

the
lakefront
LITTLE ELM

Road Trip 2017



3
LAKEFRONT
DISTRICT

4
HULA
HUT

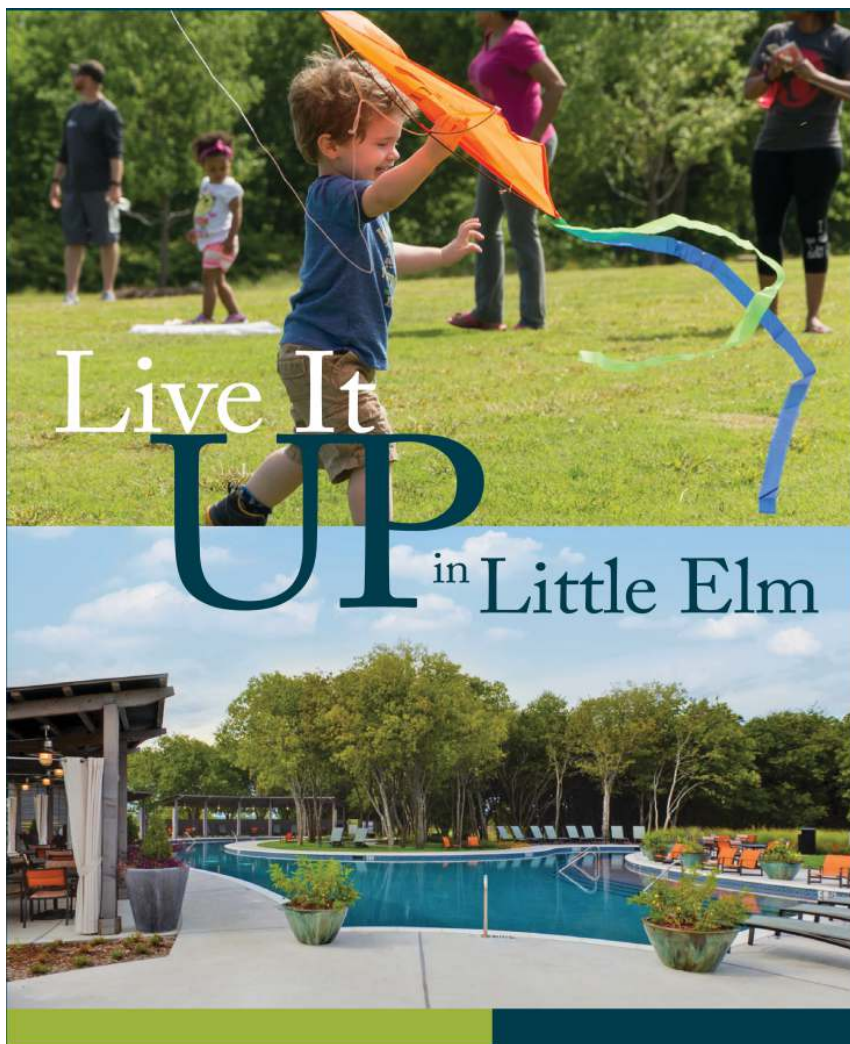
5
BEACH
EXPERIENCE

6
EVENTS CALENDAR
HYDROUS WAKEBOARD PARK

8
UPSCALE
LIVING

11
FAMILY LAKESIDE
