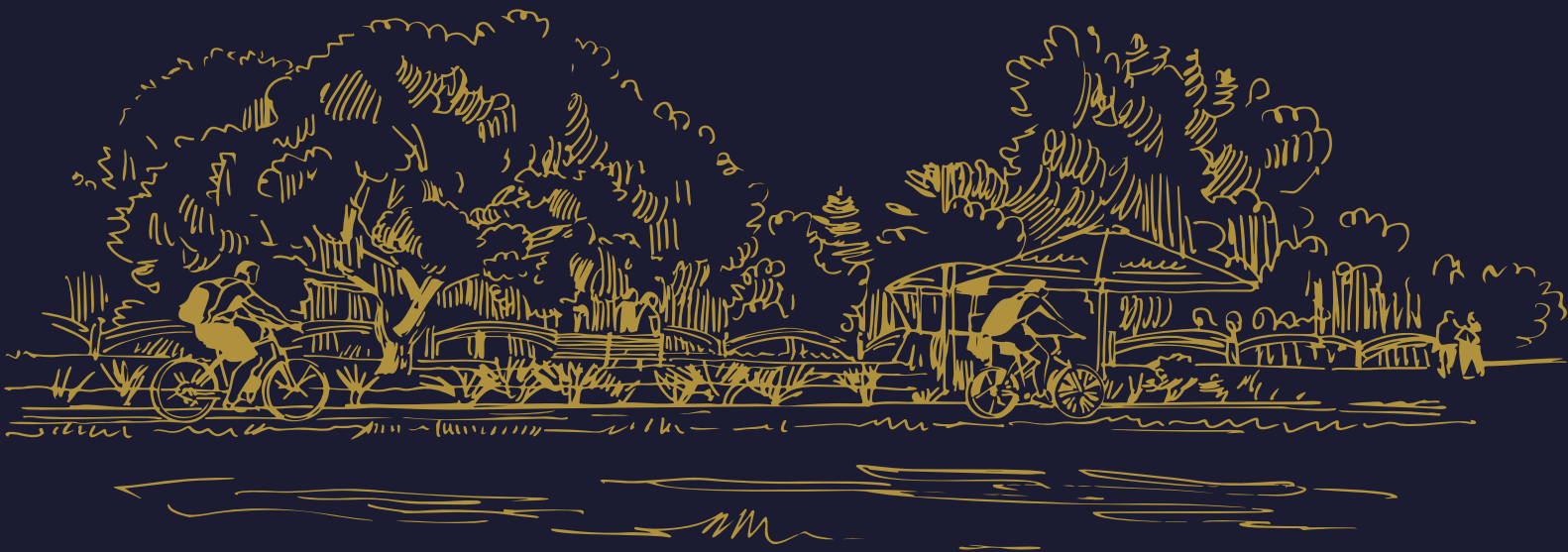


TROPHY CLUB

Parks & Recreation *Master Plan*

ADOPTED FEBRUARY 23, 2026





ToTC Titans Swim Team

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Taste of Trophy Club Event

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Executive Summary

Executive Summary

PLAN OVERVIEW

The Trophy Club Parks and Recreation Master Plan is a comprehensive, community-driven guide designed to shape the future of parks, trails, and recreation facilities over the next decade. Developed through extensive engagement—including statistically valid surveys, town-wide feedback, pop-up events, and stakeholder interviews—the plan reflects what residents value most: safe, inclusive, and connected spaces that enhance quality of life.

This roadmap builds on the Town’s tradition of thoughtful growth and stewardship, ensuring that parks remain central to community identity. It addresses current gaps in accessibility, comfort, and programming while preparing for evolving recreation trends. The plan aligns with Texas Parks and Wildlife Department guidelines, positioning Trophy Club for competitive grant opportunities and reinforcing best practices in sustainability and financial responsibility. Implementation is structured in short-, mid-, and long-term phases to deliver visible improvements quickly while planning for larger investments over time. Ultimately, this plan ensures that every park and trail serves as a welcoming destination for all ages and abilities, fostering health, connection, and civic pride.

KEY FINDINGS

- | **High Usage & Satisfaction:** Parks are a cornerstone of community life, with over 65% of residents visiting weekly or monthly. Walking is the most popular activity, followed by playground use and attending events. More than half of respondents rated overall park quality as “Above Average” or “Excellent,” underscoring strong community pride.
- | **Community Priorities:** Residents consistently called for more shade and seating, improved trail connectivity, and inclusive amenities for all ages and abilities. There is also strong interest in nature-based programming and multicultural events to strengthen community ties.
- | **Condition Assessment:** While parks remain functional, aging infrastructure is evident. Examples include worn seating and outdated restrooms at Independence East/West, limited shade at Harmony Park, and lack of permanent restrooms at Freedom Dog Park. Trophy Club Park requires an updated master plan, improved signage and accessibility to match its regional significance.

PRIORITY RECOMMENDATIONS

- | **Inclusive Play & Comfort Upgrades:** Replace aging playgrounds at Harmony Park and Freedom Dog Park with ADA-compliant, sensory-inclusive structures. Add shaded seating and ADA-accessible bleachers at Independence East/West and Harmony to improve comfort for families and spectators.

- | **Trail & Connectivity Improvements:** Upgrade Linear Park trail surfaces and grades to meet ADA standards. Install branded trailheads with ADA parking and digital wayfinding at Lakeview and Linear Parks to improve navigation and accessibility.
- | **Identity & Wayfinding:** Standardize signage across all parks and trailheads, and add map kiosks at high-use locations to create a cohesive, welcoming experience for residents and visitors.
- | **Activity Center Renovation:** Transform the existing facility into a flexible, multi-generational hub with adaptable indoor spaces and an outdoor program yard to support year-round activities and community events.
- | **Sustainability:** Retrofit medians and park landscapes with native, drought-tolerant plantings to reduce water use and maintenance costs. Incorporate green infrastructure and low-water design principles to ensure long-term environmental stewardship.

IMPLEMENTATION SNAPSHOT

- | **Short-Term (1–3 years):** Inclusive playground replacements at Harmony and Freedom Dog Park; Accessible upgrades for Linear Park trails; branded trailheads and wayfinding; initial signage improvements; sustainability planning and landscape conversions.
- | **Mid-Term (4–8 years):** Pavilion upgrades at Harmony and Independence West; Activity Center renovation; expanded trail connections; shaded rest nodes along major trails; continued sustainability retrofits for medians and park beds.
- | **Long-Term (9+ years):** Development of undeveloped parkland for neighborhood-scale amenities; advanced connectivity projects; nature-focused enhancements such as boardwalks and observation areas.



ToTC 4th of July Celebration (2023)



01

Introduction

Plan Purpose, Background & Process

PURPOSE OF THE MASTER PLAN

The Trophy Club Parks and Recreation Master Plan serves as a community-driven road map to guide the Town’s investment in parks, trails, open space, and recreation over the next decade. Rooted in collaboration and built on the values of stewardship, connection, and quality of life, the Plan identifies opportunities to enhance existing amenities, expand recreational access, and strengthen the systems that support community wellness. It builds upon previous efforts and reflects the evolving needs and aspirations of Trophy Club residents. Through thoughtful analysis and broad community input, the Plan establishes clear goals and priorities to inform future decisions—ensuring the parks and recreation system remains a defining part of the Town’s identity and vitality.

BACKGROUND AND INITIAL STEPS

This planning effort began in January 2025 with an in-person kickoff meeting to confirm scope, schedule, and team coordination. By April, the team completed a comprehensive inventory and assessment of existing conditions, including undeveloped Town-owned parkland, established parks, trails, and landscaped medians. Regular monthly meetings with Town staff ensured ongoing collaboration and alignment throughout the process.

COMMUNITY ENGAGEMENT

Public engagement was central to shaping this Plan. Input was gathered through pop-up events, two surveys (one statistically valid and one open to all residents), a project website, distinctive branding, and virtual and self-guided tools. Additional discussions with Town staff, key stakeholders, the Parks and Recreation Board, and Town Council helped refine recommendations and priorities.

PLANNING APPROACH

The planning process can be thought of as assembling a puzzle—each piece representing data, community input, or technical analysis that, when combined, reveals the full picture of Trophy Club’s parks and recreation system. Sometimes that process unfolds in a linear way, and other times it evolves as new insights emerge and priorities shift.

IMPLEMENTATION AND ONGOING EFFORT

It’s important to recognize that planning does not end once the Master Plan is adopted. Implementation is an ongoing effort that requires continued evaluation, tracking progress, and updating the Plan as demographics, recreation trends, and community needs change over time. To support this, the Plan includes a defined Implementation Framework with short-, medium-, and long-term strategies to bring the vision to life.

COMPLIANCE AND ALIGNMENT

The Plan is compliant with Texas Parks and Wildlife Department (TPWD) guidelines for park, recreation, and open space master plans, supporting eligibility for state grant programs. It is also aligned with Commission for Accreditation of Parks and Recreation Agencies (CAPRA) standards, reinforcing the Town’s commitment to high-quality, accountable, and forward-thinking parks and recreation services.



ToTC Clock Tower

Organization Compliance & Alignment

CAPRA ACCREDITATION & THE TOWN'S ASPIRATION

The Commission for Accreditation of Park and Recreation Agencies (CAPRA) represents the national benchmark for excellence in parks and recreation management. Agencies seeking accreditation are evaluated against 67 standards that reflect best practices in operations, planning, and service delivery. To earn accreditation, an agency must meet all 37 fundamental standards and most of the remaining non-fundamental ones, demonstrating a well-rounded and accountable parks and recreation system.

The Town of Trophy Club aspires to achieve CAPRA accreditation as a reflection of its dedication to high-quality, community-driven park and recreation services. This Parks and Recreation Master Plan lays the groundwork for that goal. The Plan provides a comprehensive look at existing parks, facilities, and programs; identifies community needs and priorities; and establishes a clear path from current conditions to desired outcomes. It aligns with the Town's mission and vision, ensuring that recommendations support long-term goals for growth, livability, and quality of life.

Community involvement was an essential part of this process. Input from residents, users, and non-users helped shape priorities and guide decision-making, ensuring that the Plan reflects the whole community. With this Master Plan, the Town demonstrates a commitment to continuous improvement, thoughtful investment, and the pursuit of national recognition through CAPRA accreditation.

TEXAS PARKS & WILDLIFE DEPARTMENT LOCAL PARK GRANTS PROGRAM

The Texas Parks and Wildlife Department (TPWD) Local Park Grants Program provides funding assistance to communities for the acquisition, development, and improvement of local parks, recreation facilities, and open spaces. The program is designed to help communities enhance outdoor recreation opportunities and ensure equitable access to parks for all residents.

To be eligible for grant points and to demonstrate thoughtful planning, TPWD encourages communities to prepare a Parks, Recreation, and Open Space Master Plan that aligns with the Department's guidelines. While a master plan is not required to apply for grant funding, having a TPWD-accepted and locally endorsed plan can strengthen future applications and demonstrate a community's long-term vision for parks and recreation.

The TPWD master plan guidelines outline the minimum expectations for plan content, community involvement, and plan adoption needed for acceptance. These guidelines include a system-wide analysis of current parkland and facilities, identification of community needs, prioritization of future improvements, and documentation of public engagement.

The Town of Trophy Club intends to maintain the guidelines set forth by TPWD for the Local Park Grants Program to ensure this Master Plan reflects both community priorities and state-recognized best practices. By doing so, the Town itself is positioned to pursue future funding opportunities and strengthen its commitment to providing high-quality parks and recreation experiences for its residents, businesses, and visitors.

TABLE 1 - Comparison of TPWD Plan Guidelines

TPWD COMPLIANCE MATRIX	
TPWD PLAN GUIDELINES	TROPHY CLUB PARKS & RECREATION MASTER PLAN
Introduction	Introduction
Plan Development Process	Plan Purpose, Background, & Process
Goals & Objectives	Community Goals & Objectives
Area & Facility Concepts & Standards	Park Classifications & Guidelines
Existing Conditions	Community Profile & Existing Parks & Facilities
Inventory of Areas & Facilities	Inventory & Conditions of Park Facilities & Undeveloped Areas
Needs Assessment & Identification	Community Vision, Park & Facility Assessments
Plan Implementation and Prioritization of Needs	Action Plan
Supplemental Information	Appendix: Community Engagement Results; ADA Assessment; Park Conditions Evaluation Criteria



02

Community Profile

Town Context & History

The history of Trophy Club is deeply connected to its landscape and the people who first called it home. The Town's roots trace back to 1847, when Charles and Matilda Medlin and several pioneer families settled along Denton Creek before moving to higher ground—the area now known as Trophy Club. Their perseverance and sense of community laid the foundation for a place defined by resilience, stewardship, and connection to the land. As the area grew, the arrival of the Texas and Pacific Railroad in the late 1800s brought new opportunities and helped shape the region into a hub for families and commerce, where open land and shared spaces fostered a strong community identity.



Town of Trophy Club Entry Signage

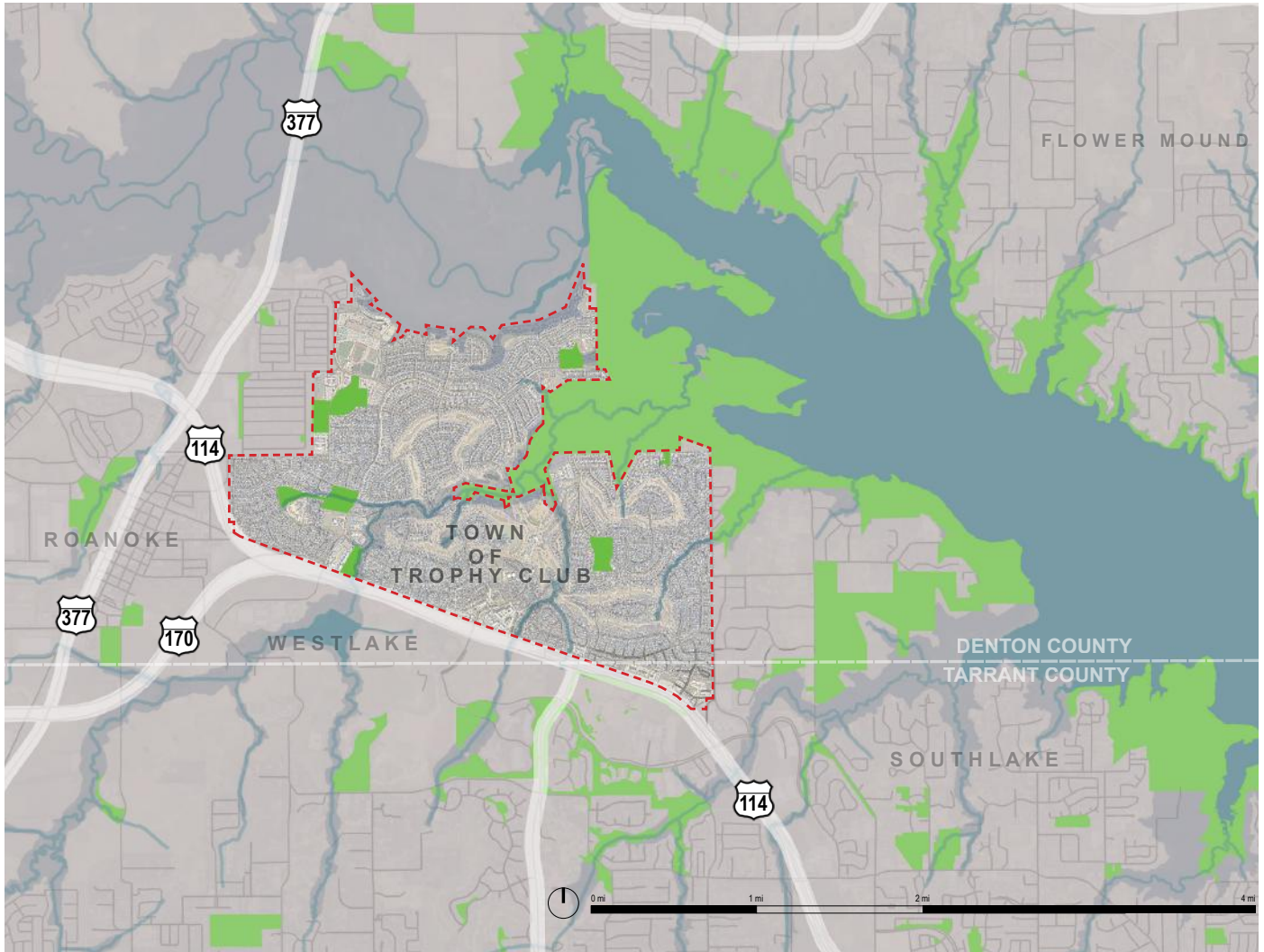
PLANNED FOR CONNECTION

That legacy continued through Trophy Club's transformation in the 1970s into one of Texas's first master-planned communities, envisioned around recreation, natural beauty, and a strong sense of place. Parks, trails, and open spaces became central to the Town's identity—serving as gathering places that reflect its history and values. This Parks and Recreation Master Plan continues that tradition by building upon the same ideals of thoughtful growth, connection to nature, and community pride that have guided Trophy Club since its beginning. It serves as both a reflection of the Town's heritage and a commitment to maintaining the unique character and values that make Trophy Club a special place to live, work, and play.



Regional Location

The Town of Trophy Club spans approximately 4.2 square miles, primarily within Denton County, with a small portion extending into Tarrant County just west of Lake Grapevine. Located along the State Highway 114 corridor, Trophy Club is positioned between the cities of Southlake, Westlake, and Roanoke—an area that continues to experience dynamic growth within the greater Dallas–Fort Worth region. The Town sits roughly 18 miles southwest of Downtown Denton and 23 miles north of Downtown Fort Worth, offering a balance between suburban comfort and regional accessibility.



As development continues to extend outward from the Metroplexes' urban core, communities like Trophy Club are experiencing both the opportunities and challenges that come with rapid growth. This highlights the need for intentional planning for parkland, trails, and open space to preserve the community's identity and enhance its quality of life. In alignment with the Town's Small Area Plan, Trophy Club recognizes that how it plans for change today will define its future character, ensuring that its parks and recreation system continue to reflect the Town's unique values and sense of place.

FIGURE 1 - Town of Trophy Club Regional Location

Demographics & Growth Projections

POPULATION PROJECTION

Population projections were prepared for the Town of Trophy Club (ToTC) through the year 2035 using four different data sources. One projection is based on the American Community Survey (ACS) 5-year estimates from 2018–2023. Previous census data was also used to calculate growth rates at the 25th percentile. Additionally, projections from the Texas Water Development Board were included due to their established accuracy at the state level.

Understanding population growth is essential for planning future housing, transportation, and infrastructure needs. This information also helps guide decisions about future parkland and trail development.



Independence Day Celebration (2022)

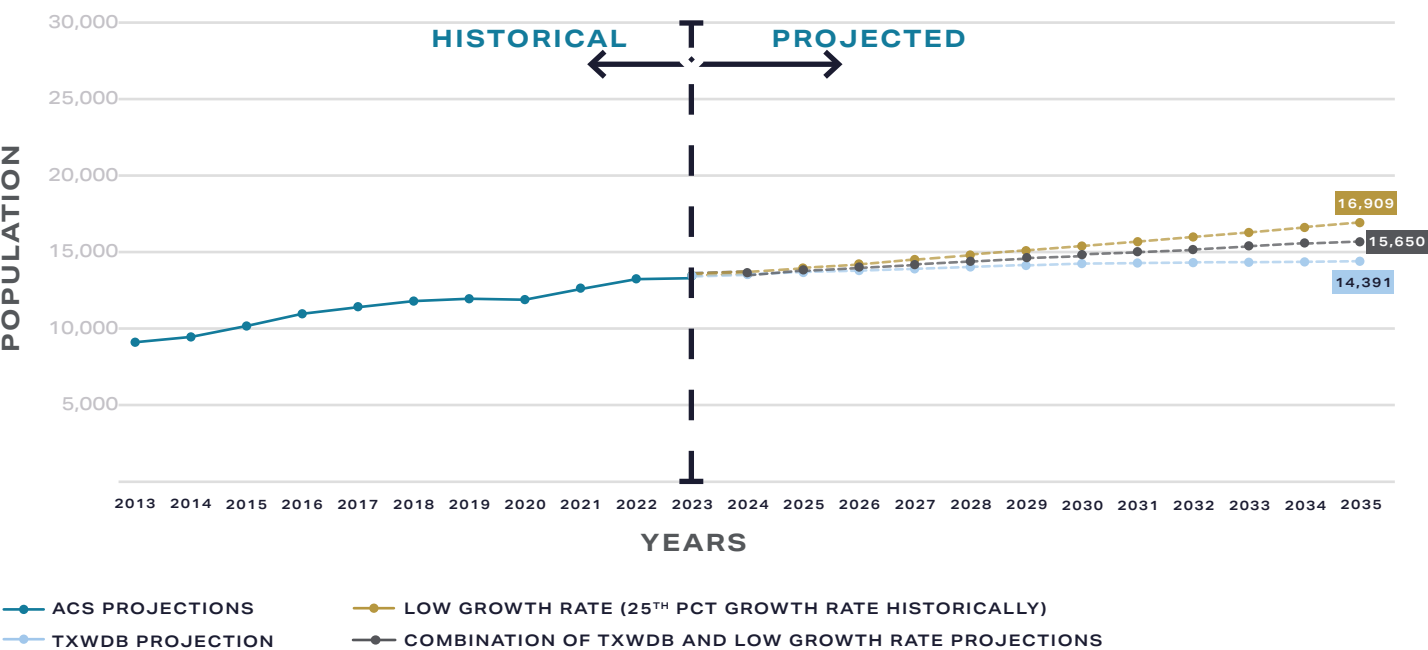


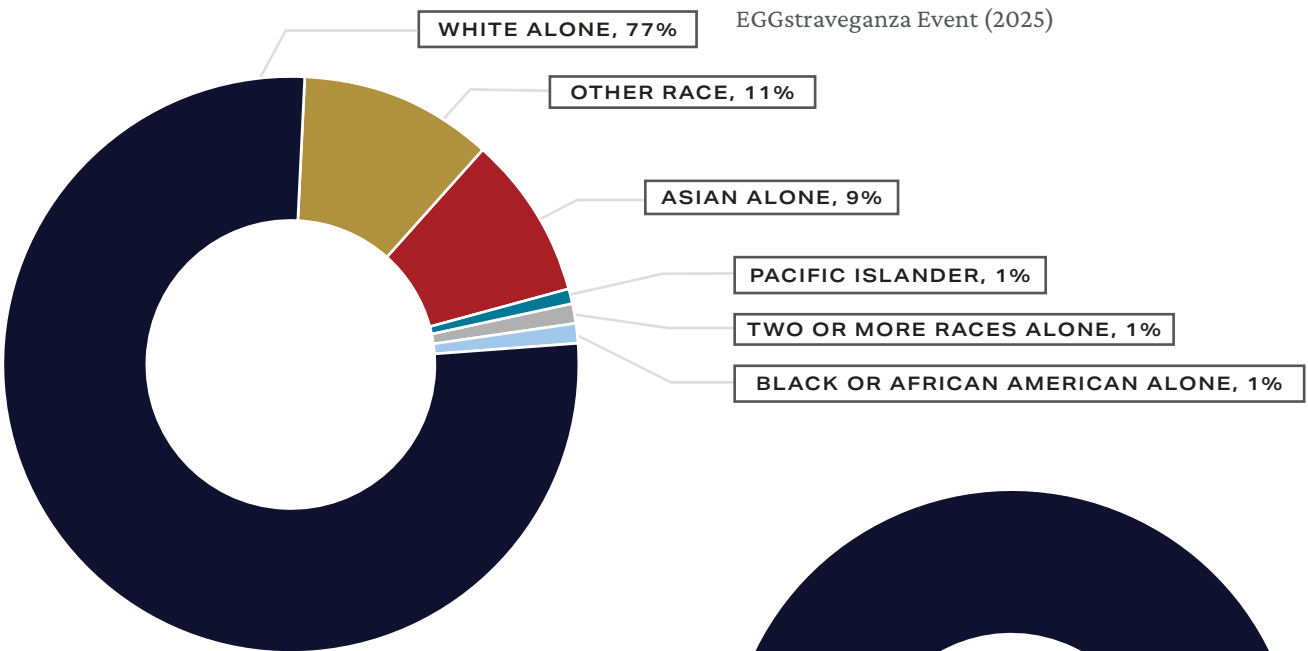
FIGURE 2 - ToTC Demographics: Population Projections

RACE & ETHNICITY

According to 2023 American Community Survey (ACS) estimates, approximately 77% of the population identifies as White, and about 88% identify as non-Hispanic or Latino. Including race and ethnicity data in the Parks and Recreation Master Plan helps ensure that planning and programming reflect the community’s full diversity. Understanding this demographic makeup allows the Town to identify gaps in access, tailor programs to be inclusive and culturally relevant, and support equitable distribution of resources across all neighborhoods.



EGGstraveganza Event (2025)



RACIAL BREAKDOWN - 2023

NON-HISPANIC OR LATINO ALONE, 88%

HISPANIC OR LATINO ALONE, 12%



HISPANIC OR LATINO, NON-HISPANIC OR LATINO - 2023

Sourced from: American Community Survey 5-Year Estimates

FIGURE 3 - ToTC Demographics: Racial Makeup

Demographics & Growth Projections (Cont'd.)

AGE & GENDER

Understanding age and gender distribution provides valuable insight into community needs and recreation preferences. According to 2023 U.S. Census Bureau estimates, Trophy Club’s largest age group falls between 45 and 54 years, followed closely by residents aged 35–44 and 55–64. The population pyramid shows a balanced gender distribution overall, with slightly more females in the 35–64 age range and a smaller proportion of younger adults and children.

Documenting age and gender trends helps the Town plan for both current and future recreation needs. This includes providing diverse programming for families and adults, ensuring accessible facilities that support aging in place, and anticipating future shifts in demand as today’s middle-aged residents move toward retirement. By understanding who makes up the community, the Town can make informed decisions about parks, trails, and facilities that serve all residents equitably.



Independence Day Event (2023)

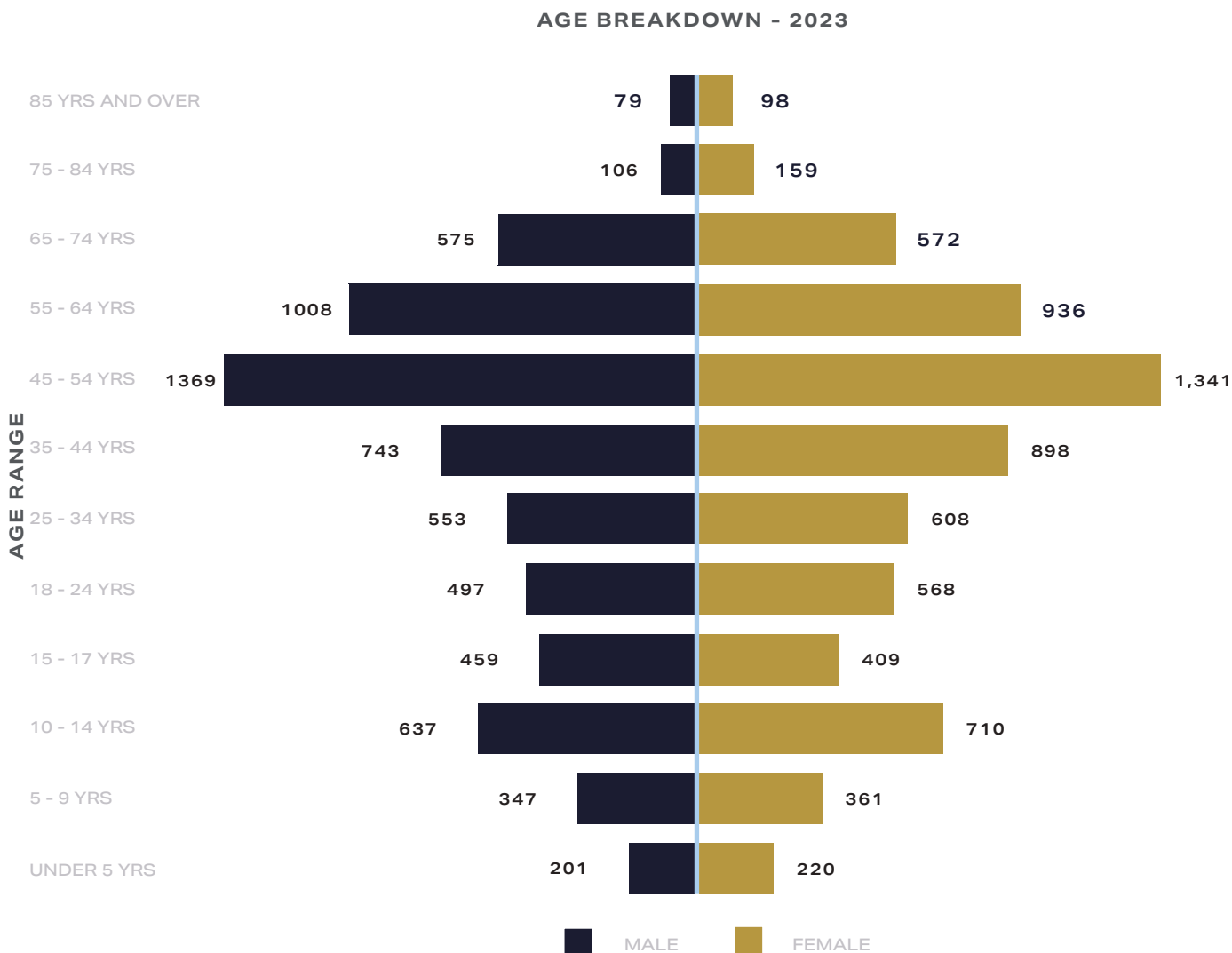


FIGURE 4 - ToTC Demographics: Population Pyramid

INCOME

According to the 2023 American Community Survey (ACS), the median household income in Trophy Club is approximately \$193,026, well above the medians for Denton County (\$108,185), the Dallas–Fort Worth–Arlington Metroplex (\$86,860), and the State of Texas (\$76,292).

The income distribution chart shows that over half of Trophy Club households earn more than \$150,000 annually, with the largest share, about 2,345 households—earning \$200,000 or more. Few households fall below \$50,000, reflecting a strong and stable local economy.

This high-income base supports opportunities for recreational tourism, expanded retail, and investment in high-quality park and trail amenities that align with community expectations.



ToTC Roundabout Holiday Tree

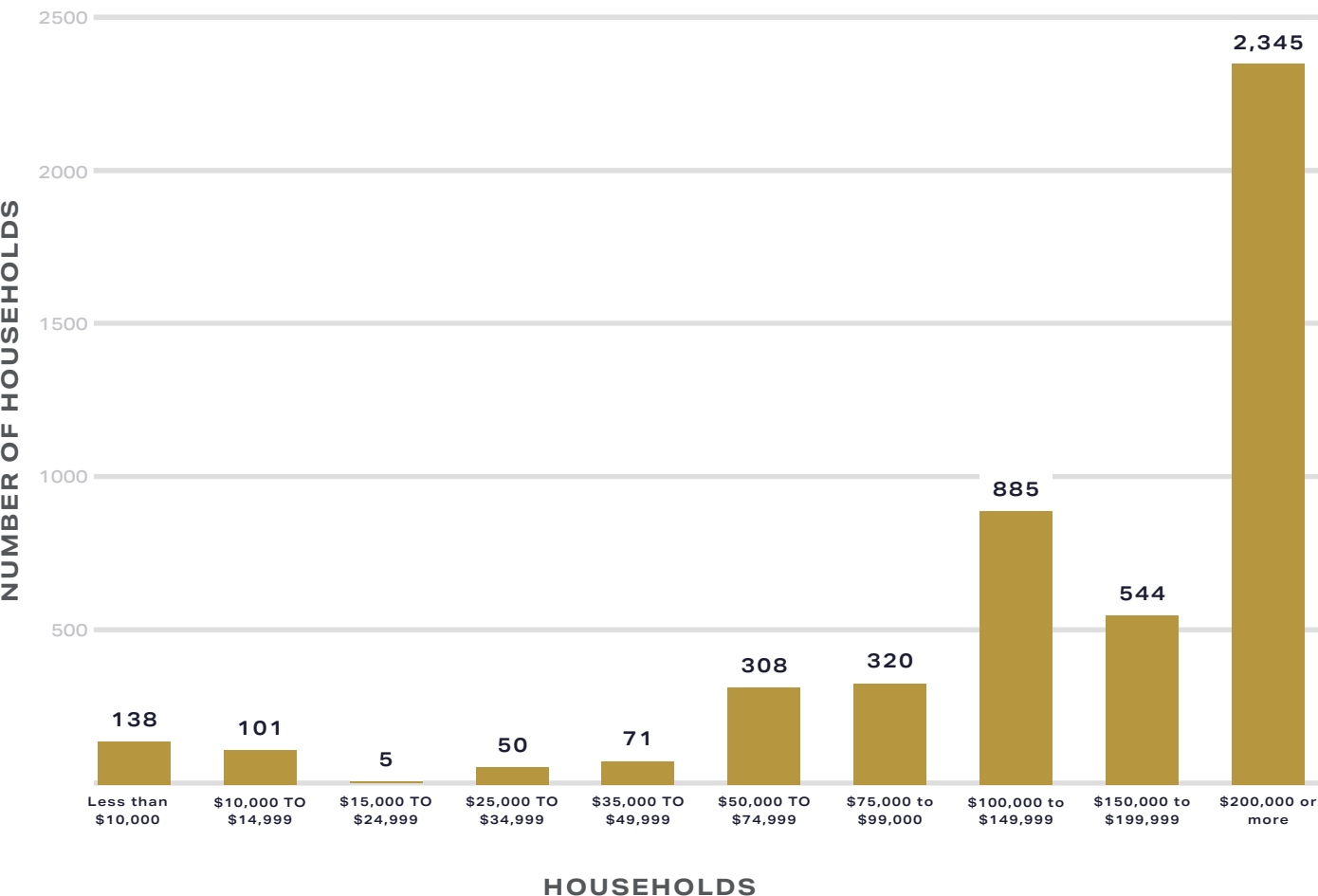


FIGURE 5 - ToTC Demographics: Household Income

Community Values

Trophy Club embodies a community that honors its history while thoughtfully guiding its future. Its residents value responsible growth and good governance, ensuring that development preserves neighborhood character and natural beauty. The Town’s emphasis on quality of life extends from its parks and trails to its safe, well-maintained streetscapes.

GUIDING PRINCIPLES OF TROPHY CLUB

Deep-rooted civic engagement, volunteer spirit, and visible patriotism define its culture, creating a sense of pride and belonging. Above all, Trophy Club strives to be a place where people at every stage of life can thrive in a connected, beautiful, and purpose-driven community.

Trophy Club values its history while pursuing responsible growth. The goal is to maintain a high quality of life, strengthen community ties, promote patriotism, and build civic pride for residents at all stages of life.

- | Heritage & Identity
- | Thoughtful Growth & Governance
- | High Quality of Life
- | Community
- | Patriotism & Civic Pride
- | Inclusivity Across Life Stages



ToTC Veteran’s Memorial Park

TABLE 2 - Community Values Matrix

VALUE	EVIDENCE & INDICATORS	INTERPRETATION
Heritage & Identity	Unique history helped shape the town, first master-planned community in Texas.	Pride in legacy and intentional community development.
Thoughtful Growth & Governance	Careful planning... to maintain the neighborhood atmosphere, Council-Manager form of government.	Emphasis on responsible planning and local control.
High Quality of Life	High standard of living, healthy, picturesque, and environmentally sound atmosphere.	Commitment to comfort, safety, and aesthetics.
Community Engagement & Volunteerism	Resident participation in community activities... clubs, organizations, advisory groups.	Residents are active contributors, not passive occupants.
Patriotism & Civic Pride	Designated Texas Town of Patriotism, with events like 40,000 flags line every street.	Strong sense of unity, gratitude, and national pride.
Inclusivity Across Life Stages	No matter one’s stage in life, Trophy Club brings together a variety of community elements.	Welcoming environment for families, retirees, and all residents.



Community Goals & Objectives

The following goals guide the development of the Parks and Recreation Master Plan and reflect the Town’s vision of being *“a connected and vibrant town that provides an engaging and active community experience.”* They align with the Town’s mission to *“enrich the lives of residents through exceptional services that cultivate a thriving community”* and are rooted in the Parks and Recreation Department’s mission to enhance the *“quality of life and environment while providing leisure time opportunities for the benefit of citizens and families of Trophy Club.”*

Goal 1: Enhance Recreation Services, Parks, and Facilities as Fun, Inclusive, and Multi-Generational Destinations

ALIGNMENT WITH STRATEGIC PILLAR: **PROMOTE QUALITY OF LIFE**

CONNECTION TO DEPARTMENT MISSION & GOALS:

- | Advances the Department’s mission to enhance the quality of life through accessible and diverse leisure opportunities.
- | Supports the goal of improving the aesthetic and recreational value of the Town’s park system.
- | Encourages the development of varied programs and amenities that engage all ages and abilities, consistent with the objective to offer new youth and adult leagues and programs.

KEY OUTCOMES:

- | Creation of a comprehensive recreation and program plan that celebrates community diversity.
- | Parks designed as inclusive destinations fostering connection among residents.

Goal 2: Ensure Park & Trail Facilities are Clean, Safe, & Inviting Year-Round

ALIGNMENT WITH STRATEGIC PILLAR: **PRIORITIZE PUBLIC SAFETY & PROMOTE QUALITY OF LIFE**

CONNECTION TO DEPARTMENT MISSION & GOALS:

- | Reflects the Department’s commitment to maintaining safe and reliable facilities.
- | Supports the goal to maintain Town assets and services that preserve natural beauty and public confidence.
- | Reinforces operational excellence and stewardship through consistent maintenance and design standards.

KEY OUTCOMES:

- | Well-maintained facilities that promote safety, comfort, and community pride.
- | Enhanced sense of security and trust in public spaces.

Goal 3: Strengthen Community Connection Through Accessible & Engaging Spaces & Services

ALIGNMENT WITH STRATEGIC PILLARS: PROMOTE QUALITY OF LIFE, UPHOLD HOUSING STANDARDS, & SUPPORT BUSINESS

CONNECTION TO DEPARTMENT MISSION & GOALS:

- | Advances the Department’s mission of fostering community engagement through inclusive leisure opportunities.
- | Supports the objective to develop a strategic master plan that increases access and participation.
- | Enhances visibility and awareness of parks and programs, strengthening community identity and Town branding.

KEY OUTCOMES:

- | Parks and trails that encourage gathering, connection, and collaboration.
- | Increased public participation through accessible design and effective communication.

Goal 4: Foster a Peaceful Connection to Nature Through Sustainable Design & Programming

ALIGNMENT WITH STRATEGIC PILLARS: PROMOTE QUALITY OF LIFE & STRENGTHEN INFRASTRUCTURE

CONNECTION TO DEPARTMENT MISSION & GOALS:

- | Upholds the Department’s mission to enhance the natural environment and aesthetic quality of the Town.
- | Supports the goal to preserve natural beauty through thoughtful planning and maintenance.
- | Advances the objective to seek grants and partnerships for sustainability initiatives and green infrastructure.

KEY OUTCOMES:

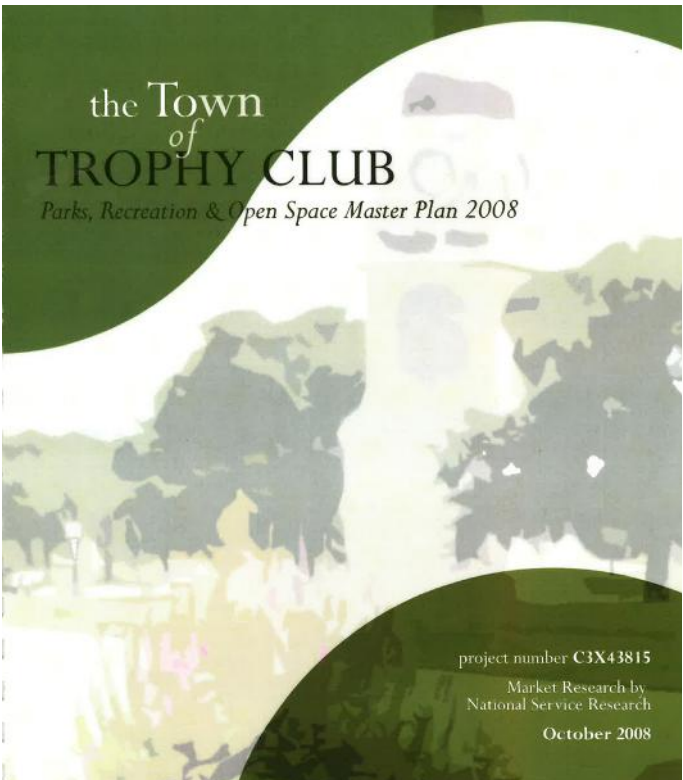
- | Sustainable park design that enhances environmental quality and resilience.
- | Increased opportunities for residents to connect with nature through programming and stewardship.

GOAL ALIGNMENT

Together, these goals position the Parks and Recreation Department to continue providing high-quality, safe, and inclusive spaces that reflect the Town’s values and aspirations. They reinforce the Department’s leadership in strategic planning, environmental stewardship, and community engagement—ensuring that Trophy Club’s parks and recreation system remains a cornerstone of community identity and pride for generations to come.

THE SUPPORTING OBJECTIVES AND ACTIONS TO THESE GOALS ARE IN SECTION 8 OF THIS REPORT.

Review of Related Studies & Plans



Parks, Recreation & Open Space Master Plan 2008

2008 PARKS, RECREATION, & OPEN SPACE MASTER PLAN

The 2008 plan established the foundation for parks and recreation planning in the Town of Trophy Club. It aimed to balance community needs with the Town's landlocked status and the constraints of its tax base and funding options.

THE PURPOSE OF THIS PLAN WAS TO:

- | Provide a framework for consistent and organized planning and development
- | Offer detailed research and insights about the community and the role of parks and recreation
- | Establish priorities and guidance based on documented research and community-based needs
- | Guide the acquisition and development of park land to meet future demands
- | Align with the recommendations and guidelines for local Park, Recreation, and Open Space Master Plans prepared by the Texas Parks and Wildlife Department for the Texas Recreation and Parks Account local park grant program

The plan included multiple recommendations to help the Town enhance and support its Parks, Recreation, and Open Space Master Plan.



STRATEGIC PLAN

FY 2025 - 2030



Strategic Plan Fiscal Years 2025 - 2030

STRATEGIC PLAN 2025-2030

The Strategic Plan, developed in 2025, establishes a clear mission, vision, and set of goals, objectives, and strategies that reflect the community values identified by the Mayor and Council. These values form the foundation for future decision-making and guide the Town's long-term direction.

GUIDING MISSION AND VISION:

- | **Mission:** Trophy Club will be a connected and vibrant town that provides an engaged and active community experience.
- | **Vision:** The Town of Trophy Club focuses on enriching the lives of residents, businesses, visitors, and organizations by leading in exceptional services that cultivate a thriving community.

The plan also identifies key focus areas that help the Town and its partners align efforts and resources to achieve the mission and vision for the future.



TOWN OF TROPHY CLUB
PARKS & RECREATION DEPARTMENT

Parks Maintenance Plan 2024



Parks Maintenance Plan (2024)

PARKS MAINTENANCE PLAN 2024

The Parks Maintenance Plan, developed in 2024, serves as both a snapshot of current operations and a guide for improving maintenance standards, work efficiency, and long-term planning for Trophy Club's park and recreation system. It provides a clear reference for field personnel and outlines maintenance standards for each facility maintained by the Town. The Plan also recommends expanding current practices by tracking and analyzing maintenance tasks to refine resource planning and by establishing performance measures to guide maintenance priorities and future investments.

CAPRA ACCREDITATION

The National Recreation and Park Association's (NRPA) Commission for Accreditation of Park and Recreation Agencies (CAPRA) provides a national standard for quality assurance and continuous improvement in park and recreation management. CAPRA accreditation helps agencies strengthen infrastructure, improve operational efficiency, foster teamwork, and embed a culture of ongoing improvement.

As the only national accreditation for park and recreation agencies, CAPRA demonstrates an agency's commitment to providing high-quality service to its community.



2027 CAPRA National Accreditation Standards

2027 CAPRA National Accreditation Standards

BENEFITS OF ACCREDITATION

For the Community

- Confirms the agency meets national best practice standards
- Highlights the community as a desirable place to live
- Supports securing external funding and reduces costs
- Ensures accountability and responsiveness to community needs
- Promotes high-quality customer service

For the Agency and Staff

- Validates adherence to professional best practices
- Enhances credibility and access to funding
- Improves operational efficiency and overall performance
- Strengthens staff teamwork and engagement
- Encourages regular review of policies and procedures, fostering continual improvement



03 Community Vision

Engagement Strategies & Tools

A central goal of the Trophy Club Parks and Recreation Master Plan was to make the process accessible, transparent, and inclusive for the entire community. To achieve this, a variety of tools and strategies were developed to inform residents, gather feedback, and ensure broad participation. From thoughtful branding and a dedicated project website to creative engagement opportunities both online and in person, these efforts were designed to meet people where they are and make it easy for them to contribute.

THE TOOLS UTILIZED FOR PUBLIC INPUT & FEEDBACK:

- | Project Branding
- | Project Website
- | Stakeholder Interviews
- | Town-wide Online Survey
- | Statistically Valid Survey
- | Pop-up Engagements (in-person)
- | Virtual Engagement Room
- | Meeting in a Box (self-guided tool)

APPENDIX B INCLUDES ALL PUBLIC SURVEY RESPONSES AND MEETING FEEDBACK FROM THE PARKS BOARD.

PROJECT BRANDING PROCESS

For the Trophy Club Parks and Recreation Master Plan, a dedicated project brand was developed in collaboration with Town staff to ensure it would be both distinctive and cohesive with Trophy Club's overall visual identity. The branding process considered existing brand guidelines, visual standards, and staff workflows to create materials that stand out while feeling familiar and easy to use across multiple communication channels. The result is a clear and recognizable look that helps residents easily identify project updates, materials, and opportunities to get involved.

WEBSITE PROCESS & IMPORTANCE

The project website was designed as a custom, user-friendly hub to keep the community informed and engaged throughout the master planning process. Built with best practices from years of public project experience, the site serves as a central source for project updates, milestones, documents, and upcoming events. As a living, regularly updated resource, the website makes it easy for residents to find information, track progress, and participate when opportunities arise, helping ensure the planning process stays transparent and accessible to all.



Website Branding for Master Plan Website



Branding for Master Plan Prints, Mailers, & Events



Branding for Master Plan Logo

STAKEHOLDER INTERVIEWS

As part of the engagement process, focused interviews were conducted with Parks and Recreation stakeholders across the Town of Trophy Club. These conversations included local sports and recreation leagues, highly involved park and recreation users, Town staff from multiple departments, the Parks and Recreation Board, and members of Town Council. Each discussion was designed to understand the unique

priorities, challenges, and aspirations of these groups and how they relate to the broader park system. The insights gathered helped clarify the specific needs of those who shape, manage, and actively use the community's parks and programs. This collaborative dialogue not only informed the technical direction of the Master Plan but also served as an important piece of the shared vision that reflects the collective values and identity of Trophy Club.



Facility Infrastructure Improvements

- Upgrade synthetic turf on sports and ball fields
- Upgrade sports lighting, restrooms, and concessions
- Develop indoor/covered facilities



Connectivity & Accessibility

- Address insufficient parking for large events
- Program undeveloped parkland
- Improve town-wide trail connectivity



Program Expansion & Community Activities

- Expand year-round programming
- Add space for tournaments, games, and practice
- Provide family & multi-generational activities



Safety & Management

- Enhance field & player safety
- Improve equipment storage & facility management
- Mitigate noise, traffic, and light pollution



Summary of Stakeholder Feedback

Engagement Strategies & Tools (Cont'd.)

TOWN-WIDE SURVEY

An early step in gathering input was the Town-Wide Survey, which was open to all residents from April 16 to May 16, 2025. Accessible online to anyone with internet access, the survey invited community members to share feedback on parks and recreation in Trophy Club. To maximize awareness and participation, the survey was promoted through the project website, the Town website, social media channels, and Town events such as pop-up engagements. This open survey expanded opportunities for input, ensuring that any resident who wanted to provide feedback had the chance to do so.

STATISTICALLY VALID SURVEY

Building on the Town-Wide Survey, a statistically valid community survey was then conducted to provide a reliable, representative baseline of public input. This survey ensured that the Master Plan reflected the priorities of the community, rather than only the most vocal individuals or groups. By reaching a representative sample of Trophy Club households, the survey reinforced the value of other outreach efforts—offering confirmation that the ideas and themes gathered through meetings, pop-ups, and online tools aligned with the broader community's perspective. This balance gave the project team and Town leaders greater confidence that the Master Plan was built on a strong and equitable foundation of resident feedback.

POP-UP ENGAGEMENTS

While digital tools reached many, in-person touchpoints remained equally important. To meet residents where they are, the project team hosted pop-up engagement sessions at two highly visible community locations: the annual EGGstravaganza event and the local Tom Thumb grocery store. These pop-ups provided a quick, approachable way for people to learn about the Parks and Recreation Master Plan and share high-level feedback without needing to attend a formal meeting. Designed for convenience, the pop-ups captured ideas from residents who might not otherwise participate, while also spreading awareness of the project more broadly. This approach helped broaden the reach of engagement, ensuring that feedback reflected the perspectives of a wider cross-section of the Trophy Club community.



Pop-Up at Trophy Club EGGstravaganza Event (April 2025)



Pop-Up at Local Tom Thumb (April 2025)

VIRTUAL ENGAGEMENT ROOM

The Virtual Engagement Room is an interactive online workshop, focused specifically on Trophy Club Park. This tool allowed residents to explore different “stations” at their own pace, from home or on a mobile device, and provide input on how they use the park today and what they would like to see in the future. Through mapping activities, prioritization exercises, and short surveys, participants could share ideas about trails, facilities, natural areas, and new opportunities. The Virtual Engagement Room expanded access to the planning process, ensuring that more voices contributed to the long-term vision for Trophy Club Park.

MEETING IN A BOX

The Meeting in a Box is a flexible, self-guided way for community members to share their ideas and feedback for the Trophy Club Parks and Recreation Master Plan. Designed to expand engagement beyond standard public meetings, it makes it easy for residents to host small group discussions on their own time —whether with neighbors, friends, co-workers, book clubs, church groups, or community organizations.

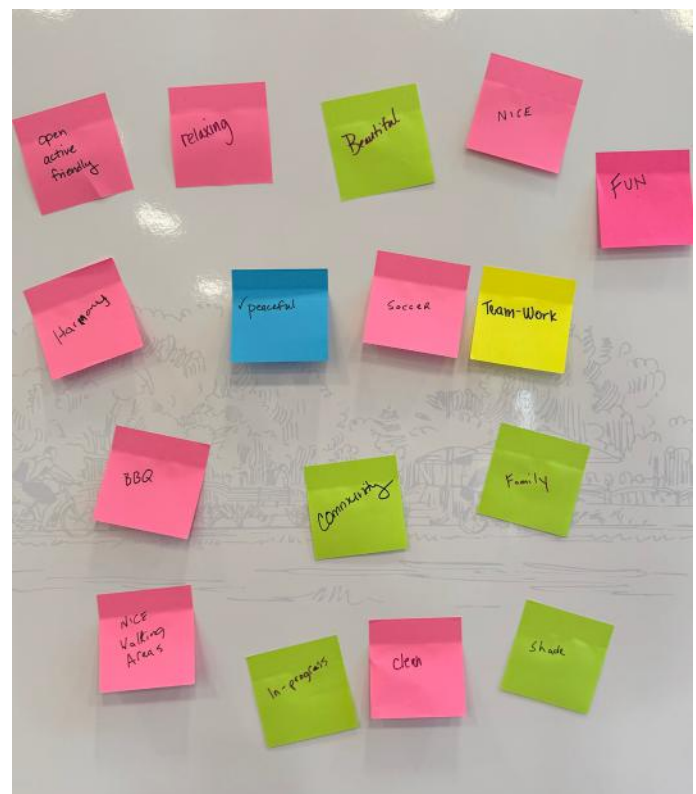
These small group meetings can last anywhere from 30 minutes to 2 hours, depending on how many questions the group wants to discuss and the length of conversation. Participants can choose to answer as many questions as they like. Groups submit their thoughts and ideas through the Meeting in a Box platform, adding valuable community input to the planning process and helping ensure more voices are heard throughout Trophy Club.

ACTIVE & PASSIVE ENGAGEMENT FOR PARK PLANNING

Combined, these outreach strategies formed a comprehensive engagement program that blended clear communication with accessible and multiple opportunities to participate. By combining innovative digital platforms, statistically valid survey results, on-the-ground events, and self-guided tools, the process captured input from both broad and representative audiences. This inclusive approach not only strengthened the Master Plan but also deepened the connection between residents and the parks that enrich their daily lives.



EGGstraveganza Pop-up Feedback (April 2025)



Tom Thumb Pop-Up Feedback (April 2025)

Town Council & Parks Board Input

The Trophy Club Parks and Recreation Master Plan is the result of visionary leadership and strong collaboration between the Town Council, Park Board, Parks and Recreation Department Staff, and the Project Team. From the earliest stages, the Council and Board recognized the need for a comprehensive plan to guide the future of parks and recreation in our community. This foresight ensured that the initiative was not only responsive to current needs but also proactive in preparing for future growth.

THEIR COMMITMENT WAS EVIDENT IN SEVERAL KEY WAYS:

- | **Recognizing the Need and Setting Priorities:** The process began with a shared understanding that a structured, long-term approach was essential to maintain and enhance the quality of life in Trophy Club. This recognition laid the foundation for the Master Plan.
- | **Providing Financial Support and Strategic Alignment:** The Council and Board demonstrated unwavering support by allocating healthy funding to make this vision a reality. They also ensured that the plan aligned with the pillars of the Town's Strategic Plan, reinforcing parks and recreation as a cornerstone of community well-being.
- | **Empowering the Parks & Recreation Department:** By granting trust and flexibility, the Council and Board allowed the Parks and Recreation Department to lead the effort, collaborate with other Town departments, and provide expert guidance to Council and the Parks Board throughout the process.

TOUCHPOINTS

Equally important were the touchpoints between the Project Team, Town Council, and Park Board during the development of the plan.

THESE INTERACTIONS ENSURED TRANSPARENCY, ACCOUNTABILITY, AND SHARED OWNERSHIP:

- | **Input on Recreation Services:** Council members and Park Board representatives offered valuable perspectives on current and future recreation programming, helping shape recommendations that reflect community needs.
- | **Regular Updates and Open Dialogue:** Frequent updates kept both bodies informed about progress and milestones, fostering constructive feedback and ensuring alignment with strategic objectives.

This collaborative approach created a strong foundation of trust and accountability. By involving the Town Council and Park Board at key stages, the Master Plan reflects a shared vision—one that balances innovation with practicality and positions Trophy Club for long-term success.

Highlight: Education & Training

As part of the master planning process, a comprehensive financial sustainability initiative was undertaken to strengthen understanding of the fiscal realities and best practices that guide sustainable park and recreation service delivery. The effort was designed to inform and align staff, appointed officials, and elected leaders around principles of fiscal responsibility and long-term stewardship.

A series of staff education sessions were conducted in 2025 on January 7, February 18, April 22, July 29, September 25, October 1, and October 7. These sessions focused on developing a shared understanding of the cost of service, beneficiary of service, and related funding strategies. On April 21, the Parks and Recreation Advisory Board participated in a focused discussion on the concept of “beneficiary of service,” examining who benefits from various services and how that understanding supports equitable and responsible resource allocation. On April 22, local business and organizational partners took part in a collaborative session aimed at strengthening partnerships, identifying opportunities for mutual support, and reducing potential duplication of services and resources across the community.



Independence Park East: Ballpark Entry

Community Survey Results & Statistically Valid Survey Comparison

Town-Wide Survey (TWS) and the Statistically Valid Survey (SVS) work together to inform the Parks and Recreation Master Plan. The TWS broadened participation by inviting any resident to share input, while the SVS provided a representative, statistically reliable baseline. Together, they build confidence that priorities reflect both community-wide needs and the voices of engaged residents.

THE TWS AND SVS REPRESENT TWO COMPLEMENTARY APPROACHES TO COMMUNITY ENGAGEMENT:

- | **Town-Wide Survey (TWS):** Open, inclusive, and accessible to anyone who wanted to participate. It reflects the voices of engaged residents and advocacy groups, offering a rich source of ideas and enthusiasm.
- | **Statistically Valid Survey (SVS):** Structured, scientific, and representative of the entire community. It provides confidence in trends and ensures that decisions are grounded in equity and accuracy.

TOGETHER, THESE SURVEYS ANSWER TWO IMPORTANT QUESTIONS:

- | **TWS:** What do the most engaged residents care about?
- | **SVS:** What does the whole community want?

TROPHY CLUB

Parks & Recreation Master Plan

UNIQUE CODE
00000

TROPHY CLUB PARKS & RECREATION MASTER PLAN - STATISTICALLY VALID SURVEY

Trophy Club is developing a Parks & Recreation Master Plan to guide future investments in parks, trails, and recreation programs. This plan will help ensure our community's outdoor spaces continue to meet the needs of residents as we grow. If you are interested in learning more about the Master Plan, visit <https://tcparksandrecreationmasterplan/> for more information.

Your input is essential! This is a statistically valid survey, meaning it's designed to accurately reflect the opinions of the entire community. For this survey, households were randomly selected to participate, so you may have received one while your neighbor did not.

There are two ways to complete the survey: online or using the printed survey provided. Please complete one survey per household. If responding online, you will be prompted to enter the unique code provided to you. If using the printed survey, please write your unique code in the space provided and return it using the prepaid envelope—no additional steps are needed.

Even if you participated in our first survey, which was open from April 16 to May 16, 2025, we encourage you to take this one as well. This additional survey is part of a scientifically designed process to accurately represent the Town of Trophy Club and its residents.

Thank you for sharing your thoughts and helping shape the future of Trophy Club's parks!



Statistically Valid Survey Mailer

TABLE 3 - Comparison of SVS and TWS Across Key Aspects

COMPARISON OF STATISTICALLY VALID SURVEY (SVS) AND TOWN-WIDE SURVEY (TWS)			
ASPECT	STATISTICALLY VALID SURVEY (SVS)	TOWN-WIDE SURVEY (TWS)	PLANNING IMPLICATION
Purpose	Represent community-wide views	Maximize participation & idea capture	Use together for breadth + depth
Sampling	Randomized, representative	Self-selected, open link	SVS = equity in voice; TWS = engagement pulse
Confidence	95% ± 5.4% margin of error	Non-probability sample	SVS = trend reliability; TWS = directional insights
Participation	318 Responses	484 Responses	TWS often larger but more skewed
Demographics	Weighted to match Town profile	May over represent active groups	Examine subgroup patterns carefully
Best For	Setting citywide priorities; budgeting	Surfacing emerging interests; advocacy	Merge signals; note divergence

SHARED PRIORITIES

Both surveys consistently elevated system-wide needs such as trail connectivity, preservation of natural areas, shade and seating, and a robust calendar of community events. These themes appear across multiple questions in each instrument, reinforcing their status as high-confidence priorities for near-term planning and investment.

