



**TOWN OF TROPHY CLUB**

1 Trophy Wood Drive  
Trophy Club, Texas 76262

**MEETING AGENDA**

**ECONOMIC DEVELOPMENT  
CORPORATION**

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**May 22, 2025**

**6:00 PM**

**Council Chambers**

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**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](mailto:tdixon@trophyclub.org)*

**REGULAR ITEMS**

1. Consider approval of the April 3, 2025, Economic Development Corporation Meeting Minutes. (Tammy Dixon, Town Secretary)
2. Discuss the Thrive Business Grant Program. (Tamara Smith, Assistant to the Town Manager)
3. Discuss and provide feedback on the draft final plan document of The Grove at TC Small Area Plan Project. (Tamara Smith, Assistant to the Town Manager)
4. Discuss the Economic Development Corporation FY 2025-2026 Budget. (Tamara Smith, Assistant to the Town Manager)

**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: May 15, 2025, at 8:45 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**

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**MEETING DATE:** May 22, 2025

**FROM:** Tammy Dixon, Town Secretary

**AGENDA ITEM:** Consider approval of the April 3, 2025, Economic Development Corporation Meeting Minutes. (Tammy Dixon, Town Secretary)

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**BACKGROUND/SUMMARY:** The Economic Development Corporation held a regular meeting on April 3, 2025.

**BOARD REVIEW/CITIZEN FEEDBACK:** N/A

**FISCAL IMPACT:** N/A

**LEGAL REVIEW:** N/A

**ATTACHMENTS:**

1. 04.03.2025 EDC Minutes

**ACTIONS/OPTIONS:**

Move to approve the April 3, 2025, Economic Development Corporation Meeting Minutes.

Town of Trophy Club Economic Development Corporation Meeting Minutes  
April 3, 2025, 7:00 p.m., Regular Meeting  
1 Trophy Wood Drive, Trophy Club, Texas 76262

**CALL TO ORDER**

President Addington called the meeting to order at 7:00 p.m.

**EDC BOARD MEMBERS PRESENT**

Teri Addington, President  
Allan Pedersen, Vice President  
Greg Fox  
Scott Hinshaw  
Joseph Longo

**EDC BOARD MEMBERS ABSENT**

Garrett Wallace  
James Calaway, Secretary

**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 February 27, 2025, Economic Development Corporation Meeting Minutes.

Director Longo moved to approve the February 27, 2025, meeting minutes. Vice President Pedersen seconded the motion.

**VOTE ON THE MOTION**

**AYES:** Addington, Pedersen, Longo, Fox, Hinshaw

**NAYES:** None

**ABSENT:** Wallace, Calaway

**VOTE:** 5-0-2

2. Consider approval of a resolution amending the Thrive Business Grant program, which provides revisions to sections regarding grant requirements, monitoring and

accountability, and proposing a new timeline. (Tamara Smith, Assistant to the Town Manager).

Tamara Smith, Assistant to the Town Manager, presented proposed updates to the Thrive Business Grant program based on board feedback and staff recommendations. Key revisions include:

- **Grant Requirements:**
  - Equipment purchased with grant funds must remain in Trophy Club for the lifespan of the business.
  - Grant amounts may be adjusted by up to 10% for unforeseen circumstances.
  - Exterior improvements (e.g., painting, additions) must receive Town approval prior to implementation.
  - Three quotes are required for purchases, with at least one from a local business (either based in or owned by a Trophy Club resident). If a local quote is not available, documentation must be provided.
  - International shipping and customs fees will not be reimbursed.
- **Monitoring & Accountability:**
  - Performance agreements must be signed within 60 days of receipt, or the grant will be rescinded and require reapplication.
- **Timeline:**
  - Application opens in April, reviewed by Economic Development Corporation (EDC) in July, approved by Town Council in August, with agreements signed in September. Projects begin after EDC approval and must be completed within one year.

Director Longo moved to approve Resolution No. EDC 2025-01 amending the Thrive Business Grant program, which provides revisions to sections regarding grant requirements, monitoring and accountability, and proposing a new timeline. Vice President Pedersen seconded the motion.

#### **VOTE ON THE MOTION**

**AYES:** Addington, Pedersen, Longo, Fox, Hinshaw

**NAYES:** None

**ABSENT:** Wallace, Calaway

**VOTE:** 5-0-2

#### **ADOURN**

President Addington adjourned the meeting at 7:05 p.m.

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Teri Addington, President

**ATTEST:**

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Tammy Dixon, Town Secretary



## ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

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**MEETING DATE:** May 22, 2025

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

**AGENDA ITEM:** Discuss the Thrive Business Grant Program. (Tamara Smith, Assistant to the Town Manager)

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**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 program is an annual application with an evaluation and presentation to the EDC. Formal agreements are developed for each award recipient 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 are 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 requires 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 leaving a remaining balance of

\$195,619.33 for the second cycle of grants.

The EDC met on February 27, 2025 to discuss continuing the Thrive Business Grant for another year. During the meeting, the EDC Board made recommendations for amendments to the program. The EDC met on April 3, 2025 to approve amendments to the second cycle of the Thrive Business Grant program. These proposed changes were approved by the Town Council at its April 14, 2025 meeting. The amendments address several areas, including grant requirements, monitoring and accountability, and the addition of a new timeline section.

**Key revisions include:**

- Any equipment purchased with grant funds must remain in Trophy Club for the duration of the business’s operational life.
- Grant awards may be adjusted by up to 10%, with a maximum grant amount of \$20,000.
- Businesses must demonstrate efforts to obtain local quotes when available and submit three quotes in total, including at least one from a local vendor.
- International shipping and customs fees are not reimbursable, and all shipping costs must be itemized.
- Town approval is required for any exterior modifications to the business premises.

The revised Thrive Business Grant program will span approximately 18 months, with key deadlines for the second cycle scheduled from April 2025 through October 2026.

**Thrive Business Grant Timeline – Fiscal Year 2025-2026**

- Grant Launch: April 15, 2025
- Grant Application Deadline: June 15, 2025
- EDC Review: July 2025
- EDC Approval: July 2025
- Town Council Approval: August 2025
- Performance Agreements Signed by Business: September 2025
- Performance Agreements Signed by EDC: October 2025
- Project Start: October 2025
- Project Completion Deadline: October 2026

This agenda item will provide updates on the first round of Thrive Business Grants and discuss the second round of Thrive Business Grant.

**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. Thrive Business Grant

**ACTIONS/OPTIONS:**

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

# Thrive Business Grant

## Guidelines and Application



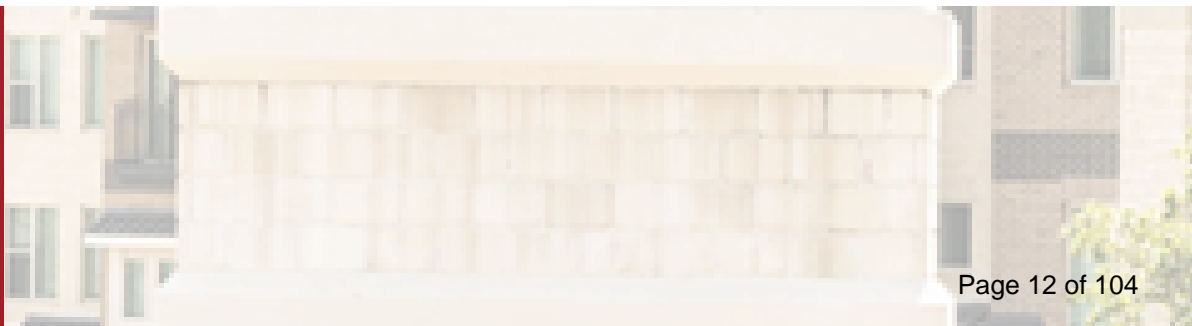


**Thrive Business Grant**

# INTRODUCTION



The Thrive Business Grant (TBG) is an initiative aimed at supporting local businesses within the Town by providing reimbursable matching grants for various improvement projects. The program seeks to enhance the visual appeal and improve overall competitiveness of businesses, ultimately driving economic growth and community prosperity.



# BACKGROUND



The Trophy Club Economic Development Corporation (EDC) is dedicated to driving economic progress within the Town. Its core mission is to actively foster employment opportunities and enhance the overall well-being of the community by spearheading, developing, facilitating, and financing projects in accordance with the Economic Development Act.

In 2023, the EDC Board earmarked \$300,000 to kickstart the TBG . This program is designed with the aim of fostering enhancements both externally and internally, as well as furnishing essential equipment to facilitate expansion and operational efficiency. The overarching objective is to maintain our Small Town Charm and stimulate customer growth within the Town.

The EDC places significant emphasis on thorough deliberation, ensuring that all grants align with the best interests of the community and that the projected benefits are effectively realized.

Each applicant will be viewed on a case-by-case bases to help businesses achieve success in Trophy Club.





The TBG is a dynamic initiative aimed at fortifying local businesses within the town. This program offers reimbursable (75%) matching grants of up to \$20,000 to support facade enhancements, sign improvements, interior renovations, equipment upgrades, and other critical investments. By empowering businesses to make these vital improvements, the EDC aims to bolster the Town's economic vitality, create a more appealing business environment, and foster community prosperity.

The program aims to facilitate well-thought-out improvements that harmoniously incorporate essential storefront elements into a appealing identity, potentially including provisions for establishing an accessible public entrance if necessary. Additionally, it supports interior enhancements aimed at improving the overall customer experience and the enhancement of existing signage or the construction of new signage approved by the Town. While Town staff will offer guidance on acceptable improvements, applicants are responsible for collaborating with licensed architects and contractors to refine the conceptual design according to the scope of work.



While the Town will review all TBG applications that align with the eligibility criteria, it places particular emphasis on backing projects poised to yield a substantial positive influence on both the Town and its economic landscape.

This includes generating increased business activity, making significant financial investments, facilitating revitalization efforts, and ensuring the retention or expansion of existing employers.

### Eligibility Criteria:

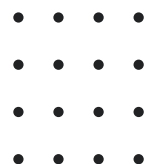
- Eligible applicants must either be property owners or tenants situated within the Town of Trophy Club;
- Tenants must obtain written approval from property owners in order to participate in the program;
- Prior to participating in the program, applicants must ensure they are current with all municipal tax obligations;
- Applicants are required to have no Town liens recorded against any property owned by them, encompassing, but not limited to, liens for weed control, demolition, board-up/open structure, and outstanding payments;





### Eligibility Criteria:

- All applicants have to be located within Trophy Club;
- All applicants are required to adhere to both state and local laws and regulations governing licensing, permits, building codes, and zoning requirements;
- Excluded from consideration are government offices, residential properties, home-based enterprises, religious organization, churches, as well as establishments dealing in sexually-oriented or smoking paraphernalia products; and
- Applicants must demonstrate financial stability and a clear plan for the project's completion.





**Façade Improvements:** Grants may be used to enhance the exterior appearance of businesses, including;

- Improvements to an existing exterior structure,
- Improvements to public facing façade(s)
- Signage
- Seating, and
- General building/property beautification including landscape.

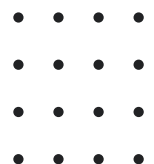
**Interior Renovations:** Funding can be allocated for interior renovations, such as;

- Remodeling enhancements that improve the customer experience,
- General maintenance such as HVAC, plumbing, electrical, etc.

**Equipment Purchases:** Grants can cover the cost of purchasing new equipment or upgrading existing machinery to increase operational efficiency and productivity.

**Signage:** Grants can cover the cost of purchasing signage off site to promote and market their business.

Applications must be made prior to work beginning. No grants will be awarded for work that has already started, in progress, or completed.



# GRANT REQUIREMENTS



Work must begin within six months from the date of the award.

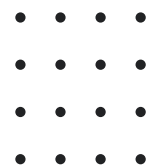
Grant funds are paid out on a reimbursement basis once completed work has been verified by Town staff as compliant with the plans proposed in the approved application.

Any deviation from the approved grant project may result in the total or partial withdrawal of the grant.

Grants are awarded as a single payment to the applicant, excluding sales tax. The Town will not reimburse any sales tax on items purchased.

If an applicant is awarded a grant for any work performed pursuant to this program and the work is altered for any reason within one year from the date of construction, the applicant may be required to reimburse the Town of Trophy Club immediately for the full amount of the grant.

Further, if a property is listed for sale and/or leased to a tenant for a purpose not originally intended by the grant application within one year of reimbursement, the applicant may be required to reimburse the Town of Trophy Club immediately for the full amount of the grant.



Any equipment purchased using grant funds must remain within the Town of Trophy Club for the entire operational lifespan of the business.

The agreed-upon price or grant amount may be adjusted by up to 10% to account for unforeseen circumstances or price fluctuations, with a maximum grant amount of \$20,000.

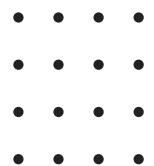
All exterior work, including but not limited to painting (including color selections), building additions, and any changes to the exterior appearance, must be submitted to the Town of Trophy Club for approval before implementation.

Businesses must obtain and submit a minimum of three quotes:

- One quote from a local business (a business with a registered address in Trophy Club or owned by a Trophy Club resident).
- Two additional quotes from other vendors.

If a local quote or any of the three required quotes cannot be obtained, the business must document its efforts to secure them, including the steps taken and the reasons the quotes could not be acquired. The EDC Board will consider this effort in its evaluation.

The grant does not reimburse international shipping or customs fees for items purchased overseas. These costs must be covered by the business owner. Additionally, shipping costs must be itemized on the submitted quote.



Each TBG application will be processed in accordance with the following standards and procedures.

One of the prerequisites is furnishing documentation confirming the absence of any outstanding property tax payments for the property.

Applicants undertaking projects that encompass the refurbishment of one or more existing structures must furnish a comprehensive plan along with quotes and cost projections for the renovations.

Furthermore, if a project is not approved for the intended fiscal year, the application will be retained for consideration for up to one year.

### Application Process:

- The TBG will announce specific periods when applications will be accepted from eligible businesses.
- Interested businesses will complete and submit a application form, including property owner written approval (if applicable) project details, comprehensive plan, project cost, three quotes (if applicable), and a timeline for completion.
- The EDC will review applications and may approve applications based on eligibility criteria and alignment with program goals.
- The approved applications will then be reviewed by the Town Manager before being submitted to the Town Council.
- The application review process will take up to 60 days.
- Selected businesses will be notified of their grant award and will receive instructions on reimbursement procedures.
- Approved businesses will sign a performance agreement, and will be instructed on when to begin their proposed projects and may seek reimbursement upon completion.





## Monitoring & Accountability

### Process:

- **Progress Reporting:** Grantees will be required to submit regular progress reports, including financial statements, photos, and updates on project milestones.
- **Final Inspection:** Upon project completion, a final inspection will be conducted to ensure that the work meets the program's standards.
- **Reimbursement Process:** Grantees will submit documentation for eligible expenses, and reimbursement will be issued in accordance with the program's guidelines.
- **Performance Requirements:** Grantees will be required to fulfill performance requirements set forth in the performance agreement, failure to meet the specific requirements in the agreement will mean repayment of 100% of grant dollars received. If the performance agreement is not signed within 60 days of receipt, the grant will be rescinded, and you will need to reapply in the next grant cycle.



- The Town Council retains sole authority to approve or deny any TBG application and is under no obligation to approve any application.
- The Town retains the authority to reject an application while offering suggestions for improvements that could lead to future acceptance.
- The Town of Trophy Club has the right to terminate any agreement under the TBG if a participant is found to be in violation of any conditions set forth in these guidelines.
- The Town reserves the right to make adjustments regarding conditions and parameters outlined in these guidelines.
- Prioritization is given to established businesses over those operational for a year or less.
- The possibility exists to approve multiple projects for businesses if additional funding remains available.

As part of the consideration for any incentives, the Town will have the right to review and verify the applicant’s financial statements and records related to the project and the amount of any incentives that may be payable in any given year; and conduct an on-site inspection of the project in order to verify compliance with the terms and conditions of the TBG.

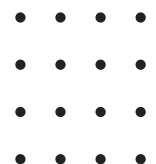


## Thrive Business Grant Timeline – Fiscal Year 2025-2026

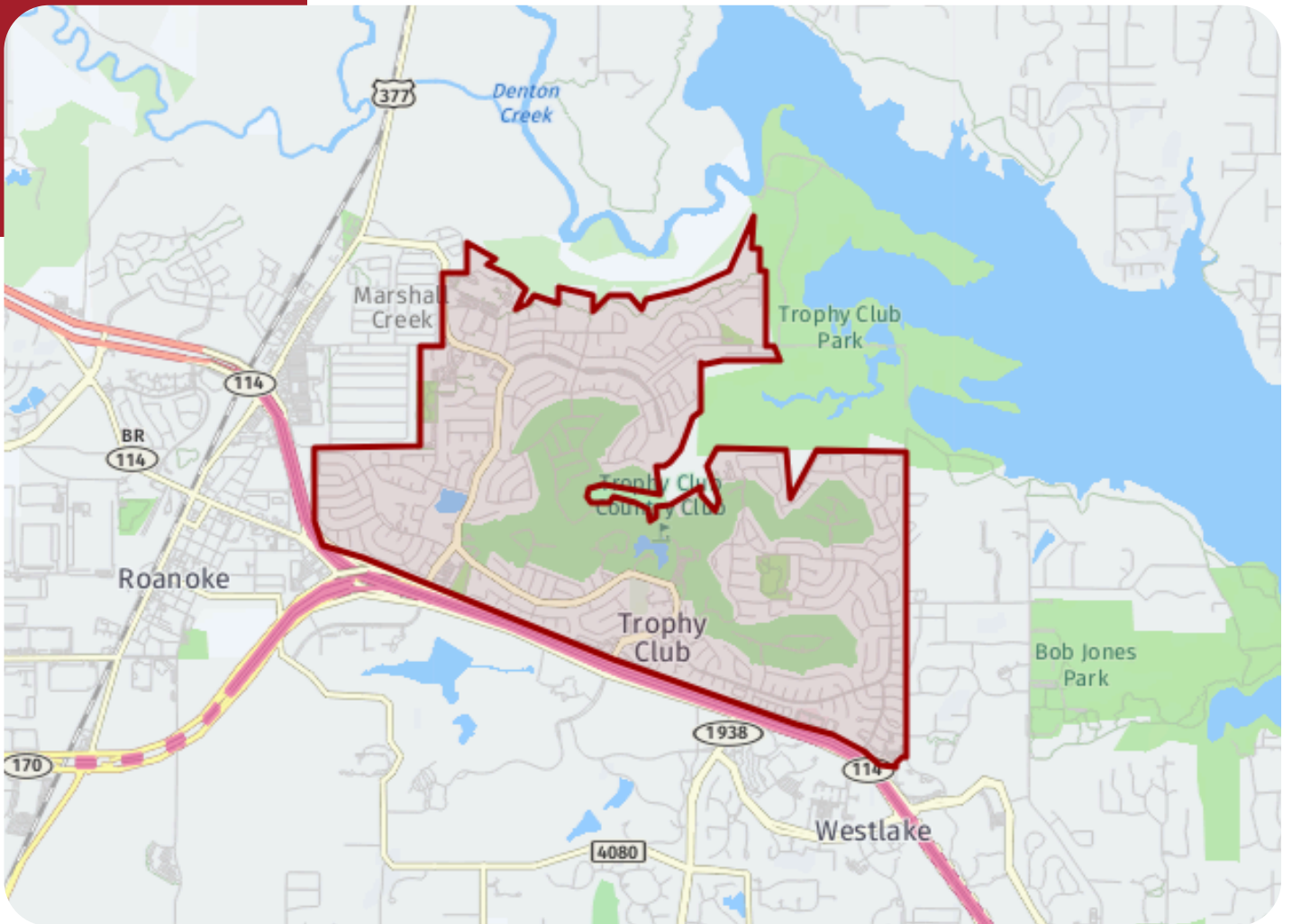
The following timeline outlines the key dates for the Thrive Business Grant. Please note that dates are subject to change. For up-to-date information, visit our website or contact us directly.

