

Research Assessment #1: Frisco as Best Place to Live in U.S.

Date: September 21, 2018

Subject: Why Money rates Frisco as 'best place to live' in U.S. in 2018

MLA Citation:

Robinson, Karen. "Why Money Rates Frisco as 'Best Place to Live' in U.S. in 2018." *Dallas News*, 17 Sept. 2018, www.dallasnews.com/business/real-estate/2018/09/17/money-magazine-ranks-frisco-best-place-live-us.

Assessment:

For my Research Assessment this week, I already had the information in mind that I wanted to analyze prior to even starting the assessment. This weekend I saw lots of articles on the internet about how *Money* magazine had declared Frisco as the best place to live in the United States in 2018. This by itself is really fascinating, but the opportunity to study why and how this ranking came to be by going in depth in the Frisco local government this year is what particularly interests me to this subject.

I find the whole concept of listing cities by which ones are best to live in as a little comical, because I think there are so many nuanced factors that make places great, which cutting out for the sake of creating a comprehensive list forgets to acknowledge. I was unsurprised when I found out that income was a big factor, because of course a successful city is one where the residents are wealthy enough to fund positive development. Similarly, in the article it talked about how lots of crime got all major cities taken off the list, but as a reader I have to remember that all these factors are really connected because I think wealth potentially leads to less crime as well. Those that don't want, don't find any reason to take from others.

Another really interesting factor to this list-making process was that ethnic and racial diversity was a positive factor in the selection. I definitely think what I've seen of Frisco is pretty diverse, because I think North Texas as a whole has a lot of diversity and variances of perspectives, however I think that in Frisco it presents itself in a peculiar way. Of course, this is based purely on what I've seen as a student here, but it seems to me that the split in wealth is mirrored in a split of races. Maybe by the

numbers, Frisco seems diverse enough to qualify for being number one, but I would say as an actual resident, you're more likely to enjoy the benefits and positive factors of Frisco if you're white. Additionally, Frisco is 75% white which although higher than many places I'm sure, it still doesn't seem like the highest proportion of diversity that it could be.

Finally, one of the interesting things that it considered was the great public schools in Frisco and the corporation partnerships, such as The Star which FISS students have the opportunity to utilize. This definitely doesn't surprise me, because I think things like The Star are what make a city unique, but it does make me really excited to speak to some people in development in local government, because it's the work of economic development corporations that attract and foster these relationships.

Overall, it was really fascinating to hear about what people think makes a city great. Undoubtedly, Frisco is a great place to be and I'm personally really happy to be here, but for my purposes in ISM, I still wonder how much the local government contributes to these factors because it seems like they go directly hand in hand. How does a city like Frisco get their name out there and what are local representatives doing to keep it in the spotlight to attract more traffic and interest here?