

The Flower Mound Town Council

Mayor Jody Smith

In reflecting upon the work and initiatives that began or were completed in 2009, I would like to take a moment to review the



Town's progress in several areas including securing financial stability, ensuring safety and security preparedness, constructing quality infrastructure, facilitating neighborhood programs, and building a comprehensive parks and recreation program, to name a few.

Members of the Town Council, staff, boards and commissions, numerous volunteers, and I have worked hard to implement policies and programs that help to ensure Flower Mound's financial well-being. We created a Tax Increment Reinvestment Zone to help fund infrastructure, received approval from residents for four quarter-cent, dedicated sales taxes to help fund police, fire, street, and park improvements, and installed energy-saving technologies at several Town facilities. All of the new programs were implemented with balanced annual budgets, an unchanged ad valorem tax rate, a 20 percent unreserved fund balance, an almost 10 percent increase in commercial property values, and bond rating upgrades from both Standard & Poor's and Moody's.

Increasing community safety and boosting security preparedness have also remained priorities.

The Flower Mound Police Department recognized a 23 percent reduction in crime between 2006 and 2009, and the Police Department and Fire Department both significantly reduced response times over the past few years. Incorporating funding generated by the quarter-cent dedicated sales tax, the Police Department made great strides toward making the officer in the field more efficient through the staffing of 21 new positions since 2006, the creation of two new police beats, and the use of new technologies. With the assistance of numerous grants and staffing for more than 33 new positions since 2007, the Fire Department will soon open two new fire stations, continue to upgrade equipment, and respond to a demanding call volume that has increased by nearly 26 percent since 2005.

Constructing transportation and utility infrastructure for a continually-evolving community is as much of a challenge today as it was many years ago, but we remain dedicated to providing these basic services that contribute to the quality of life for our residents on a daily basis. In order to improve commutes, work has been completed or is in progress on many major thoroughfares throughout Town including FM 3040, FM 2499, FM 1171, FM 407, the Morriss/Gerault Corridor, Kirkpatrick, Garden Ridge, Spinks, Dixon, and Flower Mound Road. In addition, work was completed, has begun, or is scheduled to begin on numerous

projects designed to improve water pressure and wastewater service.

While infrastructure is important to the day-to-day operations of a municipality, our neighborhoods reflect the heart and character of Flower Mound. Creating programs that help residents ensure their community remains a place they are proud to call home has also been a Town-wide goal for many years. Proactive code enforcement measures were implemented to effectively address residential and commercial safety and aesthetics throughout Flower Mound. In addition, community initiatives including the sidewalk and fence replacement and neighborhood clean-up programs have allowed the Town to partner with residents to improve specific areas.

While our families, friends, and neighbors helped work to maintain high standards for our neighborhoods, the Town Council, staff, and I have dedicated a significant amount of time and resources to maintaining and improving a parks system and recreation program. During the past five years, we opened and expanded the Community Activity Center, created the Seniors In Motion program, launched a playground replacement program, expanded our hike, bike, and trails, and relaunched the Adopt-A-Spot program and Wild About Flower Mound Festival.

We also continued an aggressive park acquisition initiative that allowed the Town to open Bakersfield Park and Chinn Chapel Park.



Flower Mound Town Council Members (From left to right:) Place 4 - Mayor Pro Tem Jean M. Levenick; Place 5 - Tom Hayden; Mayor Jody Smith; Place 1 - Deputy Mayor Pro Tem Steve Dixon; Place 3 - Mike Wallace; Place 2 - Al Filidoro

Development has begun on a tract of land between Gerault Park and Bakersfield Park that features a variety of natural elements and could include a multi-use trail, large inclusive playground, pavilion/restrooms, botanical gardens, and an amphitheater. In addition, we are also negotiating a deal that would allow us to lease land from the Corps of Engineers, including Twin Coves Park, for residents to access Grapevine Lake.

We have been able to pursue an ambitious and aggressive agenda that addresses a wide spectrum of community needs, including transportation improvements, public safety improvements, neighborhood integrity, and new recreational programming and facilities, all without an increase to the ad-valorem property tax rate. For many of us, a new year

is a time of goal setting, renewed energy, and invigorated ambition. The Town Council and staff take time during this period to reflect upon the progress of current projects, plan for future direction and community goals, and outline a plan that will guide the Town for not only the next 12 months, but also well into the future.

