

*Anchored in
Growth*

NEWSLETTER

ISSUE #3

LITTLE ELM TX

FROM THE DIRECTOR

Little Elm is growing, and you can feel the energy all around — from new businesses opening and local favorites expanding to the hum of construction and the buzz of community events. Each project and partnership brings new opportunities, more choices for residents, and a stronger local economy. It's exciting to see the vision for our town coming to life in so many ways.

While growth is visible in new developments, much of the work happens behind the scenes. Our team is continually building relationships, supporting entrepreneurs, and planning for the future—ensuring that each step forward aligns with the character and values of Little Elm.

At the heart of all this progress is our commitment to preserving what makes Little Elm special — our lakeside charm, our welcoming spirit, and our deep sense of community. As change continues, we're focused on thoughtful development that enhances the quality of life for everyone who calls this place home and those visiting.

Thank you for being part of this journey with us.

Jennette Espinosa

Executive Director



Something's Cooking

210 E Eldorado



EXCITING UPDATES

From Hula Hut to What?

The Little Elm Economic Development Corporation now owns the building formerly home to Hula Hut at 210 E Eldorado Parkway. After thoughtful discussion and direction from both the Economic Development Team, Board of Directors, and Town Council, the decision was made to issue a Request for Proposal (RFP) to explore new opportunities for the space.

This process invites interest from developers, brokers, contractors, and restaurant operators, allowing a range of potential concepts to be considered. An RFP is a formal process often used to gather proposals and ideas from experienced professionals.

While we don't yet know what the next chapter will look like, this step ensures the town's values and long-term vision remain central to what comes next. Stay tuned—we look forward to sharing more as the process unfolds.



What's Coming

What's New



Under New Ownership

NOW OPEN

Capriotti's Sandwich Shop

Jimmy's Big Burger

Krab Kingz

Poached Brunch House

Pro Black Belt Academy

COMING SOON

Seiko Teppan and Sushi (formerly Kobe)

NOW OPEN

- ACE HARDWARE
- BURN BOOTCAMP
- COTTONWOOD CREEK PARK
- DUTCH BROS
- JAMBA | AUNTIE ANNE'S
- LAKESIDE BAR & GRILL
- THAI IN TOWN
- UPTOWN CHEAPSKATE

COMING SOON

- BAD ASS COFFEE
- CHICKONUT
- CHIPOTLE
- GOLDEN CHICK
- KROGER (380)
- LIQUOR MART
- MAYA CREAMERY
- OASIS CARTS

COMING SOON

- PIZZA O PIZZA
- PROST TAPHOUSE
- SWIG
- TARGET
- THE CRAB STATION
- TJ GOLDEN BOWL
- WAFFLE HOUSE

ECONOMIC DEVELOPMENT

Economic Development looks different here—and that's exactly how we like it. In Little Elm, growth isn't just about the numbers. It's about building something that lasts, and making sure the businesses we bring in are a good fit for the community and the people who live here.

Ripple EFFECT



Jennette Espinosa
Executive Director EDC



Jennifer Eusse
Manager EDC



JaRee Alli
Admin Assistant EDC

What sets the Little Elm EDC apart is how we work—collaboratively, creatively, and always with the big picture in mind. From the first conversation with a new business to long after they've opened their doors, we're behind the scenes helping make it all happen. That could mean navigating permits, brainstorming marketing ideas, or connecting them with the right people to get the job done. We're hands-on, responsive, and deeply invested in doing things the right way—not just the fast way.

Some businesses come in “by-right,” meaning they meet all the zoning requirements and can open without additional approvals. While we may not recruit these businesses directly, we still work to make sure they're welcomed and supported.

We also work side-by-side with the Little Elm Chamber of Commerce to support and retain our local businesses. That partnership allows us to stay in tune with what's happening on the ground—what business owners need, what's working, and where we can jump in to help.

Of course, none of this works without the charm and draw of our lakefront. We lean into what makes Little Elm special and we make sure the businesses we attract enhance that experience. From restaurants and entertainment to services and retail, we're helping create a place people want to be.

Little Elm is growing fast, but we're growing with purpose—and we believe that makes a difference.

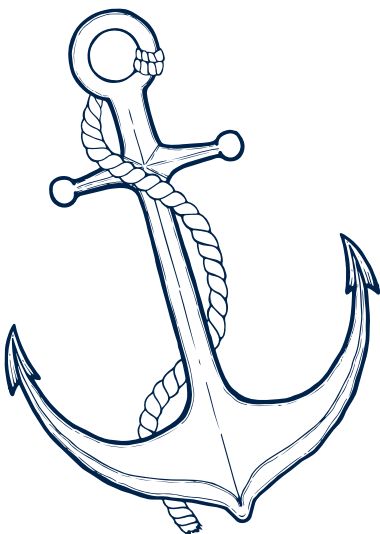


Anchored in Community Since 2003

Tucked into the heart of Little Elm's lakefront, Cottonwood Creek Marina has been part of the town's growth story for over 20 years. When the marina opened in 2003, it was a quiet operation with just over 100 slips. Today, it's home to nearly 400 and continues to evolve—just like the community it serves.

"We've been fortunate to grow alongside Little Elm," shared the Owner Ryan Miller. "From expanding our slips to added amenities, like boat rentals and the Nautical Boat Club, our goal has always been to offer a quality lake experience that keeps families coming back."

Customer service is at the core of their success. The team has recently expanded parking, upgraded the trailer storage facility, remodeled the ship store and bathrooms, and added new slips to meet growing demand. But it's not just about the amenities—it's the people behind the scenes. ***"As a small family business, we rely on energetic, dedicated staff. Our crew takes pride in caring for every dock and vessel. That care shows."***





Summer Vibes

Summer marks their busiest season, and Cottonwood Creek Marina doubles its team size—often hiring local students. But even in the hustle, their commitment to community never wavers. *“We support local and international causes year-round. One of our favorite events is Fuel for Folds. Over the Fourth of July weekend, we donate all fuel sale profits to Folds of Honor. We’re aiming to top \$10,000 this year.”*

Cottonwood

The marina’s relationship with the Town of Little Elm runs deep. *“The Parks Department, EDC, and Tourism team have always been great partners,” Ryan said. “Little Elm is a lake town through and through, and we love being part of its story.”*

As lake season heats up, Cottonwood Creek Marina remains more than just a place to dock your boat—it’s a welcoming, well-loved destination that reflects the lake lifestyle Little Elm is known for.

www.cottonwoodcreekmarina.com

BOAT RENTALS



Tritoons



Pontoons



Premium Pontoons



Steering

PROGRESS



POPULATION



June

62,720

GROWTH

Vistas at Silvercreek located at 2221 FM 423 to the South of Goody Goody will bring additional retail and townhomes.

Construction is currently underway.



PERMITTING

- 14,602 YTD residential inspections
- 500 YTD new homes permitted
- 751 YTD residential COs issued
- 2,753 YTD commercial inspections
- 256 YTD commercial permits issued
- 46 YTD commercial COs issued

COMMUNITY INTEGRITY

Enhancing and protecting the quality of life for all who live, work, and visit Little Elm.

- 2854 YTD cases
- 91% YTD avg. compliance rate
- 1130 YTD bandit signs collected
- 524 YTD rental inspections
- 464 YTD health inspections