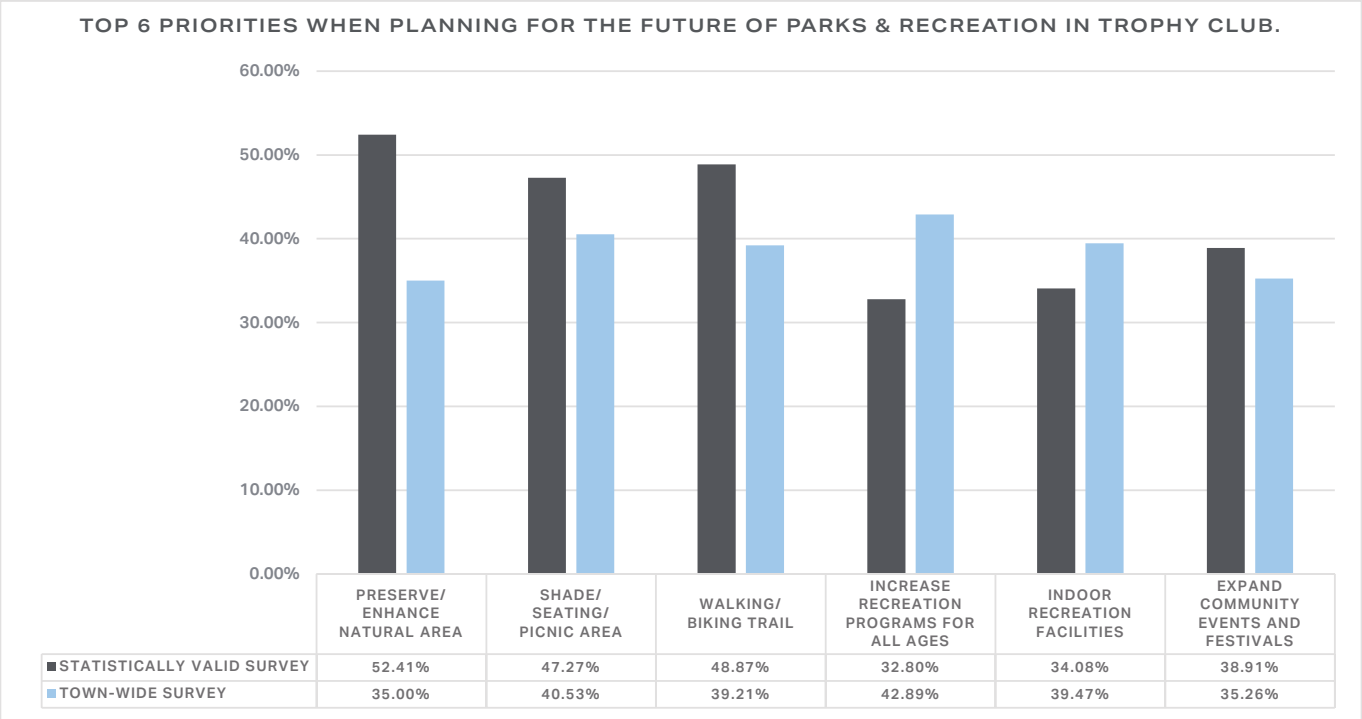
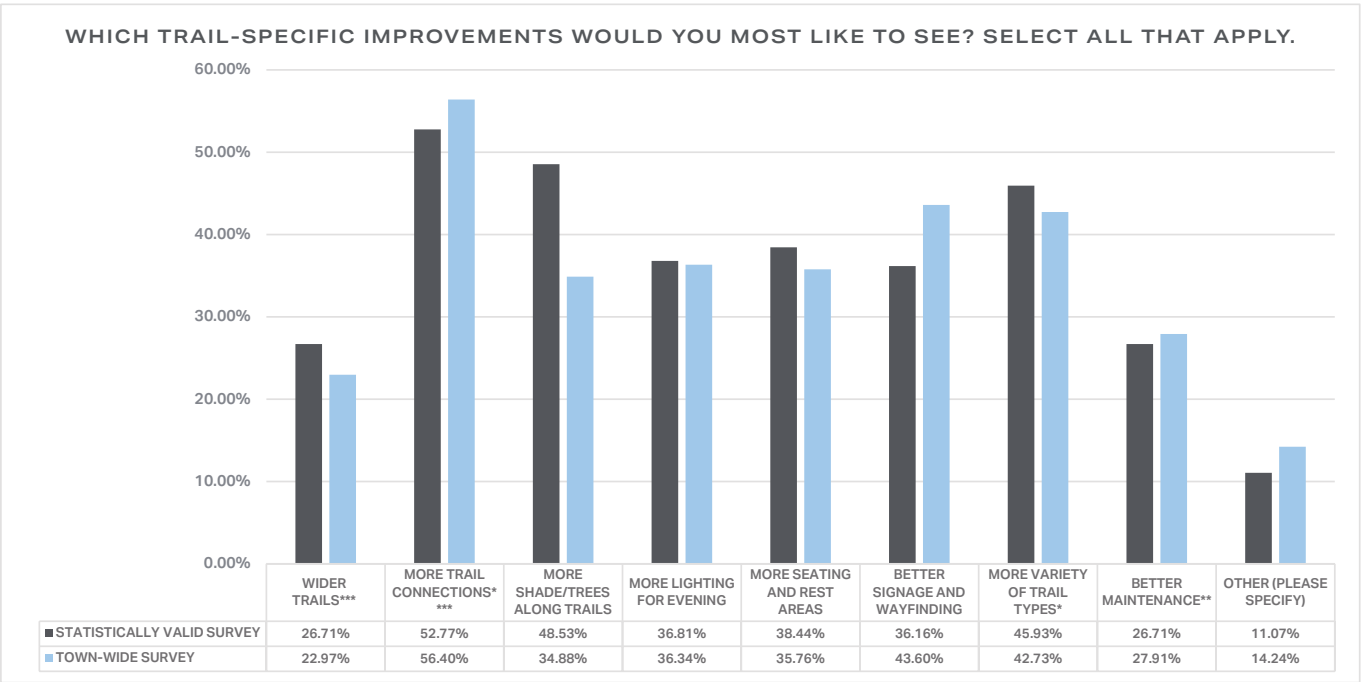


FIGURE 6 - Top 6 Priorities in ToTC for Parks & Recreation

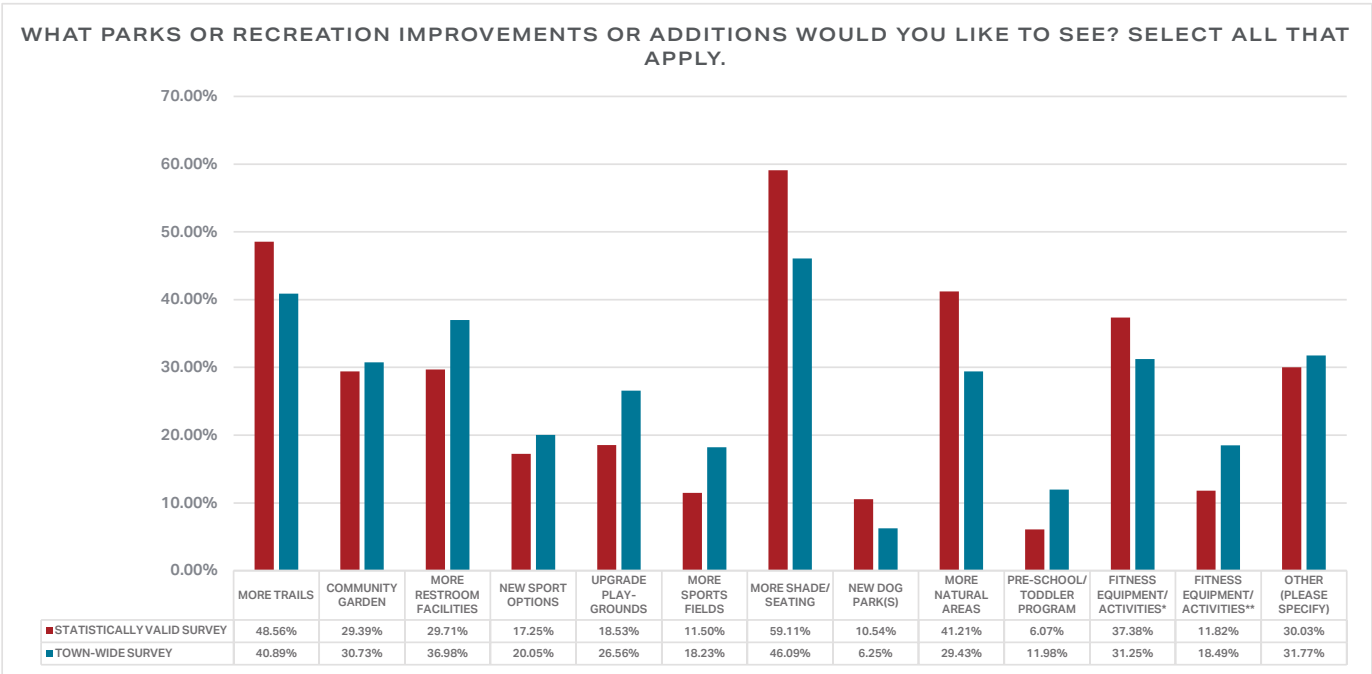


e.g., soft-surface nature trails, paved multi-use paths, mountain biking trails, fitness loops; ** e.g., pavement, drainage, clearing debris; *to accommodate multiple users; **** between parks and neighborhoods*

FIGURE 7 - Survey Comparison: Trail Improvement Preferences

EXPERIENCE GAPS

Across both surveys, residents pointed to quality-of-experience improvements—especially shade, restrooms, and clear wayfinding—as priorities for enhancing comfort and usability. Maintenance and safety along trails also emerged as consistent concerns, suggesting opportunities for targeted upgrades and operational attention.



* Specifically geared towards seniors (65+);

** Specifically geared towards t(w)eens (11-17)

FIGURE 8 - Survey Comparison: Parks & Recreation Improvement Preferences

TOWN-WIDE SURVEY (TWS)



STATISTICALLY-VALID SURVEY (SVS)



FIGURE 9 - Survey Comparison: Barriers to Park Use

BEHAVIORAL INSIGHTS

Visitation patterns, common activities, and typical travel modes further support these priorities: walking is a predominant activity, weekly park use is common, and many trips are made by car as well as on foot. These behaviors underscore the importance of continuous trail connections, shaded gathering areas, and amenities that serve users of all ages and abilities.

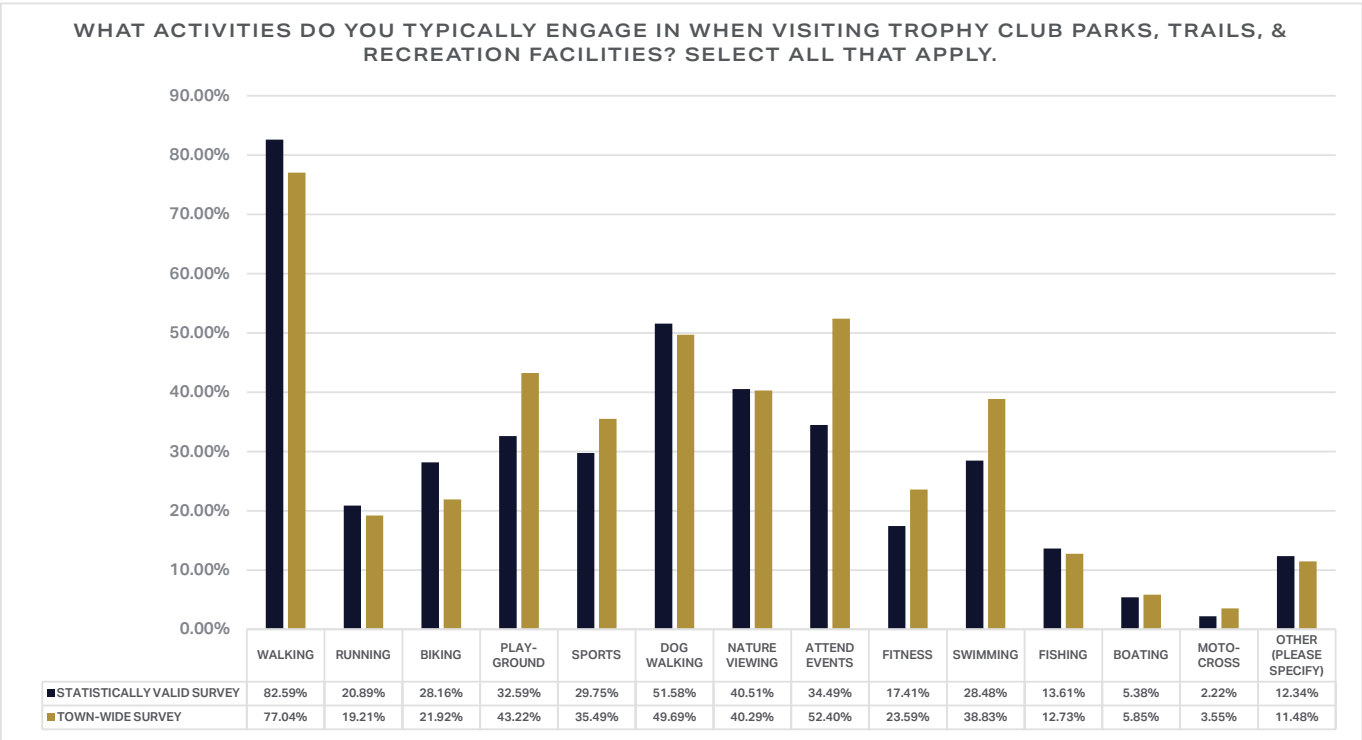


FIGURE 10 - Survey Comparison: Park Activity Preferences



Taste of Trophy Club Event

Key Findings from Community Engagement

Residents highly value Trophy Club’s parks for being fun, clean, and safe, with most visiting weekly or monthly for walking, playgrounds, events, and nature activities. While they express pride and satisfaction, there are calls for greater inclusivity (multicultural events, senior programs), more shade and all-ages options, and improvements in connectivity, amenity distribution, and communication.

COMMUNITY PERCEPTIONS OF PARKS

Parks in Trophy Club are widely loved and valued for their role in creating fun, clean, and community-oriented spaces. The most common words captured through sticky note exercises included Fun, Clean, Safe, Community, Family, and Friends—reinforcing the positive association residents have with their park system. More than 65% of survey respondents reported visiting parks on a weekly or monthly basis. Walking was identified as the most popular activity (77% of respondents), followed by playground use, attending events, and enjoying nature.

COMMUNITY PRIDE & RISING EXPECTATIONS

Residents expressed a strong sense of pride in their parks. Over 58% rated overall park quality as Above Average or Excellent. However, survey comments and sticky note feedback also underscored rising expectations. Residents consistently emphasized the importance of maintaining high standards, particularly in cleanliness, safety, and comfort, to keep pace with the community’s pride and use of the system.

GROWING DEMAND FOR INCLUSIVITY, CONNECTION, & VARIETY

COMMUNITY FEEDBACK HIGHLIGHTED A CLEAR DESIRE FOR MORE DIVERSE AND INCLUSIVE OPPORTUNITIES. REQUESTS INCLUDED:

- | More multicultural events and community gatherings
- | Expanded senior programs
- | Accessible trails and amenities for all users
- | Fitness options and recreational opportunities across age groups

Recurring themes—such as “*more shade,*” “*community events,*” and “*programs for all ages*”—reflect the community’s interest in parks as places that bring people together and support a wide variety of needs.

GAPS IN ACCESS, COMMUNICATION, & EQUITY

WHILE SATISFACTION LEVELS ARE HIGH, SOME GAPS REMAIN IN ACCESS AND COMMUNICATION. THE MOST COMMON BARRIERS INCLUDED:

- | Lack of time to participate
- | Limited amenities in certain areas
- | Unclear access to programs and facilities

Residents expressed a desire for stronger trail connectivity, facilities located on both sides of town, and clearer information about available programs. Addressing these needs will help ensure that parks and recreation resources are equitably accessible and well-communicated across the community.

SUSTAINABILITY & RESPONSIBLE GROWTH

Stakeholders across Trophy Club expressed a strong interest in improving the parks and recreation system through sustainable design and long-term efficiency. Turf fields, LED lighting, and energy-conscious upgrades were identified as key priorities to improve durability, reduce maintenance costs, and conserve resources. Participants also raised concerns about light pollution and neighborhood impacts, emphasizing the need to balance recreation needs with environmental and residential quality. These perspectives reflect a shared understanding that sustainability in Trophy Club extends beyond environmental stewardship—it also means maintaining facilities that are resilient, cost-effective, and respectful of the surrounding community.

INCLUSIVITY & MULTI-GENERATIONAL ACCESS

Feedback underscored a growing desire to ensure that all ages and abilities have year-round opportunities to participate in recreation. Stakeholders emphasized the need for **indoor and covered facilities**, such as gymnasiums, pool enclosures, and turf fields, to support programs during extreme weather. Expanding options for **active adults, teens, and families** was a recurring theme, with requests for programming like bingo nights, fitness classes, and community gardens. Improved **accessibility and comfort**—including additional restrooms, shaded areas, and better trail connectivity—were also identified as ways to make parks more welcoming for everyone. Together, these ideas highlight the community’s commitment to inclusive spaces that promote health, connection, and belonging.

COMMUNITY VALUES & PARTNERSHIPS

Stakeholders consistently expressed that parks and recreation are central to Trophy Club’s identity, embodying values of community pride, connection, and shared enjoyment. There was strong interest in **collaborating with schools and regional organizations**, to expand programming and create shared-use opportunities. The potential for **tournaments and special events** was also viewed to bring people together while supporting local businesses and generating revenue. Feedback emphasized maintaining the small-town sense of community while planning for growth through strategic partnerships and thoughtful design. Ultimately, the vision that emerged from these discussions reflects a community that values collaboration, sustainability, and inclusive recreation for all.

TOWN BOARDS & COMMISSION’S INPUT

As part of the master planning process, a comprehensive financial sustainability initiative was undertaken to strengthen understanding of the fiscal realities and best practices that guide sustainable park and recreation service delivery. The effort was designed to inform and align staff, appointed officials, and elected leaders around principles of fiscal responsibility and long-term stewardship.

A series of staff education sessions were conducted in 2025 on **January 7, February 18, April 22, July 29, September 25, October 1, and October 7**. These sessions focused on developing a shared understanding of the cost of service, beneficiary of service, and related funding strategies. On April 21, the Parks and Recreation Advisory Board participated in a focused discussion on the concept of **“beneficiary of service,”** examining who benefits from various services and how that understanding supports equitable and responsible resource allocation.

On April 22, local business and organizational partners took part in a collaborative session aimed at strengthening partnerships, identifying opportunities for mutual support, and reducing potential duplication of services and resources across the community.

HOW THIS INFORMS THE PLAN

Investments that are strongly supported in both the surveys and engagement—such as trail connectivity, natural area stewardship, shade, and community events—should anchor near-term implementation. Amenities highlighted primarily through TWS advocacy warrant right-sized pilots and shared-use solutions, coupled with clear performance metrics.

System-wide experience upgrades, including shade structures, modernized restrooms, improved signage, and targeted trail maintenance, offer visible improvements and equitable benefits across the community.



EGGstraveganza Pop-Up Feedback (April 2025)

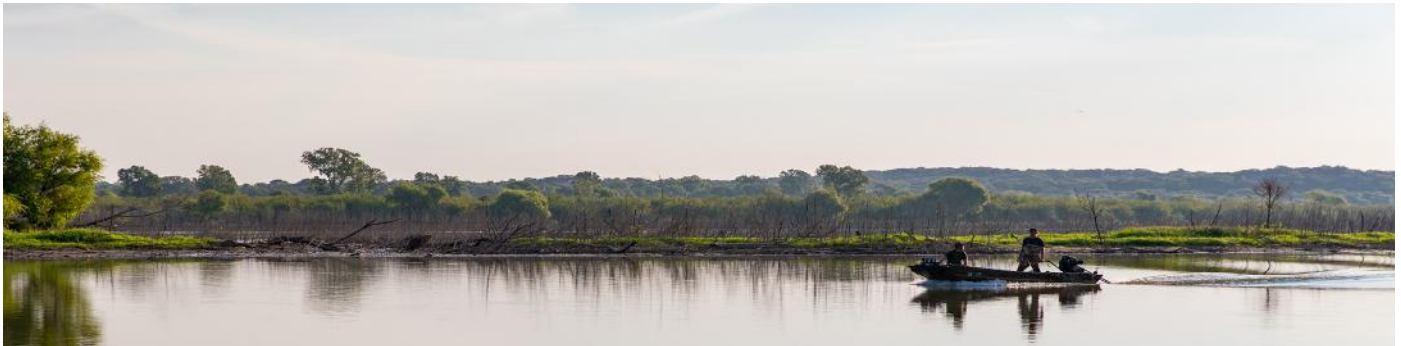


04

Existing Parks & Facilities

Parks Classification & Guidelines

Park classifications and guidelines provide a framework for organizing a park system. The development of these guidelines depends on the unique characteristics and makeup of the local community. Trophy Club aims to ensure its park amenities are accessible and inclusive for all residents, regardless of demographics or background. A thoughtfully designed system of parks, trails, and recreational facilities should address the needs of all users. The adopted guidelines should also reflect the distinct identity, interests, and priorities of the community. Communities with a diverse mix of park sizes and types are better positioned to offer a wide range of amenities that promote equity and access for all population groups.



Trophy Club Park (September 2019)

TABLE 4 - Parkland Classifications & Standards

	DESCRIPTION	SERVICE AREA	DESIRED SIZE	MINIMUM AMENITIES OFFERED	PREFERRED AMENITIES OFFERED
MINI / POCKET PARKS	Smallest park unit that has limited amenities specific to and within walking distance to the service area	Close proximity (Within 1/4 mile) to residences or developments	Less than an acre	Shaded all-inclusive sitting areas/benches; landscaping; pedestrian-level lighting	Min amenities; bicycle racks; park signage; play equipment
NEIGHBORHOOD PARKS	Parks meant to serve as an active use (e.g., playgrounds, sports, fitness areas) and passive use (e.g., walking, picnicking, open/natural space) destination within walking distance in a neighborhood	Primarily serve neighborhood residents within 1/4 to 1/2 mile	One to ten acres with an ideal of at least three	All amenities listed in the Mini/Pocket Parks minimum offerings; centrally located within a residential neighborhood with convenient and safe access, potentially serve as a joint facility (school/city partnership), has a variety of active and passive needs suitable and inclusive to the neighborhood served, facilities and activities to promote healthy living; picnic areas	Min amenities; evenly distributed across a city (maximum one-mile separation ideally); educational and wayfinding signage/kiosk; public art; water fountains; shade-structures or shaded gathering areas

TABLE 4 - Parkland Classifications & Standards (Cont'd.)

	DESCRIPTION	SERVICE AREA	DESIRED SIZE	MINIMUM AMENITIES OFFERED	PREFERRED AMENITIES OFFERED
COMMUNITY PARKS	Larger parks meant to serve across the City and also others from elsewhere in the community with the widest range of facilities and amenities	Primarily serve community residents within one to two miles and available to residents and visitors	Ten or more acres	All amenities listed in the Neighborhood Park minimum; location is conveniently accessible by residents nearby as well as to farther community members; has athletic fields and/or courts for active recreation and sports leagues; lighting across amenities for evening use; passive recreational features for leisure activities (picnic areas, walking, seating); nature features, restrooms; and off-street parking; play facilities for all ages; interior trail network; pavilions/ shade structures	Minimum Amenities plus; stage/performance area; community center; indoor or outdoor pool; has both athletic fields and sport courts; food truck hook-ups; highly programmed events or activities
SPECIAL USE SPACE	Park facilities that serve the entire community or broader area for specialized recreational activities unique to its location	Available to all persons and may draw visitors from long distances depending on nature and scale	Captures a broad range of park sizes and will vary by type and use	Amenities are unique to location and are designed to provide service to a wide variety of users	Amenities are unique to location and are designed to provide service to a wide variety of users; indoor or outdoor; cultural/educational facilities
LINEAR PARK	Linear-shaped parkland that often follows or protects natural or significant features in the community, such as rivers, streams, railroads, or drainage areas. They can be connectors to other community gathering areas or a destination of their own. Usually passive in nature	Available to all persons and may draw visitors from long distances depending on nature and scale	Captures a broad range of park sizes	Amenities are trails that may support an alternate mode of transportation (hike/bike) features	Minimum Amenities plus; focus along creeks or other rights-of-way; unique natural or historical preservation; nature trails to access site; strategically placed seating
UNDEVELOPED	Parkland that includes properties acquired for future park development. They are not yet designated for a specific use	N/A	N/A	N/A	N/A

Parks Classification & Guidelines (Cont'd.)

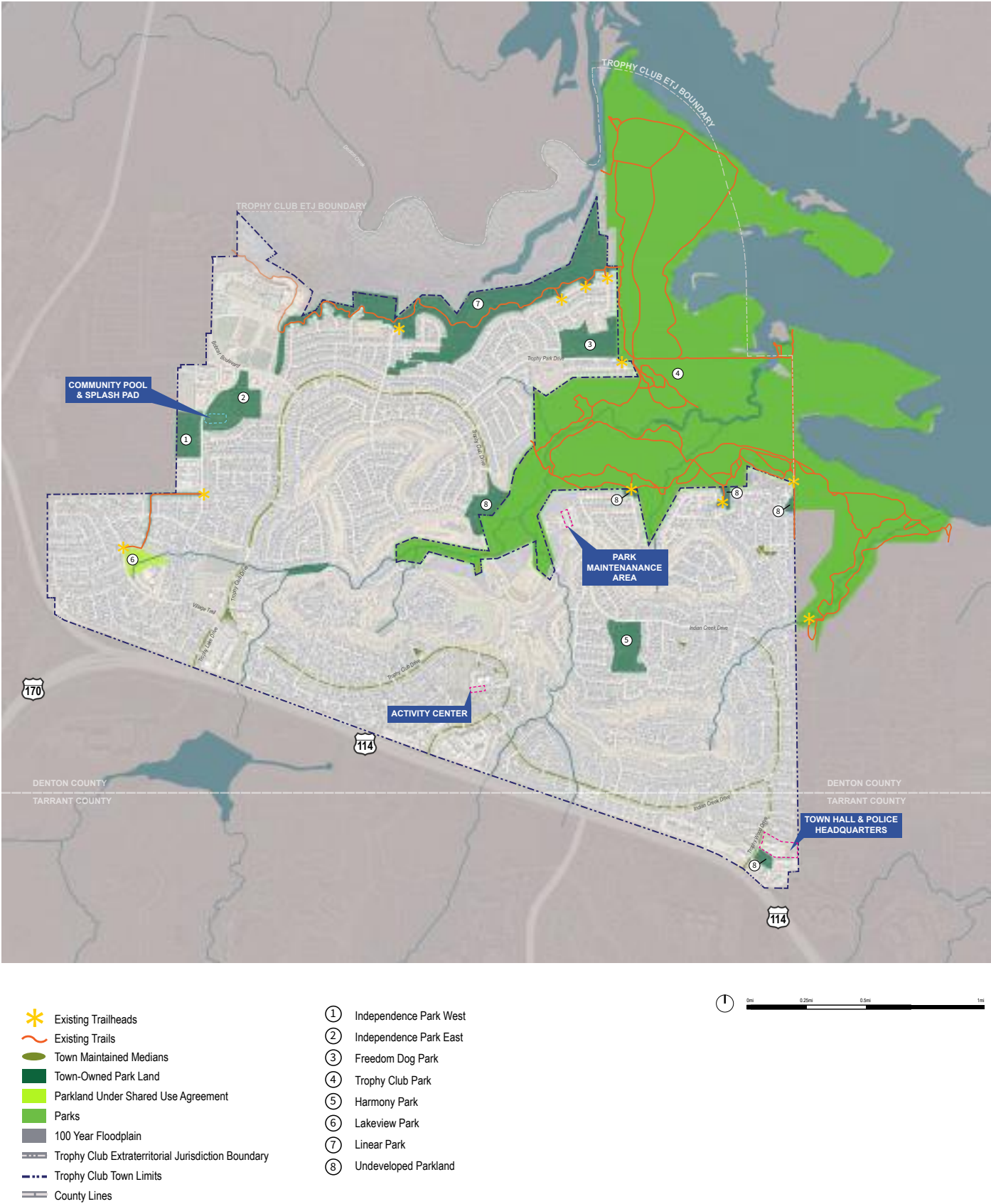


FIGURE 11 - Existing Inventory: Overall Parks & Facilities

TABLE 5 - Trophy Club's Parks: Classifications & Map Index

PARK NAME	MAP NUMBER
MINI / POCKET PARKS	
N/A	N/A
NEIGHBORHOOD PARKS	
N/A	N/A
COMMUNITY PARKS	
Independence Park West	1
Independence Park East	2
Harmony Park	5
SPECIAL USE PARKS	
Freedom Dog Park	3
Trophy Club Park	4
Lakeview Park	6
LINEAR PARKS	
Linear Park	7
UNDEVELOPED PARKLAND	
Undeveloped Parkland	8

MINI/POCKET PARKS: A FUTURE INVESTMENT FOR TROPHY CLUB

Mini or Pocket parks represent the smallest park unit within a community park system, designed to provide convenient, walkable access to recreation in residential neighborhoods.

WHY MINI/POCKET PARKS MATTER

MINI PARKS OFFER UNIQUE BENEFITS THAT COMPLEMENT LARGER PARKS AND TRAIL SYSTEMS:

- | **Close-to-Home Access:** Located within ¼ mile of residences, these parks make recreation easy and convenient for families, seniors, and individuals who prefer walking or biking.
- | **Neighborhood Character:** Small parks enhance community identity and provide gathering spaces that foster social interaction and a sense of belonging.
- | **Equity and Inclusion:** By distributing parks throughout neighborhoods, mini parks help ensure that all residents—regardless of location—have access to outdoor spaces.
- | **Active Living:** These parks encourage short, frequent visits that promote physical activity and wellness.

FUTURE DEVELOPMENT IN TROPHY CLUB

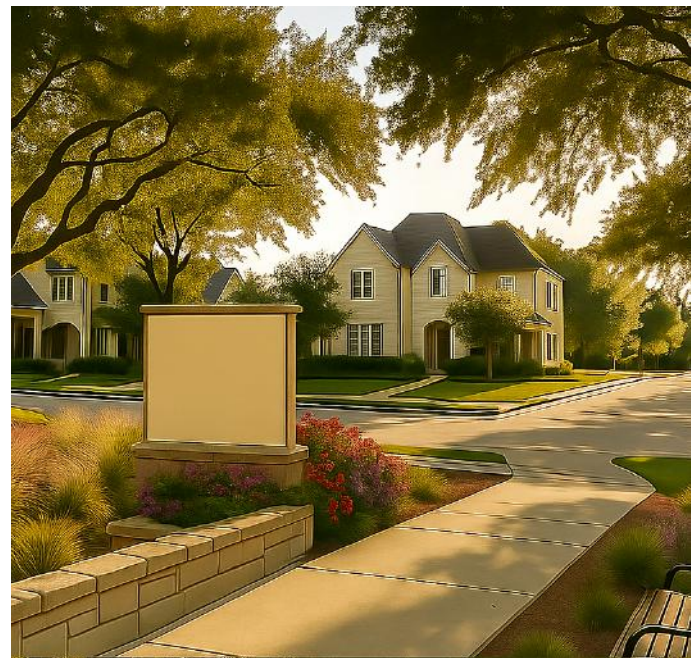
FUTURE MINI/POCKET PARKS IN TROPHY CLUB WILL BE DESIGNED TO FIT SEAMLESSLY INTO RESIDENTIAL AREAS WHILE OFFERING ESSENTIAL AMENITIES:

- | **Size:** Less than one acre
- | **Location:** Within ¼ mile of homes or developments
- | **Features:** Shaded, all-inclusive seating areas; benches; landscaping; pedestrian-level lighting
- | **Amenities:** Bicycle racks, park signage, and play equipment scaled for small spaces

These parks will serve as community connectors, complementing larger parks and trail networks while providing intimate, accessible spaces for everyday recreation.

WHY ARE THEY INCLUDED IN THE CLASSIFICATION CHART?

While Trophy Club does not currently have any developed mini/pocket parks, the Master Plan includes this classification because the Town anticipates creating several of these spaces within the next 10 years. Including them now ensures that planning and design standards are in place to guide future development.



ToTC AI Generated Mini Park

Parks Classification & Guidelines (Cont'd.)

NEIGHBORHOOD PARKS: FUTURE VISION FOR TROPHY CLUB

Neighborhood parks play an essential role in creating vibrant, connected communities. These parks provide both active recreation opportunities—such as playgrounds, sports courts, and fitness areas—and passive spaces for walking, picnicking, and enjoying nature. Designed to serve residents within a ¼ to ½ mile radius, Neighborhood parks offer convenient access to recreation close to home, promoting healthy lifestyles and fostering social connections.

WHY NEIGHBORHOOD PARKS MATTER

- | **Accessibility:** Located within walking distance, neighborhood parks reduce barriers to recreation and encourage daily use.
- | **Community Building:** These spaces become gathering points for families and neighbors, strengthening social ties.
- | **Health and Wellness:** By offering a mix of active and passive amenities, neighborhood parks support physical activity and mental well-being.
- | **Equity:** Distributed evenly across the community, they ensure all residents have access to quality recreation opportunities.

FUTURE DEVELOPMENT IN TROPHY CLUB

Although Trophy Club does not currently have developed Neighborhood parks, the Master Plan envisions their introduction within the next 10 years.

This forward-looking approach ensures that as the Town grows, residents will benefit from parks that are centrally located within neighborhoods, provide safe and convenient access, and include amenities such as:

- | Playgrounds and fitness areas
- | Picnic spaces and shaded gathering areas
- | Educational and wayfinding signage
- | Public art and water fountains
- | Parking and joint-use opportunities with schools

WHY ARE THEY INCLUDED IN THE CLASSIFICATION CHART

Neighborhood parks were included in the classification chart to reflect future planning priorities. Their inclusion signals the Town's commitment to expanding recreation options and meeting evolving community needs. While Trophy Club's current park system is unique—shaped by its population size and the density of residential development—planning for Neighborhood parks ensures that the system remains balanced, inclusive, and adaptable as growth continues.



ToTC AI Generated Neighborhood Park



Harmony Park Basketball Courts

COMMUNITY PARKS: A CORNERSTONE FOR TROPHY CLUB

Community parks are designed to serve the entire Town and visitors from surrounding areas, offering the widest range of facilities and amenities in the park system. These parks provide spaces for organized sports, community events, and leisure activities, creating destinations that bring people together and strengthen Trophy Club's identity.

WHY COMMUNITY PARKS MATTER

- | **Regional Appeal:** Community parks attract residents and visitors, supporting tourism and local businesses.
- | **Comprehensive Amenities:** They offer both active recreation—such as athletic fields, sport courts, and fitness areas—and passive spaces for picnicking, walking, and nature enjoyment.
- | **Event Hosting:** With features like pavilions, larger open spaces, and food truck hookups, community parks become hubs for festivals, concerts, and tournaments.
- | **Inclusivity:** Facilities are designed for all ages and abilities, ensuring equitable access to recreation.

COMMUNITY PARKS IN TROPHY CLUB TODAY

Unlike Neighborhood parks, which are planned for future development, Trophy Club already has three Community parks that serve as major recreation destinations:

- | Independence Park East
- | Independence Park West
- | Harmony Park

These parks provide athletic fields, courts, playgrounds, trails, and shaded areas, supporting both organized sports leagues and casual recreation. They also host community events and offer amenities that promote health, connection, and family-friendly activities.

DEVELOPMENT PARAMETERS FOR COMMUNITY PARKS

COMMUNITY PARKS IN TROPHY CLUB ARE ENVISIONED TO INCLUDE:

- | Athletic fields and sport courts for leagues and tournaments
- | Lighting for evening use
- | Restrooms and off-street parking
- | Interior trail networks and shaded gathering areas
- | Play facilities for all ages
- | Pavilions and spaces for community events
- | Potential indoor or outdoor pools and/or community center
- | Food truck hook-ups and highly programmed events

WHY ARE THEY INCLUDED IN THE CLASSIFICATION CHART

Community parks were included in the classification chart because they represent existing assets and future priorities. Trophy Club's park system is unique—shaped by its character, large-lot residential development, and low-density housing layout—which creates a strong need for destination parks with comprehensive amenities. Community parks ensure that the system remains balanced, inclusive, and adaptable as the Town grows.



Harmony Park in Trophy Club



ToTC Independence Park East

Parks Classification & Guidelines (Cont'd.)

SPECIAL USE PARKS

Special Use parks serve the entire community—and often visitors from beyond Trophy Club - by offering unique recreational experiences that go beyond the scope of Neighborhood or Community parks. These facilities are designed for specialized activities and may include amenities that draw regional users. While sizes and features vary, each Special Use park provides opportunities that reflect its location and character.

WHY SPECIAL USE PARKS MATTER

- | **Regional Appeal:** These parks attract visitors from across the region, supporting tourism and economic activity.
- | **Unique Experiences:** Specialized amenities—such as equestrian trails, off-road areas, or dog parks—offer recreation options not available elsewhere in the system.
- | **Community Identity:** Special Use parks showcase the Town's natural assets and commitment to diverse recreation opportunities.

SPECIAL USE PARKS IN TROPHY CLUB

TROPHY CLUB PARK

At nearly 1,000 acres, Trophy Club Park is a regional destination and a defining feature of the Town's park system. Its expansive natural setting provides access to walking trails, equestrian paths, birdwatching areas, and a boat launch, along with opportunities for day camping. The park also offers off-road vehicle capabilities, making it one of the most distinctive recreation sites in the region. Trophy Club Park exemplifies the value of preserving natural spaces while accommodating a wide range of outdoor activities.

FREEDOM DOG PARK

Freedom Dog Park is a beloved amenity for pet owners, featuring separate areas for large and small dogs, a small children's playground, and shaded seating areas for comfort. This park fosters social interaction among residents and their pets, creating a welcoming environment for families and dog enthusiasts alike.

LAKEVIEW PARK

Lakeview Park provides practice fields for youth leagues and serves as a trail connector, enhancing access and mobility within the park system. Operating under a shared-use agreement with the adjacent elementary school, Lakeview Park demonstrates the Town's commitment to partnerships that maximize community resources and expand recreational opportunities.

DEVELOPMENTAL PARAMETERS FOR SPECIAL USE PARKS

SPECIAL USE PARKS ARE DESIGNED TO:

- | Serve the entire community or broader region
- | Offer specialized recreational activities unique to their location
- | Include amenities that may be indoor or outdoor, cultural, or educational
- | Provide experiences that complement other park classifications while meeting diverse user needs

WHY ARE THEY INCLUDED IN THE CLASSIFICATION CHART

The inclusion of Special Use parks in the classification chart reflects their importance in creating a balanced, high-quality park network. These parks not only meet local needs but also position Trophy Club as a destination for outdoor recreation, community engagement, and regional connectivity.



Freedom Dog Park



Trophy Club Park Hiking & Equestrian Trail

LINEAR PARKS

Linear parks are an important component of a connected and resilient park system. These parks typically follow natural or significant features—such as creeks, drainage corridors, or rights-of-way—and serve as green connectors between neighborhoods, Community parks, and other destinations. While often passive in nature, Linear parks provide opportunities for recreation, transportation, and environmental stewardship.

WHY LINEAR PARKS MATTER

- | **Connectivity:** Linear parks link neighborhoods to schools, parks, and community facilities, creating safe and scenic routes for walking and biking.
- | **Environmental Protection:** By following natural corridors, these parks help preserve sensitive areas, improve drainage, and reduce runoff through sustainable design.
- | **Alternative Transportation:** Paved trails within Linear parks support active transportation, offering residents options beyond driving.
- | **Health and Wellness:** Continuous trails encourage daily physical activity and provide access to nature, promoting mental and physical well-being.
- | **Community Value:** Linear parks enhance property values, strengthen neighborhood identity, and create opportunities for public art and educational signage.

DEVELOPMENT PARAMETERS FOR LINEAR PARKS

LINEAR PARKS IN TROPHY CLUB WILL:

- | Be linear-shaped parkland along creeks, drainage areas, or rights-of-way
- | Include paved trails for hiking and biking, with strategically placed seating
- | Incorporate nature trails, educational signage, and wayfinding kiosks
- | Coordinate with public works and community development to integrate stormwater improvements and sustainable design
- | Serve as connectors to other parks and community gathering spaces, while offering unique natural or historical features

WHY ARE THEY INCLUDED IN THE CLASSIFICATION CHART

As Trophy Club grows, linear parks will play a critical role in expanding trails and enhancing accessibility. These parks will provide recreation while promoting environmental resilience and mobility for future generations.



Linear Park Entrance at Balmain Court



Linear Park Along Macquaire Street



Linear Park at Chatswood Drive Pond

Parks Classification & Guidelines (Cont'd.)

UNDEVELOPED PARKLAND

Undeveloped parkland refers to properties that have been acquired for future park development but are not yet improved for public use. These parcels represent an important opportunity for Trophy Club to expand and diversify its park system in response to community feedback and evolving programmatic needs.

WHY UNDEVELOPED PARKLAND MATTERS

- | **Flexibility for Future Growth:** These sites allow the Town to adapt to changing demographics and recreation trends over time.
- | **Strategic Planning:** By reserving land now, Trophy Club ensures that future generations have access to parks and open spaces.
- | **Community-Driven Design:** Development will be guided by resident input, ensuring that new parks reflect local priorities and values.

FUTURE OPPORTUNITIES IN TROPHY CLUB

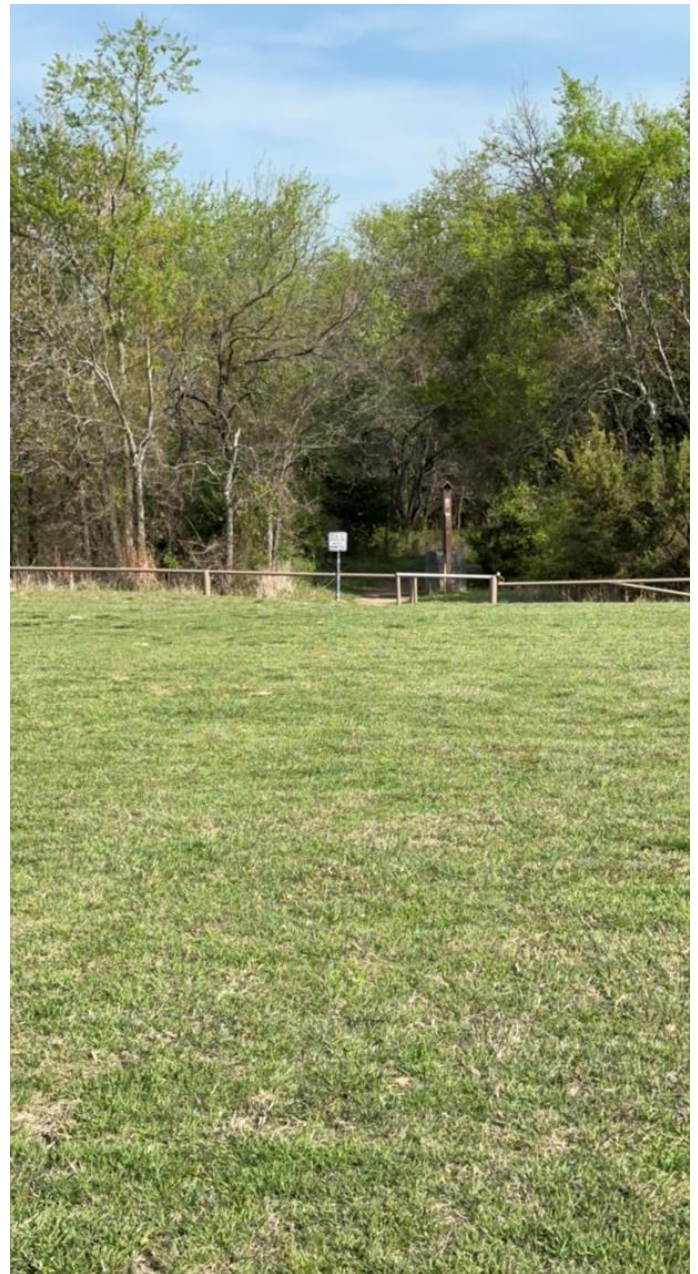
Several smaller lots within Trophy Club have the potential to be developed into Mini/Pocket Parks or Neighborhood Parks in the near future.

THESE SPACES WILL PROVIDE:

- | Convenient access to recreation within walking distance of homes
- | Active and passive amenities, such as playgrounds, shaded seating, and open green space
- | Inclusive features that serve all ages and abilities

WHY ARE THEY INCLUDED IN THE CLASSIFICATION CHART

Including undeveloped parkland in the classification chart signals the Town's commitment to long-term planning and equitable distribution of park resources. As development occurs, these sites will help create a balanced system that supports connectivity, community engagement, and healthy living.



Undeveloped Parkland: Corner of Sheldon Drive & Abbott Lane



Undeveloped Parkland: At the End of Trophy Club Drive



Undeveloped Parkland: Eagles Court

Parks & Facility Assessments

The condition of existing parks, trails, and recreation facilities provides valuable insight into the overall quality and perception of *The Town of Trophy Club's* park system. Well-maintained spaces contribute to community pride, livability, and the Town's image as a desirable place to live and visit. Consistent upkeep is essential to preserving this reputation.

To support this goal, **Trophy Club has developed a Maintenance Plan**, which serves as a living document for ongoing care and operational standards. This Master Plan complements that effort by offering a **snapshot in time**, identifying priorities for upgrades, rehabilitation, and enhancements based on current conditions.

TOGETHER, THESE PLANS WORK HAND-IN-HAND:

- | The **Maintenance Plan** ensures day-to-day consistency and long-term stewardship
- | The **Master Plan** establishes strategic priorities for improvements and capital investments

A detailed condition assessment was conducted alongside the facility inventory to evaluate key elements such as turf, plantings, trails, sports courts, accessibility, amenities, signage, and lighting. Each feature was scored on a scale from **1 (poor condition)** to **5 (excellent condition)**, providing a clear benchmark for comparison across the system. These scores inform decisions on maintenance, replacement, and future development, ensuring resources are allocated effectively and improvements align with community expectations.

FULL CONDITION ASSESSMENT DESCRIPTION CAN BE FOUND IN APPENDIX C.



Parks Maintenance Plan 2024



TOTC Parks Maintenance Plan 2024

Inventory & Conditions of Park Facilities & Undeveloped Areas

Name: Independence Park West

Location: 501 Parkview Drive, Trophy Club, TX

Size: Approx 10.6 acres

Park Classification: Community Park

AMENITIES OFFERED:

- | 4 baseball fields
- | 4 batting cages
- | Restroom/Concessions
- | Small playground with shade structure
- | Seating (benches, picnic tables)
- | Walking trail (approx. 0.45 mi)
- | Basketball court
- | Drinking fountain and restrooms
- | Veteran's Memorial

CONDITION OF AMENITIES:

- | **Access to Park:** 4
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Waste, Drinking Fountain): 1.75
- | **Buildings** (Concessions, Restrooms, Maintenance): 1
- | **Equipment** (Exercise, Sports, Play, Dog): 1.44
- | **Lighting** (Parking, Pedestrian, Sports): 4
- | **Memorial:** 3
- | **Natural Areas:** N/A
- | **Pavement** (Parking, Stairs, Sidewalks): 3
- | **Playground:** 3
- | **Signage** (Wayfinding, Informational, Security): 3.5
- | **Sidewalks, Trails, and Pathways** (Within Park): 3
- | **Sports Courts/Equipment:** 2.5
- | **Sports Fields/Equipment:** 2.88
- | **Structures** (Decorative, Gateway Entrances, Railing/ Fencing/Gate, Shade, Pavilion): 1.33
- | **Trail & Trailhead** (Equestrian/Walking, Motorized, Walking): 3
- | **Water Feature** (Fountain, Natural Aesthetic Creek or Pond): N/A

PROS/POSITIVES:

- | Well-maintained baseball fields with lighting
- | Playground offers shade and some updated equipment
- | Home to the Trophy Club Veteran's Memorial
- | Access to park is great for the Trophy Club neighborhoods
- | Walking path going north/south through the park

AREAS FOR IMPROVEMENT:

- | Landscape beds need refresh with native-adaptive plants
- | Park needs more natural areas/trees for shade
- | Signage lacks consistency with Town branding
- | Pavilion seating and picnic tables show wear and need replacement
- | Several playground pieces need to be replaced/updated
- | Trail creates a large loop through the park but there are areas where it could be expanded upon
- | Not enough parking on event or tournament days
- | Restroom/concession building is functional but needs to be replaced



Independence Park West: Baseball Field

Composite Condition Score: 2.67



Independence Park West: Playground



Independence Park West: Concession Building



Independence Park West: Shade Canopy



Independence Park West: Picnic Table/ Benches

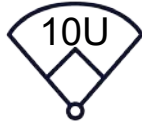


Independence Park West: Exercise Equipment

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)



FIGURE 12 - Existing Inventory: Independence Park West



10U baseball field



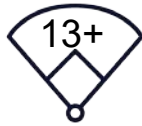
1 tennis court



12U baseball field



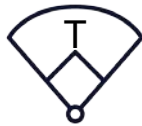
NEOS play system



13+ baseball field



full-size basketball court



T-ball/coaches pitch field



3 exercise stations



4 batting cages, any age group



concession stand



small playground



restrooms



rock climbing wall



1 drinking fountain



bridge feature



0.45 miles of trail



12 benches



11 trash bins

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

Name: Independence Park East

Location: 500 Parkview Drive, Trophy Club, TX

Size: 19.10 Acres | Counting Community Pool Acreage

Park Classification: Community Park

AMENITIES OFFERED:

- | 8 baseball fields
- | 4 batting cages
- | Community pool
- | Concessions/Restrooms
- | Small playground with shade structure
- | Shaded seating (benches, picnic tables, pavilions)
- | Walking trail (approx. 0.62 mi)
- | Drinking fountains
- | Open space/multipurpose fields

CONDITION OF AMENITIES:

- | **Access to Park:** 3
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Waste, Drinking Fountain): 2.09
- | **Buildings** (Concessions, Restrooms, Maintenance): 2
- | **Equipment** (Exercise, Sports): 2
- | **Lighting** (Parking, Pedestrian, Sports): 3.55
- | **Memorial:** N/A
- | **Natural Areas:** 0
- | **Pavement** (Parking, Stairs, Sidewalks): 2.83
- | **Playground:** N/A
- | **Signage** (Wayfinding, Informational, Security): 1.50
- | **Sidewalks, Trails, and Pathways** (Within Park): 2.67
- | **Sports Courts/Equipment:** N/A
- | **Sports Fields/Equipment:** 2.71
- | **Structures** (Decorative, Gateway Entrances, Railing/ Fencing/Gate, Shade, Pavilion): 2.5
- | **Trail and Trailhead** (Equestrian/Walking, Motorized, Walking): N/A
- | **Water Feature** (Fountain, Pool, Natural Aesthetic Creek or Pond): 1

PROS/POSITIVES:

- | Well-maintained baseball fields with lighting
- | The community pool is in Independence East
- | Walking path through the park provides a safe route to schools or businesses from surrounding neighborhoods
- | Open spaces provide multi-use areas that are currently being utilized for other sports besides baseball

AREAS FOR IMPROVEMENT:

- | West side of pool is currently being updated and expanded but pool building needs renovation
- | Landscape beds need refresh with native-adaptive plants
- | Park needs more natural areas/trees for shade and seating primarily along trails
- | Signage lacks consistency with Town branding
 - Entry signage to pool is very rundown and needs to be updated
- | Trail creates a large loop through the park but there are areas where it could be expanded upon
- | Fencing along park boundary need to be replaced
- | Lighting fixtures around the splash pad need to be replaced due to bird infestation
- | Restroom/concession building in baseball complex is older and needs to be updated
- | The two Independence Parks have the opportunity to be more cohesive or complementary in nature to each other, the surrounding schools, and Trophy Club neighborhoods

Composite Condition Score: 2.78



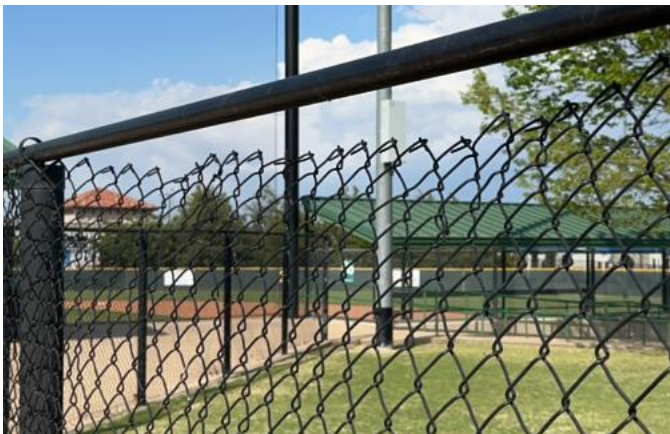
Independence Park East: Baseball Field



Independence Park East: Bench



Independence Park East: Practice Field/Open Space



Independence Park East: Fencing

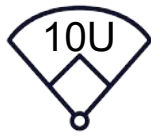


Independence Park East: Community Pool Storage Room

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)



FIGURE 13- Existing Inventory: Independence Park East



10U baseball field



12 picnic tables



12U baseball field



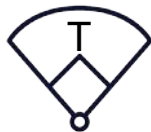
1 bleacher



<9U baseball field



13 benches



**T-ball/coaches
pitch field**



**2 concession
stands**



**4 batting cages,
any age group**



restrooms



6 shade structures



2 drinking fountains



2 pavilions



0.62 miles of trail



14 trash bins



**community pool
& splashpad**

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

Name: Freedom Dog Park

Location: 2675 Trophy Park Drive, Trophy Club, TX

Size: Approx 16.1 acres

Park Classification: Special Use Park

AMENITIES OFFERED:

- | Fenced sections for large and small dogs
- | Dog agility courses
- | Wooded natural area
- | Wash-out areas
- | Small themed playground with shade structure
- | Shaded seating (benches, picnic tables, pavilions)
- | Dog water fountains
- | Open space

CONDITION OF AMENITIES:

- | **Access to Park:** 1.5
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): 2.19
- | **Buildings** (Concessions, Restrooms, Maintenance): N/A
- | **Equipment** (Exercise, Sports, Dog): 2.14
- | **Lighting** (Parking, Pedestrian, Sports): 3
- | **Memorial:** N/A
- | **Natural Areas:** 1
- | **Pavement** (Parking, Stairs): 3
- | **Playground:** 3
- | **Signage** (Wayfinding, Informational, Security): 2.67
- | **Sidewalks, Trails, and Pathways** (Within Park): 3
- | **Sports Courts/Equipment:** N/A
- | **Sports Fields/Equipment:** N/A
- | **Structures** (Decorative, Gateway Entrances, Railing/ Fencing/Gate, Shade, Pavilion): 2.82
- | **Trail and Trailhead** (Equestrian/Walking, Motorized, Walking): N/A
- | **Water Feature** (Fountain, Pool, Natural Aesthetic Creek, Pond, Drainage Area): 3

PROS/POSITIVES:

- | Well-maintained and ample open space in each of the dog-fenced sections
- | Access to the park is convenient for drivers, with ample lighted parking available
- | The natural area provides shade in both the large and small dog areas
- | Provides a family-friendly experience with a shaded playground and seating areas

AREAS FOR IMPROVEMENT:

- | There are no public restrooms—currently a portable restroom is on site
- | Landscape beds need refresh with native-adaptive plants
- | There is no entry or park signage
- | Concrete drainage channel is going through the park—this could be dressed up in ways that would make it an amenity
- | Usable park space has room to expand as there is a lot of unused/under utilized open space



Freedom Dog Park

Composite Condition Score: 2.39



Freedom Dog Park: Dog Agility Equipment



Freedom Dog Park: Fossil Playground



Freedom Dog Park: Picnic Table/Benches/Shade Structure



Freedom Dog Park: Drainage Concrete Channel

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)



FIGURE 14 - Existing Inventory: Freedom Dog Park



**large & small dog
fenced areas**



dog water fountains



**training & agility
courses**



**natural wooded
area**



15 benches



2 shaded pavilions



**dinosaur themed
playground with
shade structure**



5 drinking fountains

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

Name: Trophy Club Park

Location: 2885 Trophy Park Drive, Trophy Club, TX

Size: Approx 1,000 acres

Park Classification: Special Use Park

AMENITIES OFFERED:

- | Extensive hiking and biking trails
- | Dedicated off-road vehicle area
- | Disc golf course
- | Lake access - fishing, kayaking, birdwatching, boating
- | Equestrian designated trails
- | Natural areas
- | Restrooms

CONDITION OF AMENITIES:

- | **Access to Park:** 2
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): 2.05
- | **Buildings** (Concessions, Restrooms, Maintenance): 2
- | **Equipment** (Exercise, Sports, Dog): 2.94
- | **Lighting** (Parking, Pedestrian, Sports): 2.33
- | **Memorial:** N/A
- | **Natural Areas:** 1
- | **Pavement** (Parking, Stairs): 1.57
- | **Playground:** N/A
- | **Signage** (Wayfinding, Informational, Security): 2.12
- | **Sidewalks, Trails, and Pathways** (Within Park): 3
- | **Sports Courts/Equipment:** N/A
- | **Sports Fields/Equipment:** N/A
- | **Structures** (Decorative, Gateway Entrances, Railing/Fencing/Gate, Shade, Pavilion): 2.4
- | **Trail and Trailhead** (Equestrian/Walking, Motorized, Walking): 2.13
- | **Water Feature** (Fountain, Pool, Natural Aesthetic Creek, Pond, Drainage Area, Water Amenity): 3

PROS/POSITIVES:

- | Well-maintained in terms of basic access and circulation
- | Both the disc golf course and the off-road vehicle areas are well used
- | Extensive trail system that connects multiple access points, including the main entryway and several neighborhoods throughout Trophy Club
- | Boosts local economy by drawing regional users with amenities and accessible acreage

AREAS FOR IMPROVEMENT:

- | Public restrooms are very limited
- | Standardization
- | Where there are landscape beds, they need a refresh with native-adaptive plants
- | Accessibility near park entry needs to be addressed as there is no accessible entry other than by car
- | There is little park signage or wayfinding
 - This applies to trailheads, trails, and other amenities around the park
- | Overall parkland is very underutilized and could be more heavily invested in to create more of an economic resource



Trophy Club Park: Motocross

Composite Condition Score: 2.23



Trophy Club Park: Gates



Trophy Club Park: Disc Golf



Trophy Club Park: Trail



Trophy Club Park: Boat Ramp Entry



Trophy Club Park: Trailhead & Signage

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

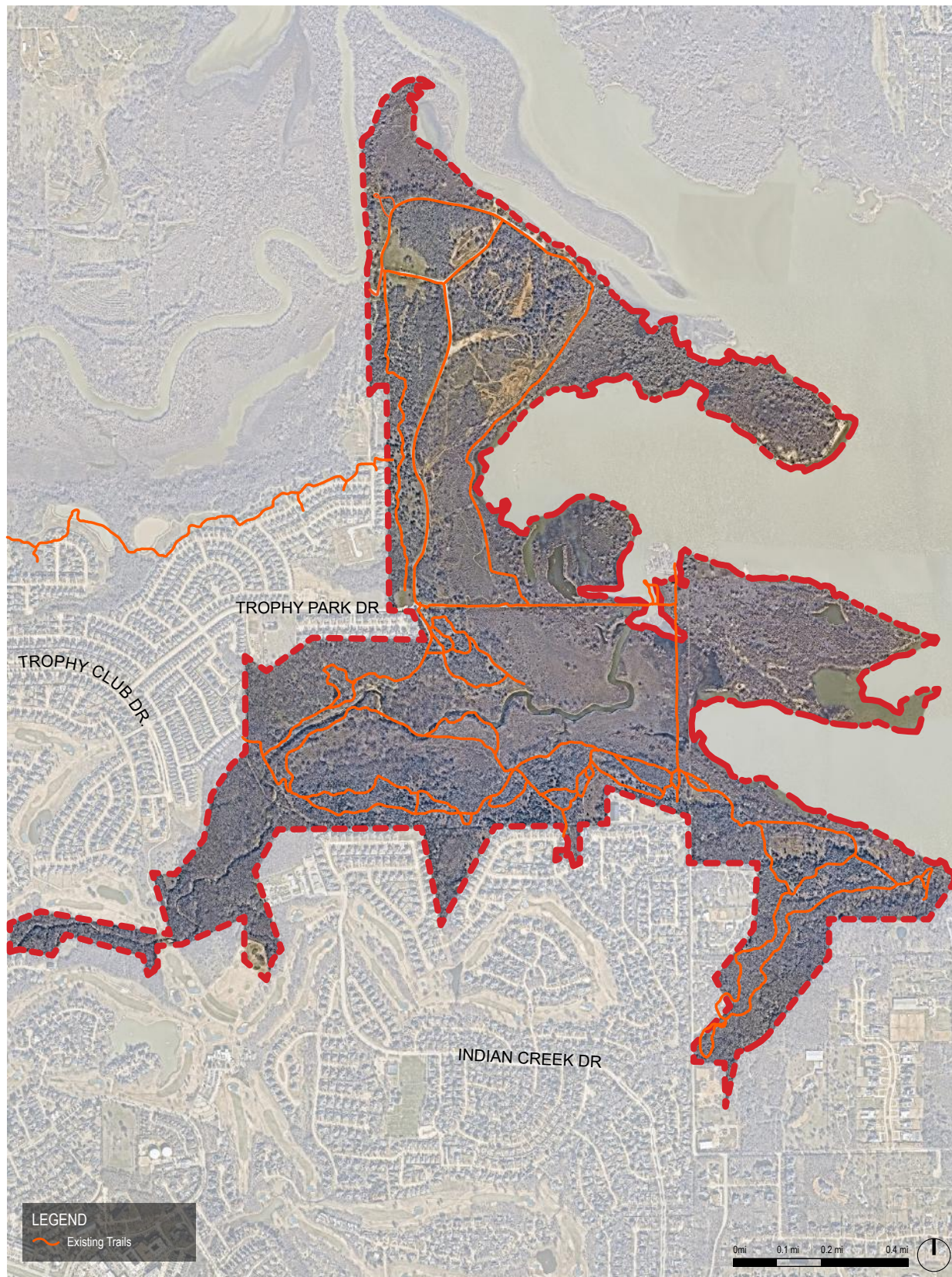


FIGURE 15 - Existing Inventory: Trophy Club Park



hike & bike trails



off-road vehicle areas



scenic disc golf course



fishing



kayaking



birdwatching



diverse wildlife



picturesque wooded areas



10 benches



4 pavilions



restrooms



34 trash bins



20.36 miles of trail



2 drinking fountains

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

Name: Harmony Park

Location: 699 Indian Creek Drive, Trophy Club, TX

Size: Approx 12.8 acres

Park Classification: Community Park

AMENITIES OFFERED:

- | 10 Soccer fields
- | Concessions
- | Playground with shade structure
- | Picnic pavilion with tables
- | Walking trail loop (approx. 1.8 mi)
- | Tennis and pickleball courts
- | Water fountains and restrooms

CONDITION OF AMENITIES:

- | **Access to Park:** 3
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): 2.07
- | **Buildings** (Concessions, Restrooms, Maintenance): 3
- | **Equipment** (Exercise, Sports, Dog): N/A
- | **Lighting** (Parking, Pedestrian, Sports): 3.6
- | **Memorial:** N/A
- | **Natural Areas:** 1
- | **Pavement** (Parking, Stairs, Sidewalks): 3
- | **Playground:** 3
- | **Signage** (Wayfinding, Informational, Security): 1.75
- | **Sidewalks, Trails, and Pathways** (Within Park): 3
- | **Sports Courts/Equipment:** 3
- | **Sports Fields/Equipment:** 4
- | **Structures** (Decorative, Gateway Entrances, Railing/Fencing/Gate, Shade, Pavilion): 3.3
- | **Trail and Trailhead** (Equestrian/Walking, Motorized, Walking): N/A
- | **Water Feature** (Fountain, Natural Aesthetic Creek or Pond): N/A

PROS/POSITIVES:

- | Well-maintained soccer fields with good lighting
- | Larger playground offers shade and modern equipment
- | Central location with easy access for residents

AREAS FOR IMPROVEMENT:

- | Landscape beds need refresh with native-adaptive plants
- | Signage lacks consistency with Town branding
- | Pavilion seating and tables show wear and need replacement
- | Smaller playground needs to be replaced
- | Trail creates a large loop through the park but there are areas where it could be expanded upon
- | Not enough parking for game play days
 - Parking is an issue as users park along the street in front of houses



Harmony Park: Playground

Composite Condition Score: 2.54



Harmony Park: Soccer Fields



Harmony Park: Signage



Harmony Park: Perimeter Concrete Sidewalk



Harmony Park: Exercise Station & Signage

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)



FIGURE 16 - Existing Inventory: Harmony Park



10 soccer fields



1 tennis court



**3 semi-shaded
bocce courts**



**1 basketball court
(lit at night)**



2 pavilions



exercise stations



3 playgrounds



2 drinking fountains



2 concession stands



1.8 miles of trail



restrooms



14 benches



23 trash bins

NOTE: IN NOVEMBER 2025, THE TOWN HAD THEIR OFFICIAL GRAND OPENING OF SIX NEW PICKLEBALL COURTS AT HARMONY PARK. THESE COURTS WERE NOT SURVEYED OR INCLUDED DURING THIS MASTER PLAN PROCESS AS THEY WERE UNDER CONSTRUCTION.

