

Trophy Club Vision 2030

Strategic Vision Overview

SGR was retained to facilitate a series of community meetings in which citizens, council members, and staff dialogued together over a series of strategic questions related to Trophy Club's history, governance, and future. Four meetings were held over a period of four months. At each meeting, participants met in groups of three, which were rotated with each question in order to enable them to interact with a variety of people throughout the process.

Trophy Club's History and Future

Trophy Club originally developed around the Country Club and has a rich history as a community in a picturesque setting. While maintaining its connection with golf, the town is now also the home of a great school system through NISD, unique homes, and a population that consists of people of all ages. Trophy Club citizens value having a strong sense of community, and they desire to be actively engaged in local government. Trophy Club is ideally situated on Highway 114 between Alliance Airport and DFW Airport. Due to the strategic location of this corridor, Trophy Club is in a great position to capitalize on the many benefits that this provides to its citizens and stakeholders. At the same time, it is important that Trophy Club plans strategically to maximize these opportunities.

Drivers for Trophy Club's Growth

Many factors contributed to Trophy Club's growth in the past. Some of those which were identified were:

- Golf
- Location
- Family Oriented
- Affluent, Yet Affordable
- Airport
- Picturesque
- Rural
- IBM
- Master Planned Community

While some of those drivers still currently exist, participants perceive that there are new things that are now driving Trophy Club's growth. For example, some of the things that are currently driving growth are:

- Schools
- Real Estate Values
- Golf Course
- Hwy 114 (Location & Ease)
- Entire Hwy System
- Location Between DFW Airport and Alliance Airport
- Location Between Dallas and Fort Worth
- Youth Sports
- Safety
- Balance of Affluent Yet Affordable
- Parks
- Family Oriented

As Trophy Club moves into its future, it will be important for leaders to realize that the things that draw people to Trophy Club will be similar to the things that currently drawing people to Trophy Club. The list may expand by a few items, but it is not likely to be radically different.

Citizen Satisfaction

Trophy Club residents enjoy an excellent quality of life. Community surveys indicate that they are highly satisfied with their life, with the amenities that they have, and with the city as a whole. This is a very positive thing, but it also creates a measure of anxiety that as growth comes to Trophy Club it will erode the quality of life that residents now experience. There is a deep desire for city leaders to make decisions that will guard against the erosion of their quality of life.

Some things that participants hope will never change:

- Character & Elegance
- Country Club
- Small Town Feel
- Sense of Community
- Enclosed Safety
- Quality of Schools
- Beauty

Citizen Hopes

Trophy Club residents also anticipate positive changes continuing to happen in the future. The participants desire more cohesiveness in the community. They also desire for there to be better relationships between town leaders and citizens, as well as between citizens themselves. Amongst the changes that participants hope for in the future are:

- Willingness to Embrace Change
- More Inclusive of Entire Town
- Less Negativity
- Senior Adult Activity Center
- Senior Adult Living Center
- Increased Property Values
- More Progressive

Trophy Club's Future

At the intersection of those things that people hope will never change and the things that they hope do change is the vision for Trophy Club 2030. Participants envision Trophy Club in the future of being:

- Progressive
- Cohesive
- Grounded (Not Pretentious)
- Regionally Synergized
- Re-inventive
- Business Friendly
- Creative
- Safety
- Family Oriented
- Thriving
- Green

5 Pillars for Trophy Club Vision 2030

1. A Premier Residential Community

Trophy Club should strive to be a premier residential community. Although developing the Highway 114 Corridor offers an opportunity for more retail and office developments, Trophy Club will continue to be a predominantly residential community. Participants want leaders to make decisions that will honor the residential nature of Trophy Club. Unique, affordable housing has been a major component of Trophy Club's heritage, and even as some commercial growth and redevelopment takes place, Trophy Club's DNA as a town will remain the same. Participants envision Trophy Club as becoming the benchmark for what a residential community should be like in 2030. This will mean maintaining a commitment to being re-inventive and being sensitive to the need for redevelopment. Being a premier residential community will also mean becoming more environmentally green and having a proactive posture about protecting the environment by using new technologies and staying in step with emerging environment standards. Trophy Club's Brand centers on being a premier residential destination. This would include being a community where people can experience aging in place through senior living facilities. Participants

believe that being strategic and consistent with greater branding is the key to promoting the positive benefits of Trophy Club.