RECREATION

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OF NORTH TEXAS**



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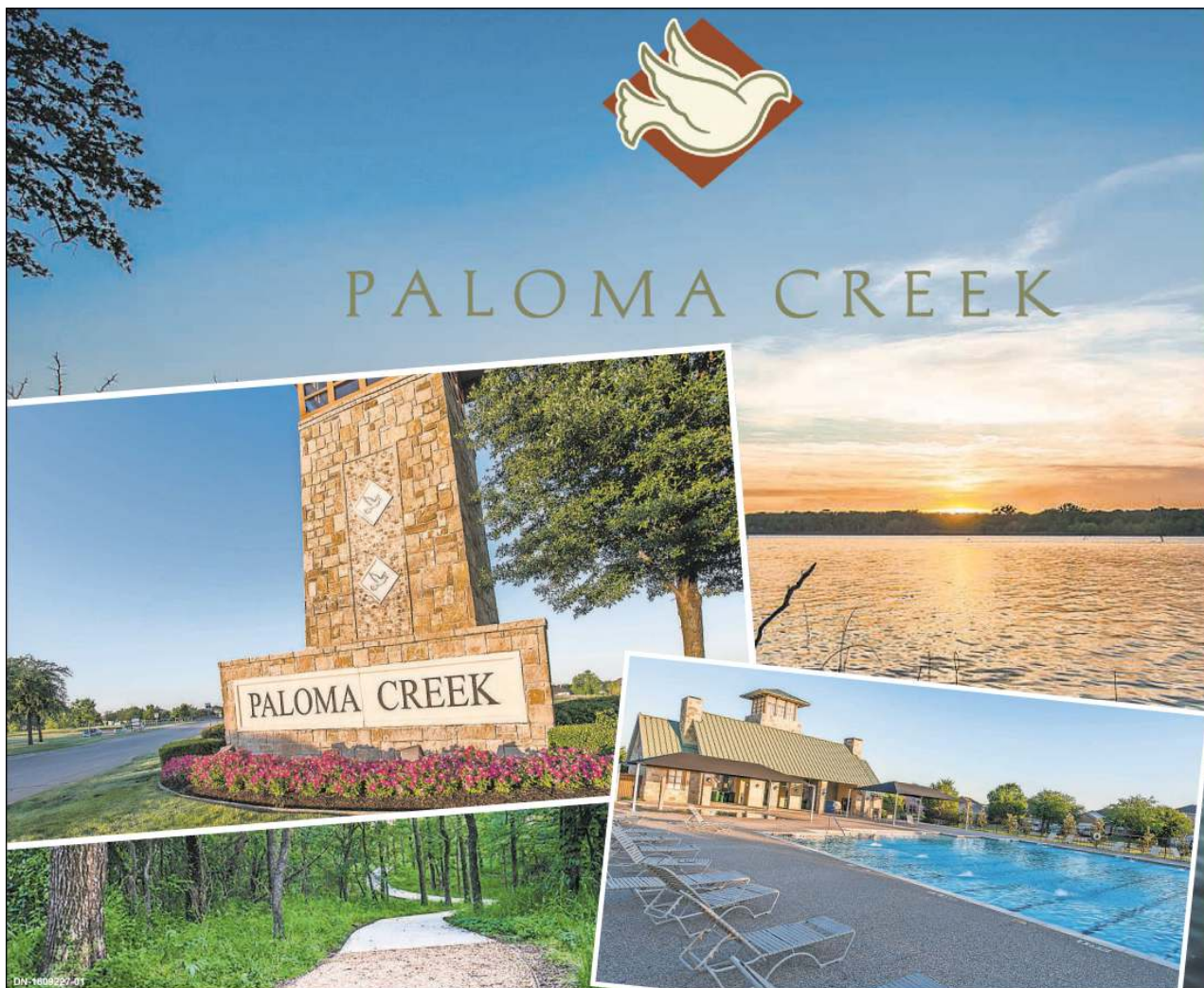
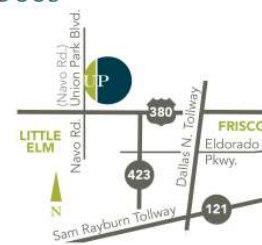
