

LOCAL BRIEFS

DEVELOPMENT

Hicks Sports unit to advise Craig Ranch

Craig International said Monday that it has hired Hicks Sports Marketing Group to represent its Craig Ranch development in McKinney.

Under the agreement, Hicks Sports Marketing will provide advice on marketing and promotional strategies to sell advertising and sponsorship assets at the 2,500-acre development's sports facilities.

Craig Ranch is home to a Tournament Players Club golf course, the Cooper Sports Complex, the Michael Johnson Performance Training Center, a 4,000-seat outdoor track stadium, and baseball and soccer fields.

Hicks Sports Marketing is a division of Hicks Holdings of Dallas.

Suzanne Marta