Key Thoughts:

- Benchmark Residential Community
- Environmentally Friendly
- A Community for All Ages
- Faith Friendly Community
- Strategic Branding

2. Economic Development

Trophy Club needs to be strategic and intentional in attracting businesses and jobs that add to the quality of life. Although it will continue to be a predominantly residential community, Trophy Club does need to develop more retail shopping and attract more job-producing businesses. Development on Highway 114 provides an opportunity for commercial development in Trophy Club. This is needed not only because of the amenities and jobs that it will provide to citizens, it is also needed to help offset the town's dependence upon property taxes. Participants hope to attain a better balance between property taxes and sales taxes, but at the same time, they want leaders to be very intentional and discriminant about the businesses that Trophy Club will house. Attention needs to be given to making sure that these businesses fit in well with the current culture of Trophy Club. At the same time, the council should be open to wisely using such tools as establishing a TIF District in order to facilitate economic development. In addition to attracting new businesses, economic development should also focus on doing things that help retain existing businesses. Participants believe that efforts should be made to maximize the use of the town's parks and park facilities. As a part of this, leaders should carefully examine how Trophy Club Park can best be used to generate revenue for the town.

Key Thoughts:

- Strategic Commercial Development that Honors Trophy Club's Residential Culture
- Balance between Property Taxes and Sales Taxes
- Retain Businesses
- Maximize Economic Benefits of Parks and Facilities

3. Amenities

Trophy Club should strive to strategically add and sustain the kinds of amenities that a premier residential community will have by 2030. Some of the things envisioned are:

- Make the town more golf cart friendly and more bike friendly
- Improve the Trail System making the town more walkable and more connected
- Build a partnership with schools to provide accessibility to the community
- Support and Enhance Parks
- Community/Senior Center
- Municipal/Public Safety Facility
- Maximize accessibility and possibilities offered by Trophy Club Park and Lake Grapevine
- Embrace “Modernization” including staying current with new technology

Providing these amenities will require that leaders plan strategically and develop the financial mechanisms to fund them. The town needs more economic development in order to provide the kinds of amenities that residents want. As with the first two pillars, this points to the importance of the council identifying the balance it wants between property taxes and sales taxes.

Trophy Club is a picturesque community. Residents value this. Residents desire that parks, trails, and other things that enable them to enjoy the area continue to be a priority for the future. Code enforcement is an important aspect of maintaining the beauty of the city, and maximizing the natural beauty of Trophy Club—including enhancing the view and entrance from Highway 114 needs to be addressed.

Key Thoughts:

- Strategically Add Amenities that Residents Want
- Use Economic Development to Provide more Amenities
- Maintain Picturesque Beauty of Trophy Club
- Make the View and Entrance from Highway 114 more Appealing

4. Excellence in Governance

Trophy Club needs to become known for excellence in communication and transparency from the Council and Management. Participants desire that Trophy Club’s governance be characterized by transparency and excellence in communicating with citizens. They envision the town leadership being proactive in seeking citizen input in a variety of ways. Excellence includes being intentional about communicating plans, events, news, and developments to the public. Trophy Club is well known for being a safe place to live, and since residents value this safety, they want to foster a high standard in public safety, staff, and municipal services.

Key Thoughts:

- Pro-active Communication
- Strive for Excellence
- Highly Transparent
- Promote Public Safety

5. Trophy Club's Relationship with other Governmental Agencies

Maintaining healthy relationships with other governmental agencies is a key to Trophy Club's success, and, none is more important to Trophy Club than its relationship with NISD. This must be an ongoing priority. The school's success will have a big impact upon the town's success.

In order to continue to provide excellent customer service to citizens in the region Trophy Club also needs to maintain healthy relationships with entities such as:

- Southlake
- Roanoke
- Westlake
- Denton County
- Tarrant County
- MUD
- TxDot
- Corps of Engineers
- Other cities in the region

Trophy Club should continue to be cooperative with MUD while also examining the ways in which this relationship should evolve. Dialogue with MUD about the most cost effective and efficient way to provide services in the future should begin now.

Key Thoughts:

- Maintain Positive Relationships with other Governmental Agencies
- Trophy Club's Relationships with MUD and NISD are Especially Important