Why I live in Flower Mound

MAYOR TOM HAYDEN

Like you, I chose Flower Mound because of its natural beauty, plenty of activities for the whole family, and proximity to our favorite shopping and dining opportunities. Soon, even more of our favorite destinations will be closer to home, such as Flower Mound’s first movie theater, Moviehouse & Eatery. Throughout 2014, the Town Council and staff worked together to bring quality, unique businesses to Town and increase or enhance services to residents. In 2014, longtime Town projects, such as the Senior Center and the future dog park, moved forward in the development process and will soon become a reality. Community-wide, Lakeside DFW and the River Walk developments began taking shape not only with brick and mortar, but with exciting new business announcements. We were also able to announce the Town’s first hotel, a Courtyard by Marriott, will be located in the River Walk development.

Public safety continues to be a top priority, with several new initiatives launched by our Police and Fire Departments with residents’ needs in mind. Flower Mound continues to be recognized for its safety, quality of life, and growing job opportunities - a sure sign there is much to look forward to in 2015.

-Tom
AAA BOND RATINGS
Due to sound tax base growth; strong financial management; and a stable, growing local economy, independent bond rating service Fitch provided an AAA bond rating to Flower Mound’s General Obligation bonds. This is the first time Fitch has issued a bond rating for Flower Mound. According to Fitch, Flower Mound has transitioned from “a bedroom community to an increasingly diverse economy benefitting from its proximity to the DFW Metroplex and Airport.” Low unemployment rates, rising property values, consistent financial performance, and several large development growth opportunities contributed to the rating.

In 2014, S&P upgraded the Town’s rating from AA+ to AAA and later reaffirmed it, further proof Flower Mound remains dedicated to fostering quality business growth, residential developments, and budgetary flexibility.

CNN MONEY MAGAZINE
With a 10 percent increase in job growth since 2010 and a projected 18 percent increase in job growth through 2018, CNN Money Magazine recently ranked Flower Mound No. 2 on its “Best Places to Find a New Job” list. Flower Mound is also No. 12, and the highest-ranked Texas community, on the publication’s list of “Top Earning Towns,” which was released on September 22. The “Top Earning Towns” list was comprised of communities that have the highest median family incomes in the country. Flower Mound has a median family income of $131,853. In 2012, the Town ranked No. 19 on the “Top Earnings Towns” list. For more information, please visit http://time.com/money/3318945/best-places-jobs/.

PLATINUM SCENIC CITY
The Scenic City Program recognized the Town with the platinum-level Scenic City certification for the first time. Only seven Texas municipalities have earned the platinum-level certification, which helps improve property values, attract new businesses, and enhances economic development efforts. Scenic Texas, which coordinates the certification program, identified a direct correlation between the success of a community’s economic development efforts and the visual appearance of its public spaces. The certification program was developed to recognize municipalities that implement high-quality scenic standards for public roadways and public spaces.

TOP TEN BEST PLACES TO RAISE A FAMILY
Flower Mound ranks among NerdWallet’s top ten “Best Places to Raise a Family in Texas”, which considered public school excellence as well as median household income and home values. According to the Bureau of Labor Statistics, Texas is the fastest-growing state for job growth, and Flower Mound is perfectly situated in the Dallas-Fort Worth region. In fact, seven of the ten communities listed in the top ten were from the Metroplex. For information about NerdWallet’s rankings, please visit www.nerdwallet.com/blog/cities/economics/best-places-for-young-families-in-texas/.

TREE CITY USA
For the 20th consecutive year, the Town of Flower Mound is celebrating its recertification as a “Tree City USA” by the Arbor Day Foundation. To be recognized with this outstanding designation, a community must meet the criteria of: sound urban forestry management, have a community tree ordinance, spend at least $2 dollars per capita on urban forestry, and celebrate Arbor Day. Flower Mound is one of only 77 municipalities in Texas to earn this honor. For more information about urban forestry in Flower Mound, please visit www.flower-mound.com/urbanforestry.

