LETTER FROM MAYOR TOM HAYDEN

2017 WAS A YEAR OF GREAT PROGRESS for the Town of Flower Mound, including enhancing our parks and trail system, welcoming new businesses and jobs, and meeting several milestones on ongoing projects like the River Walk at Central Park and Lakeside DFW.

We celebrated the grand reopening of Twin Coves Park in July, after two years of repairs due to flooding and the construction of many new amenities. Twin Coves now has 19 fully furnished cabins, 22 RV slips, a four-hole disc golf course, pavilions, picnic areas, a playground, a small craft launch, and much more. In Heritage Park, Phase III of the four-phase project began in June, and when complete, residents can enjoy added parking, an outdoor pavilion/learning area with permanent seating for 50, trail and landscaping upgrades, and probably the most exciting addition – a 3,000 square foot shaded splash pad.

We broke ground on the new Town Hall in June and construction is on schedule to be complete in late 2018. The new Town Hall, which is located on the same sight of the current Town Hall, features a beautiful two-story design with double the current Council Chamber space.

Flower Mound’s first hotel, the Courtyard by Marriott Dallas Flower Mound opened in the fall. This five-story, state-of-the-art hotel features 146 guest rooms, indoor pool, fitness center, full-service restaurant and bar, not to mention more than 10,000 square feet of meeting space – perfect for corporate events, wedding receptions, or any other type of gathering.

Both our police and fire departments made exciting strides in 2017. The Flower Mound Fire Department expanded into Temporary Station No. 6 located in Canyon Falls, and also selected the site of future Station No. 7 which will be located near the intersection of Wichita Trail and Skillern Boulevard. In an effort to restore native grasses and wildflowers, the Fire Department worked in cooperation with The Flower Mound Foundation to conduct the first prescribed burn in more than 20 years on the northern half of the Town’s namesake landmark March 2017.

The Flower Mound Police Department was pleased to learn SAFEHOME, a research organization that studies home security equipment and monitoring plans, named Flower Mound the No. 1 “Safest City in Texas” after analyzing FBI crime data, population, and citizen-to-officer ratio. The Police Department also introduced a new program, Find My Home, geared toward people who have trouble communicating due to stroke, dementia, or a similar health issue.

We also continue to diversify our tax base in order to bring valued businesses into the community, as well as to put tax dollars to work as we improve and increase services for residents. Lakeside DFW continues to flourish, with retail/restaurant capacity near 100 percent. Lakeside Business District’s occupancy rate was at 98.9 percent at the end of 2017. Construction on The River Walk at Central Park is moving forward. In fact, River Walk developer Centurion American recently announced lease agreements several companies to occupy the space on the southeast corner of FM 2499 and Central Park Avenue. The foundation for seven restaurant spaces along restaurant row has been poured, and the chapel is slated for completion in 2018.

As I prepare to step down as Flower Mound’s Mayor after six years, I can truly say I’m pleased with the direction Flower Mound is heading and I’m excited to see the vision of our great Town’s long-term path be realized in the years to come.

Thomas E. Hayden
SAFETY AND SECURITY
FIRST RATE INFRASTRUCTURE
FINANCIAL SOUNDNESS AND OPERATIONAL EXCELLENCE
SUPERIOR QUALITY OF LIFE
DYNAMIC ECONOMIC ENVIRONMENT
REGIONAL COOPERATION
COMMUNITY ENGAGEMENT
QUALITY WORKFORCE

Each year, the Town Council adopts a strategic plan that outlines long term goals and major initiatives. The goals unanimously adopted for the 2017-2018 Fiscal Year will help guide decision-making by the Town Council as they plan for the future of Flower Mound and include:

1. SAFETY AND SECURITY
2. FIRST RATE INFRASTRUCTURE
3. FINANCIAL SOUNDNESS AND OPERATIONAL EXCELLENCE
4. SUPERIOR QUALITY OF LIFE
5. DYNAMIC ECONOMIC ENVIRONMENT
6. REGIONAL COOPERATION
7. COMMUNITY ENGAGEMENT
8. QUALITY WORKFORCE

The Town of Flower Mound is guided by its vision statement:

“To preserve our unique country atmosphere, heritage, and quality of life while cultivating a dynamic economic environment.”

This vision statement is embraced by both the Town Council and Town staff and underpins the Town’s strategic planning and daily operations.
The Town of Flower Mound has more than 20 recognitions listed on its 2017 Awards page at www.flower-mound.com/awards

'Most Livable' City in Texas
NO. 13 IN AMERICA

According to a study by 24/7 Wall St., a USA TODAY financial news content partner, Flower Mound is the “Most Livable” city in the State of Texas, and the No. 13 “Most Livable” city in the nation. Researchers created an index of over three dozen socioeconomic measures, including crime, median income, and education, to ultimately identify the top 50 most desirable American cities to call home. Notable attributes for Flower Mound include the median home value of $344,300 (top 25 percent of communities studied), 61.3 percent of the population has a bachelor’s degree (top 10 percent of communities studied), and the low 4.7 percent poverty rate (bottom 10 percent of communities studied).

