



TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

ECONOMIC DEVELOPMENT CORPORATION

February 27, 2025

6:00 PM

Council Chambers

CALL TO ORDER AND ANNOUNCE A QUORUM

PUBLIC COMMENT(S)

This is an opportunity for citizens to address the Board/Commission on any matter pursuant to Texas Government Code Sec. 551.007. The Board/Commission is not permitted to discuss or take action on any presentations made concerning matters that are not listed on the agenda. Presentations are limited to matters over which the Board/Commission has authority. Speakers have up to three (3) minutes or the time limit determined by the Presiding Officer. Each speaker must have submitted their request to speak by completing the Speaker's Form or may email tdixon@trophyclub.org

REGULAR ITEMS

1. Consider approval of the February 13, 2025, Economic Development Corporation Meeting Minutes.
2. Discuss the Thrive Business Grant Program and recommended improvements for upcoming grant cycles.
3. Discuss the Small Area Plan Project.

ADJOURN

The Board/Commission may convene into executive session to discuss posted items as allowed by Texas Government Code Sections 551.071 through 551.076 and Section 551.087.

Notice is hereby given that a quorum of the Town of Trophy Club Town Council may be in attendance at this meeting. The Town Council will not deliberate or take any action.

CERTIFICATION

I do hereby certify that the Notice of Meeting was posted on the bulletin board at the Town Hall for the Town of Trophy Club, Texas, in a place convenient and readily accessible to the general public at all times on the following date and time: February 20, at 9:55 a.m., and said Notice of Meeting was also posted concurrently on the Town's website in accordance with Texas Government Code Ch. 551 at least 72 hours prior to the scheduled time of said meeting.

 /s/ Tammy Dixon
Tammy Dixon, Town Secretary

If you plan to attend this public meeting and have a disability that requires special needs, please contact the Town Secretary's Office at 6822372900, 48 hours in advance, and reasonable accommodations will be made to assist you.



**ECONOMIC DEVELOPMENT CORPORATION
COMMUNICATION**

MEETING DATE: February 27, 2025

FROM: Tammy Dixon, Town Secretary

AGENDA ITEM: Consider approval of the February 13, 2025, Economic Development Corporation Meeting Minutes.

BACKGROUND/SUMMARY: The Economic Development Corporation held a regular meeting on February 13, 2025.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. 02.13.2025 EDC Minutes

ACTIONS/OPTIONS:

Move to approve the February 13, 2025, Economic Development Corporation Meeting Minutes.

Town of Trophy Club Economic Development Corporation Meeting Minutes
February 13, 2025, 6:00 p.m., Regular Meeting
1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

Vice President Pedersen called the meeting to order at 6:00 p.m.

EDC BOARD MEMBERS PRESENT

Allan Pedersen, Vice President
James Calaway, Secretary
Greg Fox
Scott Hinshaw
Joseph Longo

EDC BOARD MEMBERS ABSENT

Teri Addington, President
Garrett Wallace

STAFF PRESENT

Brandon Wright, Town Manager
Tammy Dixon, Town Secretary
Tamara Smith, Assistant to the Town Manager
April Duvall, Director of Finance
Matt Cox, Director of Community Development

PUBLIC COMMENTS

There were none.

REGULAR ITEMS

1. Consider approval of the January 16, 2025, Economic Development Corporation Meeting Minutes.

Director Longo moved to approve the January 16, 2025, meeting minutes. Director Fox seconded the motion.

VOTE ON THE MOTION

AYES: Fox, Pedersen, Longo, Hinshaw, Calaway

NAYES: None

ABSENT: Addington, Wallace

VOTE: 5 -2

2. Presentation and discussion of consultant-developed options for the Small Area Plan project.

Randi Rivera, Planning Director for McAdams, introduced the presentation alongside Planner Marisa Brewer and Director of Landscape Architects Jameson Pinson. She provided an overview of the Small Area Planning Project's progress, noting that the process began with a kickoff meeting in July, followed by extensive community engagement, including stakeholder meetings, an online survey, and an open house. Rivera emphasized that the planning process was guided by community feedback to ensure the designs aligned with local needs and priorities. Key takeaways included the importance of integrated development, improved circulation, and enhancing the area's vibrancy through entertainment, retail, and restaurant options. The gathered feedback has informed the two proposed concepts, which will be refined based on input from the EDC Board before being presented to the Town Council on the 24th.