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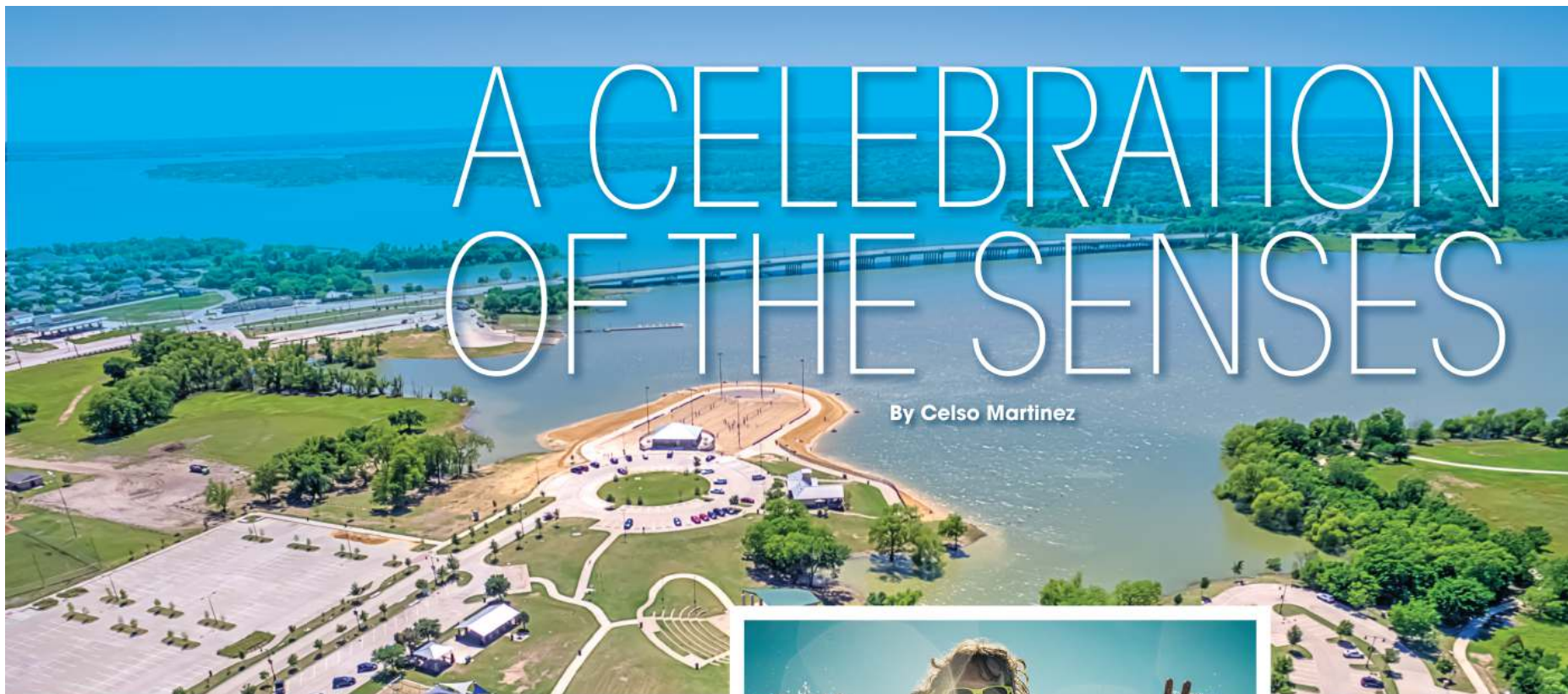
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- Homes in Little Elm ISD and Denton ISD
- Access to Lake Lewisville