- Grant Launch: April 15, 2025
- Grant Application Deadline: June 15, 2025
- EDC Review: July 2025
- EDC Approval: July 2025
- Town Council Approval: August 2025
- Performance Agreements Signed by Business: September 2025
- Performance Agreements Signed by EDC: October 2025
- Project Start: October 2025
- Project Completion Deadline: October 2026

The total duration of the grant process, from application launch to project completion, is approximately 1.5 years.



# Town of Trophy Club Boundary Map

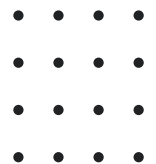


# Thrive Business Grant (TBG) Application

Applicant Name	<input type="text"/>
Mailing Address	<input type="text"/>
Business Name	<input type="text"/>
Business Address	<input type="text"/>
Contact Number	<input type="text"/>
E-mail Address	<input type="text"/>
Building Owner Name	<input type="text"/>
Building Name	<input type="text"/>

## Project Information

Project Site/ Address	<input type="text"/>
Project Type	<input type="text"/>
Project Description	<input type="text"/>



# Thrive Business Grant (TBG) Application

How will this project benefit the community?

How will this project benefit your business?

## Project Cost

Project Expenditures	Expenditure Total	Total Grant Dollars Requested for Expenditure



# Thrive Business Grant (TBG) Application

Total Cost of Project

Total Grant Dollars Requesting

\*25% of total cost of project is the responsibility of the applicant.

## Business Information

Number of Employees

Number of Years in Trophy Club

Annual Revenue

Will this project create or retain jobs?  Yes  No

Please ensure that the final project scope of work, along with accompanying pictures, drawings, and any relevant documentation, is attached. This comprehensive package will play a crucial role in conveying a cohesive narrative that will aid the EDC and Town staff in comprehending your vision for the allocation of grant funds.

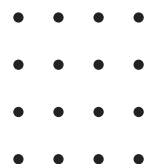
By signing this document, you affirm that you possess the requisite authority to seek funding for the mentioned business, you will abide by the program guidelines, and that the information furnished is true and accurate to the best of your knowledge.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_





**Thrive Business Grant**



Please Return To:

**In-Person:**  
**Town of Trophy Club**  
**1 Trophy Wood Drive**  
**Trophy Club, TX 76262**

**Via E-mail:**  
**[thrive@trophyclub.org](mailto:thrive@trophyclub.org)**

**Online Application:**





## ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

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**MEETING DATE:** May 22, 2025

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

**AGENDA ITEM:** Discuss and provide feedback on the draft final plan document of The Grove at TC Small Area Plan Project. (Tamara Smith, Assistant to the Town Manager)

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**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) on March 25, 2024, seeking a comprehensive small area plan for properties adjacent to State Highway 114 Frontage Road and Trophy Wood Drive. The aim is to redefine the property layout with a focus on various priorities, including enhancing economic resilience, fostering service-based employment, improving overall quality of life, promoting sustainability, enhancing pedestrian safety and walkability, facilitating future development, and addressing area parking needs.

The proposal submission period closed on April 15, 2024. Following a thorough review of bid packets by three Economic Development Corporation (EDC) members and four staff members, it was determined that The John R. McAdams Company, Inc. ("McAdams") emerged as the top contender among the submissions.

In May 2024, both the EDC and Town Council approved a professional services contract with McAdams to lead the small area plan process. The project officially kicked off on July 8, 2024. McAdams divided the process into five phases: Explore, Evaluate, Envision, Enact, and Execute. The Explore phase included the project program, the kick-off meeting, and stakeholder feedback. During this phase, the Town and McAdams conducted interviews with nine businesses in the small area plan to gather insights on their concerns and positive aspects of the area. The Evaluate phase involved inventory, analysis, and a market study of the area, conducted with the help of their third-party consultant, Catalyst.

In November 2024, the Town and McAdams started the Envision phase, which conducted a community-wide online survey to gather feedback from residents. The goal was to collect valuable insights from as many residents as possible by providing an accessible online platform, particularly for those unable to attend the open house but still wishing to share their input. The survey was promoted through Town-wide communications to maximize visibility and encourage participation. Over a four-week period, 595 responses were received, yielding a

4.15% response rate, which is within the preferred range.

On February 13, McAdams presented two plan scenario variations to the EDC Board to gather initial feedback. The concepts were then shared with the Town Council on February 24, where McAdams was asked to return for a follow-up work session to allow for further discussion. In response, a joint meeting with the Town Council and EDC was held, during which McAdams presented Option 2 alongside a revised version that incorporated feedback from the EDC. The presentation covered key topics including programming, feasibility, project phasing, the TIRZ funding mechanism, and a comprehensive analysis of the pros and cons.

The Town is currently in the latter half of the Enact phase. A preferred concept has been selected, and the McAdams team has prepared a final draft of the plan. Tonight, the EDC will discuss the draft final plan and offer feedback, which will be forwarded to the McAdams team for review and incorporation. Following tonight's meeting, McAdams will incorporate any additional input and prepare a final presentation and plan for adoption by both the EDC and Town Council in July.

**BOARD REVIEW/CITIZEN FEEDBACK:** The EDC has a subcommittee that meets bi-weekly with McAdams and provides monthly updates to the full EDC Board. Attached to this agenda item is the meeting minutes from March 10th, March 25th, April 22nd, and May 6th.

**FISCAL IMPACT:** The total amount for the Small Area Plan was initially budgeted at \$89,437, expended from the Economic Development Corporation Fund. On March 6, 2025, a change order was requested to include an additional \$3,563. Additional services were asked of McAdams, including (2) preliminary concept plans, adding an alternate to the preliminary concept number two, phasing plan, and preliminary program for both concepts. Additional costs also include an EDC meeting as well as a joint work session between the EDC and Town Council. The total cost of the McAdams contract is now \$93,000.

**LEGAL REVIEW:** N/A

**ATTACHMENTS:**

1. Draft Final Plan
2. Small Area Plan Schedule
3. March 10, 2025 Meeting Minutes
4. March 25, 2025 Meeting Minutes
5. April 22, 2025 Meeting Minutes
6. May 6, 2025 Meeting Minutes

**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 regarding this agenda item.





# The Grove at TC

Small Area Plan  
Town Of Trophy Club

DRAFT





DRAFT

# ACKNOWLEDGMENTS

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## TOWN OF TROPHY CLUB

### Town Council

Jeannette Tiffany/ Mayor  
Steve Flynn/ Mayor Pro Tem  
Stacey Bauer/ Council Member  
Jeff Beach/ Council Member  
Dennis Sheridan/ Council Member  
Rhylan Rowe/ Council Member

### Economic Development Corporation

Teri Addington/ EDC Member  
Joe Longo/ EDC Member  
James Calaway/ EDC Member  
Allan Pedersen/ EDC Member  
Greg Brothers Fox/ EDC Member  
Garrett Wallace/EDC Member  
Scott Hinshaw/EDC Member

## CONSULTANT TEAM

McAdams / Planning + Design Lead  
Jameson Pinson/ Director  
Randi Rivera/ Director  
Marisa Brewer/ Planner  
Catalyst Commercial, Inc.  
Chris Branham / Principal

DRAFT



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- 3.2 Guiding Principles
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- 4.4 Final Development Plan
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- 4.6 Vehicular Plan
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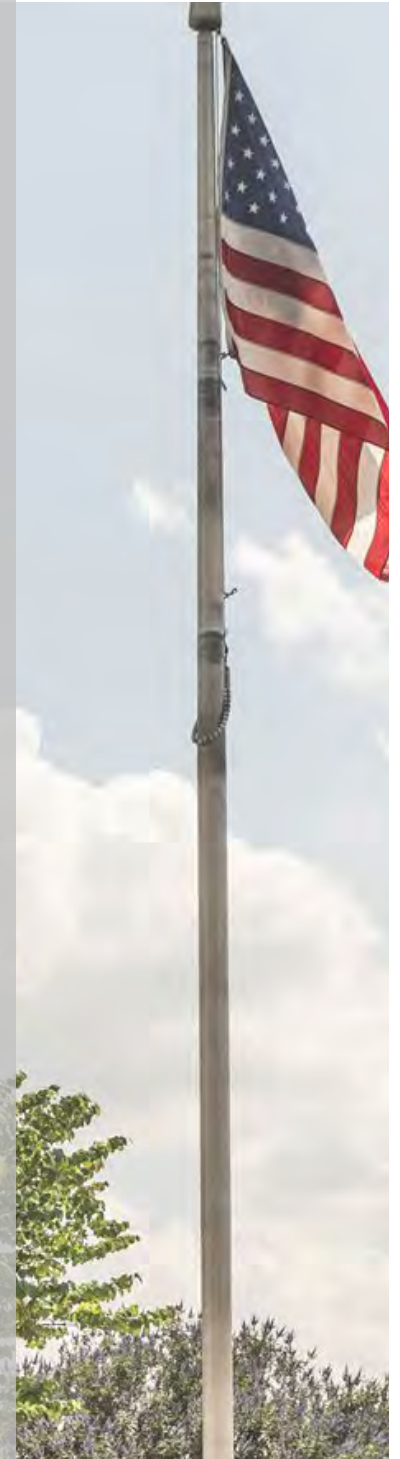
## Chapter 5

### Action Items and Implementation

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# 01 | EXECUTIVE SUMMARY

## IN THIS CHAPTER

1.1 What is a Small Area Plan

1.2 What is in the Plan

1.3 The Grove at TC Development Plan

1.4 Implementation + Action Plan

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## Section 1.1 What is a Small Area Plan?

Small Area Plans serve as strategic tools that offer detailed guidance on the future development and character of a specific part of a Town or City. By focusing on a defined geographic area, these plans outline tailored goals, policies, and design principles that reflect the unique needs and opportunities of the community. They help shape land use, transportation, infrastructure, public spaces, and zoning regulations in a coordinated manner. As a road-map, Small Area Plans empower residents, business owners, and local governments to work collaboratively toward a shared vision, supporting targeted investments and informed decision-making that enhance the area's livability, economic vitality, and identity<sup>1</sup>.

For Trophy Club, the Small Area Plan will serve as a guide to help make important decisions about how to invest in the community and improve the overall area. Property owners can use the plan when considering upgrades or changes to their land, while businesses can look to the plan to understand the long-term vision for the district. Town staff, Town Council, Planning and Zoning, and other advisory boards will reference the plan when reviewing development proposals to ensure that new projects align with the community's goals and maintain the integrity of the vision.

### 1.1.2 Location of Small Area Plan

The location of the subject site encompasses approximately 54 acres of land located at the south gateway into Trophy Club from SH 114 situated between Trophy Wood Dr. The site has about 4,000 linear feet of frontage along SH 114 and currently encompasses fifteen tracts of land of which two tracts are owned by the Economic Development Corporation (EDC).

Three primary ways the plan is used by local officials:

#### 01 Guide Development Decisions

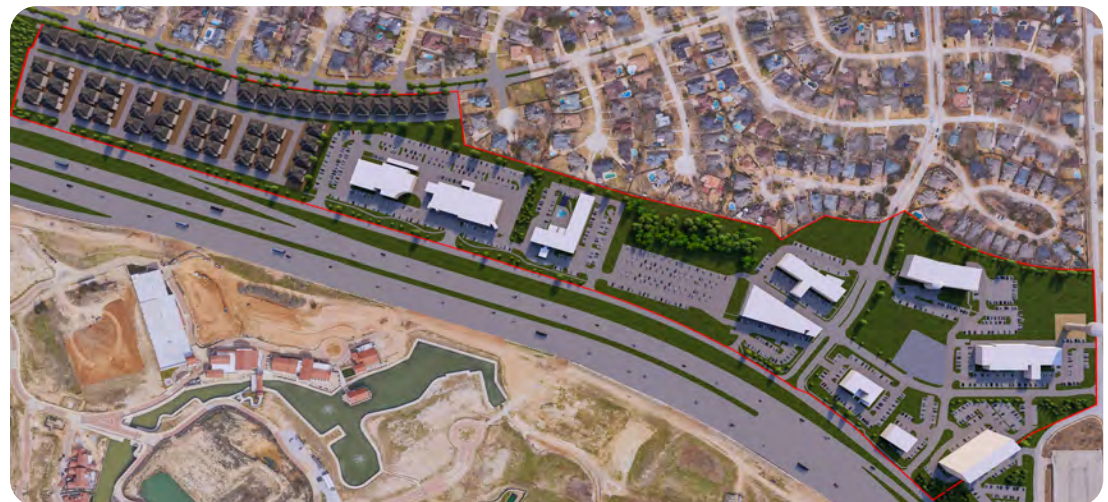
Local Officials can use the plan to evaluate zoning, site plan, and development proposals to ensure conformance with the Town's goals and vision.

#### 02 Prioritize Funding

The plan can help identify and prioritize infrastructure improvements and allow officials to allocate resources strategically.

#### 03 Support Policy and Regulations Updated

When updating zoning ordinances or design guidelines officials can reference the plan to make sure the updates align with the desired character of the area.



<sup>1</sup> American Planning Association. (n.d.).

Figure A.1 - Site Location

## Section 1.2 What Is in the Plan?

The document is structured to reflect the comprehensive project process, providing a clear and logical path for the reader to follow. It begins by outlining the existing conditions, which provides in-depth analysis of area offering important context about the current land use, infrastructure, transportation, and other key factors. Following this, the plan presents the vision statement and guiding principles which serve as the foundation for all planning efforts. Community engagement techniques are also detailed, highlighting the various ways in which residents, business owners, and stakeholders contributed their input to shape the plan. The heart of the document is the finalized plan, which sets forth the proposed land use strategies, design concepts, and development goals. Finally, the plan outlines specific implementation ideas, including policy recommendations, infrastructure priorities, and potential partnerships to bring the vision to life. The structure mirrors the step-by-step process undertaken during the project, as illustrated in Figure B.1, helping readers understand how each phase informed the next and how the plan evolved into a comprehensive, actionable strategy.

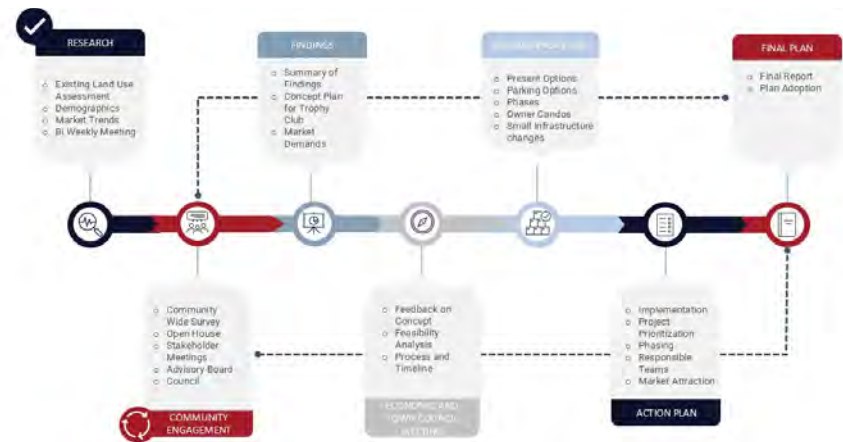


Figure B.1- Project Process

Figure C.1 - Plan Structure

Sit and Community Characteristics	Existing Conditions provide the foundation for informed and effective planning. It sets the baseline to help ensure that future development or improvements are realistic, address needs, and builds on what already works well.
Visioning Process	The visioning process introduces the vision statement and guiding principles serve as the goals and values for the Town and this area plan document.
Community Engagement	Community Engagement allows residents to provides feedback and participate in creating the vision for this plan.
The Grove at TC Development Plan	The planned area map and design principles.
Implementation + Action Plan	Action Items that will help implement the vision.

### 1.2.2 Vision Statement + Guiding Principles

The vision statement and guiding principles below were created by Town leadership and acted as the foundation throughout the entire planning process. As the area is developed these principles and vision statement shall be incorporated into every approved plan.

**The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity.**



**A Welcoming and Vibrant Hub**



**Enhanced Connectivity and Accessibility**



**Thoughtful and Integrated Development**



**A Signature Public Amenity and Community Gathering Space**



**Maximized Economic Impact and Branding**

### 1.2.3 Community Engagement Feedback

Over a month-long period, input was gathered through stakeholder meeting, online survey, and public open house. A set of questions were identified by the team and used to create surveys, boards, and interview questions to achieve valuable input.

The feedback, analyzed by the design team and advisory board, revealed three key community priorities. First, residents emphasized the need for improved connectivity, citing poor pedestrian access and disjointed land use that make the area difficult to navigate. Second, there was a strong desire for community gathering spaces where families can spend time together and neighbors can connect through shared activities. Lastly, residents expressed interest in expanding local dining and retail options, noting a preference to shop and dine within Trophy Club rather than traveling to nearby Towns/Cities.

#### What We Heard...

##### Property + Business Owners

- Improve Circulation + Connectivity
- Community Gathering Spaces
- Dining + Outdoor Seating

#### What We Heard...

##### Community Wide Online Survey

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

#### What We Heard...

##### Open House

- Improve Circulation + Connectivity
- Strong Hospitality + Dining
- Ideal Location
- Community Gathering Spaces
- Support 55+ Housing

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## Key Themes

Three themes emerged from the robust community engagement:

- › Connectivity
- › Community Space
- › Thriving Businesses



### CONNECTIVITY

Enhance interconnected public realms through integrated multi-modal transportation, walkable pathways, and efficient mobility networks.

Feedback from residents:

1. Look at incorporating golf cart paths, bike lanes, and trail.
2. Design for walkability by widening sidewalks, safe crosswalk paths, and providing street trees.



### COMMUNITY SPACE

Provide a chance for people to socialize, form friendships, and discover common ground.

Feedback from residents:

1. Provide designated open space.
2. Create a space for entertainment opportunities and host community events regular.



### THRIVING BUSINESSES

Create a dynamic and well connected area where a diverse range of businesses can grow.

Feedback from residents:

1. Encourage a mix of uses that creates a vibrant hub.
2. Promote small businesses.

## Section 1.3 The Grove at TC Development Plan

Over the course of four months, the design team collaborated closely with Town staff, the Economic Development Corporation, and the Town Council to finalize the plan for The Grove at TC. The resulting plan reflects a balanced approach maximizing the potential of the area while staying true to the guiding principles and addressing the three key themes identified through community feedback.

The proposed land use envisions a dynamic mixed-use development that includes residential, commercial, office, and entertainment components. The area already features a variety of uses, and building upon this foundation will help create a more cohesive and vibrant district.

The plan also prioritizes improved vehicular and pedestrian connectivity, recognizing the importance of both mobility and accessibility. It outlines a combination of short-term design enhancements that can be implemented quickly, alongside long-term infrastructure investments that will evolve over time to support the area's growth and functionality.



Figure D.1 Town Of Trophy Club Town Hall

### Section 1.3.1 Plan Options

Choice and flexibility emerged as the most significant takeaways from the meetings with the Economic Development Corporation (EDC) and Town Council. Both groups emphasized the importance of ensuring that the plan remains adaptable, allowing developers the flexibility to respond to market conditions and site-specific opportunities as they arise.

In response, the final plan adopted a more diagrammatic and framework-based approach, offering a range of development scenarios rather than prescribing a fixed layout. These options explored various elements such as open space configurations, building compositions, and vehicular and pedestrian circulation. This approach provides guidance while maintaining the adaptability needed to support phased development and evolving community needs.