Ms. Brewer provided an overview of the community outreach efforts conducted as part of the Small Area Planning Project. The outreach included an online survey via SurveyMonkey, which received 595 responses (4.15% of the population), as well as an open house with two sessions attended by 23 residents. Survey participants expressed a strong desire for integrated development that enhances connectivity and creates a lively, accessible gathering space. The top priorities identified were improved infrastructure, additional retail and restaurant options, and entertainment venues with outdoor dining and seating. Concerns raised included traffic congestion along Highway 114 and potential noise impacts on nearby residential areas. While initial survey responses showed little support for office and flats, in-person discussions revealed openness to age-restricted or 55+ housing. The feedback gathered has informed the development concepts, which aim to balance growth while addressing community concerns.

Mr. Pinson presented an overview of the two concept plans, highlighting key design strategies and proposed revisions based on community feedback.

Concept 1 retains much of the existing infrastructure while introducing new developments, including a civic gathering space and restaurant-focused additions, with minimal disruption to traffic patterns.

Concept 2 proposes a more intensive redevelopment approach, incorporating additional commercial space, structured parking, and realigning Trophy Wood Drive to enhance Town Hall's visibility. Pinson detailed proposed changes to access points, circulation improvements, pedestrian connectivity enhancements, and parking solutions, ensuring adequate support for existing and future businesses. He emphasized that the plans are long-term visioning documents, subject to property owner participation and potential incentives for redevelopment.

Board members discussed the proposed concepts, focusing on traffic flow, feasibility, and the viability of commercial and residential components. Concerns were raised about the impact of proposed redevelopment on existing businesses and accessibility, particularly for residents on the east side of Trophy Club. The board emphasized the importance of ensuring realistic market demand to avoid empty storefronts and suggested modifications, including removing Building 9 from Concept 2 to improve traffic flow while maintaining a balance between new development

and preserving the community's character. There was general support for a hybrid approach combining elements of both concepts, with an emphasis on connectivity improvements, ensuring feasibility through an economic impact study, and considering an additional east-side access point.

The McAdams team will incorporate the Board’s feedback with the following for further discussion:

- An economic feasibility study assessing the market demand for both concepts, including whether the proposed developments are viable and sustainable.
- A comparison of advantages and disadvantages for each concept, outlining the trade-offs related to economic impact, traffic flow, and land use.
- Revised conceptual plans that remove Building 9 from Concept 2 to maintain the existing Trophy Wood Drive alignment while still incorporating elements from Concept 2.
- Evaluation of an additional east-side access point, including a potential connection via TW King Road and the feasibility of integrating it into the overall plan.
- Clarification on existing versus new development areas, ensuring stakeholders can distinguish between proposed new structures and existing buildings.

Revised options will be presented to the Town Council for further discussion prior to the next EDC meeting.

ADOURN

Vice President Pedersen adjourned the meeting at 7:36 p.m.

Teri Addington, President

ATTEST:

Tammy Dixon, Town Secretary



ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: February 27, 2025

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Discuss the Thrive Business Grant Program and recommended improvements for upcoming grant cycles.

BACKGROUND/SUMMARY: On July 11, 2023, the Economic Development Corporation (EDC) discussed and considered a grant program tailored to benefit businesses within the Trophy Club community. The EDC deliberated and expressed the desire to support projects encompassing exterior and interior enhancements, equipment, and signage upgrades. Moreover, the Board has advocated for a nominal contribution from businesses in the form of matching funds, which will foster a sense of mutual accountability.

The Board allocated \$300,000 to the grant program for FY 2023-2024. The proposed program would be a yearly application with an evaluation and presentation to the EDC. A formal agreement will follow with progress reporting, final inspections, and performance requirements.

