ABOUT THIS REPORT

The Executive Report is a monthly report to update the Little Elm Town Council on projects, events, and other important news happening around the Town. This report breaks the information out by goals of the Strategic Plan.
ELECTION UPDATE

After the filing period concluded, Mayor Curtis J. Cornelious was declared elected unopposed at the Council meeting on March 5.

On the ballot for the May 4, 2024, General Election for District 3 is Debra Liva and Ken Eaken.

**May 9 & 10**
Council Orientation
8 a.m. - 5 p.m.
The Rec™ and Town Hall

**June 4**
Pre-Budget Workshop
6 p.m.
Town Hall

**August 7 & 8**
Budget Retreat
6 p.m.
Town Hall
UPCOMING EVENTS

**March 23**

**Eggtastic**
11 a.m. - 1 p.m.
Little Elm Park

**April 8**

**Solar Sand Eclipse**
11:30 a.m. - 2 p.m.
Little Elm Park

**April 13**

**Town Expo & Touch a Truck**
10 a.m. - 1 p.m.
The Rec at The Lakefront™

**April 27**

**Lakefront Grand Prix**
10 a.m.
Little Elm Park

**May 11**

**Youth Council Event**
3 - 5 p.m.
The Lawn at The Lakefront™

**May 25**

**Veterans Fair and Movie**
5:30 p.m.
The Lawn at The Lakefront™
BIG EASY RECAP

The Town had another great year of The Big Easy on March 2 with 6,800 people in attendance, drawing in crowds from across the metroplex. This made The Big Easy the third largest event in terms of attendance for 2024.

Because of the work of our team, we profited $10,549.48 from this event. Several restaurants also saw business from attendees of the event.

PUBLIC SAFETY ANNEX

The Construction Manager at Risk for the project has bid the project and submitted their Guaranteed Maximum Price (GMP). Once the GMP has been approved by the Council and the building permit has been issued, construction for the new Public Safety Annex will commence.
On February 26, 2024, the Town of Little Elm hosted a 380 Town Hall Meeting located at Braswell High School. Presenters included Denton County Commissioner Ryan Williams, Little Elm Town Manager and staff, and TxDOT. The goal of this meeting was to give an update on the 380 construction project, discuss other projects and patrol enforcement in the area, and allow time for questions by the attendees. Approximately 100 people were in attendance.

TxDOT stated that the estimated completion date for the project is Spring 2026. They also stated that the light at Magnolia Boulevard is scheduled to be operational the week of March 11.

Several review items came out of this meeting, including:

- TxDOT to review lane assignments, signage, and drop-offs at intersections affected by the construction
- TxDOT to review the light cycles at intersections affected by the construction
- TxDOT to review school zones on the frontage road after the completion of the project
- TxDOT to review a possible light at Doe Creek Road and 380
- TxDOT to review crosswalk signal timing at Navo Road and 380
- TxDOT to review entrances at businesses during the night to enhance visibility

A copy of the presentation can be found here.
Maximize community recreation and leisure activities

**COTTONWOOD PARK**

The contractor continues to pave the parking and drive aisles for the park.

**GREEN RIBBON PHASE 2**

The contractor is constructing mow strips in the FM 423 right-of-way which will delineate different planting beds. They are also continuing with the installation of irrigation.

**PARKS MASTER PLAN UPDATE**

Town staff and our consultant have completed two separate inventory tours across the Town to capture existing information for the Parks and Recreation System. We have also completed a Town Hall meeting and the focus groups that included our sports association, town staff, Town Council, and the Community Development Corporation. Now that those are complete we will be receiving the draft survey to review and it is scheduled to go live and mailed to residents this month.
$57,042,014 DIRECT ECONOMIC IMPACT FOR THE DFW METROPLEX

$99,823,524 INDIRECT ECONOMIC IMPACT

VISITOR JOURNEY

TOTAL VISITORS: 241,800
DRAWING ATTENDANCE FROM 48 STATES
211,000 WERE FIRST TIME VISITORS TO LITTLE ELM

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PARK UPDATES AND REMEDIATION