The toughest challenge we face in 2010 will be the goal of continuing to provide the same level of quality services, facilities, and programs in an economy that appears to be improving, but is still underperforming. As many of these projects are currently underway or about to begin, we plan to see them through to fruition, while continuing to provide fiscally-conservative leadership that is responsive to the needs of our residents and inclusive of community input.

Initiatives and Accomplishments

Improving public safety, constructing transportation improvements, boosting economic development, building quality infrastructure, improving recreational opportunities, and securing the Town's financial health all remained priorities in 2009. In addition, a significant amount of time and resources were dedicated to increasing customer service, boosting regional partnerships, competing for a quality workforce, fostering a productive legislative program, and providing open communication with the community.



Customer Service

Several programs were designed to allow the Town to partner with residents in preserving Flower Mound's quality residential environment including the fence replacement program, the sidewalk replacement program, the Household Hazardous and E-Waste events, an enhanced code enforcement program, and neighborhood clean-up events. In addition, the Town began accepting on-line credit card payments for utility bills and municipal court fines as an added level of convenience.

A Q³ Workforce

Understanding that Quality People + Quality Service = Quality of Life, the Town initiated the Q³ program in 2009 to infuse an attitude into the municipal environment that will ensure excellent internal and external customer service by reinforcing the values of producing a quality product, and fostering teamwork, integrity, expertise, and professionalism.

Legislative Program

The close of the 81st Texas Legislative Session resulted in legislators scrambling to get bills heard and a slew of political volleying during the last week of hearings on the floor.

Due to the combined efforts of Flower Mound's elected officials, staff, and the assistance of several neighboring communities and local legislators, the Town was successful in having a positive impact on legislation that would have

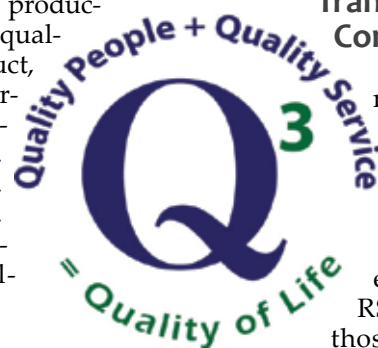
restricted the ability to regulate oil and gas well drilling, limited the ability to develop and administer a Comprehensive Master Plan, and clarified the Tax Code regarding collection of residential gas and electric sales tax for fire and crime control districts.

Transparency and Open Communication

Flower Mound unveiled numerous communication tools in 2009 designed to engage the community in the day-to-day business of its local government.

The Web site was enhanced with several new RSS feeds, a micro-page for those wishing to access only the most desired information, and a mobile version for residents on the go.

In addition, the Town remained progressive as it ventured into social media with a new Facebook page, a Twitter Feed, a YouTube Channel, and several other digital communication tools. Staff also began hosting a series of communication workshops designed to engage residents and ensure easy access to all municipal information.



2009 Awards and Recognitions

Flower Mound was named the sixth best place to move to in the nation and number one in Texas on the America's 25 "Best Places to Move" list. – *Forbes Magazine*

Most technologically advanced city in the nation in the population category of 30,000 to 74,999. – *Center for Digital Government*

Flower Mound's Trails Master Plan was recognized with two prestigious designations, the "Great Texas Trail Boss" award and the "Great Texas Trail Head" award. – *Texas Trails Network*

The Town was named one of the top ten places to live for pet lovers. Flower Mound was the only Texas municipality to earn a spot on the list and was specifically cited for having "a well-organized animal services department" that "makes it easy for residents to adopt pets and for people to get information about the proper care for their animals." – *U.S. News and World Report*

Flower Mound was once again honored with a Tree City USA designation recognizing the Town progressive green program. The honor marks Flower Mound's 15th consecutive year to receive the designation. – *Arbor Day Foundation*

FMTV received a first place award for the Town's Web site, a second place documentary award, a second place award in the use of humor category, a third place award in the special audience category, and garnered second place recognition in the overall excellence category. – *Texas Association of Telecommunications Officers and Advisors*

The Flower Mound Library received the Achievement of Excellence in Libraries Award from the Texas Municipal Library Director's Association. – *Texas Municipal Library Director's Association*

The Government Finance Officers Association of the United States and Canada (GFOA) presented the Town of Flower Mound with a Distinguished Budget Presentation Award in October and a Certificate of Achievement for Excellence in Financial Reporting in September in recognition of the Town's annual budget and comprehensive annual financial report. – *Government Finance Officers Association of the United States and Canada*

Flower Mound's Purchasing Division received the Achievement of Excellence in Procurement (AEP) Award for 2009 in recognition of the Town's excellence in procurement, innovation, professionalism, e-procurement, productivity, and leadership attributes. – *National Purchasing Institute (NPI)*

Parks and Recreation

Ensuring Flower Mound residents have ample recreational, educational, and communal opportunities remained a priority in 2009 as the Town improved many parks, playgrounds, and facilities, began to develop new park land, and further expanded programming.