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

Name: Lakeview Park

Location: 100 Village Trail, Trophy Club, TX

Size: Approx 9.7 acres

Park Classification: Special Use Park

AMENITIES OFFERED:

- | Practice soccer fields with bleachers
- | Trash receptacles
- | Open space
- | Trails (0.07 mi)
- | Portable restrooms

CONDITION OF AMENITIES:

- | **Access to Park:** 1.5
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): 3
- | **Buildings** (Concessions, Restrooms, Maintenance): N/A
- | **Equipment** (Exercise, Sports, Dog): N/A
- | **Landscaping** (Planting Beds, Irrigation, Parking Islands): N/A
- | **Lighting** (Parking, Pedestrian, Sports): 1
- | **Memorial:** N/A
- | **Natural Areas:** 0
- | **Pavement** (Parking, Stairs, Sidewalks): 3
- | **Playground:** N/A
- | **Signage** (Wayfinding, Informational, Security): 1
- | **Sidewalks, Trails, and Pathways** (Within Park): 3
- | **Sports Courts/Equipment:** N/A
- | **Sports Fields/Equipment:** 3
- | **Structures** (Decorative, Gateway Entrances, Railing/Fencing/Gate, Shade, Pavilion): 3
- | **Trail and Trailhead** (Equestrian/Walking, Motorized, Walking): 3
- | **Water Feature** (Fountain, Natural Aesthetic Creek or Pond): N/A

PROS/POSITIVES:

- | Well-maintained practice soccer fields

AREAS FOR IMPROVEMENT:

- | Lack of signage
 - For a designated trailhead (maps, hours, parking, etc)
 - For practice soccer fields (hours, usage, etc)
- | Lack of accessible parking space for trailhead
- | Lack of shade



Lakeview Park: Fencing

Image Provided by Google

Composite Condition Score: 2.17



Lakeview Park: Sports & Recreational Lawn

Image Provided by Google



Lakeview Park: Fencing & Sports Equipment

Image Provided by Google

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)



FIGURE 17 - Existing Inventory: Lakeview Park



practice fields



trash receptacles



**well-kept
grounds**



0.07 miles of trail

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

Name: Linear Park

Location: Trophy Club, TX

Size: Approx 82 acres

Park Classification: Linear Park

AMENITIES OFFERED:

- | A linear trail running east/west on the north side of Trophy Club
- | Dog Waste Stations along the trail
- | Benches offered in select areas along the trail
- | Two ponds along the trail
 - Fishing dock off one of the ponds
- | Natural areas

CONDITION OF AMENITIES:

- | **Access to Park:** 3
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): 2
- | **Buildings** (Concessions, Restrooms, Maintenance): N/A
- | **Equipment** (Exercise, Sports, Dog): N/A
- | **Landscaping** (Planting Beds, Irrigation, Parking Islands): N/A
- | **Lighting** (Parking, Pedestrian, Sports): N/A
- | **Memorial:** N/A
- | **Natural Areas:** 1
- | **Pavement** (Parking, Stairs, Sidewalks): 1
- | **Playground:** N/A
- | **Signage** (Wayfinding, Informational, Security): 2
- | **Sidewalks, Trails, and Pathways** (Within Park): 1
- | **Sports Courts/Equipment:** N/A
- | **Sports Fields/Equipment:** N/A
- | **Structures** (Decorative, Gateway Entrances, Railing/Fencing/Gate, Shade, Pavilion): 2
- | **Trail and Trailhead** (Equestrian/Walking, Motorized, Walking): 1.03
- | **Water Feature** (Fountain, Natural Aesthetic Creek or Pond): 3

PROS/POSITIVES:

- | The proximity to nature and natural areas is a positive user experience
- | Trail length is an asset providing a good distance and good A to B connection points between the local high school and Trophy Club Park

AREAS FOR IMPROVEMENT:

- | Lack of signage
 - For a designated trailhead (maps, hours, parking, etc)
 - Wayfinding in general for the park and trail
- | Lack of accessible parking spaces for trailheads
- | Several areas along the trail need to be addressed to become ADA compliant



Linear Park: Minimal Parking-Sidewalk, Trail, & Signage

Composite Condition Score: 1.52



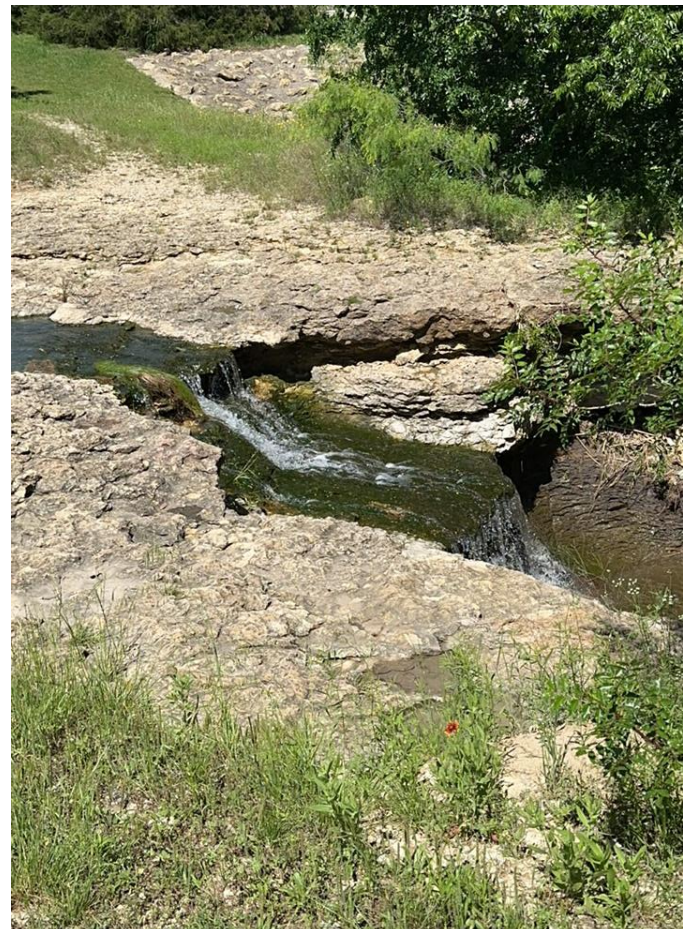
Linear Park: Pier Near Chatswood Drive



Linear Park: Bench



Linear Park: Pond & Fountain



Linear Park: Water Feature Near West Entry

Inventory & Conditions of Park Facilities & Undeveloped Areas (Cont'd.)

UNDEVELOPED PARKLAND

The Parks and Recreation Department currently stewards five areas of undeveloped land within the Town of Trophy Club. While these parcels are not yet improved for public use, they represent strategic opportunities to expand access, fill service gaps, and enhance neighborhood identity through future parks, trails, or civic gathering spaces.

FUTURE LIKELY CLASSIFICATION (IF DEVELOPED)

- | **Mini/Pocket Park** (small, walk-to parks serving nearby residents)
- | **Neighborhood Park** (2–10 acres, walkable access, diverse active + passive uses)
- | **Special Use Park** (if the area in front of Town Hall is programmed as a park or civic plaza with events and unique amenities)

Note on assessment: Amenity conditions were not ranked for these sites because they are undeveloped. When a concept plan is advanced for a given parcel, the Town will apply the standard park development and maintenance criteria (and incorporate the signage identity and median/landscape sustainability guidance) before construction.

SITES (WITH IMAGE REFERENCES)

UNDEVELOPED PARCEL A—LOCATION: END OF TROPHY CLUB DR/KENT ST, TROPHY CLUB, TX

- | **Status:** Undeveloped; accessible from nearby collector street/trail corridor
- | **Potential Fit:** Neighborhood Park (multi-age nature play, loop walk, shade pavilion, trailhead connector along creek corridor)
- | **Opportunities:** Trail connectivity, bioswale/green infrastructure, pollinator habitat; nature education area



Undeveloped Parcel A

UNDEVELOPED PARCEL B—LOCATION: 641 SHELDON DR, TROPHY CLUB, TX

- | **Status:** Undeveloped land held for future park use; accessible by neighborhood, Trophy Club Park trails, and by vehicle
- | **Potential Fit:** Mini/Pocket Park (walk-to seating, shade, native landscaping, small play structure)
- | **Opportunities:** Native-adaptive plant palette; small play node or nature play; wayfinding in the Town style



Undeveloped Parcel B

UNDEVELOPED PARCEL C (SKYLINE PARK)—LOCATION: 306 TENISON TRAIL, TROPHY CLUB, TX

- | **Status:** Open parcel with potential natural features and small play feature
- | **Potential Fit:** Mini/Pocket Park
- | **Opportunities:** Preserve trees where feasible; low-water landscape; small fitness zone



Undeveloped Parcel C

UNDEVELOPED PARCEL D—LOCATION: 310 EAGLES CT, TROPHY CLUB, TX

- | **Status:** Strategically located for trail linkage and passive recreation
- | **Potential Fit:** Neighborhood Park (flex lawn, shade, signage, loop trail)
- | **Opportunities:** Stormwater-friendly design; native meadow edge; wayfinding node, connector to Trophy Club Park trails



Undeveloped Parcel D

NEXT STEPS FOR UNDEVELOPED LAND

CONFIRM SITE NAMES & MAPPING

- | Finalize parcel names, attach GIS exhibits, and include photo inventories.

CONCEPT PROGRAMMING BY PARCEL

- | Identify target classification (Pocket, Neighborhood, or Special Use) and draft programming (shade, seating, small play/fitness, flexible lawn, trail node).

PRELIMINARY COST & PHASE

- | Provide a high-level opinion of probable costs and phasing aligned with opportunities (coordinating with roadway/utility work, high-need areas, or gateways).

COMMUNITY ENGAGEMENT

- | Use concentrated outreach (pop-ups/online survey) to test preferred concepts and confirm desired amenities before moving to design.

DESIGN STANDARDS & IDENTITY

- | Apply native-adaptive plant palettes, water-wise irrigation, and the Trophy Club signage palette (patriotic brand colors; park/trail symbols; minimal accents).

HOW THESE PARCELS FIT THE MASTER PLAN

- | **System Gaps & Equity:** These parcels can be phased to address areas with limited walk-to access, improving proximity to everyday recreation.
- | **Sustainability & Maintenance:** Concept designs should apply the Median Design Templates (native perennials, water-wise strategies, durable hardscape) and Town Parks & Trails Style Guide (timeless, clean, nature-adjacent signage and identity).
- | **Classification Flexibility:** Final park type will be confirmed during concept design based on size, context, access, and community input.
- | **No Condition Scores:** Because there are no built amenities, condition scoring is not applicable at this stage.

Parks Buildings

Beyond parks and trails, the Town of Trophy Club relies on key facilities that support programming and operations. These buildings are essential to delivering recreation services, hosting community activities, and maintaining the quality of the park system. While they are not classified as parks, their functionality and condition directly impact the Town’s ability to meet resident needs and uphold service standards.

This section reviews two primary facilities—the **Activity Center** and the **Parks Department Maintenance Area**—highlighting their current roles and opportunities for improvement. Together, these facilities complement the Town’s park system by providing indoor program space and operational capacity, ensuring a well-rounded approach to recreation and maintenance.

ACTIVITY CENTER

LOCATION: (FAR WEST BUILDING OF) 100 MUNICIPAL DRIVE, TROPHY CLUB, TX

The Activity Center is a key programming hub for the Town, leased from the local MUD. It currently hosts Active Adult programs and annual summer camps, but the building was originally designed as office space and only partially adapted for recreation. To meet growing program needs and align with the Town’s vision for quality facilities, a full renovation is necessary.

CURRENT STATUS

- | Interior spaces lack purpose-built layouts for recreation
- | Outdoor area remains undeveloped, though staff have suggested its use for kids’ camps and outdoor activities

OPPORTUNITIES

- | **Interior Renovation:** Convert the existing office layout into flexible, multi-purpose rooms for fitness, arts, and community gatherings. Upgrade restrooms, storage, and accessibility features. Incorporate durable finishes and technology for modern programming.
- | **Outdoor Activation:** Develop a shaded activity yard for camps and youth programs. Add nature play elements, seating, and a small pavilion for outdoor classes. Integrate native-adaptive landscaping for sustainability and aesthetics.
- | **Connectivity & Identity:** Improve pedestrian access and ADA routes. Apply Town signage standards for wayfinding and branding. Create a welcoming entry that reflects the Town—timeless, clean, and nature-adjacent.

PARKS DEPARTMENT MAINTENANCE AREA

LOCATION: 1501 JUNCTION WAY, TROPHY CLUB, TX 76262

The Maintenance Area is the backbone of park operations, housing equipment, materials, and staff resources. While functional, the site lacks modern organization and environmental best practices, limiting efficiency and safety.

CURRENT STATUS

- | Yard layout is congested, with limited covered storage
- | Staff facilities are minimal and outdated
- | Stormwater and material handling practices need improvement

OPPORTUNITIES

- | **Operational Efficiency:** Reconfigure yard for clear circulation and organized material storage. Add covered bays for equipment and fleet protection.
- | **Staff Support:** Upgrade breakroom, lockers, and restrooms to meet workforce needs. Provide training space for safety and maintenance protocols.
- | **Sustainability Enhancements:** Implement stormwater BMPs and containment for wash-down areas. Create a small plant-staging area for native landscaping projects. Integrate recycling and green-waste handling systems.
- | **Identity & Screening:** Add perimeter landscaping consistent with Median Design principles. Install modest signage for restricted access and Town branding.

HOW THESE FACILITIES SUPPORT THE MASTER PLAN

Both facilities are essential to delivering high-quality programs and maintaining the Town’s Park system.

IMPROVEMENTS WILL:

- | Enhance program capacity and community engagement.
- | Increase operational efficiency and environmental stewardship.
- | Align aesthetics and branding.

Standards Comparison Assessment

Understanding National Recreation and Park Association (NRPA) Resources and Application to Trophy Club: The NRPA publishes an annual Agency Performance Review, which summarizes key metrics for park and recreation agencies nationwide. These benchmarks provide a useful comparison point for evaluating existing facilities and planning for future needs, as outlined in the Needs Assessment and prioritization strategies within this Master Plan.

SETTING UP STANDARDS-BASED ASSESSMENT

For Trophy Club, the most relevant NRPA data reflects communities with populations under 20,000.

THREE COMMONLY REFERENCED METRICS INCLUDE:

- | **Acres of Parkland per 1,000 residents:** 12.9 (median)
- | **Residents per Park:** 1,001 (median)
- | **Miles of Trail:** 4.0 (median)

These figures serve as general indicators, not prescriptive standards, helping the Town understand how its current system compares to national norms while maintaining flexibility to address local priorities.

WHY NRPA MOVED AWAY FROM FIXED STANDARDS

The NRPA no longer publishes rigid facility standards, as explained in a November 2019 Parks & Recreation Magazine article titled “NRPA Park Metrics Replaces NRPA Areas and Facilities Standards.” The excerpt below captures the reasoning behind this shift:

HOW THIS APPLIES TO TROPHY CLUB

NRPA metrics are now intended as comparative tools, not universal standards. For Trophy Club, this means using NRPA benchmarks as a reference point while prioritizing the Town’s unique sense of place, community values, and growth patterns. The Master Plan incorporates these metrics alongside local engagement results to ensure that recommendations remain responsive, equitable, and tailored to resident expectations.



NRPA Logo

Image Provided by Google

“Standards” is a word we hear often at NRPA. More specifically, park and recreation professionals ask us about the “NRPA Standards” nearly once a week, and it also came up at the membership booth at this year’s conference. This is impressive because the NRPA Areas and Facilities Standards has not been updated in more than two decades and will never again be updated.

The reason for this is simple: There is not a single set of standards for parks and recreation that could possibly encompass the uniqueness found in every community across the country. Communities vary greatly by size, needs and desires; so too should their park and recreation agencies’ offerings. To think an agency in Alaska, one in Kansas and one in south Florida should hold themselves to the same standards is unrealistic, impractical, and potentially detrimental.

– *Melissa May, Senior Research Manager*

LAND AREA

Needs assessment can be looked at through park acreage relative to population. This is determined through the current population and the projected estimates. This gives a very generalized benchmark to strive for because it is important to establish standards and metrics based on unique local features such as user characteristics and preferences, demographics, regional climate, and other considerations.



Harmony Park: Pickleball

POPULATION PROJECTIONS

The Town of Trophy Club's population in 2025 is estimated at approximately **13,843** (American Community Survey [ACS]).

USING EXTERNAL DATASETS AND HISTORICAL GROWTH TRENDS, PROJECTIONS EXTEND TO 2035 UNDER SEVERAL SCENARIOS:

- | Texas Water Development Board (TXWDB) Projection: **14,391**
- | Combination of TXWDB and Low Growth Rate Projection: **15,650**
- | Low Growth Rate (25th percentile historically): **16,909**

These scenarios provide a practical planning range to guide the scale and timing of parks and recreation investments. While the TXWDB projection (14,391) represents the most conservative, yet realistic, outlook the Town will use the combination of TXWDB and the Low Growth Rate projections to remain flexible—aligning facility upgrades, trail connectivity, and programming with observed growth over time.

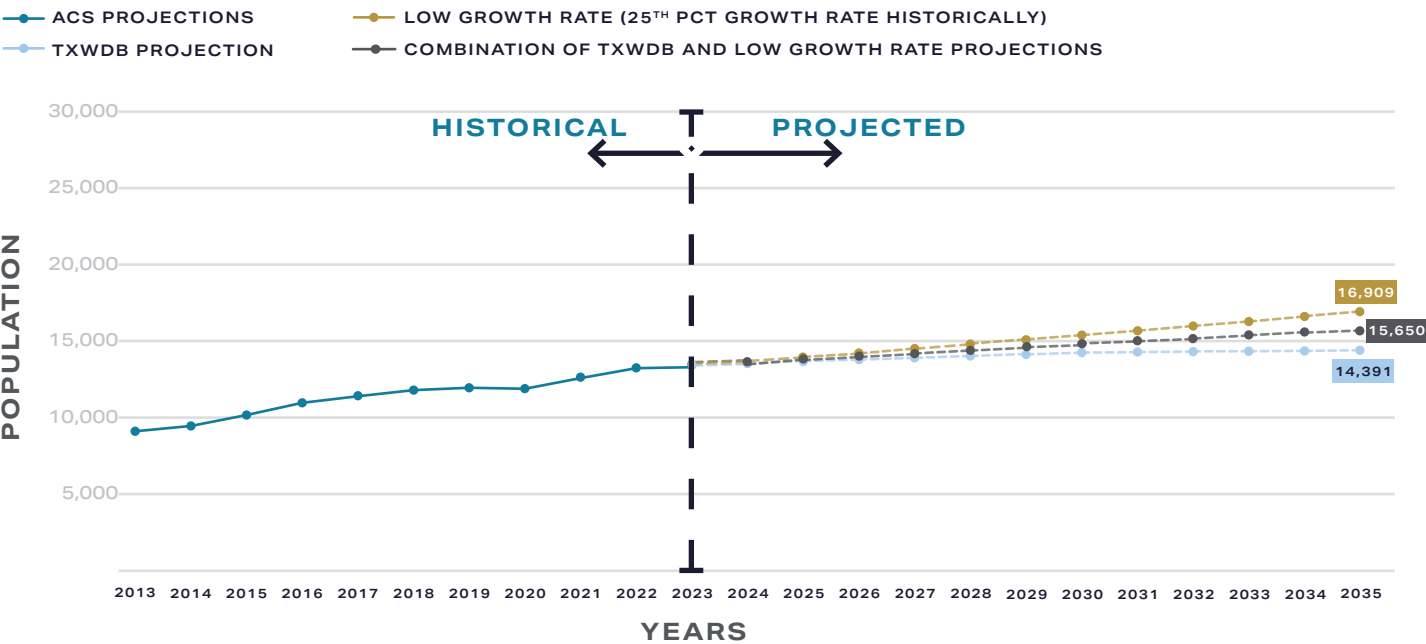


FIGURE 18 - ToTC Demographics: Population Projections

TABLE 6 - National Recreation and Parks Association 2025 Metric Comparisons to Trophy Club

2025 NRPA METRIC COMPARISONS				
	ACRES OF PARKLAND PER 1000 RESIDENTS (INCLUDING TROPHY CLUB PARK)	ACRES OF PARKLAND PER 1000 RESIDENTS (EXCLUDING TROPHY CLUB PARK)	NUMBER OF RESIDENTS SERVED BY ONE PARK (INCLUDING TROPHY CLUB PARK)	NUMBER OF RESIDENTS SERVED BY ONE PARK (EXCLUDING TROPHY CLUB PARK)
NRPA MEDIAN (POPULATION OF < 20,000)	12.9	-	1,001	-
2025 (ESTIMATE) TROPHY CLUB LEVEL OF SERVICE	106.7	10.8	1,730	1,978
2035 TROPHY CLUB PROJECTION LEVEL OF SERVICE	94.4	9.6	1,956	2,236

NATIONAL RECREATION & PARKS ASSOCIATION (NRPA) LAND METRICS

The 2025 Agency Performance Review metrics summary was analyzed and compared to the Town of Trophy Club using the average of TXWDB and Low Growth Rate population values from the report.

THE CHART INCLUDES TWO KEY METRICS:

- | Acres of parkland per 1,000 residents
- | Number of residents served per individual park

Trophy Club currently has seven developed parks and four undeveloped parcels of parkland. For this analysis, only developed parkland was included to illustrate the projected figures if no additional land is developed. Comparisons were made using the 2025 estimated population and the 2035 combination of TXWDB and Low Growth Rate projected population, based on external datasets and historical growth trends. It is important to note that calculations were performed both with and without Trophy Club Park (TCP) due to its size and unique amenities.

This snapshot shows how future population growth will affect parkland ratios and residents per park, highlighting service gaps and land-acquisition needs.

ACRES OF PARKLAND PER 1,000 RESIDENTS

Quantity of land area is typically measured in acres of parkland per 1,000 residents. According to the National Recreation and Park Association (NRPA), the median metric for municipalities with populations under 20,000 is 12.9 acres per 1,000 residents.

- | **2025 Estimate:** Trophy Club has approximately 103.7 acres per 1,000 residents (with TCP) and 11.2 acres per 1,000 residents (without TCP), meaning the Town currently meets the NRPA standard only when TCP is included.
- | **2035 Projection:** With an average of TXWDB and Low Growth Rate projected population values from the report a population of 15,650, Trophy Club would have 94.4 acres per 1,000 residents (with TCP) and 9.6 acres per 1,000 residents (without TCP) if no additional parkland is developed—falling below the NRPA median without TCP.

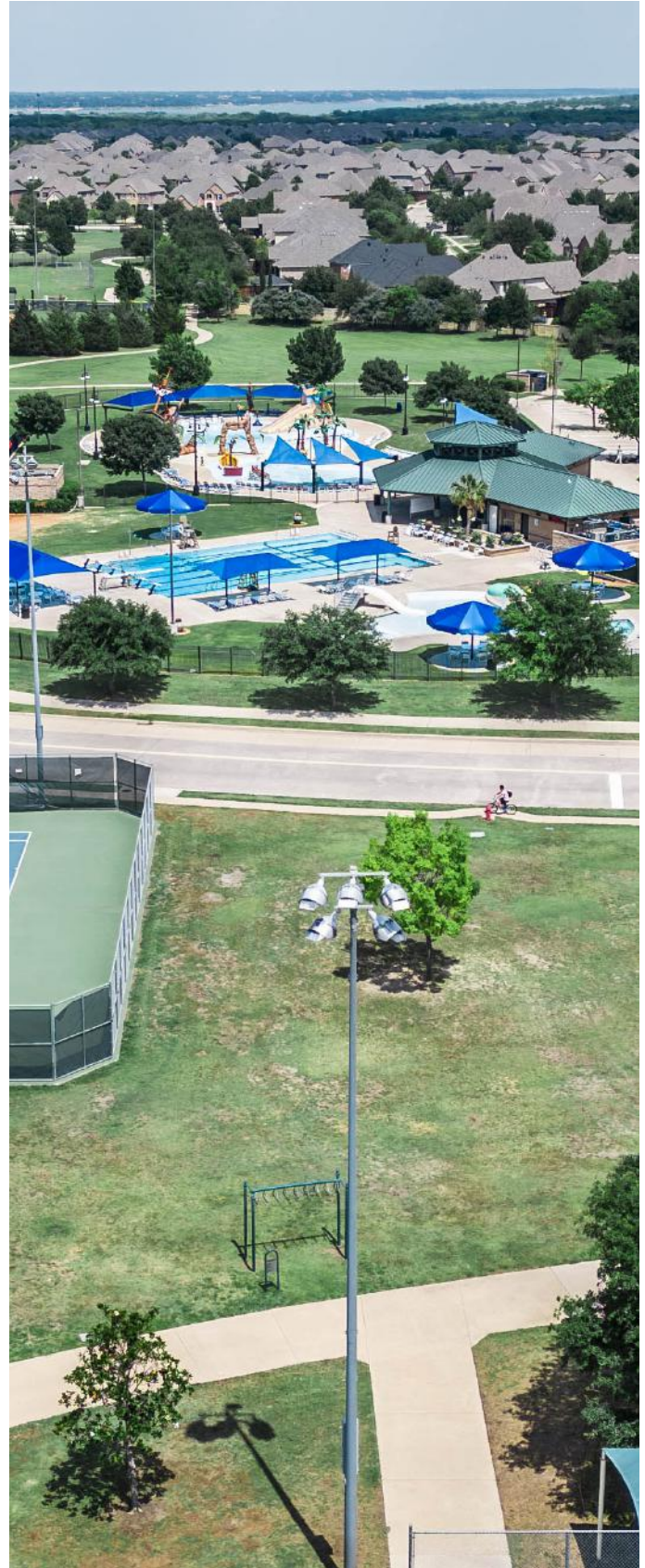
RESIDENTS SERVED PER PARK

The second NRPA metric is the number of residents served by one park. The NRPA median for communities under 20,000 population is 1,001 residents per park.

- | **2025 Estimate:** One park in Trophy Club serves approximately 1,730 residents.
- | **2035 Projection:** If no new parks are added, that figure raises to 1,956 residents per park.

This analysis highlights the need for strategic parkland development to maintain service levels as the Town grows.

Although Trophy Club meets national standards now, future population growth will demand proactive planning to ensure equitable access to and quality recreation opportunities.



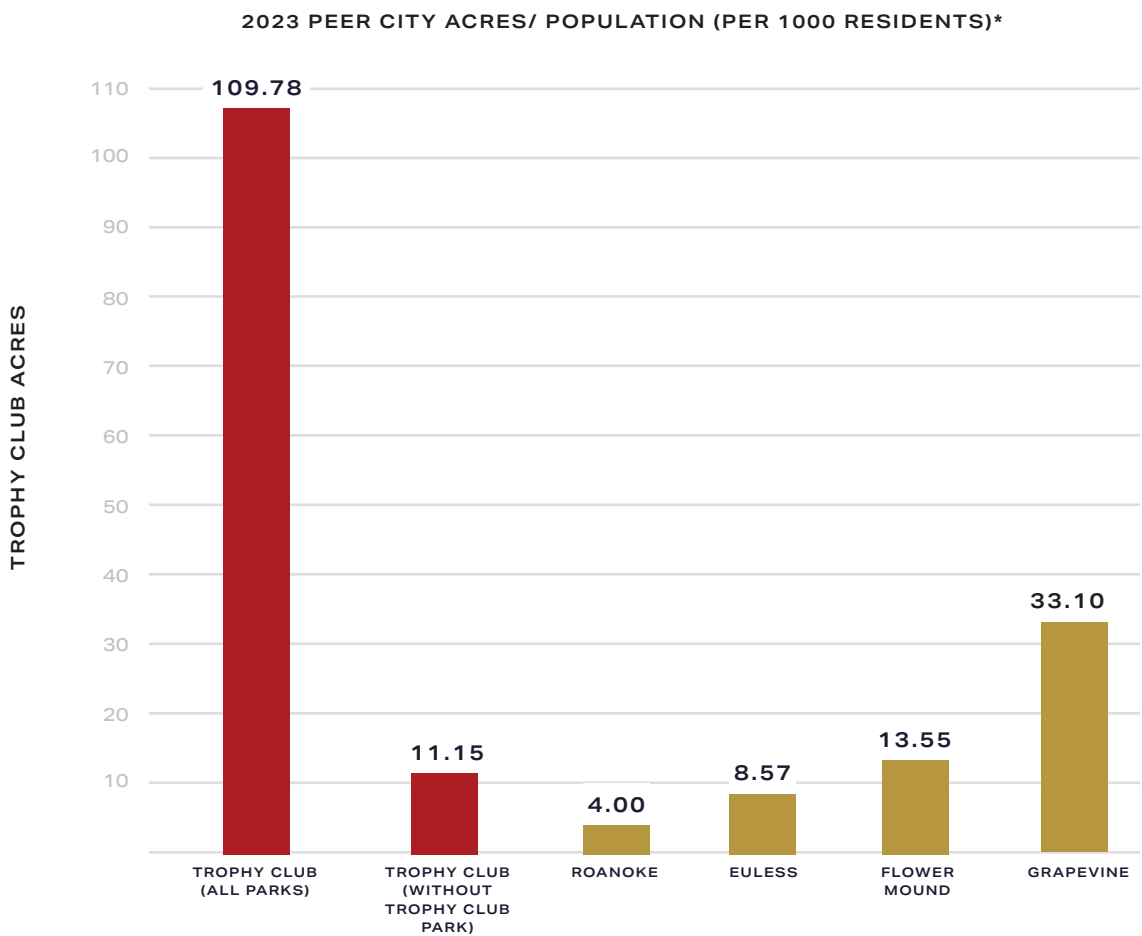
Independence Park

Standards Comparison Assessment (Cont'd.)

PEER CITIES METRICS

Another consideration was comparing peer cities using the same metrics. Peer cities were considered based off a pre-existing list utilized by Trophy Club when comparing population, demographics, and location. Of those cities, four agency park metrics were in the NRPA voluntarily supplied database.

The Peer City Acres per 1,000 Residents analysis shows that Trophy Club provides exceptional parkland when Trophy Club Park is included—approximately 109.78 acres per 1,000 residents, far exceeding nearby communities. When that regional-scale asset is excluded, Trophy Club offers about 11.15 acres per 1,000 residents, which places the Town within the peer range—comparable to Flower Mound (~13.55) and above Euless (~8.57) and Roanoke (~4.00), though below Grapevine (~33.10). This context underscores both the regional value of Trophy Club Park and the Town's solid standing among peers on neighborhood scale parkland.



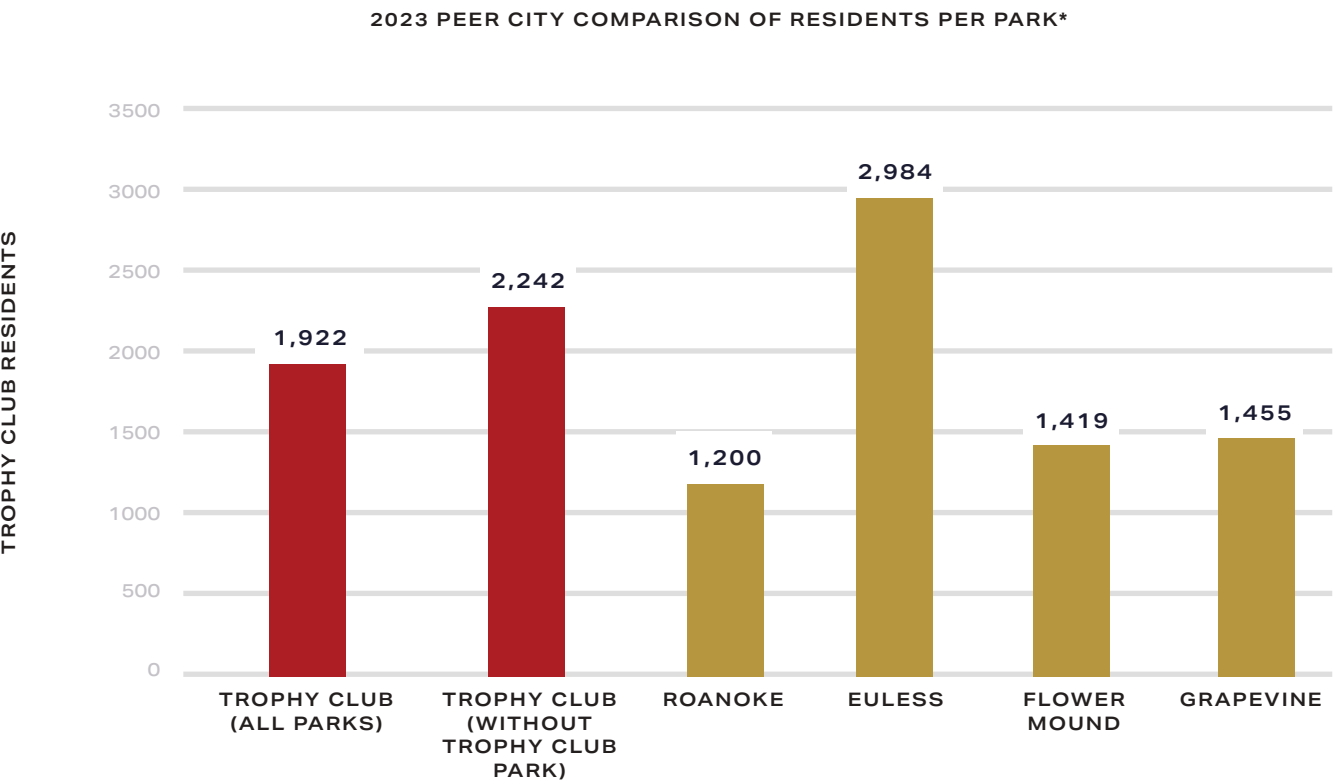
**The calculations for Trophy Club (All Parks) and Trophy Club (Without Trophy Club Park) in this chart differ from those in Table 6, as the most recent peer city data is from 2023.*

FIGURE 19 - Peer City Comparison: Park Acreage per 1,000 Residents

Standards Comparison Assessment (Cont'd.)

PEER CITIES METRICS (CONT'D.)

The Peer City Residents per Park analysis indicates that Trophy Club provides a competitive level of parkland per resident when Trophy Club Park is included—about 1,922 residents per unit of parkland, which outperforms Euless (2,984) but trails Roanoke (1,200), Flower Mound (1,419), and Grapevine (1,455). When Trophy Club Park is excluded, the Town’s ratio shifts to 2,242 residents per parkland unit, moving closer to Euless and highlighting the outsized role the regional-scale park plays in per capita supply. The comparison underscores the importance of maintaining Trophy Club Park’s value while continuing targeted neighborhood scale investments to improve everyday access and balance the distribution of parkland across the Town.



*The calculations for Trophy Club (All Parks) and Trophy Club (Without Trophy Club Park) in this chart differ from those in Table 6, as the most recent peer city data is from 2023.

FIGURE 20 - Peer City Comparison: Residents per Park

Standards Comparison Assessment (Cont'd.)

ACREAGE NEEDED ANALYSIS

The Acreage Needed per 1,000 Residents analysis shows that parkland demand in Trophy Club will increase under all growth scenarios through 2035. By the end of the planning horizon, the total need is projected at approximately 213 acres (Low Rate scenario) and 197 acres (Low/TXWDB combination scenario). If no additional parkland is added, the cumulative shortfall could reach about 75 acres.

Currently, the inclusion of Trophy Club Park in these calculations ensures that land acquisition is not a priority. Instead, the emphasis should be on developing existing parkland to meet resident needs, improving amenities, and enhancing accessibility. This approach allows the Town to focus resources on quality upgrades, connectivity, and programming rather than expanding its land base.

LOCATION, LOCATION, LOCATION

Understanding where parks are located within the system is essential for evaluating how well they serve current and future community needs. Ideally, park sites should be distributed strategically so they are accessible to all populated areas through multiple modes of travel. This section identifies and evaluates the location of Trophy Club's park facilities to determine service coverage and gaps.

SERVICE AREA ANALYSIS

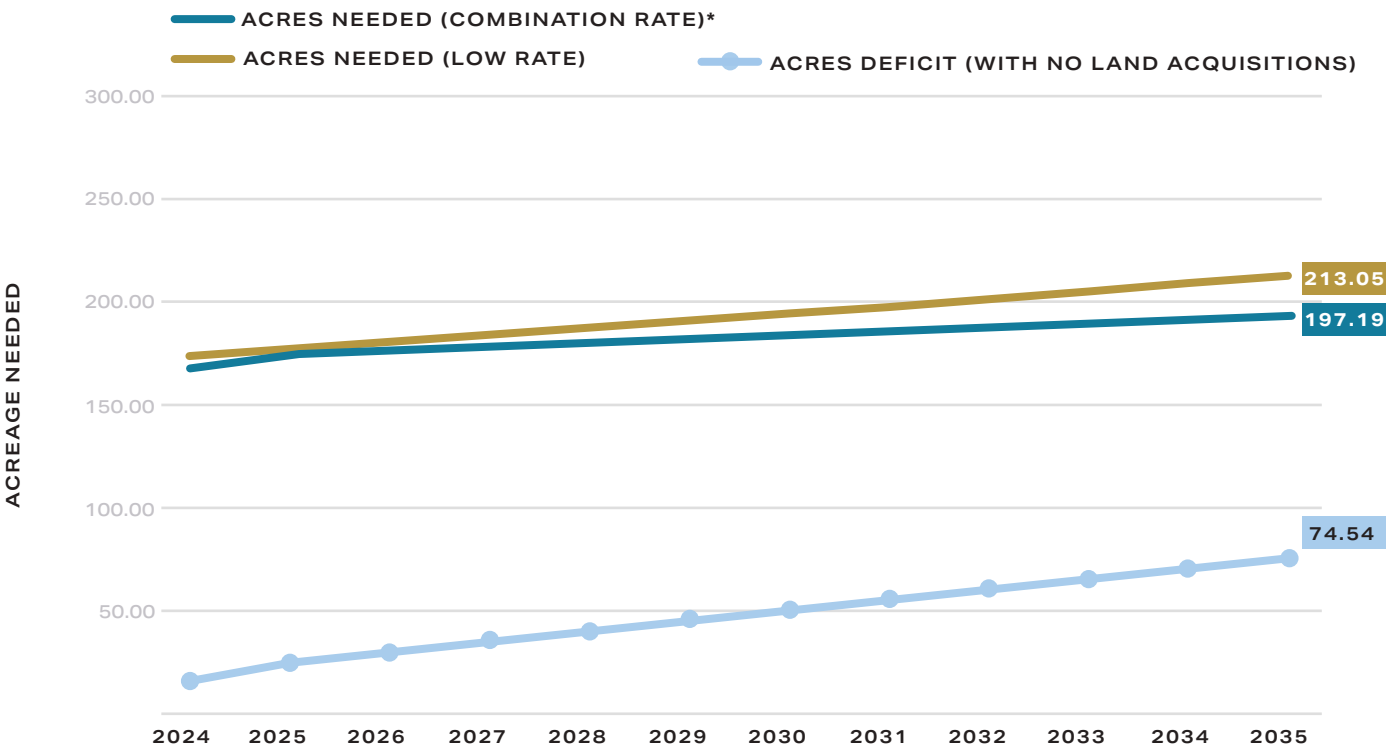
Traditionally, service area evaluations use simple circular buffers around each park - typically 1/4 mile, 1/2 mile, and 1 mile—to approximate walking or driving distances. However, this approach does not reflect real-world travel patterns.

For this Master Plan, the analysis uses network-based buffers along actual transportation routes—roads, sidewalks, and trails—to provide a more accurate measure of accessibility.

SERVICE AREAS ARE REPRESENTED BY:

- | **5-minute walk** (1/4 mile)
- | **10-minute walk** (1/2 mile)
- | **15-minute walk** (approximately 1 mile)
- | **1-mile, 2-mile, and 5-mile drive times**

This method better reflects how residents access parks—whether walking, biking, or driving—and provides a realistic picture of connectivity and coverage. By using these network-based distances, the Town can identify under-served areas and prioritize improvements that enhance accessibility for all residents.



*The acres needed is based on combining the two projected rates of TXWDB and Low Growth Projection (15,650).

FIGURE 21 - Acreage Needed per 1,000 Residents



Harmony Park

Standards Comparison Assessment (Cont'd.)

SERVICE AREA EVALUATION

The first map illustrates the 5-, 10-, and 15-minute walk analysis for Trophy Club. Overall, most developed areas of the Town have access to a park within these walking distances, indicating strong coverage for most residents. However, the southeast portion of Trophy Club shows a gap in service, where walkable access to a park is limited.

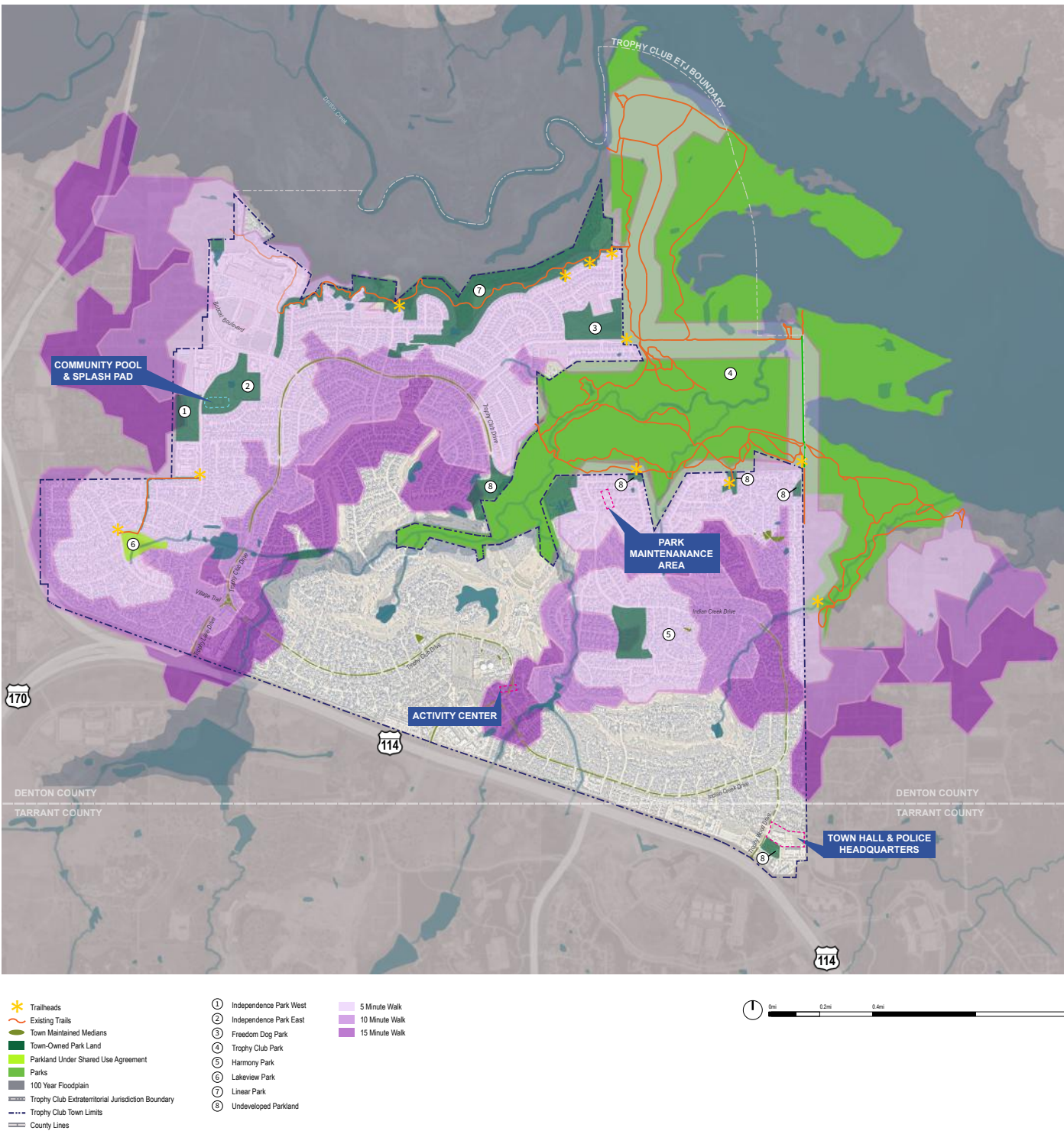


FIGURE 22 - Existing Proximity Map: Walk

Standards Comparison Assessment (Cont'd.)

SERVICE AREA EVALUATION (CONT'D.)

A significant factor influencing this gap is the presence of privately owned land, including the golf course, which occupies a large portion of the area and restricts opportunities for public park development. If the Town were to develop the undeveloped areas into a park or civic gathering space, this improvement would help close the gap and ensure that all neighborhoods in Trophy Club are within walking distance of a park. The Proposed Proximity Map is based on the proposed Trail Master Plan created to link all developed parkland.

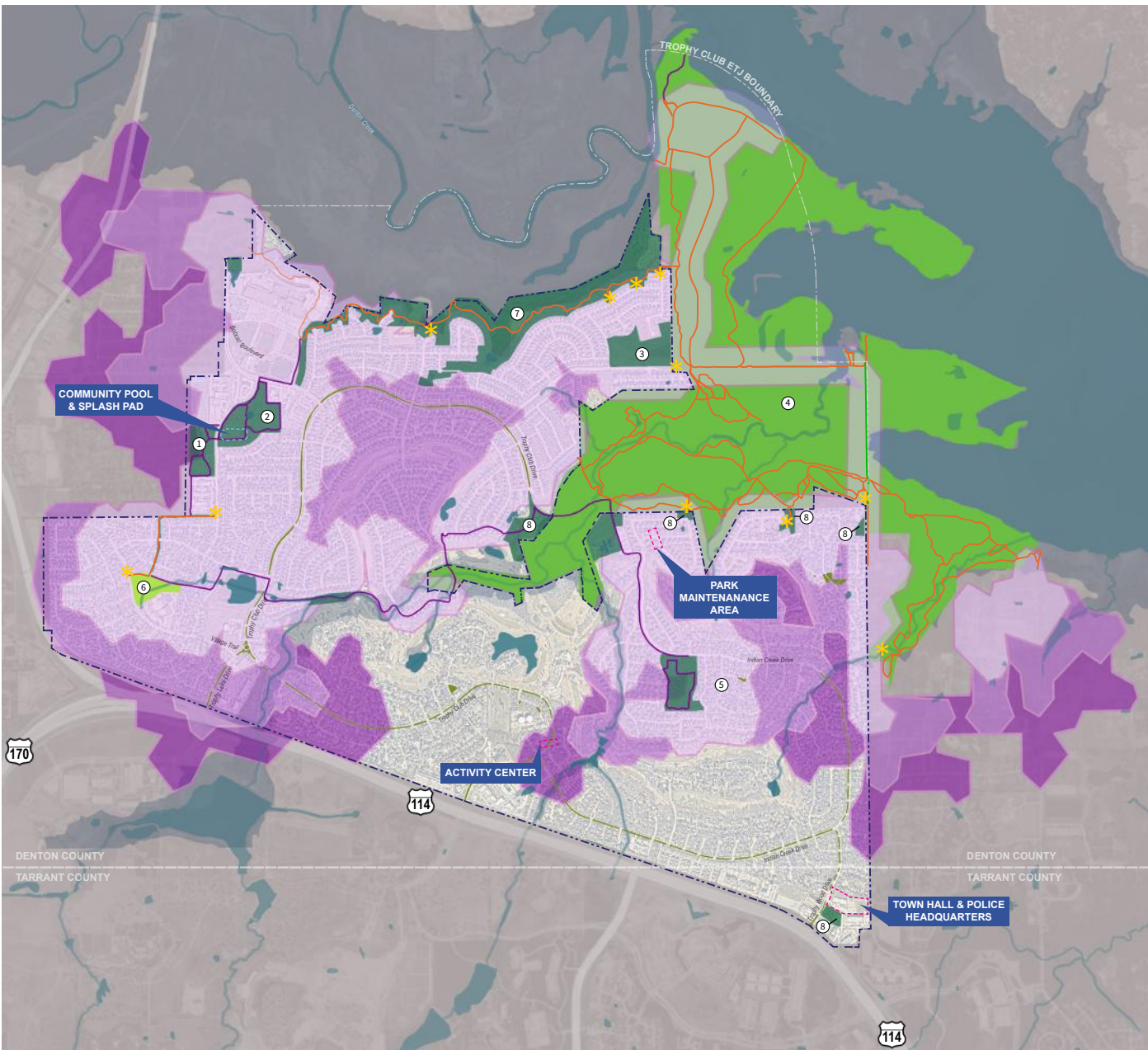


FIGURE 23 - Proposed Proximity Map: Walk

Standards Comparison Assessment (Cont'd.)

SERVICE AREA EVALUATION (CONTINUED)

The second service area map illustrates park access based on drive times rather than walking distances. Buffers of 5, 10, 15, and 30 minutes were applied to show the reach of Trophy Club's Community parks. These intervals represent reasonable drive times to a community-level facility.

The analysis confirms that the entire Town, its extraterritorial jurisdiction (ETJ), and areas well beyond are adequately served

by existing Community parks. Residents throughout Trophy Club can access these parks within a short drive, reinforcing the strength of the current system for regional connectivity.

As the Town considers future annexation or continued residential development beyond current population projections, service area coverage should be re-evaluated to ensure that Community parks remain accessible and responsive to growth.

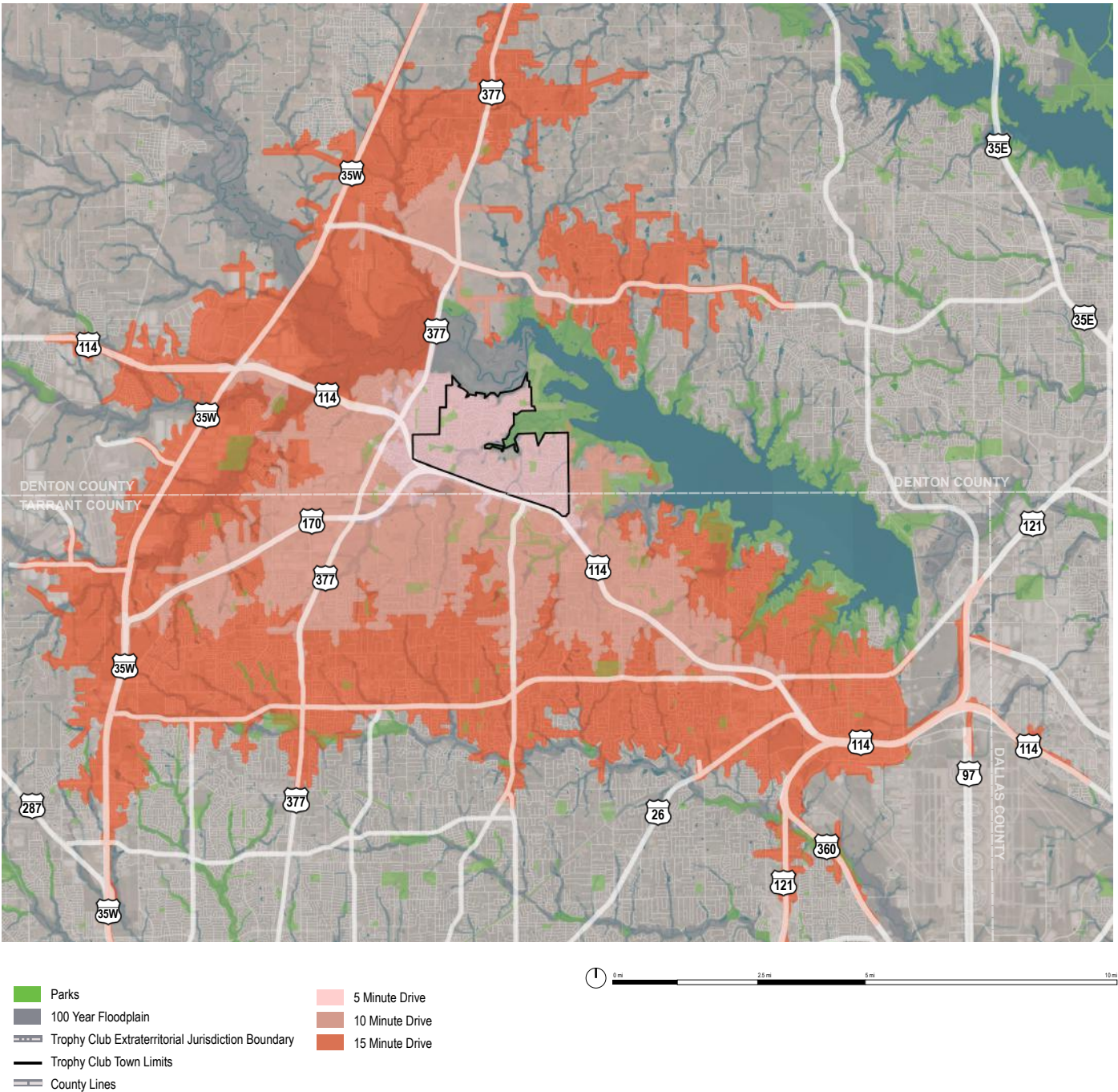


FIGURE 24 - Existing Proximity Map: Drive



Trophy Club Park Motocross Trails (2019)

Standards Comparison Assessment (Cont'd.)