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A CELEBRATION OF THE SENSES

By Celso Martinez



The first thing that strikes visitors as they approach Little Elm's Lakefront District is the sight of families and individuals enjoying the growing list of amenities. Sounds of merriment and laughter, mixed with the enticing culinary aromas wafting in the air, are common in the area.

"It's a celebration of the senses," said Little Elm Mayor David Hillock. "The sights, sounds and fragrances mixed in with the pleasing lakeside breezes, all under the warming rays of the sun, come together like nowhere else in the area. Families come here for a complete recreational and dining experience. Young adults simply find it irresistible."

The Lakefront District encompasses the town's distinctive peninsula jutting into Lewisville Lake and includes a uniqueness that grows in popularity every day as new and exciting attractions, restaurants and amenities are added and expanded.

Born in 1954 when the Army Corps of Engineers completed the Lewisville Lake Dam that

combined Lake Dallas, Hickory Creek and Little Elm Creek, the lakefront area has long been a favorite of recreational boaters and fishing enthusiasts. The town of Little Elm, which slowly grew around the new waterfront, was a secret to many area residents.

"Almost 20 years ago, the area began to gain a measure of attention as a place that offered something that could not be found elsewhere," Hillock said. "Word of mouth was spreading, and spreading quickly. Our population numbers have seen an unbelievable jump in the last 15 years. Thankfully, though, those aspects that made Little Elm exceptional have remained."

And the development and expansion of the Lakefront District have only added to those exceptional aspects.

Home to Hydrous Wakeboard Park, Towers Tap House, Hula Hut, Cottonwood Creek Marina, Beard Park and all of

The Town of Little Elm's Lakefront District offers the total package.

the amenities in Little Elm Park, the Lakefront District is keeping its promise of offering a greater diversity of food and entertainment choices.

Include the Little Elm Public Library, the Brenda Button Mills Senior Center, Little Elm Recreation Center and the Johnny Broyles and Cottonwood lakeside trails system, and you've got the makings of a town center that has something for every member of the family.

Little Elm Town Manager Matt Mueller said the Lakefront District serves as the town's signature component.

"Residents and visitors find a uniqueness that is unparalleled

anywhere locally," he said. "And we are adding a whole variety of wider options as our staff, elected officials and volunteers constantly contribute ideas and suggestions for even more improvements and additional amenities."

Recent additions include paddleboard and kayak rentals, along with personal flotation devices at Little Elm Beach. These additional options join the open sand volleyball courts, beach area and pavilions.

A new partnership has reopened the Lakefront Grill with an exciting new emphasis on food and service.

Boaters can call in food and drink orders from the middle of the lake, and have their order waiting for them at the Little Elm boat ramp courtesy dock, piping hot from any of the many area restaurants.

The Lakefront District is truly a celebration of the senses, and a place where fun, food and family all come together. ■

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POLYNESIAN PARADISE

By Steven Lindsey



Enjoy Tex-Mex Hawaiian style, right on the beach.

There's something magical about the Hawaiian Islands. Mix in fajitas, tacos and enchiladas, and you're instantly transported to a utopia that can only be found in

one place: Hula Hut.

In the 13,000-square-foot space overlooking Lewisville Lake, the official greeting shifts immediately from "Howdy!" to "Aloha!" and transports visitors to an exotic South Pacific locale complete with

tiki torches, grass-thatched bars and an always-summer, beach-party soundtrack. In the distance, a volcano erupts periodically while ducks swim unafraid of the great white shark emerging from the water. On weekends, a steel drum band brings happy island melodies to the lakeview decks.

It's all just another day in paradise at Hula Hut, a popular 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 in Little Elm in 2015, he's attracted families from Denton, Frisco, Plano and Dallas in addition to a contingent of local regulars.

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

And with summer upon us, Oyster couldn't be happier. "When the sun's out and school's out, those are my best friends," he said.

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

able, including salmon, tuna and a catch-of-the-day option. Weekday lunch specials feature off-menu tropical items such as tiki tacos with chicken, pineapple and mango. Plus, everything is made fresh, from the tortillas to the chips and queso.

Hula Hut's place in history on Lewisville Lake can be traced to one truly memorable meal.

"The mayor and City Council were in Austin for a convention, and they were eating at Hula Hut," Oyster said. "They loved the food, the fun and the service. They called us up and said they wanted me to build one in Little Elm."

Oyster visited 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."

Hula Hut's newly finished event center can accommodate groups of up to 400. Multiple outdoor areas, including a palapa bar with views of the stunts being performed at next-door Hydrous Wakeboard Park, each provide a party atmosphere, but one that's purposefully family-friendly. When on-site, Oyster loves to wow kids by controlling the volcanic eruptions from an iPhone app.

"We're a restaurant with a bar, not a bar with a restaurant, and that's the way we want to be," Oyster said. ■

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SUN AND SAND SO CLOSE TO HOME

By Steven Lindsey



Little Elm's newest attraction is the Tarzan Boat (above).

