

*Anchored in  
Growth*

# NEWSLETTER

ISSUE #1

LITTLE ELM TX

## FROM THE DIRECTOR

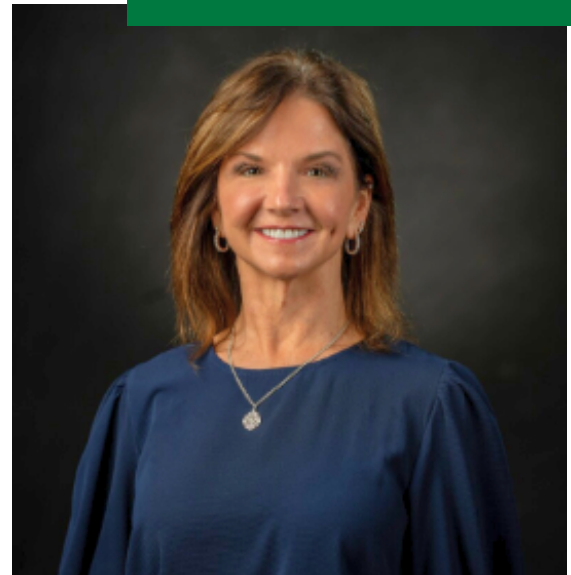
As we launch the first issue of the Little Elm EDC newsletter, I am thrilled to share the growth and innovation that are revitalizing our community. Our mission is simple: to enhance the quality of life in Little Elm by creating a thriving environment for businesses, residents, and visitors alike. With your support, we're shaping a vibrant future anchored by our beautiful lakefront and unique opportunities.

Thank you for joining us on this exciting adventure!

Warm regards,

Jennette Espinosa  
Executive Director

*Jennette Espinosa*



CREATING JOBS

ATTRACTING BUSINESS

TOURISM OPPORTUNITIES

# UP & COMING

## RETAIL EXPANSION

Little Elm's economic landscape is set to receive a significant boost with the recent announcement of two major retailers opening new locations at the intersection of Ryan Spiritas Pkwy and US 380.



## Kroger

FUTURE PROJECT

"We're excited to welcome Kroger to Little Elm," said Espinosa



## Target

FUTURE PROJECT

"Target's decision to invest in Little Elm is a testament to the strength and vitality of our community," said Jennette Espinosa, Executive Director

The LEEDC is committed to fostering sustainable growth and providing residents with more choices and better service. These retail expansions demonstrate Little Elm's appeal as a growing, vibrant community with a bright future ahead.

*What's  
New &*

# WHAT'S COMING

- STELLAS ICE CREAM
- FIREHOUSE SUBS
- KEBABS TO GO
- SIMPLY FRENCH
- PINCH A PENNY
- DOMINGOS



- UPTOWN CHEAPSKATE
- THAI IN TOWN
- DUTCH BROS COFFEE
- CASA MIA
- AUNTIE ANNES PRETZEL
- JAMBA JUICE
- LAKEFRONT BAR AND GRILL
- ACE HARDWARE
- LIQUOR MART
- CHIPOTLE
- THE CRAB STATION



## FILM FRIENDLY DESIGNATION



Governor Greg Abbott announced on November 7, 2024 that the Town of Little Elm, having completed the multi-step training and certification process, has been designated as a Film Friendly Texas Certified Community by the Texas Film Commission. The Town of Little Elm joins more than 175 Film Friendly Texas Certified Communities from across the state that receive ongoing training and guidance from the Texas Film Commission on media industry standards, best practices, and how to effectively accommodate on-location filming activity in their community.



# Ripple EFFECT

## PARTNERING FOR GROWTH

We were honored to celebrate the holiday season at the Governor's Mansion and represent Little Elm! It takes working together with the community, businesses and local government to build a brighter future.

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## *The Team*



**Jennette Espinosa**

Executive Director EDC



**Jennifer Eusse**

Manager EDC



**JaRee Alli**

Admin Assistant EDC



# Steering PROGRESS



## POPULATION



**December**  
**60,992**

## MAJOR EMPLOYERS



Little Elm ISD  
1110



Town of Little Elm  
469



Retractable Technologies  
203



Lowes Home Store  
117



Kroger  
105



Holt Cat  
87

## PERMITTING

### December Numbers

- 1,782 residential inspections
- 1,283 new homes permitted
- 1,137 residential COs issued
- 458 commercial inspections
- 214 commercial permits issued
- 320 commercial COs issued

## EMPLOYMENT INDUSTRIES