Land area is a critical component to recreation planning. The other factor that is just as important is developing this land with the correct mix of facilities and amenities. This is unique to each community and where again, the demographics of the Town are integral to the process.

The table below shows the median number of residents served by various park facility types, according to the 2025 NRPA Performance Review Summary. Facilities are categorized as

outdoor or indoor, and the analysis uses the NRPA population range of under 20,000 residents, relevant for Trophy Club in 2025.

The table projects the potential number of amenities needed based on the 2035 population forecast. These projections serve as a reference, not a strict standard. While NRPA benchmarks reflect national averages, the Town should prioritize the specific needs and preferences of Trophy Club residents.

TABLE 7 - Quantity of Outdoor Facilities Comparison to NRPA Metrics

FACILITY TYPE	NRPA MEDIAN POPULATION IN CITIES < 20,000 POPULATION (PREVALENCE & POPULATION PER FACILITY)	CURRENT MEDIAN FACILITIES NEEDED BASED ON 2025 POPULATION OF 14,242 (TOWN OF TROPHY CLUB)	TOWN OF TROPHY CLUB EXISTING FACILITIES (APRIL 2025)	TOWN OF TROPHY CLUB FACILITIES NEEDED IN 2035 BASED ON POPULATION OF 15,650 (COMBINATION OF TXWDB/LOW GROWTH PROJECTIONS)
OUTDOOR				
Playgrounds	2,000	7	6	8
Basketball courts*	4,479	3	0	4
Diamond fields	1,958	7	8	8
Tennis courts*	3,500	4	0	5
Volleyball courts*	7,057	2	0	3
Rectangular fields: multipurpose	2,578	6	1	7
Dog parks	10,188	1	1	2
Community gardens	8,800	2	1	2
Fitness zones+	8,274	2	0	2
Walking/Running tracks+	6,129	2	0	3
Swimming pools	9,745	1	1	2
Splash pads+	13,391	1	1	2
Water parks	17,125	1	0	1
Multi-use courts^	3,900	4	0	5
Skate parks	10,776	1	0	2
Disc golf course	9,402	2	1	2
Driving range stations	3,548	4	0	5
Pickelball courts*	3,483	4	0	5
Regulation 18-hole courses	11,904	1	0	2
Nine-hole golf courses	11,904	1	0	2
Multi-use racquet court	14,000	1	0	2
Synthetic fields+	11,028	1	0	2
Ice rinks	8,338	2	0	2
Overlay fields	7,932	2	0	2

*Dedicated to a single sport (not multiuse). +Fitness zones/exercise stations; splashpads/spray grounds/spray showers; walking/running tracks/loops; synthetic rectangular fields. ^Multiuse courts: basketball, volleyball, etc.; multiuse racquet courts: tennis, pickleball, etc. (Excluding racquetball/handball/squash courts).



ToTC Community Pool

TABLE 8 - Quantity of Indoor Facilities Comparison to NRPA Metrics

FACILITY TYPE	NRPA MEDIAN POPULATION IN CITIES < 20,000 POPULATION (PREVALENCE & POPULATION PER FACILITY)	CURRENT MEDIAN FACILITIES NEEDED BASED ON 2025 POPULATION OF 14,242 (TOWN OF TROPHY CLUB)	TOWN OF TROPHY CLUB EXISTING FACILITIES (APRIL 2025)	TOWN OF TROPHY CLUB FACILITIES NEEDED IN 2035 BASED ON POPULATION OF 15,650 (COMBINATION OF TXWDB/LOW GROWTH PROJECTIONS)
INDOOR				
Multi-use courts^	5,250	3	0	3
Competitive swimming pools	10,224	1	0	2
Basketball courts*	5,188	3	0	4
Leisure pools	11,625	1	0	2
Walking/Running tracks+	11,625	1	0	2
Pickleball courts*	4,625	3	0	4
Multi-use racquet courts^	5,000	3	0	4
Therapeutic pools	13,000	1	0	2
Racquetball/Handball/Squash courts	7,692	2	0	3
Recreation Center (including gyms)	9,875	1	0	2
Community centers	10,000	1	1	2
Permanent & semipermanent restrooms	2,359	6	8	7
Performance amphitheaters	10,686	1	0	2
Senior centers	13,966	1	1	2
Aquatics centers	8,832	2	0	2
Nature centers	13,933	1	0	2
Facilities with restrooms (public use)	5,428	3	0	3
Stadiums	9,857	1	0	2
Indoor ice rink	8,054	2	0	2
Teen centers	15,475	1	0	2
Arenas	9,402	2	0	2

*Dedicated to a single sport (not multiuse). +Walking/running tracks/loops, synthetic rectangular fields. ^Multiuse courts: basketball, volleyball, etc.; multiuse raquet courts: tennis, pickleball, etc. (not including racquetball/handball/squash courts).

This comparison serves as a starting point for discussion, helping to identify gaps and guide decisions about future investments in parks and recreation facilities.

KEY OBSERVATIONS: NRPA METRICS VS. TROPHY CLUB FACILITIES

| **Playgrounds, Basketball Courts, Tennis Courts, Volleyball Courts**

- **Observation:** Trophy Club exceeds NRPA medians for these core amenities, offering more than the recommended number for its population size.
- **Takeaway:** Focus on quality and accessibility improvements—shade, surfacing, and ADA compliance—rather than adding new quantities.

| **Rectangular Multipurpose Fields (Soccer/Football/Lacrosse)**

- **Observation:** NRPA suggests six fields for Trophy Club's size; the Town currently has one.
- **Takeaway:** Address this gap through overlay striping, school partnerships, and phased field development if local demand supports expansion.

| **Community Gardens, Fitness Zones, Walking/Running Tracks**

- **Observation:** These health and wellness amenities are limited or absent compared to NRPA benchmarks.
- **Takeaway:** Introduce low-cost, high-impact features such as fitness pods, garden pilots, and signed walking loops to broaden access and support active lifestyles.

| **Dog Parks, Splash Pads, Swimming Pools, Multiuse Courts**

- **Observation:** Current inventory meets NRPA medians, but projections for 2035 indicate modest increases in need.
- **Takeaway:** Plan for lifecycle upgrades and capacity management (shade, seating, programming) to maintain service quality as population grows.

| **Specialty Amenities (Skate Park, Disc Golf, Driving Range, Pickleball Courts)**

- **Observation:** These features fall below NRPA medians, though some (e.g., golf) are privately provided.
- **Takeaway:** Use community demand data to guide decisions. For emerging interests like pickleball, start with shared-use striping or pilot courts before committing to dedicated facilities.



Trophy Club Park: Marshall Creek Entry

Median & Public Landscape Areas

The Town of Trophy Club maintains numerous landscaped medians and entry features throughout the community, which serve as a defining element of the Town’s identity. These spaces create a welcoming environment for residents and visitors, reinforce community character, and contribute to the overall aesthetic quality of public rights-of-way. The Parks Department is responsible for planting, maintaining, and enhancing these areas, ensuring they remain vibrant and sustainable year-round.

VALUE TO TROPHY CLUB’S IDENTITY

Medians and entry features are more than functional—they are visual gateways that reflect Trophy Club’s commitment to quality and beauty. Their design and upkeep convey a sense of pride and help distinguish the Town from surrounding communities. Seasonal color, mature trees, and thoughtfully integrated hardscaping create a unique streetscape that enhances property values and strengthens community appeal.

CURRENT DESIGN APPROACH

- | **East Side:** Features mature landscaping with large deciduous and evergreen trees, providing shade and a traditional aesthetic.
- | **West Side:** Incorporates xeriscaping principles with drought-tolerant plants, natural stone, and low-water designs to reduce maintenance costs and conserve resources.
- | **Seasonal Color:** Planted twice annually—in late fall and spring—to add vibrancy at key locations such as median design tips, municipal building entries, and community landmarks.

SUSTAINABILITY & WATER CONSERVATION

WATER CONSERVATION IS CENTRAL TO FUTURE MEDIAN PLANNING. THE TOWN IS ACTIVELY TRANSITIONING TOWARD ENVIRONMENTALLY FRIENDLY AND FISCALLY RESPONSIBLE DESIGNS, INCLUDING:

- | Native and drought-tolerant plantings
- | Efficient irrigation systems
- | Use of compost and mulch to retain soil moisture
- | Integration of hardscape elements to reduce water demand

FUTURE PLANNING

As part of this Master Plan, a Median Design Template is introduced in a later section. This template will provide a consistent framework for future improvements and new installations, addressing concerns related to water conservation, sustainability, and budgetary efficiency while maintaining Trophy Club’s distinctive character.

MAINTENANCE STANDARDS

THE PARKS DEPARTMENT FOLLOWS A STRUCTURED MAINTENANCE SCHEDULE TO ENSURE MEDIANS REMAIN SAFE, ATTRACTIVE, AND HEALTHY:

- | **Daily:** Litter and debris removal
- | **Weekly:** Mowing and edging
- | **Seasonal:** Planting seasonal color, fertilizing, mulching
- | **Annual:** Tree trimming, irrigation inspections, backflow testing, shrub pruning

LOOKING AHEAD

Future enhancements will continue to emphasize sustainability, visual impact, and cost efficiency.

OPPORTUNITIES INCLUDE:

- | Expanding xeriscape designs to additional medians
- | Incorporating bioswales and green infrastructure for stormwater management
- | Increasing shade canopy through strategic tree planting
- | Adding educational signage to promote water-wise landscaping practices

Medians and public spaces will remain a cornerstone of Trophy Club’s identity—creating a sense of arrival, supporting environmental stewardship, and reinforcing the Town’s reputation for quality design.



Trophy Club Drive Median



05

Trails Master Plan

Trail Classifications

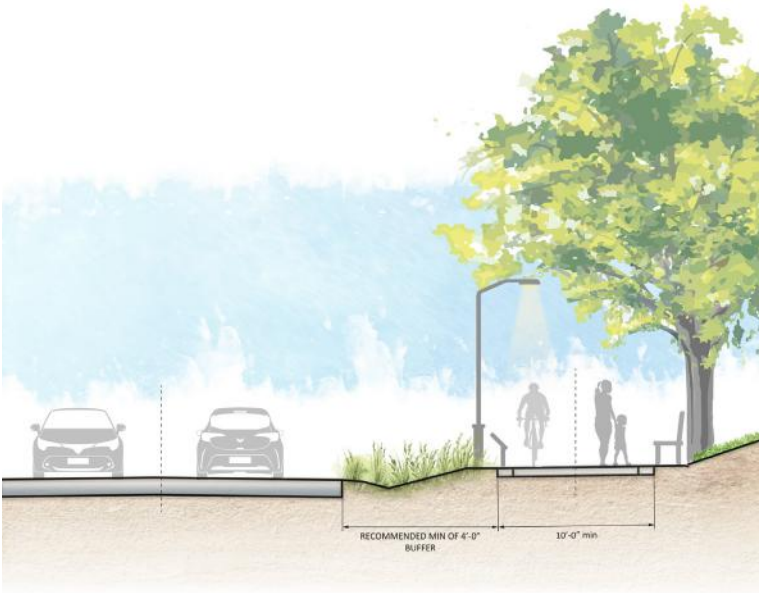


FIGURE 25 - Section: Roadside Trails

TABLE 9 - Trail Classifications & Standards

	DESCRIPTION
ROADSIDE TRAILS	Trails located adjacent to a roadway with an appropriate buffer distance from the vehicles. AASHTO recommends that roadside trails be at least 10’ wide to safely accommodate multiple types of users. Trail user safety at driveways and intersections is a very important consideration for roadside trails.
OFF-STREET TRAILS	Trails located away from roadways either in a greenbelt, along a creek corridor, along a utility corridor, or within a park with a minimum width of 10’. The American Association of State Highway Transportation Officials (AASHTO) recommends that off-street trails are at least 10’ wide to safely accommodate multiple types of users.
VELOWEB TRAILS	Regional trails that connect multiple communities and are designated on the North Central Texas Council of Governments (NCTCOG) Regional Veloweb map. These trails are designated with a 12’ width minimum.



FIGURE 26 - Section: Off-Street Trails



Trophy Club Park Trail

Trail Inventory & Conditions

Name: Linear Park Trail

Location/Endpoints: Byron Nelson High School Parking Lot to TCP East Terminal

Trail Typology: Off-Street Trail

Primary Users: Walkers, runners, leisure cyclists, families

Overview: This standalone segment functions as a local connector between nearby neighborhoods and an east-west spine of the trail system.

AMENITIES OFFERED:

- | Dog Waste Stations at trailheads
- | Benches offered in select areas along the trail
- | Two ponds along the trail
 - Fishing dock off one of the ponds
- | Natural areas

CONDITION OF AMENITIES:

- | **Access to Trail:** 3
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): 3
- | **Landscaping** (Planting Beds, Irrigation, Parking Islands): *N/A*
- | **Lighting** (Parking, Pedestrian, Sports): *N/A*
- | **Natural Areas:** 1
- | **Pavement** (Parking, Stairs, Sidewalks): 2
- | **Signage** (Wayfinding, Informational, Security): 1

PROS/POSITIVES:

- | The proximity to nature and natural areas is a positive user experience
- | Trail length is an asset providing a good distance and good A to B connection points between the local high school and Trophy Club Park

AREAS FOR IMPROVEMENT:

- | Lack of signage
 - For a designated trailhead (maps, hours, parking, etc)
 - Wayfinding in general for the trail
- | Lack of accessible parking spaces for trailheads
- | Several areas along the trail need to be addressed to become ADA compliant



Linear Park Trailhead

Composite Condition Score: 2.00



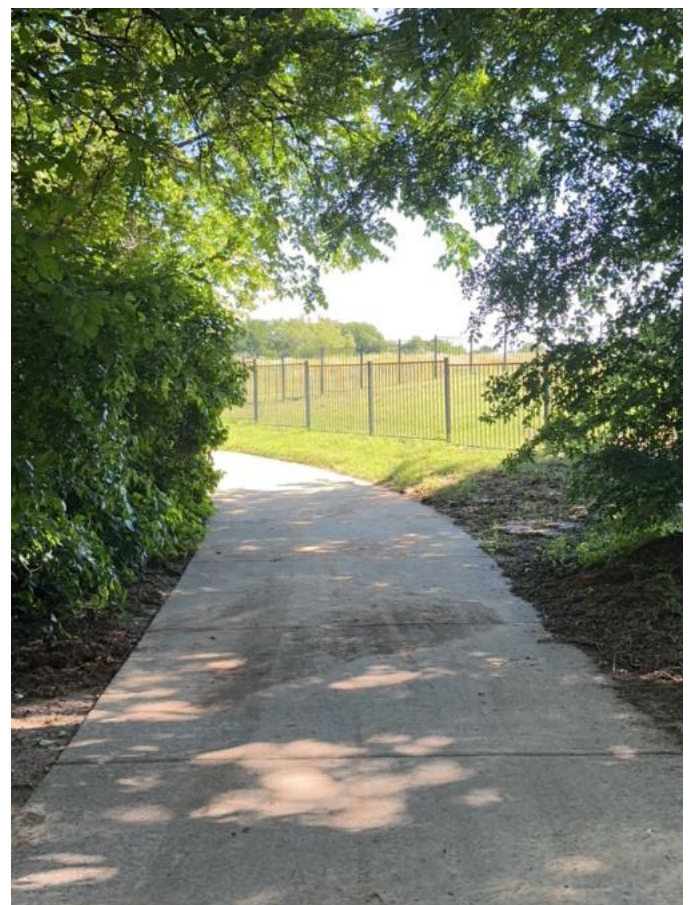
Linear Park Trail: Utility Bridge



Linear Park Trail: Near Chatswood Drive



Linear Park Trailhead



Linear Park Trail: Shade & Erosion

Trail Inventory & Conditions (Cont'd.)

Name: Lakeview Park Trail to Independence Park West

Location/Endpoints: Lakeview Park Trail to Independence Park West at the north terminus

Trail Typology: Off-Street Trail

Primary Users: Walkers, runners, leisure cyclists, families

Overview: This standalone segment functions as a local connector between nearby neighborhoods and a north-south portion of the trail system.

AMENITIES OFFERED:

- | Access through nearby neighborhood to avoid roadside
- | Pedestrian bridge over creek
- | Dog Waste Stations along the trail
- | Benches offered in select areas along the trail
- | Shade from street trees

CONDITION OF AMENITIES:

- | **Access to Trail:** 3
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): *N/A*
- | **Landscaping** (Planting Beds, Irrigation, Parking Islands): 1
- | **Lighting** (Parking, Pedestrian, Sports): 2
- | **Natural Areas:** 1
- | **Pavement** (Parking, Stairs, Sidewalks): 2
- | **Signage** (Wayfinding, Informational, Security): 1

PROS/POSITIVES:

- | The proximity to nature and natural areas is a positive user experience
- | Trail length is an asset, providing a good distance and good A to B connection points between Lakeview Park and Independence Park West

AREAS FOR IMPROVEMENT:

- | Lack of signage
 - For a designated trailhead (maps, hours, parking, etc)
 - Wayfinding in general for the trail
- | Lack of accessible parking spaces for trailheads



Lakeview Park Trail: Utility Bridge

Composite Condition Score: 1.67



Lakeview Park Trail: Durango Drive

Image Provided by Google

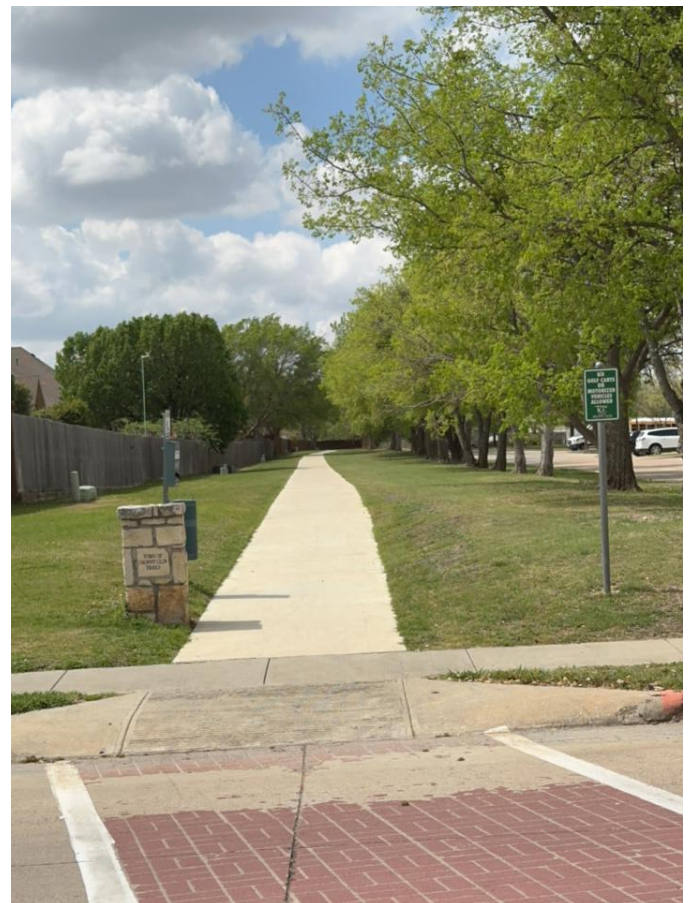


Lakeview Park Trail: Creekside Drive

Image Provided by Google



Lakeview Park Trail: Under Utility Bridge



Lakeview Park Trail: Parkview Drive

Image Provided by Google

Trail Inventory & Conditions (Cont'd.)

Name: Trophy Club Park Trails

Location/Endpoints: Along the whole east side of the Town of Trophy Club

Trail Typology: Off-Street Trail

Primary Users: Walkers, hikers, equestrians, runners, motorcross bikers, families

Overview: Various segments that functions as a regional draw and an amenity for nearby neighborhoods.

AMENITIES OFFERED:

- | Shaded areas
- | Outlooks of nature along the trail
- | Creek along the trail
- | Natural areas

CONDITION OF AMENITIES:

- | **Access to Trails:** 3
- | **Amenities** (Bleachers, Benches, Picnic Tables, Grills, Trash & Recycling Bins, Drinking Fountain): 2
- | **Landscaping** (Planting Beds, Irrigation, Parking Islands): *N/A*
- | **Lighting** (Parking, Pedestrian, Sports): *N/A*
- | **Natural Areas:** 4
- | **Pavement** (Parking, Stairs, Sidewalks): 2
- | **Signage** (Wayfinding, Informational, Security): 1

PROS/POSITIVES:

- | The proximity to nature and natural areas is a positive user experience
- | Trail length is an asset providing a good distance and connection points

AREAS FOR IMPROVEMENT:

- | Lack of signage
 - For a designated trailhead (maps, hours, parking, etc)
 - Wayfinding in general for the trails
- | Lack of accessible parking spaces for trailheads
- | Several areas along the trail need to be addressed to prevent washed-out areas



Trophy Club Park Trail: Creek

Composite Condition Score: 2.40



Trophy Club Park Trail: Equestrian & Walking



Trophy Club Park Trail: Walking



Trophy Club Park Trail: Flooding & Erosion

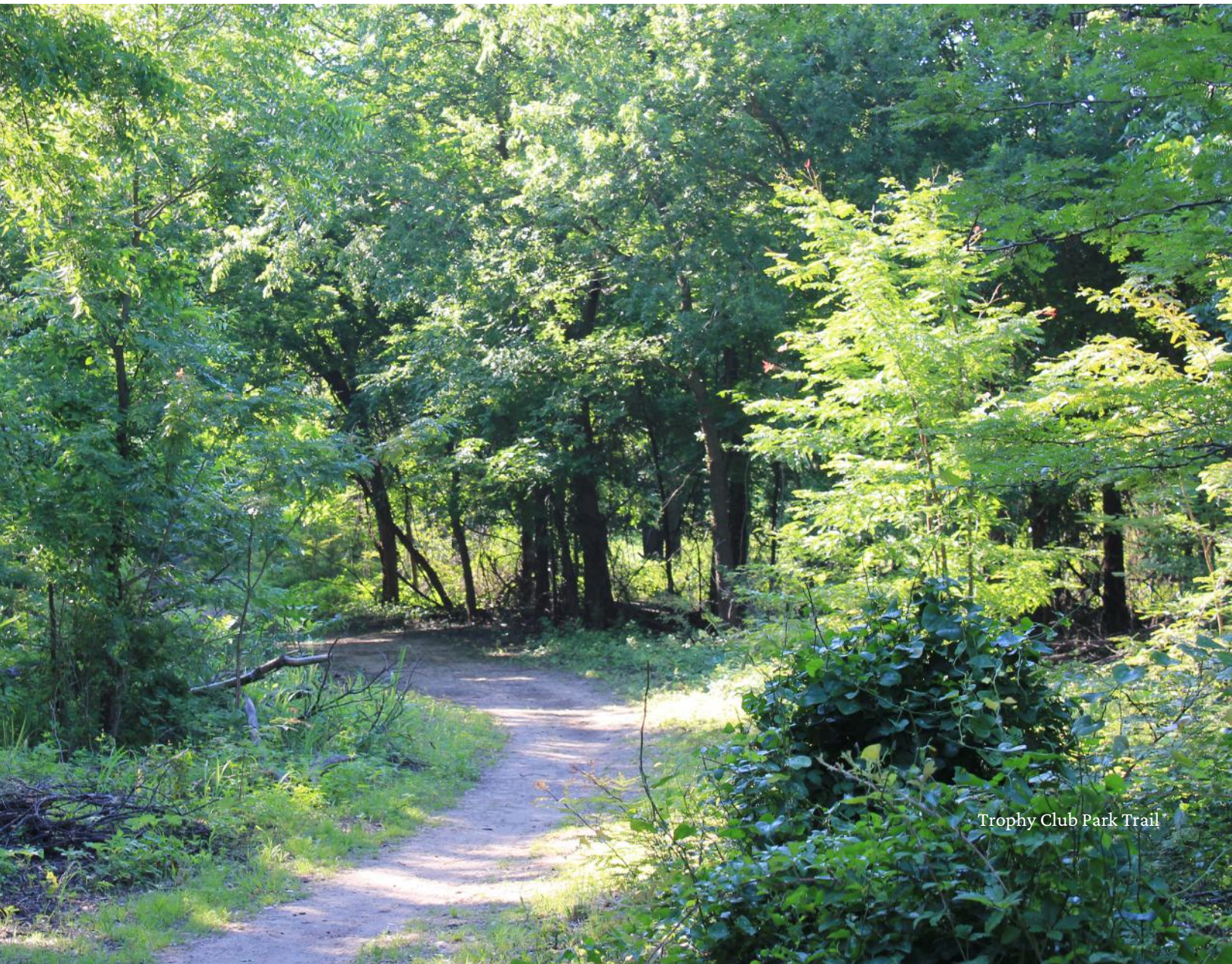


Trophy Club Park Trail: Equestrian

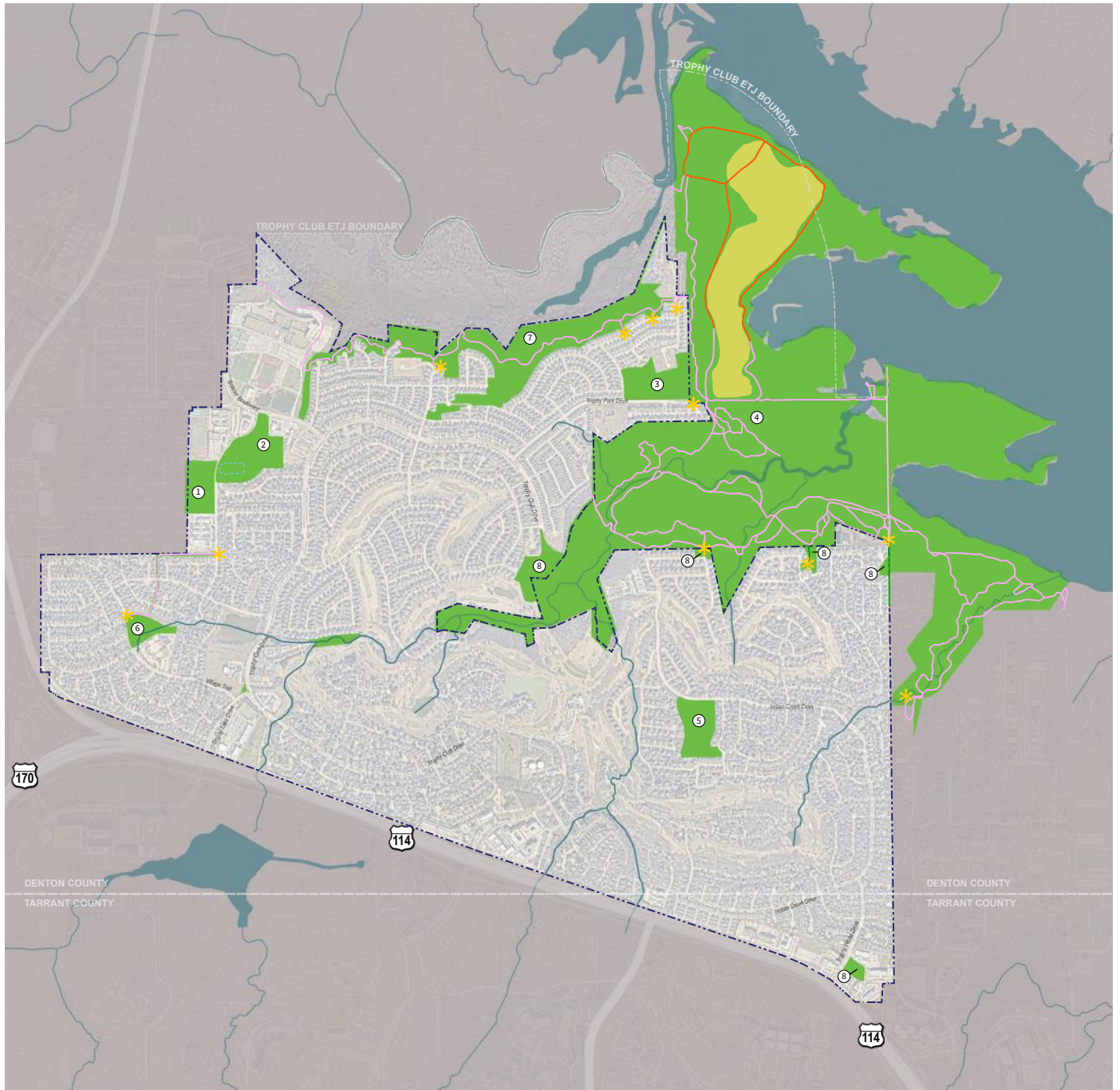
Trails & Sidewalk Systems

Trophy Club's trail system is anchored by Linear Park and Trophy Club Park, with a smaller segment linking Lakeview Park and Independence Park West. While overall mileage is strong, most of the network is concentrated within Trophy Club Park. Community feedback highlights two key issues: limited awareness of trailheads and access points—particularly those serving Trophy Club Park—and a clear desire for stronger in-town connections to that destination.

The Trails and Sidewalks Master Plan responds to these needs by identifying priority corridors that link parks and neighborhoods, addressing sidewalk gaps that disrupt continuity, and recommending clearly signed access points and wayfinding to improve visibility. Together, these improvements will create a connected, town-wide system that enhances everyday mobility, strengthens park access, and supports safe, comfortable walking and biking for all users.



Trophy Club Park Trail



LEGEND & TRAIL TYPES

- Trailheads
- Roadside Trails
- Off-Street Trails
- Off-Street Trails: Motorized/ATV (Unpaved)
- 100 Year Floodplain
- Trophy Club Extraterritorial Jurisdiction Boundary
- Trophy Club Town Limits
- County Lines

- ① Independence Park West
- ② Independence Park East
- ③ Freedom Dog Park
- ④ Trophy Club Park
- ⑤ Harmony Park
- ⑥ Lakeview Park
- ⑦ Linear Park
- ⑧ Undeveloped Parkland

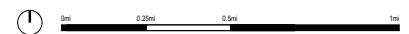


FIGURE 27 - Existing Inventory: Overall Trails

Accessibility & ADA Analysis

Trophy Club's trail and sidewalk network serves as both a transportation corridor and a recreational amenity, and it must provide safe, reliable access for users of all ages and abilities. This plan evaluates key accessibility elements—including running grade, cross-slope, and user information—and aligns improvements with Americans with Disabilities Act (ADA) best practices.

ACCESSIBILITY NEEDS

Field assessments identified notable gaps, particularly within Linear Park, where extended segments exceed recommended running grades. Approximately 3,650 linear feet fall short of ADA expectations, with average slopes near 8% and localized sections above 11%, well beyond the preferred 5% running grade for shared-use paths. These conditions impact comfort and safety, increase maintenance needs, and limit independent access for individuals with mobility challenges, including wheelchair users.



Linear Park Trail: Approx. 10% Slope

PHASED CONSIDERATIONS

TO ADDRESS THESE ISSUES, THE MASTER PLAN RECOMMENDS A PHASED RETROFIT PROGRAM TO CREATE AN ACCESSIBLE, TOWN-WIDE SYSTEM:

- **Targeted Reconstruction:** Re-align steep segments to reduce grades toward 5%, correct cross-slopes to approximately 2%, and widen pinch points to meet design standards.
- **Surface and Drainage Upgrades:** Replace deteriorated surfaces with firm, slip-resistant materials; improve drainage to prevent ponding and erosion.
- **Rest Intervals and Wayfinding:** Add level rest areas on unavoidable grades and provide signage at trailheads detailing distances, surface types, and slope conditions.
- **Accessible Connections:** Complete ADA-compliant curb ramps, crossings, and sidewalk gap closures linking neighborhoods, parks, and schools.
- **Programmatic Steps:** Develop an ADA transition plan for trails, prioritize improvements near high-use destinations, and pursue grants supporting accessibility and active transportation.

Implementing these measures over multiple fiscal years will bring non-compliant segments—especially in Linear Park—into conformance, expand safe and independent access for all residents, and elevate the overall user experience of Trophy Club's trail and sidewalk system.



FIGURE 28 - Linear Park: Non-ADA Compliant Trail Section

Community Priorities of Trails

Survey results from both the Statistically Valid Survey and the Town-Wide Survey show strong alignment on what residents value most in Trophy Club's trail system. The clear top priority is more trail connections, creating a continuous network that links neighborhoods, parks, schools, and town destinations.

PRIMARY COMMUNITY NEEDS

RESIDENTS ALSO EXPRESSED INTEREST IN A GREATER VARIETY OF TRAIL TYPES, INCLUDING:

- | **Multiuse and soft surface options**—along with comfort features such as shade/trees, seating/rest areas, and appropriate lighting for evening use.
- | **Improved signage and wayfinding** was frequently noted, particularly to make trailheads and access points easier to find.

SECONDARY COMMUNITY NEEDS

- | **Selective widening** where volumes or conflicts warrant it.
- | **Predictable maintenance** focused on surfaces, edges, and drainage.

Planning Direction

Prioritize closing network gaps; add shade and rest nodes at regular intervals; roll out a cohesive wayfinding package consistent with the Town's signage standards; expand lighting where context appropriate; introduce diverse trail experiences where feasible; and target widening and maintenance where data indicates the greatest benefit. Together, these steps advance a connected, comfortable, and clearly signed trail system that supports safe, everyday walking and biking for all users.

Future Connectivity Opportunities

The Trails Master Plan sets a clear vision for Trophy Club: a continuous loop encircling the Town, shown in Figure 29 with existing trails in orange/yellow and proposed segments in pink (dotted). The loop is intentionally routed along drainage and floodplain corridors, existing public rights of way (ROW), and Town-owned property to minimize acquisition, respect natural systems, and deliver a nature adjacent experience. The outcome is a connected network that links neighborhoods to parks, schools, civic sites, and regional assets—most notably Trophy Club Park and Linear Park—while strengthening everyday mobility

HOW COMMUNITY PRIORITIES SUPPORT THE PLAN

RECENT ENGAGEMENT POINTS SQUARELY TO THE IMPROVEMENTS THIS PLAN ADVANCES:

- | **More Trail Connections:** The loop strategy closes gaps between neighborhoods, parks, and civic destinations.
- | **Comfort and Legibility:** Wayfinding, shade/trees, rest nodes, and appropriately placed lighting are integrated along priority corridors.
- | **Variety of Trail Types:** Greenbelt spurs, multiuse side paths, and soft surface segments broaden choices and disperse use.
- | **Predictable Maintenance:** A connected, clearly signed network supports a consistent maintenance approach to surfaces, edges, and drainage.

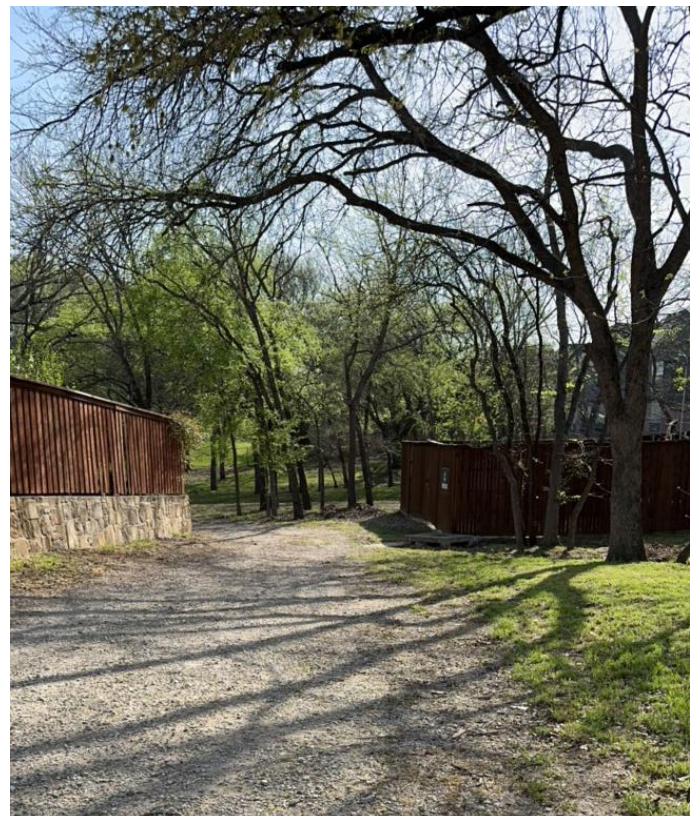
- | **Equity and safety.** ADA upgrades, rest intervals on steeper segments, and context sensitive lighting expand independent access for users of all ages and abilities while improving overall safety.
- | **Program and economic dividends.** A complete loop supports community events (runs/rides), activates nearby parks, and reinforces the Town's identity as a place where outdoor recreation is accessible, comfortable, and well maintained.

The Trails Master Plan delivers a connected, comfortable, and clearly signed network that reflects community priorities, leverages Town assets, and positions Trophy Club to meet current needs while accommodating growth—efficiently and with a timeless, nature adjacent character.

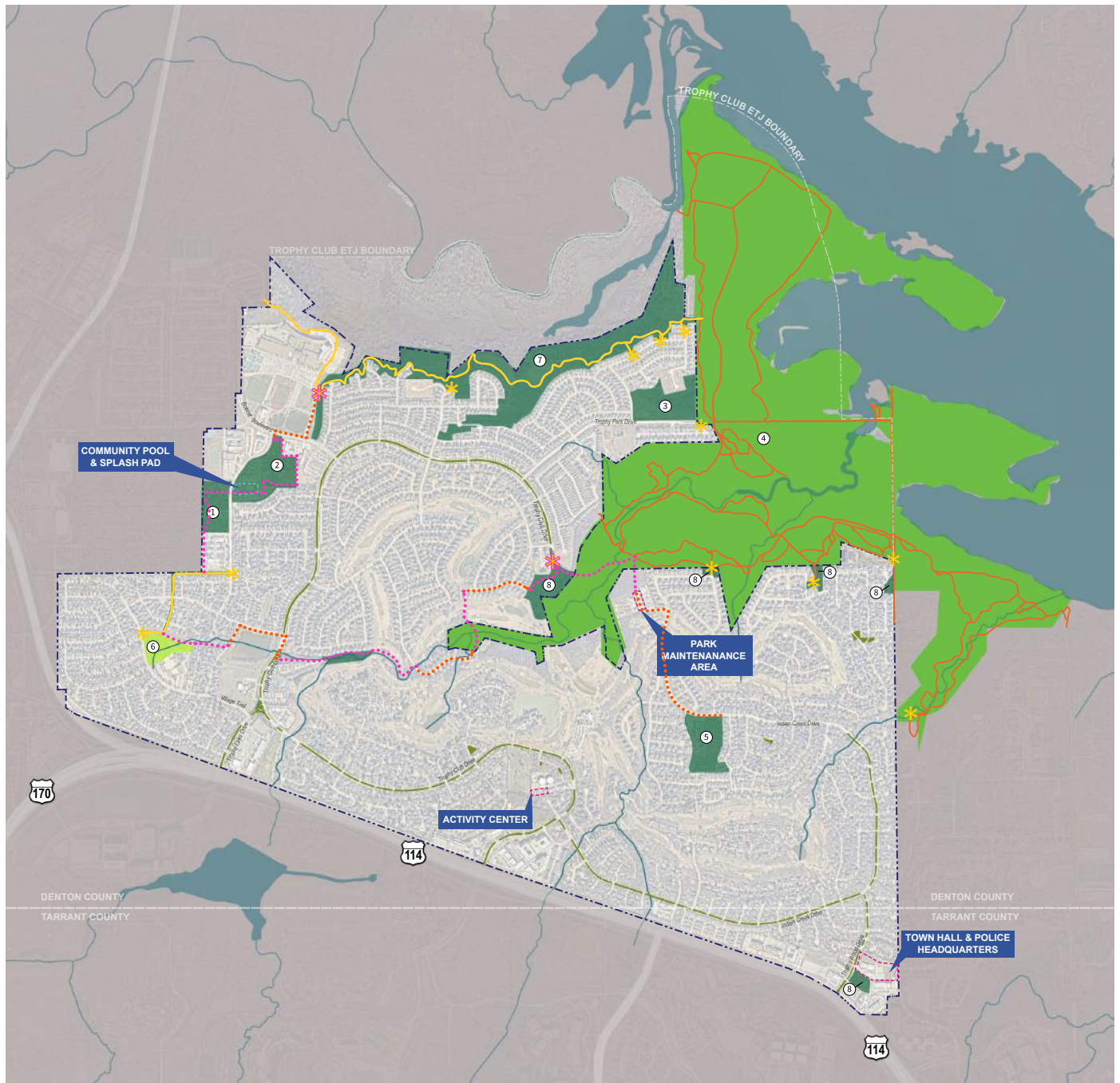
OUTCOME FOR TROPHY CLUB

COMPLETING THE LOOP YIELDS TANGIBLE, TOWN SPECIFIC BENEFITS:

- | **Everyday access, town wide.** More residents will be within a short walk or ride of a signed access point, making trips to Independence Park East/West, Harmony Park, Lakeview Park, the Activity Center, and Town Hall easier and safer—without adding roadway congestion.
- | **Nature adjacent mobility.** Routing along drainage and floodplain corridors creates scenic, shaded segments that feel distinct from typical sidewalks, encouraging daily walking, running, and family biking.
- | **Stewardship and fiscal efficiency.** Using Town-owned property and existing ROW focuses investment on building and maintaining the network rather than purchasing land—directing resources toward surfaces, crossings, and user comfort.
- | **Clear identity and legibility.** Cohesive wayfinding—aligned with the Town's patriotic color palette and park/trail symbols—makes trailheads and routes intuitive for all users, including visitors to Trophy Club Park.



Trailhead



- Existing Trailheads
 - Existing Trails
 - Town Maintained Medians
 - Town-Owned Park Land
 - Parkland Under Shared Use Agreement
 - Parks
 - 100 Year Floodplain
 - Trophy Club Extraterritorial Jurisdiction Boundary
 - Trophy Club Town Limits
 - County Lines
 - Existing Off-Street Paved Trails
 - Proposed Off-Street Trails
 - Proposed Roadside Trails
 - Proposed Trailheads
- ① Independence Park West
 - ② Independence Park East
 - ③ Freedom Dog Park
 - ④ Trophy Club Park
 - ⑤ Harmony Park
 - ⑥ Lakeview Park
 - ⑦ Linear Park
 - ⑧ Undeveloped Parkland

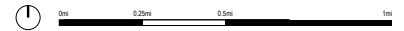


FIGURE 29 - Trails Master Plan for Town of Trophy Club



06

Recreation Programming

Existing Program Inventory

Trophy Club Parks & Recreation Department offers over 100 various recreation services to the Trophy Club community including classes, events, programs, lessons, camps, rentals, passes, and more.

The Department offers a concentrated range of services that cater to a variety of interests and ages while staying within its current capacity. As a trusted entity, both by residents and activity providers, the Department plays a key role in delivering high-quality recreation opportunities. Recreation is vital to the community because it promotes physical health, mental well-being, and social connections, helping to maintain a vibrant and engaged population. Through its continued programming, Trophy Club Parks & Recreation contributes to the overall quality of life in the area.

PROGRAM SERVICE AREAS

THE DEPARTMENT CURRENTLY GROUPS ITS RECREATION SERVICES INTO THE FOLLOWING SERVICE AREAS:

- | **Aquatics:** Including youth and adult swimming lessons and youth swim team
- | **Athletics:** Including adult bocce ball league and youth track
- | **Camps:** Service area comprised of Summer Adventure Camp
- | **Community Pool Admissions:** Including day and seasonal passes for individuals and families to the Community Pool
- | **Events:** Including community and signature events such as the Memorial Day Ceremony, Patriot 5K & Fun Run, Touch-A-Truck, Taste of Trophy Club, etc.
- | **Rentals:** Including rentals of the Fire Station's training room, park pavilions, pool, and tennis courts
- | **Resale:** Including concessions at Community Pool
- | **Trophy Club Park:** Including daily and annual passes to such as boat launch, general entry, and equestrian entry
- | **Youth Sports Organizations:** Including tournament registrations, field and facility rentals, and registration fees with local youth sports organizations

The Department does well to focus their services on areas of need/demand, serving the common good, and from areas of strength (i.e., leveraging Trophy Club Park and Trophy Club Community Pool). The most popular and utilized services include rentals, memberships, passes, Summer Adventure Camp, its several community events, and swimming lessons.

COMPARISON TO STATE & NATIONAL STANDARDS

The Town's recreation programming and services were reviewed against state and national perspectives through a review structure set by NRPA. The 2025 NRPA Agency Performance Review and NRPA Park Metrics features were used to review general programming types and specific targeted programs¹. The NRPA Agency Performance Report is an annual report that provides a clear overview of park and recreation agencies' performance and allows agencies to compare their own performance metrics against those of other agencies. Data is collected annually via NRPA's Agency Performance Survey, by way of NRPA Park Metrics, which allows agencies to build detailed custom reports to further compare their performance.



ToTC Community Splash Pad

TABLE 10 - Recreation Program Comparison: TCP&R vs. Statewide & National Agencies

PROGRAMMING TYPE	TROPHY CLUB	STATE*	NATIONAL**
Social recreation events	X	74%	88%
Fitness enhancement classes		74%	82%
Health and wellness education		71%	82%
Individual sports	X	71%	76%
Team sports	X	71%	86%
Aquatics	X	69%	68%
Themed special events	X	65%	91%
Natural and cultural history activities		65%	70%
Racquet sports		65%	76%
Trips and tours		61%	63%
Cultural crafts		61%	67%
Safety training		59%	71%
Performing arts		59%	64%
Visual arts		57%	65%
Martial arts		57%	57%
Running/cycling races		49%	55%
Golf		45%	50%
Esports/Egaming		35%	27%

TABLE 11 - Demographic Programming Comparison: TCP&R vs. Statewide & National Agencies

PROGRAMMING TYPE	TROPHY CLUB	STATE*	NATIONAL**
Summer camps	X	92%	83%
Specific senior programs		82%	77%
Specific teen programs		77%	68%
Programs for people with disabilities		74%	67%
STEM programs		72%	60%
After-school programs		46%	54%
Preschool		18%	33%
Before-school programs		5%	18%
Full-day care		0%	8%

Program Service Analysis & Evaluation Process

To evaluate services, Trophy Club Parks and Recreation engaged in a Services Analysis that included an evaluation of the effectiveness and efficiency of recreation programming and services, such as activities, courses, classes, events, and rentals. The analysis considers each service’s relevance, alignment with purpose, market position, financial viability, and consideration of other providers which offer similar and like services.

ANALYSIS RESULTS

Analysis results were used to develop recommended service delivery strategies, which can include either continued investment in the service, collaboration, subsidization, or divestment. The analysis utilizes 110%’s Service Analysis Tool, a valuable resource to help park and recreation professionals analyze their organization’s service inventory and best define their service “lane”. This analysis will help the Town deliver a more focused service menu, improve service quality, and most responsibly use finite financial resources.

ANALYSIS METHOD

THE SERVICES ANALYSIS, SHOWN IN TABLE 12 IS BUILT AROUND FOUR CRITERIA THAT GUIDE THE EVALUATION OF SERVICES:

- | **Alignment with Organizational Mission/Purpose:** Does the service align with the mission/purpose of the organization?
- | **Financial Viability:** Is the service meeting its cost recovery or subsidy investment goals?
- | **Competitive Position:** Is the service currently or reasonably able to be provided at a high level of service given available resources (i.e., funds, staff, facilities)? Is the target market interested in the service and if so, to what degree?
- | **Other Providers:** Do other service providers exist in the community or region that provide similar or like services creating competition for market share? What is their reach and market share in contrast to that of the organization?

After evaluating services based upon the criteria above, one of four recommended operational strategies are suggested as an implementation tactic.

THESE INCLUDE:

- | **Invest** provides an opportunity for revenue enhancement, thus, positing the organization to distribute excess revenues to subsidize “common good” services, or to enhance exclusive services that can increase financial return on investment.
- | **Collaborate** to eliminate unnecessary duplication of service is present. Collaboration results in efficient and effective use of finite resources.
- | **Subsidize** so that investments can continue to be made to a greater “common good” producing broader and far-reaching benefits for the entire community.
- | **Exit** allows for the reallocation of savings to subsidize “common good” services or to enhance exclusive services that may provide for increased financial return on investment.

STAFF WORKSHOP

A staff workshop was hosted to inform staff on how to properly conduct the service analysis utilizing the Service Analysis Tool. As part of this workshop and analysis, 110% identified three key Town services to analyze that was used to guide staff through the process, as shown in Figure 30:

TABLE 12 - Key Town Services to Analyze

TOWN OF TROPHY CLUB - FISCAL YEAR 2023/2024							
SERVICE CATEGORY	SERVICE AREA	SUB SERVICE AREA	ALIGNMENT WITH PURPOSE	FINANCIAL VIABILITY	COMPETITIVE POSITION	OTHER PROVIDERS	RESULT
Community Programs	Events	Events (Community)	Strong	Strong	Strong	Strong	Invest
Recreation Programs	Aquatics	Group Swim Lessons	Strong	Weak	Strong	Strong	Subsidize
Membership & Passes	Trophy Club Park	General Entry	Strong	Strong	Weak	Strong	Collaborate or Invest

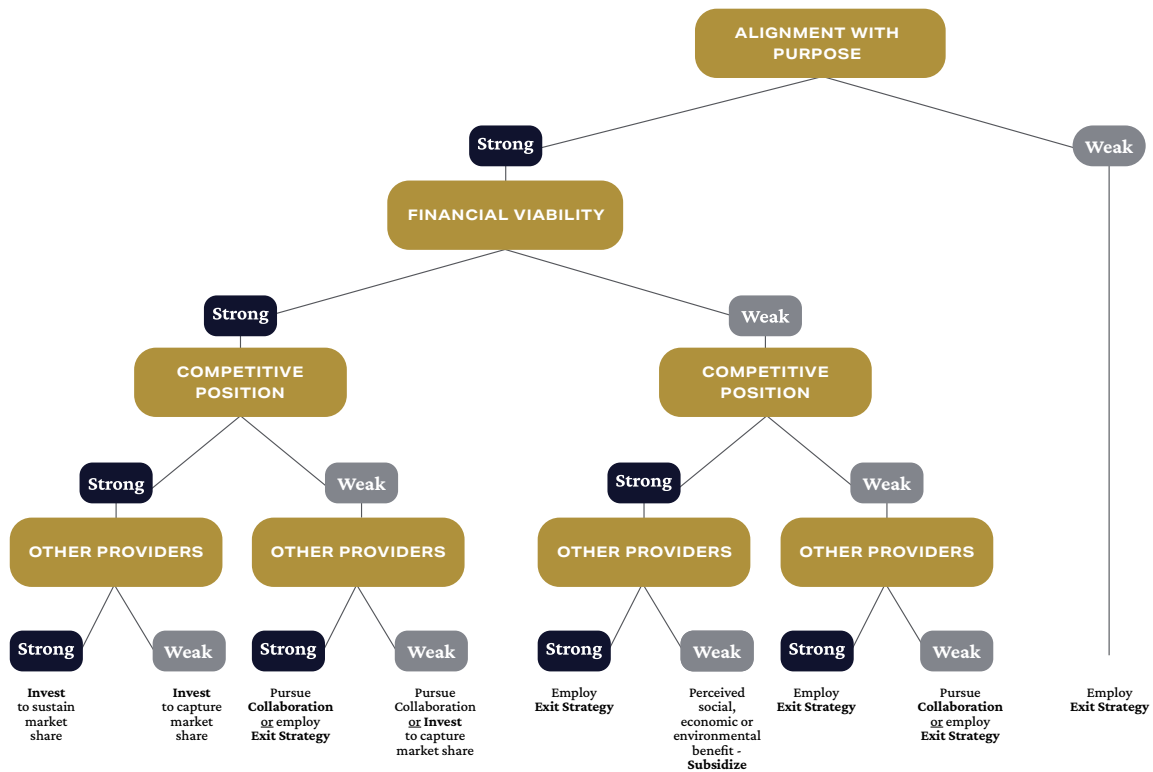


FIGURE 30 - Service Analysis Decision Tree



Service Categories

SERVICE: EVENTS (COMMUNITY)

ALIGNMENT WITH PURPOSE – **STRONG**

Community Events offer a leisure time recreational opportunity for residents to enhance their quality of life, so there's alignment with organizational purpose.

FINANCIAL VIABILITY – **STRONG**

During the 2024 fiscal year, Shelter Rentals accounted for \$22,885 in total revenue while total expenses totaled \$387,583. This resulted in 6% cost recovery which falls within range of the service's Service Category (i.e., Community Programs) cost recovery goal of 0-15%.

COMPETITIVE POSITION – **STRONG**

The Department is able to manage Community Events from the planning to hosting responsibilities. There is a strong community demand for these types of services as evidence by the over 16,000 participations during the 2024 fiscal year, which made it one of the most participated services.

OTHER PROVIDERS – **STRONG**

The Department's Community Events include Memorial Day Ceremony, Patriot 5k & Fun Run, Parade of Patriots, Fireworks Celebration, Veterans Day Celebration, Wreaths Across America, and Holiday Nights and Winter Show Lights. There are no other competitors of these types of events within Trophy Club.

RESULT – **INVEST**

The recommended result is for the Department to continue investing in these types of services. However, careful planning and consideration needs to be given to staff time and anticipated inflation. Given this reality, additional community events aren't recommended at this time.

SERVICE: GROUP SWIM LESSONS

ALIGNMENT WITH PURPOSE – **STRONG**

Group swim lessons offer a leisure time recreational opportunity for residents to enhance their quality of life, so there's alignment with organizational purpose.

FINANCIAL VIABILITY – **WEAK**

During the 2024 fiscal year, group swim lessons accounted for \$12,385 in total revenue while total expenses totaled \$59,850. This resulted in 21% cost recovery which falls short of the service's Service Category (i.e., Community Programs) cost recovery goal of 30-50%.

COMPETITIVE POSITION – **STRONG**

There are few, if any, other competitors within the community that provide swimming lessons. Trophy Club Community Pool is the only public pool within the Town and demonstrates a high quality of programmability.

OTHER PROVIDERS – **STRONG**

There are few other public and private swimming lesson providers in Trophy Club and surrounding communities, which presents a weak competitive position for the department's offering of group swimming lessons..

RESULT – **SUBSIDIZE**

The recommended result is for the Department to continue providing and subsidizing the service. However, since the service falls short of its expected cost recovery goal, actions to improve cost recovery performance are strongly recommended. One area where the Department could consider is to offer increased non-resident rates if and/or when lessons are not full.



SERVICE: TROPHY CLUB PARK - GENERAL ENTRY

ALIGNMENT WITH PURPOSE – **STRONG**

Trophy Club Park presents the community with passive and active recreation opportunities throughout the park, which provides an exceptional quality of life through its aesthetics and common areas.

FINANCIAL VIABILITY – **STRONG**

During the 2025 fiscal year, Trophy Club Park General Entries accounted for \$45,529 in total revenue while total expenses totaled \$78,831. This resulted in 58% cost recovery which meets the service's Service Category (i.e., Community Programs) cost recovery goal of 50-75%.

An additional consideration is the Town's plan of to redevelop Trophy Club Park. This should come with an increased expectation for all Trophy Club Park services, including cost recovery performance. If no actions are taken, the gap between current cost recovery performance and expected results will likely continue to widen.

COMPETITIVE POSITION – **WEAK**

Overall Department staff availability is minimal as and staff are at/near capacity, and that includes the operations and management to Trophy Club Park. Though all efforts to provide a high-level of service to Trophy Club Park services given the strong resident and visitor demand, and General Entry services in particular, it is currently a challenge for staff. This results in a weak competitive position.

OTHER PROVIDERS – **STRONG**

While there are a few other similar public regional and community parks around Grapevine Lake, Trophy Club Park is the only one located on the northwest side of the lake, providing a strong strategic position.

RESULT – **COLLABORATE OR INVEST**

The recommended result is for the Department to continue investing in Trophy Club Park General Entries. However, given the Town's redevelopment consideration of Trophy Club Park, a revision to memberships and passes should strongly be considered to support the new park operations.

ToTC Community Pool

Financial Sustainability & Cost Recovery

This Plan’s scope of work extended beyond a conventional comprehensive master planning effort to evaluate the costs of doing business so that there is a solid understanding of how taxpayer dollars are being invested, ensuring future financial decision making continues to be as informed as possible.

PARKS & RECONOMICS®

High-performing park and recreation agencies seek out and embrace responsible financial and service management practices. They actively understand the cost of doing business, identify cost savings, seek out partnerships that have reciprocal benefits, divest of services that do not align with mission or waste resources, and generate revenues when and where appropriate to reinvest in important and often underfunded services, maintain infrastructure, and relieve pressure on taxpayer resources. Ultimately, they possess a financial sustainability philosophy that provides a foundation from which all investment and spending decisions, and funding strategies are built.

110%’s Financial Sustainability Strategy, illustrated by the process’ Three-legged Stool, builds on the philosophy of **Parks and Reconomics®**—how parks and recreation organizations manage their finite financial resources.

The Department embraced this charge and the exercise of creating a financial sustainability strategy for its parks and recreation services by following these principle steps, shown in the Figure below.

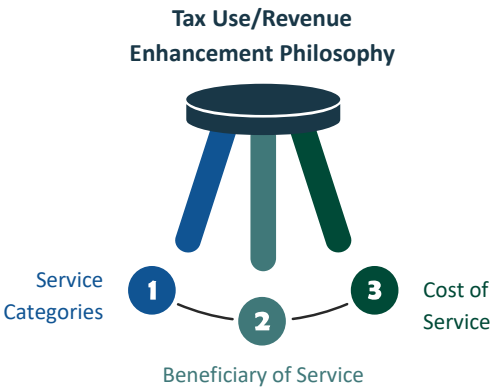


FIGURE 31 - Principle Steps for Creating a Financial Sustainability Strategy

BENEFICIARY OF SERVICE

The development of categories which include services that are alike in “purpose” is important when it comes to justifiable and equitable allocation of subsidy, cost recovery levels, and assignment of budget and general ledger lines to account for a category’s fiscal performance.

THE BENEFITS OF THIS TYPE OF APPROACH ARE TWO-FOLD:

- | It is inefficient for the Department to determine cost recovery expectations by each individual service including facility, activity, or event.
- | Categorizing by “type of service” or “likeness of service” discourages attempts to determine fees and charges (and therefore cost recovery decisions) based upon special interests, age-based services, or individual values.

SERVICE CATEGORIES ARE LISTED IN ORDER FROM THOSE PERCEIVED TO BE COMMON GOOD SERVICES (#1) TO THOSE SEEN AS PROVIDING A MORE EXCLUSIVE BENEFIT (#7).