The Thrive Business Grant program offers reimbursable matching grants (75%) of up to \$20,000 to support facade enhancements, sign improvements, interior renovations, equipment upgrades, and other critical investments. Under the terms of the grant, work must begin within six months from the date of the award. Grantees will be required to submit regular progress reports, including financial statements, photos, and updates on project milestones. Failure to meet specified performance requirements as set forth in each agreement will require 100% repayment of the grant dollars received.

On October 11, 2023, staff presented a draft of the grant program to the Economic Development Corporation (EDC) for review. The proposal was then discussed and approved by the EDC Board during its meeting on February 27, 2024. Following this, the Thrive Business Grant received Town Council approval on May 28, 2024. The grant program was officially opened to the public on July 8, 2024.

Since the program's launch, the Town Manager, Communications Director, and Assistant to the Town Manager have conducted site visits to businesses located along Trophy Club Drive, Highway 114 Frontage Road, PD 30, Trophy Club Commons, and Trophy Club Plaza.

On November 20, 2024, the EDC determined that seven projects met the requirements of the Thrive Business Grant. The Town Council approved six businesses and seven projects on December 9, 2024, with a total grant amount of \$104,380.67. This leaves a remaining balance of \$195,619.33 for the second cycle of grants.

This agenda item will provide updates on the first round of Thrive Business Grants and discuss plans and suggested changes for opening a second round of grants for the upcoming year.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: The Board allocated \$300,000 from the EDC 4B Fund for the Fiscal Year 2023-2024 grant program. For the Fiscal Year 2024-2025, the budget includes a cap of \$150,000 for the Thrive Grant Program. This arrangement ensures that the remaining \$150,000 will be available for the grant program in subsequent years. Total grant dollars expended are \$104,380.67. This leaves a remaining balance of \$195,619.33.

LEGAL REVIEW: N/A

ATTACHMENTS:

- 1. Presentation

ACTIONS/OPTIONS:

This agenda item is being presented for discussion only. No action will be taken by the Economic Development Corporation Board for this agenda item.



EDC BOARD MEETING

FEBRUARY 27, 2025

Thrive Business Grant



Agenda

Thrive Business Grant Process

Grant Timeline

Suggested Grant Program Changes

Program Completion

Next Grant Cycle Start Date

Grant Process

- Program Overview with EDC
- Program launch
- Online applications
- Grant closing
- Town review
- EDC meeting to review grants
- Letters
- Town Council meeting
- Emails
- Performance Agreements sent out
- Start of project
- Completion of project
- Final inspection
- Reimbursement

Grant Timeline

Grant Launched: July 2024

Grant Closed: October 2024

EDC Review/Approval: November 2024

Town Council Approval: December 2024

Performance Agreements Signed and Project Started: January 2025

Note: They have up to 6 months after project approval to begin the project, potentially by June 2025.

Completion of Project: December 2025

The total duration from start to finish is 1.5 years.

Suggested Grant Program Changes

Equipment Purchased:

Any equipment purchased must remain within the Town of Trophy Club for the entire duration of the business's operational lifespan.

Price/Grant Change Variable:

The agreed-upon price or grant amount may be subject to a potential change of up to 10% to account for unforeseen circumstances or fluctuations in pricing.

Performance Agreement (Exterior Painting Approval):

The exterior painting, including color choices, must be submitted for approval by the Town of Trophy Club prior to implementation.

Local Quote:

Businesses must provide one local business quote, plus two additional quotes.

Program Completion

Incentives for Businesses Completing the Program:

- Display a decal on the business window to signify program completion.
- Feature a spotlight in the Town Weekly to recognize their achievement.

Next Grant Cycle Start Date

Grant Launched: July 4, 2025

Grant Closed: October 3, 2025 *Gives 3 months to apply

EDC Review: November 14, 2025 *Six weeks to review

EDC Approval: November 20, 2025 *EDC meeting to review/approve

Town Council Approval: December 8, 2025

Performance Agreements Signed By Business: January 9, 2026

Performance Agreements Signed By EDC: January 22, 2026

Project Started: January 22, 2026

Completion of Project: December 8, 2026

The total duration from start to finish is 1.5 years.



