

Town of Little Elm



Strategic Vision, Goals, and Objectives

Updated 2024

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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.

VISION



MISSION

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

TOWN OF LITTLE ELM

VISION SUPPORTING STATEMENTS

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 the potential to utilize shallow-water activities (fishing, canoeing, kayaking, etc.)
- Economic and business development that serves our residents and takes advantage of our commercial corridors
- Strong partnership with school districts

And provides:

- A full range of housing options
- Services and amenities that are unique to Little Elm (lake and trail system) and encourage an active lifestyle
- Multiple entertainment and retail options
- Services and conveniences to meet the needs of our residents
- 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

SWOT ANALYSIS

Strengths • Location and lake access. • Residents, Council, and Town management are aligned in their desire to provide a high-quality and streamlined development process. • Efficient procedures, systems, and well-developed customer service. • Key staff has prior municipal experience. • Access to regional transportation and amenities. • Centrally located to employment centers. • Neighborhoods have created a strong sense of community. • Friendly, cooperative, and supportive staff. • Good working relationships within Town departments, other municipalities, and the development community. • Unique lakefront amenities. • Reputation of Little Elm as a safe place to live. • Powerful sense of community.	Opportunities • Maximize lake access to create a unique recreation opportunity. • Location of Little Elm is poised for continued development. • Undeveloped and underdeveloped property provides a “blank slate” for new development and recreational opportunities. • Enhance community involvement and connections as the Town grows – enhance and create traditions that promote our image and feel. • Build on positive relationships in the region to take advantage of the lessons we can learn from others. • U.S. 380 represents an opportunity for economic development. • The ability to use new and available technology to streamline service delivery. • Capitalize on lunchtime traffic of teachers and students for restaurants. • Potential of a redeveloped Hilltown on schools and Town. • Current development trajectory for Town build-out and resulting revenues. • Emerging redevelopment window in some areas of Town.
Weaknesses • Current construction makes transportation difficult. • High rate of growth presents challenges to maintain our expected level of service to residents and the development community. • High rate of growth presents challenges to keeping up with infrastructure needs. • High rate of retail leakage. • No immediate access to major interstate traffic. • Geographical connectivity. • Known as a “commuter” community. • Commercial area competitiveness. • Historical geographic challenges and location of key intersections. • Transportation infrastructure challenges. • Lack of patience for development projects.	Threats • Growth of community and demand for services exceeding staff’s capacity. • Other communities are competing for development in the region. • Slowdown of growth and build-out. • Multiple jurisdictions control U.S. 380. • Substandard development standards in unincorporated areas. • Impact of Hilltown left unresolved. • Recognize the impacts on public safety with growth. • Shifting community priorities as Town grows. • Ability to remain competitive with other organizations for talent. • Regulatory and other governmental agencies impeding Town priorities or implementing mandates.

TOWN OF LITTLE ELM

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 by upholding a strong sense of community with engaged residents, maintaining clean and aesthetically welcoming corridors and neighborhoods, preserving a low crime rate, and ensuring that public safety officials are courteous, professional, and ethical while providing equitable service to all.
- **Ensure strong relationships within the community and region:** Little Elm will strive to ensure 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, and 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.
- **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 interest groups, focusing on maximizing the unique shoreline recreation opportunities on Lewisville Lake.
- **Maintain operational integrity and viability:** Little Elm will ensure the Town's financial and operational processes' integrity and long-term viability. Little Elm's operational and financial soundness will be ensured by maintaining a competitive tax rate, aggressively recruiting selective retail and small business economic development prospects, planning for long-term financial obligations, and maintaining a level of operational efficiency.
- **Promote and expand 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.
- **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.

TOWN OF LITTLE ELM

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 by upholding a strong sense of community with an engaged residents, maintaining clean and aesthetically welcoming corridors and neighborhoods, preserving a low crime rate, and ensuring that public safety officials are courteous, professional, and ethical while providing equitable service to all.

Long Term Objectives

- Maintain safe and effective walkways and roadways.
- Maintain and expand relationships between the Police Department and resident groups.
- Ensure continuity of dispatch solution.
- Provide quality community events that attract visitors and facilitate a sense of belonging within the community.
- Continue to provide opportunities for residents to volunteer and be involved in achieving our strategic goals.
- Ensure a strong focus on community-oriented policing, public safety, public outreach and education, and servant leadership.
- Embrace the community's diversity and operate in a way that provides equitable service to all residents.
- Build Fire Station 4 and northwest Police Substation to accommodate growth.
- Explore partnerships for public safety and animal facilities.
- Create and implement a special events policy.