D MAGAZINE
For the third consecutive time, “D Magazine” selected Flower Mound for the No. 8 position in its bi-annual “Best Suburbs” list that was published in its July issue. When choosing the best suburbs “D Magazine” staff looked at several criteria, including safety, education, housing values, and ambiance. The first three measures involve data and the objective analysis thereof; the fourth is subjective, reflecting the taste and knowledge of the publication’s staff. Visit the publication’s website at http://interactive.dmagazine.com/content/best-dallas-suburbs-2014 for more information.

EXCELLENCE IN FINANCIAL REPORTING
Continuing a long-standing tradition of financial integrity, the Town of Flower Mound was awarded its 28th consecutive Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of the United States and Canada for its Comprehensive Annual Financial Report (CAFR) for the 2012-2013 fiscal year.

COMMUNICATION AWARDS
The Community Affairs Division won two first place awards from the Texas Association of Municipal Information Officers. Flower Mound received the top spot statewide for “Best Use of Social Media” for communication efforts on the Flower Mound Police Department Facebook page (www.facebook.com/FlowerMoundPoliceDepartment) and for its video on the Junior Police Academy (https://www.youtube.com/user/TownOfFlowerMound).

The Texas Association of Telecommunications Officers awarded the Town with eight statewide awards in 2014, including two first place awards for the Flower Mound Police Recruiting video, one for the mini-documentary about The Flower Mound, and one for FMTV programming.
PARKS AND TRAILS IMPROVEMENTS

This year was all about revitalizing and improving existing infrastructure within the Town's 945 acres of parkland. 20 parks throughout Flower Mound received upgrades in 2014, or began the design process in order to make improvements in the future. Purple Coneflower Trail and Pink Evening Primrose Trail both received standard amenity upgrades, which includes things like new benches, bike racks, adult fitness centers, and pet waste stations. The site of the Town’s dog park was selected, and residents can look forward to bringing their 4-legged family members to Heritage Park East in 2016, to get some off-leash exercise and socialization with other pups. The Twin Coves Park Boat Ramp project was completed in the summer of 2014, but drought conditions impacted water levels and caused Town staff to take a second look at the 10 foot ramp extending out into Lake Grapevine. In November of 2014, an additional 33 feet was added to the ramp, a decision Councilmembers believe will attract more boaters to Twin Coves Park, especially when low lake levels force the closure of other nearby ramps.

SPECIAL EVENTS

Flower Mound Parks and Recreation were overwhelmed by the community support showcased at several special events in the Town. The 31st annual Easter Egg Scramble brought together more than 1,200 participants, who “scrambled” for 9,000 eggs spread over five baseball fields at Jake’s Hilltop Park. The community-favorite, Independence Fest, attracted an estimated 20,000 residents in 2014. From the Children’s Parade, to the vintage car show, to legendary classic rock band KANSAS headlining, it was a bigger and better event than organizers could have imagined. For the first time ever, Flower Mound hosted a nighttime Christmas Parade and Tree Lighting Ceremony, enjoyed by more than 5,000 members of the community. The event was a huge success, with more than 50 floats and walking groups making up the parade, live music, food trucks, a snow hill, and a petting zoo, all leading up to the lighting of the large Pecan tree outside the Community Activity Center.

STAYING BUSY AT THE COMMUNITY ACTIVITY CENTER

The Flower Mound Community Activity Center (CAC) had another amazing year, with 180,203 passes scanned, 4,823 classes and programs held, and 31,079 day passes sold. Total attendance at the CAC was a remarkable 409,037. Some notable achievements at the CAC include; a day pass increase of 3,269 from the previous year, a $30,480 aquatics programs revenue boost, and a 8.5% group exercise participation increase in 2014.
LOVING THE LIBRARY

The Library is another Flower Mound facility that stayed busy in 2014, having served a total of 37,550 customers throughout the year, 3,500 of those individuals being new Library patrons. Thanks to a $5,000 grant from the Flower Mound Noon Rotary Club, Library staff was able to continue efforts to grow their e-Book and e-audiobook digital libraries. In fact, the total circulation for electronic resources like the e-Book and e-audiobook, topped off at 31,794, an increase of 20 percent from the previous year.