Community Activity Center

Since opening in 2008, the Flower Mound Community Activity Center has served as a central location for residents to get fit, enjoy the sun, learn a new art or craft, host an event, or gather with friends and family. Improvements and additions in 2009 included additional deck space, more shade structures, new water play features, a 60-gallon tipping water bucket, new workout equipment, televisions, and electronic equipment. In addition, the center expanded recreational, self-improvement, and youth involvement opportunities with an array of new classes, programs, and training sessions.

A New Community Park

Demolition and design work began in 2009 on phase one of a new community park located between the Community Activity Center and Bakersfield Park. Once complete, it will include a large playground, a 1,500 capacity amphitheater, parking, a pavilion, restrooms, and trails that will connect Bakersfield with Gerault Park and the Community Activity Center.

Parks, Open Space, and Trails

The Town began updating the Parks and Trails Master Plans in 2009. The updated master plans will cover all aspects of parks and recreation and serve as a guideline for prioritizing projects and fiscal planning of quality of life enhancements for the next ten years. The Town also expanded free wireless access to Gerault Park, Bakersfield Park, the Chinn Chapel Soc-

cer Complex, and the Community Activity Center.

In addition, approximately 150 residents, council members, and staff celebrated the 20th Anniversary of the trail system in October with the opening of the time capsule, a butterfly release, and a fun run/walk at Wilkerson Park.

Rustic Timbers/Parker Square Trail Connector

The Town hosted a ribbon cutting in May for a new trail underneath FM 1171 that provides safe hike and bike access between Parker Square Park and Rustic Timbers Park, and connects the northern and southern trail routes.

Special Events

Community-wide special events remain a cornerstone of Flower Mound's recreational program.

The Town re-launched an old favorite, unveiled some new gatherings, and honored some tried and true Flower Mound traditions including Earth Day, the Wild About Flower Mound Festival, and Concerts in the Park.

Community Projects/Partnerships

The Town fostered a variety of partnerships with community organizations in 2009 to improve parks and public properties.

Projects included the funding and installation of a new pavilion at Bakersfield Park by the Flower Mound Youth Sports Association, the revitalization of Spring Lake Park by Keep Flower Mound Beautiful, numerous private and organizational Adopt-A-Spots, several Eagle Scouts projects, and dedicated service by the Summit Club.



Dedicated Sales Tax - Park and Playground Improvements

Flower Mound's one quarter cent dedicated 4B sales tax contributed to the continuation, beginning, or completion of many park, playground, and trail improvements in 2009 including:

- | | |
|-----------------------|--|
| • Wilson/Carmel/ Ruff | Demolition and Design |
| • Westchester Park | Playground Equipment Replacement |
| • Bakersfield Park | South Entry Drive |
| • Jake's Hilltop Park | Walkways |
| • Wilkerson Park | Parking Lot |
| • Dunham Road | Equestrian Trailhead |
| • Northshore Park | Playground Equipment Replacement |
| • Rustic Timbers Park | Playground Equipment Replacement |
| • Trail Connectors | Wilkerson Loop,
Tiger Trail Extension, etc. |

Seniors In Motion / Flower Mound Public Library



Seniors In Motion

Flower Mound's Seniors In Motion Program remained active and continued to grow and evolve in 2009 with new outings, programs, and social gatherings. In addition, the Town renewed an agreement with SPAN of Denton County to provide low-cost transportation services to senior and disabled Flower Mound residents.

For the first time in the history of the Flower Mound Library, the facility checked out more than half a million materials during a 12-month period. Based upon fiscal year 2008-2009 calculations, Library members checked out 506,480 books, DVDs, CDs, audio books, and magazines. This estimate represents a six percent boost over prior year activity. The increase is attributed to improved customer service, decreased check out waiting times, and the downturn in the economy, resulting in more people taking advantage of the free resources at the Library as part of their job search strategy. More than 40 percent of the Town's current population, or 28,929 Flower Mound residents, are Library cardholders. Children's books, at 140,000, hold the prestigious title of being the most checked out genre. In addition, more than 66,000 adult fiction books were checked out during the year, and the Library provided programming to 20,000 and Internet service to 23,800 cardholders.