COMMON GOOD & EXCLUSIVE BENEFIT SERVICES

Common Good Services, or cause and purpose-driven services, are designed to address social, economic, and environmental issues and needs. These services aim to create meaningful impact while aligning with the fundamental purpose and mission of the Department. Typically, there are no like services provided by non-profit/Non-Governmental Organizations (NGO) or private sectors.

Exclusive Benefit Services or specialized services, are designed to serve personal interests. Typically, there is competition with non-profit/Non-Governmental Organizations (NGO) and private sectors which offer like services.

COMMON GOOD SERVICES (JUSTIFICATION FOR GREATER SUBSIDY INVESTMENT)

- | Community building
- | Provides accessibility to marginalized/under-represented populations
- | Broad appeal to a wide audience
- | Services contribute to greater equity, cultural awareness, and make EVERYONE’s life better

EXCLUSIVE BENEFIT SERVICES (JUSTIFICATION FOR GREATER SUBSIDY INVESTMENT)

- | Individualized, special interest
- | Requires higher competency/ability level to participate
- | Specialized activities
- | Individualized services are often accessible outside of the parks and recreation system

OPEN ACCESS

Access to parks, park amenities, and/or recreation facilities which does not include supervision or oversight by staff and activity is self-directed by the user or participant. [Examples: Parks, Trails, Dog Park, Playgrounds, etc.]

SIGNATURE EVENTS

Events offered to the community on an annual basis. [Examples: Eggstravaganza, Movie Nights, Touch A Truck, Fourth of July, Dive In Movie, Doggie Dive, Pet Fest, Harvest Festival, Gingerbread House Decorating, Winter Wonder Lights, etc.]

COMMUNITY PROGRAMS

Ceremonial events and passive programs that do not require registration. [Examples: Arbor Day/Tree City, Wreaths Across America, Memorial Day, Veteran's Day, Parks and Recreation Month Activities, Pop-up Events [Examples: Eclipse Sunglasses, Holiday Lights Contest, Fright Night Lights Contest, Letters to Santa, etc.]]

RECREATION PROGRAMS

Group recreation and/or instructional programs. [Examples: Summer Adventure Camp, Sports Associations, Sport programs—soccer, flag football, etc., Track Team, Group Swim Lessons, Tritons Swim Team, Bocce Ball or other adult leagues, Mahjong, Fitness, Water Aerobics, Master's Swim Team, etc.]

MEMBERSHIP / PASSES

Drop in and ongoing use of park/facility during specified time. [Examples: Community Pool, TCP Annual Park Pass, Aquatics Day Pass, TCP Day Pass, etc.]

RENTALS

Space and facility reservations for exclusive use by an individual or group. [Examples: Aquatic Facility, Aquatic Pavilion, Park Pavilion, Fire Station Room, Ballfields, Town Hall Room, etc.]

RESALES

Food and beverages as well as other goods and services available for purchase and individual use/consumption. [Examples: Pool Concessions, Veteran's Bricks, TCP OHV Decals, etc.]



Trophy Club Park: Disc Golf

Financial Sustainability & Cost Recovery (Cont'd.)

COST OF SERVICE ANALYSIS

Completion of an operational cost-of-service analysis allowed the Department to understand its cost-of-service of doing business, ultimately revealing each service’s cost recovery and subsidy investment level. Operational revenues (fees and charges, sponsorships, grants, donations), direct costs (expenses associated with the delivery of a service; without the service, the cost would not exist), and indirect costs (expenses that would exist with or without the provision of any one service) that the Department provided were captured and attributed to all services as part of this work, providing several insights that would inform the design and development of the Department’s Service Sustainability Strategy.

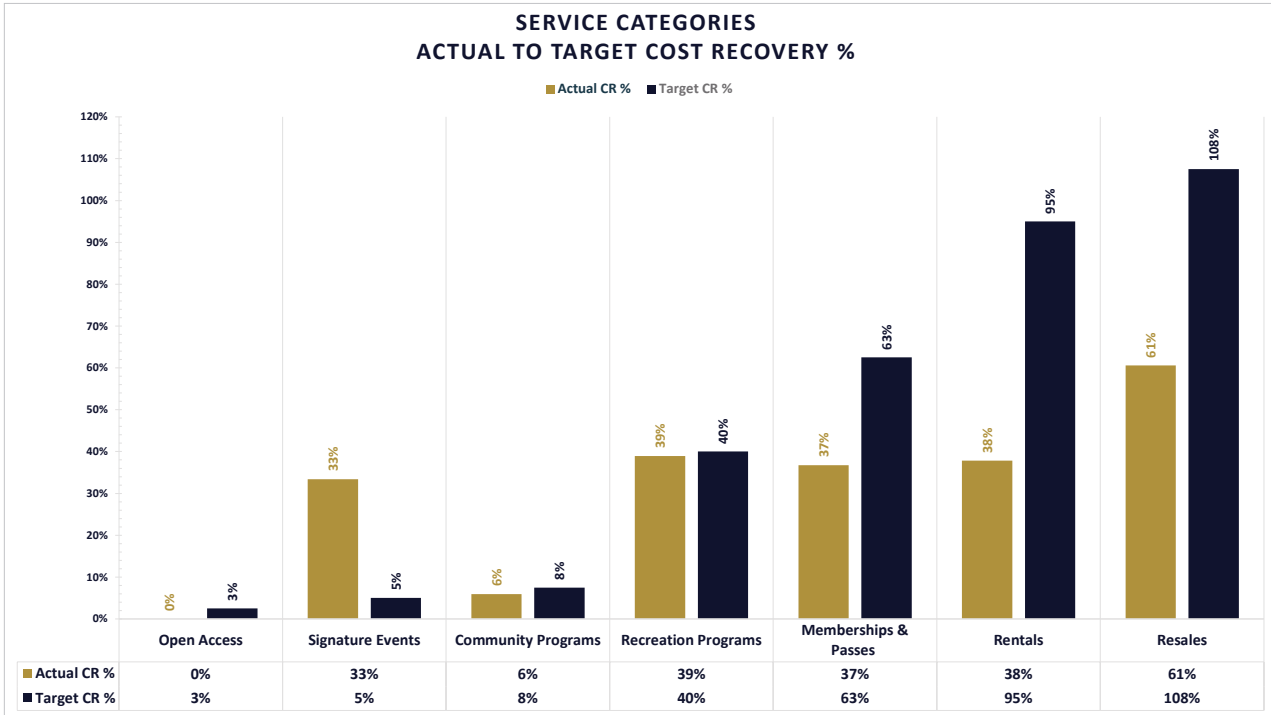


FIGURE 32 - Service Categories: Actual to Target Cost Recovery Percentages

PROCESS

The consulting team worked closely with the Department team to ensure all expenses and services were identified and to develop meaningful divisions, facility, and park areas to facilitate the appropriate attribution of expenses to services. The result is a clear picture of the total cost-of-service guiding the development of cost recovery/subsidy investment goals.

RESULTS

Results of the analysis provide a comprehensive review of fiscal year 2024, encompassing October 1, 2023—September 30, 2024. *NOTE: The full results from the analysis and interactive features are available in the Cost-of-Service Results excel file provided separately.*

Service Category	Stats		Expenses				Subsidy		Cost Recovery Results
	Participations/ Quantity Sold	Total Revenue	Direct - Service	Direct - Facility	Indirect	Total Expense	Subsidy Amount	Subsidy %	Cost Recovery %
Signature Events	5,622	\$ 7,920	\$ 17,651	\$ 2,885	\$ 3,168	\$ 23,704	\$ 15,784	1%	33%
Community Programs	16,026	\$ 22,885	\$ 335,375	\$ 416	\$ 51,791	\$ 387,583	\$ 364,698	22%	6%
Recreation Programs	966	\$ 144,705	\$ 263,963	\$ 57,977	\$ 49,655	\$ 371,594	\$ 226,889	13%	39%
Memberships & Passes	18,060	\$ 227,980	\$ 193,226	\$ 239,697	\$ 66,772	\$ 499,695	\$ 271,715	16%	46%
Rentals	325	\$ 118,870	\$ 36,160	\$ 236,095	\$ 41,992	\$ 314,247	\$ 195,377	12%	38%
Resales	1	\$ 16,125	\$ 19,618	\$ 3,432	\$ 3,555	\$ 26,604	\$ 10,479	1%	61%
Total by Service Category	41,000	\$ 538,485	\$ 865,993	\$ 540,501	\$ 216,933	\$ 1,623,428	\$ 1,084,942	64%	33%
Open Access	-	\$ -	\$ -	\$ 519,776	\$ 80,168	\$ 599,944	\$ 599,944	36%	0%
TOTAL	41,000	\$ 538,485	\$ 865,993	\$ 1,060,277	\$ 297,101	\$ 2,223,372	\$ 1,684,886	100%	24%

FIGURE 33 - Division Summary and Expense Category Summary Analysis

Service Area	Stats		Expenses				Subsidy		Cost Recovery Results
	Participations/ Quantity Sold	Total Revenue	Direct - Service	Direct - Facility	Indirect	Total Expense	Subsidy Amount	Subsidy %	Cost Recovery %
Community Pool Admissions	1,749	\$ 50,382	\$ 132,820	\$ 130,152	\$ 40,560	\$ 303,532	\$ 253,150	15%	17%
Aquatics	343	\$ 41,085	\$ 104,124	\$ 37,531	\$ 21,848	\$ 163,504	\$ 122,419	7%	25%
Athletics	61	\$ 6,470	\$ 8,373	\$ -	\$ 1,291	\$ 9,665	\$ 3,195	0%	67%
Camps	562	\$ 97,150	\$ 151,465	\$ 20,445	\$ 26,515	\$ 198,425	\$ 101,275	6%	49%
Events	21,648	\$ 30,805	\$ 353,027	\$ 3,301	\$ 54,959	\$ 411,287	\$ 380,482	23%	7%
Rentals	305	\$ 14,595	\$ 12,086	\$ 30,381	\$ 6,550	\$ 49,017	\$ 34,422	2%	30%
Resale	1	\$ 16,125	\$ 19,618	\$ 3,432	\$ 3,555	\$ 26,604	\$ 10,479	1%	61%
Youth Sports Organizations	20	\$ 104,275	\$ 24,075	\$ 205,714	\$ 35,442	\$ 265,230	\$ 160,955	10%	39%
Trophy Club Park	16,311	\$ 177,598	\$ 60,406	\$ 109,545	\$ 26,213	\$ 196,163	\$ 18,565	1%	91%
Total by Service Area	41,000	\$ 538,485	\$ 865,993	\$ 540,501	\$ 216,933	\$ 1,623,428	\$ 1,084,942	64%	33%
Open Access	-	\$ -	\$ -	\$ 519,776	\$ 80,168	\$ 599,944	\$ 599,944	36%	0%
TOTAL	41,000	\$ 538,485	\$ 865,993	\$ 1,060,277	\$ 297,101	\$ 2,223,372	\$ 1,684,886	100%	24%

FIGURE 34 - Service Areas Analysis of Fiscal Year 2024

DIVISION SUMMARY	AMOUNT	% OF TOTAL
Parks	\$ 1,528,829.26	58.19%
Recreation	\$ 821,063.26	31.25%
Pools	\$ 1,418.17	0.05%
Community Events	\$ 45,479.31	1.73%
Parks - TCP	\$ 99,892.32	3.80%
Hotel Occupancy	\$ 130,228.07	4.96%
Community Events - RP	\$ 389.74	0.01%
TOTAL DEPARTMENT	\$ 2,627,300.13	100.00%

EXPENSE CATEGORY SUMMARY	AMOUNT	% OF TOTAL
Personnel	\$ 1,519,576.60	57.84%
Admin	\$ 88,169.23	3.36%
O&M	\$ 726,366.96	27.65%
Utilities	\$ 293,187.34	11.16%
TOTAL DEPARTMENT	\$ 2,627,300.13	100.00%

FIGURE 35 - Division Summary & Expense Category Summary Analysis of Fiscal Year 2024

Financial Sustainability & Cost Recovery (Cont'd.)

FINANCIAL SUSTAINABILITY STRATEGY

The Department's tax use and revenue generation approach is illustrated as a Service Sustainability Strategy Continuum presenting the degree to which financial resources will be spent and expenses will be recovered and managed. This strategy shifts from one which suggests that all services should be provided at no or low cost for everyone to an equitable philosophy where subsidy allocation decisions are based upon "beneficiary of service".

In this conceptualization, each type of service has a set of specific characteristics that provide a rationale for who should pay (e.g., taxpayers, the individual, or both) and to what degree. Ultimately, this aligns subsidy allocation, cost recovery goals and expectations with beneficiary of service. Shown in the Figure below, the three-year Service Sustainability Strategy includes the Department's Service Categories and cost recovery/subsidy goals and expectations.

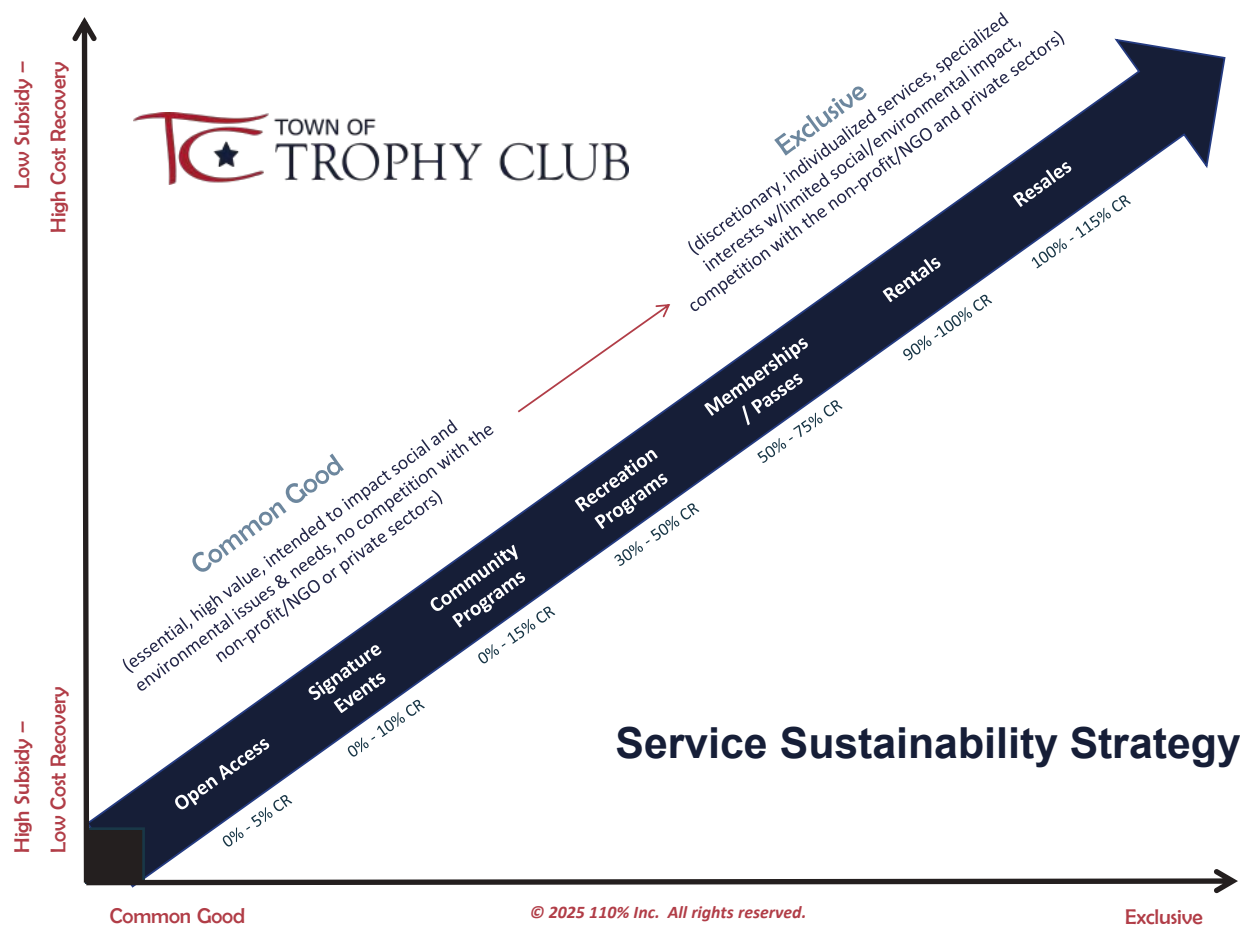


FIGURE 36 - Financial Service Sustainability Strategy

PROGRAM PRICING TOOL

Using the results of the cost-of-service analysis, a customized pricing tool was developed to assist the Department in making informed pricing decisions. The pricing tool accounts for all expenses of offering any given service, including direct, facility, and indirect expenses. The pricing tool delivers pricing recommendations based on actual expenses, estimated participants, and the cost recovery goals of the service category. *NOTE: The Program Pricing Tool is available in the excel file provided separately.*



Partnership Analysis

“Partnerships” encompass a variety of relationships such as strategic alliances, cooperative ventures, and collaborations. A partnership revolves around achieving mutually beneficial outcomes for all parties. Given today’s competitive landscape, ever-changing markets, and resident requests, a thoughtfully constructed and managed partnership can be a powerful asset. Partnerships represent advantageous collaborations that position organizations to efficiently utilize resources leading to cost effective and efficient service delivery. They facilitate the bridging of markets, reduce duplication of services and fragmentation of resources, and foster cooperative capital development and/or improvements.

PRIMARY TASKS

AS PART OF THE OVERALL MASTER PLANNING EFFORTS, THE TOWN'S PARTNERSHIP ANALYSIS CONSISTED OF TWO PRIMARY TASKS:

- | A Market Overview of the recreation and leisure service providers in Trophy Club
- | An Agreement Review of the Town’s current partnership agreements

MARKET OVERVIEW

Trophy Club Parks and Recreation has a significant number of community organizations and businesses that provide recreation and leisure services similar to those of traditional municipal park and recreation organizations. Many of these community organizations and businesses offer services that are in direct competition to those offered by the Town. And while competition is generally considered healthy for the marketplace, municipal park and recreation organizations have the unique opportunity to drive the collective conversation on how all providers can work together for the greater good through reducing the duplication of services and capitalizing on the ability to provide services with a shared resource mindset.



TABLE 13 - General Programming Offered—ToTC vs. Local Recreation & Leisure Service Providers

	TOWN OF TROPHY CLUB																												
	ART Z STUDIO																												
	BECK ELEMENTARY SCHOOL																												
	BOBCAT YOUTH FOOTBALL AND CHEER ORGANIZATION																												
	BOBCAT YOUTH TRACK AND FIELD																												
	BYRON NELSON HIGH SCHOOL																												
	CLUB PILATES																												
	CONQUER FITNESS PERSONAL TRAINING																												
	CROSSFIT TROPHY CLUB																												
	ENVISION COMPLETE FITNESS																												
	FULLER RHYTHM STUDIO																												
	GEORGE DENNIS TENNIS																												
	GREATER NORTHWEST SOCCER ASSOCIATION																												
	HOTWORX																												
	J TIGER MARTIAL ARTS																												
	JOY MACCI TENNIS/PICKLEBALL																												
	KEEP TROPHY CLUB WILD																												
	LAKEVIEW ELEMENTARY SCHOOL																												
	MARSHALL CREEK RANCH (EQUESTRIAN)																												
	MATHNASIUM																												
	MEDLIN MIDDLE SCHOOL																												
	MONTESSORI ACADEMY																												
	NEXTGEN FITNESS																												
	PREMIER ACADEMY																												
	STRETCH ZONE																												
	THE FORCE BY LUKE																												
	TROPHY CLUB COUNTRY CLUB																												
	TROPHY CLUB ROANOKE YOUTH BASEBALL ASSOCIATION																												
	TXI KARATE																												
	ZENXTREME YOGA																												
AQUATICS	X																												
CHILDHOOD EDUCATION & CHILDCARE	X		X			X												X			X	X		X					
CULTURAL CRAFTS																													
ESPORTS/EGAMING																													
FITNESS ENHANCEMENT CLASSES	X						X	X	X	X				X									X		X	X	X		X
GOLF																											X		
HEALTH AND WELLNESS EDUCATION	X																												
INDIVIDUAL SPORTS					X							X				X											X		
MARTIAL ARTS															X														X
NATURAL AND CULTURAL HISTORY ACTIVITIES																	X		X										
PERFORMING ARTS											X																		
RACQUET SPORTS																													
RUNNING/CYCLING RACES	X																												
SAFETY TRAINING	X																												
SOCIAL RECREATION EVENTS	X																												
TEAM SPORTS	X			X	X								X															X	
THEMED SPECIAL EVENTS	X																												
TRIPS AND TOURS	X																												
VISUAL ARTS		X																											

Note – The parameters of the table are based on the National Recreation and Park Association's (NRPA) Agency Performance Review and Park Metrics, opportunities that NRPA provides for the use and evaluation of performance amongst park and recreation agencies'

Partnership Analysis (Cont'd.)

The Department is very conscientious of the recreation and leisure services it provides to the community, especially when compared to what services other providers offer. As seen in the table above, there generally isn't high overlap in programming types that the Department invests in when compared across the community of providers; and in areas where there is heavy saturation of competition, the Trophy Club Parks and Recreation's involvement can be justified. For instance, while there are a few team sport providers in Trophy Club, the Department partners with multiple youth sport organizations to provide those services to the community and limits their own provision of those services.

CONSIDERATIONS WITH FUTURE PARTNERS

AS THE TOWN CONSIDERS FUTURE POTENTIAL PARTNERSHIPS WITH THESE (OR ANY) RECREATION AND LEISURE SERVICE PROVIDERS, IT SHOULD CONSIDER THE FOLLOWING:

- | **Reciprocal Benefit:** Seek organizations that have something your organization desires, and vice versa. The expectation of reciprocal benefit is a must when preventing one organization from simply becoming a granting body to another. Identifying the value of the contributions brought forth from all participating organizations helps ensure that there is equal value and benefit to each all. For any governmental organization, receiving fair and just value on behalf of taxpayers in return for any resource investment and commitment must be paramount.
- | **Don't Settle:** Any alliance should be beneficial to your organization and, by extension, to your community and taxpayers. This can be in terms of a positive impact on the bottom line, an enhanced image, or some other benefit. If no such advantages exist, reconsider the partnership.
- | **Think Long-Term:** Partnerships are strategic relationships designed to benefit all involved for a minimum of three to five years. Evaluate potential partners based upon their potential long-term contributions. Partnerships should be strategic with sustained mutual benefits.
- | **Relationships are Key:** Recognize partnerships are essentially business relationships, and the individuals involved can make or break the collaboration.
- | **Shy Away from Those with a Questionable Reputation:** It is important to research any prospective partners. Are they credible and honest in their dealings with others? Assess their reputation, service quality, and standards. If their values are not in sync with your organization, reconsider the partnership.
- | **Are Your Eyes on the Same Ball:** Potential partners share the same or similar fundamental purpose (mission). Aligning mission and purpose is crucial for the success of the partnership.

AGREEMENT REVIEW

The Agreement Review portion of the Partnership Analysis included a comprehensive review and assessment of the terms, conditions, and provisions outlined in current Department partnership agreements.

THE PRIMARY REASONS WHY THE DEPARTMENT WANTED TO CONDUCT THIS ANALYSIS INCLUDE THE FOLLOWING:

- | **Clarifying Roles and Responsibilities:** Understanding the roles, responsibilities, and contributions expected from each partner to reduce ambiguity and potential conflicts.
- | **Aligning Expectations:** Ensuring that the expectations of all parties involved are aligned as it relates to financial contributions, decision-making authority, and other important aspects of the relationship.
- | **Risk Management:** Identifying and mitigating potential risks associated with partnerships such as disagreements over decision-making, financial liabilities, or exit strategies.
- | **Optimizing Efficiency:** Streamlining operational processes, enhancing communication, and improving overall efficiency in achieving partnership objectives.
- | **Facilitating Dispute Resolution:** Providing a clear reference point for resolving conflicts based on agreed-upon terms and conditions.
- | **Strategic Alignment:** Ensuring that agreements are in alignment with the mission, values, and vision of the Department and its priorities is crucial to success and sustainability.

JOINT USE AGREEMENTS

Joint Use Agreements (JUAs) are formal agreements between two separate entities to establish the terms and conditions for the shared use of property or facilities. The Department fosters two formal strategic partnerships to deliver services to the community through JUAs with local youth sports organizations.

Comprised of document review and discovery, these agreements were analyzed through the lenses of productivity, reciprocation, and efficiency. Agreements were well crafted, consistent in nature, and include statements that address reciprocity.



FIGURE 37 - Overview of Town Partnership Agreements

Program Gaps

Programming gaps typically identified programs and services where an organization’s current service menu falls short of meeting the wants and/or needs of the community. Contributing to this can include community input, competition, and other internal and external constraints.

RESIDENT INPUT AS IT RELATES TO PROGRAM GAPS

The Department currently offers a limited but manageable amount and range of recreation programs and services for its residents. The condensed service menu is largely due to maximized staff resources that limit the Department’s ability to offer an expanded range of services and programs.

Resident input is an important consideration when taking into account when evaluating potential service gaps. The Statistically Valid Survey and Town-Wide Community Survey

included questions specific to their opinions on the Town’s recreation services to gather insight into which recreation programs and services residents want additional opportunities to participate in. Respondents were asked both: “What types of community events or activities would you like to see more of?” and “What types of recreation programs are you or your family most interested in?” The top responses included concerts, events, arts and cultural events, and nature programs. The full results are shown in the Figures below.



Active Adults Center Game Room

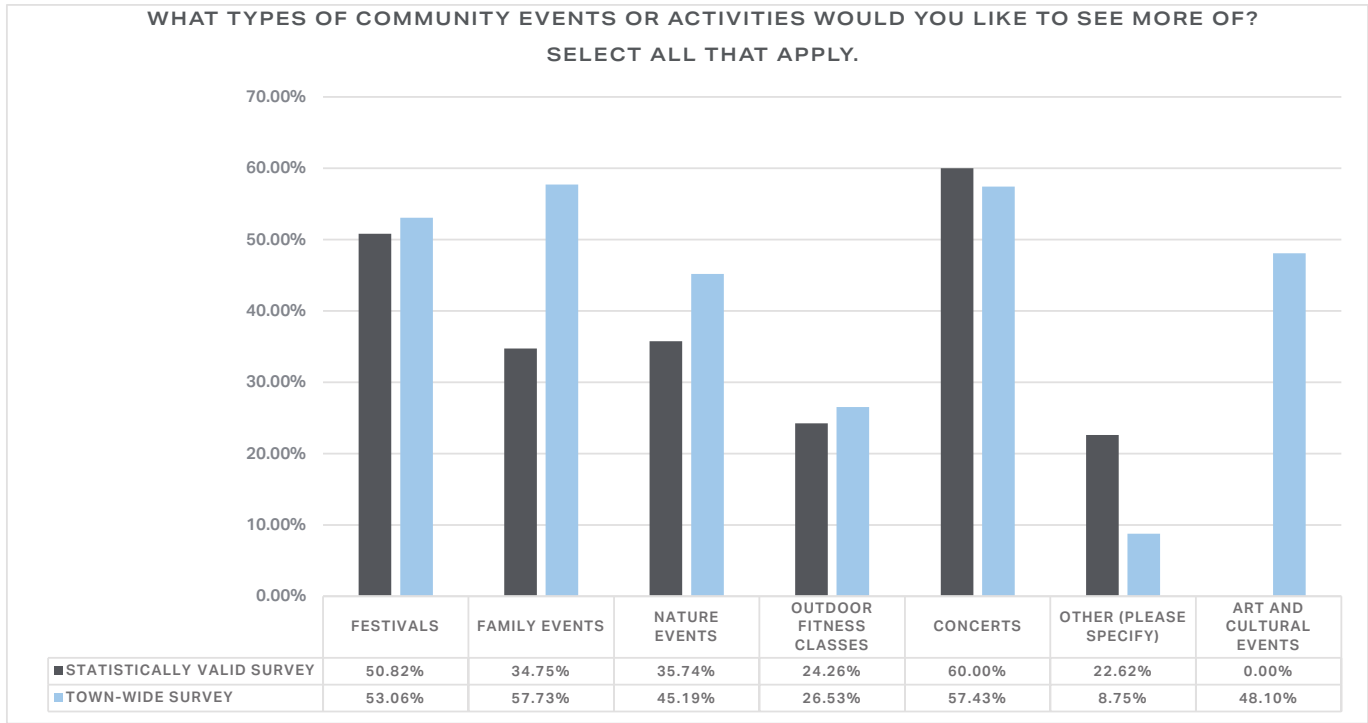


FIGURE 38 - Desired Community Events & Activities

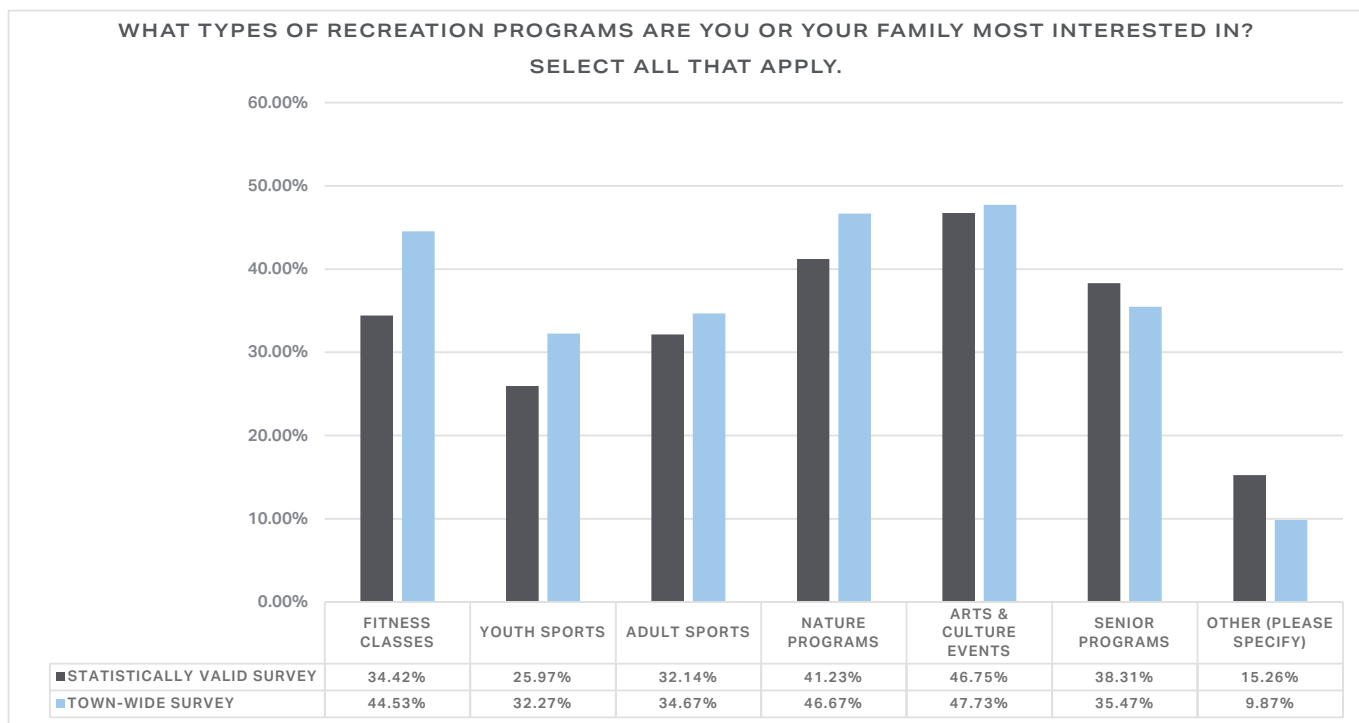


FIGURE 39 - Desired Recreation Programs for Trophy Club Park & Recreation

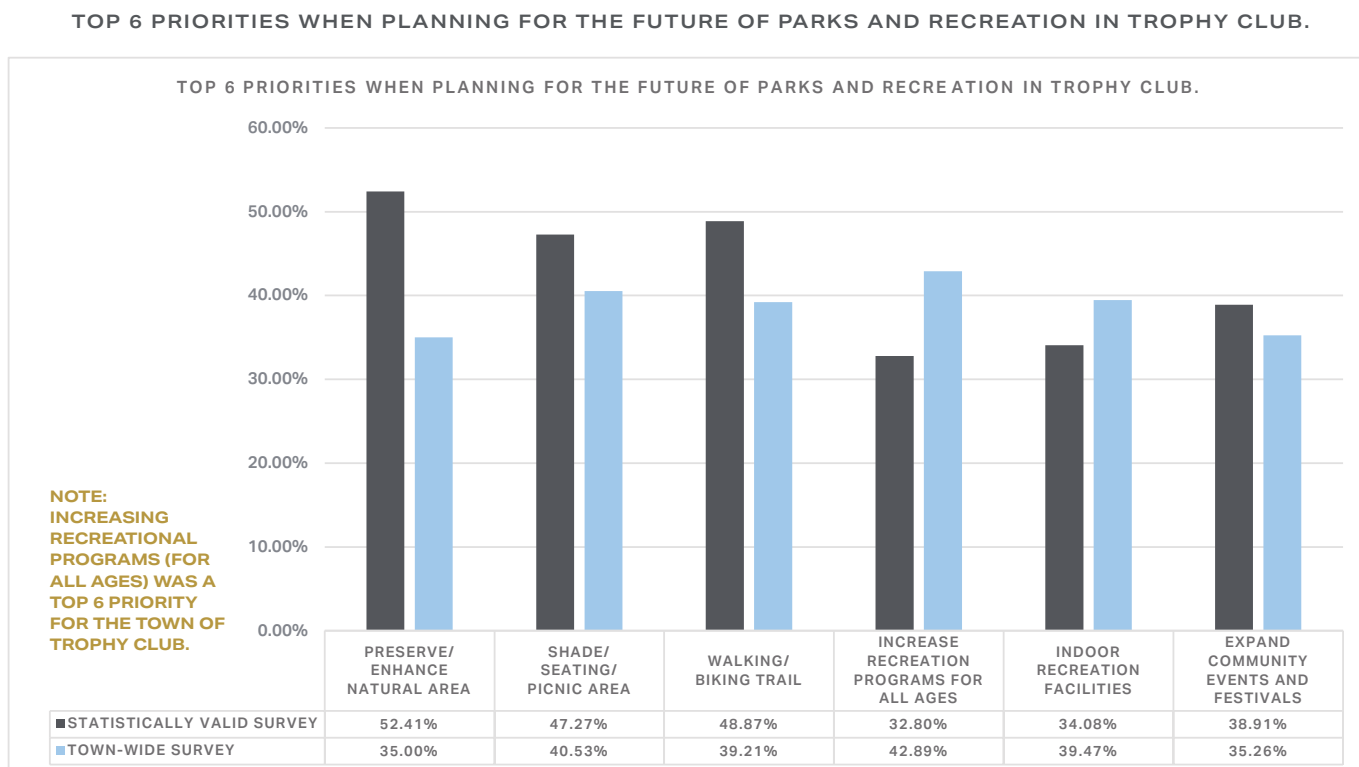


FIGURE 40 - Community-Identified Priorities for Trophy Club Park & Recreation

Program Gaps (Cont'd.)

Additionally, another consideration when identifying program gaps is the organization's competition. As identified in the Chapter's Partnership Analysis section, there are dozens of community recreation and leisure service providers in Trophy Club that should be considered, as these providers contribute to the overall parks and recreation level of service to the community alongside Town-provided services.

PROGRAM RECOMMENDATIONS

With all of this being accounted for, the following are program and service recommendations for the Department to consider as it strategizes how to best address the community's current program and service gaps.

ACTIVE ADULTS

"Active Adults" is the widely accepted term for the senior population by park and recreation agencies, which generally represents the population aged 55 and over. In terms of serving this population, Active Adults are diverse in their needs, abilities, and desires. It's easy to simply associate programs and services that are social-focused and sedentary in nature, ones that are conscious of the older individuals participating; however, today's Active Adults are engaging in more active and wellness driven habits and activities than ever before. Targeting the new entries to this cohort, of those who have recently turned or will recently 55, is a segment that over 40% of park and recreation agencies are making concentrated efforts to serve according to NRPA². While this segment of Active Adults are largely still a part of the active labor force, they can be harder to activate than those of this group who are retired. Strategies to best serve them can include family and social events (e.g., food truck events), higher-impact activities (e.g., running clubs), and even education services focused on career development (e.g., leadership courses).

COMMUNITY EDUCATION

A common service parks and recreation agencies offer, nearly three quarters of Texas-based agencies as indicated earlier by NRPA's Park Metrics, are community education programs and services. These types of offerings typically include health and wellness education that encourage healthy lifestyles through exercise, improved balance, nutritious eating, chronic disease self-management, increasing physical activity, and improving quality of life. Many of these types of programs commonly are offered through partnerships and/or require specialized training or facilitators.

CULTURAL ARTS AND CRAFTS

Cultural arts and crafts services was an additional program and service gap that was identified by both the National Recreation and Parks Association 2025 Metric Comparisons to Trophy Club, as well as the recreation and leisure service

providers table. In a broader sense, arts programming as a whole was identified by NRPA as a top trend in 2025 for parks and recreation agencies as they work towards bringing both visual and performing arts to their communities³. These services can attract a wide range of interests, from instructor-led craft classes to public arts programs (e.g., sculptures and murals in public spaces), that can be provided to a wide range of residents, from youth to Active Adults.

INCREASED ACTIVATION TOWN-OWNED PARKS, FACILITIES AND SPACES

The Town has a strong inventory of parks, facilities, and spaces; however, through both analysis and as indicated by Department staff, many of these amenities are not strongly utilized outside of regularly scheduled programs or rentals. Identifying ways to activate these parks, facilities, and spaces during lower demand times, though a challenge, provides the Department with the opportunity to greater utilize these areas as well as having the opportunity to positively contribute to cost recovery efforts.

RACQUET SPORTS

While the Town has tennis and pickleball courts at both Harmony Park and Independence Park, the only related programmed services the Department offers are tennis court rentals. The nation's pickleball craze, in particular, is no secret, as the Sports and Fitness Industry Association (SFIA) reported pickleball was the fastest growing sport in America for the fourth straight year in 2025 with nearly 20 million participants⁴. Given there aren't any other primary racquet sports service providers in Trophy Club, there's a present opportunity for the Department to explore filling that gap through formal lessons, leagues, tournaments, etc. Outreach to reoccurring renters, frequent open access users of the racquet sports facilities, and any known community ambassadors can help guide the Department in strategically providing these potential services.

SOURCES

¹www.nrpa.org/publications-research/ParkMetrics/

²<https://nrpa.org/publications-research/research-papers/healthy-aging-in-parks-survey-results/>

³<https://www.nrpa.org/parks-recreation-magazine/2024/december/top-trends-in-parks-and-recreation-2025/>

⁴<https://sfia.org/resources/sfias-topline-participation-report-shows-247-1-million-americans-were-active-in-2024/>



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07

Systemwide Recommendations

Facility Developments & Improvements

This section synthesizes facility specific needs and system wide opportunities across Independence Park East and West, Harmony Park, Lakeview Park, Freedom Dog Park, Trophy Club Park, Linear Park, and the two key parks buildings (the Activity Center and the Parks Department Maintenance Area). Findings emphasize areas for improvement and near term opportunities surfaced repeatedly in the inventories and condition notes, and they reflect community feedback on comfort, access, identity, and program needs.

SYSTEM-WIDE THEMES (PARKS)

ELEVATE COMFORT AND USABILITY AT HIGH USE NODES

Shade, seating, and reliable restrooms are the most consistent gaps. Several parks note worn or limited benches/tables, limited shade at spectator/play areas, and restroom deficits (e.g., portable units at Freedom Dog Park; aging restroom/concessions at Independence East/West). Standardize a townwide amenities kit—shade (trees/structures), durable seating/tables, bottle fillers, trash/recycling, and bike racks—and deploy first where use is highest.

ESTABLISH A COHESIVE IDENTITY AND WAYFINDING

Entry identity and internal wayfinding are inconsistent or missing (e.g., Lakeview lacks field/trailhead signage; Freedom Dog Park has no entry sign; Trophy Club Park needs standardized trailheads and maps). Implement the Town Branded Signage and Wayfinding at entries and decision nodes to improve legibility and reinforce the Town brand.

MODERNIZE BUILDINGS AND SPECTATOR INFRASTRUCTURE

Aging restroom/concession buildings, pool support spaces, fencing/backstops, and bleachers appear across sites—especially at Independence East/West and Harmony. Launch a 5-year capital renewal cycle tied to league calendars.

CONVERT LANDSCAPES TO NATIVE/LOW WATER PALETTES

Multiple parks call for landscape refreshes with native or native adaptive plantings and added canopy; simplified bed geometry can reduce O&M. Start at entries, sidelines, and spectator zones.

STRENGTHEN INTERNAL LOOPS AND PARK TO TRAIL LINKS

Internal sidewalks/trails score low in places (e.g., Independence East), or loops could be extended (Independence West, Harmony). Lakeview functions as a practice complex and trailhead but lacks ADA parking and trailhead identity. Complete internal loops, close “micro gaps,” and build branded trailheads that connect the Trails Master Plan loop.

ADDRESS PARKING, ACCESS, AND EVENT OPERATIONS

Game day overflow occurs at Harmony; Independence West notes parking shortfalls; Lakeview lacks accessible trailhead parking. Combine targeted lot/circulation fixes, event day management plans, and additional ADA stalls at trailheads/fields.

TREAT TROPHY CLUB PARK AS A REGIONAL GATEWAY

Restrooms are limited; entry accessibility, signage/wayfinding, pavement, and natural area stewardship need attention to match its regional draw (ORV, disc golf, equestrian, lake access). Standardize trailheads and invest in core basics to unlock economic and community value (see callout above).

FACILITY THEMES (BUILDINGS THAT ENABLE SERVICE + COMMUNITY)

ACTIVITY CENTER—RENOVATE FOR PURPOSE-BUILT PROGRAMMING

Currently a former office with partial adaptation; hosts Active Adult programs and summer camps. Needs full interior renovation (flex rooms, storage, ADA/code compliance, A/V and technology), plus outdoor program yard (shade, seating, small pavilion, native landscaping), and improved pedestrian access/branding.

PARKS DEPARTMENT MAINTENANCE AREA—MODERNIZE FOR CAPACITY, SAFETY, AND SUSTAINABILITY

Currently at capacity; minimal staff amenities; limited covered storage. Reconfigure circulation, add covered bays, create staff support spaces (breakroom/lockers/showers), implement stormwater BMPs and material containment, add plant staging for native conversions, and provide perimeter screening/branding.

PARK-SPECIFIC PRIORITIES

INDEPENDENCE PARK EAST

- | Renovate restroom/concessions and pool support areas; refresh entry identity and pool signage
- | Convert landscapes to native/low water; add shade/seating along paths and sidelines
- | Complete internal paths (current score low) and improve boundary fencing

INDEPENDENCE PARK WEST

- | Replace worn benches/tables; add canopy shade at spectator areas.
- | Rehabilitate pavement (parking/paths), extend internal loop, and address parking capacity on event days
- | Refresh signage to Town standards

HARMONY PARK

- | Replace pavilion seating/tables; refresh landscape beds/edges with native palette
- | Expand internal loop connections to reduce on street parking pressure; implement event day parking management
- | Keep fields/lighting strong while improving comfort amenities

LAKEVIEW PARK

- | Establish a formal trailhead with map, hours, rules, and field usage signage; add ADA trailhead parking
- | Add shade/seating to practice fields; enhance identity and wayfinding

FREEDOM DOG PARK

- | Evaluate additional programming to better utilize/activate available open space
- | The evaluation would include, but not limited to the following: permanent restrooms, entry identity, shade, playground updates, enhancement of channel edge, native/adaptive plant palette, etc.

TROPHY CLUB PARK

- | Standardize trailheads/wayfinding; improve entry accessibility beyond the car
- | Expand restroom capacity
- | Elevate core basics to match regional demand: ORV, disc golf, equestrian, lake access—(See “Reimagining Trophy Club Park & 800+ Acres” callout and section)

LINEAR PARK

- | Add formal trailheads (map, rules, hours) and ADA parking at access points; implement corridor wayfinding
- | Address ADA issues along steeper segments; improve pavement where needed
- | Undeveloped Parkland (five sites, incl. Town Hall frontage)
- | Advance concept programming per parcel (shade, seating, loop paths, nature play/fitness, flexible lawn, wayfinding); treat Town Hall frontage as a potential civic gathering site
- | Use native/low water templates and Town identity standards

COMMUNITY PRIORITIES INTEGRATED INTO FACILITY WORK

- | **Connections First.** Park projects should include internal loop completion and short micro links to the Trails Master Plan, reflecting the top community priority: more trail connections.
- | **Comfort and Legibility.** Add shade/trees, seating, and cohesive wayfinding at every renovated site; expand lighting selectively where context appropriate.
- | **Diverse, Everyday Use.** Introduce fitness pods, nature play, and rest nodes to broaden participation and support



Independence Park East: Restrooms

Reimagining Trophy Club Park & 800+ Acres

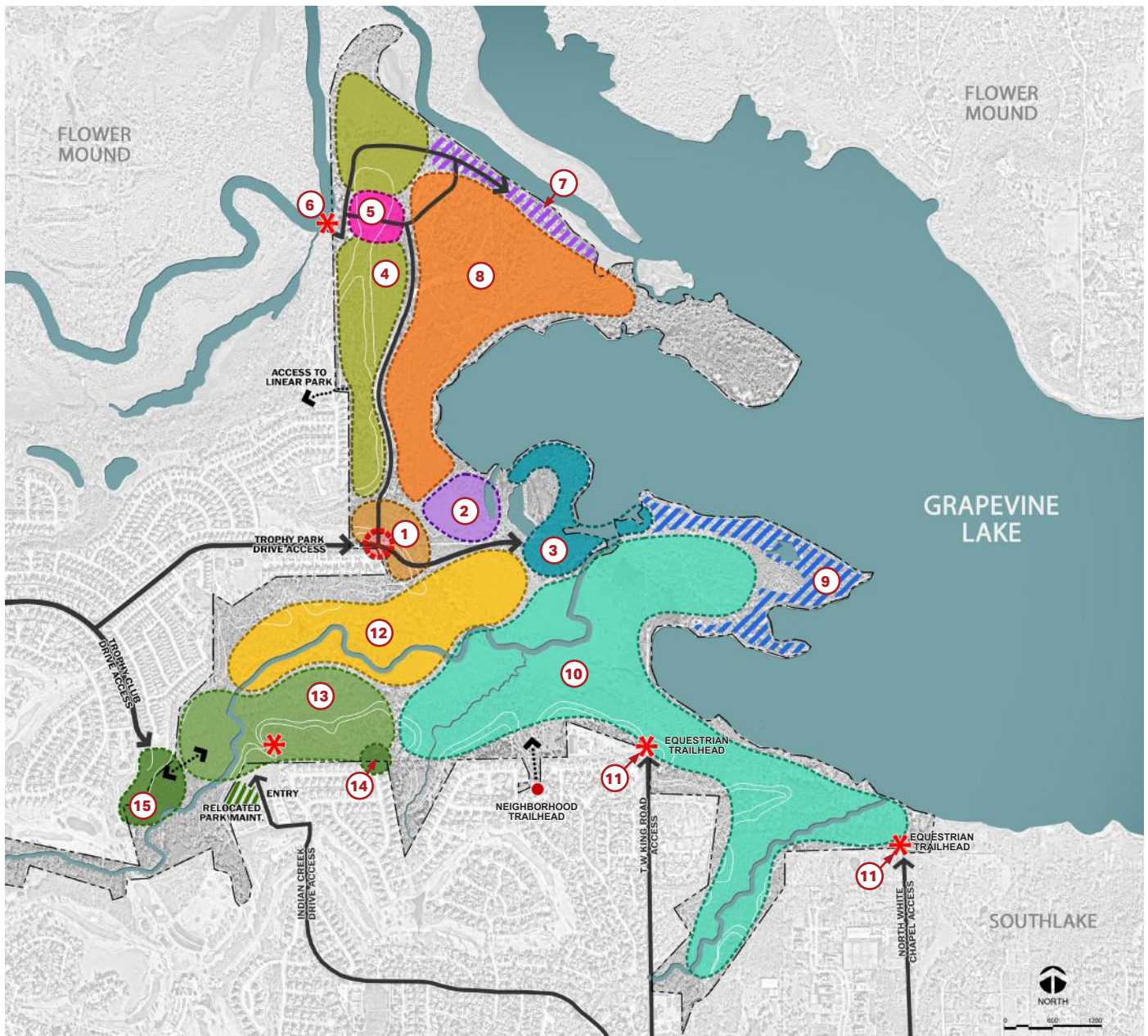


FIGURE 41 - Trophy Club Park Concept Plan (TCPCP)

As part of this Master Plan, Trophy Club Park was re-envisioned based on community feedback, staff input, and Parks Board discussions. While the conditions assessment identified the improvements that would be required if existing amenities remained unchanged (e.g., restroom capacity, signage/wayfinding, accessibility at the entry, and pavement rehabilitation), the Concept Plan advances a broader concept at Trophy Club Park complete with a High-Level Business Plan to ensure the viability and success for years to come.

This concept elevates Trophy Club Park as a regional gateway and economic driver, integrating nature based recreation,

enhanced trail connectivity and trailheads, core utility upgrades (restrooms, water access), and clear park identity. See Trophy Club Reimagined (Appendix D) for the High-Level Business Plan, vision, and programming elements.

Note: All future improvements to Trophy Club Park will be approved by the Army Corps of Engineers prior to construction.

1 PARK ENTRY

- | Gate House
- | Visitor Center
 - Activity Admissions
 - Educational Exhibits
 - Restrooms
 - Storage
 - Concessions/Vending
 - Equipment Rentals
 - Rentable Room(s)
- | Parking

2 CENTRAL DAY CAMPING AREA

- | Pavilions
- | Picnic Tables
- | Grills/Fire Pits
- | Parking

3 WATER ACCESS AREA

- | Trails
- | Boardwalk
- | Non-Motorized Launch Point
- | Fishing Pier
- | Outdoor Classroom

4 COMMUNITY PARK

- | Restrooms
- | Pavilions
- | Large Playground
- | Disc Golf
- | Trails
- | Open Space
- | Outdoor Classroom
- | Picnic Area
- | Parking

5 FESTIVAL AREA

- | Amphitheater
- | Food Truck Area
- | Plaza/Gathering Area

- | Great Lawn
- | Restrooms

6 BOAT ACCESS

- | Parking
- | Boat Dock
- | Boat Ramp

7 DAY CAMPING AREA

- | Pavilions
- | Picnic Tables
- | Grills/ Fire Pits
- | Parking

8 OUTDOOR RECREATIONAL VEHICLE AREA

- | Motocross Track(s)
- | Off-Road Trail(s)
- | Kid Track(s)
- | Pavilions
- | Observation Areas
- | Parking

9 PRIMITIVE DAY CAMPING AREA

- | Nature Area
- | Occasional Clearing with Picnic Table

10 EQUESTRIAN/PEDESTRIAN TRAILS

- | Trails
- | Neighborhood Access Points
- | Rest Areas/Overlooks

11 EQUESTRIAN TRAILHEADS

- | Automated Access Gate
- | Vehicle/Trailer Parking

12 ADVENTURE AREA

- | Mountain Bike Trails
- | Pump Track/Skills Area
- | Zipline Course
- | Ropes Course

- | Outdoor Climbing Wall
- | Paintball Course
- | Gathering Space(s)
- | Food Truck Area
- | Parking

13 NATURE CENTER/SCHOOL

- | Visitor Center
 - Educational Exhibits
 - Classrooms
 - Restrooms
 - Storage
 - Rentable Room(s)
- | Nature Play Area
- | Picnic Areas
- | Outdoor Classroom(s)
- | Trails
- | Parking

14 POCKET PARK

- | Small Playground
- | Picnic Stations
- | Trails/Trailhead
- | Open Space

15 NEIGHBORHOOD PARK

- | Restrooms
- | Pavilion(s)
- | Playground
- | Trails/Trailhead
- | Open Space
- | Picnic Stations
- | Parking

Trophy Club Park High-Level Business Plan Summary

As part of the Trophy Club Parks & Recreation Master Plan process, a High-Level Business Plan for Trophy Club Park was identified as a deliverable.

FISCALLY RESPONSIBLE APPROACH

The Trophy Club Park High-Level Business Plan, as an appendix to the Trophy Club Parks and Recreation Master Plan, and as a supplement to the Trophy Club Park Conceptual Plan, provides a foundation for the Town to begin making informed decisions, balancing the community's vision for enhanced recreational opportunities at Trophy Club Park with a practical, fiscally responsible approach to planning and implementation.

THE TCP BUSINESS PLAN INCLUDES:

- | Review of the current amenities and operations of Trophy Club Park
- | Detail of the Trophy Club Park Conceptual Plan and its operational and maintenance considerations
- | Overview of Trophy Club Park's competitive market including the providers of parks and amenities of those with similar offerings around Grapevine Lake
- | Examination of the Trophy Club Park Conceptual Plan's financial considerations
- | Outline of potential next steps

The Trophy Club Park Conceptual Plan segments Trophy Club Park into several use areas and presents the potential amenities that the Town could consider in each respective area. As with any potential expansion and redevelopment effort, the proposed Trophy Club Park Conceptual Plan comes with many operational and maintenance considerations that are imperative for the Town to understand; however, given the preliminary stage of the overall potential redevelopment process of Trophy Club Park, projecting potential capital, revenue, and expenses is too ambiguous of an exercise until the Town is further along in the planning effort.

During the 2024 fiscal year, the Department operated at an overall cost recovery of 22%, with Trophy Club Park operating at 68%. It's recommended that the Town implement a separate financial sustainability strategy specific to Trophy Club Park operations to establish the expectation that the Town operate Trophy Club Park's services and amenities at a higher cost recovery level in order to successfully operate and maintain the Park.

From here, the Town has several next steps to consider, which are highlighted by conducting additional community outreach efforts that will further guide the identification and development of a preferred concept plan for Trophy Club Park, ultimately leading to an adopted Trophy Club Park Master Plan.

FOR FULL BUSINESS PLAN, REFER TO APPENDIX D

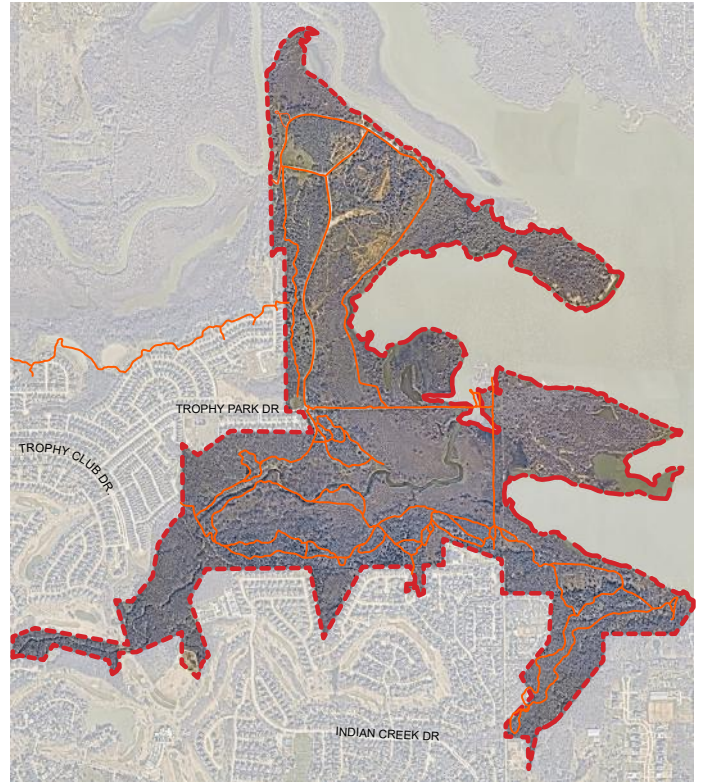


FIGURE 42 - Trophy Club Park as of 2025



Trophy Club Park Motocross

LEAVENO TRACE

est. 1994

1 PLAN AHEAD AND PREPARE

2 WALK AND CAMP ON DURABLE SURFACES

3 DISPOSE OF WASTE PROPERLY

4 LEAVE WHAT YOU FIND

5 MINIMIZE CAMPFIRE IMPACT

6 RESPECT WILDLIFE

7 RESPECT OTHER VISITORS



TROPHY CLUB DISCOVERY ZONE

2020



Leave
No
Trace

Trail & Connectivity Improvements

HIGH-LEVEL 10-YEAR IMPLEMENTATION FRAMEWORK

YEARS 1–2: PLAN & QUICK WINS

- | Finalize loop alignment, confirm easements/ROW, and set segment priorities.
- | Install pilot wayfinding and trailhead identity at 2–3 key access points.
- | Build short “micro gap” links that unlock high value connections (especially to Trophy Club Park and Linear Park).
- | Bundle ADA/surface repairs on the most constrained segments.

YEARS 3–5: BUILD THE BACKBONE

- | Construct major connectors along drainage corridors and public ROW to form the loop’s primary arcs (north/east).
- | Deliver safe crossings, sidewalk infill, and curb ramp upgrades at key neighborhood interfaces.
- | Add shade and seating nodes at regular intervals (~½ mile) along built segments.

YEARS 6–8: EXPAND ACCESS & VARIETY

- | Complete neighborhood spurs to Independence Park East/West, Harmony Park, Lakeview Park, the Activity Center, and the Town Hall/Police campus.
- | Introduce soft surface spurs where appropriate to diversify experiences.
- | Formalize trailheads with maps, bike racks, and consistent signage.

YEARS 9–10: CLOSE THE LOOP & OPTIMIZE

- | Finish remaining links to achieve a continuous perimeter loop.
- | Add targeted lighting (context sensitive), additional shade, and drinking water where feasible.
- | Evaluate usage and safety data; refine wayfinding, crossings, and maintenance cycles.



Trophy Club Park Trailhead

Recreation Program Enhancements

The Parks and Recreation Department is making, and should continue to make, thoughtful facility and program enhancement decisions that reflect changing community needs and evolving recreation trends. As new uses emerge and program interests expand, it is important that the Department remains intentional and strategic in pursuing opportunities that align with its vision and contribute to a well-rounded, high-performing organization. By continuing to make decisions grounded in community input, fiscal awareness, and the desire to maintain a high quality of life, the Department can ensure that its growth is both purposeful and sustainable over time.

STAFF RESOURCES

As facilities and programs expand, the Department will need to plan for the staff capacity required to support this growth. Proactively identifying future staffing needs will help ensure that service quality and operational efficiency are maintained as demand increases. Efforts can begin by developing a comprehensive staff onboarding program, solidifying operational manuals and performance evaluation processes, and mapping out priorities that identify where time, expertise, and resources will be most needed. This intentional approach will help the Department remain adaptive, organized, and equipped to deliver consistent, high-quality service as it evolves.

DEPARTMENT RESOURCES

Staff can continue to apply the tools and knowledge developed through the master planning process to guide sound decision-making and ongoing evaluation. The **program pricing tool** enables staff to anticipate program revenue and set fees that align with both community expectations and cost-recovery goals. The **service analysis tool** helps staff assess existing and potential programs, supporting a more strategic approach to future offerings. In addition, **the cost of service analysis** provides insight into current cost-recovery performance and helps identify opportunities to adjust operations in support of long-term financial sustainability. As the Department's program and service menu evolves, staff can also modify and adapt the established **service categories** to ensure continued alignment with community needs, fiscal realities, and the Department's strategic direction.