The Flower Mound Public Library also released a new mobile app for smart phones and tablet computers in 2014. The app, titled “Flower Mound Public Library”, allows user to search the library catalog, reserve materials, renew items, download e-books and e-audiobooks, view upcoming Library events, and contact the Library. In addition, it also provides directions to the Library, links to the Library’s social media accounts, and allows users to scan book barcodes from anywhere to discover if the Library owns them. As of December 31, 2014, 2,165 people have downloaded the app, and a total of 280,300 searches have been performed.

Six new monthly Library programs were added, including the Teen Writing Group, and Babypalooza. Nine one-time Library programs were embraced by residents as well, fan favorites include; Getting Organized for the Holidays, College Planning, and Emergency Preparedness.

SENIORS IN MOTION

The Seniors In Motion (SIM) program didn’t miss a beat in 2014. 381 new members were welcomed to SIM, bringing the total to 938. This significant increase in membership may have something to do with the largely anticipated new Senior Center, which broke ground in March, and is slated for completion in May 2015. SIM continues its great lineup of weekly programs, like the popular Lunch & Learn series, and Young at Heart Tap Dancing. The group celebrated Veterans Day with a special event which recognized 27 SIM members, who are Veterans, and provided them with an outstanding lunch at no cost. The Cinco de Mayo party was a fiesta for the record books, 60 SIM members enjoyed tacos and took their turn trying to burst a piñata.
In 2014, the Flower Mound Economic Development Department continued another year of healthy growth in top-branded, family-friendly, and exceptional businesses for residents to enjoy. Partnership programs with the Flower Mound Chamber of Commerce also saw success in 2014, including the monthly Economic Development Forums, the Government 12 @ 12 program, and the annual Leadercast event. For the first time since 2008, the Economic Development staff organized and hosted Allies Day, bringing together more than 60 local leaders and developers to tour the Lakeside Business District and hear about news and developments within the Town.

By the numbers, 121 new businesses opened in 2014 along with more than 1,600 jobs created. In fact, CNN Money Magazine recently ranked Flower Mound No. 2 on its “Best Places to Find a New Job” list, citing the Town’s 10 percent increase in job growth since 2010 and a projected 18 percent increase in job growth through 2018. The Town also saw an 8.3 percent increase in sales tax collections from the previous year, and an overall 50 percent increase since 2007.

LAKESIDE BUSINESS DISTRICT

The Lakeside Business District continued to be popular among corporations looking to relocate in the Dallas-Fort Worth area. Approximately 3 million square-feet of space have been added in the past two years and it is being leased quickly. When it comes to great schools, a family-friendly quality-of-life, access to the airport and major highways, or an exceptional work force, Flower Mound has it all. The Town announced the following Lakeside Business District news in 2014:

- Signature Systems Group, LLC (SSG): The world’s largest manufacturer of modular flooring and roadway systems is relocated its corporate headquarters and regional distribution center from New York City to Flower Mound. In 2012, SSG was named one of the fastest growing private companies in New York City and will bring approximately 50 full-time, high-paying positions.
- Whitlock: Known for innovative audiovisual solutions such as Victory Park outside the American Airlines Center in Dallas, Whitlock brought approximately 120 jobs with a $55,000 average annual salary to its new regional headquarters.
- Keystone Automotive: The top distributor and marketer of aftermarket automotive equipment and accessories in North America opened its new flagship distribution and operations facility, creating 100 new jobs.
- CustomInk: A customizable apparel e-commerce company opened its first Central U.S. location. CustomInk has consistently been ranked on Inc. Magazine’s fastest-growing private companies list and received numerous awards for its first-class customer service and outstanding corporate culture for employees. (2014 #1 ranking by Great Rated! for workplaces in retail in the U.S.)

RIVERWALK AT CENTRAL PARK

Perhaps the biggest economic development news of 2014 was the announcement that Flower Mound will soon have its first hotel, located in River Walk at Central Park. An upscale Courtyard by Marriott will open in spring 2016 and be a nationally-branded, select-service hotel option, placing Flower Mound on the map as part of Marriott’s global network. The hotel is anticipated to be five stories with 145 guest rooms and suites with 35 balconies overlooking the River Walk, in addition to 6,000 square-feet of meeting, conference, and event space. It will also feature a restaurant and bar, pool, exercise room, as well as an outdoor seating area with multiple fire pits.