New Library Programs and Resources

The Flower Mound Library launched a new software system in August that extended the check-out period for most Library items, allowed users to record a history of items checked out, be notified of new books by favorite authors, and featured a search interface designed specifically for children in the Youth Services area. In addition, new self-checkout machines were installed to provide an increased level of customer service and convenience for Library patrons.

The Flower Mound Police Department

The Flower Mound Town Council and staff worked to continually improve public safety in 2009 with staffing, equipment, training, and facility improvements for the Police Department, Fire Department, and Emergency Medical Response services.

Crime Reduction for Third Consecutive Year

Crediting the placement of additional patrol officers on the streets, the creation of two new police beats, and staffing and equipment benefits made possible by the Town's dedicated crime district sales tax, the Flower Mound Police Department reported a five percent reduction in the overall crime rate for 2009. This is the third consecutive year the Town has experienced a significant decrease in overall crime.

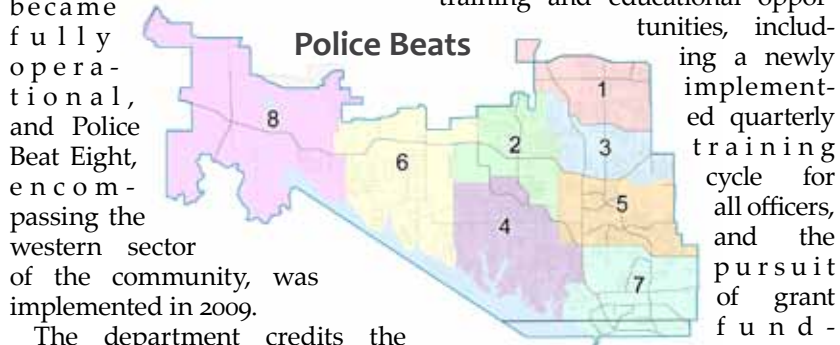
Through proactive recruitment, thorough testing, and aggressive training, Police Department supervisors were able to hire several new officers and fill remaining positions allocated by the dedicated crime district sales tax between January and December. The additional personnel allowed the department to implement two new police beats, reduce beat sizes patrolled by the officers, and generally reduce overall response times. Police Beat Seven, covering southeastern Flower Mound became fully operational,

and Police Beat Eight, encompassing the western sector of the community, was implemented in 2009.

The department credits the

one quarter cent dedicated crime control and prevention sales tax approved by voters in 2007 for providing the funding necessary to implement the staffing and patrol improvements. In addition to a reduction in the overall crime rate, total thefts decreased by eleven percent, other offenses decreased by eight percent, and auto accidents decreased by two percent. Department volunteers with the Citizen Public Safety Patrol are also credited with assisting in the response to crime by serving numerous roles in the field, which do not require a sworn police officer, including responding to non-violent calls for service, special event management, inclement weather mitigation, and automobile accident scene traffic control.

The Flower Mound Police Department will continue working toward the positive trend of decreasing crime rates and reduced response times in 2010. Additional staffing and operational improvements will include the selection of two new detectives, continued training and educational opportunities, including a newly implemented quarterly training cycle for all officers, and the pursuit of grant funding



ing for new technologies that will make officers more efficient and effective in responding to service calls and reporting of crime.

Response Times Reduced for High-Priority Calls

Response times for Priority 1 and Priority 2 calls were reduced in 2009. The creation of two new police beats, allowing for more localized coverage areas, contrib-

uted greatly to the service level enhancement.

Community Volunteers and Partnerships

The Police Department hosted numerous community programs in 2009 including the Spring and Fall Citizens Police Academies, the National Night Out Open House, and two Youth Police Academies during the summer

break. The department's Santa Cops program received statewide recognition, and a Medication Disposal partnership with the Lewisville Independent School District was a success.

In addition, community volunteers with the Citizen Public Safety Patrol assisted the department with non-emergency calls, special event management, and the crime watch tower.

The Flower Mound Fire Department

The Flower Mound Fire Department responded to 124 fire calls, 1,887 emergency medical services calls, 188 non-fire emergency calls, 642 general service calls, 647 false alarm calls, 217 good will calls, and 20 severe weather calls for a total of 3,725 calls for service in 2009.

