

LITTLE ELM

The town with the lake attitude



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*Where Something
Special Happens
Every Day!*

Little Elm's **Village at Eldorado** is the perfect place for extraordinary shopping and dining experiences!

DIRECTORY

FOOD & DRINKS

Azul Mexican Restaurant
Dickey's BBQ
I Luv Pho
Jennny's Kolache
KFC
Kobe Teppan & Sushi
Long John Silvers
Marble Slab Creamery
Mooyah Burgers & Fries
Palio's Pizza Café
Rock 101 Patio Grill
Starbucks
Taco Bell

SERVICES

Capital One Bank
CVS Pharmacy
Eldorado Pet Hospital
H&R Block
Legend Cleaners
Pet Supermarket
Prime Family Medicine
Texas Eagle Title
The UPS Store
Village Elm Dental Care
Vita Tailor

CHILDCARE

Adventure Kids Playcare

TELECOMMUNICATION

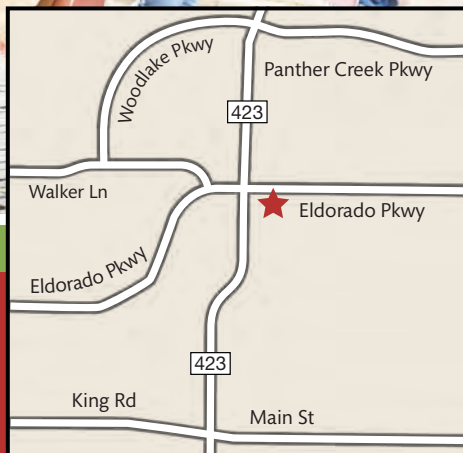
Metro PCS
Sprint

SPA & FITNESS

Lucky Foot Massage
Paris Nails Salon
Warrior Martial Arts

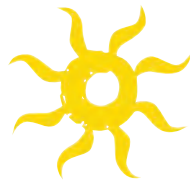
LEISURE

Up In Smoke
Vapor Lab



Located at the
southeast quadrant
of Eldorado
Parkway & FM 423.

THE VILLAGE AT ELDORADO
2831 Eldorado Parkway | Little Elm, TX 75068



SHAWN JOLLY RAW PHOTOGRAPHY

LAKEFRONT DISTRICT

SPARKLES AS TOWN CENTER

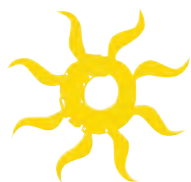
Little Elm's 'heart and soul' includes lots of family entertainment options

Little Elm's emerging Lakefront District, encompassing the town's distinctive peninsula, has technically been in the making since 1954. That's the year the Army Corps of Engineers completed the dam that created Lewisville Lake, combining Lake Dallas, Hickory Creek and Little Elm Creek, essentially finalizing the contours of the lake's current perimeter.

"The Lakefront District is our town center," said Little Elm Mayor David Hillock. "When completed, it will be the heart and soul of Little Elm, where people gather on Sundays after church to eat, socialize and take advantage of Little Elm's quality of life."

More than that, it will also be the center of a thriving complex of hip eateries, family entertainment centers and fashionable living venues.

SEE LAKEFRONT ON PAGE 5



LITTLE ELM'S QUALITY OF LIFE IS UNEQUALED

Safety, good schools, entertainment and outdoor activities make it the place to raise a family or just enjoy the amenities.

By virtually all measures, the quality of life in Little Elm is hard to top.

It's consistently rated as one of the safest cities in the state. High-performing schools at all levels dot the town. Top-notch fire and police facilities with fully trained personnel are always prepared. And a wide array of entertainment amenities, easy access to water sports, nature trails and lots of friendly neighbors make Little Elm unique.

For example, personal safety is always a consideration, and here, Little Elm scores high. The community is served by a professionally trained, highly functioning police department that uses the latest in crime fighting and crime abatement techniques, equipment and facilities.

A strong tradition of community policing engages Little Elm residents in an active partnership with police to help keep their neighborhoods safe.

Similarly, Little Elm Fire Rescue personnel are trained and equipped to handle any emergency using ladders, trucks and EMS vehicles as well as large and small watercraft.

Schools excel in preparing students both in the classroom and out, with consistently high marks for academic achievement as well as extracurricular activities. Little Elm High School is noted for its strong emphasis on individual attention and for ensuring that every student graduates ready for college or a career.

