

## Observation Assessment #1

**Type of Observation:** PGA City Council Vote

**Mentors:** Shona Huffman and Will Sowell

**Location:** Frisco City Hall

**Date:** December 4, 108

**Time:** 4:15 pm - 6:15 pm

**Assessment:**

Having the opportunity to attend the Frisco PGA vote was one of the coolest ISM experiences to date. It's so easy to get caught up in my own personal world of ISM where I'm working on my own projects and assessments that meetings like the PGA vote remind me that what I'm doing really does have impact and the people I've had the incredible opportunity to work with this year are making big changes that will determine and change the legacy of Frisco.

Throughout every mentor visit I've been on, the importance of private-public partnerships has been stressed to me. Before this year, I had no idea how much of an impact business truly had on a community and its growth, but after speaking to people in economics and obviously the city government, it's really hit me just how much of an emphasis is put on the economy. I think before the year I thought that affluent, well-educated people brought good business to the area, and although that's true, it's also strong business that attract a skilled workforce. The Star, for example, is one of Frisco's proudest partnerships because it hits on so many different aspects of the city: business, retail, education, jobs, etc. and it was interesting to see how even during their meeting for the PGA vote, the presenters laid out how it would be the same for this complex and course that is going to be built. They are going to let Frisco schools have access to the golf course, as well as the Omni hotel that's going to be built, too. After attending the Visit Frisco meeting on tourism a few weeks ago, this particularly caught my attention because it's clear that tourism and conference space are priorities that Frisco is really trying to work into their future, and they're obviously hoping this new group of additions will help them work toward that.

Another thing that stuck out to me at the vote was just how many people were involved in the deal. I think I've always had some sense of how big governments function, but I guess I thought

something like this that's primarily for one city wouldn't be on such a large scale. I was rather mistaken though. There were government representatives there that I got the incredible opportunity to meet as well as some people even from the governor's office. Of course there were also people from PGA Headquarters (currently in Florida) that came. The scope of the deal really caught me off guard, but showed me just how much a city like Frisco is working to prosper and even potentially continue to grow it's national recognition.

Overall, it was such an eye-opening, historic night and I'm so glad I had the chance to be there. Going in I didn't know what an important matter the vote was, or even what it would mean for the city. Now, I really have a sense of what business growth can do for a local municipality and can't wait to see more of how local governments function and flourish.