

# The Colony Community Development Corporation Strategic Plan

## Executive Summary

The Colony Community Development Corporation was formed after the passage of the 4A/4B Sales Tax that was approved by The Colony voters in the Special Election held on January 17 1998. One half of one percent of the sales tax collected in the city is distributed to the Economic Development Corporation (4A) and The Colony Community Development Corporation (4B), with the remaining sales tax going to the city.

Voters approved the following proposition – “The adoption of a Sales and Use Tax within the City of The Colony, Texas, at the rate of one-half of one percent to be used, after the holding of at least one public hearing, for land, buildings, equipment, facilities, and improvements required or suitable for use for sports, athletic, entertainment, tourist, convention, and public park purposes and events, including but not limited to Community Centers, Libraries, and Hike and Bike Trails, and the promotion or development of new or expanded business enterprises, as authorized by Section 4B of Article 5190.6 Vernon’s Texas Civil Statutes, as amended (The Development Corporation Act of 1979); and maintenance and operating costs associated with any of the above projects that are publicly owned and operated.”

In the spring of 2006, the CDC Board and staff initiated a strategic planning process to lay the groundwork for future activities to be undertaken by the Board. To begin the process, they utilized several resources to gather information about various aspects of the current and future conditions and needs in the community. Those resources included the following:

- City Manager
- Economic Development Director
- Lakeside Arts Foundation President
- Chamber of Commerce Executive Director
- ISD School Board Representative
- Denton County Museum and Historical Society Staff
- Local Realtor/Chamber President
- Economic Impact on Parks and Special Events Report

The Board used information obtained from these community leaders and reports as a basis to begin formulating their plan. Using the Hoshin method of strategic planning, they began a “vision driven” approach to develop and align their vision, mission, core values, strategies and goals. Once these areas were defined and agreed upon, brainstorming sessions with a free flow of ideas for future projects and activities were conducted. A public hearing was then held to give residents an opportunity to provide input on the direction the Board was taking. The Board incorporated the public hearing input, along with the results of the 2006 Citizens Survey conducted by the City, to identify objectives and tactics that surfaced as priorities. The end result is a work plan that will lead them through the next two years or more, and set the course for future decision-making and actions.

The following pages reflect the vision of the CDC Board, and will be the foundation for building a new Master Plan for future projects.

# The Colony Community Development Corporation

## Vision Statement

“Setting the standard for excellence in community development”

## Mission Statement

“Enhancing the quality of life in our community”

## Core Values (Central to all Decisions/Actions)

**Advocacy**.....promoting the value and economic impact of projects

**Collaboration** ....fostering and facilitating partnerships

**Environmental Stewardship**.....reasonable use of natural resources

**Integrity**.....maintaining high values, ethics, and character

**Quality**.....assuring excellence in development, maintenance and service standards

**Accountability**.....demonstrating sound fiscal and resource management

**Community**.....involvement from, and service to, all residents

**Innovation**.....creating uniqueness and identity

**Economic Growth**.....improving desirability to invest in the community

## Strategies (Categories of Influence/Focus)

**Existing Park Improvements** – upgrades to include playgrounds, pavilions, landscaping and other amenities

**Trails** – development of a comprehensive trail system as identified in the city-wide Trail Master Plan

**Five Star** – expansion to include new Recreation Center and other recreational opportunities

**New Facilities** – acquisition and development of new parks and other leisure oriented amenities

**Culture/Arts** – public art and heritage enhancement projects

**Other** – includes business incentives, special events, marketing and tourism related projects

# CDC Strategic Plan

## Strategies “Brainstorming” Session Outcomes

### Existing Park / Facility Improvements –

#### Kids Colony

Continue to improve pocket parks –

- Dave Cowan
- Friendship
- ROW Sidewalk – Little League Fields
- Expand skatepark / add BMX

Landscaping at the Recreation Center, Aquatic Park, and other parks

Beautification - Streetscaping

Rec. Center – expand the fitness room –

- Plan for future facility

Historical Park development –

- Relocate the gazebo to Scout Park
- Historical Bridge

Expand Ridgepointe Park – Phase II

- Basketball Court
- Loop Trail
- Pavilion

Improvements at Bill Allen Memorial Park

Improvements to Taylor Park – the north end by Squires – Squires/Taylor linear park –

- Trail
- Pavilion
- Playground
- Basketball/Volleyball
- Transition playing field to youth softball

Stewart Creek Park – Masterplan

- Cabins
- Bandshell
- Nature Trail
- Scout Camp Area
- Special Events Venue

# CDC Strategic Plan Strategies “Brainstorming” Session Outcomes

## Culture / Arts –

Need public art

Public art to highlight the city’s history

Historical sculptures

Visual art pieces – Kaleidoscapes

Art-work at Five Star - Sculptures

Historical art along the trail at Five Star

Art exhibit on the lake – Kaleidoscapes

# CDC Strategic Plan

## Strategies “Brainstorming” Session Outcomes

Five Star –

60,000 sq. ft. Recreation Center –

- Add tennis courts, pavilion, playground, etc.

