**Research Assessment #8**

**Date:** March 8, 2019

**Subject:** The City of Frisco’s Economic Development

**Citation:**

FEDC Board of Directors. “Frisco EDC.” *Frisco Economic Development Corporation*, 2019,

friscoedc.com/.

**Assessment:**

For my first research assessment of the new year, I decided to take a closer look into what makes the city of Frisco so appealing to potential residents and why it is the fastest growing city in the United States. Using the information on the Frisco Economic Development Corporation website, I was able to discover more about Frisco’s strategic and convenient location, as well as all of the business opportunities that the city offers companies. From Dr. Pepper headquarters relocating to Frisco in 2020, and Uber elevate making its way along with Frisco Station, it seems that the city will only continue to boom in the coming years. Though I have not needed to conduct that much research for my study this year, now that I am getting deeper into the completion of my final product I have decided the kinds of articles I am wanting to write up and am excited to continue discovering new information about the city of Frisco.

To write my second article, I needed to scavenge the entirety of the EDC website, but decided to focus my annotations on two key aspects: the introduction of the PGA headquarters and entertainment available around the city. I did not realize exactly how sports centered Frisco really is until I read about the seven teams headquartered here, and learning about the nine million square feet of iconic locations like Ikea, Stonebriar Mall, and the Ford Center at the Star made me understand why Frisco is such a popular place to live. There truly is everything here, and it really is like living in a bubble. All in all, exploring the information from the EDC gave me some fantastic ideas for how to structure my next article and gave me something to think about when I go out around my city. Researching business related information also helped me correlate the implementation of innovation and industry to the population boom and made me wonder what else I could write about. Many people in an area typically create lots of pollution and use a lot of energy, so I want my next article to be about implementing a sustainable energy system in Frisco. Other than my research sparking new ideas, I also feel more informed and confident about writing serious business articles. Ultimately, I am really beginning to feel like a real journalist! Talking with Karen during our mentor visits has made me generally familiar with information about the business boom in Frisco through events revolving around the PGA and the Bank of America business panel I attended back in November, but reading the EDC website has helped me understand more in depth where the city of Frisco is truly at and how far it has come since its founding. Not only that, but writing an article for the newspaper and the Chamber website has made me confident in my writing skills and I feel prepared to tackle a more investigative journalism side through my final product. I am excited to hopefully make a change with my ideas and impact someone who reads my work!