If you're on the hunt for the best beaches in North America, you need only to focus a bit closer to home on the coast of Lewisville Lake and the sandy shores of the Beach at Little Elm.

Accessible by car, on foot or by boat from other areas of the lake, the waterside park offers a vast selection of on-site activities for leisure and sport, including swimming, kayaking, standup paddle boarding and the permanent addition of the Tarzan Boat, a monstrous floating retreat for daredevils of all ages.

Meanwhile, back on the beach, you can maximize your Vitamin D absorption time playing volleyball on one of 10 lakeview courts or relax on a beach chair while reading a good book or watching your children frolic back and forth. Best of all, the pristine sand is a worry-free playground for young and old, thanks to daily grooming from the Beachtech 2000.

"No other inland beach does that," said Parks and Recreation Director Chad Hyde. "It 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."

"We actually bought a new piece this year, the Beach Sweepie, which is smaller," said Little Elm Town Manager Matt Mueller. "Because of the size of the Beachtech, we needed a smaller walk-behind piece to get around curves and closer to the edges of the volleyball courts and other areas. Both leave behind a nice, corduroy finish."

There are also nearby attractions to keep the fun at spring break levels or something a little more low-key if that's what the day calls for. Plus, they're easy to get to thanks to the free Efrogs shuttle service, an open-air electric car service that operates between Memorial Day and Labor Day, in addition to special events throughout the year. Efrogs, which stands for eco-friendly rides on green shuttles, is a gratuity-based service that began last year to transport people between nearby homes, businesses and public areas. Now food delivery is also just a phone call away.

"This year, we're starting Little Elm Lakefront Eats. Efrogs will deliver food so people in boats can call up a restaurant, the restaurant will prepare the food, and Efrogs will pick up the food and deliver it to the boat ramp courtesy dock," Hyde said. "We think it'll be something very beneficial to people on the lake while boosting our local businesses by giving them the op-

portunity to sell food."

Another dining option can be found at the newly rebranded and managed Lakefront Grill presenting Up in Smoke BBQ Dallas.

To ensure your entire visit is worry-free, Beach Ambassadors will roam the beach, providing information, answering questions and watching visitors' safety and security. 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 mod-

ern restrooms, a floating dock, easy turnaround and plenty of parking.



The Beachtech 2000 cleans the beach daily.

Nowhere in North Texas can you find so many things to do with such convenience.

No wonder Little Elm Beach is fast becoming a top attraction for visitors from all over the Dallas-Fort Worth area. ■



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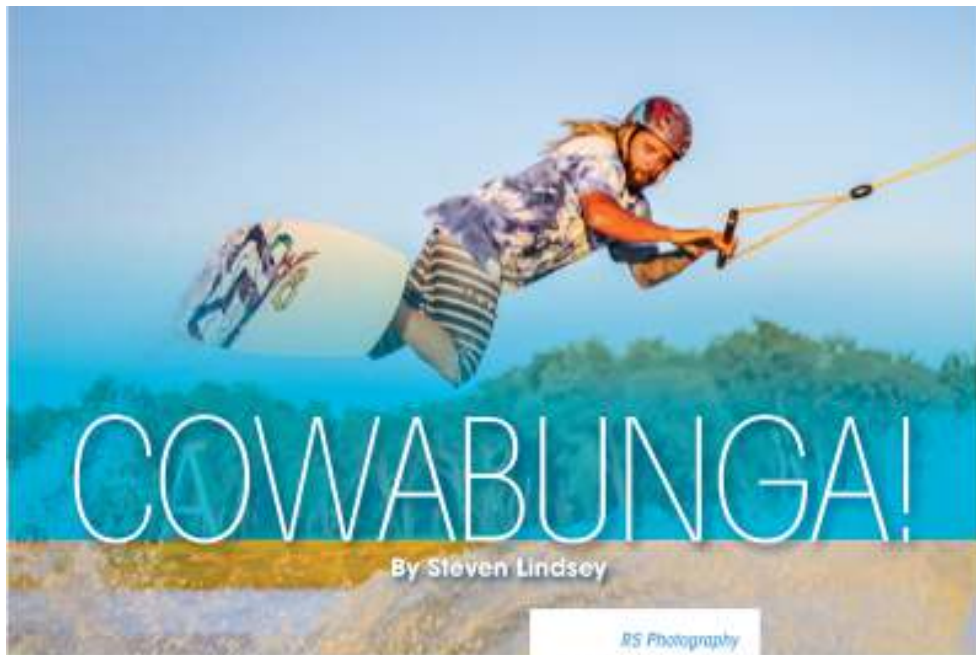
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Just a few hundred feet from Lewisville Lake's shore, the surf culture thrives at Little Elm's Hydrous Wakeboard Park, one of only 23 full-size cable parks in the United States.