FEMA Grant Funds 27 New Firefighters

With the assistance of a \$2.9 million grant from the Federal Emergency Management Agency, the Flower Mound Fire Department hired 27 new fire fighters in 2009. The grant increased the Town's firefighting and emergency response abilities, and was the fourth largest award of its kind in the United States. The additional personnel will fully staff Flower Mound's planned fourth and fifth fire stations in 2010.



New Fire Stations

Located in the Bridlewood neighborhood and operational in February 2010, Fire Station #4 will serve the west side of Flower Mound with a fire engine and 18 firefighters and paramedics working three shifts.

Designed to provide fire protection for southeast Flower Mound, Fire Station #5 is scheduled to open in summer 2010 with a fire engine and nine firefighters and paramedics working three shifts.

Training and Equipment Upgrades

The Fire Department purchased its first ladder truck in 2009. As construction occurs on more multi-story developments in the Town, the truck was purchased to address potential fires at heights that were previously not accessible. In addition, a new ambulance began transporting Flower Mound patients in 2009 and Fire Department personnel conducted more than 26,220 hours of fire fighting and emergency medical services training.



Community Programs

The Fire Department hosted several community programs in 2009 including a youth fire academy, educational safety programs by the clown S.A.F.E. Team, and an Open House in October that featured a CareFlight helicopter, children's activities, the fire safety trailer, fire station tours, fire safety information, and displays of fire engines and ambulances. In addition, the department's Community Emergency Response Team remained on-call and ready to assist.

Public Works, Capital Projects, Transportation

Flower Mound pursued an array of transportation improvement projects in 2009 designed to improve safety, offer relief from traffic congestion, and reduce local drive and regional commute times. Fostering regional cooperation through the Region 3 Task Force, the Town worked with other local, county, and state agencies to facilitate the construction, expansion, or rehabilitation of several significant east-west and north-south transportation corridors and numerous local roads. In many cases, funding from Denton County and the state was utilized to expedite the projects and minimize the potential impact upon the Town's budget and tax rate.



Medians and Rights-of-Way Design Guidelines

The Town began working on design guidelines to guide and master plan the future development of all Town medians and rights-of-way in 2009.

The design guidelines will be incorporated into the Urban Design component of the overall Town Master Plan and will include components for landscaping, construction, safety, and aesthetic features.

Major Projects

In addition to a variety of thoroughfare improvements, the Town also began work on or completed numerous other capital improvement initiatives.

Projects included a new Fleet Maintenance facility, Lusk Lane water line, an FM 1171 Booster Pump Station, a shared Denton Creek wastewater collection system, a Western Elevated Storage Tank, the Upper Timber Creek Interceptor, and the Oak Street Lift Station.



The Town worked with the Texas Department of Transportation and the Denton County Commissioners Court to ensure improvement work was initiated, continued, or completed on several state roads in Flower Mound including FM 1171, FM 407, and FM 2499.

Regional Toll Revenue Funding

The Town of Flower Mound was the first municipality to break ground on a new construction project utilizing Regional Toll Revenue funding. The Regional Transportation Council approved more than \$105 million in funding for eight separate construction projects that are located partially or wholly within the Town of Flower Mound including:

- Flower Mound Road
- Garden Ridge Road - Phase Four
- Morriss/Gerault Road
- Spinks Road
- FM 1171 – Section II
- FM 1171 – Section III
- FM 377
- FM 407