FACILITY UTILIZATION

Evaluating how facilities are being used is an essential part of ensuring that the department's resources continue to meet both community and organizational needs. Understanding patterns of use—including when and how spaces are most active—can help identify opportunities to expand access, adjust scheduling, or introduce new programs that better reflect community interests and demand. Regular assessment

of facility utilization also allows the Department to recognize when spaces are under- or overused, prompting appropriate adjustments to maintenance practices, staffing, and operational priorities. As community expectations evolve and program offerings change, ongoing evaluation will help ensure that facilities remain functional, efficient, and aligned with the Department's long-term goals for quality service delivery.

PROGRAM MENU

As recreation trends, demographics, and community interests evolve, the department's program offerings should also adapt to remain relevant and responsive. A forward-looking approach to programming recognizes that while residents will always be the department's top priority, there may be opportunities to thoughtfully include non-resident participants when appropriate. Welcoming non-residents can provide several benefits, including the ability to offer a more diverse and robust menu of programs, generate additional revenue to help offset costs to residents, and ensure that classes or activities meet minimum participation levels. Maintaining flexibility in programming while staying grounded in the Department's mission and values will allow the organization to balance inclusivity, fiscal responsibility, and community expectations over time.



Trophy Club Park Paddleboarding & Kayaking

Sustainability & Aesthetic Recommendations

The Town of Trophy Club is committed to creating public spaces that are both beautiful and sustainable, reflecting the community’s values and long-term vision. This section outlines strategies that balance environmental responsibility, operational efficiency, and visual cohesion across the park system and public realm.

THESE RECOMMENDATIONS FOCUS ON TWO KEY AREAS:

- | **Median Design Templates:** Establishing a framework for landscaping that reduces water use, minimizes maintenance, and creates a unified yet neighborhood-specific identity.
- | **Town Parks & Trails Style Guide:** Signage and Identity—defining principles for cohesive branding and wayfinding that reflect Trophy Club’s timeless, nature-adjacent character.

Together, these strategies ensure that every improvement—from landscaped medians to park signage—supports The Trophy Club Way, emphasizing clean, classic design, sustainability, and community pride.

MEDIAN DESIGN

As part of this Master Plan, the Town of Trophy Club has developed Median Design Templates to guide future improvements and new installations. These templates respond directly to concerns identified during planning and maintenance reviews, ensuring that medians remain visually appealing while reducing long-term costs and environmental impacts.

PURPOSE OF THE DESIGN TEMPLATES

The templates provide a consistent framework for median design across the Town, balancing aesthetics with sustainability and operational efficiency.

THEY ARE INTENDED TO:

- | **Reduce Maintenance:** Lower labor hours, minimize replacement of plant materials, and decrease irrigation system repairs.
- | **Conserve Water:** Incorporate drought-tolerant plant palettes and efficient irrigation strategies.
- | **Ensure Plant Viability:** Use native or native-adaptive species suited to North Texas climate conditions.
- | **Create Cohesive Design Language:** Establish a unified look and feel that is Trophy Club’s identity while allowing flexibility for site-specific enhancements.

FOUR MEDIAN DESIGN TYPES

To maintain visual cohesion while celebrating neighborhood character, the Town created four distinct design templates. All templates recommend minimizing seasonal plantings and replacing them with native or native-adaptive perennials that provide color most of the year, if not year-round.

- | **East Side Template:** Reflects the mature, traditional landscape style found in older neighborhoods but introduces water-wise updates. Traditional plantings will be replaced with native and drought-tolerant species, reducing irrigation needs while maintaining a lush, layered appearance. Seasonal color will be limited to native perennials for sustainability.
- | **West Side Template:** Continues the focus on xeriscaping principles, emphasizing native or native-adaptive plants and hardscape elements such as natural stone. This design prioritizes durability and low water use while maintaining a clean, modern aesthetic.
- | **North Side Template:** Provides a transitional design for northern neighborhoods, blending native-adaptive shrubs, ornamental grasses, and pollinator-friendly species. Seasonal color is replaced with hardy perennials to ensure year-round interest and reduce maintenance.
- | **Entry Feature Template:** Reserved for high-profile gateways and municipal entries, this template emphasizes native or native-adaptive perennials, signature trees, and distinctive hardscape elements to create a strong sense of arrival and reinforce Trophy Club’s identity.

KEY DESIGN PRINCIPLES

- | **Native and Adaptive Plant Materials:** Selected for durability, low water needs, and ecological benefits such as pollinator support.
- | **Water-Wise Landscaping:** Integration of xeriscaping principles, soil amendments, and mulch to retain moisture and reduce runoff.
- | **Sustainability:** Designs that minimize chemical use, promote biodiversity, and incorporate hardscape elements for durability.
- | **Visual Cohesion:** Templates include guidelines for plant layering, color accents, and seasonal interest to maintain a high-quality streetscape.

IMPLEMENTATION STRATEGY

To ensure a smooth transition and effective use of resources, **implementation of the median design templates will be phased.**

PHASING WILL BE DETERMINED BY:

- | **Areas of Greatest Need:** Medians requiring significant updates or repairs.
- | **High-Profile Locations:** Gateways, major thoroughfares, and community entry points that define Trophy Club's identity.
- | **Coordination with Construction Projects:** Aligning median improvements with roadway or utility work to minimize disruption and reduce costs.

BENEFITS & FUTURE DIRECTION

APPLYING THESE TEMPLATES WILL DELIVER MEASURABLE BENEFITS:

- | **Lower Operational Costs:** Reduced irrigation and maintenance requirements free up resources for other priorities.
- | **Enhanced Environmental Stewardship:** Supports water conservation and native habitat restoration.
- | **Strengthened Community Identity:** Creates a consistent, attractive streetscape that reflects Trophy Club's commitment to quality and sustainability.

Moving forward, these templates will guide all median retrofits and new installations, ensuring alignment with the Town's goals for **efficiency, sustainability, and design excellence**. Detailed specifications, plant lists, and illustrative layouts will be provided in **Appendix E**.



ToTC Median

Median Design

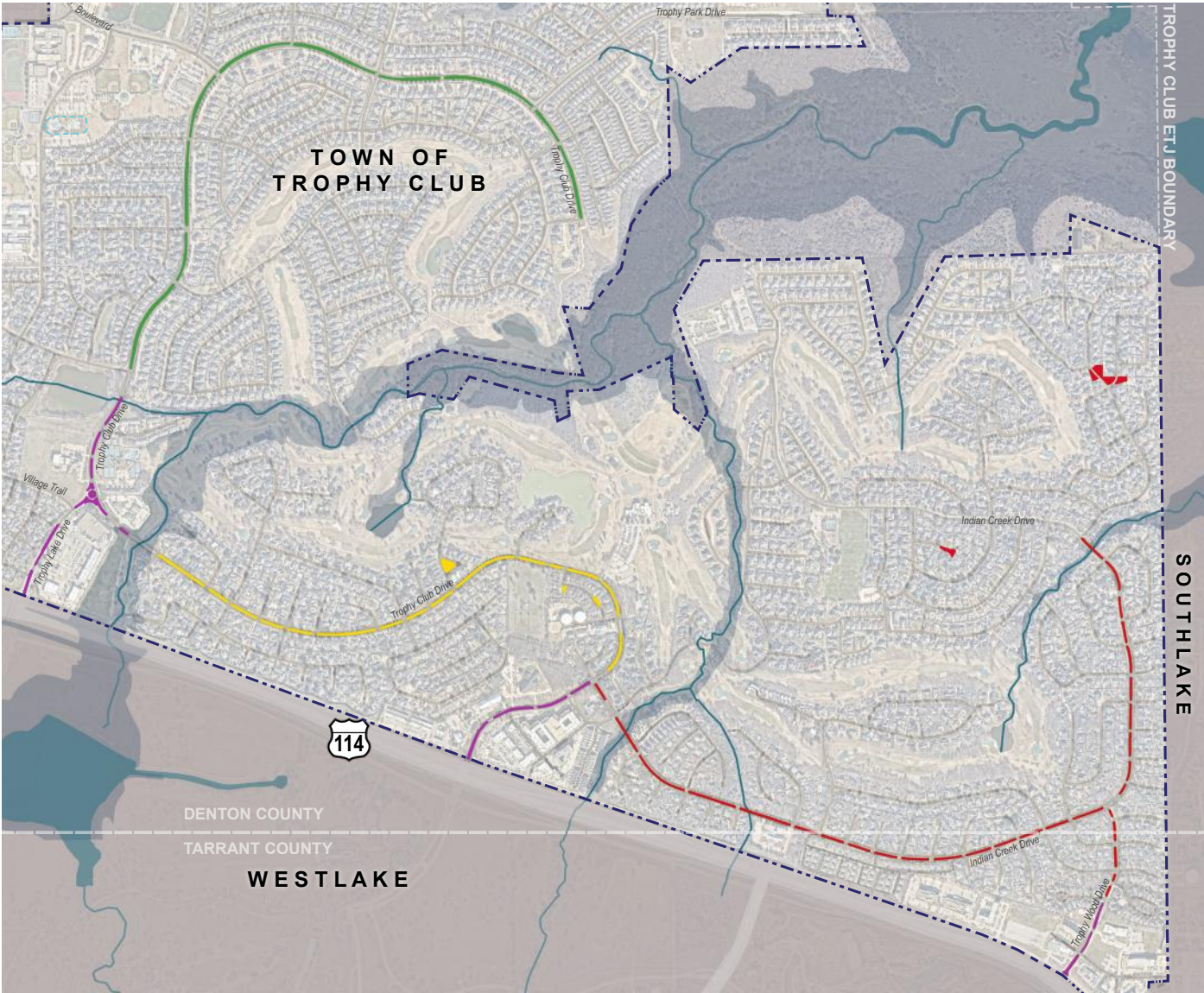


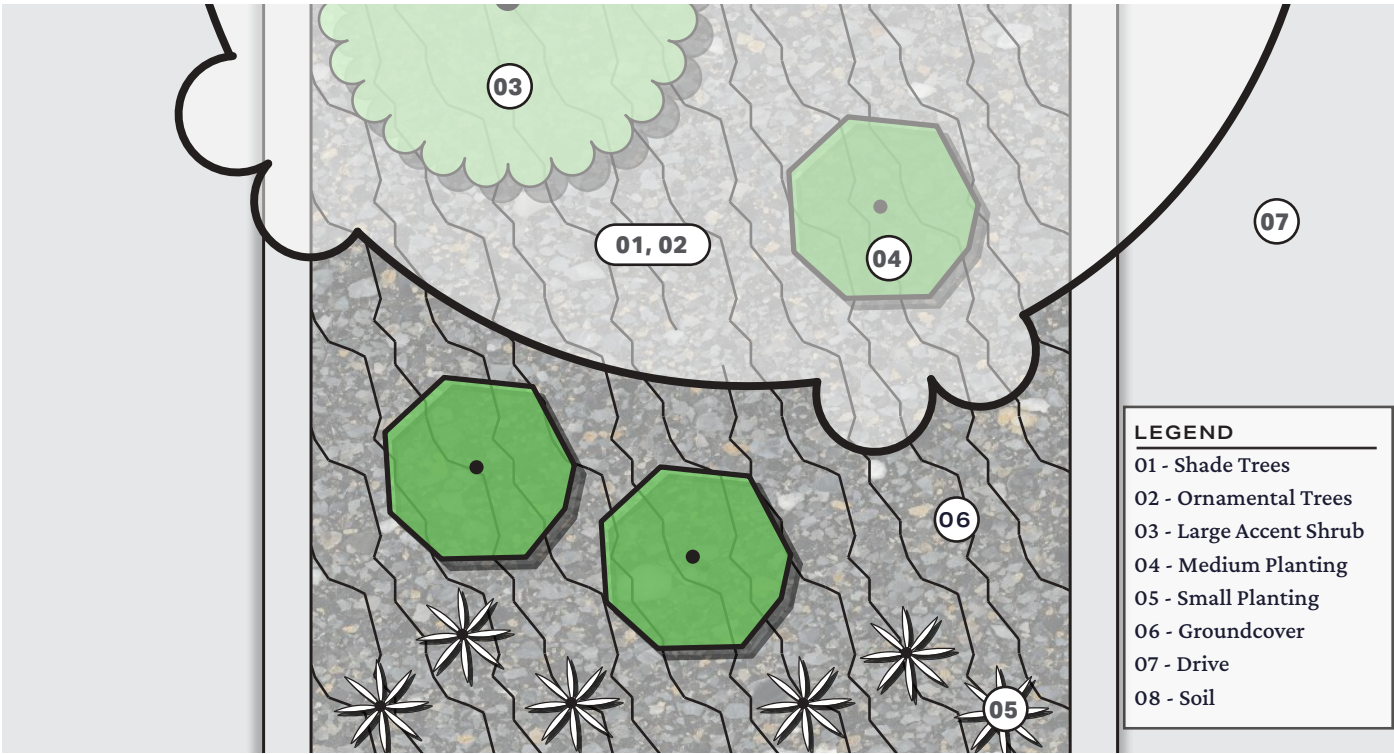
FIGURE 43 - Existing Medians in Trophy Club

- Median Design - Entry Feature
- Median Design - North Side
- Median Design - West Side
- Median Design - East Side
- 100 Year Floodplain
- Trophy Club Extraterritorial Jurisdiction Boundary
- Trophy Club Town Limits
- County Lines

Median Design - Entry Feature



DRIVE MEDIAN PLANTING SECTION EXAMPLE



DRIVE MEDIAN PLANTING LAYOUT EXAMPLE

BLOOM COLORS:

BLOOM TIME: MAR, APR, MAY, JUN, JUL, AUG, SEPT, OCT, NOV

WILDLIFE VALUE: BE, BI, BU, HU, M

FIGURE 44 - Median Design - Entry Feature (Section & Plan)

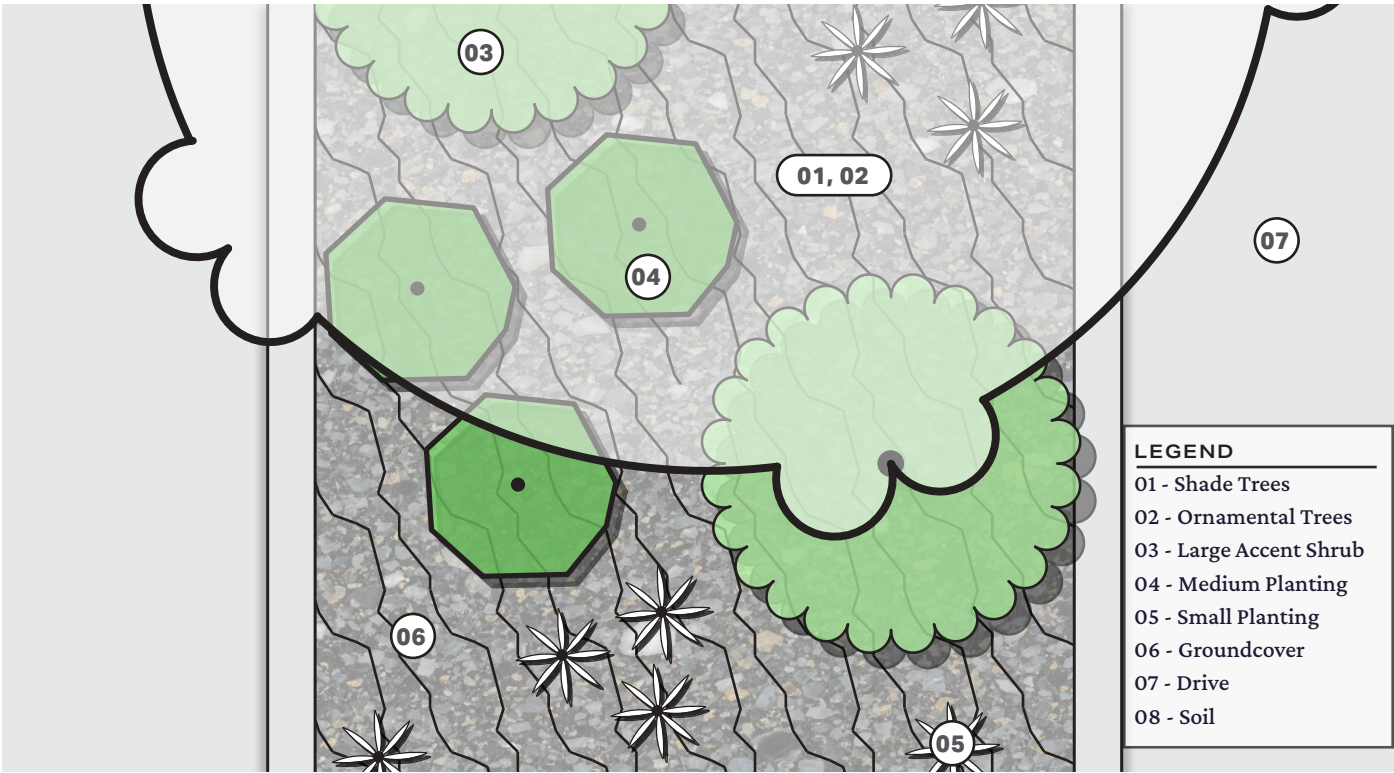


FIGURE 45 - Median Design - Entry Feature (Plant & Groundcover Selection)

Median Design - North Side



DRIVE MEDIAN PLANTING SECTION EXAMPLE



DRIVE MEDIAN PLANTING LAYOUT EXAMPLE

BLOOM COLORS:

BLOOM TIME: MAR, APR, MAY, JUN, JUL, AUG, SEPT, OCT, NOV

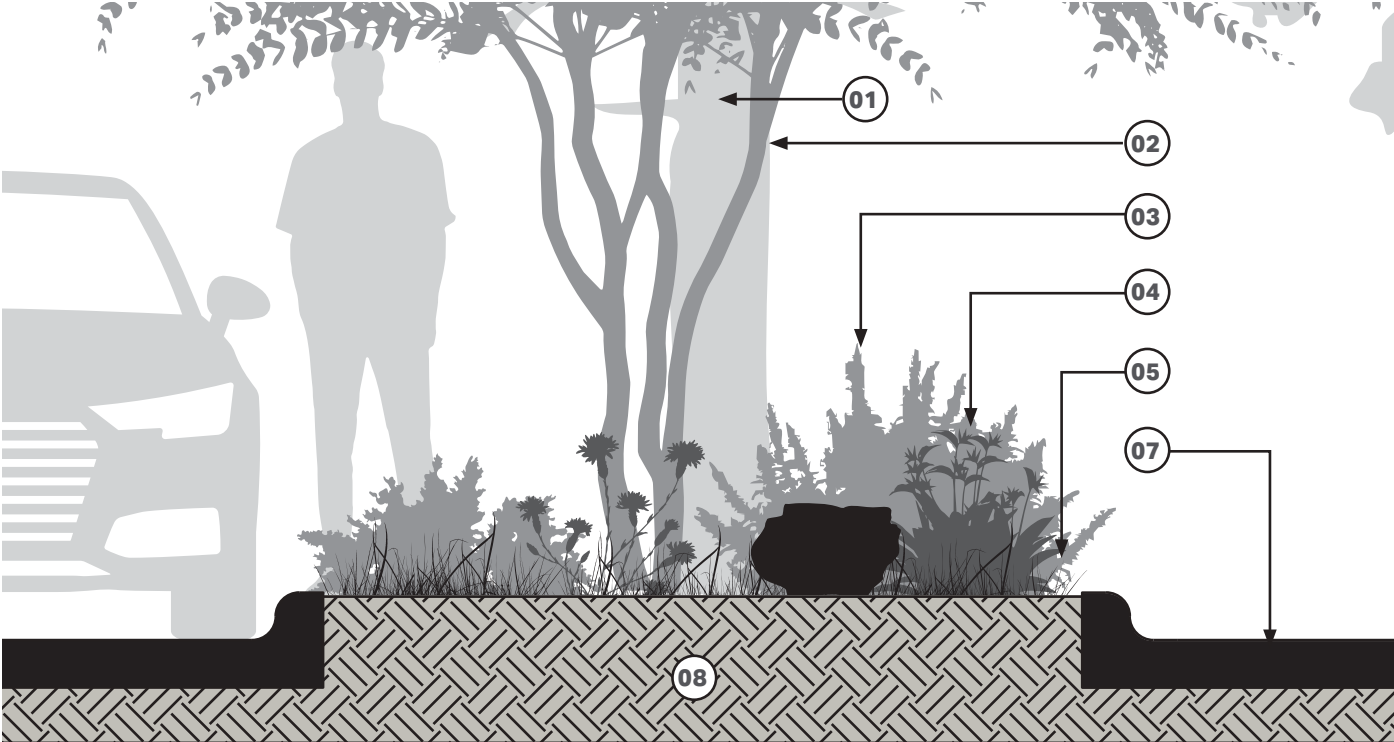
WILDLIFE VALUE: BE, BI, BU, HU, M

FIGURE 46 - Median Design - North Side (Section & Plan)

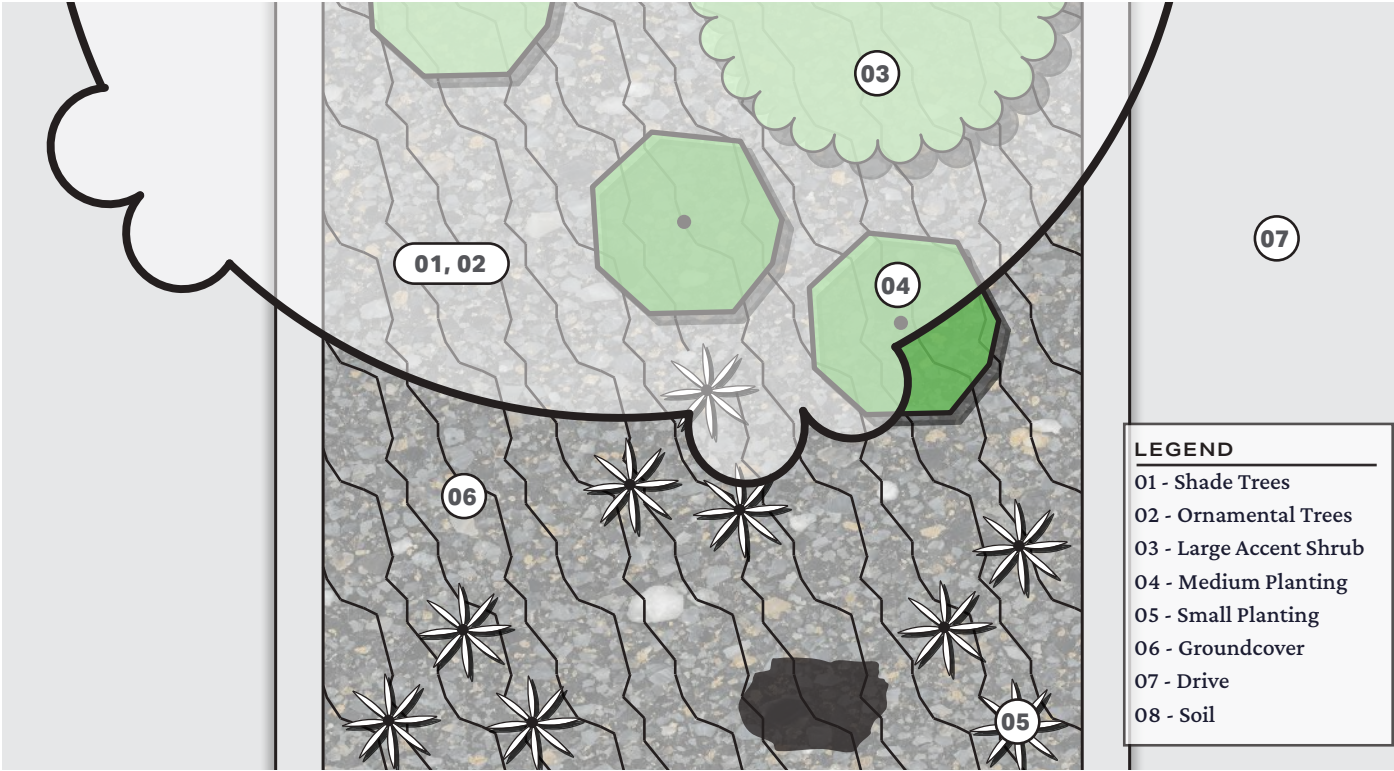


FIGURE 47 - Median Design - North Side (Plant & Groundcover Selection)

Median Design - West Side



DRIVE MEDIAN PLANTING SECTION EXAMPLE



DRIVE MEDIAN PLANTING LAYOUT EXAMPLE

BLOOM COLORS:

BLOOM TIME: MAR, APR, MAY, JUN, JUL, AUG, SEPT, OCT, NOV

WILDLIFE VALUE: BE, BI, BU, HU, M

FIGURE 48 - Median Design - West Side (Section & Plan)

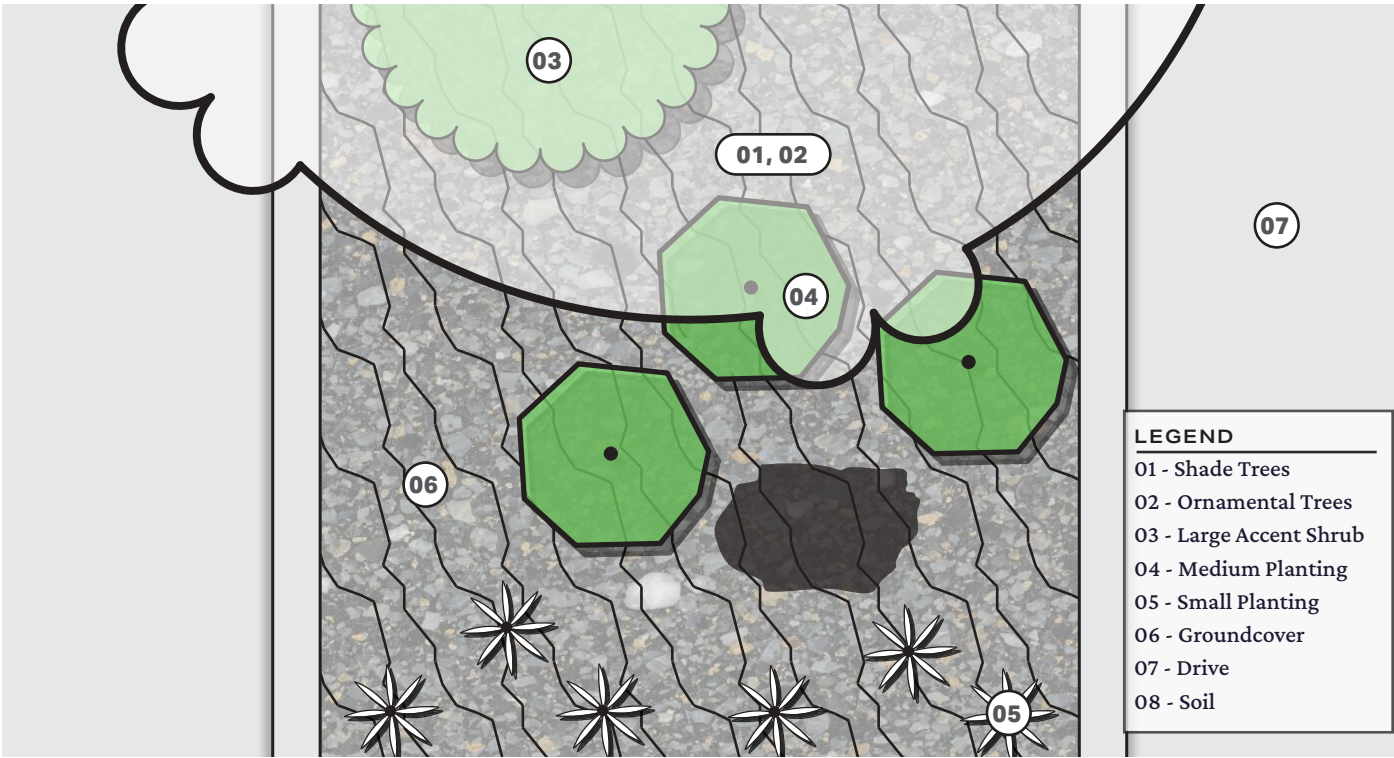


FIGURE 49 - Median Design - West Side (Plant & Groundcover Selection)

Median Design - East Side



DRIVE MEDIAN PLANTING SECTION EXAMPLE



DRIVE MEDIAN PLANTING LAYOUT EXAMPLE

BLOOM COLORS:

BLOOM TIME: MAR, APR, MAY, JUN, JUL, AUG, SEPT, OCT, NOV

WILDLIFE VALUE: BE, BI, BU, HU, M

FIGURE 50 - Median Design - East Side (Section & Plan)



FIGURE 51 - Median Design - East Side (Plant & Groundcover Selection)

Town Parks & Trails Style Guide: Signage & Identity

Signage is more than wayfinding—it is a visual representation of the Town’s identity. A cohesive signage system reinforces Trophy Club’s brand, enhances the visitor experience, and ensures accessibility for all. As the Town updates its overall signage, park and trail signage will be integrated into this unified style, creating consistency across public spaces.

THE TROPHY CLUB TRADITIONS

GROUNDING IN THE TOWN’S MISSION AND VISION, THE SIGNAGE STYLE SHOULD REFLECT TIMELESS DESIGN PRINCIPLES THAT EMBODY TROPHY CLUB’S CHARACTER:

- | **Clean and Classic:** Avoid overly modern or trendy elements; prioritize enduring aesthetics.
- | **Nature-Adjacent:** Use textures, and materials inspired by local landscapes and native flora.
- | **Traditional Yet Refined:** Incorporate elegant typography and balanced layouts that convey quality and permanence.
- | **Community-Centered:** Reinforce the Town’s vision of being connected and vibrant through welcoming, inclusive design.

DESIGN PRINCIPLES

SIMPLE AND STREAMLINED

- | Clear fonts, concise language, and uncluttered layouts ensure information is easy to read and understand.

ENSURE PREDICTABILITY

- | Standardized layouts, color schemes, and wayfinding symbols create consistency across all parks and trails.

ACCESSIBLE INFORMATION

- | Place signage at key locations—park entrances, trailheads, and gathering areas. Include QR codes for digital access to maps and event details.

VISUAL COHESION

- | Apply a unified color palette, typography, and graphic elements that reflect Trophy Club’s timeless, nature-inspired identity.

SIGNAGE TYPE

- | **Welcome Signage:** Prominent entry signs at each park featuring the Town’s branding, park name, and key amenities.
- | **Wayfinding Signage:** Includes trailhead maps, directional arrows, and markers for recreation zones such as playgrounds, sports fields, and picnic areas.
- | **Community Information Boards:** Centralized locations for event announcements, programs, and volunteer opportunities.

STYLING IN THE TROPHY CLUB WAY

- | **Color Palette:** Use the Town’s signature branding colors (patriotic) as the foundation, complemented by subtle park and trail symbols. Accent colors should only be used sparingly for clarity and emphasis.
- | **Materials:** Durable, sustainable materials such as powder-coated metal or recycled composites.
- | **Graphics:** Incorporate subtle design motifs inspired by local landscapes and native plants.

FUTURE DIRECTION

The signage strategy is meant to be implemented in phases, starting with high-profile parks and wayfinding points, then expanding systemwide. This approach ensures that every sign contributes to a cohesive, sustainable, and inclusive identity for Trophy Club’s parks and trails.

Flowers and Grass OF TROPHY CLUB PARK NATURE PRESERVE

Trophy Club Park boasts numerous wildflowers, blooming through spring to fall. Spring brings white cups, Indian paintbrush, Texas daisies, showy primrose, and wild foxglove. Summer colors in the landscape: mariposa, white, blue, and yellow, horseweed, yellow parrotbill, and many others. In the late summer you will be pleasantly surprised to see basketflower, purple thistle, and larkspur in bloom.

In our prairie areas we have several grasses as well. Although we have a lot of grass, it is not all the same. Some grasses are very important to our ecosystem and help reduce our carbon footprint. Our grasses are also very effective at retaining our atmosphere. The North American prairie is one of the most ecologically important ecosystems on earth. We are very fortunate to have a small part of this prairie preserved here.

Horseweed

Horseweed is a common weed that grows in a variety of habitats. It is a member of the Asteraceae family. The plant has a thick taproot and a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Horseweed is a common weed in prairie areas and is often found in disturbed areas.

Basket Flower

Basket flower is a member of the Asteraceae family. It is a perennial plant with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Basket flower is a common weed in prairie areas and is often found in disturbed areas.

Milkweed

Milkweed is a member of the Asclepiadaceae family. It is a perennial plant with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are large and showy, and they are arranged in a terminal raceme. Milkweed is a common weed in prairie areas and is often found in disturbed areas.

Big Bluestem Grass

Big bluestem grass is a member of the Poaceae family. It is a perennial grass with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Big bluestem grass is a common weed in prairie areas and is often found in disturbed areas.

Wild Foxglove

Wild foxglove is a member of the Digitalis family. It is a perennial plant with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are large and showy, and they are arranged in a terminal raceme. Wild foxglove is a common weed in prairie areas and is often found in disturbed areas.

Passionflower

Passionflower is a member of the Passifloraceae family. It is a perennial plant with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are large and showy, and they are arranged in a terminal raceme. Passionflower is a common weed in prairie areas and is often found in disturbed areas.

Gayfeather

Gayfeather is a member of the Boraginaceae family. It is a perennial plant with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Gayfeather is a common weed in prairie areas and is often found in disturbed areas.

Indian Paintbrush

Indian paintbrush is a member of the Rubiaceae family. It is a perennial plant with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are large and showy, and they are arranged in a terminal raceme. Indian paintbrush is a common weed in prairie areas and is often found in disturbed areas.

Silene's Grama

Silene's Grama is a member of the Poaceae family. It is a perennial grass with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Silene's Grama is a common weed in prairie areas and is often found in disturbed areas.

Monarch

Monarch is a member of the Nymphalidae family. It is a butterfly with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are large and showy, and they are arranged in a terminal raceme. Monarch is a common weed in prairie areas and is often found in disturbed areas.

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Trees OF TROPHY CLUB PARK NATURE PRESERVE

The forests are the lungs of our land, supplying us with oxygen and giving us a sense of peace. They are also a source of food and shelter for many animals. The forests are a vital part of our ecosystem, and they are a source of many of the products we use in our daily lives. The forests are a source of many of the products we use in our daily lives.

When forests are cut down, they are a source of many of the products we use in our daily lives. The forests are a source of many of the products we use in our daily lives. The forests are a source of many of the products we use in our daily lives.

Pink Oak

Pink oak is a member of the Fagaceae family. It is a perennial tree with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Pink oak is a common tree in prairie areas and is often found in disturbed areas.

Pecan Tree

Pecan tree is a member of the Fagaceae family. It is a perennial tree with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Pecan tree is a common tree in prairie areas and is often found in disturbed areas.

Cedar Elm Tree

Cedar elm tree is a member of the Ulmaceae family. It is a perennial tree with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Cedar elm tree is a common tree in prairie areas and is often found in disturbed areas.

Perimeter Tree

Perimeter tree is a member of the Fagaceae family. It is a perennial tree with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Perimeter tree is a common tree in prairie areas and is often found in disturbed areas.

Locust Tree

Locust tree is a member of the Fabaceae family. It is a perennial tree with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Locust tree is a common tree in prairie areas and is often found in disturbed areas.

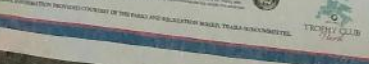
Manzanita Plant

Manzanita plant is a member of the Ericaceae family. It is a perennial plant with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Manzanita plant is a common plant in prairie areas and is often found in disturbed areas.

Eastern Red Cedar and Ashe Juniper

Eastern red cedar and Ashe juniper are members of the Cupressaceae family. They are perennial trees with a rosette of leaves. The leaves are lanceolate with serrated margins. The flowers are small and white, and they are arranged in a dense, rounded head. Eastern red cedar and Ashe juniper are common trees in prairie areas and are often found in disturbed areas.

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A PROJECT OF

T E X A S

Master Naturalist
Elm Fork Chapter



Trophy Club Park Trailhead Signage



08

Implementation & Funding

Action Plan: Short, Medium, & Long-Term Goals

GUIDE TO IMPLEMENTATION ELEMENTS

The chart that follows consolidates all objectives and tasks outlined within the Master Plan timeline. It serves as a practical checklist for The Town of Trophy Club, and specifically the Parks and Recreation Department, to monitor progress over time. Successful implementation will require collaboration among Town departments and, where appropriate, external partners. This section provides a clear breakdown of the action plan's components.

ACTION TYPE

DEFINES HOW THE TOWN WILL INITIATE IMPLEMENTATION:

- | **Policy:** Modified processes or staffing arrangements
- | **Program:** Measured activities or initiatives
- | **Project:** A study or construction project
- | **Partnership:** Collaboration with another entity

TIMEFRAME

INDICATES WHEN ACTIONS SHOULD BEGIN:

- | **(S) Short-Term:** 1–3 years
- | **(M) Mid-Term:** 4–8 years
- | **(L) Long-Term:** 9+ years
- | **(O) Ongoing:** Continuous implementation

PRIORITY

Identifies high, medium, and low-priority actions that the Town should consider for immediate or near-term implementation.

COST CONSIDERATIONS

Some actions include estimated costs required for execution. These figures are preliminary and may change as planning and design progress.

IMPLEMENTING AGENCY

Specifies the Department or entity responsible for leading the action.

PARTNERS

Lists supporting partners necessary for successful implementation, which may include other Town departments, regional agencies, and private organizations.

DRIVERS

EXPLAINS THE PRIMARY REASON FOR EACH ACTION:

- | **Community:** Driven by resident input and engagement
- | **Regulatory:** Required by laws, policies, or regulatory entities
- | **Data:** Based on findings from the Master Plan analysis

TABLE KEY

TYPES OF ACTION

- | Policy - Modified process of staffing arrangement
- | Program - Measured activity
- | Project - A study or construction project
- | Partnership - A collaboration with another entity

TIMEFRAME

- | S - Short-Term: 1-3 Years
- | M - Mid-Term: 4-8 Years
- | L - Long-Term: 9+ Years
- | O - Ongoing

COST CONSIDERATIONS

- | \$ - Less than \$50K
- | \$\$ - \$50 K - 100K
- | \$\$\$ - \$100K - \$500K
- | \$\$\$\$ - More than \$500K
- | N/A - Operation of policy change - No significant additional cost
- | TBD - To be determined by future study

FUNDING SOURCES

- | New Bonds
- | Unallocated Bonds
- | Capital Improvement Projects (CIP)
- | Grants
- | Program Fees

DRIVERS

- |  - Community
- |  - Regulatory
- |  - Data

PRIORITY

- | High- Action items treated as Town of Trophy Club priorities in good faith
- | Medium
- | Low



Pop-Up at Trophy Club EGGstraveganza Event (April 2025)

Guide to Implementation & Strategy

TABLE 14 - Goal 1: Objectives and Action Items

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
Goal 1: Enhance recreation services, parks, and facilities as fun, inclusive, and multi-generational destinations.								
Objective 1.1: Install inclusive play and fitness areas.								
1.1.A: Replace the aging small playground at Harmony Park with an inclusive play structure featuring sensory elements, ADA-compliant surfacing, and shade to meet community feedback for multi-age play opportunities.	Project	S-M	Low	\$\$\$\$	CIP; New Bond; Grants	Parks & Recreation	Parks Board, Town Council	 
1.1.B: Re-evaluate Freedom Dog Park for inclusion of additional programming elements to better utilize available space, increase usage and provide greater overall value. Process would include, but not limited to the items noted on Park-Specific Priorities, pg. 141.	Project	S	Medium	\$\$\$\$	CIP; New Bond; Grants	Parks & Recreation	Parks Board; Town Council	 
1.1.C: Upgrade spectator comfort at Independence East/West and Harmony by installing accessible bleachers with integrated shade structures, companion seating for families to improve inclusivity and game day experience.	Project	S-M	Low	\$\$\$	CIP; Sponsorships	Parks & Recreation	ISD; Parks Board	 
Objective 1.2: Improve park and trail accessibility and comfort.								
1.2.A: Upgrade trail surfaces, widths, and grades to meet ADA and Trail Classification standards, with smooth transitions at crossings, entries, and rest stops—prioritizing Linear Trail Park.	Project	S, M, L	High	\$\$\$\$	CIP; New Bonds; Grants	Parks & Recreation	Community Development; Town Council	 
1.2.B: Complete ADA-compliant internal loops at Independence East and West by reconstructing narrow or uneven paths, adding curb ramps, and ensuring smooth transitions between parking, playgrounds, and fields for universal access.	Project	S-M	Medium	\$\$\$	CIP	Parks & Recreation	Community Development	  

TABLE 14 - Goal 1: Objectives and Action Items (Cont'd.)

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
1.2.C: Install branded trailheads with ADA parking, orientation maps, and QR (digital) enabled wayfinding at Lakeview Park and Linear Park to improve connectivity and user navigation for walkers and cyclists.	Project	S	Medium	\$\$	CIP	Parks & Recreation	Communications & Marketing	
1.2.D: Add shaded rest intervals and benches along segments of Linear Park and Trophy Club Park trails.	Project	S	Low	\$\$\$	CIP	Parks & Recreation		
1.2.E: Outline and establish a plan to acquire easements or ROW for Trails Master Plan trail alignments and establish priority segments.	Project	S	High	\$\$	CIP	Parks & Recreation	Town Manager; Parks Board; Town Council	
Objective 1.3: Partner with local organizations and businesses.								
1.3.A: Create a sponsor supported Shade & Seating Fund to accelerate installation of shade structures and benches at high-use parks such as Independence East/ West and Harmony.	Program	S	High	\$\$\$	Sponsorships; Grants; Donations	Parks & Recreation	Economic Development; Communications & Marketing	
1.3.B: Host annual volunteer planting days at Freedom Dog Park, Independence East/West, and Harmony to refresh landscape beds with native species and improve sustainability.	Program	S	Low	\$	Sponsorships; Donations	Parks & Recreation	Community Development; MUD	
1.3.C: Update current agreements with more accurate, consistent, and detailed clauses that include updated terms, key performance indicators, and reciprocal financial terms.	Partnership	S	High	N/A		Parks & Recreation	Town Manager	
1.3.D: Conduct cost-benefit analyses of each current agreement, utilizing the Master Plan's cost-of-service data to evaluate reciprocity and renegotiate financial terms, as needed.	Partnership	S	Medium	N/A		Parks & Recreation	Emergency Services	

Guide to Implementation & Strategy (Cont'd.)

TABLE 14 - Goal 1: Objectives and Action Items (Cont'd.)

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
Objective 1.4: Establish and maintain sound financial practices.								
1.4.A: Create a financial sustainability policy to guide tax investment practices in both the near and long term.	Policy	S	High	N/A		Parks & Recreation	Parks Advisory Board, Town Council	
1.4.B: Utilize Program Pricing Tool to inform pricing of Department services.	Policy	O	High	N/A		Parks & Recreation		
1.4.C: Complete an annual cost of service analysis updates in order to begin to internal benchmarking efforts to improve cost recovery.	Policy	O	High	\$		Parks & Recreation		
1.4.D: Evaluate and implement multiple cost recovery strategies to meet the needs of the community.	Policy	O	Medium	N/A		Parks & Recreation		
1.4.E: Create a 5-year CIP and identify funding sources available for implementation.	Policy	M	High			Parks & Recreation		
Objective 1.5: Strategically adapt program menu.								
1.5.A: Evaluate non-resident participation opportunities, that may benefit current residents.	Policy	S-M	High	N/A		Parks & Recreation		
1.5.B: Create event evaluation and tracking form.	Policy	S	Low	N/A		Parks & Recreation		
1.5.C: Establish fluid process for adding programs throughout the year, as recreation trends fluctuate.	Policy	O	Medium	N/A		Parks & Recreation		

TABLE 15 - Goal 2: Objectives and Action Items

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
Goal 2: Ensure park and trail facilities are clean, safe, inviting year-round.								
Objective 2.1: Complete and utilize the overall Parks & Recreation Master Plan								
2.1.A: Publish an annual Implementation Report and update public dashboard summarizing progress on park and facility improvements to maintain transparency and accountability.	Program	S	High	\$	CIP	Parks & Recreation	Communications & Marketing; Town Manager; Town Council; Parks Board	 
2.1.B: Align CIP priorities and phasing with Master Plan recommendations to ensure funding consistency and timely delivery.	Policy	S	High	\$		Parks & Recreation	Town Manager, Town Council, Community Development	
2.1.C: Create a policy to regularly review current Parks and Recreation Master Plan.	Policy	O	Medium			Parks & Recreation	Parks Board; Town Council	
Objective 2.2: Enhance park and facility amenities, entrances, and public areas.								
2.2.A: Update entry signage at Independence East, Independence West, and the Community Pool to create a consistent and welcoming identity across park facilities.	Project	S	High	TBD	CIP; Grants	Parks & Recreation	Town Manager; Town Council; Parks Board	
2.2.B: Begin implementing new median landscape designs, prioritizing locations with no existing landscaping or those in need of replacement or enhancement.	Project	S	High	\$\$	CIP; Grants	Parks & Recreation	Town Manager; Town Council; Parks Board	
2.2.C: Install park map kiosks at Independence East/West, Harmony, and Lakeview to improve navigation and promote programs.	Project	S	Low	\$\$	CIP; Sponsorships	Parks & Recreation	Communications & Marketing	
2.2.D: Create and implement a systemwide signage and wayfinding strategy—beginning with high-profile parks and key trailheads—and standardize trailhead identity at Trophy Club Park and Linear Park through branded signage, maps, and directional markers to ensure a consistent user experience across the entire system.	Project	S	Medium	\$\$\$	CIP	Parks & Recreation	Community Development; Parks Board	

Guide to Implementation & Strategy (Cont'd.)

TABLE 15 - Goal 2: Objectives and Action Items (Cont'd.)

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
2.2.F: Initiate a 5-year capital renewal cycle for aging facilities—including restrooms, concession buildings, pool support spaces, fencing/backstops, and bleachers—prioritizing Independence East/West and Harmony.	Project	S-M	Medium	\$\$\$	CIP; Grants; Sponsorships	Parks & Recreation	Parks Board; Sports Leagues; Town Council	 
Objective 2.3: Enhance park safety through collaboration.								
2.3.A: Install emergency locator markers (i.e. Blue Light Emergency Phones) and QR enabled reporting signs along Linear Park and Trophy Club Park trails to improve response times and user confidence.	Project	S	High	\$	CIP	Parks & Recreation	Emergency Services, Communications & Marketing	 
2.3.B: Conduct regular CPTED audits at all community parks and implement lighting upgrades only where context appropriate to maintain safety without over lighting natural areas.	Program	S	Low	\$\$	CIP	Parks & Recreation	Emergency Services, Community Development	 

TYPES OF ACTION

- | Policy - Modified process of staffing arrangement
- | Program - Measured activity
- | Project - A study or construction project
- | Partnership - A collaboration with another entity

TIMEFRAME

- | S - Short-Term: 1-3 Years
- | M - Mid-Term: 4-8 Years
- | L - Long-Term: 9+ Years
- | O - Ongoing

COST CONSIDERATIONS

- | \$ - Less than \$50K
- | \$\$ - \$50 K - 100K
- | \$\$\$ - \$100K - \$500K
- | \$\$\$\$ - More than \$500K
- | N/A - Operation of policy change - No significant additional cost
- | TBD - To be determined by future study

FUNDING SOURCES

- | New Bonds
- | Unallocated Bonds
- | Capital Improvement Projects (CIP)
- | Grants
- | Program Fees

DRIVERS

- |  - Community
- |  - Regulatory
- |  - Data

PRIORITY

- | High- Action items treated as Town of Trophy Club priorities in good faith
- | Medium
- | Low

TABLE 16 - Goal 3: Objectives and Action Items

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
Goal 3: Strengthen community connection through accessible and engaging spaces.								
Objective 3.1: Upgrade public gathering spaces.								
3.1.A: Collaborate with the MUD to re-envision the Activity Center as a flexible, multi-generational recreation hub supporting camps, adult programs, and adaptable community spaces.	Partnership	S	High	N/A	CIP; New Bonds; Grants	Parks & Recreation	MUD; Town Council	  
3.1.B: Complete a full space plan and renovation for the Activity Center to convert the former office layout into flexible multipurpose rooms, restrooms, and technology-enabled spaces, while adding an outdoor program yard for camps and events for all ages.	Project	S	High	\$\$\$\$	CIP; Unallocated Bonds; Sponsorships	Parks & Recreation	MUD; Town Manager; Town Council; Parks Board	 
3.1.C: Upgrade pavilions at Harmony Park and Independence West by replacing worn seating, adding shade structures, and installing electrical outlets to support rentals and community events.	Project	S	Medium	\$\$-\$\$\$	CIP; Sponsorships	Parks & Recreation	Parks Board; Communications & Marketing	
Objective 3.2: Strategize expansion on marketing and outreach for parks and recreation programs and facilities.								
3.2.A: Launch targeted outreach campaigns for Trophy Club seniors, teens, and multilingual audiences using social media, school partnerships, and community newsletters to increase participation in programs.	Program	M	Low	\$\$\$	CIP; Sponsorships	Communications & Marketing	Parks & Recreation; ISD	 
Objective 3.3: Offer regular feedback loops for the community beyond the traditional means of public comments at Council or Board meetings.								
3.3.A: Host routine “Park Pop-Ups” at different parks to gather resident feedback and complete small improvement projects such as planting or signage updates.	Program	O	Low	\$	CIP	Parks & Recreation	Parks Board; Communications & Marketing	

Guide to Implementation & Strategy (Cont'd.)

TABLE 16 - Goal 3: Objectives and Action Items (Cont'd.)

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
3.3.B: Establish a Youth Parks Advisory Panel in partnership with ISD to involve students in park planning and volunteer initiatives.	Program	S	Low	\$	CIP	Parks & Recreation	ISD	 
Objective 3.4: Implement operational strategies and practices to support department service delivery.								
3.4.A: Continuously utilize the Service Analysis Tool for the evaluation of current and future department services.	Policy	O	Low	N/A		Parks & Recreation		
3.4.B: Budget for additional recreation FTE due to current capacity and growing community demand and expectations.	Policy	M	Medium	\$\$\$		Parks & Recreation	Parks Board, Town Council	  
3.4.C: Evaluate facility utilization to identify opportunities for increased use and program alignment.	Policy	O	Medium	N/A		Parks & Recreation		
3.4.D: Adjust maintenance practices based on facility use patterns to ensure efficiency and asset longevity.	Policy	O	High	\$		Parks & Recreation		

TYPES OF ACTION

- | Policy - Modified process of staffing arrangement
- | Program - Measured activity
- | Project - A study or construction project
- | Partnership - A collaboration with another entity

TIMEFRAME

- | S - Short-Term: 1-3 Years
- | M - Mid-Term: 4-8 Years
- | L - Long-Term: 9+ Years
- | O - Ongoing

COST CONSIDERATIONS

- | \$ - Less than \$50K
- | \$\$ - \$50 K - 100K
- | \$\$\$ - \$100K - \$500K
- | \$\$\$\$ - More than \$500K
- | N/A - Operation of policy change - No significant additional cost
- | TBD - To be determined by future study

FUNDING SOURCES

- | New Bonds
- | Unallocated Bonds
- | Capital Improvement Projects (CIP)
- | Grants
- | Program Fees

DRIVERS

- |  - Community
- |  - Regulatory
- |  - Data

PRIORITY

- | High- Action items treated as Town of Trophy Club priorities in good faith
- | Medium
- | Low

TABLE 17 - Goal 4: Objectives and Action Items

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
Goal 4: Foster peaceful connection to nature through sustainable design and programming.								
Objective 4.1: Improve and expand shaded walking trails, native landscaping, and quiet rest areas for reflection and relaxation.								
4.1.A: Add shaded rest nodes with benches and strategic water access along Harmony Park's loop trail and Linear Park's trail corridor to enhance comfort for walkers and runners.	Project	S-M	Medium	\$\$	CIP	Parks & Recreation	Community Development	
Objective 4.2: Introduce nature-focused programming such as birdwatching walks, community gardening, and educational workshops.								
4.2.A: Launch a seasonal guided birdwatching and nature walk series at Trophy Club Park and Linear Park to promote passive recreation and environmental education.	Program	S	Low	\$	Donations; Program Fees	Parks & Recreation	Parks Board	
4.2.B: Host pollinator workshops and native plant giveaways to encourage sustainable landscaping practices among residents.	Program	S-M	Low	\$\$-\$	Donations; Sponsorships; Program Fees	Parks & Recreation	Community Development; MUD	 
Objective 4.3: Prioritize sustainability in park design.								
4.3.A: Adopt a recommended plant list for medians park landscaping that emphasizes green infrastructure, water-efficient landscaping, and wildlife-supportive species.	Policy	S	High			Parks & Recreation	Parks Board; Town Council	 
4.3.B: Retrofit medians and high visibility park beds with bioswales and native plantings to reduce irrigation demand and improve stormwater management.	Project	O	Medium	\$\$-\$\$\$	CIP	Parks & Recreation	Community Development; MUD	 
4.3.C: Develop and adopt a policy that prioritizes sustainability in park design, with a specific focus on reducing water usage through efficient landscaping, irrigation systems, and drought-tolerant plant selections.	Policy	S	Medium	\$	CIP	Parks & Recreation	Parks Board; Town Council	 

Guide to Implementation & Strategy (Cont'd.)

TABLE 17 - Goal 4: Objectives and Action Items (Cont'd.)

ACTION ITEMS	TYPE OF ACTION	TIME FRAME	PRIORITY	COST	FUNDING	AGENCY	PARTNERS	DRIVERS
Objective 4.4: Enhance accessibility to natural areas.								
4.4.A: Install accessible trailheads and observation pull outs at Linear Park and Trophy Club Park to provide inclusive access to natural areas.	Project	S-M	Medium	\$\$-\$\$\$	CIP	Parks & Recreation		
4.4.B: Build upon the existing concept plan and high-level business plan for Trophy Club Park to develop a comprehensive master plan that includes phased development and construction strategies.	Project	S-M	High	\$\$-\$\$\$	CIP	Parks & Recreation	Town Council; Town Manager; Army Corps	
4.4.C: Strategize and prioritize development of undeveloped parkland to create neighborhood linkages and integrate trail connections that address walkability gaps to/from Trophy Club Park.	Project	S-M	High	\$\$-\$\$\$	CIP	Parks & Recreation	Communications & Marketing	
4.4.D: Construct low impact boardwalks or crossings at targeted wetland or floodplain sites to improve connectivity while preserving sensitive habitats.	Project	M-L	Low	\$\$\$\$	CIP; New Bonds; Sponsorships	Parks & Recreation	Community Development, Parks Board	

TYPES OF ACTION

- | Policy - Modified process of staffing arrangement
- | Program - Measured activity
- | Project - A study or construction project
- | Partnership - A collaboration with another entity

TIMEFRAME

- | S - Short-Term: 1-3 Years
- | M - Mid-Term: 4-8 Years
- | L - Long-Term: 9+ Years
- | O - Ongoing

COST CONSIDERATIONS

- | \$ - Less than \$50K
- | \$\$ - \$50 K - 100K
- | \$\$\$ - \$100K - \$500K
- | \$\$\$\$ - More than \$500K
- | N/A - Operation of policy change - No significant additional cost
- | TBD - To be determined by future study

FUNDING SOURCES

- | New Bonds
- | Unallocated Bonds
- | Capital Improvement Projects (CIP)
- | Grants
- | Program Fees

DRIVERS

- |  - Community
- |  - Regulatory
- |  - Data

PRIORITY

- | High- Action items treated as Town of Trophy Club priorities in good faith
- | Medium
- | Low



Financial Strategy & Budget Recommendations

To continue operating as a high-performing organization, the Parks and Recreation Department will need to remain committed to responsible financial and service management practices that support long-term sustainability. Staff have demonstrated a strong awareness of the Town’s fiscal environment and consistently make thoughtful, informed decisions that balance community expectations with available resources. This commitment to financial stability and the ongoing evaluation of how long-term decisions impact the Department’s fiscal health provide a solid foundation for developing sound investment decisions and funding strategies. These practices ensure that the Department remains both adaptable and accountable as it plans for the future.

FINANCIAL STRATEGIES

As a municipality, it is essential to incorporate a variety of revenue streams and funding strategies to ensure long-term financial health of the parks and recreation system. While traditional sources such as park development fees, taxes, user fees, and bonds remain foundational, they should be complemented by alternative approaches including grants, in-kind contributions, sponsorships, and public-private partnerships.

A well-rounded financial strategy built on multiple revenue sources helps reduce reliance on any single funding stream, increases flexibility, and strengthens the community’s ability to maintain and enhance services over time. This balanced approach supports both fiscal resilience and the continued delivery of high-quality, equitable recreational opportunities for all residents.

SERVICE SUSTAINABILITY STRATEGY

The Department’s Service Sustainability Strategy illustrates the degree to which financial resources will be spent and expenses will be recovered and managed. This strategy consisted of:

- | **Service Categories:** Categorization of department services of “like purpose”
- | **Beneficiary of Service:** Ordering of Service Categories in order from those perceived to be common good services (essential, high value, community benefit) to those seen as providing a more exclusive benefit (discretionary, individualized, specialized)
- | **Cost of Service:** Operational analysis of department revenues and expenses that reveals its cost of doing business

Each type of service has a set of specific characteristics that provide a rationale for who should pay (e.g., taxpayers, the individual, or both) and to what degree. Ultimately, this aligns subsidy allocation, cost recovery goals and expectations with beneficiary of service.

FINANCIAL SUSTAINABILITY POLICY

Adopting a policy that encompasses the Department’s financial sustainability efforts is an essential step in implementing the Town’s Service Sustainability Strategy and securing the support of appointed and elected officials. A City Council–adopted policy establishes cohesion and trust, ensuring that all decision-makers are aligned and moving in the same direction toward meeting community expectations. Such a policy provides a consistent framework for guiding investment and spending decisions as the Town responds to economic realities, competing priorities, demographic shifts, evolving community needs, and climate impacts. It also allows the Department to maintain flexibility and adapt to emerging trends and changing community needs on an ongoing basis, ensuring that resources are allocated responsibly and effectively over time.

BUDGET APPROPRIATION

It is important for the Town to maintain a deliberate and informed approach to budget appropriations for the Parks and Recreation Department. As operational and capital expenses continue to rise, thoughtful consideration must be given to both short-term funding priorities and long-term financial commitments. This includes identifying and planning for future capital needs while ensuring that appropriate maintenance and operational dollars are incorporated into every new facility expansion or enhancement. By accounting for the true cost of ownership from the outset, the Town can maintain the level of quality and service the community expects and ensure that parks and recreation facilities remain sustainable, functional, and well cared for over time.