Streets throughout the town are regularly monitored for signs of aging or needed repairs. Public works personnel and code compliance and animal control officers are always on the alert to keep the environment safe and free of unsightly or dangerous conditions.

Recreation, both structured and free play; special events for children, adolescents and adults; entertainment options for day or night;

outdoor activities that require no special equipment; and lots of open spaces are all available for families, individuals and groups.

The town has upgraded its parks system with improvements and expansions at Little Elm Park, the town's signature meeting place. Residents and visitors alike can enjoy the new playground facilities, along with pavilions, an amphitheater, clean restrooms, the area's premier beach, lighted sand volleyball courts, traditional ball fields and plenty of soccer fields.

Newly reconstructed Beard Park, with an enchanting lake backdrop, offers a unique play experience, melding the play equipment's look and feel with surrounding nature.

McCord Park offers an inviting mix of playground, disc golf and pristine woodlands. Its hiking trails are unrivaled, connecting the park to other town parks and trails.

Area marinas give boat enthusiasts a place to launch safely and trouble-free, with lots of secure parking. And for those who love



the water but don't have a craft, day rentals are available for all kinds of boating and water-based recreation.

Little Elm, "the Town with a Lake Attitude," retains a quality of life that is truly unmatched. ■

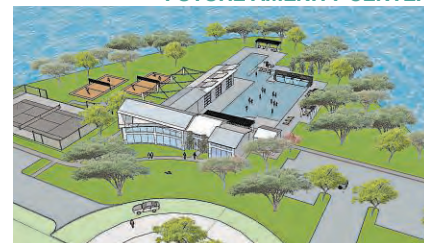
VALENCIA ON THE LAKE

Fall in Love with *Valencia on the Lake*

Located on the shores of Lake Lewisville, *Valencia on the Lake* is the latest lakeshore development planned on 448 acres in Little Elm, Texas. *Valencia on the Lake* will offer affordable lakeshore living near shopping and minor league sports attractions for family fun. The community will feature upscale townhome living and affordable 80' to 1/4 acre home sites.

When you travel through the Valencia neighborhood, you will be taken away by

FUTURE AMENITY CENTER

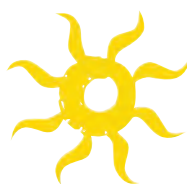


scenic views of the lake. If you are drawn to small town charm, come see *Valencia on the Lake* today...and fall in love.

Directions to Community:

Take 423 north to Rockhill Parkway and turn left. The Valencia on the Lake community models will be approximately 2 miles down off Cortes De Pallas Dr.

For more information on *Valencia on the Lake*, please call Alvin Jackson at 469.892.7211 or visit www.valenciaontheLake.com



LAKEFRONT CONTINUED FROM PAGE 2

Already home to Hydrous Wake Park, Towers Tap House, Hula Hut, Cottonwood Creek Marina, Beard Park and all of the amenities in Little Elm Park, the Lakefront District will soon offer a greater diversity of food and entertainment choices.

Add to that the Public Library, Senior Center, Recreation Center and lakeside trails system, and you've got the makings of a town center that has something for virtually everyone in the family.

Little Elm's Town Manager Matt Mueller said the draw of the swim beach at Little Elm Park, though, is one of the principal reasons the town stands out as unique and appealing.

"Making the most of that distinctive feature is, of course, important to us," he said. "The enhancements to the beach that we've put in place and those that will continue to be added all make the

Little Elm Lakefront District unlike anything else in the region."

The Beach at Little Elm, a free and open swim



Beard Park

and play area, is one of several focal points for the Lakefront District.

The beach's distinctive sand is, by design, a finer grade than one would find on beaches elsewhere and is ordered specifically for Little Elm. It's groomed and cleaned regularly and gives the Beach at Little Elm an appeal not generally seen by swimmers and picnickers at other shores.

And, after a day of swimming, playing beach volleyball, hiking waterside trails or just lounging and sunbathing, the food and drink offerings in the extensive and tantalizing menus of the various Lakefront restaurants are the perfect way to cap the day.

The Lakefront District keeps the promise of providing families with a wide range of fun attractions, great food and drinks, and the perfect place to build memories for a lifetime. ■



PALOMA CREEK



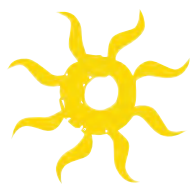
ABOUT PALOMA CREEK:

- 4,000 homes span across 1,200 acres on Hwy 380 just west of the Dallas North Tollway
- Homes starting in the low \$200's
- Builders include: Beazer, Bloomfield, Centex, DR Horton, Dunhill, Gehan, Horizon, and Sandlin
- Four amenity centers with Junior-Sized Olympic pools and state of the art workout facilities
- Over five miles of hike and bike trails throughout the community
- Homes in Little Elm ISD and Denton ISD
- Access to Lake Lewisville

www.palomacreek.com

UPSCALE NEIGHBORHOODS

MIX LOCATION, LAID-BACK VIBE



The whole town is either right on Lewisville Lake or just minutes away.

