

## Research Assessment #7

**Date:** November 30, 2018

**Subject:** Frisco to Vote on PGA Agreement

**MLA Citation:**

Juarez, Lindsey. "BREAKING: Frisco to Vote on PGA Agreement Dec. 4." *Community Impact Newspaper*, Community Impact Newspaper, 1 Dec. 2018, [communityimpact.com/dallas-fort-worth/frisco/city-county/2018/11/30/breaking-frisco-to-vote-on-pga-agreement-dec-4/](http://communityimpact.com/dallas-fort-worth/frisco/city-county/2018/11/30/breaking-frisco-to-vote-on-pga-agreement-dec-4/).

**Assessment:**

This is definitely one of the articles I've been most interested in since starting the year because it fully encapsulates what is so cool to me about the cross-section between local government and city growth. This article was all about how PGA, or the Professional Golfers' Association, is considering moving their headquarters to Frisco from Florida, where the vote is going to take place on Tuesday, December 4th. I think this is extremely exciting, because I'll actually be attending this city council meeting on Tuesday, so I'll be able to see the vote play out in city council itself. It really reflects one of the things that I think is really neat about ISM, especially in something political science-based, is that so much of local government is intricately connected, so now that I've gotten somewhat involved, it's not even surprising that now major articles are things that I'm going to see voted on in less than a week.

I have a lot of questions after reading the article, mostly surrounding the central wonderings on why PGA wants to move its headquarters in the first place and why it seems people are being so quiet about the potential deal? To me, Florida has always seemed like a very quintessentially golf-centric location with its high retirement population and nice weather. So because of that, I'm a little confused as to why PGA would want to relocate to Frisco in the first place. Low land costs and the other sports headquarters in the area might be a big draw, but the extremely hot weather and what I imagine to be much hotter summers seem like a deterrent to me. Another major question I'm still thinking a lot about, as I mentioned, is why everyone has not been commenting on the potential deal. Nobody on city council has commented on it in an official capacity, and neither has PGA. Maher Maso was the only person to be quoted from Frisco in the article, and it makes me wonder if there's

some sort of deal etiquette to not discuss things before they have been confirmed by the city council. Is it that the city council wants to remain neutral, perhaps? Hopefully I get a chance to talk to Shona and Will about this because it seemed a little strange to me how little information there was about this subject in the article when it seems like a really big change that could come to Frisco.

The more I learn about Frisco and particularly what Frisco City Council does to keep it prosperous, I understand how deals like this one can be really valuable for the town. The article even mentioned that it is known as “Sports City U.S.A.” which although I’ve never heard of myself, can be seen in the multiple contracts they have with a variety of different sports teams and headquarters. The sales taxes and property taxes that come from big deals like this one are so influential to the overall success of the city that it will be interesting to see how city council votes on this deal, and looking forward to the future, what that deal could do to the dynamic and design of the city as a whole.