

# Memorandum



CITY OF DALLAS

DATE January 7, 2026  
TO Honorable Members of the City Council Ad Hoc Committee on Professional Sports Recruitment and Retention Committee: Chad West (Chair), Adam Bazaldua, Paula Blackmon, Loire Blair, Laura Cadena, Jamie Resendez, Paul Ridley  
SUBJECT **Economic Development Incentive for Atlético Dallas**

On December 24, 2025, the City Manager authorized an economic development grant agreement via Administrative Action with USL Dallas, LLC, dba Atlético Dallas (“Atlético”) to support the relocation of Atlético’s corporate headquarters from Richardson to Dallas and the expansion of the company in Dallas. Atlético is a recently established United Soccer League (USL) Championship men’s professional soccer club that intends to begin play in the Cotton Bowl in February 2027.

With the relocation to Dallas, Atlético will retain 12 existing jobs and create up to 85 new jobs (including front office executive, management, professional, and administrative positions as well as coaches and players) over the next five years. The average wage for 97 full-time jobs is projected to be approximately \$114,000.

Atlético will lease approximately 12,000 square feet in an existing building located at 820 Exposition Ave (“Facility”). The Facility is located within a City of Dallas Economic Development Target Area. With Atlético’s lease, approximately \$1.35 million in tenant improvements will be made to transform the existing space into Atlético’s new headquarters.

To support the relocation from Richardson and the expansion in Dallas, an economic development grant in a total amount not to exceed \$200,000 has been offered to and accepted by Atlético. The grant will be payable in up to three installments as described below:

- Grant Installment #1, in an amount not to exceed \$100,000, shall be earned by the Atlético and paid by the City after Atlético submits detailed documentation to the satisfaction of the Office of Economic Development Director evidencing: (1) execution of a lease at the Facility for a minimum of 7 years and for a minimum 11,000 square feet, (2) compliance with the minimum investment requirement, which requires a minimum total capital investment of \$1.2 million at the Facility in any combination of real property improvements and business personal property expenditures, (3) issuance of a certificate of occupancy for a minimum 11,000 square feet of Atlético’s corporate office headquarters at the Facility, (4) official change of Atlético’s corporate office headquarters from Richardson to the Facility, and (5) relocation of the existing 12 Grant-Eligible Jobs (as defined below) to the Facility.

- Grant Installment #2, in an amount not to exceed \$50,000, shall be earned by Atlético and paid by the City after Atlético submits detailed documentation to the satisfaction of the Office of Economic Development Director evidencing: (1) maintenance of the relocated 12 Grant-Eligible Jobs at the Facility, (2) creation by Atlético of an additional 30 Grant-Eligible Jobs at the Facility (for a total of 42 Grant-Eligible Jobs), and (3) compliance with the Workforce Development Partnership Requirement, which requires commercially reasonable efforts to serve as an employer partner (or other similar partnership) with Dallas College.
- Grant Installment #3, in an amount not to exceed \$50,000, shall be earned by Atlético and paid by the City after Atlético submits detailed documentation to the satisfaction of the Office of Economic Development Director evidencing: (1) maintenance of the relocated 12 Grant-Eligible Jobs at the Facility, (2) maintenance of the 30 Grant-Eligible Jobs created at the Facility in conjunction with Grant Installment #2, (3) compliance with the Workforce Development Partnership Requirement, and (4) creation by Atlético of an additional 30 Grant-Eligible Jobs at the Facility (for a total of 72 Grant-Eligible Jobs).

All "Grant-Eligible Jobs" must pay a minimum wage of \$23.06 and an average wage of at least \$90,000 (excluding overtime, bonuses and benefits). Additionally, a minimum of 20% of Grant-Eligible Jobs must be filled by Dallas residents. All jobs must be created by December 31, 2029.

We are excited to welcome Atlético home and look forward to the organization's success, on and off the field.

Service First, Now!



Robin Bentley  
Assistant City Manager

c: Kimberly Bizar Tolbert, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Dominique Artis, Chief of Public Safety  
Dev Rastogi, Assistant City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Alina Ciocan, Assistant City Manager  
Donzell Gipson, Assistant City Manager  
Robin Bentley, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Ahmad Goree, Chief of Staff to the City Manager  
Directors and Assistant Directors