By **Steven Lindsey**



Palladium is Little Elm's newest multi-use development at the corner of Eldorado and Main.



Union Park opened last year and created 3,500 new homes.

Ask any real estate professional what makes a property truly remarkable, and you'll likely get the same cliché you've heard for years: Location, location, location. But that's exactly what makes Little Elm such a unique community in North Texas.

Situated on majestic Lewisville Lake, much of the town enjoys waterfront access and sensational views. And for those just beyond the lake's tranquil shores, access is never more than a few minutes away.

"We're trying to get this whole area to be where people want to both visit and live. All our home values have greatly increased recently, and there are so many people who visit Little Elm that tell us they want to live in Little Elm," said Jason Laumer, director of development services.

"If there's one thing we really do right, it's with the residents, between customer service, improving transportation and access to the lake, people really like that. There are some days I just go sit on the patio at the Tap House, soak up some

sun and watch people wakeboard. It's a really relaxing environment when you get used to that speed."

Yet despite the laid-back vibe of Little Elm, its proximity to bridges and freeways provides easy access to the bigger cities of Frisco, Plano, Denton and Dallas and all they have to offer.

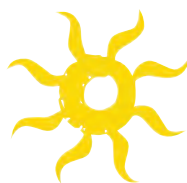
"All cities say it, but we really try to keep the small-town feel," Laumer said. "If people have questions, we give them answers. If they have an issue with something, we work to correct it. And that goes a long way."

Little Elm has many master-planned communities to choose from, including Sunset Pointe, which is almost done with its last lots; Union Park by Hillwood Communities, which just opened its first phase; and Valencia on the Lake, with several floor plan options and community amenities that include trails, tennis courts and a pool. Each neighborhood has model homes open, and many residences are available for quick move-in once the building of each house is complete.

One of the most highly visible developments recently broke ground across Eldorado Parkway from the Lakefront District, home to Hula Hut and Hydrous Wake Park. This proximity to the beach will give residents of the Palladium Little Elm development wonderful views of the lake from many of the more than 200 urban-living-style apartments on 7 acres that will be highlighted by a pocket park, a swimming pool and a community clubhouse. Because this is a mixed-use development, visitors will enjoy retail stores and restaurants, too, including one with a great rooftop bar.

"We were really trying to do something different," Laumer said, pointing to the architectural renderings. "The buildings are all very colorful, so it's a little like you're at the beach."

The first phase of the Palladium is scheduled to open next spring — just in time for enjoying the actual beach just steps away. ■



HAVE YOU HEARD? Little Elm has a beach!

Spending a relaxing day at the beach takes on a whole new meaning when you visit the Beach at Little Elm. Enjoy pristine sand that is groomed daily, play sand volleyball on lakeside courts, and take a free Efrog shuttle to top-notch restaurants and family attractions. And it's all within minutes of almost anywhere in the Dallas-Fort Worth area.

"The Beach at Little Elm is exactly that and more," said Parks and Recreation Director Chad Hyde. "A focal point of Little Elm's Lakefront District, the Beach at Little Elm is more of an experience than anything else."

On the shores of Lewisville Lake, the Beach at Little Elm is indeed an experience unlike any other inland beach. In fact, it's the only one in the country where the sand, brought in specifically for the facility, is of an extremely fine grade, and is cleaned and groomed every morning during the summer.

SEE BEACH ON PAGE 13



The beach is ideal for all ages and all beachside activities.

Time to **WAKE UP** at... **HYDROUS WAKEPARKS**



HYDROUS WAKEPARKS is an action-packed cable wakeboard facility located in the heart of Little Elm's lakefront district. Hydrous is located just off of Eldorado Parkway, and is the main attraction and entertainment for two of Little Elm's top restaurants, Towers Tap House and The Hula Hut. Hydrous Wakeparks specializes in teaching the sport of wakeboarding to those who are new to the sport and to those who have never tried it before. Hydrous Wakeparks is a unique concept where riders are actually being towed by way of overhead cable system that is designed to pull multiple riders at a time making it the most cost effective and efficient way to wakeboard. Hydrous also offers 2 beginner training lakes specifically designed to help teach riders the basics of getting up and riding the wakeboard. These systems make it perfect for hosting first time lessons, summer camps, and birthday parties!