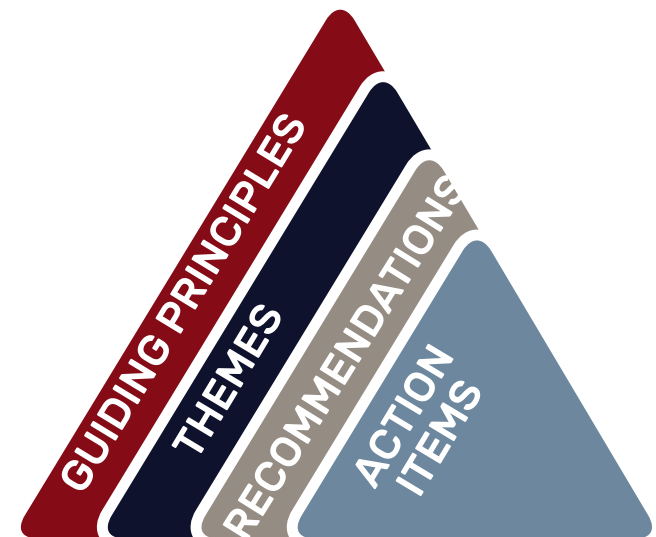


Figure E.1 Planning Process

## Section 1.4 Implementation + Action Plan

This plan establishes clear implementation guidelines to serve as a practical decision-making tool for Town staff and elected officials. The implementation chart assigns responsibilities and prioritizes actions, helping to ensure strategic, coordinated, and effective progress toward the community’s vision. As decisions arise and questions are considered, the chart can be referenced to validate actions, align with community goals, and maintain consistency throughout the development process.

The following are examples of proposed implementation strategies designed to directly support and advance each guiding principle:



**Create a form-based code for the Grove at TC. Form based code would communicate predictable and clear design standards to potential developer.**



**Determine appropriate incentive-based tools to promote activation of vacant parcels and redevelopment of other parcels.**



**Require 12’ minimum trail width for primary pedestrian paths within The Grove at TC.**



**Adopt the “Grove at TC Small Area Plan” policy document to set the vision for the district.**



**Review area plan at regular intervals to ensure plan remains aligned with market realities and update if market conditions change.**

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# 02 | SITE AND COMMUNITY CHARACTERISTICS

## IN THIS CHAPTER

2.1 Community Demographics

2.2 Market Analysis Summary

2.3 Description of the Area

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Figure A.2- Trophy Club

## Purpose

A detailed and accurate understanding of a community's demographics is essential to the success of any long-range planning effort. As population growth and change continue to shape the future of Trophy Club, this plan's goals and recommendations are designed to evolve alongside the community's needs. These demographic insights serve as a road-map, helping ensure that the Town's offerings remain aligned with shifting demands.

Demographic analysis adds depth to the broader narrative of population growth. As the population increases, it is not just the number of residents that changes—so do the characteristics of the community. Variations in age groups, racial composition, income levels, and household types often accompany growth, influencing the kinds of recreational facilities, programs, and services that are most relevant and beneficial to residents.

In addition to population changes, evolving economic trends and consumer preferences drive demand for new types of businesses and shape how those businesses operate. Even in the absence of significant demographic shifts, changing tastes can create new expectations for dining, retail, and entertainment experiences.

This chapter provides a comprehensive overview of the Town of Trophy Club's demographic profile and includes a summary of the existing land use within the community.

## Section 2.1 Community Demographics

Trophy Club, Texas, is a thriving suburban community situated within the Dallas-Fort Worth metroplex. From 2000 to 2020, the town experienced impressive growth, with its population increasing by approximately 46%, bringing the current population to around 14,328 residents<sup>1</sup>. The Town offers a peaceful, family-oriented atmosphere, providing residents with a tranquil escape while still being in close proximity to the dynamic urban centers of Dallas and Fort Worth. With a median age of 42, Trophy Club is home to a diverse mix of young professionals, families, and retirees, making it an appealing destination for people at various stages of life, from those raising children to those seeking a peaceful retirement.

While the Town's demographic makeup is predominantly Caucasian, Trophy Club is becoming more diverse, with steadily growing Hispanic and African American populations. The Town also sees a slightly higher number of females than males, contributing to a well-rounded community. This growing diversity fosters an inclusive atmosphere that welcomes people from all walks of life. The shift in demographics has fueled an increasing demand for community events and businesses that cater to the varied interests and backgrounds of the residents, further enriching the Town's sense of community and local culture.

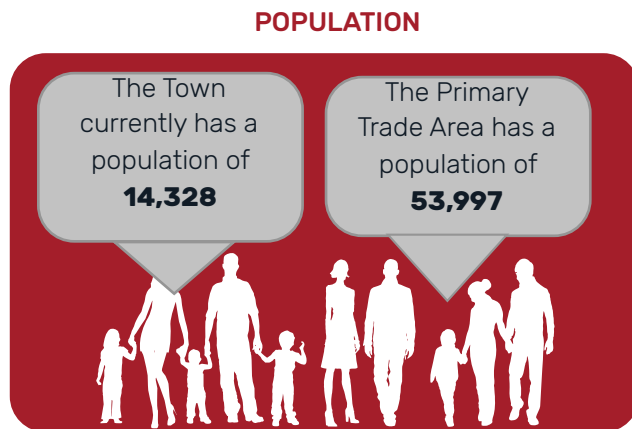


Figure B.2- Population Chart



Figure C.2 - Forth of July Parade

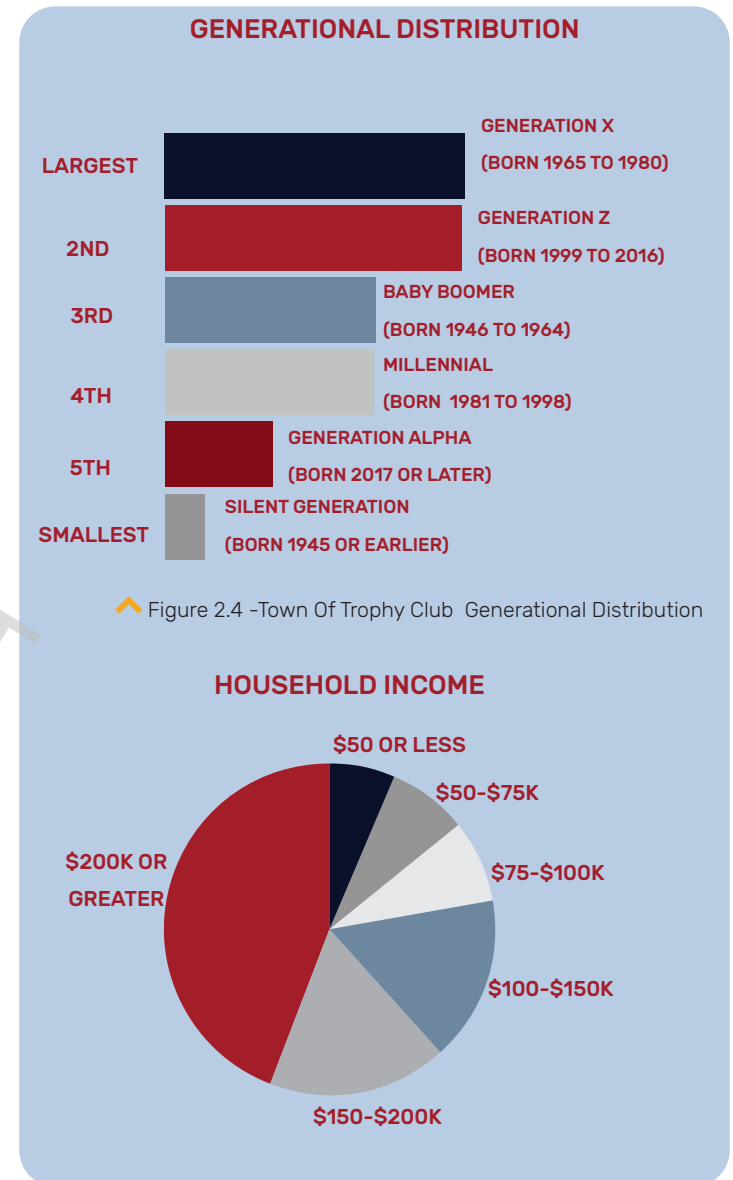
<sup>1</sup> Catalyst Commercial, US Census Bureau, Esri

Trophy Club’s median household income is around \$200,000, which is significantly higher than the national average of \$80,610<sup>1</sup>. This reflects the Town’s status as a desirable “bedroom community” for professionals. The housing market in Trophy Club is predominantly made up of single-family homes, which account for about 89% of the housing stock. With such a strong emphasis on single-family residences, and considering the Town’s median age of 42, residents tend to seek a variety of housing options that allow them to remain in the area as their needs evolve through different stages of life. With such a strong emphasis on single-family residences, and considering the town’s median age of 42, the needs of residents will evolve through different stages of life and they will need to seek housing options that allow them to remain in the immediate area.

Trophy Club has successfully cultivated a welcoming, family-friendly environment by focusing on active neighborhoods, excellent schools, and a thriving local economy. Its appealing mix of housing options, recreational amenities, and close-knit community atmosphere have drawn families from across the DFW metroplex to call Trophy Club home. The Town’s commitment to maintaining a high quality of life, combined with its accessibility to major employment centers, has made it one of the most sought-after places to live in the area.



Figure D.2 -Town Of Trophy Club Home



<sup>1</sup> US Census Bureau, Esri

### 2.1.1 Trophy Club Housing

The concept that eventually led to the creation of Trophy Club, began when Houston-based developer Johnson-Loggins proposed a housing development centered around a premier golf course<sup>1</sup>. This vision ultimately evolved into the community we know today. True to its original concept, approximately 4,441 single-family homes are now situated around an 18-hole golf course, providing a residential haven for around 14,328 residents. Covering 4.1 square miles, Trophy Club offers a limited mix of housing options. In addition to single-family homes, the Town has 46 townhomes, 42 duplexes, and 445 multifamily units.

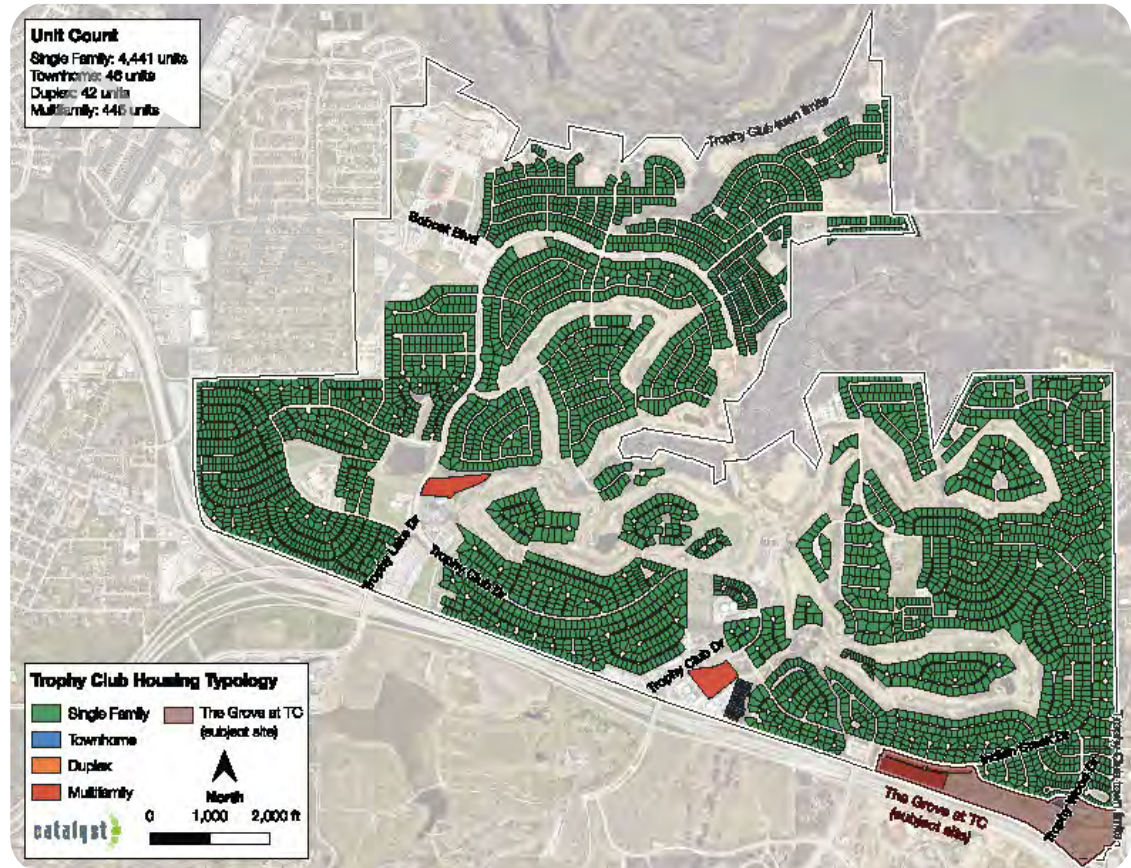
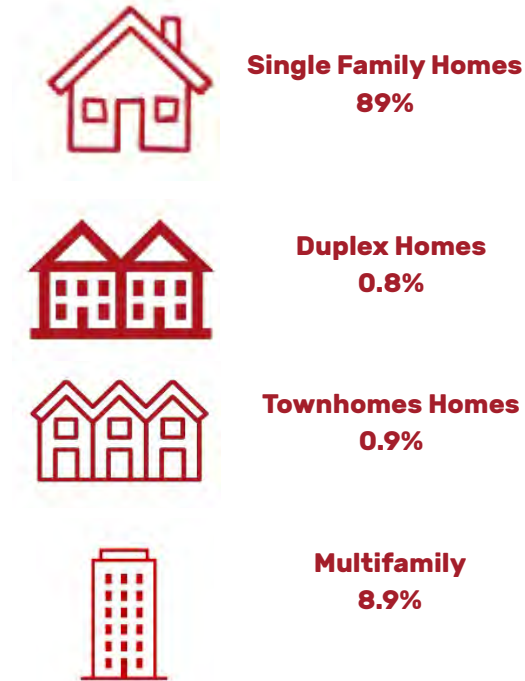


Figure F.2- Town of Trophy Club Housing Type

<sup>1</sup>Trophy Club, Texas. (n.d.). Trophy Club History. Retrieved April 28, 2025

## Section 2.2 Market Analysis Summary

Trophy Club, is experiencing steady growth in its commercial real estate market, fueled by its strategic position within the Dallas–Fort Worth metroplex. While the Town’s commercial market is not as expensive or developed as the central business districts of Dallas or Fort Worth, it is steadily evolving to meet the needs of not only their growing residential population but also nearby cities growing residential population. Trophy Club’s commercial sector is primarily focused on serving its local community, offering a mix of retail, dining, and service-oriented businesses. The Town’s proximity to major highways, including Highway 114, and easy access to both Dallas and Fort Worth make it an attractive location for small to mid-sized businesses. Companies such as Fidelity, Charles Schwab, Deloitte, Goosehead Insurance, and Sabre have established a presence in the area, benefiting from its residential appeal and strategic location near major commercial hubs.

Compared to the overall DFW commercial real estate market, Trophy Club’s commercial market is more niche and specialized. The Dallas–Fort Worth area is one of the largest commercial real estate markets in the country, with a dynamic mix of office, industrial, retail, and multifamily properties spread across the region. Trophy Club’s commercial market is more focused on neighborhood-serving businesses and small retail centers. This creates a more localized market, where demand is driven by the needs of residents and the growing number of families and professionals moving into the area. While Trophy Club does not have the same scale of corporate offices or large commercial developments as Dallas or Fort Worth, it benefits from its status as a desirable residential community with commercial properties catering to everyday conveniences and local services.

Trophy Club’s mix portfolio of dining, office, and retail allows Trophy Club to remain resilient when different market sectors are lower than others. Compared to the Dallas and Fort Worth Market, where the fluctuation within the economy can shift consumer behaviors, the Town businesses cater towards the residents that live in the area and focus on providing services that appeal to those family-oriented demographics. Even within the surrounding neighboring communities like Roanoke, Westlake, and Southlake the average vacancy rate is relatively low at 5.9% equating to roughly 12,000 square feet, despite the competitive retail spaces and rental prices within the area<sup>1</sup>.



▲ Figure G.2–Avalon Mixed Use Development

<sup>1</sup> Cataylst

With limited tracts of land remaining for development, Trophy Club’s commercial real estate market holds significant potential for further expansion. Projections indicate a population growth rate of 2.1% over the next five years, paired with rising household incomes that are expected to boost retail spending by an estimated \$111.2 million from 2024 to 2029<sup>1</sup>. Additionally, Trophy Club’s proximity to DFW International Airport enhances its appeal for developers and businesses seeking to tap into a market poised for growth. This combination of strong residential demand, increasing incomes, and access to major transportation hubs positions Trophy Club as an ideal location for further commercial development, offering new opportunities for businesses and enriching the economic landscape for its residents

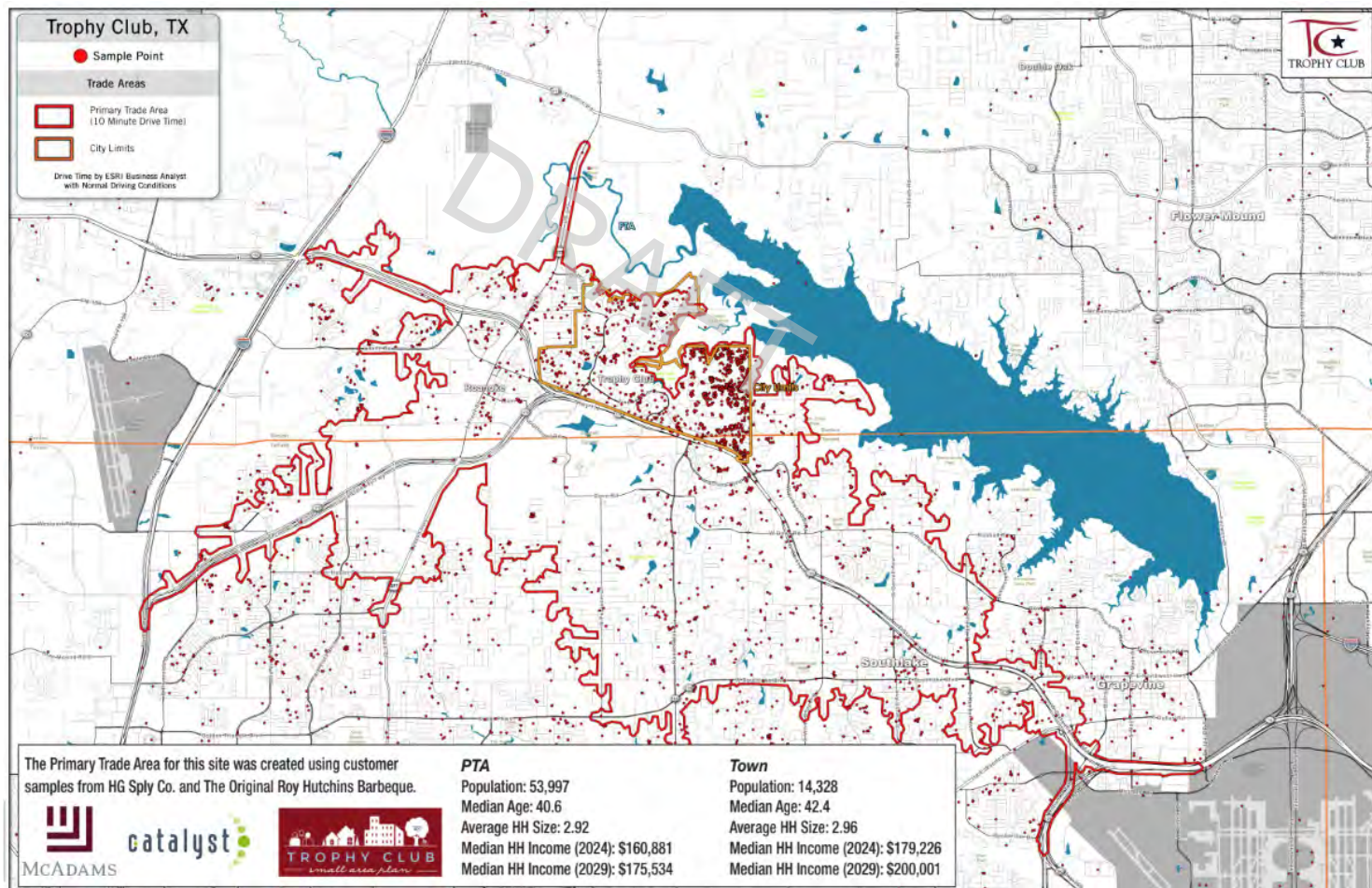


Figure H.2- Catalyst Trade Area Map

## Section 2.3 AREA DESCRIPTION

The location of the subject site encompasses approximately 54 acres of land located at the south gateway into Trophy Club from SH 114. The site has about 4,000 linear feet of frontage on SH 114 and consists of several existing businesses as listed in figure 2.9. For housing, the site has 42 duplexes, seven townhomes, and 136 apartments. There are approximately 7.48 acres of undeveloped land in key locations that can serve as catalyst opportunities to realize the vision of this small area plan,

### 2.3.1 Property Ownership

Within the 54-acre area, the property is divided into 17 distinct tracts of land under 12 different ownerships. As is common in commercial and mixed-use developments, ownership varies widely—ranging from private individuals and local businesses to developers and public entities. Tracts 1, 2, and 6 were developed by a private developer and currently serve as residential housing, offering both rental and for-sale options. Tract 3 is occupied by Baylor Scott & White, yet it also includes space leased to independent medical offices, reflecting a blend of institutional and private healthcare services. Tract 13 contains a privately owned dental office. Several tracts—specifically 5, 9, 10, and 15—are publicly owned by the Town of Trophy Club and its Economic Development Corporation, as mentioned in the previous sections, tracts 5 and 15 make up the approximately 7.48 acres of undeveloped land which can serve as catalyst opportunities for the Town. Tracts 8 and 14 offer area’s to dine at and are home to privately owned restaurants. Meanwhile, tracts 4, 7, 11, and 12 are developed as hotel properties under well-known franchises such as Homewood Suites, Holiday Inn, Hampton Inn & Suites, and WoodSpring Suites—each privately owned but operating under national hospitality brands. This diverse ownership structure supports a dynamic, multi-functional community that balances residential, commercial, public, and hospitality uses.

