-square-foot Live Arena, where you can catch live music and see games on a 100-foot screen. The district's family fun includes Six Flags Over Texas and Six Flags Hurricane Harbor. Coming in 2025: the National Medal of Honor Museum.



TEQBALL BOUNCES IN

Trying to do what pickleball did.

A cross between soccer and ping-pong, teqball is played on a curved table with "Teqers" kicking, kneeling, and heading a soccer ball back and forth. Fort Worth set up teq tables for public use at two parks in 2022, a year after Big D hosted the Dallas Challenger Cup for teqball-playing men and women.