Questions?



[social media](#) | [email](#) | [website](#)



ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: February 27, 2025

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Discuss the Small Area Plan Project.

BACKGROUND/SUMMARY: In 2024, the Town Council approved six business goals for Fiscal Year 2025. Under the Support Business Focus Area, one objective was to redevelop and create successful business areas fostering a unique sense of place. The initiative for this objective is to continue the redevelopment strategies and themes along the SH114 corridor and other key commercial areas.

To address this Council business goal, the town issued a Request for Proposals (RFP) in March 2024 for a small area plan. In May 2024, the EDC and Town Council both approved a professional services contract with McAdams to undertake the small area plan process. The kick-off meeting was conducted on July 8, 2024. McAdams divided the project into five phases: Explore, Evaluate, Envision, Enact, and Execute. The first two phases have been completed, and the community engagement portion of the Envision phase concluded in November 2024.

The Town is currently in the second half of the Envision phase. McAdams presented to the EDC Board on February 13th offering an opportunity for feedback on two variations of plan scenarios. The presentation from that meeting is attached to this agenda item. On February 24th, McAdams will present it to the Town Council, and additional feedback will be incorporated into the plans. Tonight, the EDC will review all the changes made.

BOARD REVIEW/CITIZEN FEEDBACK: The EDC has a subcommittee that meets bi-weekly with McAdams and provides monthly updates to the full EDC Board on progress. Attached to this agenda item is the meeting minutes from February 11th. The subcommittee offered feedback to McAdams during the January 28th meeting, as well as with the EDC Board on February 13th. Key components of the EDC's February 13th meeting with McAdams include: expanding building space to meet market demand, maintaining the current alignment of Trophy Wood Drive for the residents on the east side of Trophy Club, providing an entrance to T.W. King via a cut-through on the east side of Town Hall, and showing the community what is existing versus what will be redeveloped.

FISCAL IMPACT: The total amount for the Small Area Plan is \$89,437, which will be expended from the Economic Development Corporation Fund.

LEGAL REVIEW: N/A

ATTACHMENTS:

1. February 11th Meeting Minutes
2. February 13th McAdams Presentation

ACTIONS/OPTIONS:

This agenda item is being presented for discussion and feedback purposes only. No action will be taken by the Economic Development Corporation Board for this agenda item.

MEETING DATE:**2/11/2025****WORKING ON PPT. KEEP IT INTERACTIVE.****WHEN TALKING ABOUT TRAFFIC DELAY - MENTION SAFETY IS BETTER WITH STOP SIGN AND CHANGE.
ALAN ALSO MENTIONED THE COMMUNITY IS BUILT OUT.****NEED TO SAVE TRANSCRIPTION FROM SCENARIO PRESENTATION TO THE CMTE****OPTION A****WE MAY NEED TO RECOMMEND DESIGN STANDARDS FOR GARAGES SO THEY'RE NOT SO OBTRUSIVE****BRANDON LIKES THE MEDIAN - BC CAN DRAW THE BRAND OF THE GROVE WITH LANDSCAPING****MAYBE INTERSECTION BECAUSE RAISED TABLE TO SLOW PEOPLE DOWN****JOE RECOMMENDED HIGHLIGHTING CONNECTOR FOR WALKWAYS****COULD THE TRAIL ON THE NORTH BE A GOLF CART PATH? JOE THINKS IT WILL ADD TO THIS BEING VIBRANT
MEETING SPACE. JP SAID WE CAN MAKE IT 12'.****MIXING MODES OF TRANSPORT ON TRAIL. THERE IS A ORD FOR NOT MOTORIZED TRAILS.****JP SAID MOST CITIES ARE INCREASING THEIR TRAILS TO 12'. THINKS THAT WOULD BE ENOUGH ROOM. ALLAN
SAID LANE MARKER IS EFFECTIVE.****THE PATH BEHIND BUILDINGS 11 AND 12 CAN BE DESIGNED TO PREFER PEDESTRIAN/GOLF CART TRAFFIC AND
WILL NEED TO REMOVE PARKING BUT MAY NEED TO KEEP IT FOR VEHICLES TO GET CIRCULATION TO GARAGE
EGRESS****WE NEED TO EMPHASIZE GOLF CART ROUTES****JOE LIKES SENIOR LIVING ON 12, MAKE IT CONVENIENT FOR SENIORS TO WALK EAST OR WEST WITHOUT HAVING
TO DODGE CARS.****SHOW ALL THE WALKABLE PATHS IN THE PRESENTATION****OPTION B**