'Safest City in Texas'

SAFEHOME, a research organization which studies home security equipment and monitoring plans, released the results of a study identifying the top 65 safest cities in Texas with a population of 50,000 or larger – and guess which city is on top? Flower Mound! Analysts calculated safety scores for each community studied using FBI crime data, population, and citizen-to-officer ratio, and the higher the score the better. Flower Mound scored an impressive 90.42.

'Best City for Families'

A study by real estate website ApartmentList has named Flower Mound No. 1 on its annual “2017 Best Cities for Families” report. This study ranked 510 U.S. cities by their “family friendliness”, based on four key factors including FBI data on violent crime and property crime, housing affordability based on median gross rent, education quality and graduation rate, and the percentage of children under the age of 18 in the population. Flower Mound scored in the 99th percentile for both safety and affordability, with a 97.3 index score overall.
Construction of Heritage Park Phase III began in June, and once complete will feature new amenities including a shaded splash pad, restrooms, a rustic pavilion/outdoor learning area, 40 additional parking spaces, landscape upgrades, and more.
COMMUNITY ACTIVITY CENTER

- 4,512 CLASSES OFFERED
- 393,219 VISITORS
- 5,191 MEMBERS
- 502 NEW MEMBERS
- 2,708 PROGRAMS AND CLASSES OFFERED
- 2,364 MEMBERS IN 2017

SENIORS IN MOTION

- 502 NEW MEMBERS
**LIBRARY ACCOMPLISHMENTS**

**NUMBER OF PROGRAMS OFFERED**

- **652** in 2017
- **607** in 2016

**LIBRARY EXPANSION APPROVED**

With next fiscal budget

**RECEIVED A GRANT OF**

$10,000 for science, technology, engineering, & math (STEM) kits

**FRIENDS OF THE LIBRARY RAISED MORE THAN**

$30,000 for summer reading program, e-content, & Cross Timbers Gazette digitizing project

**1.7 ITEMS IN CIRCULATION PER RESIDENT**

**122,908 PHYSICAL ITEMS IN OUR COLLECTION**

**418,512 CHECKED OUT TIMES**

**31,465 PATRONS**

*Including e-books*
Located in the up and coming River Walk development the Courtyard by Marriott Dallas Flower Mound, the Town's first hotel, opened its doors fall 2017. The five-story, state-of-the-art hotel features 146 guest rooms, an indoor pool, fitness center, full service restaurant and bar, along with more than 10,000 square feet of meeting space for corporate events, weddings, and other gatherings.

2017 NEW BUSINESS HIGHLIGHTS

WHAT FLOWER MOUND RESIDENTS TOLD US
1,455 RESIDENTS RESPONDED TO THE SURVEY

TOP 20 REQUESTED RETAILERS

1. TRADER JOE’S
2. CENTRAL MARKET
3. NORDSTROM/NORDSTROM RACK
4. APPLE STORE
5. COSTCO
6. HEB
7. GAP/GAP KIDS/BABY GAP
8. THE CONTAINER STORE
9. POTTERY BARN/POTTERY BARN KIDS
10. MICHAELS
11. WILLIAMS SONOMA
12. CRATE AND BARREL
13. MACY’S
14. DILLARD’S
15. LULULEMON
16. TOTAL WINE ANTHROPOLOGE
17. KENDRA SCOTT
18. REI CO-OP
19. JOANN FABRICS AND CRAFTS

TOP 20 REQUESTED RESTAURANTS

1. IN-N-OUT BURGER
2. PANERA BREAD
3. THE CHEESECAKE FACTORY
4. OLIVE GARDEN
5. WHATABURGER
6. CHUY’S TEX-MEX
7. PF CHANG’S
8. PAPPADEAUX SEAFOOD KITCHEN
9. BABE’S CHICKEN DINNER HOUSE
10. BJ’S BREWHOUSE
11. OUTBACK STEAKHOUSE
12. CHEDDAR’S SCRATCH KITCHEN
13. SALTGRASS STEAK HOUSE
14. HARD EIGHT BBQ
15. DEL FRISCO’S
16. EATZI’S MARKET & BAKERY
17. PAPPASITO’S CANTINA
18. BRIO TUSCAN GRILLE
19. FIVE GUYS
20. RED LOBSTER
Twenty-three members of the Flower Mound Fire Department deployed to south Texas to offer mutual aid before, during, and after Hurricane Harvey made landfall in August 2017. Crews assisted with evacuations, search and rescue missions, the transfer of patients from hospitals and nursing homes, 9-1-1 response, and more. FMFD also assisted with the wildfires in west Texas and following the tornadoes in Van Zandt County.

