

Mayor's Message

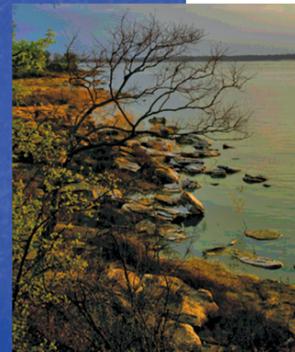
Little Elm is a unique and exceptional place to live, work and raise a family. Our town is earning a reputation as a place where families can put down roots and enjoy the leisurely pace of suburban living. It's still close to large metropolitan cities as well as scenic, pastoral spaces of unspoiled nature. Our residential population is a healthy mixture of long-established families and fresh newcomers, anxious to take full advantage of the Town's diversity and economic vitality.

It's also fast becoming a destination for visitors to enjoy a relaxing day at the lake or park. With miles of shoreline, the Town is especially suited to boast a lake attitude that is unmatched in the area. Amenities, attractions, events, activities and venues are all available for visitors to come and share in our good times.

Little Elm is indeed a special place. As its elected officials, the members of the Town Council have undergone a strategic planning process that we hope will help guide the Town into the future, safeguarding what we value, and adding what we need and want to ensure that it remains a unique and exceptional place.

The highlights of the strategic plan are contained in this pamphlet and we invite you to read it, share it with your neighbors and help us put it into action.

David Hillock



Create and Maintain Little Elm's Identity: Maintain Little Elm's distinctive look and high development standards that provide vibrant, high-quality neighborhoods and development. Create a sense of place and brand identity that extends beyond our borders.

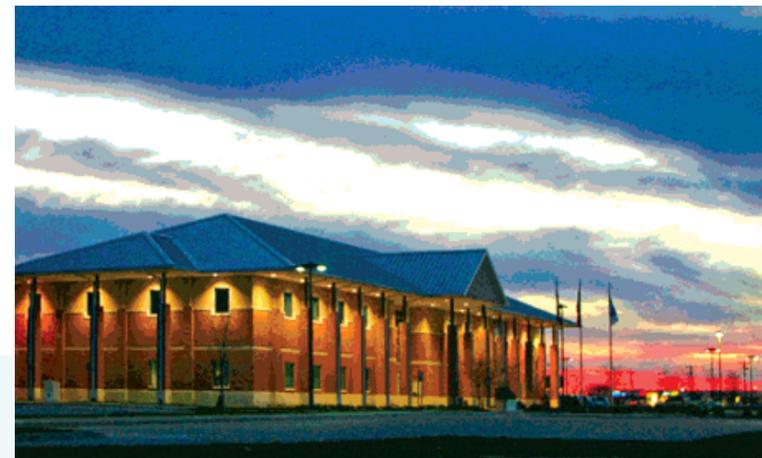
Long Term Objectives

- Continue the visible branding of Little Elm
- Maintain a "home town" feel as the Town continues to grow
- Update and maintain the Comprehensive Plan
- Maintain neighborhood integrity
- Promote a full range of housing options
- Maintain high quality aesthetics for corridors and entry ways
- Collaborate with other entities to deliver and promote a unified brand message
- Expand regional marketing of Little Elm's activities

Ensure excellence in public services while keeping up with the growth in the community: Little Elm will ensure that high quality public services are maintained by addressing growth needs in infrastructure, and by attracting, retaining, equipping, and empowering a workforce that delivers excellent service for an excellent value.

Long Term Objectives

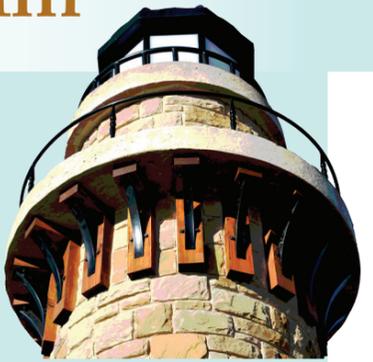
- Implement and maintain a competitive market-based compensation plan
- Implement and provide resources for a formal employee training program
- Develop a succession plan for key positions
- Maintain a fun and friendly work environment
- Promote and maintain a culture of excellent customer service
- Review, update, and maintain the Town's staffing plan to accommodate growth
- Expand infrastructure to the west side of town
- Implement a capital replacement plan and fund
- Maintain annual maintenance program
- Maintain and implement the CIP Master Plan
- Ensure adequate planning when adding new infrastructure
- Provide dependable, reliable water at reasonable rates
- Promote community stewardship of lake resources



Town of Little Elm Strategic Plan 2013-2014



Town of Little Elm



Mission and Vision

The Town of Little Elm is a distinct and desirable lakeside destination for all people to live and play while enjoying a safe, vibrant, and welcoming community.

The mission of the Town of Little Elm is to build on our unique lake opportunities and small town charm, encourage diverse housing options and business opportunities, and provide an unmatched quality of life.