### EXISTING BUSINESSES

1. Baylor Scott and White
2. Homewood Suites
3. Hampton Inn and Suites
4. HG Sply Co.
5. Hutchins BBQ
6. Town Of Trophy Club
7. Holiday Inn Express
8. Woodsprings Suites

### Tracts Broken Down By Land Use

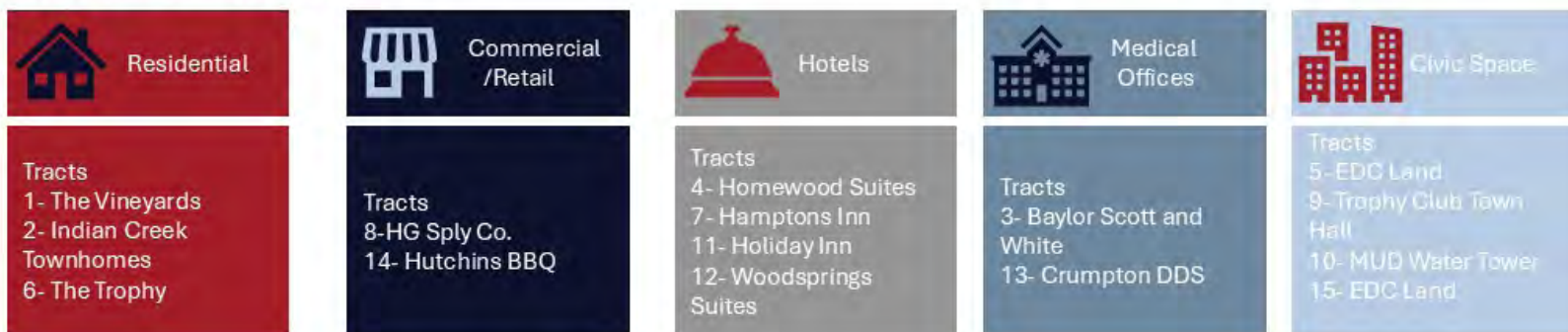


Figure I.2- Ownership Tract By Use

Figure J.2- Ownership Tract Map



PROPERTY # AND BUSINESS	ACRES	OWNERSHIP	PROPERTY # AND BUSINESS	ACRES	OWNERSHIP
1 The Vineyards at Trophy Club	7.32	ARMORE TROPHY CLUB LLC	9 Town Of Trophy Club	5.41	Trophy Club
2 Indian Creek Townhomes	3.11	TC Indian Creek LTD P/S	10 Trophy Club Water Tower	0.31	MUD #1
3 Baylor Scott and White	7.93	KAGR Trophy Club 2850 LLC	11 Holiday Inn	2.81	Shri Siddhi Vinayak LLC
4 Homewood Suites	2.93	Trophy Lodging LTD	12 Woodsprings Suites	2.8	Trophy Club WSS LLC
5 EDC Land	5.36	Trophy Club Economic Development	13 David Crumpton DDS PA	1.17	David Crumpton DDS
6 The Trophy	0.95	BEL Grand Estates LLC	14 Hutchins BBQ	2.05	Bread 114 LLCS
7 Hampton Inn	2.02	Hydra Hotel LLC	15 EDC Land	2.12	Trophy Club Economic Development
8 HG Supply Co	2.07	FP P5 LLC			

### 2.3.2 Existing Street Network

Located along State Highway 114, this site benefits from exceptional accessibility, with convenient on-and-off access that makes it highly attractive for both residents and visitors. There are four existing driveway access points along SH 114 that serve several tracts, as well as one major intersection at Trophy Wood Drive a key connector for the site and the entire east side of Trophy Club. Trophy Wood Drive functions as the primary access route for residents and businesses in the area, with daily traffic counts averaging approximately 1,800 vehicles, according to data collected by the Town. Plaza Drive intersects with Trophy Wood Drive and extends east toward T W King Road, eventually reconnecting to SH 114. However, this connection is indirect and does not provide smooth circulation, creating challenges for drivers attempting to use it as a through route. Additionally, Plaza Drive currently dead-ends into a parking lot on the east side, further limiting traffic flow and contributing to circulation inefficiencies in the area.



Figure K.2- Existing Street Network Map

### 2.3.3 Existing Pedestrian Network

Sidewalks and Trails promote walkability and outdoor activity, aligning with the town's family-oriented character. However, the pedestrian infrastructure becomes more fragmented in this area. Sidewalks are present in some areas but lack consistent connectivity between commercial developments, hotels, and civic spaces. Crosswalks and pedestrian-friendly intersections are limited, making walkability between different land uses less convenient and potentially unsafe. Biking and Golf Carts are not as limited because they can utilize the street. However, the streets do not have designated bike or golf cart paths which can be a safety concern and create congestion on the roads.



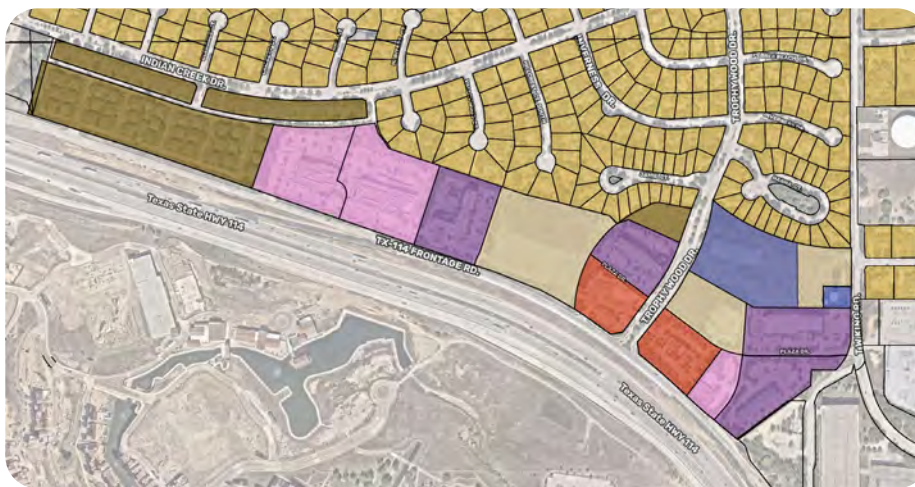
Figure L.2- Existing Pedestrian Network Map

### 2.3.4 Existing Land Use

Building off the property ownership section and the various uses established across site, it's clear that these factors have not only shaped the existing land use pattern but are also influencing the future vision for the area. Understanding current conditions is essential before developing a long-term land use strategy and defining the community's character. Trophy Club, land use is generally categorized into two main types: suburban areas and commercial center districts. Like many surrounding communities, Trophy Club has concentrated its commercial districts along major roadways, supporting higher-density development and encouraging pedestrian activity. In contrast, the suburban areas are set farther from these corridors and are primarily composed of single-family homes, parks, and schools.

What makes this particular tract of land unique is that it has been purchased and developed on a tract-by-tract basis, each with its own individual purpose. This piecemeal approach has resulted in a lack of cohesion typically found in master-planned developments. If the area had been developed from a unified vision, it likely would have taken on the form of a traditional commercial corridor—featuring a stronger emphasis on retail and commercial uses, and less on other land uses. However, the current development framework sets up this area to be developed into mixed-use transformation.

As shown in figure M.2, the existing land use includes high-density residential, medical offices, hotels, civic spaces, commercial uses, and a few remaining vacant parcels. While the range of uses is broad, the area suffers from a lack of connectivity and integration between them. Rather than functioning as a cohesive district, the area feels segmented, with each use standing alone. Addressing these disconnects through improved land use planning and physical connections will be key to shaping a more unified, vibrant mixed-use environment moving forward.



EXISTING LAND USE	
Civic Space	
Hotels	
Commercial	
High Density Residential	
Medical Office	
Vacant Land	

Figure M.2- Existing Land Use Map

### 2.3.5 Existing Constraints

The existing building framework is just one of several constraints that influence the future planning and development potential of this site. A key limitation is the parking agreement between HG Sply Co. and the Town of Trophy Club, which requires the Town to guarantee access to 190 dedicated parking spaces. This condition significantly restricts the ability to reconfigure parking layouts or modify land use in that area unless the same number of spaces can be preserved or replaced as part of any changes. Another significant challenge is the presence of approximately 4,015 linear feet of overhead power lines across the site—of which about 1,822 feet run directly through the core of the property. These lines create complications for site design, infrastructure improvements, and aesthetic enhancements. In addition, several internal roads are privately owned, which means any upgrades or circulation improvements would require negotiation with current property owners to transfer ownership or easements. Circulation issues are further compounded by limited connectivity throughout the site, with Trophy Wood Drive serving as the primary access point for the eastern portion. This concentrated traffic flow raises concerns about congestion. A potential solution could involve extending T W King Road north to connect with Plaza Drive, which would help alleviate traffic pressure and improve connectivity. Recognizing these constraints and understanding the existing land use framework is a critical first step in the planning process. The next step is to engage the community and gather input from residents to help shape a vision that balances current realities with future opportunities.



Overhead Power lines



Trophy Wood Drive



Parking Agreement With HG Sply Co.



T W King Rd Connection

EXISTING CONSTRAINTS MAP

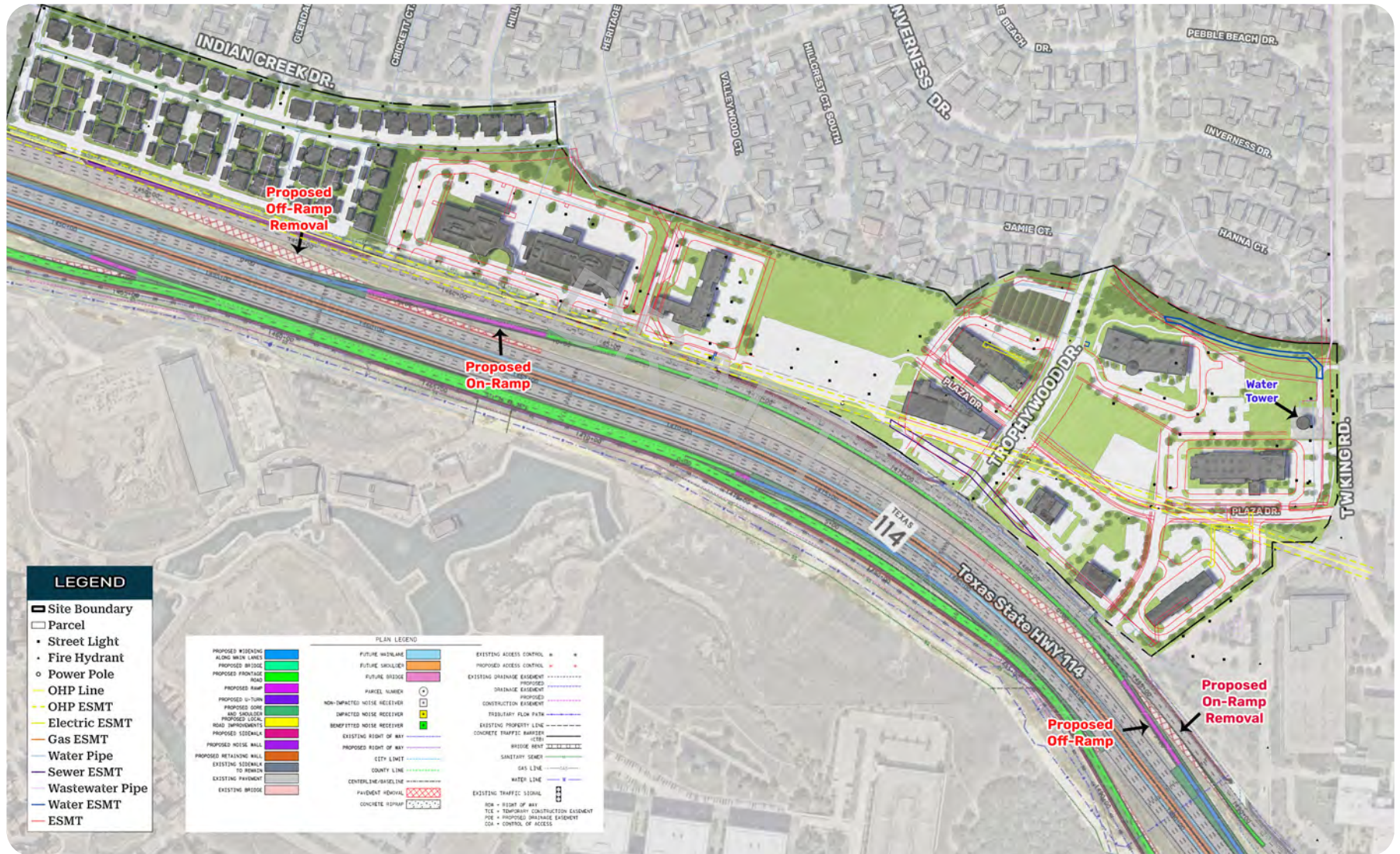


Figure N.2 - Existing Constraints Map



# 03 | COMMUNITY OUTREACH

## IN THIS CHAPTER

3.1 Area Identity and Vision Statement

3.2 Guiding Principles

3.3 Engagement Plan + Process

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Cigarette  
receptacles  
trash cans to  
cell litter.

Turtle Rehabilitation is not  
GOTTEN OUT OF CONTROL  
Needs to be reduced  
By Eco friendly  
Means ~~no~~ harms to  
TURTLES. CHART FISHWILD  
HARMS AT TURTLE RECENT  
LOOK @ RELOCATING AT  
OPTION OF THE RELOCATION

City Park to be  
100% organic so  
the landscaping doesn't  
negatively impact the  
lake.

Improving the  
quality of  
lake water  
shall be  
a top  
priority

CLEAN LAKES

Add signage to  
lake

### Section 3.1 Area Identity + Vision Statement

At the outset of the planning process, a team was put together that consisted of representatives from the Town's Economic Development Corporation (EDC) and Town Staff. Through collaboration and alignment with community values, the team developed a project name for the area to help foster a sense of place and identify that could be branded. The team also developed a vision statement which was shared with stakeholders and Town leaders.

A vision statement clearly articulate an organization's long term direction and ultimate goals, serving as a guiding light for strategic planning and decision-making. Through discussion and collaboration, the team arrived at a specific vision statement: "The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity". The name The Grove at TC sets an identity to the place, "the grove" implied a peaceful, tree filled space ideal for communities, shopping areas, and residential development. While TC gives a sense of place and connection to the Town but does not identify itself as the whole Town. The names is ideal for branding but also short, catchy, and helps create the area as a signature staple for the Town.



Figure A.3 Team Photo

# THE GROVE AT TC THE GROVE AT TC

The project name identified is "The Grove at TC". This name should be displayed throughout the area to instill the uniqueness of the district and its separate identity within the surrounding trade area.

The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club's prosperity.

### Section 3.2 Guiding Principles

The purpose of guiding principles is to provide a clear, foundational framework that directs decision making, behavior, and strategy across an organization, project, or community. The following guiding principles were identified by Town leadership.

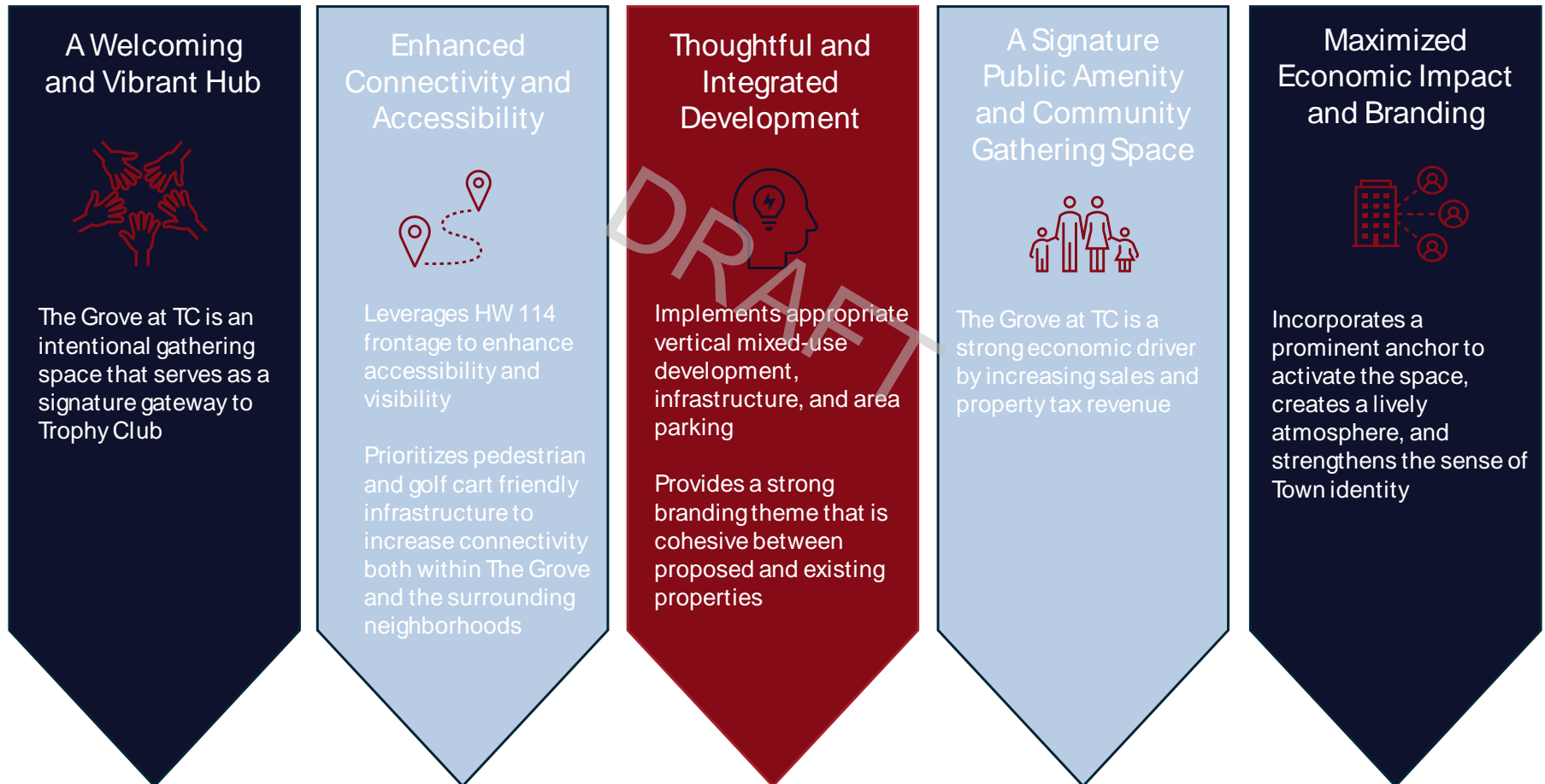


Figure B.3 Guiding Principles

### Section 3.3 Community Engagement + Process

This plan used a combination of input from Trophy Club residents, the EDC, Town Council, and staff to help guide the community engagement portion of the information-gathering process. The team held a variety of public outreach efforts to gather feedback from community stakeholders, property owners, and Town leadership. This collective feedback was then used to inform the area plan document and to ensure that it is firmly rooted in the community values while providing flexible options to respond to evolving market conditions. The five guiding principles instilled team alignment on recommendations for public input methodology regarding community values, customer satisfaction and the economic needs of the community.