In March, the Fire Department collaborated with The Flower Mound Foundation to plan and execute a prescribed burn on the southern half of the Town’s namesake, The Flower Mound. This controlled burn was necessary to remove invasive plants and allow native grasses and wildflowers to flourish, while also reducing the amount of flammable material which helps mitigate wildland fire risks.

In February, Engine 502 was welcomed to Fire Station No. 2, outfitted with a 500 gallon water tank, and a 1,000 gallon per-minute pump. Engine 502 is a wildland urban interface engine, ideal for areas with limited access, and long driveway, which has already come in handy in many areas of western Flower Mound. Engines 503 and 504 were also brought online in 2017.
SAFEHOME, a research organization which studies home security equipment and monitoring plans, released the results of a study identifying the top 65 safest cities in Texas with a population of 50,000 or larger – and guess who is on top? Flower Mound! Analysts calculated safety scores for each community studied using FBI crime data, population, citizen-to-officer ratio, and the higher the score the better. Flower Mound scored an impressive 90.42.

FIND MY HOME

Find My Home is a new program for people who need special assistance if they are alone or lost and are unable to speak or properly identify themselves. The program was originally geared toward people suffering from dementia, or have had a stroke, or other similar health issues that make it difficult or impossible for them to properly identify themselves. FMPD has since expanded the program to include children with intellectual or cognitive disabilities, or those on the autism spectrum who are non-communicative. The program utilizes a current photo of the individual along with demographic and caregiver information accessible by officers on their mobile computers.

TIPLINE BLING

FMPD School Resource Officers collaborated with Communications staff on a humorous parody video of rapper Drake’s “Hotline Bling” – called “Tipline Bling” which encourages Flower Mound and Marcus High School students to use the designated school tip lines to report concerns of any kind. This video won multiple state awards for creative marketing, not to mention two first-place national awards from City-County Communications and Marketing Association, and the National Association of Telecommunicators Officers & Advisors.
INFRASTRUCTURE
PROJECTS COMPLETED IN 2017

UTILITY PROJECTS

1. OAK DRIVE WATER MAIN REPLACEMENT
2. FM 2499 AT WATER LINE CROSSING
3. PINTAIL PUMP STATION CAPACITY IMPROVEMENTS
4. LONG PRAIRIE 12-INCH WATER LINE
5. FM 2499 12-INCH WATER LINE PHASE II
6. MANHOLE REPLACEMENT PROJECT
7. OAK STREET LIFT STATION AND FORCE MAIN

ROADWAYS, SIGNALS, & RECONSTRUCTION

1. TIMBER CREEK RD. ROADWAY EXPANSION KIRKPATRICK TO GLEN HOLLOW
2. FOREST VISTA RECONSTRUCTION PHASE I FM 2499 TO LAKE SHORE DRIVE
3. MCKAMY CREEK RECONSTRUCTION FLOWER MOUND RD. TO WOODHILL DR.
TAX DOLLAR DISTRIBUTION

In 2017, the owner of a median-priced home ($381,743) in Flower Mound paid $139.65 per month for a variety of quality services from the Town. Of that tax bill, this is where those dollars were distributed:

- $32.02 (General Government)
- $25.17 (Fire Dept.)
- $21.94 (Debt Service)
- $18.38 (Community Services)
- $9.12 (Streets)
- $7.32 (Community Development)

SALES TAX: SIX-YEAR COMPARISON

Sales tax continues to increase in Flower Mound. Over the last six years, it has increased by 46%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Tax (Million)</th>
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<tbody>
<tr>
<td>2012</td>
<td>$8.1</td>
</tr>
<tr>
<td>2013</td>
<td>$8.6</td>
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<tr>
<td>2014</td>
<td>$9.3</td>
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<tr>
<td>2015</td>
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<tr>
<td>2016</td>
<td>$10.8</td>
</tr>
<tr>
<td>2017</td>
<td>$11.8</td>
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</tbody>
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GENERAL FUND REVENUES

- **52.9%** Property Taxes
- **20.0%** Sales Tax Collections
- **9%** Utility Franchise Fees
- **0.4%** Other Taxes
- **5.4%** Charges for Current Services
- **3.7%** Licenses and Permits
- **2.4%** Other Revenue
- **3.6%** Interfund Transfer
- **1.1%** Intergovernmental Revenue
- **1.4%** Fines and Forfeitures
- **21.1%** Town of Flower Mound

PROPERTY TAX RATES

- **TOWN OF FLOWER MOUND** ................. 0.439
- **LEWISVILLE ISD** ......................... 1.4075
- **DENTON COUNTY** ...................... 0.237812

\[ \text{Total} = 2.084312 \]
Each year, the Town hosts numerous special events designed just for residents. Enjoy these shots taken at some of our 2017 events.

- **CHRISTMAS PARADE**
- **DOROTHY’S DASH**
- **INDEPENDENCE FEST**
- **VETERANS DAY RELAY RUN**