BUILDING 3 IS PODIUM PARKING, 2 LEVELS, AND 2 LEVELS OF RESIDENTIAL ABOVE. RETAIL ON CORNER. CONCERNED WITH SHOWING REDEVELOPMENT ON WOODSPRINGS. JP MENTIONED MAYBE WE SHOW THEM ON OPTION A.

THIS IS POLICY DOCUMENT FOR NEXT 20-30 YEARS, IF THERE IS A CHANCE TO REDEVELOPMENT, THEN IT WILL CREATE MORE VALUE FOR THE OWNERSHIP.

OTHER SIDE OF KIRKWOOD IS RETAIL AND RESTAURANTS

ADD LEFT TURN LANE BEHIND HUTCHINS AND TAKE OUT THE DRIVE FOR HUTCHINS

WILL HAVE A PRESENTATION WITH SLIDES ON IMAGES FOR CERTAIN KEY AREAS, PLANS WILL BE RENDERED AND LABEL, WE'LL GO THROUGH THOUGHT PROCESS AND USES AND NUMBERS.

JOE ASKED ABOUT PHASING.

TAMARA WANTS TO UPLOAD THE PRESENTATION.

THINGS TO COORDINATE FOR EDC MEETING:

- 1. STREET SECTIONS**
- 2. SLIDES**
 - 1. TRAILS**
 - 2. BUILDING USES**
 - 3. CIRCULATION**
 - 4. DEV PROGRAM**
- 3. REPRESENTATIVE IMAGERY**



Small Area Plan

Town of Trophy Club

Project Timeline

Planning Process

- 2024- 03-15 Request for Proposal Posted
- 2024-04-15 Submitted Official Proposal
- 2024-05 -20 Executed Contract
- 2024-07-07 – Kick Off Meeting
- 2024-09-09 – Meeting with Stakeholders
- 2024-11-05– Online Survey Went Live
- 2024-11- 18 – Open House

- 2025- 01-14 Reviewed Survey Feedback
- 2025-01-14 Presented Concept Plan Scenarios
- ★ 2025- 02-13 Economic Development Corporation Meeting
- 2025 – 02- 24 *Town Council Work Session*



Outreach Approach

Community Engagement

Stakeholder Meeting

When: September 2024

Where: Town Hall

Who: Property Owners
Within The Small Area

How: One on One

Online Survey Meeting

When: November 2024

Where: Online

Who: Open to Residents in
Trophy Club

How: Monkey Survey

Open House Meeting

When: November 2024

Where: Town Hall

Who: Open to Residents in
Trophy Club

How: In Person

Stakeholder Meeting

Stakeholder Feedback

8 Stakeholders

- Thoughtful and Integrated
- Improve Circulation + Connectivity
- Entertainment Space
- Ideal Location + Access
- Small Businesses



Online Survey

Online Survey Feedback

595 Responses

- Thoughtful and Integrated
- Prioritize Market Demand
- Ideal Location + Access
- Improve Circulation + Connectivity
- Community Gathering Spaces
- Dining + Outdoor Seating

Q5 What are the strengths of the area? And Why?

