



No portion of this article may be reproduced without
express written permission of Style Publishing Group, LLC.

©2007 • All rights reserved.



Style Publishing Group

P.O. Box 1676

Frisco, Texas 75034

Phone: 972.335.1181

Toll Free: 877.781.7067

Fax: 214.722.2313

E-mail: info@friscostyle.com

Web: www.friscostyle.com

Ad Sales: (972) 335-1306

MIKE SIMPSON IS REACHING THE MIDWAY POINT OF HIS FIRST TERM AS MAYOR OF FRISCO AND PLANNING FOR GREAT THINGS TO COME IN 2004. Initially elected to Frisco City Council in 2000 Simpson ran for and was elected Mayor in 2002 under the slogan "Keeping That Small-Town Feel."

Having established a list of priorities for the year that would keep anyone busy full time, Mayor Simpson is serving in a volunteer position as mayor of Frisco. While he calls himself semi-retired, Simpson also maintains a sales and marketing consulting business. As Mayor, Simpson also serves on a number of boards and associations to further network with neighboring cities mayors and leaders. Simpson is now Vice President of the Metroplex Mayors Association, serves on the Dallas Regional Mobility Coalition and the North Texas Commission of Mayors to name only a few. Other local organizations he is committed to include the Family Service Center, Heritage Association and the Frisco Association of the Arts.

Mayor Simpson and his wife, Sandy, arrived in Frisco in 1996, attracted to the community because of its friendly, small-town feel. Married for 42 years in August of this year, the empty nesters are the proud parents of three grown children with five grandchildren.

"I want Frisco to be a place where families want to come and stay," Simpson says. "There is so much to offer in Frisco there is no need to go anywhere else."

BUILD IT & THEY WILL COME

Following the theme of continued growth, this year Mayor Simpson could use his tongue-in-cheek slogan of "2004 – Construction Galore!" While construction will be a big part of the coming year for every aspect of the city, Mayor Simpson has a balanced list of priorities on which to focus his attention.

Staying on top of the major capital works projects intended to improve the daily lives of all of Frisco's citizens is on the top

of the list. The \$197 million bond issue passed in the fall of 2002 is in large part responsible for current projects, some nearing completion and others just starting.

Mayor Simpson is pleased to see continued progress with the Frisco Square area, which in addition to residential and retail will be home to most city offices; City Hall, Police department and holding facility and new city Library. The new Senior Center, also funded in the bond issue, celebrated its grand opening last month. Other capital projects include expansion of the Fire department, building of the Recreation/Aquatics Center, and the Public Works Facility.

"All of these aspects are critical during your growth periods," Mayor Simpson expressed. "We need to stay on target and continue to strive to meet our estimated time lines."

BUILDING A CONNECTED CITY

Frisco has an Information Technology Master Plan with the purpose of utilizing the latest technology to improve the operation of the city for its citizens. During the construction of city facilities it is important to properly wire the buildings to allow the maximum online capabilities for employees and residents. The intention is to increase communication with other entities like the school district and usage in general of the city Website.

"We want Frisco to be as good technology wise as any city out there," Mayor Simpson stressed. "We want to be a truly 'connected city:'"

Some anticipated functions are to pay utilities and traffic tickets online, and online registration or completion of applications for boards and commissions.

DESTINATION DOWNTOWN

Another important area of focus is the entire Downtown area. Mayor Simpson's desire is to revitalize the area and intends to start the process with improving Main Street from the North Dallas Tollway to Preston Road. His vision is to make the Downtown area a destination location for shopping, dining and business as well as an exciting place to live.



Mayor Mike Simpson in front of the future site of the Convention Center. photo by Brent Earles

mayor mike simpson: ready for 2004 and possibly another term?

by beth robinson

"I envision sidewalks with benches and hanging flower pots inviting people to stop and visit," Simpson predicted. "Remember these are my ideas, not necessarily the direction city council will take. Just the idea of a gathering place is what I'm after," he adds.

The next step in the progression to become a destination location is to begin marketing the city throughout the state and touting the new Convention and Visitors Bureau scheduled to open in 2005.

"We want to market Frisco as a place to come not only to visit but to hold conventions and meetings because we will have a lot to offer," Simpson said. Visitors can come to the area for a convention and enjoy the shopping, dining and sporting events. "Just the available art throughout the city makes us unique," he added.

GRABBING THE ATTENTION OF THE CITY'S YOUTH

The youth of the city hold a special place in Mayor Simpson's heart and a top priority is to encourage teen involvement in developing youth entertainment venues in Frisco. Something other than shopping or movies or sporting events would be the intent of this type of complex. Ideas that have been discussed are putt-putt golf, miniature race cars, bowling, or laser tag, all geared at preteens and teenagers. The city has established the Teen Advisory Board through the Frisco Public Library to encourage youth to become involved and feel comfortable coming to the city and suggesting entertainment options.

"We want Frisco to be as good technology wise as any city out there."

ARTS IN THE CITY

As mentioned previously, Mayor Simpson is very proud of the many displays of public art throughout Frisco and wants to encourage interested citizens to support the Arts groups in the city. Local theater groups, dance companies and choral organizations all continue the "small town feel" when supported by Frisco's residents.

Mayor Simpson is also participating in the multi-city arts group, "Arts of Collin County", that is continuing the effort to build a larger Performing Arts Center for Frisco, Allen and Plano. A landmark meeting of the three cities was held in January with the intent of moving past the vision stage to the concept phase.

"In 2005 we will have more "Grand Openings" than you can shake a stick at!" Mayor Simpson proudly proclaimed. Thus the unofficial slogan "2005, the City Comes Alive."

Beth Robinson is the editor of Frisco STYLE Magazine.