New grass in Little Elm Camping
Wildflower field in trails
New turf multi purpose field

“Don’t miss this amazing experience.”
- Charles Monroe

“Visitors were thrilled with the new park improvements.”
- Tinman Social Bartender

3,757 Room nights in Little Elm
27,649 room nights accumulated in DFW Market
329% Increase in short term rentals occupancy in Little Elm, VOY

215 on-site jobs created inside Little Elm Park
653 of overtime hours created for Police Officers in Little Elm
1, 652.5 of overtime hours created for EMT’s in Little Elm

“Visitors were thrilled with the new park improvements.”
- Tinman Social Bartender

“Visitors were thrilled with the new park improvements.”
- Tinman Social Bartender
Little Elm Park is currently ranked 189 out of 3,940 for tourist destinations in the United States. Placing us in the top 5% in...
THE COVE™

Highlights
Frozen at The Cove™ was a success with 729 visitors for the day. The day included performances by Anna and Elsa.

The Cove™ has installed a new 30’x10’ high definition video wall to replace our old video wall. Come check it out!

Cove Supervisors Yvette Gallardo and Cheyenne Smith attended the TRAPS Conference in Galveston February 27 - March 1.

Upcoming Events
The Cove™ Luau and 3rd Birthday will take place Saturday, March 9, from 10 a.m. to 3 p.m. The event includes performances by hula dancers, fire dancers, and an appearance by Moana.

Spring Break Hours
Monday, March 11 - Friday, March 15
11 a.m. - 8 p.m.
Spring Break Weekends – regular hours

Winter Hours:
Monday, Wednesday - Friday: 4 p.m. - 8 p.m.
Tuesday: Closed
Saturday: 10 a.m. - 6 p.m.
Sunday: noon - 6 p.m.

6,211 monthly attendance
248 daily average
472,006 since opening
79 party packages
77 cabana rentals
SALES TAX UPDATE

The Town received a distribution for the month of February 2024 from the State Comptroller’s office in the amount of $1,736,947. This sales tax distribution is for reported sales for the month of December and represents 25 percent of collected sales tax distribution for our 2024 budget. December 2023 taxable sales reflects an increase of 18.21 percent or $267,600 from the December taxable sales last year. The FY 2024 budgeted sales tax revenue reflected a 1 percent increase over last year’s actuals/estimates. The Town’s YTD reported sales tax revenue is over FY 2024 projected budgeted sales tax revenue by 15 percent. February’s reported sales tax represents the holiday season as well as Kroger’s quarterly reporting.
PERMITS ISSUED

Interior
India Metro Market
Shirdi Sai Cultural Center
Ked’s of Frisco (Ice Cream)

Site Development
Royal Court (Witt x King)

COs Issued
Eldorado Pet Hospital
Big Blue Swim School
Puff Love
Domingo (Restaurant)
Sitara Grand
Tender Smokehouse
Abhinaya Kuchipudi Dance Academy

Cottonwood Crossing - next to Aldi on Little Elm Parkway (above) and Royal Court- SE Corner of Witt Rd. and King Rd. ~47 single family lots (right)
My name is Levi Briggs, and I started as the GIS Technician in January. This past December, I graduated from UNT with a BS in GIS and Computer Science. While there, I worked part time at tech support for the College of Music for two years, where I was a lead technician and inventory coordinator.