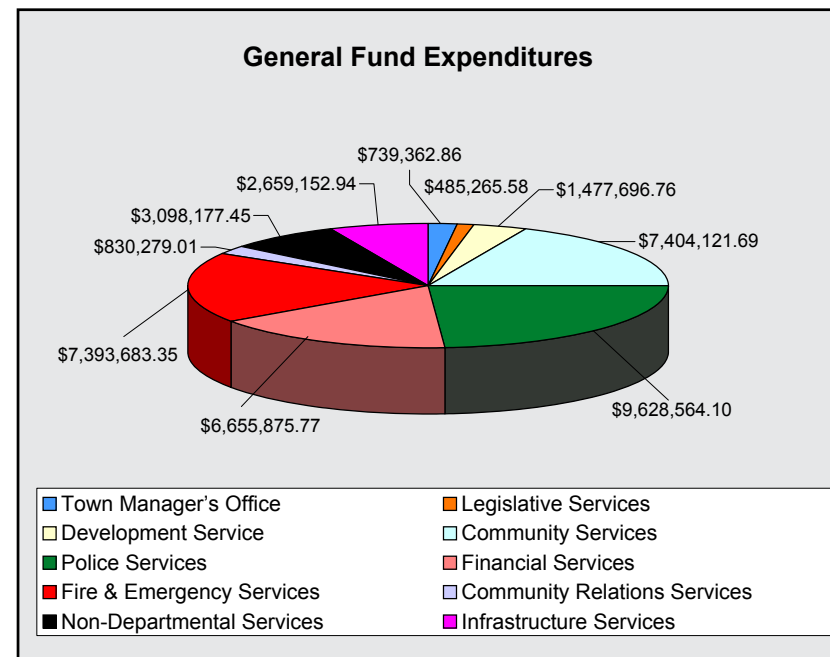
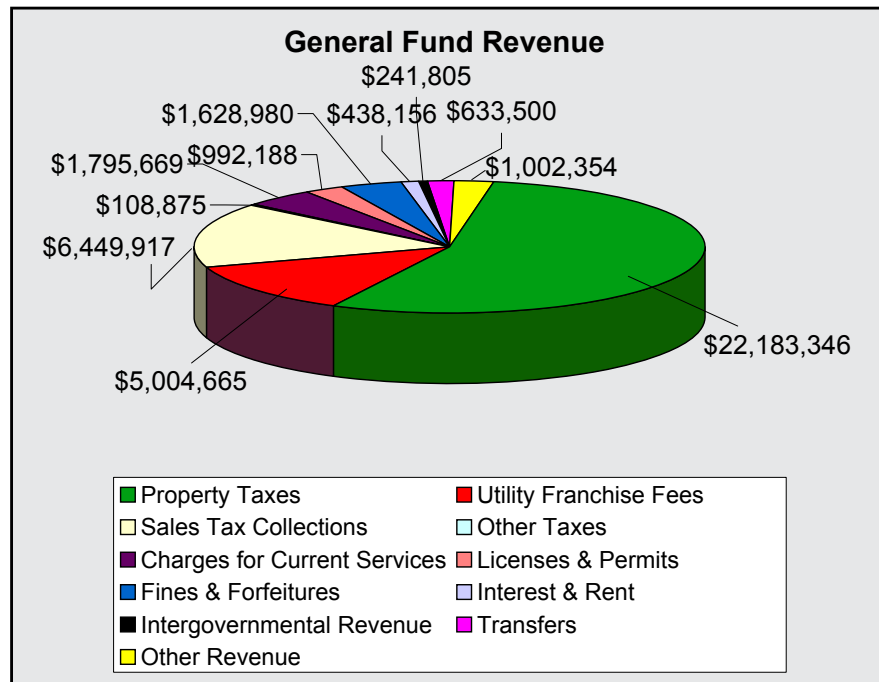
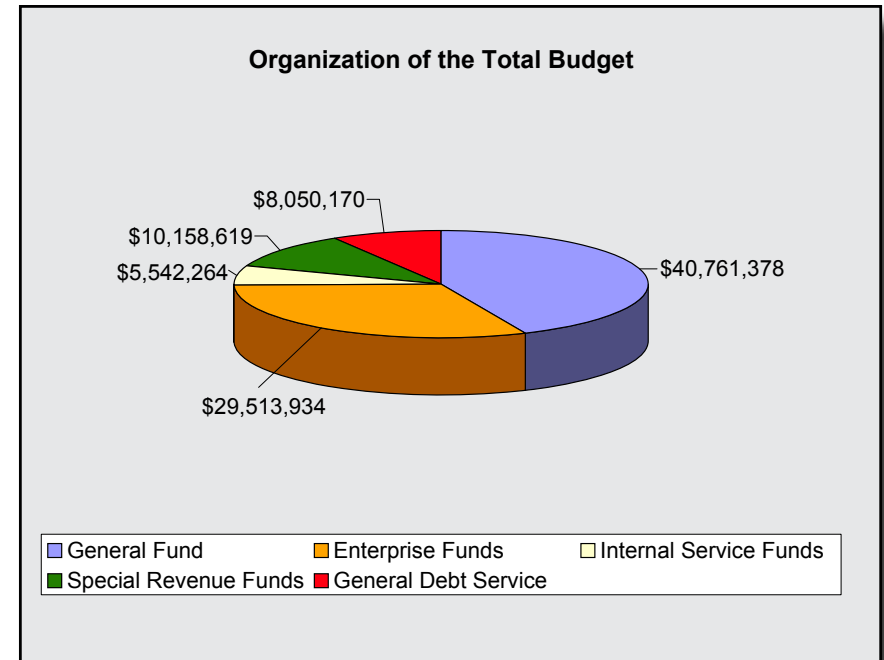
Dedicated Sales Tax - Road Improvements