Figure C.3 Community Engagement Event

Team meetings later in the process took a more focused approach, seeking feedback on proposed recommendations. Input from all meetings drove the creation of the vision framework, which is the foundation for this plan's recommendations and implementation plan.

The first type of engagement was with the property and business owners of the area. Next, the Town administered a web-based public input survey that was open to all residents through survey monkey website. In addition, the team held two open house events at Town Hall for residents to provide feedback in person. The details of the community engagement meetings are described below, including the purpose, input strategy, and outcomes summary.



Figure D.3 Community Engagement Event

### 3.3.1 Property + Business Owners

#### Purpose

The area contains several properties and businesses and these stakeholders experience the current built environment of The Grove at TC on a daily basis. It is critical to solicit their feedback and input since decisions made for this plan can have a direct impact on these established businesses. Furthermore, the property owners may have plans that can impact the viability of this area plan. Therefore, the team elected to reach out to these stakeholders as the first step of outreach during the community engagement process.

#### Strategy

The team worked together to identify 12 stakeholders within the area that either owned land within the area or ran a business within the area. Each stakeholder was contacted through email or phone call to set up a one on one sessions and asked a series of questions. Out of the 12 stakeholders, 10 were able to provide feedback.

#### Outcome

Many of the stakeholders wanted to see this area more active and bring more people in because it would help their businesses as well. It was stated that more entertainment within the area that caters to all ages would be extremely successful. Some were concerned regarding the connectivity between spaces and how pedestrians would get around or park but weren't concerned with increase traffic. Stakeholders shared that their other locations were more successful due to the availability of connectivity and other retail stores. Overall, the stakeholders were very receptive of the redevelopment that will happen in this area and excited to be a part of it.

“Make sure that this area is walkable and provides an entertainment element for residents”  
Quote from Stake Holder



Figure E.3 Aerial

### 3.3.2 COMMUNITY WIDE ONLINE SURVEY

#### Purpose

The purpose of a community wide online survey is to seek input from the public regarding what they envision for “The Grove at TC”. The intent behind this approach was to gain insightful information from as many residents as possible by using an online platform that could be accessible by residents who were not able to attend the open house but still would like to share their feedback. The types of questions were related to economic development needs, accessibility, land use, and the survey also described the planning process for the small area plan.

#### Strategy

The survey was displayed by the Town through a few communication techniques such as posting it online, sending it out to residents, providing a QR code at Town Hall for residents to scan this helped to enhance exposure and encourage participation. Over a four-week period, 595 responses were collected from the online survey which is a 4.15% response rate and within the preferred response rate amount. The Town of Trophy Club, EDC, and other team members worked diligently to collect and consolidate resident feedback. The summary of those responses are listed as followed:

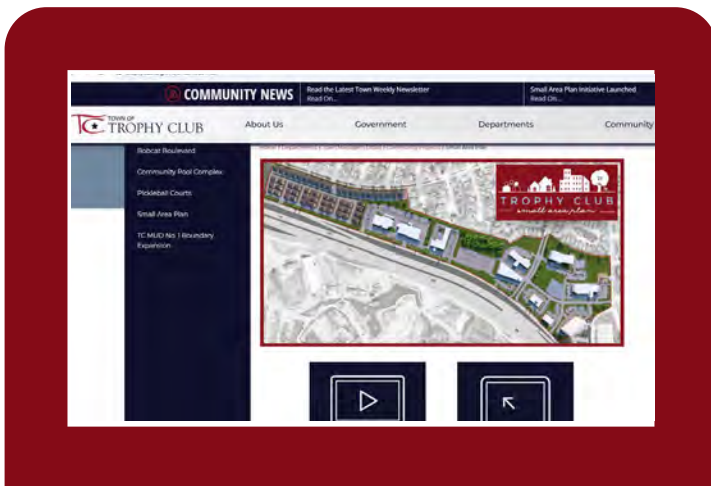


Figure F.3 TC Website



Figure G.3- TC Website

Outcome

Residents were asked to identify one of the five guiding principles that most resonates with them. The results showed that “Thoughtful and Integrated Development” was the most important principle, with an emphasis on community gathering spaces. When asked what demographic should be prioritized for this development, “Market Demand” ranked the highest. Today the area consists of hotels, restaurants, civic spaces, residential, and office. To ensure this area is best utilized residents had the opportunity to provide feedback on what they felt would be the best use of the space.

Residents selected restaurants as type of use that they most wanted to see in this area with around a 66% vote. Following the restaurants, entertainment and retail also ranked high on the list. This aligns with the community gathering space element that was identified by the residents as a key element they wanted to see.

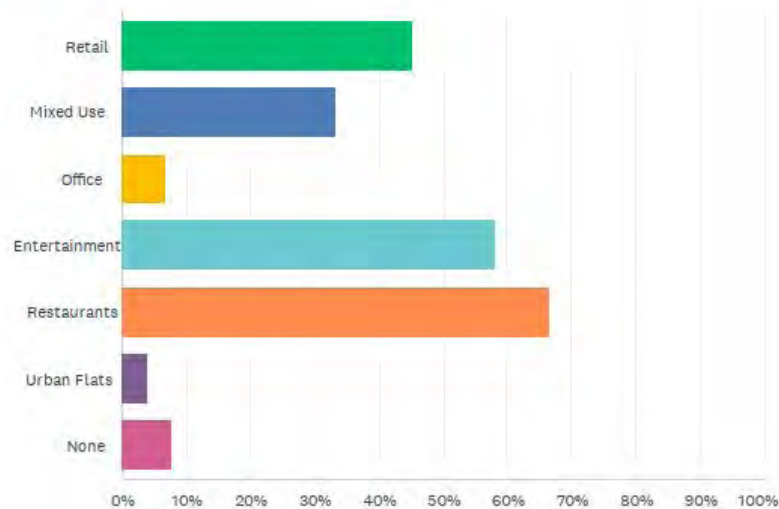
Residents were asked to identify and explain the strengths of the area. The majority of the respondents saw locations and access to 114 as a strength. Residents thought the visibility from 114 would draw people into the area and help the local businesses. Although residents identified location as a strength for this area, residents identified traffic as a weakness. With the locations being in close proximity to 114, residents stated traffic was a concern for them and worried about the congestion of the area.

Figure H.3- Online Survey

Figure G.3- Online Survey

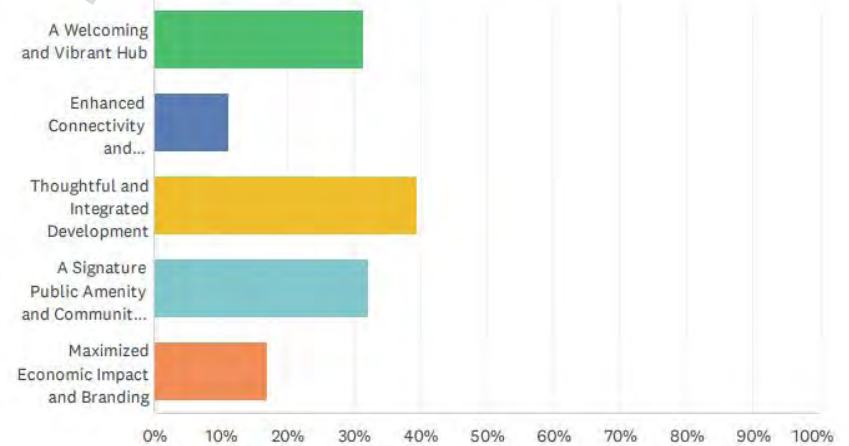
Q4 What uses are you looking for?

Answered: 445 Skipped: 150



Q2 Which guiding principle speaks to you the most?

Answered: 555 Skipped: 40



\*Specific questions and images of boards have been added to the appendix

Understanding that connectivity and accessibility is a key principle for an area to thrive residents, were given the option to identify which mobility method would they use if available to them. A majority of residents would enjoy walking. Although walking was a preferred method of mobility, a follow up question was asked on what was preventing them from using their preferred transportation method. The response was that the lack of infrastructure within the area made it harder for them to use any other mobility method other than their vehicle. There are several missing sidewalk connections that limits their ability to walk to the area.

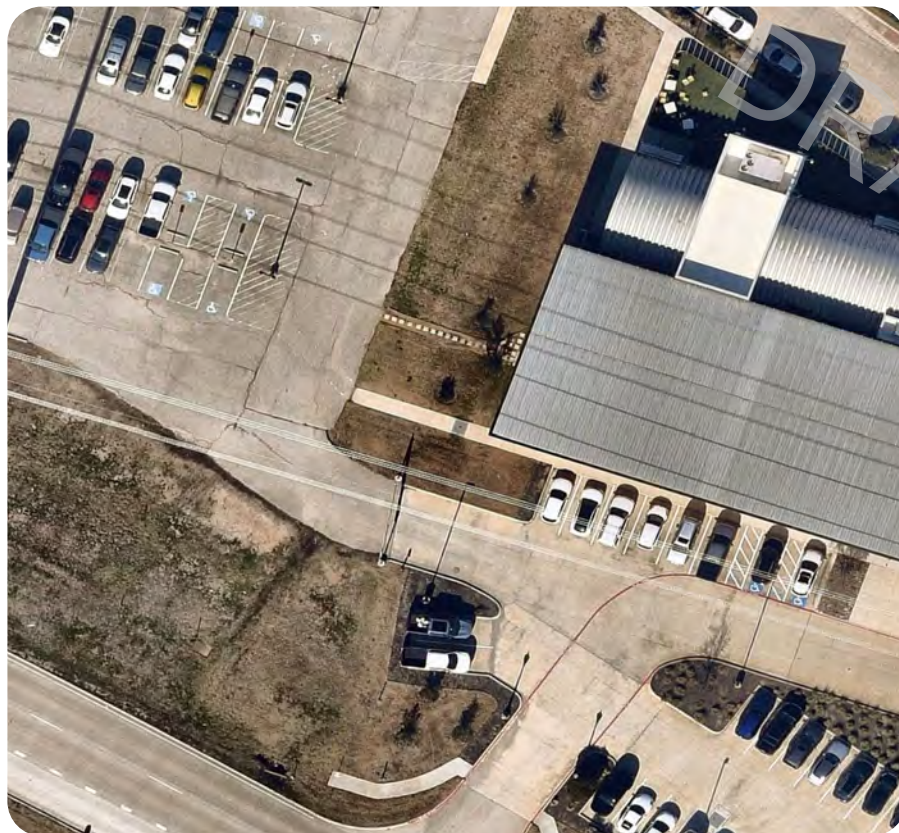


Figure I.3 Aerial

Placemaking is about designing, planning, and improving the quality of life. To illustrate placemaking, real life examples were shown to identify key elements that are needed to create a welcoming and vibrant hub for Trophy Club, which is a Guiding Principle for this area. Some of these elements include things like plaza's, outdoor seating, dining, entertainment, and a few more. Out of the elements identified on the image, dining was ranked the highest, walking was ranked second, and outdoor seating was third. Although the majority of responses collected online by residents did not necessarily see the need for mixed use housing types, data shows that approximately 89% of the current housing stock within in Trophy Club is single family dwellings. Often times urban flats can be misunderstood without explanation on how it could be integrated into an area thoughtfully and minimizing impact to the community. During the Open House, further discussion occurred regarding urban flats and those residents seemed in support of the product type as long as it was market driven and designed to fit within the area.



Figure J.3-Palisades Shopping Center

### 3.3.3 OPEN HOUSE MEETING

#### Purpose

An open house meeting is helpful to provide active residents an opportunity to provide feedback in person rather than use the online survey. This type of input is appealing to residents who prefer to talk about the plan and ask questions if needed. The boards used for the Open House meetings had the same content as the ones used for the online survey.

#### Strategy

The two Open House meetings were held on Monday, November 18th, 2024 at 12:00-2:00 pm and 6:00-8:00 pm. Communication for the Open House included posting on website, word of mouth, and newsletter postings. Approximately 23 residents participated in this event and were asked the same series of questions as the online survey. The following information was gathered:



Figure K.3 -Community Engagement Open House

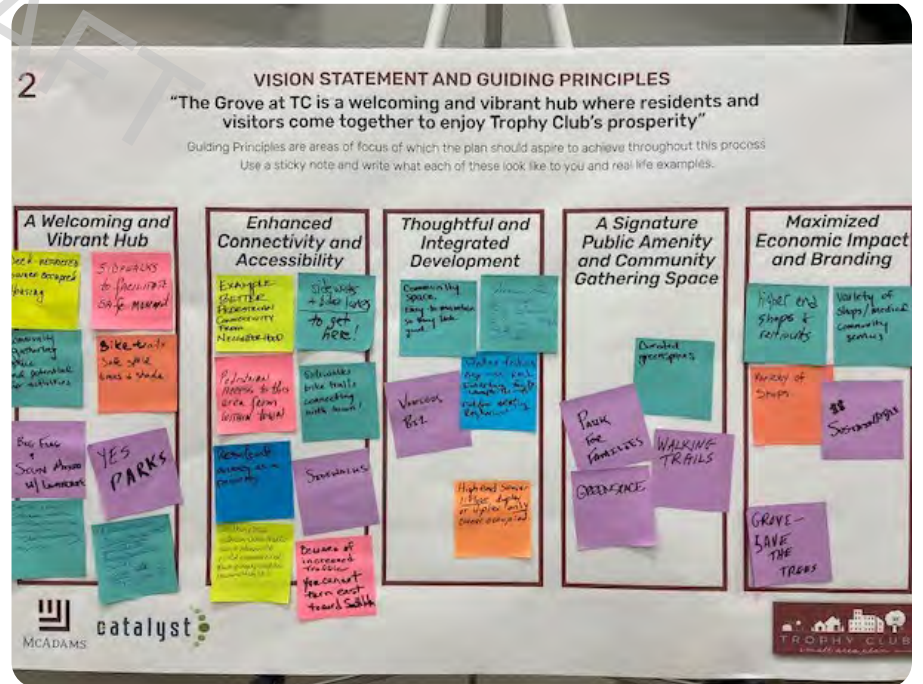


Figure L.3 -Community Engagement Open House

## Outcome

When asked about which guiding principles most resonated with residents, the attendees provided more detailed responses that highlighted certain elements that they believed strongly align with the goals of the plan. Those elements are:

- 1. Connectivity**
- 2. Businesses**
- 3. Community Spaces**
- 4. Housing for 55+ demographic**

To further understand the site, residents had the opportunity to identify areas on a map that are strengths for the area. They identified the vacant tract next to HG Sply Co, the area location along SH 114, and existing hotels were factors that gave this area strength. In contrast to the strengths, residents noted that limited sidewalk connections and extensions, as well as difficult traffic flow, were the predominant weaknesses of the area. Specifically, along Trophy Wood Dr residents expressed concern for problematic traffic circulation into the businesses and cutting through the site.

When asked what mobility method residents preferred to use to access this area, about 43% of respondents said walking. However, when asked what was preventing them from using their preferred mobility method, almost 65% said the lack of connectivity within this area prevented their use because they did not feel safe since there are missing pedestrian connections and they did not want to walk within the street.

At the end of the questions residents were asked analyze the different components that contribute to successful placemaking. These components were shown as images of various site elements such as enhanced streetscape, gathering areas, urban streets, dining, urban flats, plazas, entertainment and retail. Residents then had the opportunity to place a dot next to the placemaking elements they thought were important and would like to see in this area. The highest ranking element was walkability, followed by outdoor seating in second place. Dining and plaza were tied for third. Although urban flats ranked lower on the elements that would be supported residents seemed to support it after discussion on what this could look like and if the market would support it. Additional comments regarding a need for 55+ housing was also provided.

\*Specific questions and images of boards have been added to the appendix



Figure M.3 -Community Engagement Board



Figure N.3 -Community Engagement Board

### 3.3.4 Community Engagement Key Themes

Community engagement and an understanding of existing conditions are essential to creating a successful plan that reflects the community’s vision and establishes a solid foundation for the future. Over the course of a month, valuable input was gathered through a stakeholder meeting, an online survey, and an open house. This feedback was carefully reviewed and analyzed by the design team and advisory board, leading to the identification of several key themes that emerged from the community’s input.

The first major theme was connectivity. The community voiced significant concern over the lack of cohesive land use and limited pedestrian connectivity throughout the area. Residents emphasized that the current layout makes the space difficult to navigate and discourages walking. They stressed that if the area is to be redeveloped with more entertainment, dining, and retail opportunities, it must also include improved connections both physically and functionally to ensure ease of movement and access.

The second theme was community gathering spaces. As a family-oriented Town, Trophy Club residents expressed a strong desire for a place where families can spend time together, children can play, and neighbors can come together to enjoy shared hobbies, events, and social activities. These spaces were seen as essential to fostering community spirit and providing a welcoming environment for all ages.

Lastly, residents highlighted the need for thriving businesses. Given the area’s proximity to State Highway 114 and its location near a few existing restaurants, residents expressed a strong interest in seeing additional restaurants and retail establishments. Many shared that they currently travel to neighboring Towns/Cities for these amenities and would prefer to stay within Trophy Club for their dining and shopping needs.

Figure 0.3 -Community Engagement Feedback

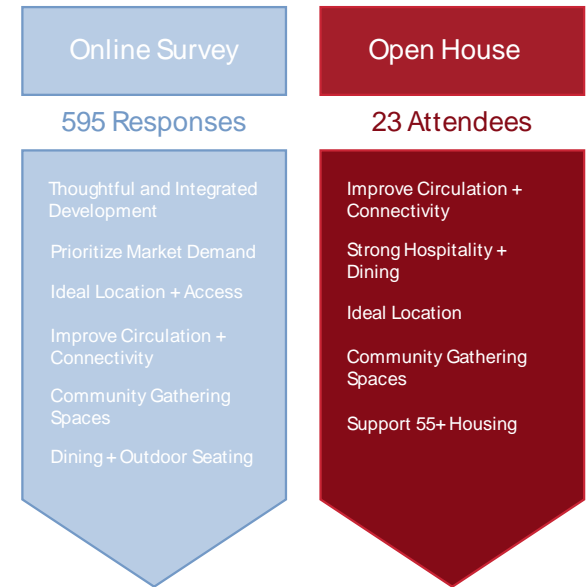


Figure P.3-Photos Taken From Trophy Club Website

## 01. Connectivity

Connectivity refers to the design and integration of efficient networks, including streets, pedestrian pathways, and other infrastructure, which facilitate seamless movement within a town. Well-connected networks enable residents to travel freely between various areas and promote interaction between different land uses through continuous, accessible connections.



