

FOR IMMEDIATE RELEASE**City of Dallas Awards Economic Development Incentive to Atlético Dallas**

DALLAS (January 9, 2026) — The City of Dallas and Atlético Dallas announced an economic development incentive supporting Atlético Dallas' relocation of its corporate headquarters to the city of Dallas.

The economic development incentive (in the form of a conditional grant) is designed to support Atlético Dallas' relocation from Richardson to Dallas and the expansion of the club's operations within Expo Park, an area that is poised for renewed investment, job creation, and year-round community engagement.

Atlético Dallas will lease approximately 12,000 square feet at 820 Exposition Avenue located near the gates of Fair Park and the DART Fair Park Station. The new headquarters will include 1,500 square feet of street-facing retail space, which will serve as the club's official retail shop and a welcoming front door for fans and visitors.

Directly across the street at 827/829 Exposition Avenue, Atlético Dallas is planning a new supporters bar — tentatively named The Den at Expo Park — featuring a 6,000-square-foot bar and restaurant and a 10,000-square-foot patio and beer garden. The outdoor space will include the club's first street soccer court, expanding public access to the game and activating the neighborhood in new ways.

The street soccer court is expected to open in time for the FIFA World Cup this June, with the supporters bar slated to open later this summer, anchored by a grand opening celebration.

"This move is about much more than an office," said Matt Valentine, Founder and Chairman of Atlético Dallas. "Relocating our headquarters to Expo Park allows us to put down roots in a historic and culturally significant part of Dallas while creating a true hub for community, creativity, and connection. We're building a place that welcomes fans year-round and reflects our commitment to growing the game and giving back to the city that's embracing us."

With the relocation to Dallas, Atlético will retain 12 existing jobs and create up to 85 new jobs over the next five years. The new jobs include front office, executive, professional, administrative, coaching, and player positions with a commitment to local hiring and workforce development.

"The City of Dallas is proud to welcome Atlético Dallas and its new corporate headquarters near the gates of Fair Park and DART's Fair Park station—a vibrant and growing hub for business, culture, and community," said Assistant Dallas City Manager Robin Bentley.

“This investment and corporate relocation will further strengthen our commitment and vision to create dynamic spaces to draw residents, sports fans and visitors to the Fair Park neighborhood in the heart of Dallas,” Bentley added.

The economic development incentive, offered through an administrative action authorized by the City Manager, supports tenant improvements and business expansion within a City-designated Economic Development Target Area. Atlético Dallas will also partner with Dallas College as part of a workforce development initiative designed to create career pathways and professional opportunities for local students.

The street soccer court represents the first phase of a broader collaboration with Kyle Martino and Street FC, supporting Atlético Dallas’ long-term vision to expand access to soccer and public play spaces across the city.

The new headquarters is located just steps from the historic Cotton Bowl, where Atlético Dallas is scheduled to make its USL Championship debut in 2027, further reinforcing the area’s role as a growing center for professional sports, culture, and community life.

ABOUT ATLÉTICO DALLAS

Atlético Dallas is a professional men’s soccer team coming to the historic Cotton Bowl in 2027 as part of the [**USL Championship**](#). Co-founded by lifelong friends and soccer enthusiasts Matt Valentine and Sam Morton, the club is committed to building community through professional soccer while expanding access to the sport and creating economic and cultural impact across North Texas.

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