

Mayor's Message

Little Elm is an awesome community to call home and it just keeps getting better.

It is hard to comprehend just how much has been achieved in our community since the first version of our strategic plan was adopted by Council in 2013. Since that time, we have seen Little Elm become a regional focus of lakefront development and recreation, setting our town apart from any other community in the metropolitan area. As we move into the coming years, this progress will continue.

While growing our retail and commercial base is critical to our future success, our Town has also made great strides in improving the way our local government operates, ensuring our long-term financial health as a community. Fundamental operational changes have made us a more transparent government, ensuring that our Council and staff are accountable to the community we represent and serve.

Although our community has changed a lot in the past few years and will continue to change as we look ahead, the strategic plan contained in this pamphlet will guide our efforts along the way. This plan will ensure that our community retains the small town charm that brought each of us here while working to meet the needs of a larger, more diverse community. We invite you to read this summary of the strategic plan, share it with your neighbors and help us put it into action.

David Hillock



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 assure our market share in the region
- Target retail and small businesses that serve our citizens and the surrounding area
- Provide opportunities for small business, franchise

- operations, and home-based businesses that would fit within Little Elm
- Raise our bond rating by two levels
- 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



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 entryways
- Collaborate with other entities to deliver and promote a unified brand message
- Expand regional marketing of Little Elm's activities
- Provide funds to continue Gateway Signage as expansion continues

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

- Maintain a competitive market-based compensation plan
- 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

- 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

2015-2016





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 and Long-Term Objectives

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
- 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
- Build stronger relationships with Youth Sports Organizations
- Make the Government Access Channel fully operational

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 lake front recreation opportunities that exist on Lewisville Lake.

Long Term Objectives

- 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
- Address the challenges in youth sports created by lake division and school division issues
- Explore ways to expand partnerships in this area

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.