Figure Q.3 - The City of Minneapolis

## 02. Community Space

Community spaces allow connection, interaction, and a sense of belonging among residents. They provide opportunities for individuals to come together, explore new possibilities, and engage with like-minded people, all while enjoying the unique offerings of the town. Whether it is a small park or a farmers market, community spaces create inclusive environments where people of all ages, backgrounds, and incomes can participate and connect.



Figure R.3- Town of Trophy Club

## 03. Thriving Businesses

Successful and growing businesses have a positive impact on their employees, customers, towns, and the environment. Thriving businesses not only attract more businesses but also help establish a strong identity for the town. By embracing integrated development and diverse portfolios, businesses can flourish while serving a wide range of customer needs.



Figure S.3 - Easton Town Center



# 04 | THE GROVE AT TC

## IN THIS CHAPTER

4.1 The Grove at TC

4.2 Process Steps

4.3 Market Analysis

4.4 Final Development Plan

4.5 Pedestrian Plan

4.6 Vehicular Plan

4.7 Open Space Plan

DRAFT

## Section 4.1 The Grove at TC

The Town initiated this Small Area Plan document to serve as a comprehensive and forward-looking guide for future development, growth, and revitalization within the 54 acre tract. This plan is more than just a set of recommendations, it represents a collective vision for the community's future, thoughtfully created to align with the needs, aspirations, and character of the area.

Through the planning process research and analysis were conducted to understand the site's opportunities, constraints, and potential for transformation. Community input played a central role, with stakeholders, residents, and local leaders actively engaged through meetings, surveys, and workshops. Their feedback helped define key priorities such as connectivity, placemaking, economic vitality, and quality of life.

These findings were presented to and refined in collaboration with Town staff, Town Council, and EDC, ensuring that the plan is grounded in both community desires and municipal goals. Through this integrated process, The unified vision of The Grove at TC emerged providing flexible optionality while promoting mximum activation and ensuring vibrancy as the gateway into Trophy Club. This chapter recaps those critical discussions and provides insight into the creation of The Grove at TC, illustrating how vision and strategy came together to shape a bold, actionable framework for the future of this important area.

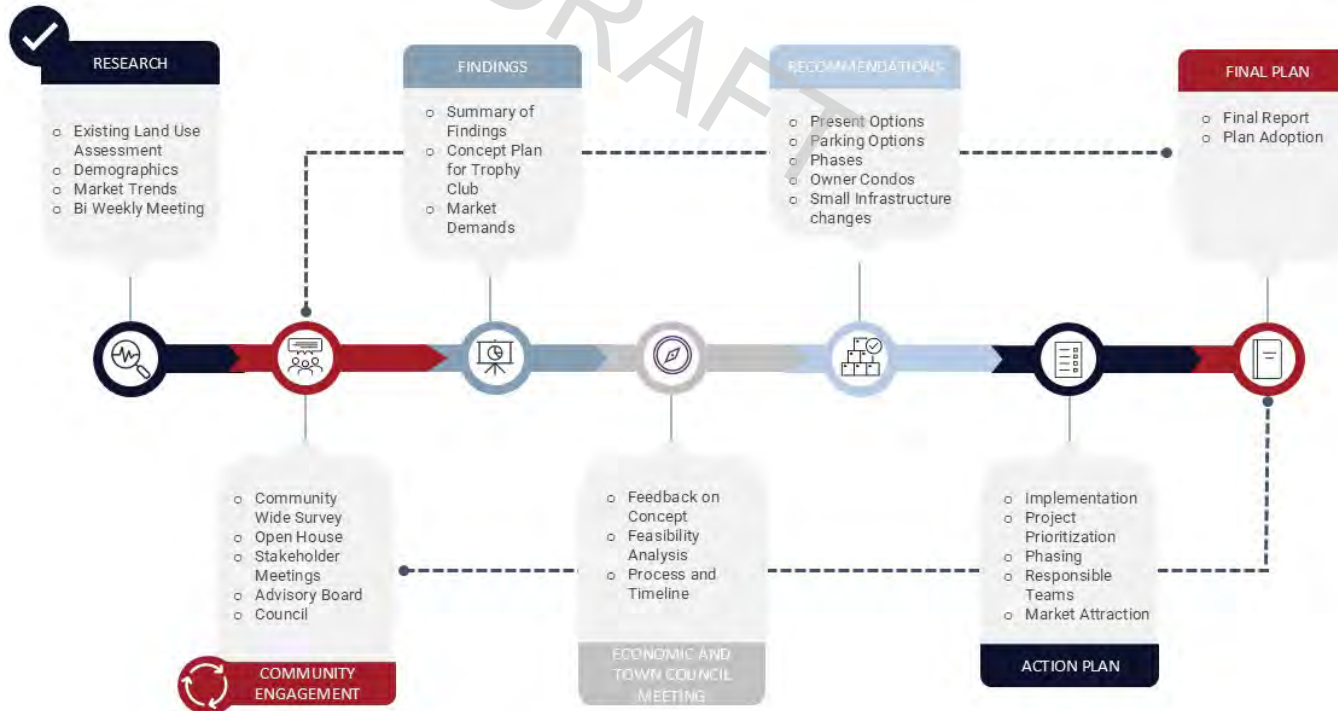


Figure A.4 Planning Process

## Section 4.2 Process Steps

The design team developed two concept plans: Option 1 and Option 2. Both concepts align with the three overarching themes—creating a gathering space for residents, enhancing connectivity through land use and infrastructure improvements, and expanding the retail component. The team felt it would be helpful to present two distinct approaches: Option 1 represents a more reserved vision that involves minimal infrastructure changes, while Option 2 illustrates a full build-out of the area, requiring more significant infrastructure investments.

Both concepts also include a residential component, which the team believes will help attract developers and contribute to the creation of a vibrant, active hub. According to the American Planning Association, incorporating housing options into mixed-use developments can expand economic opportunities, promote walkable environments, and support a network of services—all of which align with the guiding principle to activate the space and create a lively atmosphere and contribute to long-term sustainability<sup>1</sup>.

These two options were presented separately at a EDC and a City Council meeting. During both meetings, consistent feedback emerged. Members appreciated elements from each option but expressed interest in seeing a third concept that blended the most compelling components of both. Additionally, both the EDC and Council raised important questions about feasibility and market demand. They emphasized the need for a clear understanding of what aspects of the plan are readily achievable versus those that are more long-term goals, highlighting the importance of combining the vision to financial reality.

Recognizing that this document is intended to guide development and redevelopment within the area for years to come, EDC and Council agreed that Option 2 which demonstrated the area's maximum potential, would be the preferred path forward, with some minor adjustments. However, they wanted a clearer understanding of how this vision could be implemented in phases.

During the joint meeting with EDC and Council, the importance of choice and flexibility was a central theme. As a result, the plan was divided into three phases: short-term, medium-term, and long-term. These phases were developed based on land ownership, the potential impact of development, and overall feasibility.

By organizing the plan in this way, EDC and Council could better visualize the types of land uses and approximate building square footage that could be introduced over time. This phased approach was further supported by a market analysis, which outlined the financial opportunities available within each phase and demonstrated the viability of the overall strategy.

Option 1



Option 2



Option 2B



<sup>1</sup>American Planning Association..

### Section 4.3 Market Analysis + Fiscal Impact Study

Catalyst analyzed both the existing market conditions of the primary trade area, as well as the fiscal impact for development of the vacant portions of the Grove at TC. This report can be found in the appendix. Below is a brief summary of the findings.

The Market Analysis identified a primary trade area of a 10-minute drive in which Trophy Club could capture market opportunities. The primary trade area extends into Southlake, Westlake, Grapevine and Roanoke which has a combined population of just under 54,000. within the area. The current inventory of this area consists of 4.8M square feet of retail, 7.8M square feet of office, and just over 3,000 living units. With increases in population and growth for this area, it is projected that the five-year demand for retail could be 74,000 square feet, office at 55,000 square feet, and residential at 875 units. Trophy Club is in a strong position to capture this demand due to forward planning and land availability within the Grove at TC.

The Fiscal Impact Analysis was performed to ensure that the estimated costs of development could be justified based on current market rents. For the purposes of the analysis, Catalyst evaluated the development on the vacant parcels within The Grove at TC only. Therefore, no existing developments or businesses are included in the analysis.

The total area of the vacant parcels is just over seven acres. On these parcels, the preferred development plan shows nearly 103,000 square feet of retail and restaurant uses; 22,500 square feet of office uses; and approximately 137 living units. The projected taxable value of this program totals about \$86M. This would yield a \$974,000 annual tax revenue to the Town of Trophy Club. The preferred plan also demonstrates viability based on current market rents with an estimated cost of construction at \$60M.

Figure C.4 Local Business Map



\*Market Analysis Document has been added to the appendix



#### HIGHLIGHTS

Projected Taxable Value: \$86M

Projected Town Annual Sales Tax Revenue: \$618,000

Projected Town Annual Tax Revenue: \$974,023

Projected 10- Year Town Annual Tax Revenue: \$9,740,228

#### ASSUMPTIONS:

- › TROPHY CLUB SALES TAX 2.0%
- › TROPHY CLUB PROPERTY TAX PER \$100 OF VALUE \$0.415

#### Section 4.4 Final Development Plan

As previously mentioned, providing choices and flexibility is critical for agility to respond to changing market conditions. The primary goal of this planning document is to serve as a guiding framework rather than a finalized, rigid plan. Developing the fiscal impact summary based on the preferred plan at its maximum capacity helped paint a realistic picture of both feasibility and potential outcomes.

It was important to recognize that the removal of even a single land use could significantly impact the property tax revenue the Town might receive. Similarly, lacking a diverse portfolio of uses could leave the area more vulnerable to economic shifts, potentially leading to reduced revenue.

While land uses, building square footage, and land values were assigned to the preferred concept to create a realistic foundation, the fiscal assessment was intended as a planning exercise not to prescribe specific uses to individual parcels, but rather to analyze a possible scenario program on the vacant parcels only.


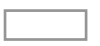
Both Council and EDC appreciated the market analysis, as it further illustrated the financial opportunities this area could offer. However, they emphasized that the plan should ultimately provide flexibility and multiple opportunities for developers rather than limit future possibilities.

In collaboration with Town staff, Town Council, and the EDC, a preferred plan was established that builds upon the existing framework while introducing key design elements to guide future development and redevelopment. While the guiding principles define the overarching vision, the objectives listed below serve as actionable steps toward achieving those goals. Below shows an explanation of how this plan achieves those objectives:



### 4.4 Development Plan



LEGEND	
	Existing Buildings
	Proposed Buildings

Option



Option



Option



Objective: Implements appropriate vertical mixed-use development, infrastructure, and area parking

Implementing appropriate vertical mixed-use development, along with supporting infrastructure and area parking, is essential for creating a dynamic and efficient urban environment. Vertical mixed-use design where residential, commercial, and office spaces are integrated within the same building or development maximizes land use and fosters a walkable, vibrant community. The plan looked at incorporating different land uses and having ownership residential components to the area to encourage activity around the clock and increase foot traffic to help support local businesses. Creating a place for people to live, work, and play will help contribute to the success of the area.

Figure E.4- The Grove at TC Development Plan



Objective: The Grove at TC is a strong economic driver by increasing sales and property tax revenue.

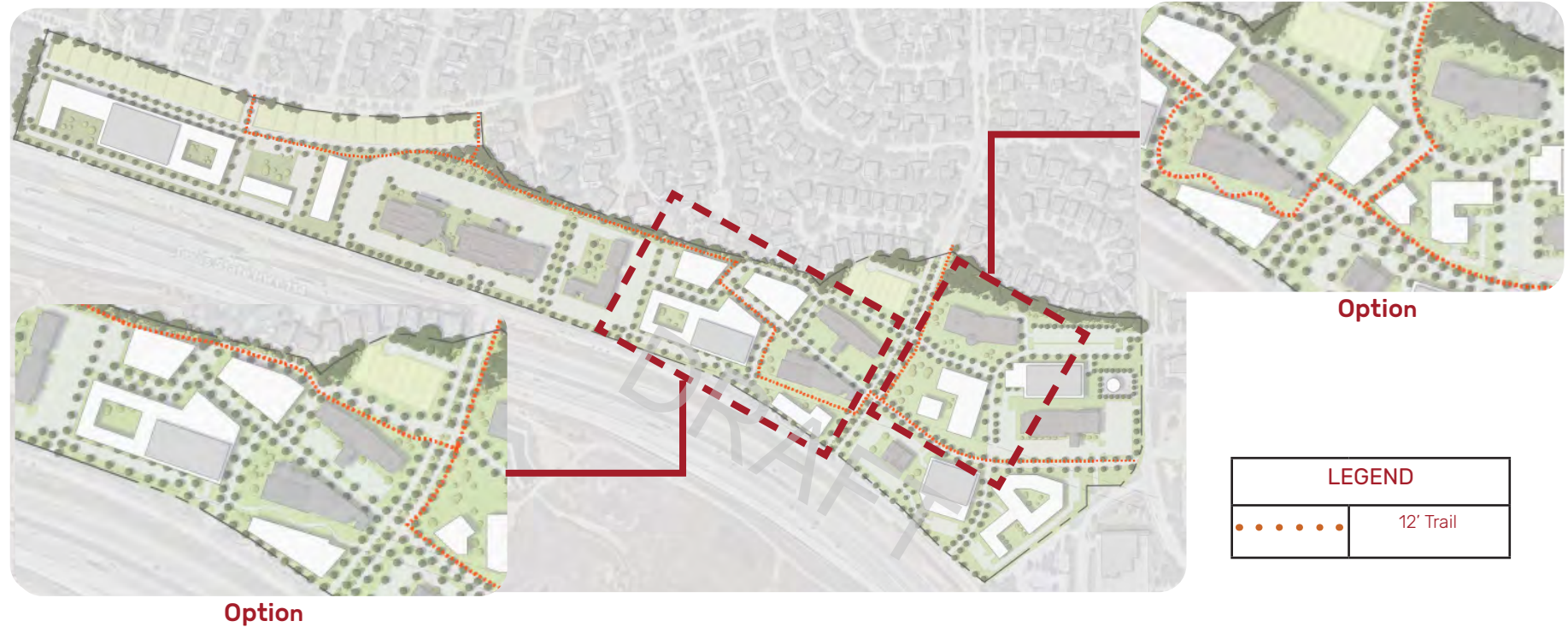
Conducting a market analysis provided critical insights into what types of development the area could realistically support, serving as the foundation for informed planning decisions. The findings were used to test the preferred plan through a feasibility study, ensuring that the vision aligned with economic realities and market demand. This analysis played a key role in shaping both the design and implementation strategies, identifying opportunities that would attract investment and community interest. To maximize revenue potential, the development must be structured to generate strong sales and property tax revenue and attract key stakeholders to the area. The Town can look at offering incentives to help promote activation of vacant parcels.



Objective: Provide a strong branding theme that is cohesive between proposed and existing properties

Attracting key stakeholders begins with establishing a strong, recognizable identity and creating distinctive spaces that draw residents from all over. This identity can be cultivated through strategic branding initiatives such as signature events and iconic signage for The Grove at TC to set the area apart. In addition, implementing thoughtful design standards, including architectural guidelines, setback requirements, landscaping features, and height limits, will help create a cohesive and visually appealing environment that supports the development's unique character.

### 4.5 Pedestrian Plan

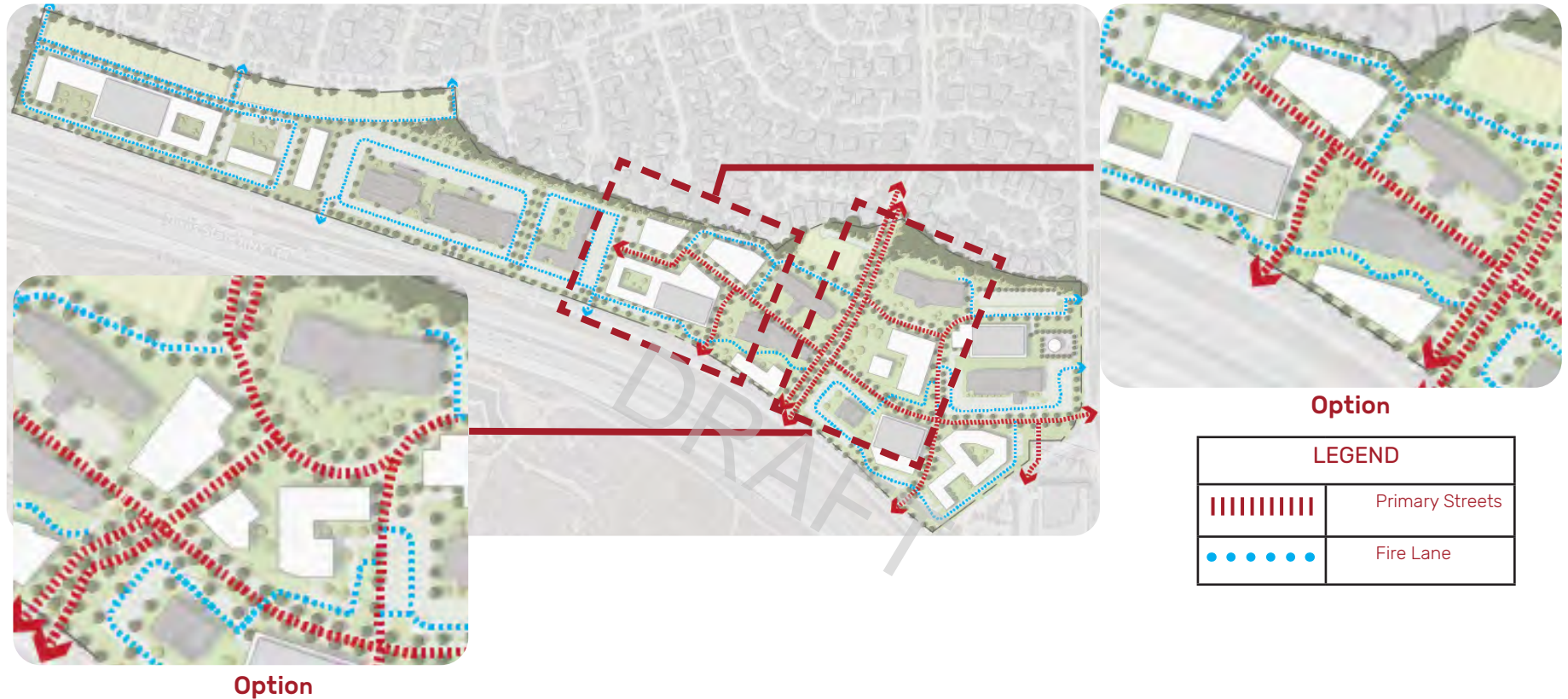


Objective: Prioritizes pedestrian and golf cart friendly infrastructure to increase connectivity both within The Grove and the surrounding neighborhoods

As density increases, more people will utilize the streets, sidewalks, and trail systems. Although shared-use paths are available in some sections, they are not always the preferred routes for pedestrians and cyclists due to issues such as inadequate separation from traffic, inconsistent sidewalks, excessive noise and heat, and distance from retail destinations. To address these challenges, the plan emphasizes improving connectivity by promoting multi-modal transportation and strategically placing buildings to create pedestrian-friendly streetscapes. Enhancements such as continuous sidewalks, well-connected trails, and alternative street configurations can help encourage active transportation. However, infrastructure alone is not enough—users must also feel safe and comfortable. Reducing noise, mitigating heat, and addressing slope challenges can significantly increase the likelihood of these routes being used. Additional strategies to enhance comfort and safety include lowering speed limits, introducing physical buffers between pedestrians and vehicles, planting shade trees, and using building placements to foster a walkable, inviting urban environment.