In addition to the hotel, the River Walk area will feature more than 12 restaurants overlooking the river, with confirmations from Primo’s Tex Mex Grille, Sfuzzi, and Parquet Sports Bar. A wedding chapel, farmer’s market, residential areas, and other amenities are also under construction.

LAKESIDE DFW

Located near the Lakeside Business District, the billion-dollar, mixed-use Lakeside DFW development also made headlines in 2014, particularly when it was announced Moviehouse & Eatery would open its third location here. The upscale theater is expected to provide a net benefit of $1.61 million in sales tax revenue over a 10-year period. In addition to having eight screens, Moviehouse & Eatery will also feature full food and beverage service in all auditoriums as well as an area reserved exclusively for dining without seeing a movie. The theater will have a full-size bar including specialty cocktails and several local beers on tap.

Other restaurants and businesses that announced they will open in Lakeside DFW include Cavaro Prime Brazilian Steakhouse, Mediterranean pizzeria Taverna del Lago, Paradise Bistro and Coffee Co., and Bottle and Bottega, a social painting venue where you can bring your own wine.
GRAND OPENINGS

In 2014, the Town celebrated many business openings throughout the community including Bed, Bath, & Beyond and Academy Sports + Outdoors. The medical community continues to thrive with the opening of a Lumin Convenient Care, Hollymead Cantex Continuing Care Center, and the state-of-the-art Women’s Wellness Imaging Center, while the hospital started work on a 15,000 square-foot expansion that will include four additional operating rooms and office space. Perhaps the restaurant industry saw the most growth with the openings of Luna Grill, Mellow Mushroom, Prime Farm to Table, La Madeleine, Modmarket, Smashburger, Penn Station East Coast Subs, Salata, Starwood Café, Trio Craft Coffee, and Jet's Pizza. Several restaurants also announced they are headed to Flower Mound including Taco Ocho, Jakes Hamburgers, Gloria’s Latin Cuisine, The Table, Pie Five, and Snap Kitchen. From fast food to fine dining, Flower Mound residents have a great variety of cuisine choices close to home.
To say the Flower Mound Fire Department stayed busy in 2014 is an understatement! Fire crews responded to a total of 4,188 service calls, including 134 fire calls, 2,256 for EMS and rescue situations, 915 non-fire emergencies, and 883 general service calls. When crews were not responding to calls, the FMFD was practicing prevention and preparation through various seminars and courses.

Emergency Preparedness

In 2014, Flower Mound increased its emergency preparedness efforts in several ways. In June, the National Weather Service recognized Flower Mound’s efforts and designated the Town as a StormReady Community. This program ensures communities are armed with the necessary communication and safety skills to be better prepared before a natural disaster strikes.

In October, Fire Department senior staff members joined other Town personnel to attend the Winter Weather Tabletop Exercise at the Town’s Emergency Operations Center. During this exercise, staff worked together to assist the community during a severe ice storm, a realistic situation for north Texas.

Fire personnel also received critical information regarding infectious disease precaution procedures during a mock drill at Medical Center of Lewisville. This information was especially timely with the confirmation of several Ebola patients in Dallas.

EQUIPMENT UPDATES

In order to provide the best emergency response, firefighters and paramedics consistently stay current on the latest lifesaving technology and equipment. In late 2014, the Town Council approved funding to purchase a new medic unit, or ambulance. Today, three Front Line medics are in service at all times, with one older rig on reserve which is often used for medical standby at special events or when the other three medics are being used. This new rig will serve as the primary ambulance, and one of the older three will move to standby position.

Funding was also approved for seven new sirens to be added to the Town’s Outdoor Warning Siren System. By summer 2015, there will be a total of 19 sirens located throughout the Town, increasing coverage in areas where people are engaged in outdoor activities.

COMMUNITY OUTREACH

Residents continue to enjoy the Citizen Fire Academy, a program which gives participants a first-hand look at some of the important tasks firefighters and paramedics handle on a daily basis including emergency response, rescue, and fire prevention. The academy is always free and open to Flower Mound residents only.