For more information about Hydrous, please visit our website at www.hydrouswakeparks.com



280 E. Eldorado Pkwy. | Little Elm, TX, 75068
214-483-1356 | info@hydrouswakeparks.com

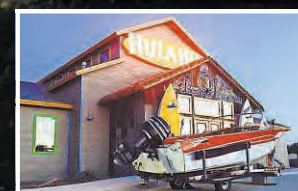
HULA HUT

It's always island time at Hula Hut!

Book a Private Event and enjoy the scene overlooking beautiful Lake Lewisville!
LittleElmPalapaEvents@HulaHut.com

Tex-Mex with a Polynesian twist that all culminates into the finest "Mexonesian" cuisines.

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Little Elm, 75068
214-618-4852
HulaHutLittleElm.com





the lakefront LITTLE ELM

TOWN OF LITTLE ELM 2016-17 EVENTS CALENDAR

WWW.LAKEFRONTLITTLEELM.COM



BREW & QUE



THE TICKET SUMMER BASH



JULY JUBILEE



BIG TEXAS PADDLE FEST



AUTUMN FEST



PUMPKIN HOLLOW



CHRISTMAS AT THE BEACH



BIG EASY IN LITTLE ELM



EGGTASTIC

JUNE

3, 10, 24
SUMMER RHYTHMS CONCERT IN THE PARK
 Enjoy live bands Friday nights in Little Elm Park. Concert begins at 8 p.m.

4
BREW & QUE
 The Craft Brew & Que Festival is the only one of its kind in North Texas. Set against the beautiful backdrop of Little Elm Park on Lewisville Lake, this event captures the essence of an All-American afternoon at the lake: beer, barbecue, live music and good times.

17
THE TICKET SUMMER BASH
 Partnering with "The Ticket" KTCK (96.7 and 1310), Little Elm brings the D-FW area a unique summer experience. Located in Little Elm Park, this fun event takes place at the largest beachfront in North Texas and includes music, DJs and food.

18
JET SKI/BOAT "POKER" RUN AND DINNER
 12th annual event benefits the Little Elm Food Bank.
 Poker Run: lepokerrun.eventbrite.com
 Donation Dinner: lepokerrundonationdinner.eventbrite.com

July

4
JULY JUBILEE
 Enjoy a concert by a live band, food trucks, kid zone and the area's largest fireworks display put to music on "The Range" KHYI-FM (95.3).

16-17
BIG TEXAS PADDLE FEST
 Take part in the largest stand-up paddle race in Texas, either as a participant or a fan. Activities also include an expo, bands and vendors.

SEPT

22-25
AUTUMN FEST
 A carnival, music, movies in the park, a 5K race, food and more are included at this seasonal celebration.

OCTOBER

14-15
CRAPPIE ANGLERS OF TEXAS CHAMPIONSHIP
 Come and watch some of the best anglers in Texas compete for Angler of the Year.

20-22
PUMPKIN HOLLOW
 Residents bring carved pumpkins by Little Elm Park to be placed along the trail and lit for three nights. There will be carnival games, a haunted hayride and trail.

DECEMBER

3-4
CHRISTMAS AT THE BEACH
 The holiday celebration includes Santa Land, including Santa and Mrs. Claus, a 30-foot Christmas tree, music, refreshments and more.

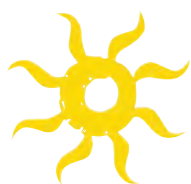
MARCH 2017

4
BIG EASY IN LITTLE ELM
 Enjoy Cajun favorites, live music, a 1-Mile Fun Run and a nighttime glow 5K, in which participants are encouraged to wear glow-in-the-dark gear.

APRIL 2017

9
EGGTASTIC
 Family activities include an egg hunt, kite flying, games, rides and free hot dogs and lemonade.





LITTLE ELM'S OWN TROPICAL PARADISE

Hula Hut brings Hawaii to Texas

By **Steven Lindsey**



There's 13,000 square feet in Little Elm where the official greeting shifts immediately from *Howdy!* to *Aloha!* transporting visitors to an exotic Hawaiian locale complete with Tiki torches, grass-thatched bars and a summer-ready soundtrack of island music and beach party rock 'n' roll. In the distance, a volcano erupts periodically while ducks swim unafraid of the great white shark emerging from the water.