Figure F.4- The Grove at TC Pedestrian Plan

### 4.6 Vehicular Plan



Objective: Leverages HW 114 frontages to enhance accessibility and visibility

Utilizing the Highway 114 frontage, buildings should be strategically positioned to maximize exposure to the frontage road, enhancing visibility for prospective businesses. Thoughtful building placement plays a crucial role in attracting tenants, as visibility and accessibility are key factors in business success. In addition, driveway locations were carefully planned to improve traffic circulation and establish strong connections throughout the area. The plan looked to emphasize increased accessibility by designing safer travel routes and reducing congestion, ultimately creating more efficiency.

Figure G.4- The Grove at TC Vehicular Plan

## 4.6 Vehicular Plan



Objective: The Grove at TC is an intentional gathering space that serves as a signature gateway to Trophy Club

Trophy Wood Drive is the primary gateway into Trophy Club for many residents, serving as the only direct connection from Highway 114 to the residential neighborhoods on the east side. Functioning as a central spine, it supports the town's internal circulation with numerous secondary streets branching off, creating a natural flow of traffic throughout the area. By enhancing Trophy Wood Drive with improved streetscaping, signage, lighting, and traffic-calming features, the experience of entering Trophy Club can be elevated into a true sense of arrival. Creating additional connections from Trophy Wood Drive to surrounding streets within and around The Grove at TC will not only improve overall mobility but also encourage more purposeful vehicular movement through the site. This enhanced connectivity ensures that visitors and residents are guided through the entirety of the development, increasing visibility for local businesses, activating public spaces, and supporting economic and community vitality. The result is a more cohesive and navigable environment that transforms Trophy Wood Drive into both a functional corridor and a signature experience for the town.

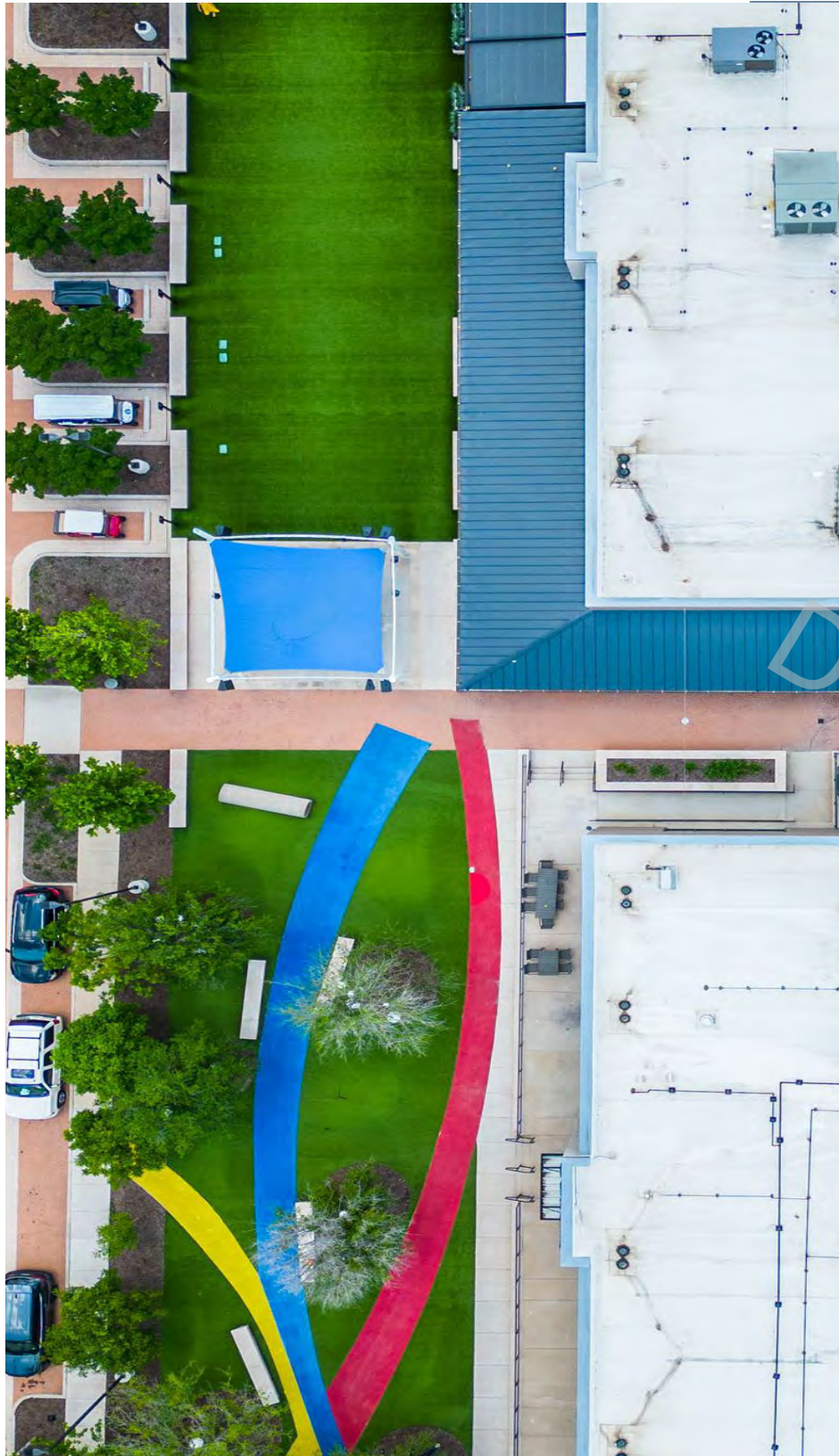
### 4.6 Open Space Plan



Objective: Incorporates a prominent anchor to activate the space, creates a lively atmosphere, and strengthens the sense of Town identity

Incorporation of a prominent anchor that serves as a focal point for the area helps activate the space and generate consistent foot traffic for people to use how they please. This anchor was identified as Town Hall. Town Hall is a central gathering space and reinforces the community's identity and pride. The open space in front of Town Hall shall be identified for public use, events, and gatherings to activate a lively atmosphere. With Trophy Wood Dr being the main access point into the east side of Trophy Club, positioning the open space in front of Town hall creates a visual draw to the area and allows people to engage when they see activity there.

Figure H.4- The Grove at TC Open Space Plan



# 05 | IMPLEMENTATION + ACTION PLAN

## IN THIS CHAPTER

5.1 Implementation Guidelines

5.2 Implementation + Action Plan

DRAFT

## Section 5.1 Implementation Guidelines

The Town of Trophy Club Small Area Plan outlines a vision for redevelopment and future opportunities within the area. Achieving this vision will require collaboration between the Town, the Economic Development Corporation, and the broader community. As the Town moves forward with implementation over the next decade, new trends, opportunities, and challenges will arise, making flexibility essential in prioritizing and advancing projects.

The implementation guidelines are intended to support decision making by Town staff and elected officials. The implementation matrix details each action item, identifies the guiding principle it supports, assigns responsibility for execution, and establishes its priority to help ensure strategic and effective progress.

Some key questions are identified below to help the Town make an informed decision as projects are identified or new projects emerge for implementation.

### KEY CONSIDERATIONS

#### 1. Guiding Principles Compatibility

At the beginning of this process five guiding principles were established to serve as the goals of this process and the overall plan. The Grove at TC represents a welcoming and vibrant hub, enhanced connectivity and accessibility, thoughtful and integrated development, a signature public amenity and community gathering space, and maximized economic impact and branding. By using these principles as the benchmark for every proposed project in the area, it helps ensure that The Grove at TC remains true to the Trophy Club vision.

- a. Does this project achieve one or more of the guiding principles for the Town?

#### 2. Community Needs

Through community engagement, residents shared their priorities and concerns, which directly informed the preferred plan and shaped these implementation recommendations. To achieve sustainable growth and maintain a high-quality place that residents will embrace, their feedback must remain central to every implementation decision.

- a. How will this project have an overall impact on the community?
- b. Does it address any of the concerns or needs, raised through the community feedback of this small area plan?

### 3. Economic Advancement

Long-term economic/fiscal benefits should be evaluated for development or redevelopment projects within The Grove at TC. This will ensure alignment with the Town's economic goals to enhance the quality of life for residents while also maintaining competitiveness within market. The Town should prioritize investments and strategic partnerships that maximize benefits for all stakeholders and strengthens the community's future.

- a. What is the fiscal impact of the project?
- b. How does the project contribute to the economic goals of Trophy Club?
- c. How does the project demonstrate economic resiliency, ensuring it can adapt to changing market conditions

#### KEY QUESTIONS







- 1. Meeting Town Goals
- 2. Serve Community Needs
- 3. Economic Resiliency








Figure A.5 Holiday Inn Trophy Club




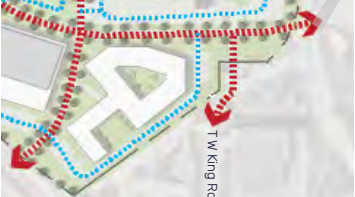


## Section 5.2 Implementation + Action Plan



The below implementation matrix is a strategic tool that outlines actions, priorities and responsibility. It should be used as a framework for tracking progress and ensuring accountability. The following matrix should be reviewed at regular intervals by the Town.

RECOMMENDATIONS TYPE	THEME OF GUIDING PRINCIPLE	ACTION ITEM	PRIORITY	RESPONSIBILITY
	 A welcoming and Vibrant Hub  Thoughtful and Integrated Development  A Signature Public Amenity and Community Gathering Space  Maximized Economic Impact and Branding  Enhanced Connectivity and Accessibility	<p style="text-align: center; opacity: 0.5; font-size: 48px; transform: rotate(-30deg);">DRAFT</p>	<p><b>High</b>-these tasks are urgent and can have significant impact on the plan</p> <p><b>Medium</b>- These tasks need to be addressed timely, but not urgent</p> <p><b>Low</b>- These task can be scheduled for later timeframes and have minimal impact on the plan</p>	<p><b>TC</b>-Town Council</p> <p><b>EDC</b>- Economic Development Corp.</p> <p><b>TD</b>- Town Departments (Staff)</p>
<p style="text-align: center;"><b>Policy</b></p>		<p><b>a.</b> Adopt the "Grove at TC Small Area Plan" policy document to set the vision for the district. This provides a framework for future developers to understand the type of development the town staff, town council, and town residents desire. This mutual understanding of the vision provides predictability and reduces risk to the entitlement process.</p>	<p style="text-align: center;">HIGH</p>	<p style="text-align: center;">TC</p>

<p><b>Program Management</b></p>		<p><b>a.</b> Engage a third-party program/project manager to oversee zoning, financing, infrastructure, developer selection, acquisition, appraisals and other due diligence, and other coordinated tasks</p>	<p>HIGH</p>	<p>TC,EDC,TD</p>
		<p><b>b.</b> Review area plan at regular intervals to ensure plan remains aligned with market realities and update if market conditions change</p>	<p>MEDIUM</p>	<p>TC,EDC,TD</p>
		<p><b>c.</b> Track developer interest and inquiries and regularly update Town leadership.</p>	<p>MEDIUM</p>	<p>TD</p>
		<p><b>d.</b> Prior to disposition, determine the current market value of Town/EDC parcels based on comparable sales in the area and appraisals. Be sure to consider the added value to a property from the completion of any identified and planned public improvements.</p>	<p>MEDIUM</p>	<p>TC,EDC,TD</p>
<p><b>Regulation</b></p>		<p><b>a.</b> Identify and hiring a zoning consultant to create form-based code for the Grove at TC. Form-based code would communicate predictable and clear design standards and expectations to a potential developer. The form-based code should address the following items:</p> <ul style="list-style-type: none"> <li>- Architectural standards</li> <li>- Building form</li> <li>- Allowed uses</li> <li>- Signage</li> <li>- Parking</li> <li>- Landscaping</li> <li>- Public spaces</li> </ul>	<p>MEDIUM</p>	<p>TC,TD</p>

		<p><b>b.</b> Consider revising the current zoning regulations to update design standards that allow for the following:</p>		
Regulation		<p><b>i.</b> Update parking requirements to current industry standards, consider reduction of required parking for several uses such as multifamily, and provide allowance for shared parking for mix of uses within the Grove at TC</p>	MEDIUM	TC,TD
		<p><b>ii.</b> Require 12' minimum trail width for primary pedestrian paths within The Grove at TC</p>		
		<p><b>iv.</b> Update architectural design standards for parking structures</p>		
		<p><b>c.</b> Revise the parking agreement with HG SPLY to allow for development or reorganization of the parking lot. Consider initiating these changes by preparing, coordinating, and agreeing to a term sheet or Memorandum of Understanding (MOU) with HG SPLY to be prepared for future discussions with interested developers by presenting a shared commitment by impacted parties.</p>	HIGH	TC,EDC,TD
Infrastructure		<p><b>a.</b> Verify detention/retention needs based on the area plan specifically for the development of the vacant parcels.</p>	MEDIUM	TD
		<p><b>b.</b> Determine the need for the Town to acquire privately-owned portions of Plaza Dr and Trophy Branch Dr and maintain as Town-owned streets.</p>	MEDIUM	TC,TD
		<p><b>c.</b> Validate access management plan with TxDOT and strategy to accommodate ingress and egress at key points.</p>	HIGH	TD

		<p><b>d.</b> Confirm availability, capacity, and design requirements for water supply and sanitary sewer to support coordination of utilities across the district specifically for the development of the vacant parcels and potential redevelopment of the other parcels.</p>	<p>MEDIUM</p>	<p>TD</p>
<p>Infrastructure</p>		<p><b>e.</b> As part of the regular CIP process, identify and plan for (phasing, timing, and financing) infrastructure improvements that are publicly-funded that directly support this area plan. These improvements could include adding onstreet parking, replacing pavement with enhanced pavement at intersections, altering street section of Trophy Wood Dr to add onstreet parking, adding "hooded" left turn only into HG SPLY from Trophy Wood Dr, extending sidewalks/trails, landscaping, lighting, and open/park/event space.</p>	<p>HIGH</p>	<p>TC,TD</p>
		<p><b>f.</b> Initiate request for interlocal agreement with City of Southlake for proposed realignment of T W King Rd/Plaza Dr intersection as shown on area plan.</p> 	<p>HIGH</p>	<p>TC,TD</p>
		<p><b>g.</b> Initiate request for interlocal agreement with City of Southlake for proposed vehicular driveway access onto T W King Rd from Town Hall lot.</p> 	<p>HIGH</p>	<p>TC,TD</p>

<p><b>Financing</b></p>		<p><b>a.</b> Explore additional options for a unified financing tool for the district. Some tools may include a public improvement district or extending the timeline of the existing tax increment reinvestment zone. Consider an update to the project and financing plan of the existing tax increment reinvestment zone. Extended the existing TIRZ could serve as a funding tool for the infrastructure items listed in 4.e</p>	<p>HIGH</p>	<p>TC,EDC,TD</p>
<p><b>Activation</b></p>		<p><b>a.</b> Engage a consultant to develop a decision matrix that will guide the Request for Proposals (RFP) or Request for Expressions of Interest (RFEI) process. Integrate this decision matrix into a drafted RFP/RFEI document that integrates a summary of the market and feasibility analysis as well as any due diligence materials that would be helpful to respondents. Present the RFP/RFEI to staff and/or council to receive feedback and make refinements.</p>	<p>HIGH</p>	<p>TC,EDC,TD</p>
		<p><b>b.</b> Work with a consultant (consultant-led) on a list of qualified developers/investors that should be sent the RFP/RFEI. Post the RFP/RFEI on the Town’s bid postings page</p>	<p>HIGH</p>	<p>TC,EDC,TD</p>
		<p><b>c.</b> Explore a third-party consultant to coordinate site visits, promote the offering, receive proposals/expressions of interest, organize and lead a pre-bid conference with staff and prospective developers, assist with preparing responses to questions asked during the pre-bid conference and an open period for questions, review and analyze proposals/expressions of interest, and organize the proposals/expressions of interest into a format that can be presented to staff and/or council for feedback to create a list of finalists for interviews. A consultant can also coordinate developer interviews and provide guidance as needed on selection of the preferred developer. A consultant should support staff in analyzing the transaction structure and negotiate on Town’s behalf a memorandum of understanding that includes any incentives requested. Additionally, the consultant should assist Town staff in finalizing and executing agreements which may include a ground lease, a purchase and sale agreement, and/or a development agreement.</p>	<p>HIGH</p>	<p>TC,EDC,TD</p>


<p><b>Activation</b></p>		<p><b>d.</b> Determine appropriate incentive-based tools to promote activation of vacant parcels and redevelopment of other parcels. Said incentives could include the following:</p>	<p>MEDIUM</p>	<p>TC,EDC,TD</p>
		<ul style="list-style-type: none"> <li>i. Tax Abatements</li> <li>ii. Façade Enhancement Programs</li> <li>iii. Chapter 380 Agreements</li> <li>iv. State of Texas Incentives</li> <li>v. TIRZ Reimbursements</li> <li>vi. Impact Fee Credits</li> <li>vii. Public/Private Partnerships</li> </ul>		

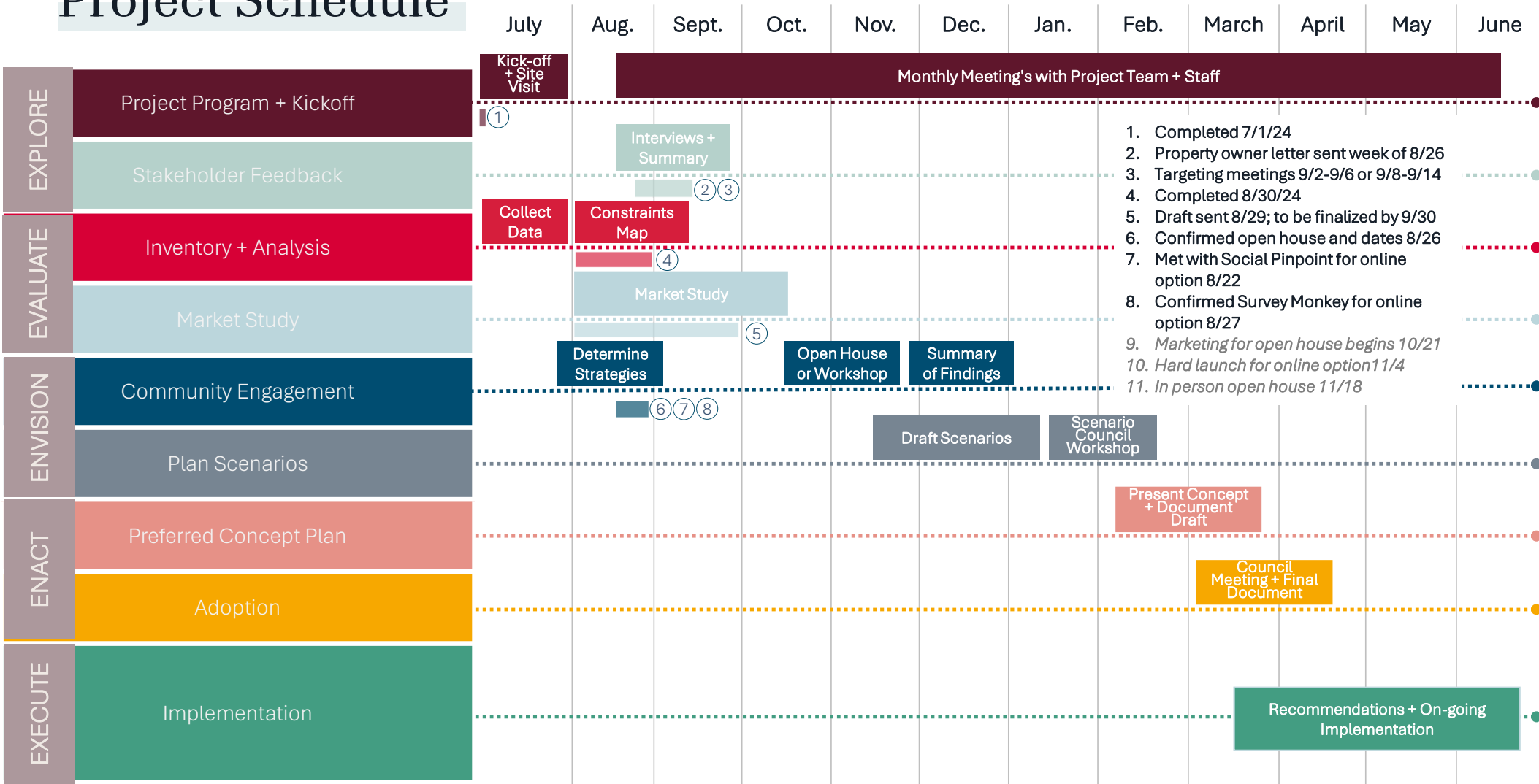


Figure B.5 Trophy Club Town Hall

Appendix to follow which will include:

1. Feasibility and Market Study
2. Plan without Garages
3. Survey from Online and Open House
4. Plan Options

# Project Schedule





4400 State Highway 121  
Suite 800  
Lewisville, TX 75056  
972. 436. 9712

00000000.00

March 10, 2025

**From:** McAdams  
**Attendees:** McAdams  
Trophy Club  
Catalyst

**RE:** Trophy Club Small Area Plan

## BiWeekly Meeting

### Road Cost Estimate

- | Randi and Jameson discussed the cost estimate for the road project, which includes improvements outside the right of way. The total cost is approximately 1.6 million, covering the radial road around the south side of town hall and the new leg of Trophy wood Dr. to 114.
- | Jameson provided a cost estimate for the road project, which includes improvements outside the right of way. The total cost is approximately 1.6 million, covering the radial road around the south side of town hall and the new leg of Trophy wood Dr. to 114.
- | The estimate includes various improvements such as sidewalks, streetscape, landscaping, and other enhancements outside the right of way, extending beyond the back of the curb.
- | Jameson mentioned that the project covers about 800 linear feet between the two sections of the road, including parallel parking road sections.