New facility project that is wider community based – Teen facility - privatize

Watch the appearance of Five Star –

- Assist with maintenance

Wildflower plantings in undeveloped areas

# CDC Strategic Plan

## Strategies “Brainstorming” Session Outcomes

### New Facilities –

BMX Track

Dog Park

Kayak course –

- Whitewater - Tribute

Trails –

- Shoreline
- Inner City
- Nature (Wynnewood Park)
- Austin Ranch
- Connections to businesses

Utilize the lakefront –

- Explore options thru the CDC Master Plan

# CDC Strategic Plan

## Strategies “Brainstorming” Session Outcomes

### Other –

#### **Communications / Relations –**

- Continuing education for the board
- More work sessions with City Council
- Develop a closer relationship with LISD
- Invite different groups to board meetings
- Work with various groups to provide amenities - input for the CDC Master Plan
- Participate on citywide community calendar
- Advertise accomplishments in Fun Times book
- Advertise what we can / can't do on the website
- Website updates
- Work on getting sponsorships – market financial needs to corporations
- Article in newspaper quarterly or 2x per year about CDC

#### **Special Events –**

- Host more community events at neighborhood parks
- Seek special events for the community
- Family Sunday with games and activities
- Car Shows
- Lakeshore cleanup
- Guided walks on the shoreline

#### **Historical –**

- Pursue getting control of the cemetery – Historical value

## Goals and Objectives (Measurable with Outcomes)

### **Goal: Develop planning strategies for future projects**

- Annually update Strategic Plan to create a work plan
- Update Community Development Master Plan
- Update Parks Master Plan

### **Goal: Improve quality and appearance of parks and public spaces**

- Implement Landscape Plan
- Install new playgrounds and amenities
- Develop Public Art Program
- Implement Beautification/ Streetscape / Tree City Programs

### **Goal: Implement Trail Master Plan**

- Design and construct Phase I of Shoreline Trail
- Design and construct Phase I of Austin Ranch Trail
- Coordinate trail development for FM 423 widening with TXDOT
- Coordinate trail connections with surrounding cities
- Inner city trail – Slay/Baker to North Colony

### **Goal: Improve communications with public and Council**

- Update website weekly
- Conduct small events in conjunction with park / facility improvements
- Information updates in various media sources quarterly
- Conduct public hearings and joint work sessions annually

### **Goal: Support and promote economic growth**

- Seek additional public / private partnerships
- Identify and promote tourism related projects

### **Goal: Collaborate with other agencies to develop projects**

- Identify civic organizations, sports associations, and non-profits with similar goals and compatible interests to partner with
- Seek grant opportunities for funding assistance

**Goal - Develop planning strategies for future projects**

<b>Objective</b>	<b>Tasks to Complete Objective</b>	<b>Responsible Party</b>	<b>Time Line</b>	<b>Resources Needed</b>	<b>Notes</b>
<b>1. Update Strategic Plan</b>	Review and update Plan annually	Board	March - Special Session	Printed Plan	
	Present Plan and any revisions to Council	Staff	June / July	Printed Plan	
<b>2. Update Community Development Master Plan and Parks Master Plan</b>	Plan Development	Halff Associates, Staff, CDC Board	To be determined by consultant	Trail Plan, Landscape Plan, 2006 Citizen's Survey, Comprehensive Plan, Strategic Plan, etc.	
	Review & Accept	Halff Associates, Staff, CDC Board			
	Final Plan	Halff Associates, Staff, CDC Board			
	Adopt by Board and Council	Halff Associates, Staff, CDC Board	Nov. / Dec. 2008	\$70,000.00	

**Goal - Improve quality and appearance of parks and public spaces**

Objective	Tasks to Complete Objective	Responsible Party	Time Line	Resources Needed	Notes
<b>1. Implement Landscape Plan</b>	Identify specific areas - include parks, drainage ditches, high visibility open spaces, Aquatic Park - inventory of irrigated areas	Staff/Board	As parks are renovated	Sources for plant materials  -	John Cooper - Co. Extension Agent
	Prioritize Areas	Set by project site improvement	Ongoing	Landscape & Beautification Plan	
	Begin planting	Staff or contractor depending on scope	Annually late fall for wildflowers - Nov. March - Trees	Funding - \$10K - \$25K / yr	
<b>2. Install new playgrounds and amenities</b>	Get designs sketched			Playground Venders	
	Kids Colony	Staff / Consultant	Summer 2008		
	Lions Club Park & Pavilion and Dog Park - in house	Staff	Summer 2008		
	Historical Park, Perryman Park, Greenway Park - Consultant	Staff / Consultant	Spring 2009		
<b>3. Develop Public Art Program</b>	Work with and support the Cultural Arts Board (CAB)			Liaison with CAB, Local Artists	Kaleidoscapes
	Identify specific items for display at Kids Colony & Historical Park  Identify local artists & benefactors	Board	Kids Colony - build display for memorial planks	Art Sources  Hot tax to purchase art - we provide display locations / infrastructure	