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. "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.

After opening the first location in Allen, Lacerte was approached by Mayor David Hillock and town staff to open one in the developing Lakefront District.

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."

Surf's up for adventurers of all ages at the Hydrous Wakeboard Park.

Towers Tap House gives visitors a place to eat, drink and rest after wakeboarding or simply to watch others fly around the Hydrous Wakeboard Park lakes from prime vantage points, one of which is the newly completed patio.

Hydrous Wakeboard Park hosts a variety of wakeboarding events, both for charity and competition. The Hydrous Weekly Points Chase Qualifying Series returns this summer and alternates between the Little Elm and Allen wake parks to create Team Hydrous, which will travel to the national finals in July.

However, the competitors of tomorrow might be in the park today. 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 balancing on a board. It's pretty much snowboarding or skateboarding on water."

He added that his staff is 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."

Besides, shredding the waves can definitely be just what the doctor ordered. ■



TOWN OF LITTLE ELM

2017 EVENTS CALENDAR

www.LakefrontLittleElm.com

2017 EVENTS CALENDAR

JUNE 2,9,23,30

SUMMER RHYTHMS CONCERT IN THE PARK

Enjoy live bands Friday nights in Little Elm Park. Concerts begin at 8 p.m.

JUNE 3

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.

JULY 4

JULY JUBILEE

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

SEPTEMBER 14-17

AUTUMN FEST

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

OCTOBER 19-20

PUMPKIN HOLLOW

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

DECEMBER 2-3

CHRISTMAS AT THE BEACH

The holiday celebration includes Santa Land, including Santa and Mrs. Claus, a 30-foot Christmas tree, music, refreshments and more.

LITTLE ELM IS CLOSER THAN MANY THINK.

From downtown Dallas, it's a straight shot up the Dallas North Tollway to Eldorado Parkway. From door to door, it takes only about 40 minutes in normal traffic.

SCAN HERE for more information





By Celso Martinez

Living in Little Elm's distinctive Lakefront District stands to pose a serious challenge to the long-held contention that "you can't have it all."

Palladium USA's first Lakefront District development, Lakeside at Little Elm, presents a strong case in defying that dubious declaration. Set to open this year, the 242 units at West Eldorado Parkway and Main Street are filled with the kind of amenities young professionals find very inviting.

"Lakeside at Little Elm residents will have an easy time debunking the 'can't have it all' idea," said Fred D'Lizarraga, Palladium USA's senior vice president and chief operating officer. "The level of amenities is virtually unmatched in the area. Not only will there be a generous package of on-site facilities, services, dining and entertainment options, but the proximity of this development to the growing number of eateries, pubs, activities and special events in the Lakefront District make this a premium address."

Lakeside at Little Elm will include clubhouse lounges, a business center, swimming pool and hot tub, full exercise facilities, cabanas, a large

conference room and a coffee bar.