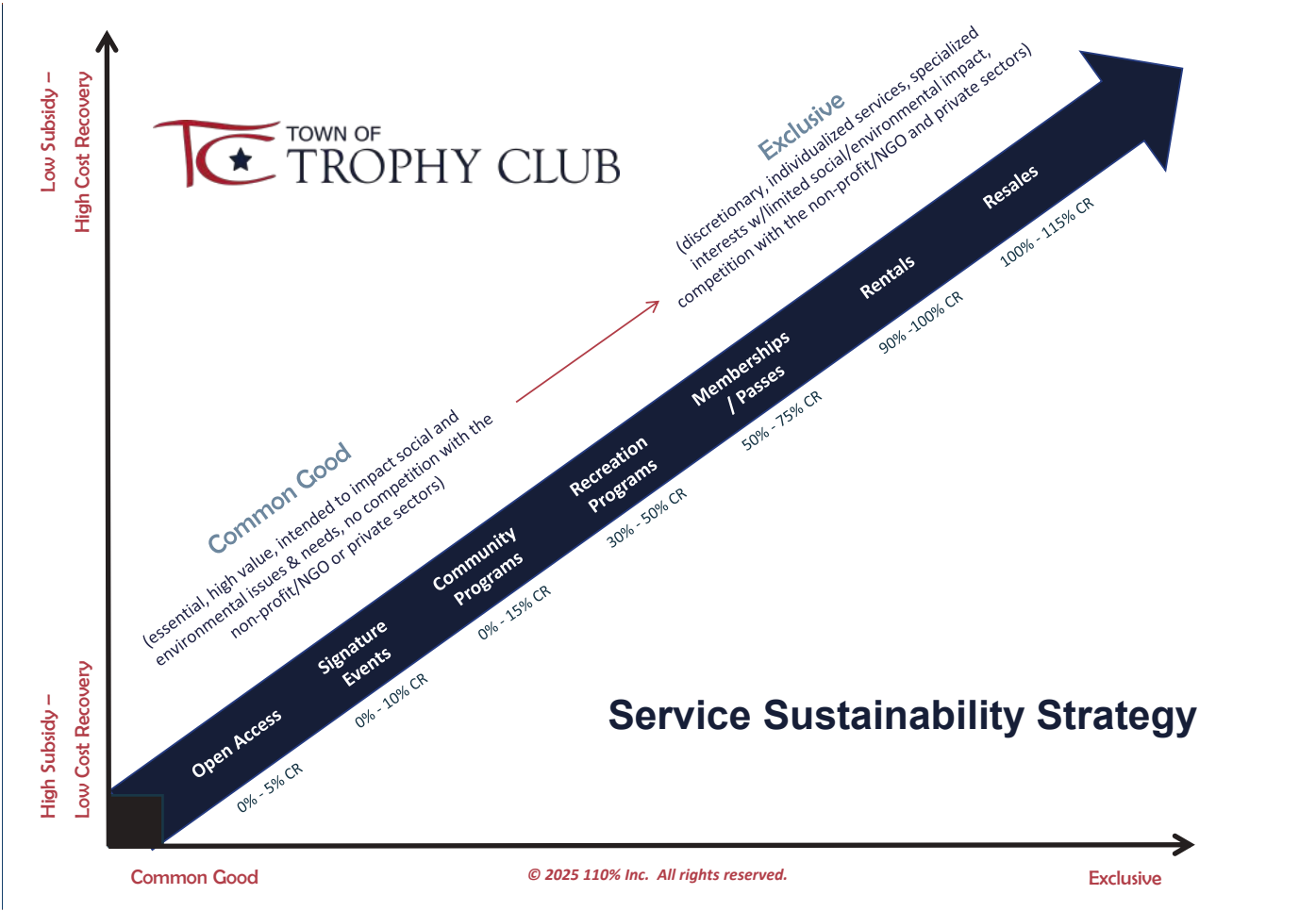


FIGURE 52 - Financial Service Sustainability Strategy

Federal Funding Sources

The final portion of this Master Plan outlines potential funding sources that may support implementation of recommendations for the Town of Trophy Club. While not exhaustive, these resources represent the most relevant opportunities for parks, recreation, and trail projects at the federal level.

LAND AND WATER CONSERVATION FUND (LWCF)

The LWCF, created by Congress in 1964 and permanently funded through the Great American Outdoors Act, provides annual allocations of approximately \$900 million for conservation and recreation projects.

LWCF SUPPORTS:

- | Land acquisition for federal land management agencies
- | Matching grants to state and local governments for park development, recreation facilities, and planning
- | Recent updates include expanded eligibility for water quality improvements under the LWCF Water Amendments Act of 2025, allowing projects that enhance outdoor recreation and environmental resilience
- **More Information:** <https://lwcfc coalition.org>

OUTDOOR RECREATION LEGACY PARTNERSHIP (ORLP)

Administered by the National Park Service and funded through LWCF, ORLP provides competitive grants for underserved communities to create or renovate parks and recreation spaces. Awards range from \$300,000 to \$15 million, with a 50% local match requirement.

- **Note:** The next ORLP funding round is currently paused, but the program remains a key resource for future urban recreation projects
- **More Information:** <https://www.nps.gov/subjects/lwcf/orlp.htm>

RECREATIONAL TRAILS PROGRAM (RTP)

The RTP, funded through the Federal Highway Trust Fund, provides grants for the development and maintenance of motorized and non-motorized trails.

RTP CAN FUND:

- | Trail construction and rehabilitation
- | Trailhead facilities and signage
- | Environmental education programs
- **Federal Share:** Up to 80%, with a minimum 20% non-federal match. Applications are administered at the state level
- **More Information:** <https://recreationaltrailsinfo.org>

REBUILDING AMERICAN INFRASTRUCTURE WITH SUSTAINABILITY AND EQUITY (RAISE) GRANTS

RAISE grants (formerly TIGER/BUILD) fund transportation projects with significant local or regional impact, including active transportation and trail connectivity. Projects are evaluated on safety, sustainability, quality of life, and community connectivity.

- FY 2025 **funding exceeds \$2 billion**, with individual awards up to \$25 million
- **More Information:** <https://www.transportation.gov/RAISEgrants>

SAFE ROUTES TO SCHOOL (SRTS) PROGRAM

SRTS supports infrastructure and programs that make walking and biking to school safe and routine.

ELIGIBLE PROJECTS INCLUDE:

- | Sidewalks and crosswalk improvements
- | Traffic-calming measures
- | Accessibility upgrades for students with disabilities
- FY 2025 cycle includes **\$12 million in federal funds**, with individual awards up to \$250,000
- **More Information:** <https://www.saferoutespartnership.org>

NATIONAL ENDOWMENT FOR THE ARTS – OUR TOWN GRANT

The Our Town program funds creative placemaking projects that integrate arts, culture, and design into community development. This can include public art, cultural programming, and design elements in parks and trails.

- Grants range from **\$25,000 to \$150,000**, with a required non-federal match.
- **More Information:** <https://www.arts.gov/grants/our-town>

ADDITIONAL OPPORTUNITIES

- | **Transportation Alternatives Program (TAP):** Funds bike/pedestrian projects, including trail connections and Safe Routes to Parks initiatives
- | **USDA Community Facilities Direct Loan & Grant Program:** Supports essential facilities in rural areas, including recreation amenities
- | **EPA Brownfields Program:** Grants for converting underutilized land into community spaces, including parks

HOW THIS APPLIES TO TROPHY CLUB

While Trophy Club's population size and development density create unique conditions, these federal programs offer significant opportunities to:

- | Expand trail connectivity and active transportation options
- | Develop new neighborhood and pocket parks
- | Enhance existing facilities with sustainable and inclusive design
- | Integrate arts and cultural elements into public spaces

Leveraging these resources will require strategic partnerships, matching funds, and alignment with program priorities such as equity, sustainability, and community health.



ToTC 4th of July Celebration



ToTC 4th of July Celebration

State Funding Sources

The Town of Trophy Club can leverage several state-level funding programs to support the implementation of this Master Plan. These programs, administered primarily by the Texas Parks and Wildlife Department (TPWD), have helped hundreds of communities across Texas create and enhance parks, trails, and recreation facilities. While competitive, these grants represent significant opportunities for local investment when paired with matching funds and strategic planning.

LOCAL PARK GRANTS

TPWD’s Local Park Grant Program provides 50% matching grants on a reimbursement basis for the acquisition and development of public recreation areas. All grant-assisted sites must remain dedicated as parkland in perpetuity, properly maintained, and open to the public. Funding comes from the Texas Recreation and Parks Account, supported by the state’s Sporting Goods Sales Tax, and supplemented by federal offshore gas royalties through the Land and Water Conservation Fund.

GRANT CATEGORIES AND CEILINGS (2025):

- | **Urban Outdoor Recreation:** Up to \$1.5 million
- | **Non-Urban Outdoor Recreation:** Up to \$750,000
- | **Urban Indoor Recreation:** Up to \$2 million
- | **Non-Urban Indoor Recreation:** Up to \$1.5 million
- | **Small Community Recreation:** Up to \$150,000 (for towns under 20,000 population)
- **Application Deadline:** August 1 annually
- **More Information:** <https://tpwd.texas.gov/business/grants/recreation-grants/about-local-parks-grants>

RECREATIONAL TRAILS GRANTS

TPWD administers the National Recreational Trails Fund in Texas under the approval of the Federal Highway Administration (FHWA).

THESE GRANTS SUPPORT:

- | Construction and improvement of motorized and non-motorized trails
- | Development of trailheads and trailside facilities
- | Acquisition of trail corridors

FUNDING DETAILS:

- | Up to 80% of project cost
- | Maximum award—\$300,000 for non-motorized trails, \$500,000 for motorized trails
- **Application Deadline:** February 1 annually

In 2025, TPWD awarded \$6.8 million statewide for trail projects, including expansions, renovations, and accessibility improvements.

- **More Information:** <https://tpwd.texas.gov/business/grants/recreation-grants/recreational-trails-grants>

COMMUNITY OUTDOOR OUTREACH PROGRAM (CO-OP)

The CO-OP Grant provides funding to tax-exempt organizations for programming that engages underserved populations in outdoor recreation, conservation, and environmental education. While CO-OP does not fund construction, it supports activities that connect residents to nature and TPWD resources.

FUNDING DETAILS:

- | Awards range from \$5,000 to \$100,000
- | No match requirement
- **Application Deadline:** November 1 annually
- **More Information:** <https://tpwd.texas.gov/business/grants/recreation-grants/community-outdoor-outreach-program-co-op-grants>

URBAN AGRICULTURE RESILIENCE PROGRAM

Although not a TPWD program, the Urban Agriculture Resilience Program, supported by the U.S. Botanic Garden and American Public Gardens Association, funds projects that combine food growing and education to address food security challenges. This program can complement park planning by integrating community gardens and educational spaces into park design.

FUNDING DETAILS:

- | Awards up to \$55,000
- **Application Deadline:** October 31 annually
- **More Information:** <https://members.publicgardens.org/grow-your-garden/promote/urban-agriculture/>

TEXAS TREES FOUNDATION—URBAN FORESTRY INITIATIVES

Partners with cities across North Texas to fund tree planting, shade structures, and urban greening projects. These initiatives help reduce heat islands, improve air quality, and enhance community aesthetics. Trophy Club can leverage this program for median tree planting and park canopy expansion.

- **More Information:** <https://texastrees.org/urbanforestry/>

TEXAN BY NATURE CONSERVATION PARTNER PROGRAM

Provides technical assistance and funding connections for native landscaping, pollinator gardens, and sustainable design projects. This program can support median beautification and green infrastructure retrofits in Trophy Club.

- **More Information:** <https://texanbynature.org/>

WHY THESE PROGRAMS MATTER FOR TROPHY CLUB

Trophy Club's population size and development density make it eligible for Non-Urban Outdoor Recreation Grants, Small Community Recreation Grants, and Recreational Trails Grants.

THESE PROGRAMS ALIGN WITH THE TOWN'S PRIORITIES FOR:

- | Neighborhood and pocket park development
- | Trail connectivity and linear park expansion
- | Inclusive and sustainable recreation facilities
- | Community engagement through education and outreach

By strategically pursuing these funding sources, the Town can maximize local dollars, accelerate implementation, and ensure that future park improvements reflect both community priorities and statewide best practices.



ToTC 4th of July Celebration

Local & Regional Funding Source Opportunities

The Town of Trophy Club can utilize a mix of local mechanisms, regional partnerships, and private grants to implement the Master Plan. These resources support park development, trail connectivity, sustainable landscaping, and community programming.

REGIONAL FUNDING OPPORTUNITIES

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS (NCTCOG) – BLUE-GREEN-GREY FUNDING PROGRAM

This program funds green infrastructure projects that integrate transportation, water, and environmental improvements.

Eligible projects include:

- | Median retrofits with bioswales and native landscaping
- | Permeable pavement and stormwater management features
- | Shade tree planting and sustainable streetscape enhancements

This program is available to municipalities in the North Texas region, including Denton and Tarrant Counties.

- **More Information:** <https://www.nctcog.org/trans/plan/LUMO/Land-Use/Green-Infrastructure>

PRIVATE FUNDING SOURCES

- | **Kaboom! Grant Programs:** Builds outdoor play spaces in partnership with municipalities and nonprofits
- **More Information:** <https://kaboom.org/>
- | **American Academy of Dermatology Shade Structure Grants:** Funds permanent shade structures for outdoor spaces (up to \$8,000)
- **Apply Here:** <https://www.aad.org/public/public-health/shade-structure-grants/shade-structure-grant-application>
- | **NRPA Grant Resources:** Provides updated grant opportunities and fundraising tools for park agencies and nonprofits
- **More Information:** <https://www.nrpa.org/our-work/Grant-Fundraising-Resources/>

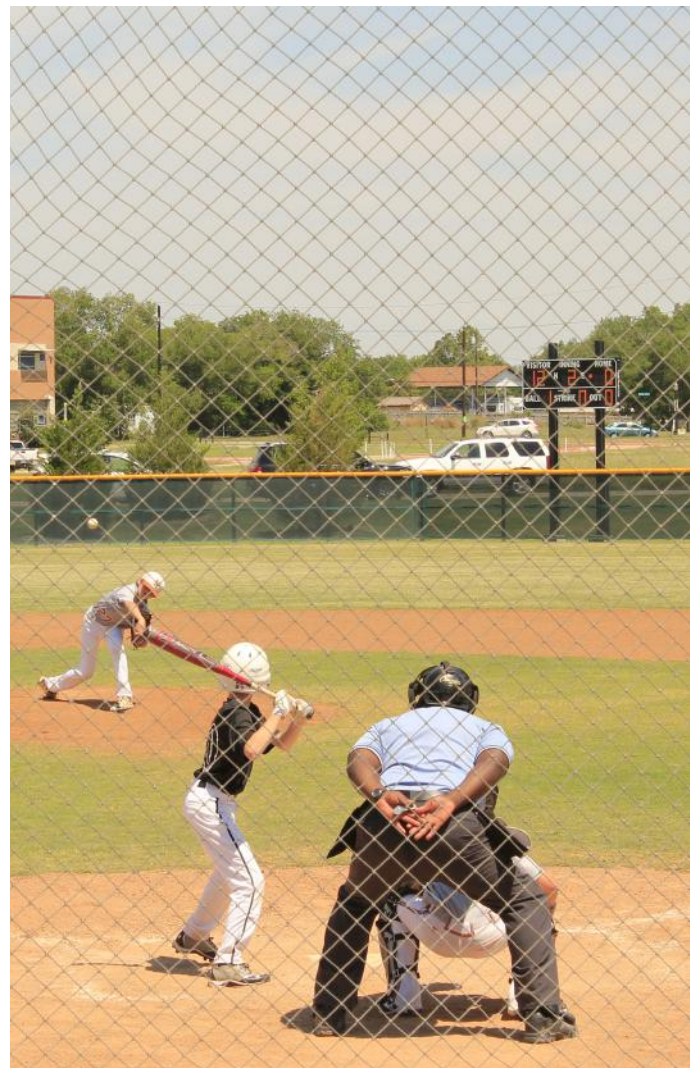
LOCAL FUNDING SOURCES

- | **General Fund/Capital Improvement Program (CIP):** Allocations for park improvements and repairs
- | **Bond Funds:** Voter-approved financing for major capital projects
- | **Park Fee Ordinance:** Requires developers to dedicate land, pay cash in lieu, or contribute park development fees
- | **Tree Mitigation Funds:** Ordinance requiring developers to replace removed trees or pay fees for replanting elsewhere

HOW THIS APPLIES TO TROPHY CLUB

Regional programs like NCTCOG's Blue-Green-Grey Funding and partnerships with organizations such as Texas Trees Foundation and Texan by Nature can help Trophy Club implement sustainable best practices, including:

- | Median retrofits with bioswales and native landscaping
- | Shade tree planting to reduce heat islands
- | Green infrastructure for stormwater management combined with local funding mechanisms and private grants, these resources position Trophy Club to deliver high-quality, environmentally responsible parks and public spaces



Independence Park Baseball



Appendices

A: Community Engagement Results

STAKEHOLDERS INTERVIEWED

- | Youth Soccer
- | Tennis/Pickleball
- | Trophy Club Town Staff
- | Surf Soccer
- | Titans Swim Team
- | Trophy Club's Active Adults
- | Youth Baseball

STAKEHOLDER INTERVIEW GENERAL QUESTIONS

- | What organization are you affiliated with (Trophy Club Swim Team, Trophy Club Tennis, Activity Center Group, Youth Soccer Association, Youth Baseball Association, Dallas Surf, Community Development, Town of Trophy Club Staff)?
- | What are your players' ages?
- | How many players/teams do you have?
- | Are you seeing an increase or decrease in the number of players? If so, what age group are increasing or decreasing? Also, is the growth or lack thereof at a recreational or select level?
- | What seasons do you play (approx. Dates)?
- | Where do you play games?
- | How many fields do you have for games?
- | How many games a week?
- | Where do you practice?
- | How many days a week do you practice?
- | How many spectators do you typically have per game?
- | What are your biggest needs?
- | Do you host tournaments? What is the age range?
- | Do you have a favorite facility that you have visited? If so, what do you like specifically about that facility?
- | What is your vision for the Trophy Club Parks System?
- | In the past, have there been promises in other master plans that were not provided or solutions that did not meet your expectations?
- | Are there other programs that you are interested in that are not sport related, such as amphitheaters or event spaces? Are there currently too many non-sport-related spaces not being utilized?
- | Do you feel a lack of identity in the Trophy Club Park System? Would you like to see more signage or wayfinding between trails and parks?
- | Do you spend more time on wooded trails or recreational areas within the parks you visit?
- | Do you have concerns about the preservation of Trophy Club's natural areas?
- | Are you satisfied with current concessions and refreshments at sport events? Would you be interested in more food truck services?
- | Currently, what is your biggest frustration with the park system in Trophy Club?
- | Do you prefer being a spectator at sports events or participating in the sport itself? Is there a certain season when this changes?
- | Are there members of your community that you would like to dedicate Trophy Club Park space to, such as a memorial, plaque, or honorary artwork?
- | At what time during the day or night do you frequent parks in Trophy Club?
- | Are you satisfied with the amount of covered space in your Trophy Club Park? Are you willing to pay for personal use of a pavilion?
- | Are you satisfied with the basic amenities at your Trophy Club Parks, such as restrooms, water fountains, trash cans? Do you use these amenities at the park?
- | If not participating in recreational activities, what do you like to do at the parks in Trophy Club?
- | How far do you have to travel to reach the park you most frequent in Trophy Club? Do you walk, ride a bike, use public transportation, or drive a car? If one of these transportation systems is unavailable, which would you wish to use?
- | What neighborhood in Trophy Club do you reside in? What Trophy Club Park do you most frequent and why?
- | Would storage space on-site for your sport be useful?
- | Do you feel safe in the Trophy Club Parks System? Do you feel safe traveling to parks in Trophy Club? Why?
- | Are there other stakeholders you would like to collaboratively work with to help build the future vision of Trophy Club Parks System?
- | What does success look like for your sport?
- | What is at the heart of Trophy Club Parks as it pertains to your role?

STAKEHOLDER INTERVIEW RESULTS SUMMARY

FACILITY IMPROVEMENTS & INFRASTRUCTURE

| **Turf Fields & Multi-Purpose Spaces**

- Dallas Surf, Youth Baseball, and Youth Soccer desire turf fields for durability and weather resistance. However, Youth Soccer is content with sod fields.
- Interest in multi-purpose fields (soccer, lacrosse, pickleball, etc.) to maximize space.

| **Lighting Upgrades**

- Unanimous concern about lighting.
- LED lighting is preferred for energy efficiency and better visibility (Dallas Surf, Tennis, Baseball).
- Concerns about light pollution affecting nearby neighborhoods (..0214..Soccer, Community Development).

| **Indoor/Covered Facilities**

- Demand for indoor turf/gym spaces (Dallas Surf, Swim Team, Active Adults).
- Covered courts (Tennis) and pool enclosures (Swim Team) for year-round use.

| **Restroom & Concession Upgrades**

- More and better-maintained restrooms needed (Dallas Surf, Baseball, Soccer, Community Development).
- Improved concession stands with expanded food options (Baseball, Soccer).

PARKING & ACCESSIBILITY, & BETTER TRAIL CONNECTIVITY

| **Parking Insufficient for Large Events** (Dallas Surf, Community Development, Baseball, Soccer).

| **Parking Garage Proposals** (Dallas Surf, Soccer).

PROGRAM EXPANSION & COMMUNITY ENGAGEMENT

| **Year-Round Programming**

- Indoor facilities needed for swim teams, tennis, and soccer during extreme weather.
- Senior-focused activities (Active Adults) and teen programs are under-served.

| **Tournaments & Revenue Generation**

- Desire to host more tournaments (Dallas Surf, Baseball, Soccer).
- Need for better event infrastructure (parking, restrooms, seating).

| **Family & Multi-Generational Activities**

- Interest in bingo nights, community gardens, and fitness classes (Active Adults).

SAFETY & MAINTENANCE

| **Field & Player Safety**

- Fencing to prevent stray balls and unauthorized vehicle access (Dallas Surf, Baseball).
- Wind screens for tennis courts to reduce disruptions.

| **Heat & Weather Mitigation**

- Misting stations/cooling areas (Dallas Surf, Swim Team).
- Pool temperature control (Swim Team).

| **Equipment Storage & Theft Prevention**

- Need for secure storage (Dallas Surf, Baseball, Soccer).

PARTNERSHIPS & FUNDING

| **Public-Private Partnerships**

- Interest in collaborating with cities, schools, and organizations like the YMCA (Active Adults, Dallas Surf).
- Revenue-sharing models for facility rentals (Baseball).

| **Grant Opportunities**

- Trail development and facility upgrades could benefit from grant funding (Community Development, Active Adults).

FUTURE VISION & LONG-TERM GOALS

| **Indoor Sports Complexes** (Dallas Surf, Swim Team, Tennis).

| **Turf Field Expansions** (Baseball, Soccer).

| **Community Center Upgrades** (Active Adults, Community Development).

| **Enhanced Green Spaces & Trails** (Community Development, Active Adults).

KEY PAIN POINTS NEEDING IMMEDIATE ATTENTION

| **Parking Shortages During Events.**

| **Lack of Indoor/Covered Facilities Limiting Year-Round Programming.**

| **Aging Infrastructure** (lighting, restrooms, concessions).

| **Heat Mitigation** (pool cooling, misting stations, shaded areas).

| **Balancing Recreational Needs with Residential Concerns** (noise, traffic, light pollution).

A: Community Engagement Results (Cont'd.)

STATISTICALLY VALID SURVEY (SVS) AND TOWN-WIDE SURVEY (TWS) COMPARISON

The following appendix presents a comparison of the Statistically Valid Survey and the Town-Wide Survey results regarding Trophy Club Parks, Trails, and/or Recreation Facilities (TCPTRF). The questions in the Statistically Valid Survey were categorized into five groups, including specific inquiries about Trophy Club Park.

THE FIVE GROUPS INCLUDED:

- | Park and Facility Use
- | Experience Satisfaction
- | Needs Improvements
- | Demographics About You
- | Trophy Club Park

PARK & FACILITY USE

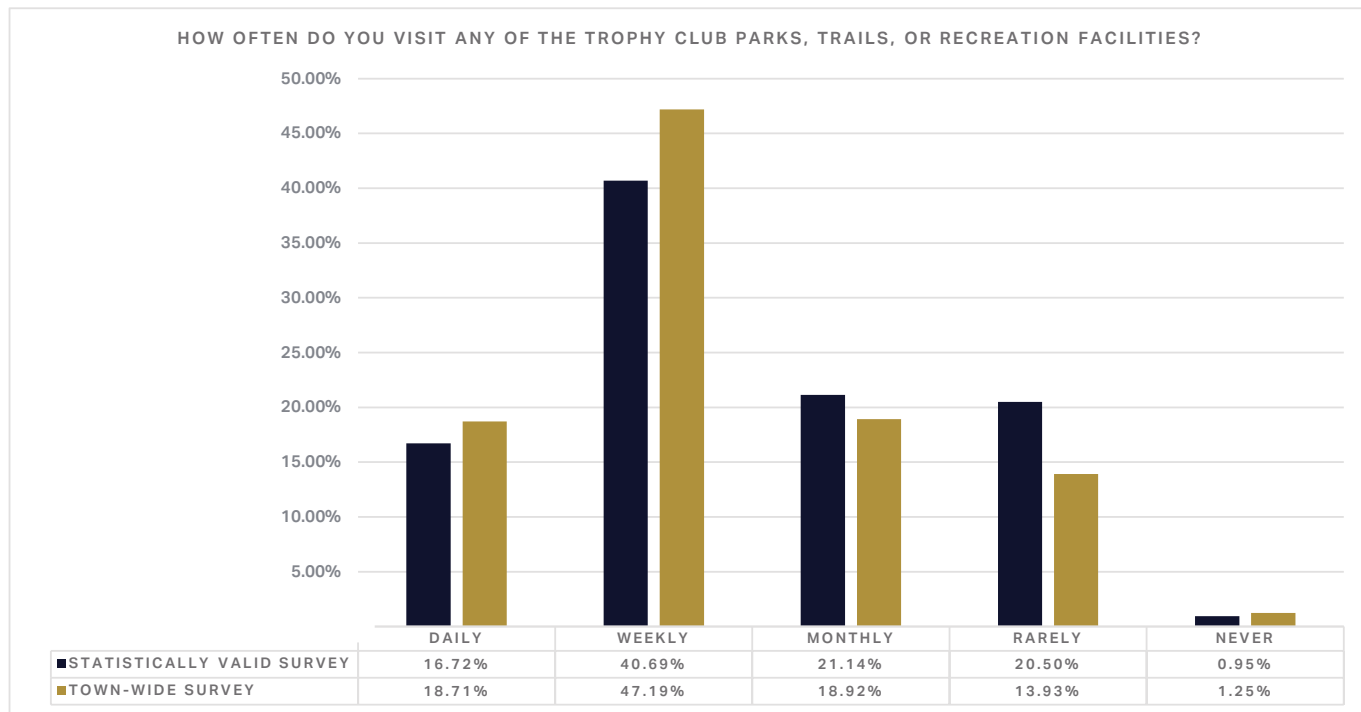


FIGURE A1 - SVS & TWS Comparison: Visitation Frequency of TCPTRF

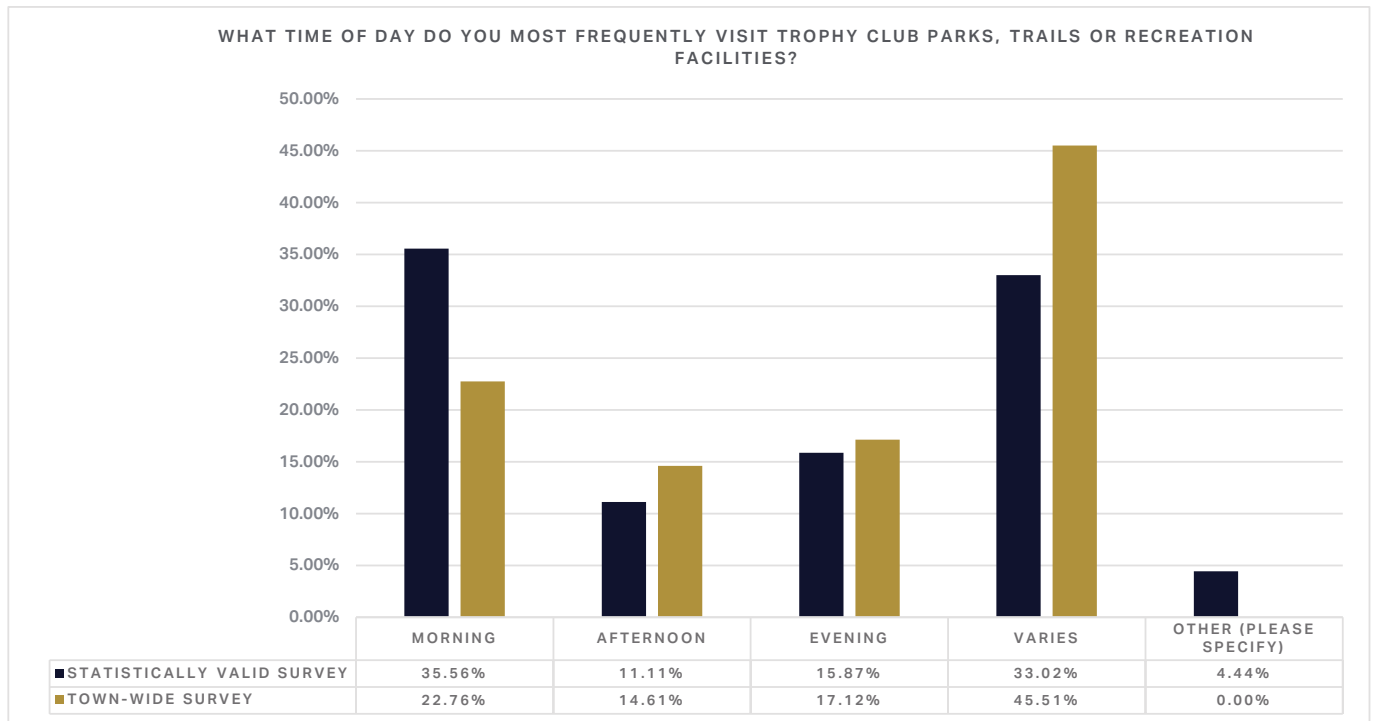


FIGURE A2- SVS & TWS Comparison: Time of Day Frequency of TCPTRF

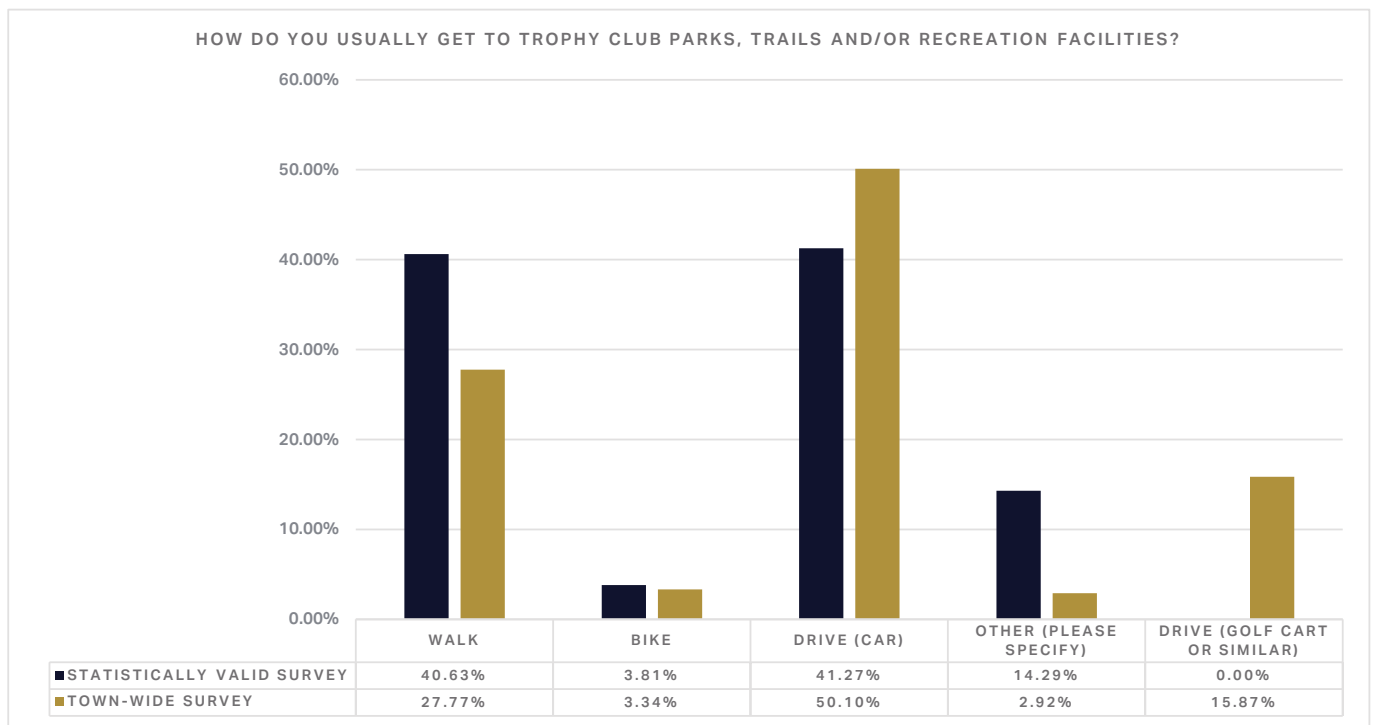


FIGURE A3- SVS & TWS Comparison: Type of Transportation to TCPTRF

A: Community Engagement Results (Cont'd.)

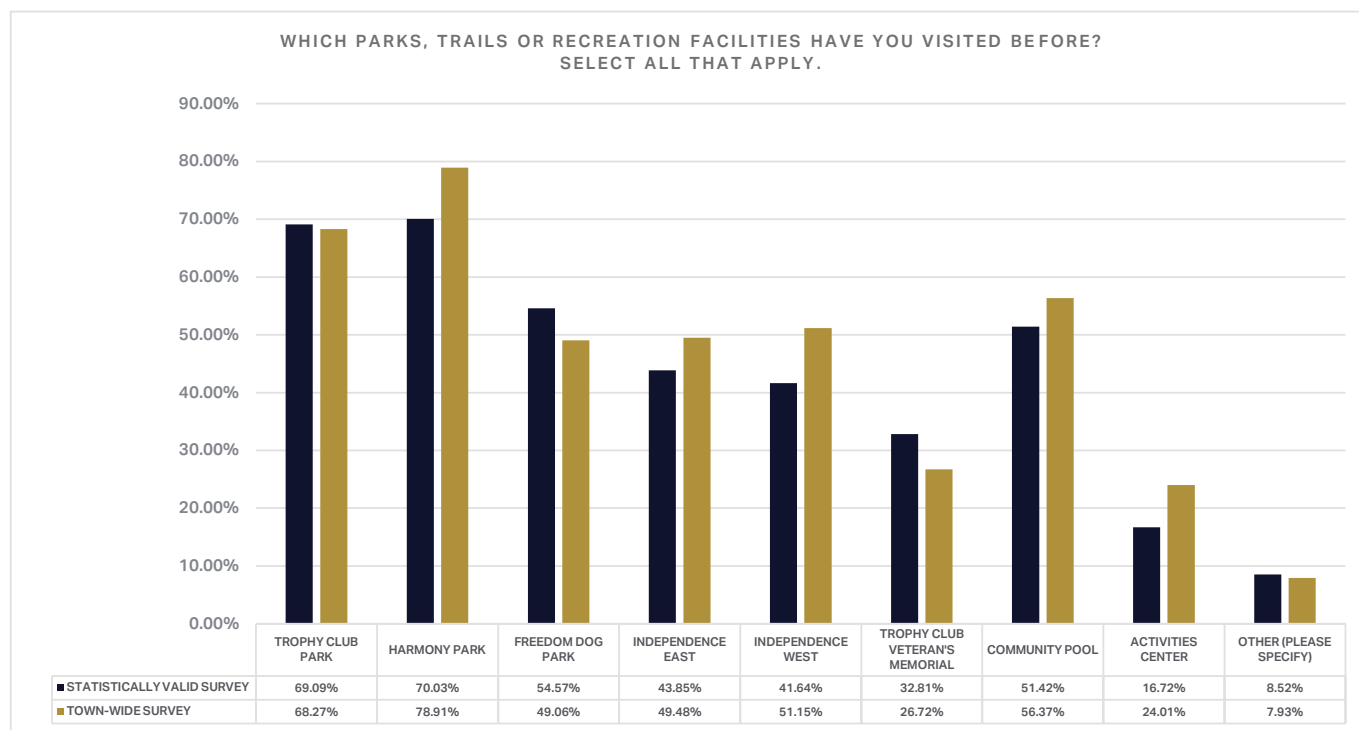


FIGURE A4 - SVS & TWS Comparison: TCPTRF Visited

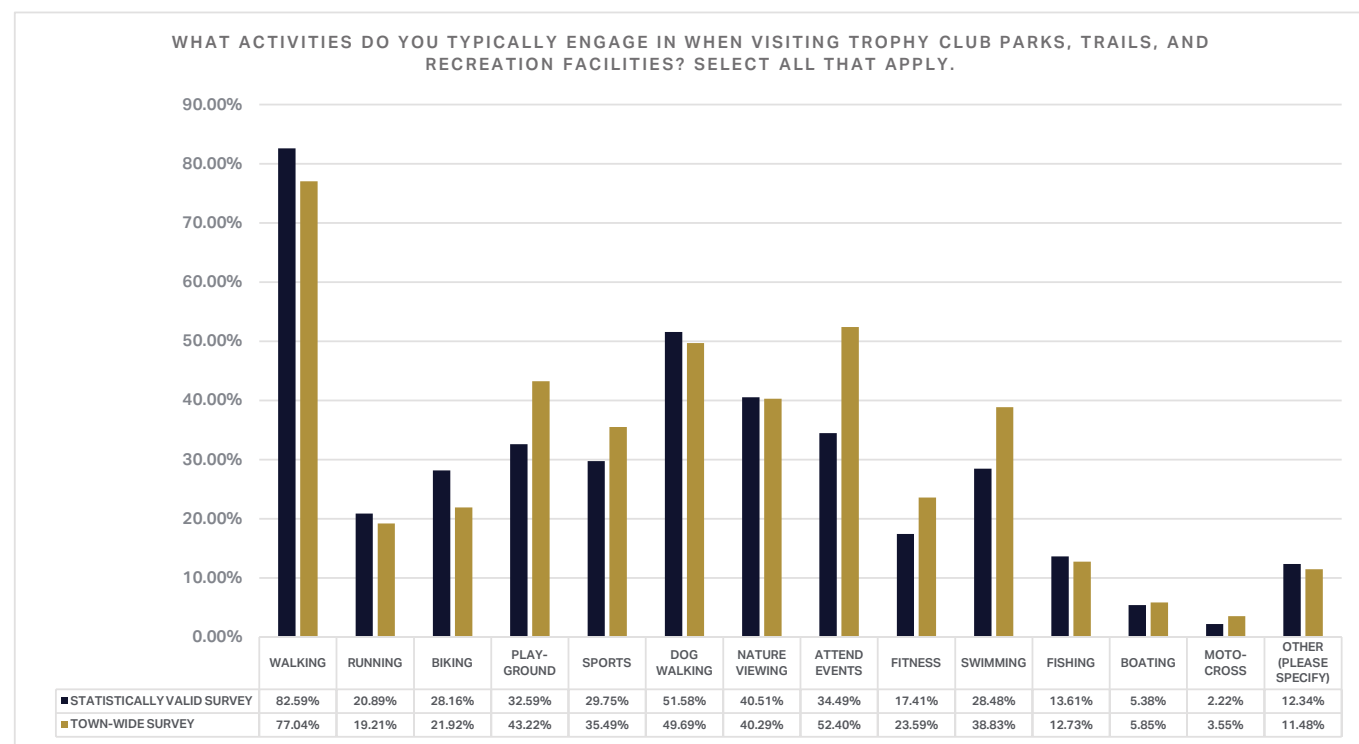


FIGURE A5 -SVS & TWS Comparison: Activities Engaged in when Visiting TCPTRF

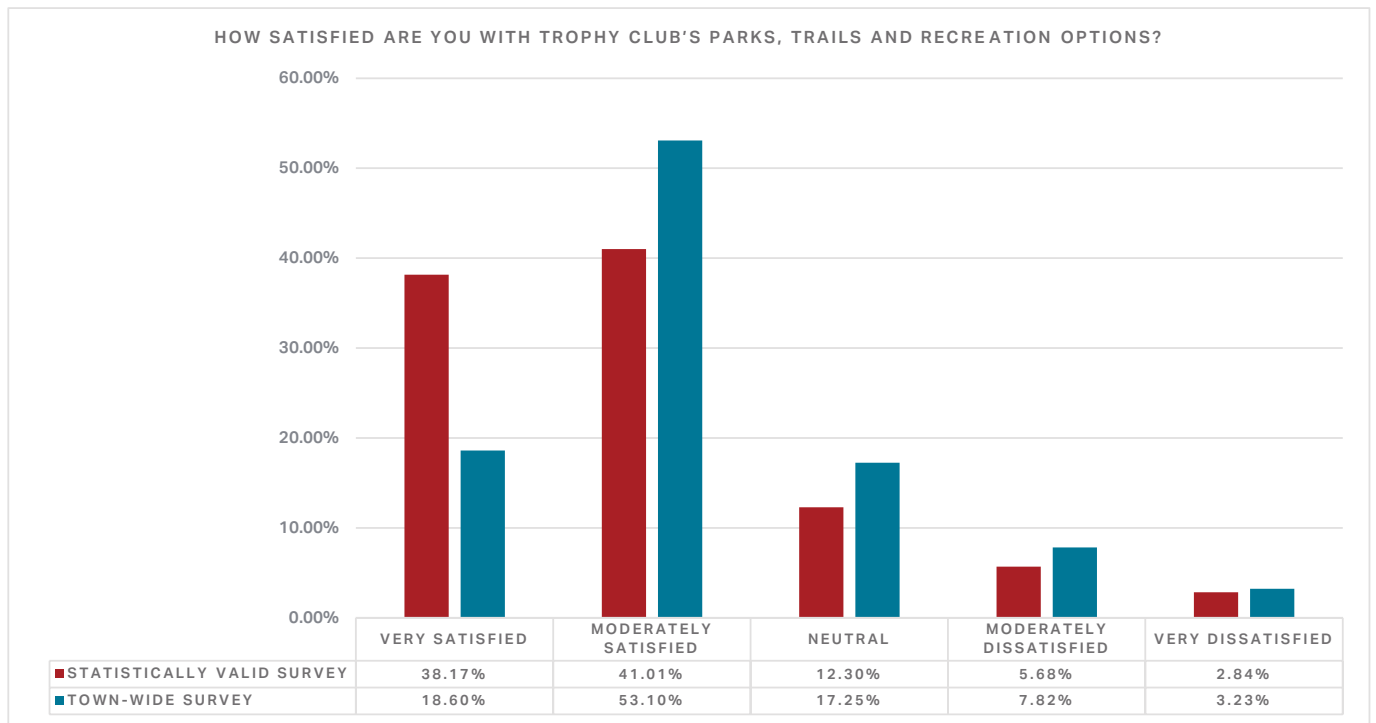


FIGURE A6- SVS & TWS Comparison: Satisfaction of TCPTRF

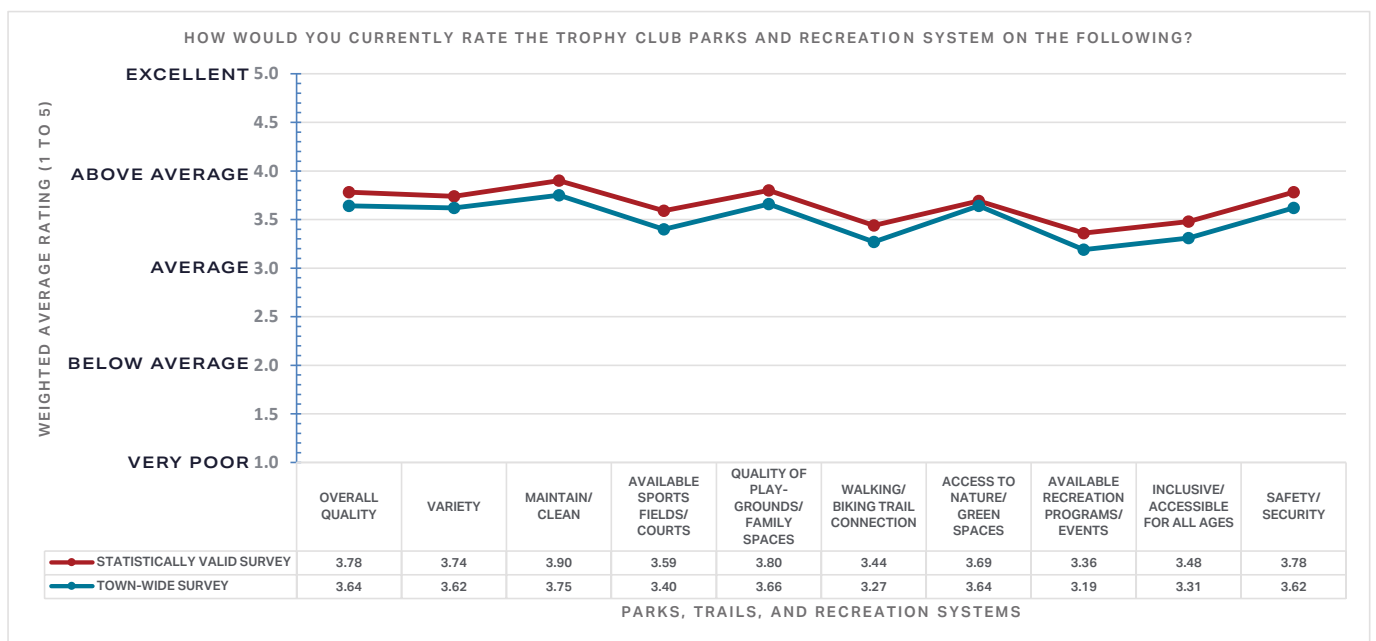
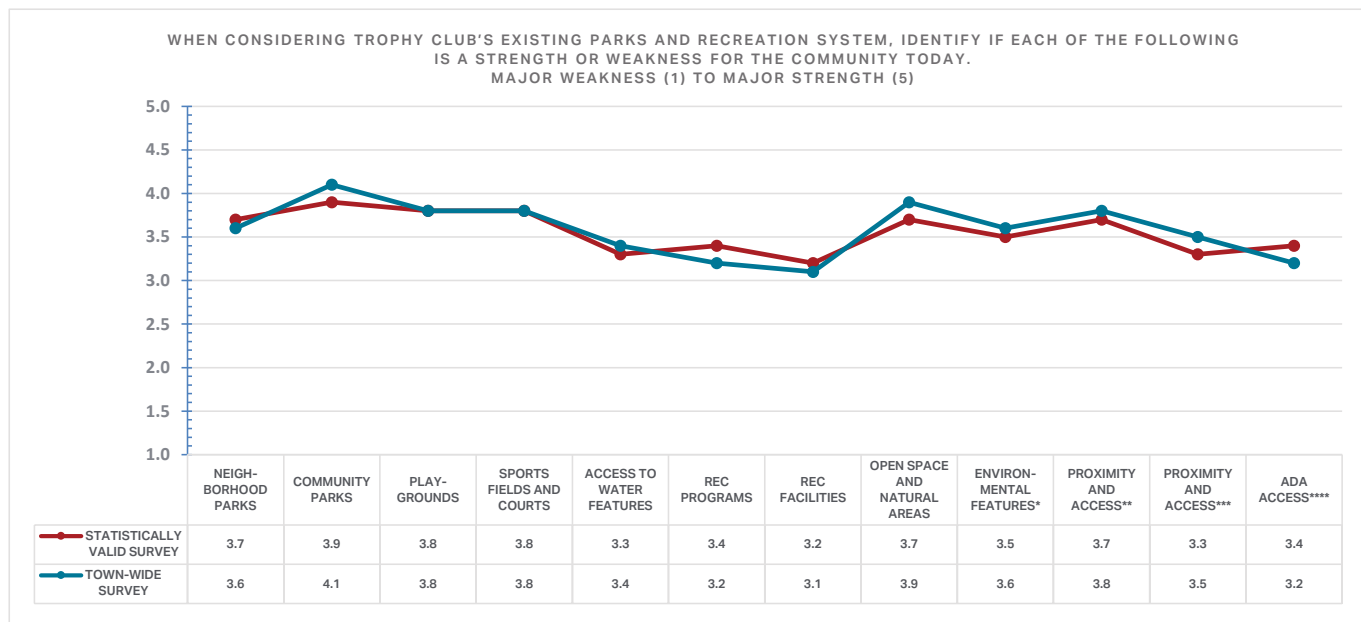


FIGURE A7- SVS & TWS Comparison: Rating of TCPTRF Systems

A: Community Engagement Results (Cont'd.)



* Such as creeks or unique topography; ** to local parks, trails and recreation facilities; *** to regional open spaces (Preserves, State Parks, etc.); ****of parks, trails and recreation facilities

FIGURE A8 - SVS & TWS Comparison: Rating of Strengths & Weaknesses of TCPTRF

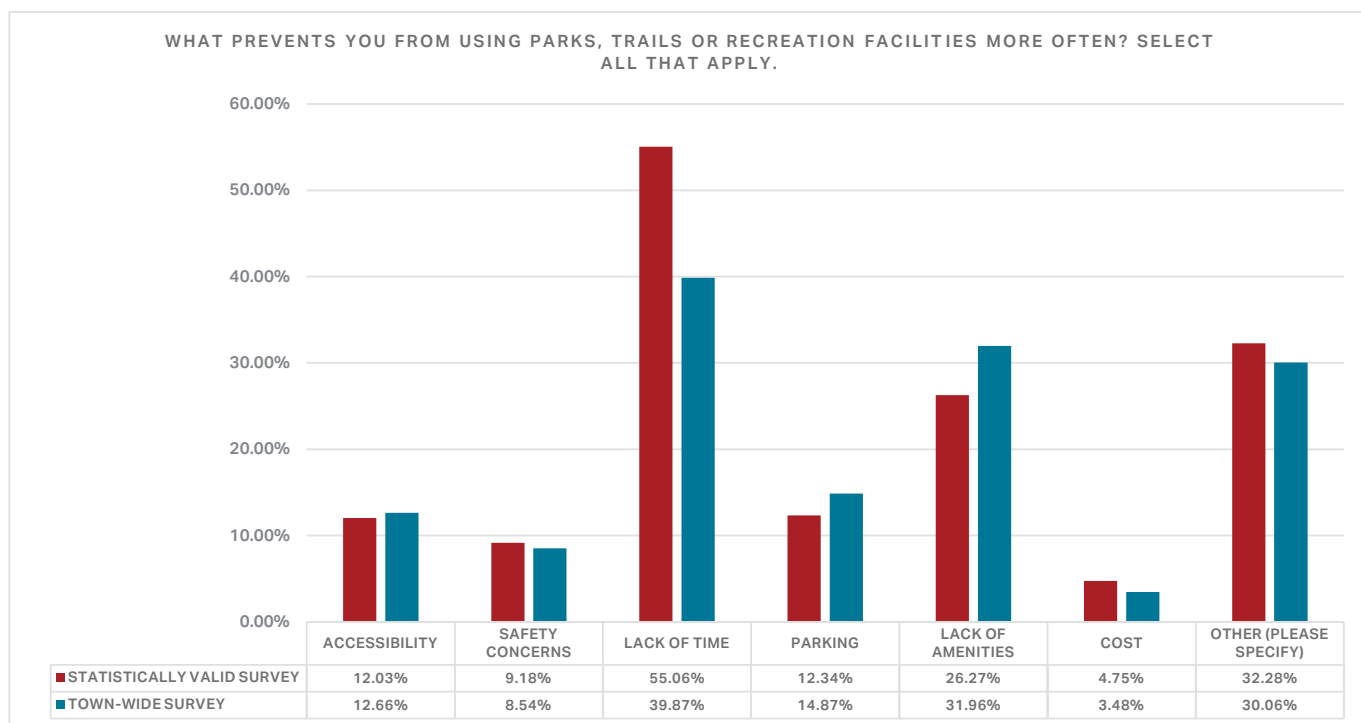
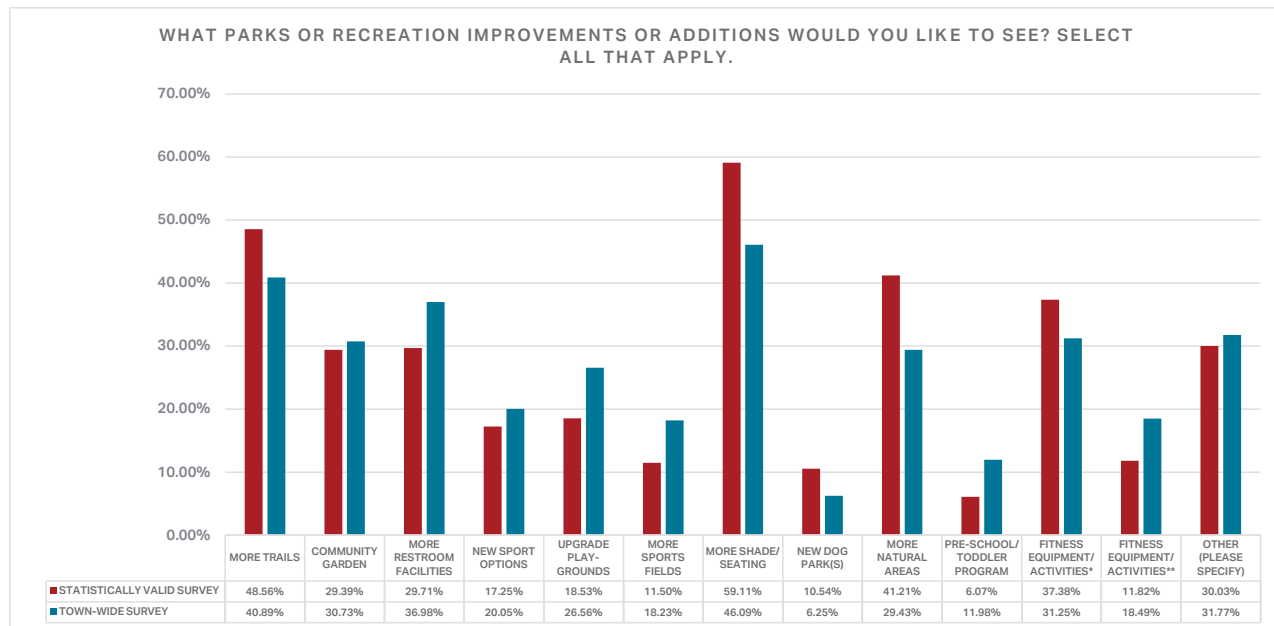


FIGURE A9 - SVS & TWS Comparison: Prevention of Using TCPTRF



* Specifically geared towards seniors (65+)** ; specifically geared towards t(w)eens (11-17)

FIGURE A10- SVS & TWS Comparison: Most Desired TCPTRF Improvements

A: Community Engagement Results (Cont'd.)

