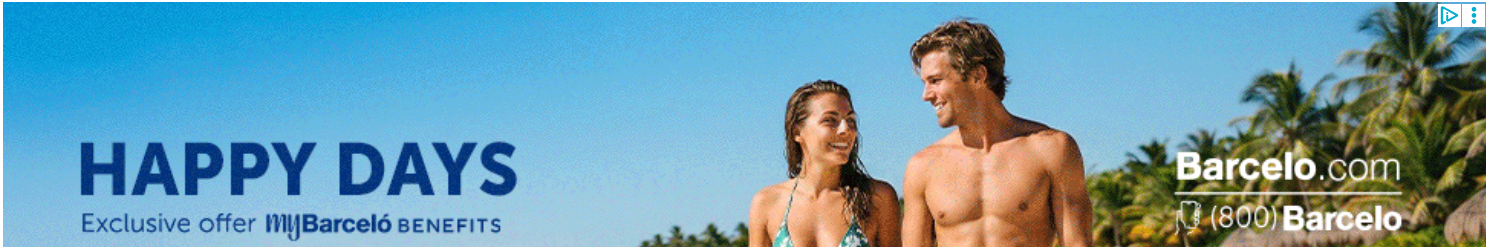


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NEWS

Frisco's Firefly Park celebrates progress with groundbreaking ceremony

Firefly Park, a multibillion-dollar development project, is expected to feature restaurants, office space, a boutique hotel and more.

By **Alyda Muela**, Staff Writer
May 28, 2026

Gift Article



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The Dallas Morning News

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Groundbreaking ceremonies were held for Firefly Park, a 217-acre urban village located at 16190 Mahard Parkway in Frisco, on May 28, 2026. Pictured from left are Mike Barber, Vice Chair of the Board, Frisco Economic Development Corporation, Kyle Wilks, President and CEO Wilks Development, Jeff Cheney, Mayor, City of Frisco and Ryan Gebhart, Chair of the board, Frisco Chamber of Commerce. Steve Hamm/The Dallas Morning News



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Frisco's Firefly Park celebrates progress with groundbreaking ceremony

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Kyle Wilks, CEO of Wilks Development, believes every person is responsible for planting seeds to better their community. Frisco's Firefly Park is his garden.

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Wilks Development held a groundbreaking ceremony Thursday morning to celebrate the progress made on Firefly Park, a multibillion-dollar development project that is currently underway.

Related: [Firefly Park, Frisco's multibillion-dollar 'gem', is getting polished up for big things](#)

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The ceremony took place on the Pleasant Ridge Bridge, which began construction in April 2025.

The bridge sits just across the construction site from the Aurora, the development's planned 18-story residential tower.

Wilks sat on stage alongside Frisco Mayor Jeff Cheney and members of the Frisco Chamber of Commerce and Frisco Economic Development Corporation.

Cheney praised the development, saying it was part of Frisco's mission to "commit to developments that can sustain for generations."



Kyle Wilks, President and CEO of Wilks Development, points out the progression of his company's project before the start of groundbreaking ceremonies which were held for Firefly Park, a 217-acre urban village located at 16190 Mahard Parkway in Frisco, on May 28, 2026.

Steve Hamm/The Dallas Morning News

Firefly Park is one of many high-profile projects coming to Frisco. Construction on [Grand Park](#), a project that is set to be larger than New York City's Central Park, has officially begun. On Thursday, Frisco's highly anticipated Universal Kids Resort announced it will [open to the public on July 1](#).

Related: [Shrek, Minions, Trolls — and more — are coming to the Universal Kids Resort in Frisco](#)

Wilks had one goal in mind when he bought a portion of the land for Firefly Park in 2015 — to create a once-in-a-lifetime experience for the community in North Texas.

"Our job in life is to add value to people's lives in the community, (and) doing things that reduce the friction of everyday life," Wilks said.

Mike Barber, vice chair of the Frisco EDC board, said major improvements to Frisco's infrastructure are being made, including water, roads and drainage systems.

Barber envisions Firefly Park as a “destination environment” that will combine nature, hospitality and entertainment in a way that benefits residents and tourists alike.



An artist rendering is displayed on an easel near a pair von shovels before the start of groundbreaking ceremonies for Firefly Park, a 217-acre urban village located at 16190 Mahard Parkway in Frisco, on May 28, 2026.

Steve Hamm/The Dallas Morning News

Vertical construction on the first phase of the project began in October last year.

Last month, Wilks Development announced Firefly Park had acquired three new retail tenants — restaurant Frenchie, Woodhouse Spa and Second Rodeo Brewing. They'll join Texas-based sportswear retailer TYLER'S, as well as a [\\$50 million boutique hotel](#) that is expected to start construction in July.

Wilks told *The Dallas Morning News* construction of 17,000 square feet of office space is expected to begin in November, with phase one of the project slated to be completed next year.

May 28, 2026



Alyda Muela

LOCAL GOVERNMENT INTERN



Originally from El Paso, Alyda recently graduated from the University of Texas at El Paso with a BA in multimedia journalism and a minor in general business. After working at her university's student publication, she interned for the local public radio station KTEP and Puente News Collaborative, a nonprofit news organization covering the U.S.-Mexico border.

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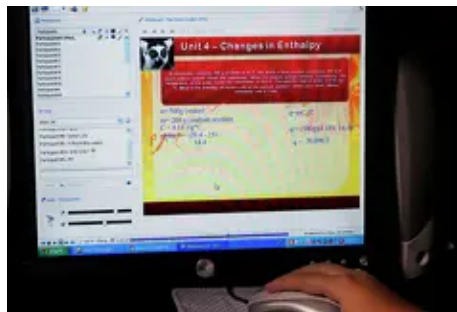
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