The Town utilized local monies and the voter-approved one quarter cent dedicated street maintenance sales tax to begin, continue, or complete the reconstruction, improvement, and maintenance of numerous local roads including:

- Dover Drive
- Hamlett
- Homestead
- Savannah Court

Annual Revenue and Expenditures

Flower Mound's Town Council and staff managed the Town's budget with a fiscally conservative approach in 2009 that allowed the Town to remain financially sound, accounted for the current economic climate, and continued to provide a high-quality level of services, facilities, and infrastructure without an ad valorem tax rate increase. In addition to providing a balanced budget that maintained a General Fund unreserved balance of more than 15 percent, the Town also utilized grant funding to increase or improve services, including a \$2.9 million Federal Emergency Management Agency grant for the Fire Department, a \$600,000 Department of Energy energy efficiency grant, and began to utilize more than \$105 million in Regional Toll Revenue funding to initiate construction or improve many local thoroughfares.



*Charts represent 2008-2009 fiscal year revenue, expenditure, and budget calculations.

Economic Development

Despite an unstable economy and a cautious business environment, Flower Mound's Lakeside Business District continued to attract new businesses in 2009. In addition, work to prepare the Denton Creek District for development was ongoing, efforts to attract new retail and restaurant development continued to pay off, construction began on a new hospital, and a large-scale destination mixed-use project located in the heart of Flower Mound garnered regional attention.

Commercial Permit Activity

Commercial permit activity flourished with 52 commercial permits issued in fiscal year 2009, representing \$102,843,558 million in value.

Of the commercial permits issued, several were for existing businesses choosing to expand or remodel in Flower Mound and six commercial permits were issued for school projects valued at \$34.2 million.

New Central Business District

Construction began on The River Walk at Central Park,

a 158-acre mixed-use, master-planned project that will include an estimated 2.4 million square feet of retail, office, medical, hospital, hotel and restaurant space, and 1,250 residential units.

Retail Development

Retail and restaurant growth remained steady in 2009 with five restaurants and nine retailers opening including Kelley Athletic, Flowers on the Mound, Chicks Dig It, Sumo Cookies, The Yellow Rose Steak House, Rita's Italian Ice, Majesty's Dinner Club, and Snooty's Upper Crust.

Economic Development Incentive Policy

The Town Council approved an updated Economic Development Incentive Policy in 2009 designed to bolster the Town's corporate environment by making Flower Mound's business districts more competitive in the regional and national markets.

Mixed Use Ordinance

Flower Mound's new Mixed Use Development Ordinance generated a significant amount of inquiries in 2009 from developers and investors interested in exploring the new development opportunities.

The Lakeside Business District

Flower Mound was pleased to attract several new tenants in 2009 to the Lakeside Business District, a 1,500-acre development encompassing six active business parks at the southern entrance to Flower Mound.

- **Kohler:** A world-renowned plumbing fixture manufacturer, leased a 651,000-square-foot warehouse in the Cornerstone development that serves as their largest distribution operation for kitchen and bath plumbing products in the US and employs 40 people.
- **Jacobson:** A third-party logistics operator, leased 154,000 square feet in Lakeside Trade Center Phase II for a distribution center that services New World Pasta and Riviana food companies.
- **Naterra:** A beauty care product line manufacturer, leased 63,260 square feet in Corporate Ridge for its corporate headquarters and distribution center and employs 28 people.
- **Rohde & Schwarz:** A manufacturer of wireless communication, telecom and broadcast products, opened a 13,500-square-foot regional office in Lakeside Commerce Center employing 22 people in sales, assembly and distribution.
- **Communication Test Design Inc.:** Global engineering, repair and logistics company providing solutions to the telecommunications industry, added 40,000 square feet of capacity at their 300,000-square-foot facility and increased employment from 35 to 200 in 2009.

Medical Development



Presbyterian Hospital of Flower Mound

As a component of The River Walk at Central Park, Flower Mound Hospital Partners began construction of the Texas Health Presbyterian Hospital of Flower Mound.

The project is a joint venture between Texas Health Resources and a physician group and will be located at the northeast corner of Long Prairie Road and Windsor Drive.

The 180,000-square-foot, full-service acute care hospital will generate an estimated 500 jobs and provide substantial medical benefits to the Town.