It's all just another day in paradise at Hula Hut, a new restaurant on the lakefront from Duffy Oyster, the man who's helped make Austin's Hula Hut a must-visit destination for more than 23 years. Since opening the Little Elm location in 2015, he's already attracting families from Denton, Frisco, Plano and Dallas in addition to a large contingent of local regulars.

"Most lakes that have restaurants, it's nice water and lousy food," Oyster said. "We're great food, great service and great ambiance, too."

Hula Hut offers its own brand of fusion cuisine, one Oyster proudly proclaims to be Mexo-

nesian, a playful spin on Mexican and Tex-Mex favorites with Polynesian flavors. This combination can be tasted in everything from mango-poblano quesadillas to shrimp flautas made from wonton shells and served with Polynesian plum sauce for dipping.

A variety of seafood tacos are made from the freshest fish available, including salmon, tuna and a catch-of-the-day option. Even burgers and fajitas are available with grilled pineapple to keep that island vibe jumpin'. Plus, everything is made fresh, from the tortillas to the chips and queso.

The location on Lewisville Lake is ideal for Hula Hut's second location, and Oyster credits the town of Little Elm for making the connection.

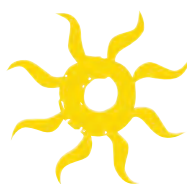
"The reason we're here is that the mayor and city council were in Austin for a convention and they were eating at Hula Hut," Oyster said. "They loved the food, they loved the fun and they loved the service. They called us up and said they wanted me to build a Hula Hut in Little Elm."

After looking up exactly where Little Elm was located, it didn't take much further convincing.

"I came and looked at the waterfront site where they thought a Hula Hut would be perfect, and they were right," he said. "We built it from the ground up. The city is very business-friendly and made it a lot easier for us to build this. They helped build the parking lot's 350 spots and other things that really lowered the risk of opening up a restaurant this size, which was great."

With a large party room that hosts karaoke on Thursday nights and multiple outdoor areas, including a palapa bar with views of the stunts being performed at next-door Hydrous Wake Park, Hula Hut definitely offers a party atmosphere, but one that's purposefully very family-friendly. When on-site, Oyster loves to wow the kids by controlling the volcanic eruptions from an app on his iPhone.

"We're a restaurant with a bar, not a bar with a restaurant, and that's the way we want to be," Oyster said. "We're a great destination place. Very casual. And a place with real value. The plates are so big, you'll probably need a to-go box." ■



MAKING WAVES

Enthusiasts at all levels take to the water at Hydrous Wake Park

By **Steven Lindsey**



RR PHOTOGRAPHY / SCOTT RAYMOND

Cowabunga, North Texans! The surf culture is thriving at Little Elm's Hydrous Wake Park, one of only 23 full-size cable parks in the United States.

With two lakes for training kids, teens and adults the secrets of wakeboarding and another lake for showing off those skills, more than 20,000 riders each year visit the Little Elm and original Allen locations.

Opening a wakeboarding park was a natural step for owner Chad Lacerte, even if Little Elm wasn't the obvious location.

"I grew up surfing and I always loved the water, so I tried to figure out the best way to be around water. I used to be in real estate development and I saw this concept while I was traveling in Florida and knew I had to figure out a way to get it back to Dallas," Lacerte said. "I tried to build it in downtown Dallas and had most

of the approvals, then got some pushback from some neighbors. But Allen stepped in and wanted it, so we opened the first one there in 2011."

Shortly after, Jason Laumer, Little Elm's director of development services, reached out to Lacerte.

"They said, 'We want an amenity like that in our town that attracts people from all over the world and puts us on the map,'" Lacerte said. "So I came to check it out. We found a really good site, and that's right where the whole Lakefront District is now."

With the experience of building the first park under his belt and with valuable assistance from the town, Lacerte said, opening the second location went smoothly.

"Little Elm was very helpful in contributing the parking lot and helping dig the lakes. The biggest thing is that we couldn't do a restaurant and bar in Allen. They

didn't allow mixed drinks or adult beverages. But we were able to include a restaurant, and now Hula Hut's here, too," he said. "I think we highlight each other really well. We all thrive off each other. On nice days, business is great for all of us."

Towers Tap House gives visitors a place to eat, drink and rest after wakeboarding or simply to watch others fly around the Hydrous Wake Park lakes from a prime vantage point.