I grew up in Flower Mound, so I’m somewhat a ‘local’. I’m an Eagle Scout, and I was in marching band for four years in high school and three years in college, where I played percussion. Both of my parents still live in Flower Mound, and I have an older sister who works for the City of Houston. I currently live in Denton, where I have an apartment with my girlfriend and our two cats. For hobbies, I like playing video games (Stardew Valley is my favorite at the moment), binging TV shows (favorites are Battlestar Galactica, Parks and Rec, and Fullmetal Alchemist), and hiking and camping. Fun fact: I’ve backpacked across the Grand Canyon.
NEW HIRES

My name is TK Daniel, and I started as the Administrative Manager in February. In 2016, I graduated from the University of North Texas with a degree in English Education. Before working for the Town, I served as the administrative assistant for a nonprofit in Denton called the Woman to Woman Pregnancy Resource Center.

I’ve been married to my husband Austin for 5 ½ years. In my free time, I like to spend time with my husband, read, go on walks, and watch movies and TV shows. I am also involved in the church we attend. Above all else, I do my best to love God and love people well by providing care and support - in my personal life and my professional life. I am so excited to be here. Thank you all so much for being so welcoming!
Ensure excellence in public services while keeping up with the growth in the community

UPCOMING TRAININGS FOR TOWN STAFF
March 7, 9 a.m. - 11 a.m. Crucial Conversations
April 9, 10 a.m. - noon Book Briefing-Atomic Habits
May 16 8:30 a.m. - noon Emotional Intelligence

STAFF MILESTONES
Each month, the Town Manager recognizes individuals for their milestones with the Town. See below for those we celebrated this month!

5 years
Officer Shea Robinson
Officer Claudio Coronado
Brenda Comstock
Albert Han
Lieutenant Austen McKinney
Officer Daniel Cueva

10 years
Cathy McNamara

KUDOS CARDS
Little Elm Team Members recognize each other for fulfilling our Core Values through the Town’s Kudos Card program. This month the below Team Members were recognized for outstanding service.

Facility Maintenance Team
GIS Analyst Jose Quintana
Accountant II Susan Pederson
Firefighters Dillon Bocanegra, Bennie Matthews, and Kylie Skipper
Shannon Flores
Admin Services aka The Leftovers took second place for Traditional Chili.

The Police Department was represented by Bowls of Steel and Balls of Fury and took first place for Non-Traditional Chili and third place for Traditional Chili.

Permitting aka Sumotori brought their A-game and inflatables. They also won first place for Traditional Chili and third place for Best Theme.

Fleet Services aka Gear Heads wrecked shop with their entry and went home with second and third place for Best Non-Traditional Chili.
Annual Employee Chili Cookoff

Public Works aka The National Women’s Soccer League scored a win with 2nd place in Best Theme.

Team Parks & Rec rode in and stole the People’s Choice Award for Chili and first place (again) for Best Theme.
FEBRUARY STATISTICS

Permitting

- 1,866 Residential Building Inspections
- 111 New Homes Permitted
- 102 Residential Certificates of Occupancy Issued
- 313 Commercial Building Inspections
- 3 Commercial Permits Issued
- 7 Commercial Certificates of Occupancy Issued

Calls for Service

- Fire: 5
- EMS: 264
- Other: 107
- February Total: 376
- YTD: 930

- February: 6,786
- YTD: 14,144

Community Integrity

- 84 Community Integrity Cases
- 98 percent Compliance Rate
- 71 Bandit Signs Collected
- 21 Rental-Home Safety Inspections
- 41 Health Inspections

Animal Services

- 442 Calls
- 87 Incidents
- 11 Citations
- 202 Visitors
- 6 Dogs Adopted
- 2 Cats Adopted
- 92% Live Release Rate

Recreation

- 4,130 members at The Rec at The Lakefront™
- 1,259 members at the The Cove at The Lakefront®
- 728 members with combined memberships

Library

- 7,095 Visitors
- 6,014 Items Checked Out
- 10,824 Ebooks Checked Out
- 896 People Attended a Library Program
- 103 Room Reservations
- 236 Computer Sessions

CWD

- 17,967 Homes Serviced
- 388 Tons Recycled
- 43 Average Pounds Recycled Per Home

- 179,437 Service Opportunities
- 81 Service Inquiries

Estimated Population

- 57,823