**Goal - Implement Trail Master Plan**

Objective	Tasks to Complete Objective	Responsible Party	Time Line	Resources Needed	Notes
<b>1. Design and construct Phase I of Shoreline Trail</b>	Public Hearing March 6th to unveil the design	Dunkin Sims & Stoffels, Inc.		Eagle Scouts	Information packet for community groups
	Sign at SCP			"Friends" Program (Litter, Patrol)	
	Corp Approval		2008	Additional Funding / Grants	
	Construction		2008	Volunteers for Construction	
	Opening		2009	\$2M funding agreement with the City	
<b>2. Design and construct Phase I of Austin Ranch Trail</b>	Begin after the shoreline trail -	Dunkin Sims & Stoffels	2008	Additional Funding	
<b>3. Coordinate trail development for FM 423 widening with TXDOT</b>	Keep in contact with TXDOT	Staff	Bids - Spring 2008 / Construction - 2008-2010		Landscape Improvements - Beautification
	Coordinate with TXDOT on the trail north of Eastvale Park				
<b>4. Coordinate trail connections with surrounding cities</b>	Set a meeting with neighboring cities - Plano, Carrollton, Frisco, Lewisville	Staff	Spring / Summer 2009	Consultant	

**Goal - Improve communications with public and Council**

<b>Objective</b>	<b>Tasks to Complete Objective</b>	<b>Responsible Party</b>	<b>Time Line</b>	<b>Resources Needed</b>	<b>Notes</b>
<b>1. Complete website and update weekly</b>	Board to review and send corrections to Kathy	Staff	Bi-Weekly		
<b>2. Conduct small events in neighborhood parks biannually</b>	As upgrades are done, conduct event at the park and name the event	Committee / Staff	As projects are completed	Special Events Permit, City Council present, Sponsors - Donations, Other City Departments	Seek involvement from schools, HOA's, churches, scouts
	Conduct event at neighborhood parks on a rotating basis	Committee / Staff	Spring, Fall or as needed	Mail-outs to residents, Flyers to schools, Volunteer Database	Involve Special Events Coordinator on themes for events
<b>3. Information updates in various media sources quarterly</b>	Press release when projects are completed	Board to prepare and send to staff	Monthly updates following the monthly meeting, as projects are completed, and quarterly'	Staff and Keith, Diana and Elise for pictures	Historical Park Project - send information to local schools and colleges
	Quarterly articles in local paper and DMN Denton Co. section	Staff			
	Article in Colony Connection	Staff			
<b>4. Conduct public hearings and joint work sessions annually</b>	Conduct public hearings as needed	Staff	April / May with CC		
	CDC Master Plan	Half Associates	April 2008		

**Goal - Support and promote economic growth**

Objective	Tasks to Complete Objective	Responsible Party	Time Line	Resources Needed	Notes
<b>1. Seek additional public/private partnerships</b>	Identify available land		Ongoing		
	Watch media sources and other sources for partnership opportunities	Board & Staff	Ongoing		
<b>2. Identify and promote tourism related projects</b>	Lake Parks - Lighthouses in each location			Chamber / CVB  Existing Partners	
	Geocaching in each park				
	Whitewater park	Staff / Committee	Begin 2008/Ongoing		
	Mountain Bike Trails				
	Eco-Tourism				
	Adventure Tourism				
	Kaleidoscapes				

**Goal - Collaborate with other agencies to develop projects**

Objective	Tasks to Complete Objective	Responsible Party	Time Line	Resources Needed	Notes
<b>1. Identify civic organizations, sports associations, and non-profits with similar goals and compatible interests to partner with</b>	Collaborate with other groups - Cultural Arts Board, Lakeside Arts Foundation, Convention & Visitors Board, Scouts, Youth Sports Leagues, LISD, corporations, churches	Staff / Board	Ongoing	Friends of The Colony Volunteer Program	
<b>2. Seek grant opportunities for funding assistance</b>	Texas Parks & Wildlife - be aware of funding cycles Grants thru COG	Staff	Ongoing		