The Fire Department joined social media and regularly posts the latest news, safety tips, and many behind-the-scenes photos of life at the Fire Department. You can “like” them at https://www.facebook.com/FlowerMoundFireDepartment or “follow” them at https://twitter.com/FlowerMoundFD.
The mission of the Flower Mound Police Department is to deliver excellent police services with integrity, in partnership with our community, to instill trust and promote a safe and secure environment that enhances Flower Mound’s distinctive quality of life.” This new mission statement, announced in 2014, reflects the continued dedication demonstrated by the men and women who protect and serve the Town, and ultimately ensure those who live, work, and play here are safe.

The department continued to maintain low crime rates throughout 2014, and was even named the Safest Place to Live in Texas by Movoto Insider. Also in 2014, the department was reaccredited with its CALEA (Commissions on Accreditation for Law Enforcement Agency) certification. The Flower Mound Police Department received its first CALEA Advanced Law Enforcement Accreditation Certification in 2011, which is widely considered one of law enforcement’s most prestigious achievements.

COMMUNICATIONS ENHANCEMENTS

The Flower Mound Police Department continues to realize the value of an online presence when it comes to community engagement, demonstrated by the growing number of followers on Twitter and Facebook. In fact, the Texas Association of Municipal Information Officers chose the FMPD Facebook page for its statewide “Best Use of Social Media” award. Also in 2014, the FMPD became one of the first municipal law enforcement agencies in Texas to create and unveil a smartphone app. The free app has proven to be a powerful communication tool, which not only allows law enforcement personnel the opportunity to convey important information to residents, but also gives users the option to directly communicate with police. Residents can report non-emergency issues directly, log personal property with serial numbers and photos, read safety tips and media releases, view frequently asked questions, contact School Resource Officers within Flower Mound secondary schools, view the sex offender database, volunteer with the FMPD, commend police employees, and quickly access contact information for the department all by using the mobile app.

IN THE COMMUNITY

The Citizen and Junior Police Academy Programs proved to be popular once again in 2014; in fact, with the largest graduating class to date. A national initiative, “Coffee with a Cop” got underway in Flower Mound in 2014, with a purpose of bringing together FMPD and members of the community in an informal setting to discuss community issues and build relationships. The event drew more than 130 members of the community among the eight coffee dates. In addition, Flower Mound Animal Services participated in the regional, “Empty the Shelter Day” on August 16 and contributed to more than 2,200 pets finding homes that day in the North Texas area.

FMPD BIKE PATROL PROGRAM

In July, Flower Mound Police launched the new Bike Patrol Program, which was made possible by donations from Market Street, Scottish Rite of Fort Worth and the Flower Mound Police Department Citizens Police Academy Alumni Association. Bicycle patrols help foster positive community interactions, address criminal activity in areas inaccessible to a police vehicle and promote bicycle safety.
The adopted budget represents the Town’s blueprint of the programs and services it will provide to Flower Mound residents. The budget process represents not only an exercise in balancing revenues and expenditures, but also an opportunity for the Town to evaluate its services and plan for improvements in the years to come. It is a result of effort and input from the Town Council, citizens, and staff.

The FY 2013-2014 Adopted Budget included $112,816,937 in total resources and $116,519,687 in total expenditures. A difference of approximately $3.7 million was funded by spending balances that were purposefully accrued in the special revenue funds for capital projects. Each year, the budget is created by addressing Town Council priorities, evaluating programs’ effectiveness, and exploring ways to enhance services. Other priorities include maintaining the current property tax rate of $0.4497 per $100 assessed valuation for the 13th consecutive year and keeping the Capital Improvement Program (CIP) on schedule.

Vital to the Town, the CIP is a five-year plan that identifies projected capital expenditures necessary to accomplish the Town’s long-range objectives and work program. During the Town’s annual budget process, the initial capital improvement project list is preliminarily evaluated and ranked by priority before submission to the Town Council. Upon completion of the review process, a recommended Five-Year CIP is submitted to the Town Council for adoption. The ultimate objective of this process is to develop a program that is both financially sound and acceptable to the community. Funding is divided among several areas including streets (construction, reconstruction, and signals), facilities, parks, water, stormwater, and wastewater projects. Some notable park projects covered by the FY 2013-2014 CIP include the ongoing improvements at Twin Coves Park, Heritage Park, and other park and trail amenities. Other important CIP projects were the Bruton Orand Elevated Storage Tank Rehabilitation and the first phase of the Western Pump Station.