With two of the lakes dedicated to training first-time wakeboarders, Lacerte said a big focus is on lessons and summer camps. But the time it takes to move from beginner to advanced may surprise some.

"Our goal is to get them over there the first day. Usually it takes a couple times to try it, but most people take it up pretty quickly, especially with any snowboard or skateboard experience of balanc-

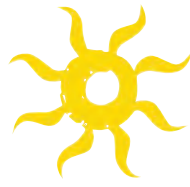
ing on a board. It's pretty much snowboarding or skateboarding on water."

He added that they are willing to teach anybody who's willing to try.

"Wakeboarding can be for kids of all ages and is a fun physical activity. It caters to a lot of different people because not everyone can do team sports. And water can be very therapeutic."

Hydrous Wake Park in Little Elm hosts a variety of wakeboarding events, both for charity and intense competition. The Hydrous Weekly Points Chase Qualifying Series will alternate between the Little Elm and Allen wake parks to create Team Hydrous, which will travel to Orlando, Fla., in August to compete in the national finals.

"We'll be having fun days and DJs at every event," Lacerte said. "We want everyone to come out and enjoy the beautiful surroundings." ■



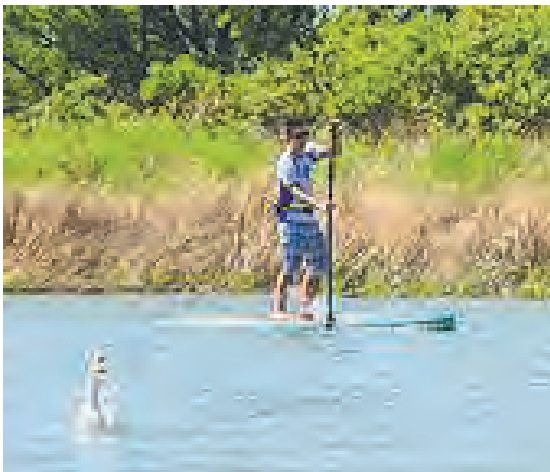
PARKS, BEACH OFFER PLENTY TO DO

Opportunities abound to let residents and visitors get closer to nature.

By **Steven Lindsey**



The volleyball courts at Little Elm Park are enjoyed by all ages.



With the beach expansion, paddleboarding has become a popular activity.



The newly redesigned Little Elm Park maintains safe and sturdy play structures that are fun for all ages.



The amphitheater frequently hosts live music of all genres.

You won't hear cries of "Are we there yet?" in Little Elm, because outdoor adventures for the entire brood are always nearby. With five parks, a public swim beach and a marina on Lewisville Lake, as well as plenty of outdoor sports opportunities from volleyball to fishing, there's never a shortage of activities.

"We took a really good look at what makes Little Elm unique, and we felt the characteristics we have in this community are very different than other North Texas towns," said Town Manager Matt Mueller.

"We have the lake and a highly residential community. So we need to build upon those strengths and focus on quality of life for our residents and bring others in to visit for the weekend. That's how Parks and Rec became a major focus for the town of Little Elm."

Getting residents and visitors closer to nature is one of the main goals of the Parks and Recreation Department. Director Chad Hyde is especially proud of the current and future trails that are under his jurisdiction.

"The Johnny Broyle's trail system runs from Little Elm Park all the way over to Lakeshore. It goes around the lake with lookout access points to the lake in several places. They're just basic hiking, walking and biking trails. They're not anything difficult," Hyde said.

The concrete portion of Johnny Broyle's Nature Trail is 10 feet wide and runs for about a mile before turning into a crushed granite path that continues from Main Street to Lakeshore Drive.

Nearby, the Cottonwood Trail is 1.5 miles long and made of rustic wood chips. It begins at the end of Lobo Lane and features two trailheads for hiking access, allowing for navigation of the full trail system and several lake access points. Much of the trail is shaded by a large

canopy of trees, making it a nice retreat from the heat on those legendary Texas summer days.

For those who prefer a little indoor activity, the town's recreation center is about to undergo a \$5.8 million expansion, including fitness rooms that Hyde said will double as a shelter that can withstand an F5 tornado.

"Upstairs will be a big fitness floor with cardio machines and weights that will overlook the lake, with big windows. That should be open by the end of the year," he said.

Among the town's five parks, Little Elm Park along the western shore of Lewisville Lake is the most popular for locals and guests alike. Amenities include six fire pits, a new playground complete with low-to-the-ground zip line, athletic fields, a designated camping area and, of course, the swim beach.