Ensure strong relationships within the community and region: Little Elm will strive to ensure 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 residents to engage with and be involved in the Town.
- Operate all Town activities in an open, transparent manner.
- Maintain strong relationships with neighborhood associations and civic groups.
- Be an equitable partner in mutual aid to neighboring communities.
- Maintain a culture of friendly customer service and servant leadership.
- Continually identify opportunities for regional shared services, expanding them when possible.
- Operate as a service provider for neighboring communities and districts where possible.
- Participate in meetings and projects with the North Texas Council of Governments, county, state, federal agencies, and neighboring cities.
- Promote events for regional participation with our neighbors and maximize cross-promotional opportunities for development.
- Participate in leadership in professional organizations.
- Explore collaborative opportunities with the three school districts that exist within Town limits.
- Continue to promote and expand digital services to enhance access to Town government functions online.
- Maximize social media and communications outreach.
- Create more opportunities for youth involvement.
- Create more opportunities for veterans to be involved in the Town.
- Create and implement a communications and engagement plan.

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 interest groups, focusing on maximizing the unique shoreline recreation opportunities on Lewisville Lake.

Long Term Objectives

- Maintain and update the Parks Master Plan.
- Maintain a mutually beneficial relationship with the Corps of Engineers.
- Continue development of a Town-wide trail system to link between recreational amenities.
- Provide inclusive recreational opportunities for various of socio-economic groups, ages, and interests.
- Utilize new technology and products to provide innovative services and amenities in the Parks system.
- Continue developing and maximizing The Cove at the Lakefront® and other lakefront recreation and leisure opportunities.
- Develop and maintain recreation infrastructure unique to North Texas.
- Ensure quality of youth sports facilities and park maintenance.
- Maintain positive relationships with user groups.
- Explore partnership opportunities for RV Park, camping, and Cottonwood Park development.
- Complete improvements in Cottonwood Park Phase 1 and plan for future phases.
- Create and implement a plan for enhancements for Little Elm Park.
- Seek a partner to develop an event/hospitality center adjacent to The Rec at the Lakefront™.
- Develop and build Lakeside Sports Complex.
- Ensure completion of The Lawn at the Lakefront™.
- Conduct a feasibility study for Doe Branch Park.
- Explore options to enhance streetscape and pedestrian connectivity in The Lakefront™ District.

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

Long Term Objectives

- Maintain a competitive tax rate.
- Ensure that the Town is known for being transparent and flexible to work with in the development process.
- Maintain and leverage knowledge of unique retail and expand into the North Texas market.
- Recruit new businesses and encourage future development phases in the Lakefront District.
- Target business development to provide dual revenue streams (property tax and sales tax) that support and increase the job base.
- Activate the remote-work residents to engage with opportunities in the business community.
- Maintain a strong bond rating.
- Maintain the fleet replacement fund.
- Work to establish a capital replacement fund for large-cost facility maintenance items.
- Maintain strong reserves.
- Use fund balance for one-time expenses.
- Promote a financially responsible culture and continually look for operational efficiencies that provide high value.
- Develop and implement plans to develop the northwest corner of Town and the 380 corridor.
- Ensure completion of the Lakefront District Phase II multi-use development.
- Evaluate The Lakefront™ District boundaries for future development.
- Identify new revenue streams.

Promote and expand 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 aggressively branding Little Elm.
- Continue to grow The Lakefront™ District as a tourism destination.
- Maintain a “hometown” feel as the Town continues to grow.
- Update and maintain the Comprehensive Plan.
- Maintain neighborhood and commercial 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.
- Maintain consistent standards for design and building inspection.
- Review and update the subdivision and zoning ordinances and use chart to better support the Strategic Plan and Town Council vision.

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 and incentives plan.
- Offer training to provide employees with a culture of continuous learning and development opportunities.
- Maintain a fun and friendly work environment.
- Promote and maintain a values-based culture of servant leadership.
- Maintain the Town's multi-year staffing plan to accommodate growth.
- Implement an Asset Management System.
- Maintain annual maintenance and replacement program.
- Ensure adequate planning when adding new infrastructure.
- Conduct a long-term facilities study.
- Review and update the Town's Hiring Policy.