Continuum Health Services

The Flower Mound Town Council approved a Chapter 380 Partnership Agreement with Continuum Health Services, L.L.P. in December that is projected to generate 110 jobs and create several million dollars of additional tax base. The approved project is a 55,280-square-foot, 42-bed inpatient rehabilitation hospital, located within the Tax Increment Reinvestment Zone.

The facility will provide comprehensive state-of-the-art, patient-centered rehabilitation services in a "four-star" setting to include all private rooms, concierge, spa, wellness, and restaurant services.

Outpatient therapy services will feature a large dedicated gym with cutting edge equipment, aquatic therapy, and cold and hot immersion baths for treatment of specific conditions.

Flower Mound 24-Hour Emergency Room Imaging Center

Billed as the first of its kind in the DFW Metroplex, the Medical Center of Lewisville opened a 24-hour Flower Mound emergency room and imaging center in November.

2010 Strategic Goals

SAFETY AND SECURITY

Ensure the safety and security of individuals and property for those who live, work, and play in Flower Mound.

- Maintain equipment standards
- Continue to improve school zone safety
- Create seamless transition to new fire station operations
- Implement on-person video for police officers
- Integrate EMS operations with the new hospital

FIRST RATE INFRASTRUCTURE

Provide high quality water, sewer, and transportation infrastructure to meet the Town's current and future needs.

- Enhance transportation infrastructure
- Increase information technology infrastructure
- Address roadway maintenance needs
- Begin construction – Flower Mound Road, Garden Ridge, eastern section of Dixon, Gerault/Morriss expansion
- Design Western Elevated Storage Tank
- Begin construction on FM 1171 water line

RECOGNIZED LEISURE DESTINATION

Provide citizens and visitors with opportunities to participate in experiences that meet their leisure needs.

- Creatively utilize Lakeside Business District
- Aggressively market leisure strengths
- Expand signature community event
- Continue trail improvements
- Complete Parks Master Plan to include a free-standing senior center
- Complete 2010 4B playground improvements
- Begin construction of Wilson - Carmel Park
- Adopt public arts policy

FINANCIAL SOUNDNESS AND WORKFORCE QUALITY

Ensure Flower Mound's long-term financial viability and integrity of the Town's financial controls and processes.

- Maximize grant and outside funding opportunities
- Maintain an engaged and professional work culture and competitive compensation plan
- Implement energy grant funded projects
- Implement Q³ training program
- Conduct employee survey
- Make business retention a priority

FLOWER MOUND FLAVOR

Maintain Flower Mound's unique feel and distinctive look through extensive use of trees and open space as well as high development standards that provide vibrant, sustainable neighborhoods and development.

- Promote best landscaping techniques among homes and businesses
- Continue establishing wildflower areas
- Pursue creative low-density development and conservation districts
- Create Flower Mound identity at entry ways
- Create equestrian trail heads and trails according to plan
- Assist non-HOA communities and strengthen existing HOA's
- Improve code enforcement with one code enforcement officer per beat
- Evaluate development standards
- Create Median Master Plan
- Implement Historical Preservation Program
- Begin a monthly Internet-based code enforcement report that provides a summary of violations and their status for each period
- Create a task force of business and citizen representatives to identify issues and make recommendations on revising the sign ordinance
- Assemble and utilize a "Green Team" to develop a comprehensive environmental policy



- Initiate Gateway/Entryway Concept Plan

MIXED USE COMMUNITY (LIVE – WORK – PLAY)

Promote diversity in economic growth, community development, leisure services, and experiences for Flower Mound's current and future residents.

- Expand professional job opportunities and help local entrepreneurs
- Streamline development process
- Promote a mixture of housing and development types
- Attract large companies
- Review and update SMARTGrowth
- Compile and submit a 2010 Master Plan
- Amend ordinance dealing with re-plats of older neighborhoods
- Continue positive relationship with the Flower Mound Chamber of Commerce

- Continue quarterly meetings with developers and contractors
- Continue efforts to expand the medical community presence in Flower Mound with small, professional offices and large companies
- Complete and provide an analysis of the opportunities within the Town for mixed use development

REGIONAL COOPERATION

Provide leadership and influence to promote the success of the region and ensure cooperation with other entities in the area.

- Cooperate more intensively with neighboring counties and cities
- Lead regional cooperation
- Control retail water costs
- Host Mayor's roundtable
- Successfully track and influence legislation
- Participate in North Texas Super Bowl XLV Host Committee's Council of Mayors