On the beach, sand volleyball courts are among the most popular attractions because they can be used at night, too, with player-controlled lighting.

"We use USA Volleyball-approved sand on 10 courts with professional-grade nets, and everything's adjustable. We have adult and youth leagues, camps and tournaments throughout the year, too," Hyde said.

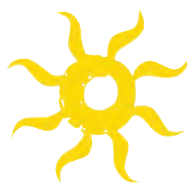
The park's amphitheater is also a hub of community activity.

"Every Friday night in June we have concerts at the amphitheater, as well as during most special events," Hyde said.

"It's always used for something, whether it's a band, a little pageant or movies," Mueller noted. "Last fall we did a spooky movie series and showed the original version of *The Texas Chain Saw Massacre* in the park. What other cities are doing that?"

Such opportunities add up to hours of family bonding time that can provide memories to last a lifetime. ■

BEACH CONTINUED FROM PAGE 7



"No other inland beach does that," he said. "We run a piece of equipment called the Beachtech 2000 that basically combs the sand 6 inches deep, picking up and removing trash and debris as small as a bottle cap. It sifts the sand and drops it back on the beach, leaving behind a bed of clean, groomed sand, ready for visitors."

That's critically important for those hard-fought points on the beach's sand volleyball courts. Players will actually look forward to diving for that dig or taking that full-body stretch for a return hit, knowing they'll land on a cloud-soft layer of sand. The courts are open-play and are lighted for after-sunset fun.

Since the Beach at Little Elm is part of the Lakefront District, visitors to the beach can hop on a free Efrog* shuttle and make their way to Hula Hut, Towers Tap House, Hydrous Wake Park or any of the other points of interest along the Lakefront route.

"Once visitors park their cars, they won't need to move them again until the end of the day," Hyde said. "These fun, easy-on, easy-off

electric transport carts are ready to take beachgoers to lunch, dinner, drinks or to any of the other attractions."

To ensure the visit is worry-free, Beach Ambassadors will roam the beach, providing information, answering questions and ensuring visitors are safe and secure. Beach Ambassadors will keep the area litter-free during the day, and maintain a constant line of communication with first responders.

Boaters can use the Little Elm Boat Ramp, steps away from the beach, for a nominal daily fee or annual pass. Newly renovated, the boat ramp is outfitted with modern restrooms, a floating dock, easy turnaround and plenty of parking.

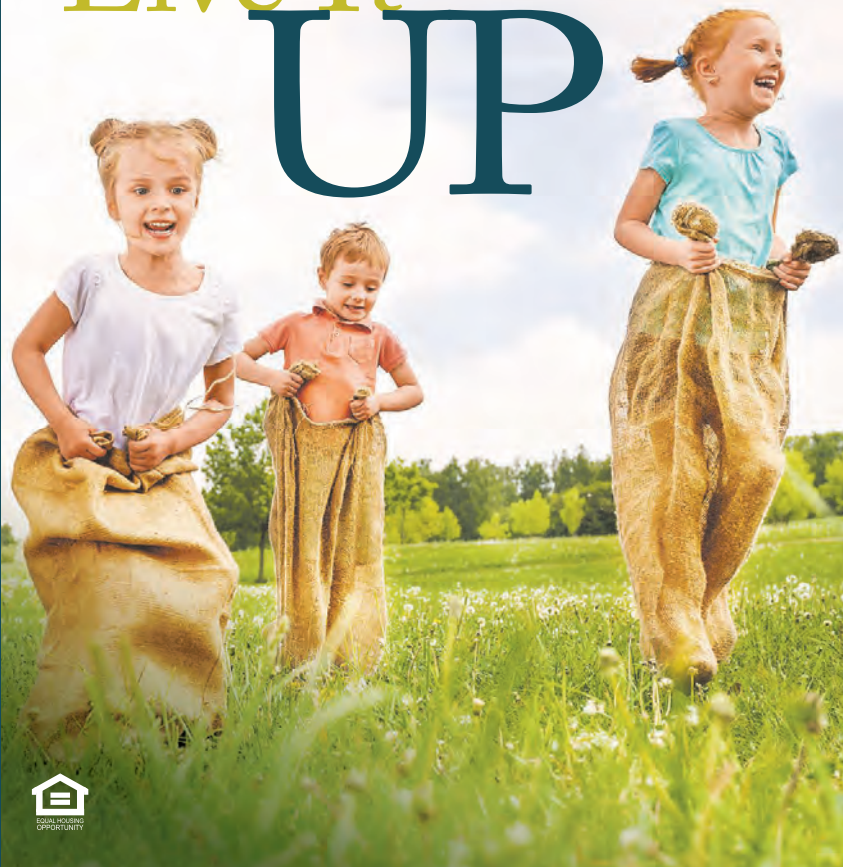
The Beach at Little Elm is quickly becoming North Texas' newest destination for relaxation and family fun. ■

***For Efrog Shuttle, text your name, the number of people, the locations (to and from) and time to 214-356-4490.**



Little Elm is now the largest beach in the Dallas-Fort Worth area.