### Concept Plan

- | Randi informed Tamara and Marisa about the need to revise two slides showing an earlier version of Concept 2. Tamara agreed to get the revised slides over to Maggie for switching out.
- | Brandon requested Tamara to print full-page images of each scenario (1, 2, and 2B) for the Council members to reference during the presentation. Randi agreed to send the files to Tamara for printing.

### Meeting Purpose:

- | Randi explained the purpose of the meeting, which was to check on progress and prepare for the presentation tonight. They appreciated the feedback from Brandon, Rylan, and Dennis, and discussed the importance of including multifamily housing in the plan.
- | Randi emphasized the importance of including multifamily housing in the plan, discussing its benefits and the need to gauge the Council's feelings about its inclusion.
- | Brandon emphasized that housing will be the dominant conversation tonight. They discussed the need to structure housing in a way that aligns with the community's values and addresses concerns about multifamily housing.
- | They discussed the importance of structuring housing in a way that aligns with the community's values, considering options like condos, 55+ housing, and other forms of multifamily housing.
- | Brandon and others discussed addressing concerns about multifamily housing, including misconceptions about low-income housing and the need to clarify the types of housing being proposed.

## Presentation Structure

- | Randi outlined the structure of the presentation, with Brandon starting, followed by Randi, Chris, Jameson, Marisa, and Chris again. They agreed to keep the presentation interactive and address questions as they arise.
- | Brandon mentioned that overall sentiment from Council members is positive, but the conversation might seem more negative tonight. They aim to ensure all voices are heard and not let the conversation be dominated by a few members.
- | Randi and Brandon discussed the possibility of public attendance and the plans being shared on social media. Brandon mentioned that the feedback so far has been positive, with excitement about the project.
- | Randi and Brandon discussed the possibility of public attendance at the meeting, noting that there might be a few attendees but not many.
- | They also discussed the plans being shared on social media, with Brandon mentioning that the feedback so far has been positive, with excitement about the project.

## Retail Concerns

- | Joe raised concerns about the amount of retail in the plan and whether the demographic can support it, referencing Keller Town Square's vacancies as a point of comparison.
- | They discussed the differences between their location and Keller Town Square, noting that their location benefits from highway access, which could positively impact retail success.
- | jc and Chris highlighted that the retail market in their area is extremely healthy, with low vacancy rates and high rents, contrasting with the perceived issues at Keller Town Square.

## Multifamily Housing Benefits

- | jc and Chris discussed the benefits of including multifamily housing in the plan, such as driving office and walkability, funding public improvements, and creating vibrancy.
- | They emphasized that the multifamily component enables the scale and amenities of the project, making it possible to fund public improvements and create a vibrant community.
- | jc explained that multifamily housing acts as a supporting mechanism that drives other elements of the project, such as office spaces and walkability, contributing to the overall success of the development.
- | Joe suggested being prepared with demographics for the 55+ population, as it could be a valuable consideration for the Council. jc agreed and mentioned that the plan is not regulatory at this point, but a vision for the future.

March 25<sup>th</sup> 2025

### Final Document

- | Showing different kind of caveats so we can provide more examples and more of a building mass instead of actual building footprint styles
- | Showing some of the different options with the land that the city does control, and then for the redevelopment it would be highlighting those and listing the feature uses

### BRANDON

- | General concepts of the land that we control. Setting a clear vision for those properties consistent with what we've seen in 2B plan will work
- | For other areas like the redevelopment properties just highlight and then it kind of list some use that could go there but label as redevelopment. Stating here are the elements that we would anticipate for being uses. Possibly number of floors for the particular structure.
- | No Exact footprints but just letting people interpret it
- | Less visual

### JOE

- | Agrees with Brandon
- | Thinks people were getting to far ahead of themselves
- | Should we bring building 13 and 14 up more. If we do not do anything in the asphalt parking lot then Jameson would bring the buildings forward more
- | We also have the powerline easement to work around in that area
- | Doesn't want kids playing near the street. Try to move open space away from the streets or write someone in the planning document that open space needs to provide a buffer space if it is near a street

### MARISA

- | Explained what can be surfaced parked. Would only allow for 2 dining 6,000 SF and 2 office 17,00 SF to meet parking

### ALLAN

- | Have we looked at shared parking with Vera Space. Tamarra has talked to someone and they would be willing to but it would be a little bit of a walk

### RANDI

- | How do we feel about parking structure. Are they completely off the table or? We feel like a developer would want structured parking and Allan agrees.
- | Need to ask Brandon about parking structures and if they should be included

### CHRIS

- | Presented the Market Study
- | Office is going to be tough because office value rents aren't great
- | Assuming 95% occupancy
- | Submarket retail vacancy is about 96%

### Next Steps

- | Hon in on the concept plan and provide rectangular buildings, different options showing surface parked and not surface parked
- | Pedestrian connection, open space are going to be hon in on

- | Redevelopment opportunities
- | Little insets of these areas. EDC property and the two different options and then we would have a pedestrian plan
- | Street plan, Implementation chart

April 22<sup>nd</sup> 2025

### Final Document

- | Give draft of final document by May 6th

### FEEDBACK ON THE DRAFT OF DOCUMENT

- | Joe asked about why race breakdown was included in demographics.
- | Chris said it was just market context. Retailers look for that information. Marisa will remove the diagram
- | His concern is it's early in the document and will have a lot of readers. Chris recommended switching demographics to HHI.
- | Brandon asked about the 13% other. Ask MB what the direction was. Diagram will be removed.
- | Joe talked about how we have to be really conscientious about the pictures and how it leads the reader's perception.
- | RR idea - add pics of trails on the pedestrian network
- | Go to EDC prior to Council - Go to both in July.
- | EDC meets on 5/22 and wants to run through the draft. Tamara will post it early to give them a full week to review ahead of the meeting. If they want another session, then the Town can schedule another one.
- | Chapter 4 will not have time frames.
- | HG Sply is mis-spelled

### Next Steps

- | Give a draft of the final document to Town
- | EDC can provide feedback by May 22nd at the EDC meeting
- | McAdams will update document based on feedback
- | Go to Council in July

May 6<sup>th</sup> 2025

## Feedback on the draft of document

- **Area Plan Document Review:** Marisa discussed the area plan document and the timeline for review, with comments due by the 23rd to stay on track for the EDC meeting on the 22nd.
  - **Timeline for Review:** Marisa confirmed that the area plan document would be sent out after the meeting, allowing everyone time to review it before the EDC meeting on the 22nd. Comments are due by the 23rd to ensure the plan stays on track.
  - **Review Process:** Marisa outlined the process for reviewing the area plan document, emphasizing the importance of everyone being prepared for the EDC meeting. The review includes incorporating comments and addressing any feedback received by the 23rd.
- **Acknowledgments and Photos:** Marisa and the team discussed the acknowledgments section and the use of photos, deciding to prioritize the Town Council and EDC in the acknowledgments and to replace certain photos.
  - **Prioritizing Acknowledgments:** Tamara suggested prioritizing the Town Council and EDC in the acknowledgments section, listing them first and not including staff members.
  - **Photo Replacement:** The team discussed replacing certain photos in the document.
- **Parking Considerations:** Joe and Randi discussed the importance of addressing parking in the plan, with Randi noting that parking recommendations are included in the implementation chart and suggesting further emphasis in the main document.
  - **Parking:** Joe emphasized the need to address parking explicitly in the main document, considering its importance for both retail and residential developments. Randi agreed to highlight parking considerations more prominently.
  - **On-Street Parking:** Randi suggested adding on-street parking as an option in the plan. This addition would provide more flexibility and address potential parking constraints.
- **Feedback and Review Process:** Brandon and Joe outlined the process for providing feedback on the area plan document, with feedback due by May 20th to allow for compilation and review at the EDC meeting on the 22nd.
  - **Feedback Timeline:** Brandon and Joe emphasized that feedback on the area plan document is due by May 20th. This timeline allows for the compilation of comments and review at the EDC meeting on the 22nd.
  - **Compilation Process:** Brandon explained that feedback should be sent to Tamara, who will compile all comments into a single document. This organized approach ensures that all feedback is considered and addressed efficiently.
  - **Review Meeting:** The EDC meeting on the 22nd will include a review of the compiled feedback. This meeting provides an opportunity to discuss and clarify any comments before finalizing the document.

## Next Steps

- I Follow-up tasks:
  - Send out the area plan document to everyone for review.
  - Update the acknowledgements to list the Town Council first, followed by the EDC, and exclude staff members.
  - Include the name "The Grove" on the cover sheet of the small area plan.

- Ensure the appendix includes a high-level view of surrounding towns and their developments to provide perspective
- Emphasize parking considerations in the main part of the document, including on-street parking options.
- Compile all feedback from the team by May 20th to summarize and present during the meeting on May 22nd.
- Review the area plan document and provide feedback by May 23rd.



## ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

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**MEETING DATE:** May 22, 2025

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

**AGENDA ITEM:** Discuss the Economic Development Corporation FY 2025-2026 Budget.  
(Tamara Smith, Assistant to the Town Manager)

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**BACKGROUND/SUMMARY:** The Economic Development Corporation (EDC) is required to approve its FY 2026 Budget prior to consideration by the Town Council. Per EDC bylaws, Article IV Functional Corporate Duties and Requirements, Section 2, Annual Corporate Budget, the Board shall adopt a proposed budget of expected revenues and proposed expenditures for the ensuing fiscal year.

The attached document outlines the EDC budget, detailing how the 0.5% sales tax dedicated to economic development is projected to be used in the upcoming fiscal year. Proposed revenue for FY 2026 is \$776,250—a 15% increase over FY 2025, to better reflect the revenues received from prior years. Proposed expenditures total \$741,763, representing a 13% increase from FY 2025, primarily due to anticipated incentive costs associated with the Small Area Plan and potential additional incentives the EDC may offer to support businesses in Trophy Club, and the remaining allocation to the Thrive Business Grant.

Total sales tax revenue collected in FY 2024 was \$865,900. As of the end of the second quarter, year-to-date revenue stands at \$514,492. Current projections indicate that collections will exceed the budgeted amount of \$675,000.

The total expenditure of \$741,763 includes \$195,000 anticipated for the Thrive business program. The Board allocated \$300,000 from the EDC Fund for the FY 2024 grant program. For FY 2025, the budget included a cap of \$150,000 for the Thrive Grant Program, which ensures that the remaining funds are available for the grant program in subsequent years. The total grant dollars awarded in FY 2025 was \$104,380.67. This leaves a remaining balance of \$195,619.33 for FY 2026.

The Professional Outside Services account is projected to remain flat in the upcoming fiscal year, in anticipation of additional service needs related to the implementation of the Small Area Plan.

Legal services were included in the FY 2025 Budget to cover ongoing fees related to the attempted recapture of funds owed to the EDC. Legal expenses for FY 2026 are expected to remain flat for potential additional costs associated with the recapture efforts or other legal matters that may arise during the year.

The process for allocating General Fund costs to the EDC was revised in the FY 2025 Budget. Instead of direct payroll costs being charged to the EDC Fund, 15% of the Town Manager and Assistant to the Town Manager personnel costs plus \$10,000 for other administrative functions are set up as a transfer between funds to reimburse the General Fund for the cost of staff support for the economic development function.

This agenda item is to be discussed with the EDC Board for revisions before approval.

**BOARD REVIEW/CITIZEN FEEDBACK: N/A**

**FISCAL IMPACT:** In FY 2026, the proposed revenue amount for the EDC Fund is \$776,250, and the proposed expenditure is \$741,763. The increase in revenues of 15% over the prior year, and the increase of 13% over the prior year for expenditures is the implementation of the Small Area Plan, and the remaining allocation of the Thrive Business Grant.

**LEGAL REVIEW: N/A**

**ATTACHMENTS:**

- 1. Proposed Budget

**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.

**FY2024-25 Approved Budget**

<b>EDC</b>	<b>FY 2022 ACTUAL</b>	<b>FY 2023 ACTUAL</b>	<b>FY 2024 ACTUAL</b>	<b>FY 2025 APPROVED</b>	<b>FY 2025 AMENDED</b>	<b>FY 2025 YEAR TO DATE</b>	<b>FY 2026 PROPOSED</b>	<b>FY 2027 PROJECTED</b>
<b>Starting Net Position</b>	<b>\$ 1,285,396</b>	<b>\$ 1,901,850</b>	<b>\$ 2,466,867</b>	<b>\$ 3,085,780</b>	<b>\$ 3,085,780</b>	<b>\$ 3,085,780</b>	<b>\$ 3,409,864</b>	<b>\$ 3,444,351</b>
<b>Revenue</b>								
Sales Tax - General	\$ 748,791	\$ 767,911	\$ 865,900	\$ 650,000	\$ 650,000	\$ 514,492	\$ 750,000	\$ 772,500
Interest Income	4,831	43,606	88,512	25,000	25,000	88,512	26,250	27,038
Miscellaneous Revenue	-	-	-	-	-	-	-	-
<b>Total Revenue</b>	<b>\$ 753,622</b>	<b>\$ 811,517</b>	<b>\$ 954,412</b>	<b>\$ 675,000</b>	<b>\$ 675,000</b>	<b>\$ 603,004</b>	<b>\$ 776,250</b>	<b>\$ 799,538</b>
<b>Expenses</b>								
<b>Personnel</b>								
Salaries	\$ -	\$ -	\$ 23,386	\$ -	\$ -	\$ -	\$ -	\$ -
Overtime	-	-	-	-	-	-	-	-
Longevity	-	-	-	-	-	-	-	-
Certification Pay	-	-	2,308	-	-	-	-	-
Cell Phone Stipend	-	-	120	-	-	-	-	-
Retirement	-	-	3,744	-	-	-	-	-
Medical Insurance	-	-	1,401	-	-	-	-	-
Dental Insurance	-	-	125	-	-	-	-	-
Vision Insurance	-	-	26	-	-	-	-	-
Life Insurance & Other	-	-	79	-	-	-	-	-
Social Security Taxes	-	-	1,322	-	-	-	-	-
Medicare Taxes	-	-	407	-	-	-	-	-
Unemployment Taxes	-	-	-	-	-	-	-	-
Workers' Compensation	-	-	51	-	-	-	-	-
Auto/Housing Allowance	-	-	2	-	-	-	-	-
<b>Total Personnel</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 32,972</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Professional Outside Services	\$ -	\$ 5,000	\$ 13,605	\$ 80,000	\$ 80,000	\$ 70,202	\$ 80,000	\$ 82,400
Legal Services	-	-	-	20,000	20,000	-	10,000	10,300
Auditing	5,000	5,000	4,269	5,100	5,100	4,254	5,100	5,253
Advertising	12,895	5,658	6,861	8,000	8,000	1,800	8,000	8,240
Legal Notices	-	-	-	1,000	1,000	-	1,000	1,030
Printing	-	-	-	250	250	-	250	258
Schools & Training	-	-	-	3,000	3,000	-	3,000	3,090
Dues & Membership	-	-	-	-	-	-	-	-
Travel & Per Diem	-	-	912	3,000	3,000	-	3,000	3,090
Office Supplies	-	-	-	-	-	-	-	-
Miscellaneous Expense	2,500	2,500	-	-	-	-	-	-
Incentive Programs	-	-	-	100,000	100,000	-	150,000	154,500
Thrive Business Grant	-	-	-	150,000	150,000	-	195,000	200,850
Depreciation Expense - EDC	24,693	24,691	24,693	-	-	-	-	-
Bond Interest	91,280	1,333	82,841	-	-	-	-	-
Paying Agent Fees	800	800	800	400	400	200	200	200
Transfer to General Fund	-	-	-	80,752	80,752	-	84,000	88,200
Transfer to General Fund/DSR	-	-	-	-	-	-	-	-
Transfer to Debt Service	-	201,518	201,518	202,463	202,463	202,463	202,213	201,688
<b>Total Expenses</b>	<b>\$ 137,168</b>	<b>\$ 246,500</b>	<b>\$ 335,499</b>	<b>\$ 653,965</b>	<b>\$ 653,965</b>	<b>\$ 278,920</b>	<b>\$ 741,763</b>	<b>\$ 759,099</b>
<b>Net Increase (Decrease)</b>	<b>\$ 616,454</b>	<b>\$ 565,016</b>	<b>\$ 618,913</b>	<b>\$ 21,036</b>	<b>\$ 21,036</b>	<b>\$ 324,084</b>	<b>\$ 34,487</b>	<b>\$ 40,439</b>
<b>Ending Net Position</b>	<b>\$ 1,901,850</b>	<b>\$ 2,466,867</b>	<b>\$ 3,085,780</b>	<b>\$ 3,106,817</b>	<b>\$ 3,106,817</b>	<b>\$ 3,409,864</b>	<b>\$ 3,444,351</b>	<b>\$ 3,484,791</b>

<b>PERSONNEL SCHEDULE</b>			
<b>POSITION TITLE</b>	<b>FY 2024</b>	<b>FY 2025</b>	<b>FY 2026</b>
TOWN MANAGER	0.15	0.00	0.00
<b>TOTAL FTEs</b>	<b>0.15</b>	<b>0.00</b>	<b>0.00</b>