From the water we drink to the streets we travel on, municipalities provide vital services for residents, businesses, and visitors in the community. The Town of Flower Mound works tirelessly to ensure the continued quality of the water, wastewater, and transportation infrastructure. Town staff work throughout the year on a multitude of projects to not only maintain this infrastructure, but also to improve and expand services.

NorthGate Constructors started work on the Texas Department of Transportation DFW Connector Project to reconstruct FM 2499, from the southern portion of Flower Mound into Grapevine. The DFW Connector is a $1 billion-dollar reconstruction project of S.H. 114, S.H. 121, and other roads north of the DFW Airport. The ultimate goal is to improve mobility, allowing motorists to travel through the area quicker, bypassing traffic signals at Stars and Stripes Way and Grapevine Mills Boulevard. The construction is expected to last through 2015, with an estimated completion date in 2016.

**Infrastructure**

**IN PROGRESS**

Water Projects:
- FM 2499 12” Water Line
- Long Prairie 12” Water Line
- Oak Drive Water Line Replacement
- Raintree 12” Water Line
- Regency Park Booster Pump
- Western Pump Station
- Wastewater Treatment Plant Rehabilitation IV

Transportation and Mobility Improvements:
- Canterbury Drive Reconstruction
- McKamy Creek Road Reconstruction
- Superior Place Reconstruction
- FM 2499 at Lakeside Intersection Improvements
- Sagebrush Drive Improvements
- Stonecrest Road

**COMPLETED**

Water Projects:
- FM 1171 to SH 377 Water Line Phase I
- SH 377/UPRR Water Line Phase I
- Bakers Branch Collector Phase I
- Town-Wide Life Station Auxiliary Power
- Upper Timber Creek Interceptor
- Wellington Interceptor
- Bakers Branch Stabilization at 1901 Double Tree

Transportation and Mobility Improvements:
- Timber Creek Road Reconstruction
- Woodcreek Drive Reconstruction
- Chinn Chapel Road Phase I
- FM 2499 at Silveron Intersection Improvements
- Old Settlers at Peters Colony Intersection
- West Windsor Extension
FINANCIAL
In a move that reduced the Town's property tax rate to the lowest in 30 years, the Flower Mound Town Council adopted a tax rate of $0.4390 per $100 valuation in 2014, approximately a penny less than the previous rate of $0.44971 per $100 valuation. The Town Council credits strong economic development performance and the commitment to conservative fiscal practices for providing the opportunity to lower the property tax rate.

POLICE AND FIRE
Police and Fire officials will continue to ensure the safety of those who live, work, or travel through Flower Mound. FMPD has plans to expand its popular bike patrol program and continue the successful summer safety initiatives of 2014. The department will also welcome new K-9 Paige, who will assist with finding controlled substances and take over the duties of retiring K-9, Bullitt.

The Fire Department will continue expanding its emergency management and public education programs. Fire officials will continue its expansion plans with the department’s upcoming Station No. 6, located on the western edge of Town.

INFRASTRUCTURE
The Flower Mound Operations and Maintenance Service Center is scheduled to open in 2015. Personnel from Public Works, Parks, and Geographic Information Systems will office in the new Service Center, which will include several conference and training spaces, work stations for employees who mostly work out in the field, and an expanded water quality testing facility.

Work will begin on Sagebrush Drive, which will entail widening the lanes, adding curbs and 5-foot sidewalks on each side, and installing medians to reduce traffic speed.

PARKS AND TRAILS
The Town will continue to preserve and expand its green spaces through the construction and expansion of its award winning parks and trails system. Design work will begin on the third phase of Heritage Park, which includes a natural rain garden, splash pad, rustic pavilion, and more. Construction of the long-awaited dog park in Heritage Park East will begin. Several parks’ playground equipment is scheduled to be replaced with themed play structures, incorporating child-friendly themes.