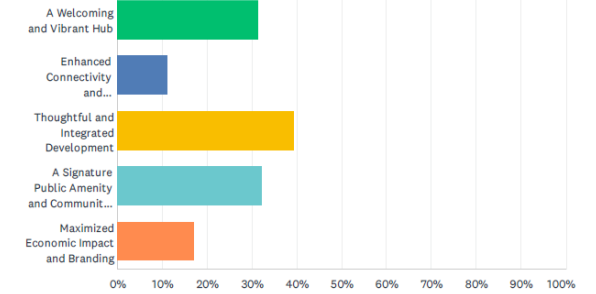
Answered: 410 Skipped: 185

#	RESPONSES	DATE
1	Location, highway access	11/22/2024 2:58 PM
2	Close to 114, easy to get in and out.	11/22/2024 2:22 PM
3	Community events.	11/22/2024 2:22 PM
4	Do not make the area even busier than it is!	11/22/2024 1:53 PM
5	Everything is limited , not many strengths at all imo	11/22/2024 1:52 PM
6	Access to the highway	11/22/2024 1:51 PM
7	Proximity to Solana	11/22/2024 1:51 PM
8	Easy access	11/22/2024 1:37 PM
9	Location! Easy in and out for entertainment without having to cut through residential part of TC	11/22/2024 1:26 PM
10	Revenue generation for town. Multiple businesses that contribute to taxes	11/22/2024 1:18 PM
11	Right off highway, huge revenue draw	11/22/2024 1:16 PM
12	Having restaurants in TC.	11/22/2024 1:07 PM
13	.	11/22/2024 1:01 PM
14	Entrance	11/22/2024 12:54 PM
15	Close to the highway	11/22/2024 12:52 PM
16	Access from 114. Should have easy in and out access.	11/22/2024 12:41 PM
17	City Hall and Police Station. Restaurants have been positively impactful.	11/22/2024 12:32 PM
18	Close to 114	11/22/2024 12:22 PM
19	Off the highway	11/22/2024 12:19 PM
20	Small town feeling is the greatest strength.	11/22/2024 12:16 PM
21	Large space behind Hutchins and in front of the town offices to build a beautiful park or greenspace to balance out the concrete construction, dining and residential. Add a small park with benches and a water fountain for people to sit and relax.	11/22/2024 12:10 PM

SMALL AREA PLAN SURVEY

Q2 Which guiding principle speaks to you the most?

Answered: 555 Skipped: 40



ANSWER CHOICES	RESPONSES
A Welcoming and Vibrant Hub	31.35% 174
Enhanced Connectivity and Accessibility	11.17% 62
Thoughtful and Integrated Development	39.46% 219
A Signature Public Amenity and Community Gathering Space	32.25% 179
Maximized Economic Impact and Branding	17.12% 95
Total Respondents: 555	

Project Phases



Approach










Concept 1



Concept 1 Land Use



Building Summary		
Civic Space		+/- 24,116 SF
Urban Flats		+/- 145 Units
Assisted living		+/- 105 Units
Restaurant/ Retail/ Office		+/- 71,472 SF
Medical		+/- 336,507 SF
Hotel		+/- 328 Rooms
Age Restricted Living		+/- 348 Units
Ground Floor Retail/ Restaurant		+/- 32,271 SF