Little Elm provides an environment that is ...

- Safe
- Diverse in housing opportunities
- Inclusive

In a community that possesses ...

- A strong sense of community identity
- A strong neighborhood connection
- A strong sense of aesthetics and attention to detail
- A destination for recreation and leisure activities via a lakefront district and potential to utilize shallow-water activities (fishing, canoeing, kayaking, etc.)
- Economic and business development that serves our citizens and takes advantage of our commercial corridors
- Exemplary schools

And provides ...

- A full range of housing options
- Services and amenities that are unique to Little Elm (lake and trail system) encouraging an active lifestyle
- Multiple entertainment and retail options
- Services and conveniences to meet the needs of our citizens
- Recreational programming for all residents in quality facilities that are safe, visually appealing, and comfortable for spectators and participants

Little Elm operates in a way that is ...

- Known for being friendly and courteous – demonstrates empathy in all interactions
- Easy to do business with – all processes are streamlined; the telephone is answered
- Financially responsible – controls costs and remains opportunistic in pursuing projects that promote the vision
- Cooperative and encouraging in its relationships with community organizations and churches

Strategic Goals

Provide a safe and welcoming environment for Little Elm residents and visitors: Little Elm will be a community that is safe and welcoming to all who live here and visit. A safe and welcoming environment is accomplished through upholding a strong sense of community with an engaged citizenry, maintaining clean and aesthetically welcoming corridors and neighborhoods, preserving a low crime rate, and continuing to ensure that public safety officials are courteous, professional, and ethical while providing equitable service to all.

Long Term Objectives

- Provide an equitable level of service to Hwy. 380
- Maintain safe and effective walkways and roadways
- Maintain and expand relationships between the Police department and resident groups
- Achieve an ISO rating of 3 across the community for the Fire Department
- Determine and put a plan in place to address long-term equipment needs
- Comply with FCC regulations for radio upgrades
- Determine and implement a long-term solution for dispatch
- Create and maintain quality community events that encourage participation by all age groups and opportunities for people to gather and celebrate
- Provide opportunities for residents to volunteer and be involved toward a common goal

Maintain strong relationship within the community and region: Little Elm will strive to maintain positive relationships within the community and region. Strong and positive relationships are accomplished by conducting business with a high level of integrity, promoting open communication, transparency, partnerships, and displaying a high level of courteousness in all of our interactions. We will operate with a partner mentality with all entities with which we share a common interest.

Long Term Objectives

- Provide opportunities and methods for citizens to be involved in the Town
- Implement a government access channel
- Operate all Town activities in an open, transparent manner
- Maintain strong relationships with neighborhood and civic associations and organizations
- Be an equitable partner in mutual aid to neighboring communities
- Create and maintain a culture of friendly customer service
- Continually identify opportunities for regional shared services
- Participate in meetings and projects with COG, county, and neighboring cities
- Promote events for regional participation with our neighbors
- Maximize cross-promotion opportunities for development
- Participate in leadership in professional organizations

Maximize community recreation and leisure activities: Little Elm will maximize recreational and leisure activities for the region. Recreational and leisure activities will be provided for a broad range of socio-economic and interests groups with the focus set on maximizing the unique lakefront recreation opportunities that exist on Lewisville Lake.

Long Term Objectives

- Create and maintain a Parks Master Plan
- Maintain a mutually beneficial relationship with the Corps of Engineers
- Develop the Lakefront District
- Continue development of Town-wide Trail System to provide a link between recreational amenities
- Build strategically placed courtesy docks and fishing piers providing lake access at various points in the community
- Provide inclusive recreation opportunities for a wide variety of socio-economic groups and ages
- Develop and maximize lakefront recreation and leisure opportunities
- Develop and maintain recreation infrastructure unique to North Texas
- Improve quality of youth sports facilities
- Ensure quality of parks maintenance
- Maintain positive relationships with user groups
- Develop a long-term plan for aquatic programming

Maintain operational integrity and viability: Little Elm will ensure the integrity and long term viability of the Town's financial and operational processes. Little Elm's operational and financial soundness will be ensured by maintaining a competitive tax rate, aggressively recruiting retail and small business economic development prospects, planning for long term financial obligations, and maintaining a level of operational efficiency.

Long Term Objectives

- Maintain a competitive tax rate
- Ensure that the Town is known for being easy and simple to work with in the development process
- Maintain and leverage knowledge of unique retail expanding into the Dallas market
- Continue to recruit and attract retail to ensure our market share in the region
- Target retail and small businesses that serve our citizens and the surrounding area
- Provide opportunities for small businesses, franchise operations, and home-based businesses that would fit within Little Elm
- Raise our bond rating by two levels
- Implement multi-year budgeting
- Create and fund a fleet replacement fund
- Maintain strong reserves
- Use fund balance for one-time expenses
- Promote a culture that is financially responsible and continually looks for operational efficiencies that provide high value