In addition to the new urban living community of Phase 1, Palladium has been chosen as the developer for the next phase of the Lakefront District. Located on the east side of Main Street at West Eldorado Parkway, Phase 2 will include an additional upscale multifamily community, an entertainment venue with room for large-scale special events year round, a boutique hotel, both full-service and fast-casual restaurants, multistory office space, retail shops and lots of themed open park space. With Phase 1 set to open this summer, and Phase 2 beginning early next year, these developments will bring together the vision of the Lakefront District.

Topping that off are the developments' proximity to Hula Hut, Towers Tap House, Hydrous Water Park, the Lakefront Trail walking



Little Elm's upscale address makes for "have it all" living.

and jogging venue and the Little Elm Recreation Center, which will soon open a 14,000-square-foot expansion. Also nearby are several houses of worship, the Little Elm Public Library, Beard Park, Little Elm Park and Little Elm Beach, with its expanding menu of such water-fun rentals as paddleboards, kayaks and other essentials for summertime relaxation.

Palladium USA is a member of the worldwide Palladium Group and operates several upscale multifamily developments in Texas, including Dallas, Plano, Irving, Aubrey and Midland. ■

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By Steven Lindsey

The moment you dip your toes into the sand, you'll know you're on vacation, even if it's only for a few hours. More than 66 miles of shoreline offer spectacular views and access to family-friendly water fun on Lewisville Lake.

PLAY: Little Elm is all about the great outdoors. Whether you're exploring the town on foot or by bike via the extensive trail system, it is a great place to begin your day.

"Start at one park and make your way to all three community parks and end up at the beach. Our new trail is roughly 5 miles long and winds around the waterfront with great lake views," said Town Manager Matt Mueller.

End the hike at popular Little Elm Park, with a new playground complete with low-to-the-ground zip lines, athletic fields, sand volleyball courts, six fire pits, a designated camping area and, of course, the swim beach.

Prefer adventure? Rent a kayak or paddleboard. Take a plunge off the thrill-packed Tarzan Boat. Try wakeboarding at Hydrous Wakeboard Park. Or get out on the lake in a motorized watercraft. Nautical Boat Club offers memberships that provide private access to a diverse fleet of sleek, new boats without the responsibilities of owning one. At the marina, you can also rent several types of boats or jet skis for the day.

There is lakefront access for

shoreline fishing at Cottonwood Park. You can get a fishing permit at Lakeview Grocery, located just across from the boat ramp parking lot.

For indoor fun, the Little Elm Recreation Center is expanding this summer to add 14,000 square feet, essentially doubling the size. Fitness areas feature state-of-the-art equipment, plus large windows overlooking the lake. And the storm shelter can withstand an F5 tornado.

If you want to turn your daycation into an overnight getaway full of family bonding time, reconnect to nature by camping in Little Elm Park. For a mere \$5 permit fee, you can set up a tent in the grassy areas and watch the stars twinkle above long after the town has gone to sleep. Restroom facilities are available in the park, but there are no showers.

EAT: Little Elm has several unique lakeview restaurants, including Hula Hut and Towers Tap House, which just added a spacious patio. For breakfast, Bella's Cafe is a popular mom-and-pop eatery. And the new Fuzzy's Taco Shop features 5,500 square feet of Tex-Mex enjoyment.

Efrogs, Little Elm's complimentary shuttle service, just launched Lakefront Eats. One call and they'll deliver from area restaurants right to the beach or the courtesy dock at the boat ramp. Lakefront Grill offers tropical drinks and beachside fare such as hot dogs, shrimp and barbecue. Or, of course,

The entire family can experience an endless summer from sunrise to sunset in Little Elm.

you can bring your own picnic.

DRINK: Most cities aren't cooler

friendly, but here you can pack in beer, wine and mixed drinks to the beach as long as there's no glass. Or head to Margarita Hut to Go for

wine-based margaritas in a variety of flavors and sizes. For beer, check out Little Elm Crafthouse, where they'll fill your growler with one of several craft brews.

So come early and spend a day packed with memories. Any Tuesday will do. ■



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 ¼ acre home sites.

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For more information on *Valencia on the Lake*, please call Trevor Kollinger at 469.892.7274 or visit www.valenciaonthelake.com

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