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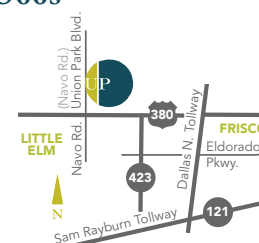
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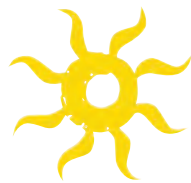
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LIVING THE LAKE LIFE

Little Elm makes it easy to get the most out of everything Lewisville Lake has to offer. By **Steven Lindsey**



Fishing is a popular pastime for residents of all ages.

Miles and miles of shoreline is part of what makes Little Elm such a unique lake town in North Texas.

"The amount of shoreline that we have here is what makes us special. We've got a lake. And we have a population around us that is very excited about being by the lake, if seeing people swimming in the middle of February is any indication of that," said Town Manager Matt Mueller.

They want the beach to be beautiful at all times, too, which is why Little Elm invested in a machine that grooms the beach daily to remove foreign objects

and provide a nice, corduroy texture in the sand. In fact, nearly everything town planners do takes the lake into consideration because it is such a rare opportunity.

"Let's build trails that showcase the lake. Let's build parks that are in proximity of the lake. Let's have festivals that are near the lake," Mueller said. "Everything we do expands on the Little Elm logo that plays up us being a true 'Town with a Lake Attitude.'"

Parks and Recreation Director Chad Hyde pointed out that fishing is hugely popular.

"We have 66 miles of shoreline in Little Elm, and you're allowed to fish on

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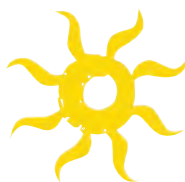
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all of them except the beach area," he said.

Many people prefer to head out farther on the lake for better fishing options. Deputy Town Manager Doug Peach is proud of the boat ramp that was recently installed as part of the beach expansion.

"It doesn't interfere with other day-use activities, which is great," Peach said. "Traffic that accesses it is only for the boat ramp. It was designed to be used even in the most extreme conditions, whether that's flooding or drought. Ours is usually the last boat ramp to close on the lake when conditions force others to close."

The boat ramp area also has an

ice vending machine, boat rinse station, restrooms and a courtesy dock.

"We have also added a vendor for paddle boarding and kayaking rentals this year, with lessons and a whole program tied in with the rec center," Peach added.

For anyone looking to house a boat on a permanent basis or rent one for a weekend of fun, there's Cottonwood Creek Marina, which opened in 2003.

"It's the nicest marina on Lewisville Lake," Peach said. "There's no question why they continue to win awards for best marina in Texas."

"We provide a state-of-the-art facility built with a focus on struc-

tural integrity, style and customer ease of access," said general manager Ryan Miller. "Friendly staff and clean docks make it easy for people from all over the metroplex to enjoy life on the water at Cottonwood Creek, whether they are boat owners, renters for the day or members of Nautical Boat Club."

According to Miller, plans are in the works to expand Cottonwood Creek Marina with more boat storage slips, as well as a restaurant and event space. In addition, Cottonwood Creek Boat Rental will continue to add new offerings to its fleet of watercrafts.

Also at the marina, Nautical

Boat Club makes it easy and affordable to rent, lease or buy a boat, whether it's a ski boat, pontoon or Yamaha Wave Runner. Membership gets sailors unlimited access to a fleet of new boats more than 300 days of the year.

Plus, complimentary water toys are included for each outing, whether a family needs skis, wakeboards, kneeboards, or one- or two-person inner tubes. The same options are available to nonclub members, too, but priced a la carte.

So whether you're looking to swim at the beach, go fishing or ride the waves, a visit to Little Elm is sure to make a splash. ■



McCord Park offers another option for fishermen.



Little Elm Boat Club allows the opportunity to enjoy a boat without buying one.



Little Elm's Public Safety extends to the lake.



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