Concept 1 Mobility Network



Concept 1 Mobility Street Section







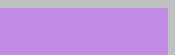




Concept 2

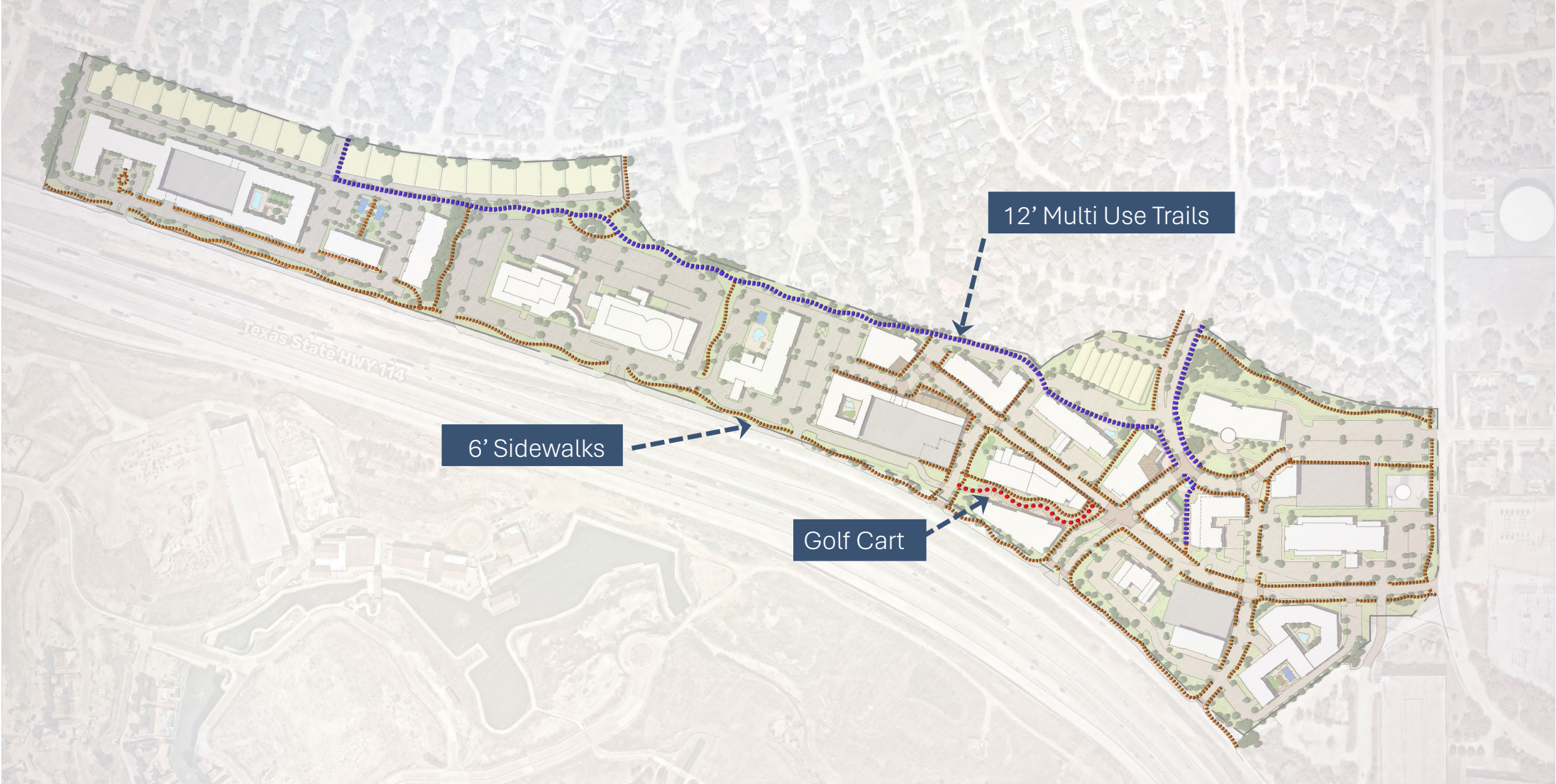


Concept 2 Land Use

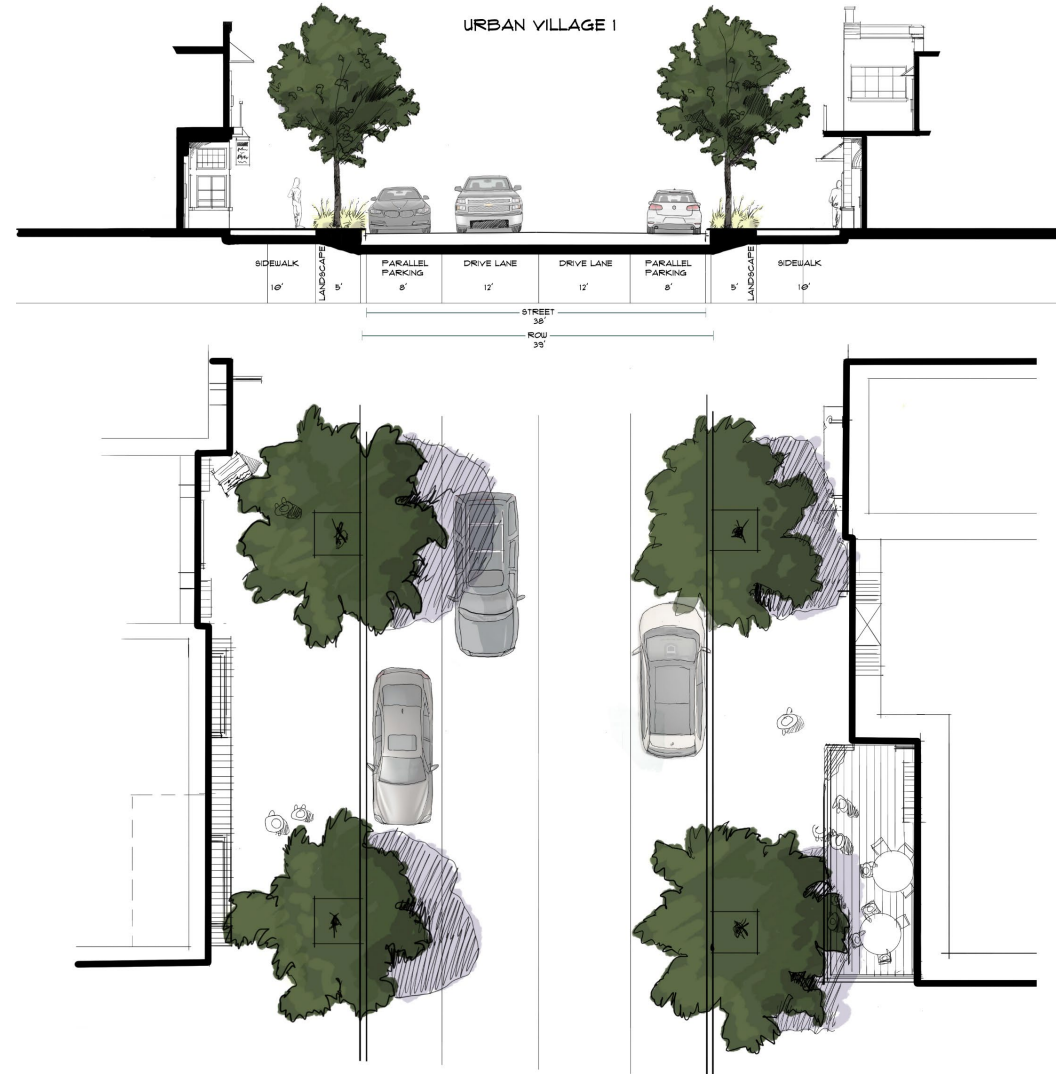


Building Summary		
Civic Space		+/- 24,116 SF
Urban Flats		+/- 137 Units
Assisted living		+/- 152 Units
Restaurant/Retail		+/- 86,308 SF
Medical		+/- 336,507 SF
Hotel		+/- 328 Rooms
Office/ Retail		+/-89,297 SF
Age Restricted Living		+/- 286 Units
Ground Floor Retail/ Restaurant		+/- 26,778 SF

Concept 2 Mobility Network



Concept 2 Mobility Street Section



Envision



Questions

 MCADAMS

Old Option 1



Old Option 2



Market Demand

Existing Today

- 202,000 SF Of Inventory
- Three Primary Centers
- 5.9% Vacancy Rate Or 12,000 SF
- Annual Demand 14,800 SF

MARKET DEMAND



RETAIL DEMAND

14,800+ SF OF ANNUAL DEMAND



OFFICE DEMAND

11,000+ SF OF ANNUAL DEMAND

Source: Catalyst Commercial, Esri