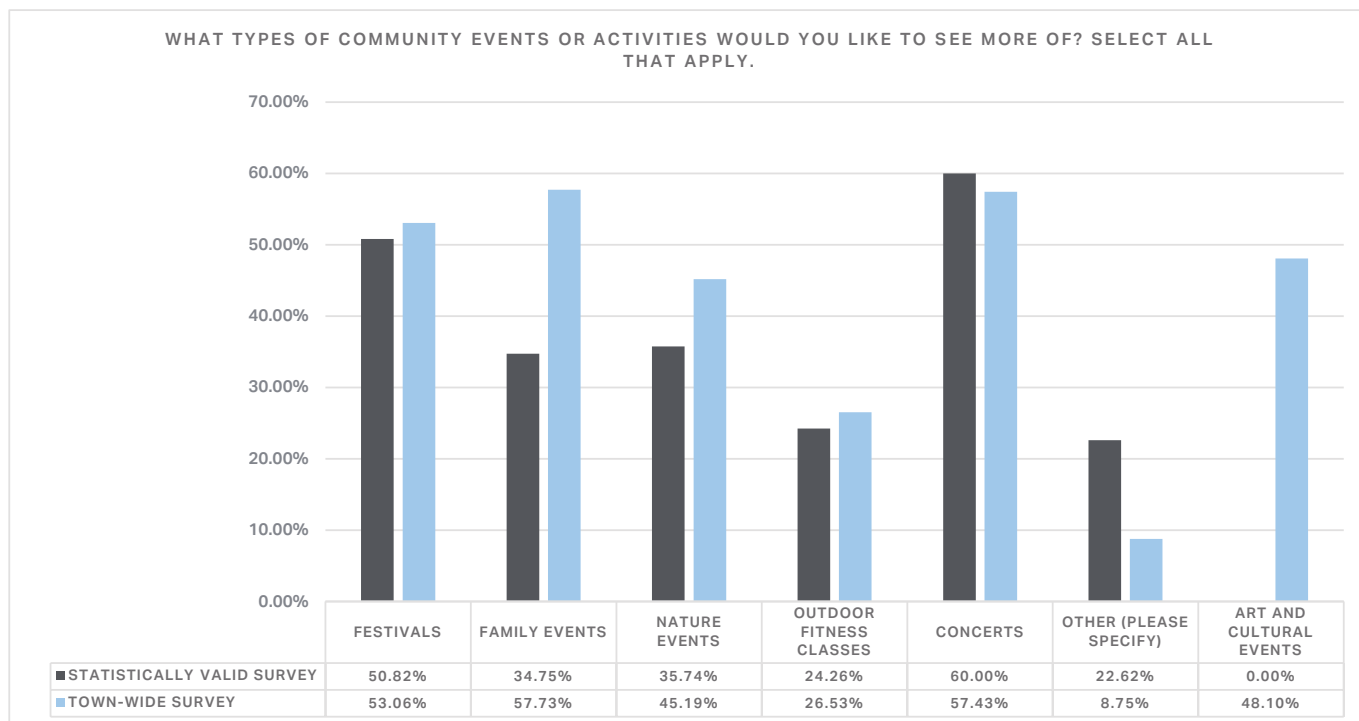


FIGURE A11 - SVS & TWS Comparison: Most Desired Types of Community Events/Activities

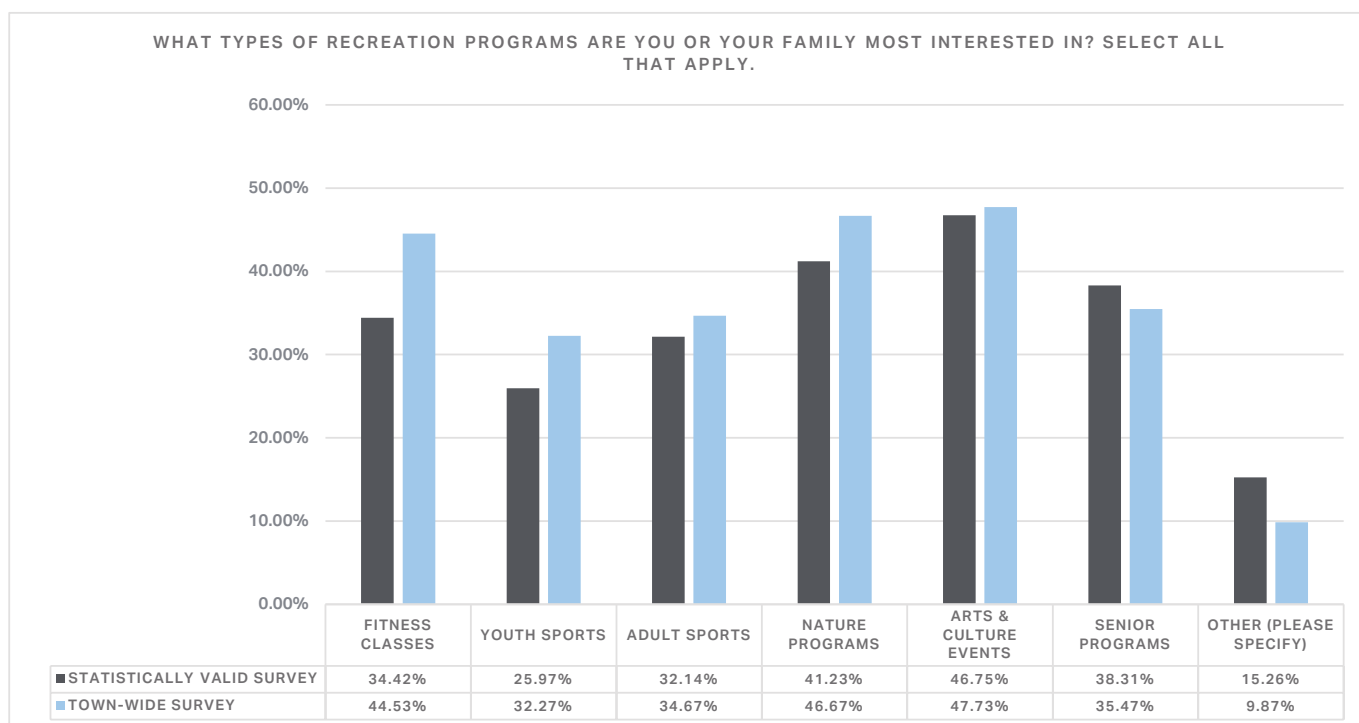


FIGURE A12 - SVS & TWS Comparison: Family Most Interested

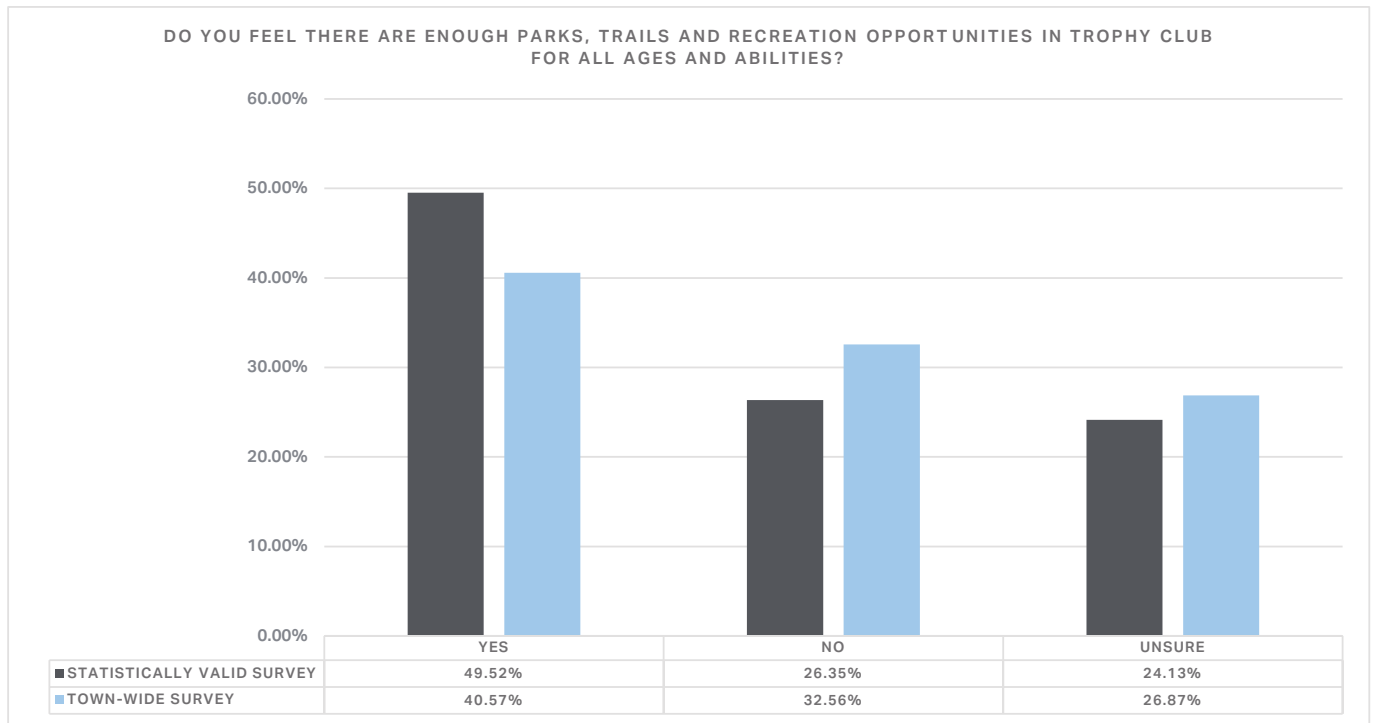
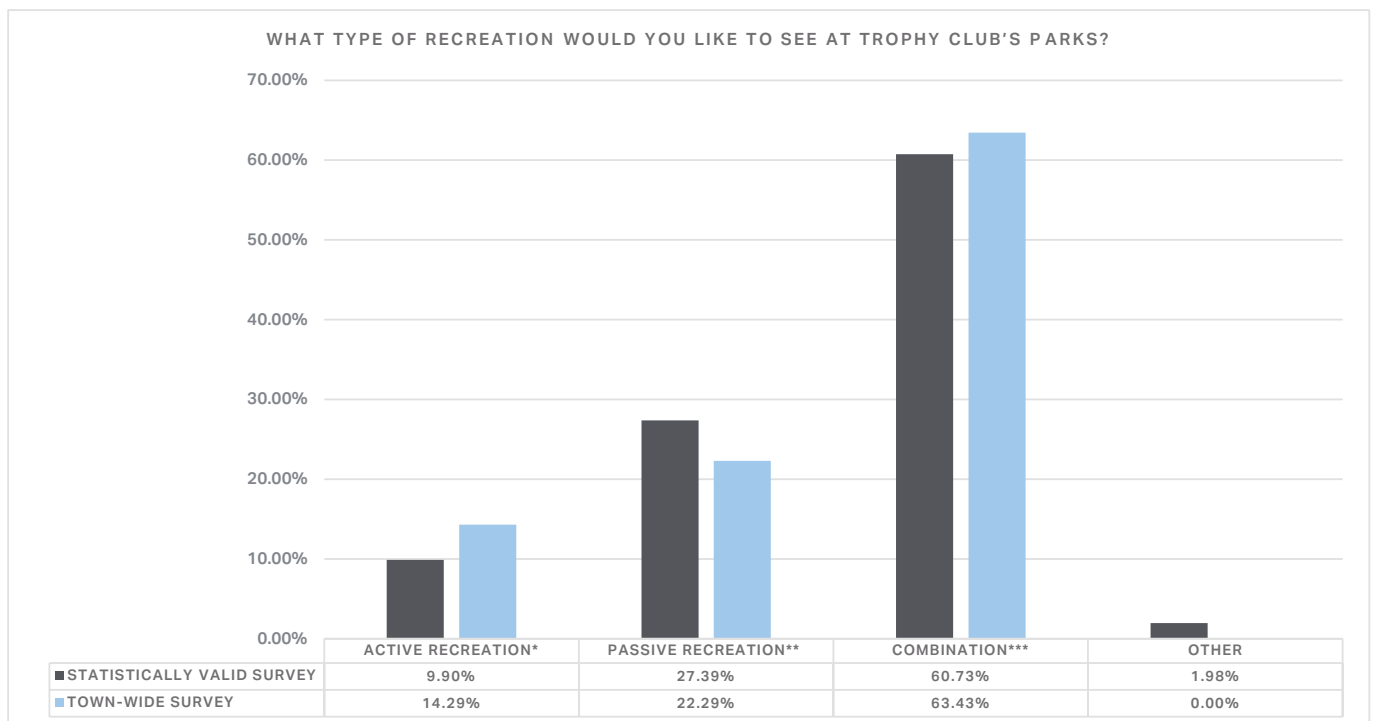


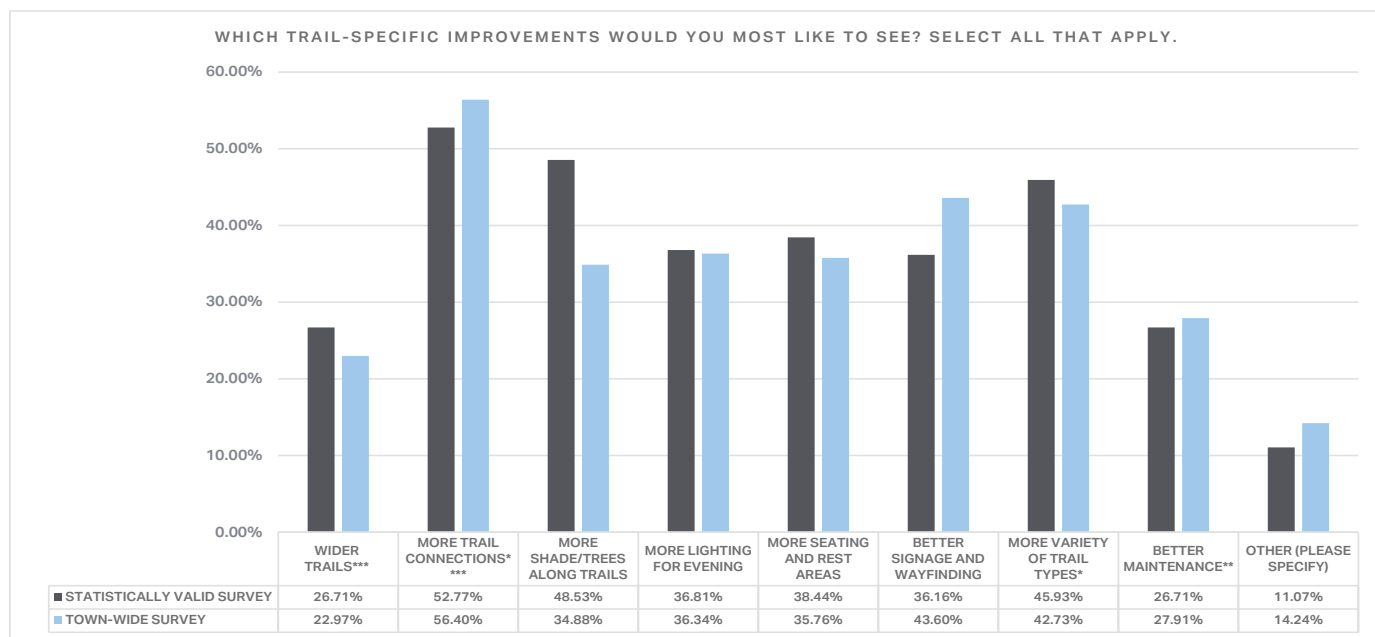
FIGURE A13- SVS & TWS Comparison: Enough Parks, Trail, and Recreation



* (Ex. - multi-purpose fields, playground facilities); ** (Ex. - Open space, natural areas with trails); *** (of active & passive recreation)

FIGURE A14- SVS & TWS Comparison: Desired Recreation

A: Community Engagement Results (Cont'd.)



* (e.g., soft-surface nature trails, paved multi-use paths, mountain biking trails, fitness loops); ** (e.g., pavement, drainage, clearing debris); ***to accommodate multiple users; **** between parks and neighborhoods

FIGURE A15 - SVS & TWS Comparison: Desired Trail-Specific

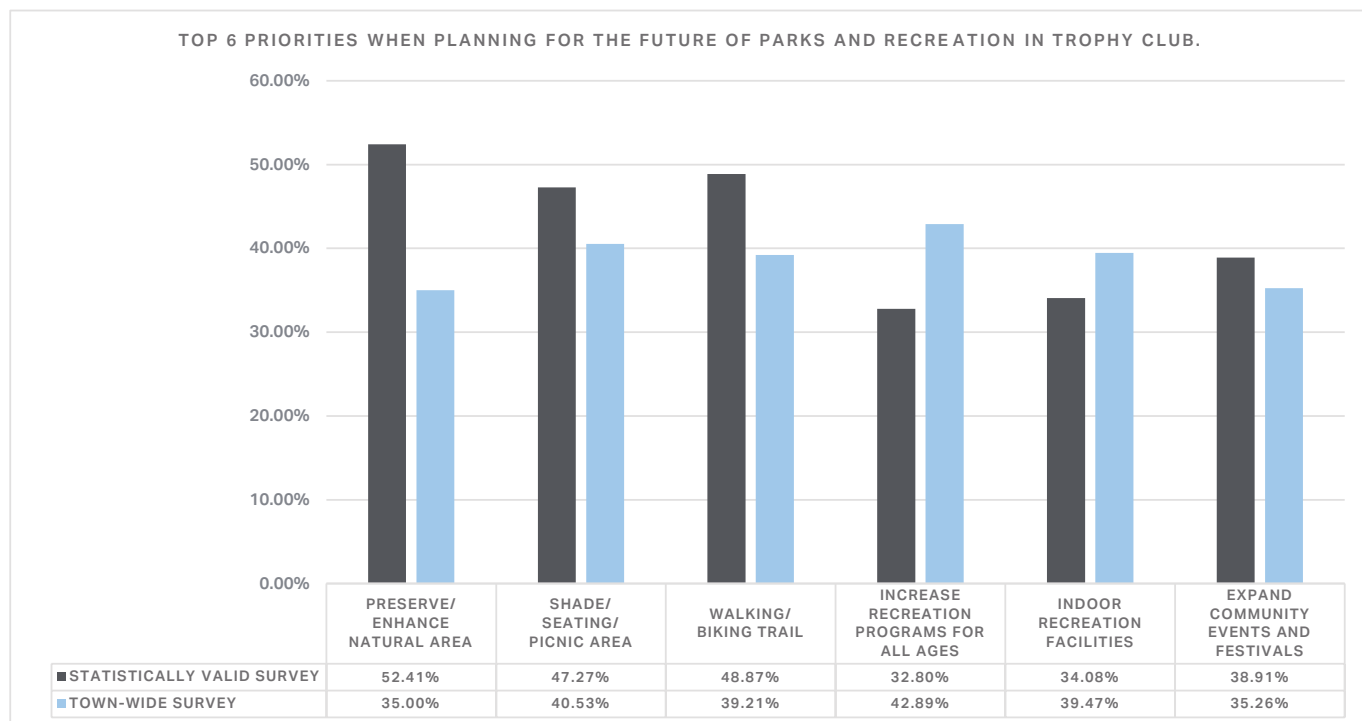


FIGURE A16 - SVS & TWS Comparison: Desired Priorities for the Town

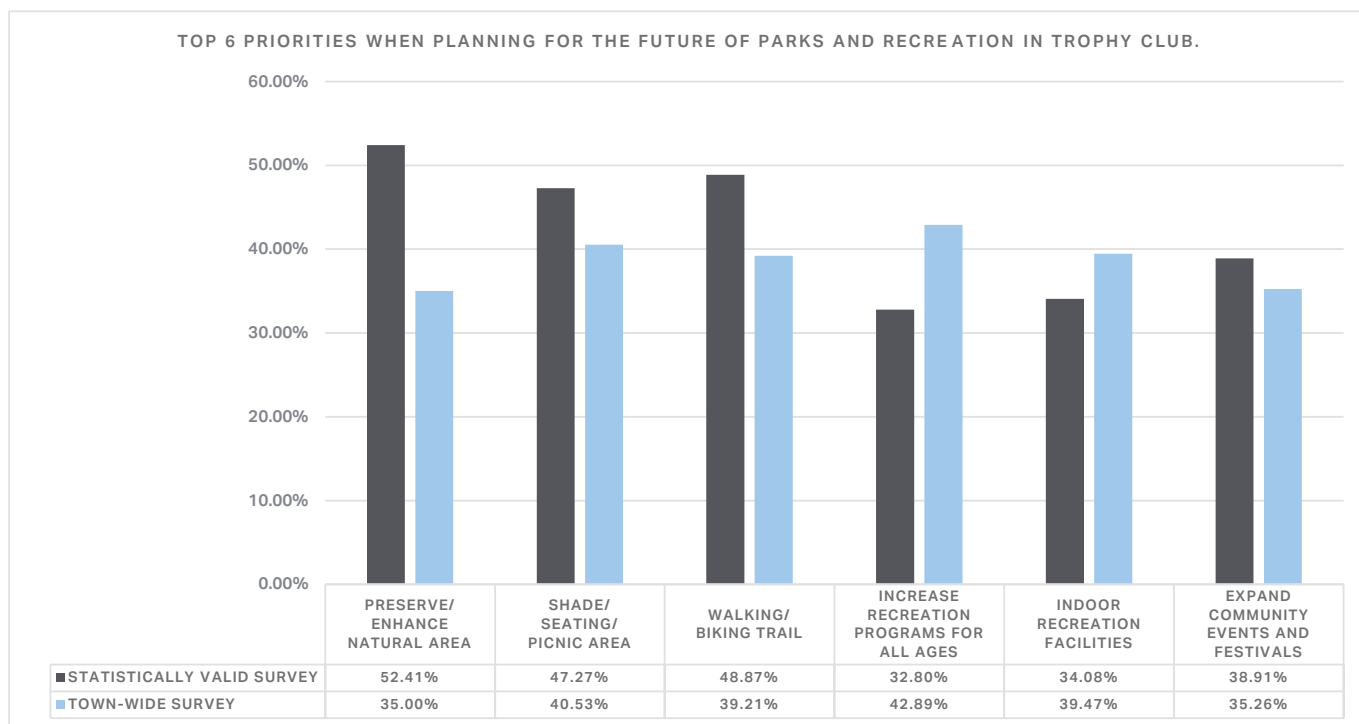


FIGURE A17 - SVS & TWS Comparison: Priorities For the Future of TCP

A: Community Engagement Results (Cont'd.)

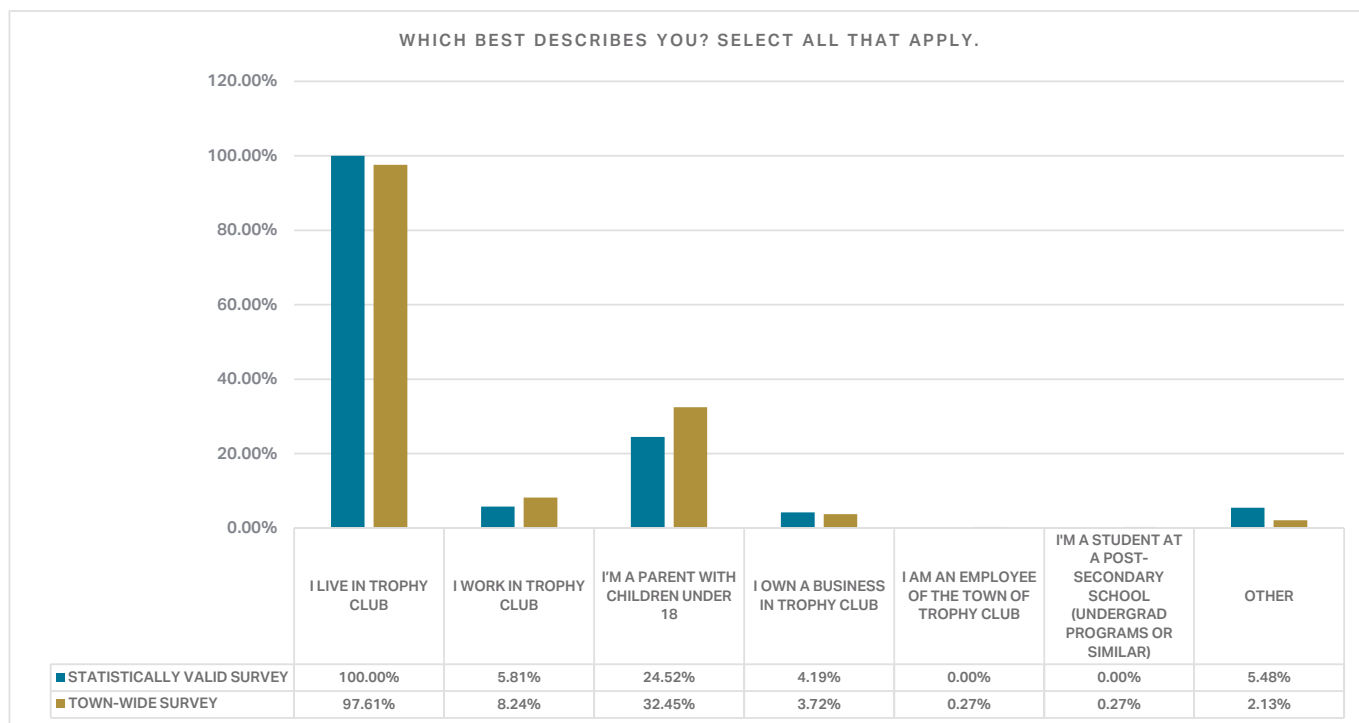


FIGURE A18 - SVS & TWS Comparison: Best Description

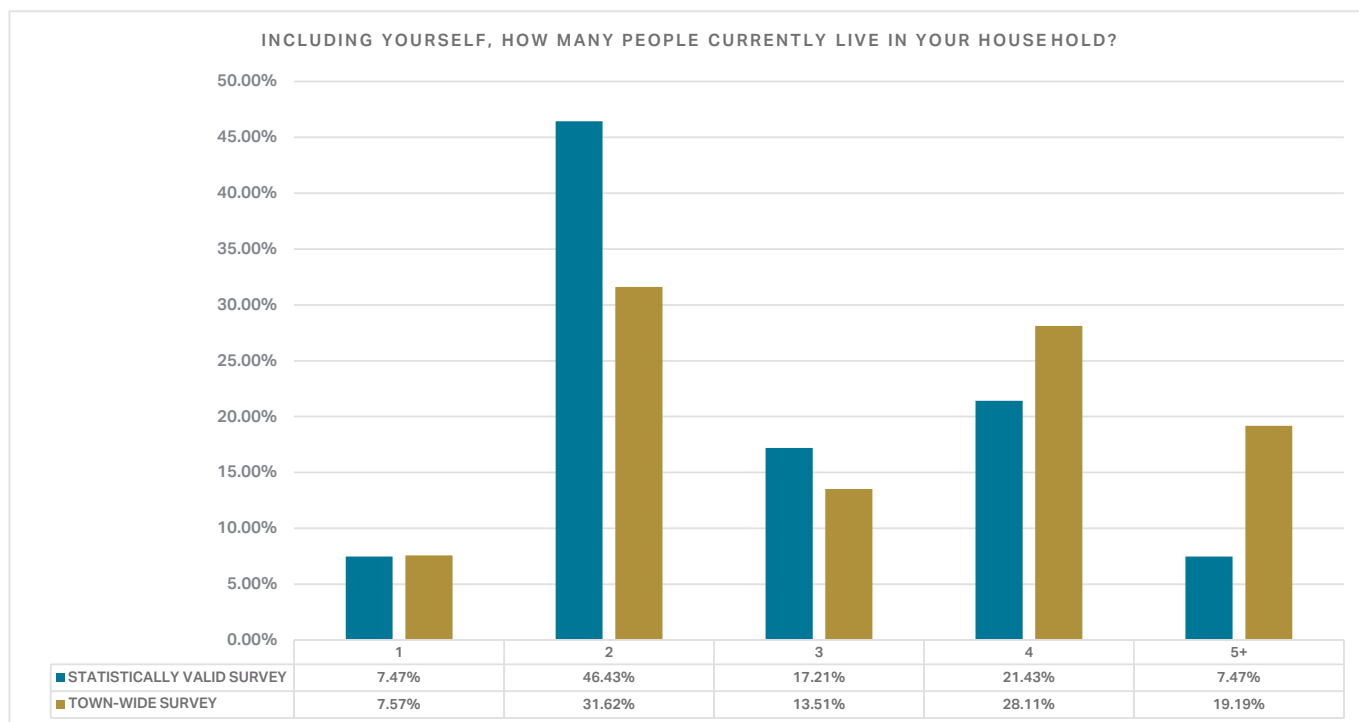


FIGURE A19 - SVS & TWS Comparison: Live in Household

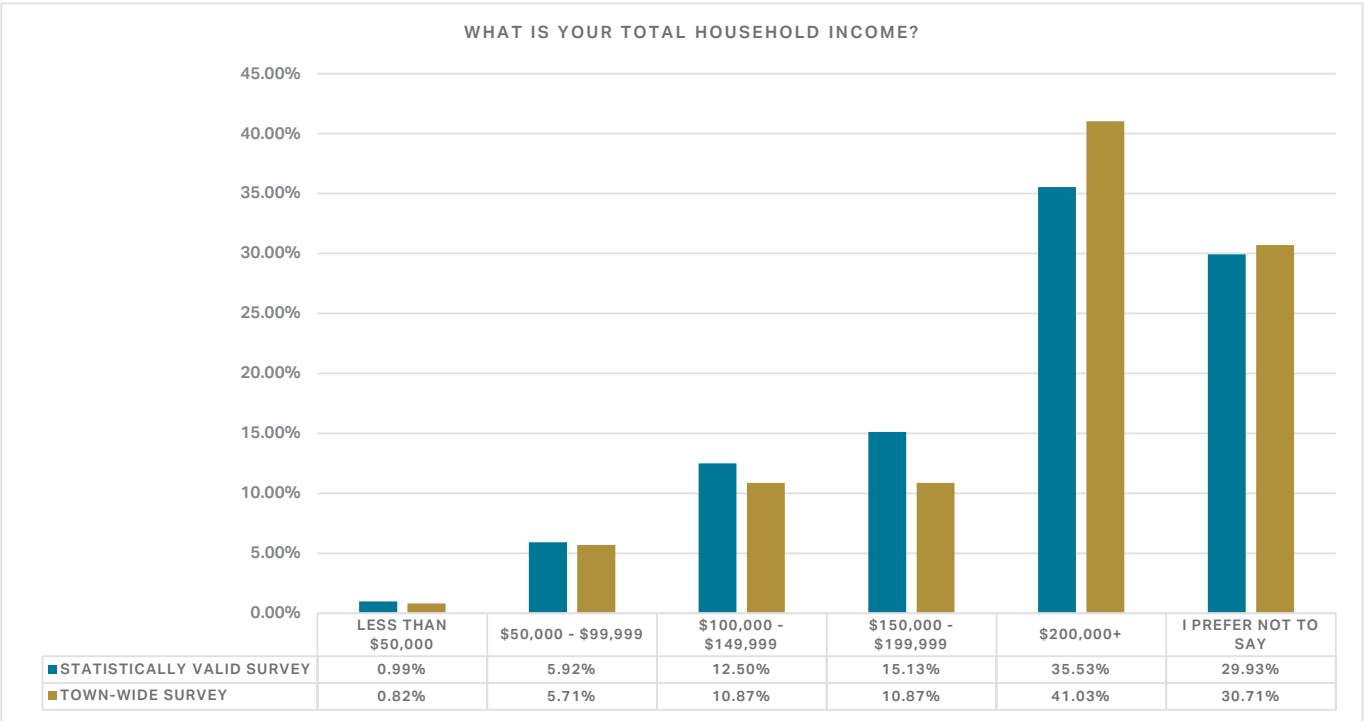


FIGURE A20 - SVS & TWS Comparison: Total Household Income

A: Community Engagement Results (Cont'd.)

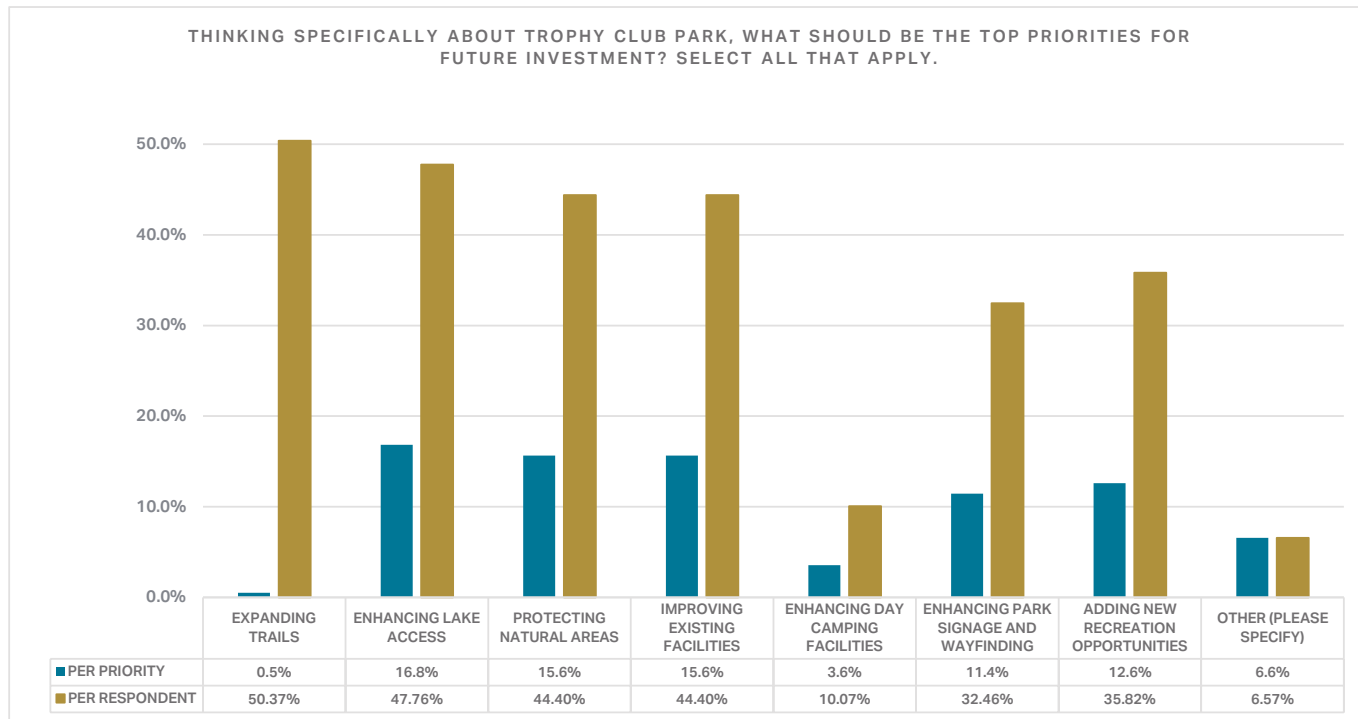
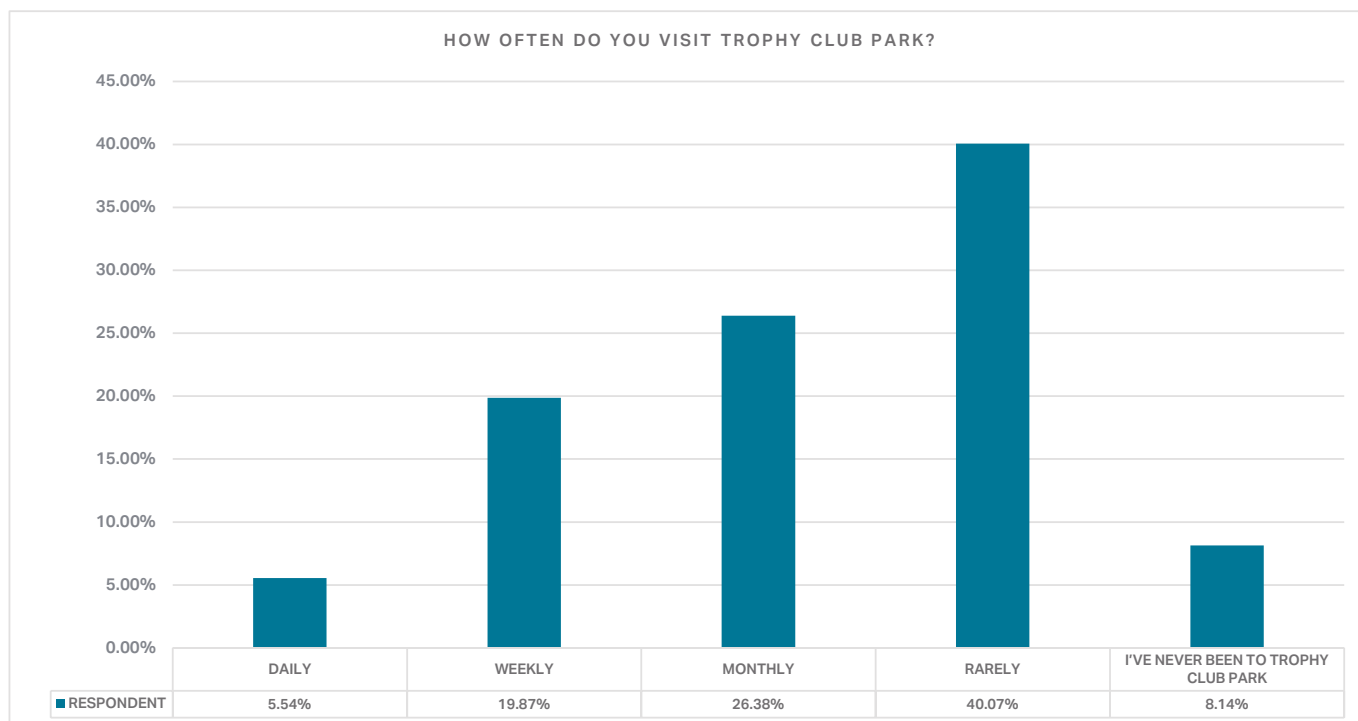


FIGURE A21 - SVS & TWS Comparison: Top Priorities for Future Investments for TCP



FIGUREA22 - SVS: Frequency of Visiting TCP

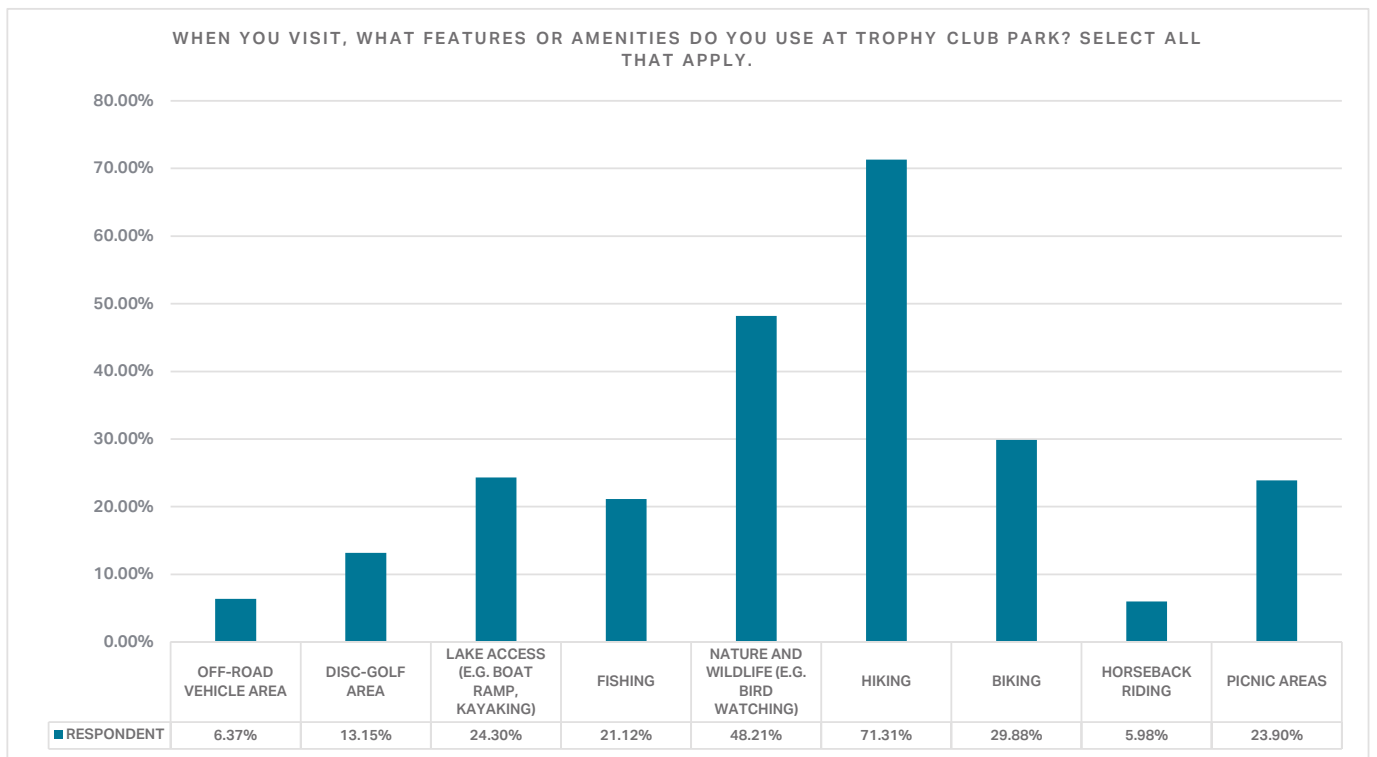


FIGURE A23- SVS: Use of Features or Amenities at TCP

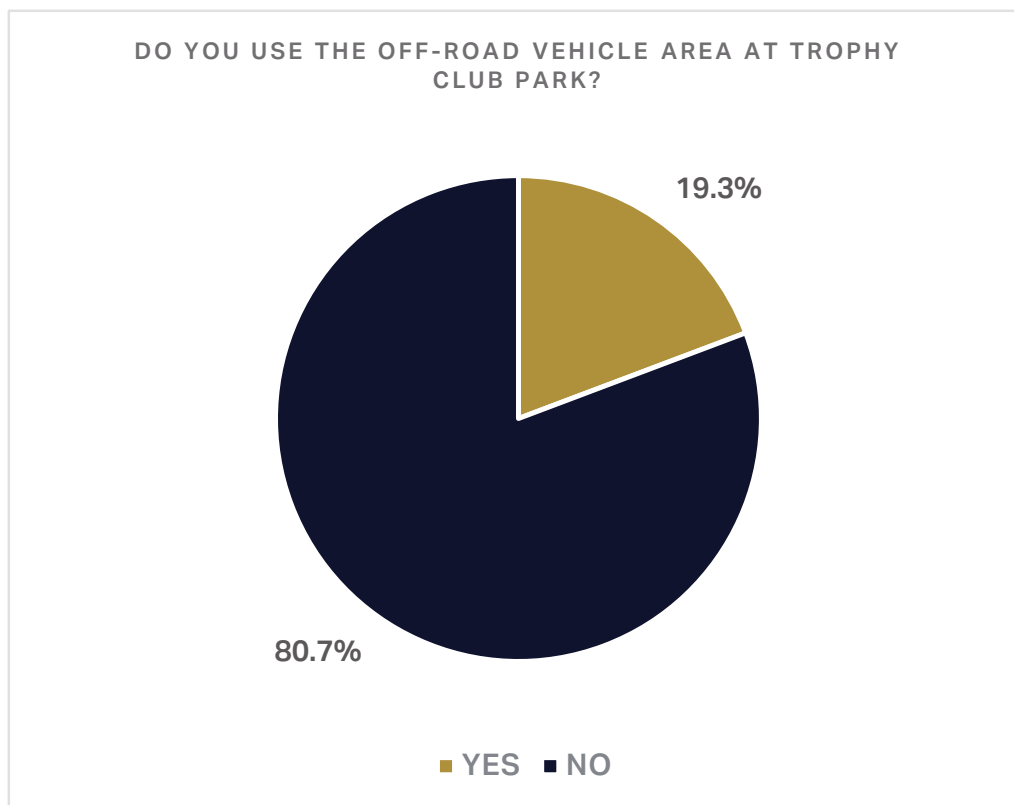


FIGURE A24 - SVS: Use of the Off-Road Vehicle Area at TCP

A: Community Engagement Results (Cont'd.)

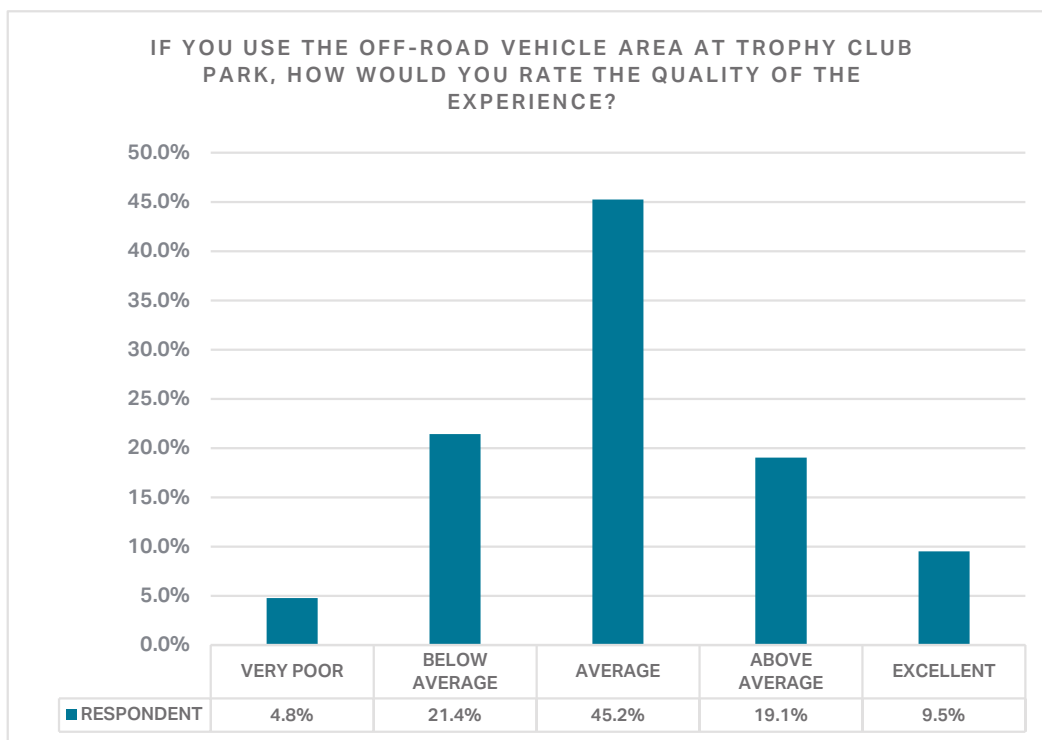


FIGURE A25 - SVS: Rating of the Quality of Experience of the Off-Road Vehicle Area

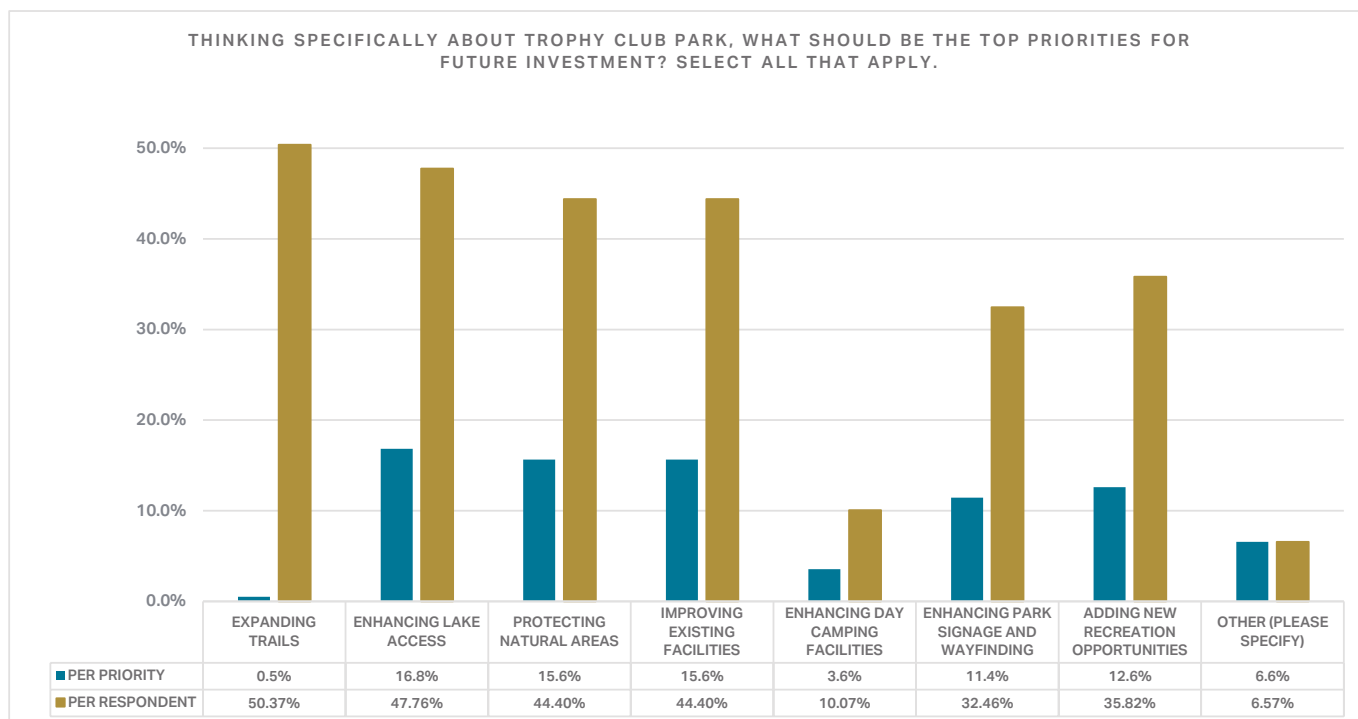


FIGURE A26 - SVS Priority and Respondent: Comparison Top Priorities for Future Investments for TCP

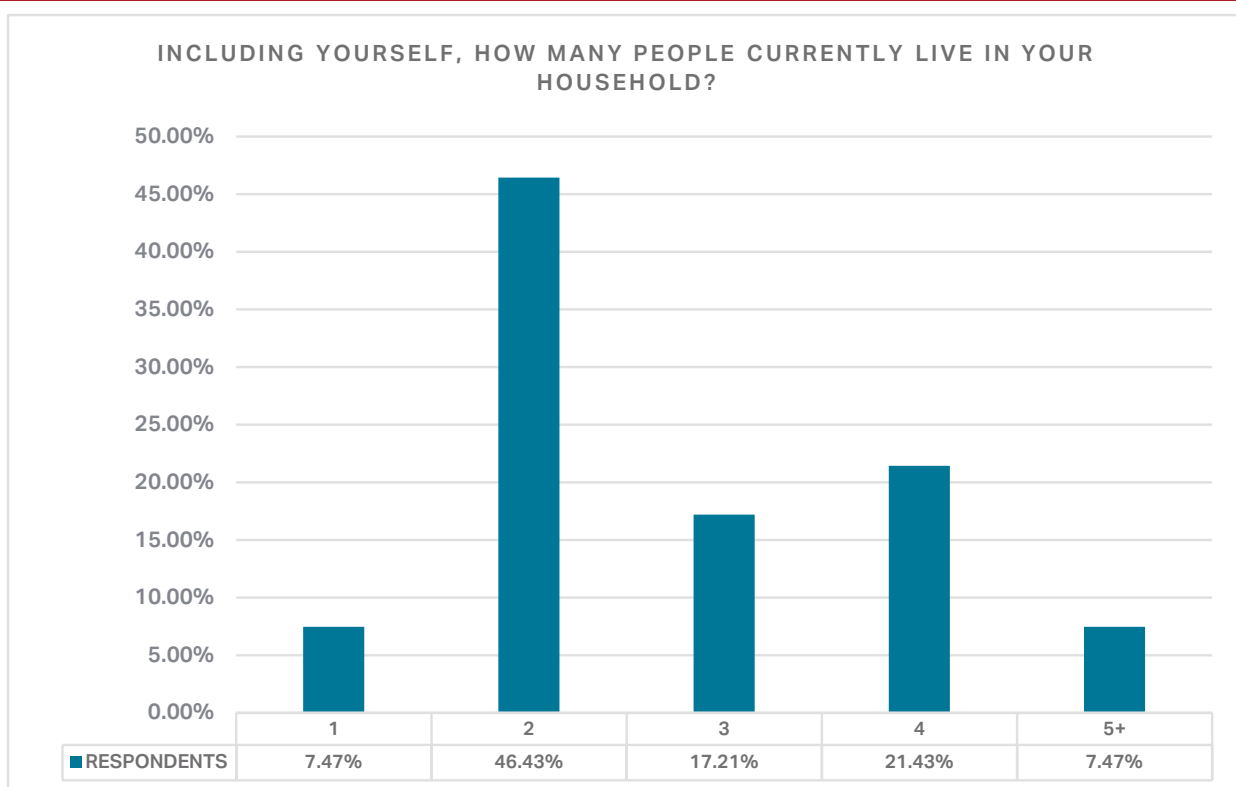


FIGURE A27 - SVS: Number of People Currently Living in Household

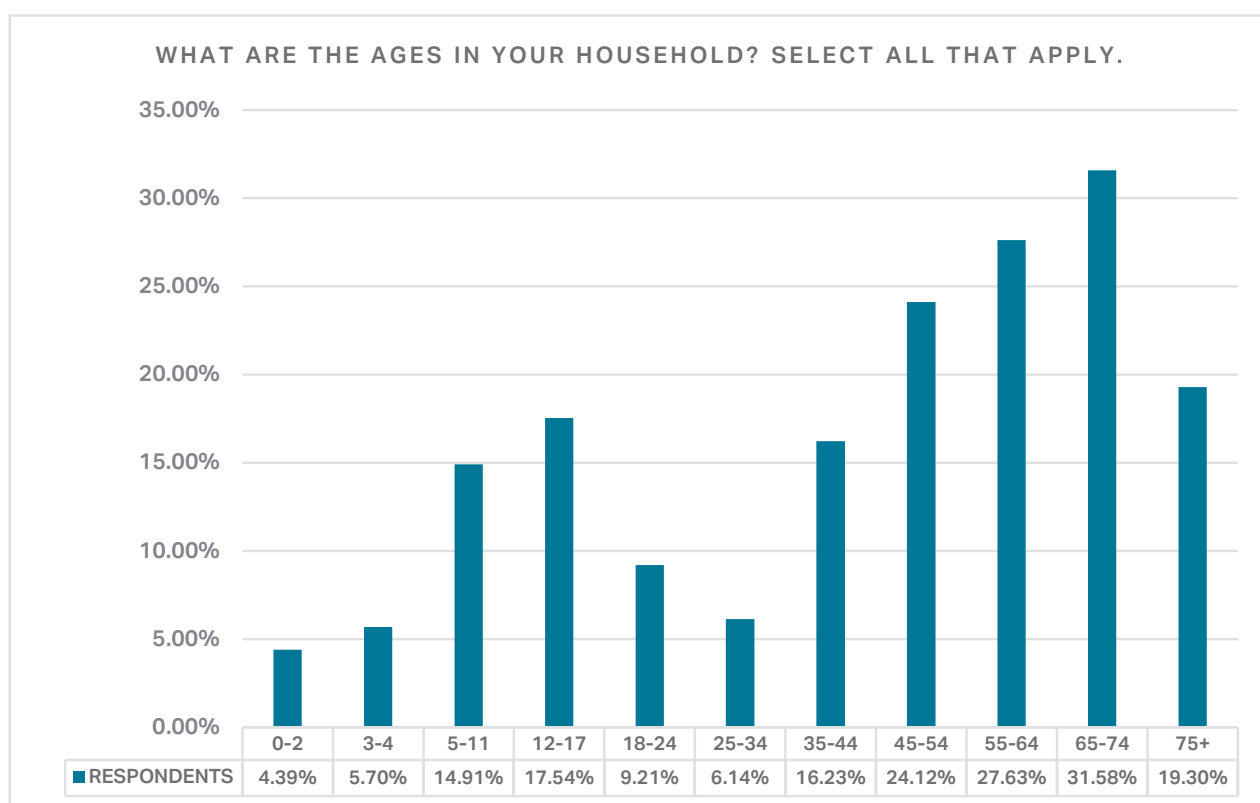


FIGURE A28 - SVS: Ages in Households

A: Community Engagement Results (Cont'd.)

VIRTUAL ENGAGEMENT ROOM (VER) SUMMARY

THE TOWN WAS ASKED “WHAT IS YOUR VISION FOR TROPHY CLUB PARK’S HIGHEST AND BEST USE FOR FUTURE GENERATIONS?”

PRESERVE & ENHANCE NATURE & TRAILS (MOST COMMON)

- | Keep it natural—protect lakefront, forest, wildlife; limit noise impacts
- | Expand/maintain soft-surface walking/hiking loops; prioritize family trail walks
- | Improve wayfinding: clearer signage, marked paths, safety/direction markers
- | Add fitness loops/equipment aligned with healthy-kid’s goals
- | Benchmark quality against regional leaders (e.g., Grapevine; River Legacy feel)

SAFETY, RULES, AND ENFORCEMENT

- | Increase presence/enforcement (noted decline since attendant passed)
- | Enforce helmet/no-double-riding rules; correct wrong-way riding on loops
- | Address conflicts near the lake: erosion/topsoil wash from motorized use
- | Better incident prevention via trail markings and clear directional systems

MOTORIZED RECREATION—MANAGED, SAFER, AND COMPATIBLE

- | Many value the historic motocross/ATV area and want it retained
- | Call for better maintenance of tracks/trails and fair value for entry fees
- | Desire coexistence: retain motorized zones while protecting shoreline and non-motorized experiences

ACCESS & CONNECTIVITY

- | Create additional access from the east side of town (e.g., near MUD plant)
- | Add internal connections (golf-cart/bike paths) linking east–west and to neighborhoods/schools
- | Improve parking distribution (more near disc golf/play areas; not at gate)

LAKE & WATERFRONT AMENITIES

- | Maintain lake health; manage fluctuating levels
- | Provide defined, durable access points (e.g., family-friendly fishing dock on east side)
- | Preserve natural shoreline while offering limited, well-designed touchpoints

DISC GOLF & FAMILY NODES

- | Keep and enhance disc golf course; ensure renovations don’t harm it
- | Add nearby family infrastructure: playground, restrooms, and convenient parking

COMMUNITY STEWARDSHIP & CLEANLINESS

- | Organize volunteer days for trail upkeep, litter removal, minor repairs.
- | Emphasize a clean, well-cared-for park identity; “safe and clean” as a core value.

CYCLING (NON-MOTORIZED)

- | Develop/partner for off-road bike trail (e.g., DORBA collaboration).
- | Separate bike/hike corridors with clear signage to reduce conflicts.

ATHLETICS & OTHER FACILITIES (LEAST COMMON BUT NOTED)

- | Some feedback cites outdated ballfields needing facelift (broader parks context).
- | General request to avoid spending on gatehouse; invest in in-park experiences instead.

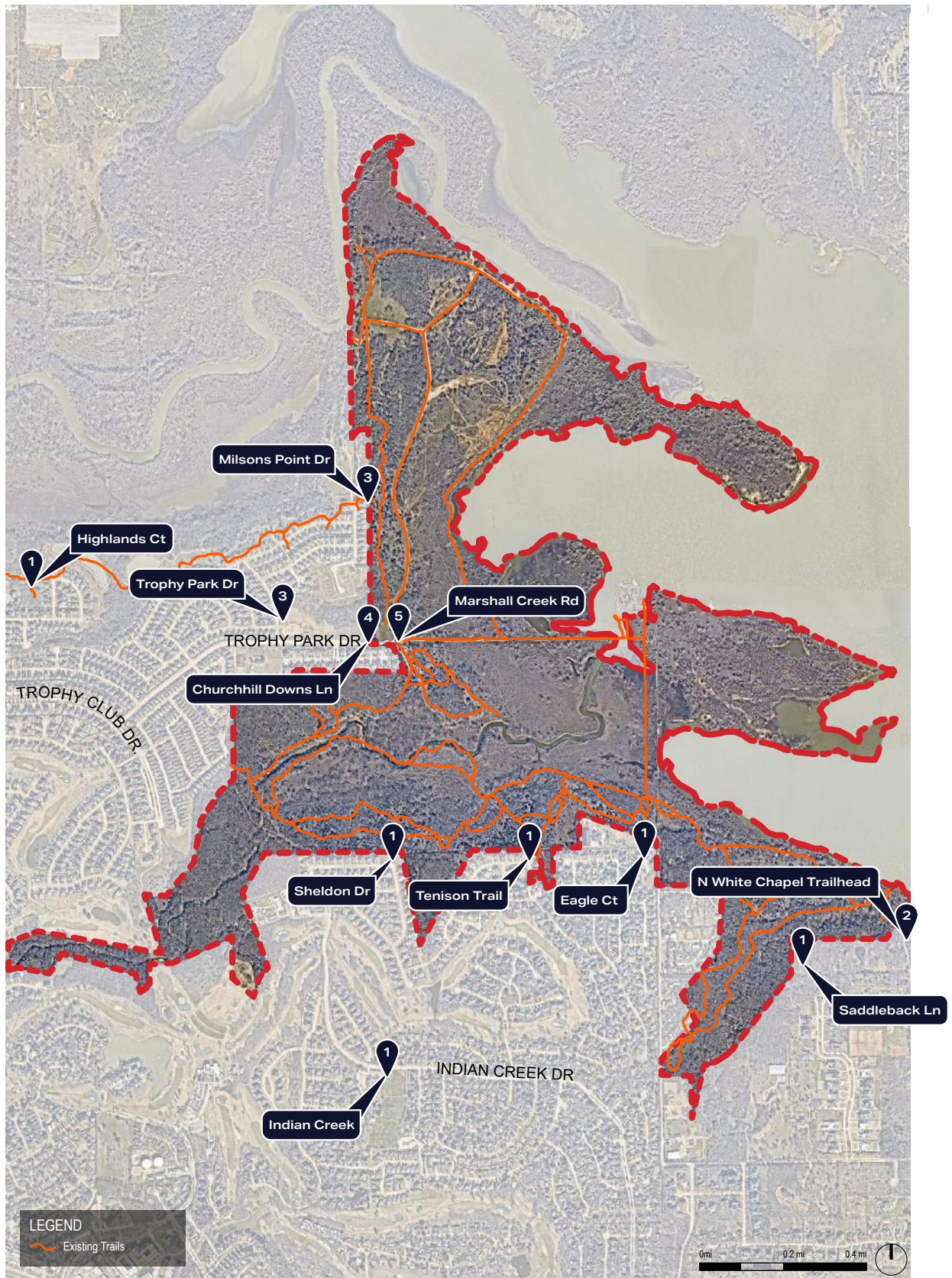


FIGURE A29 - VER Access Points

A: Community Engagement Results (Cont'd.)



FIGURE A30 -Visions for TCP: Best Use for Future Generations

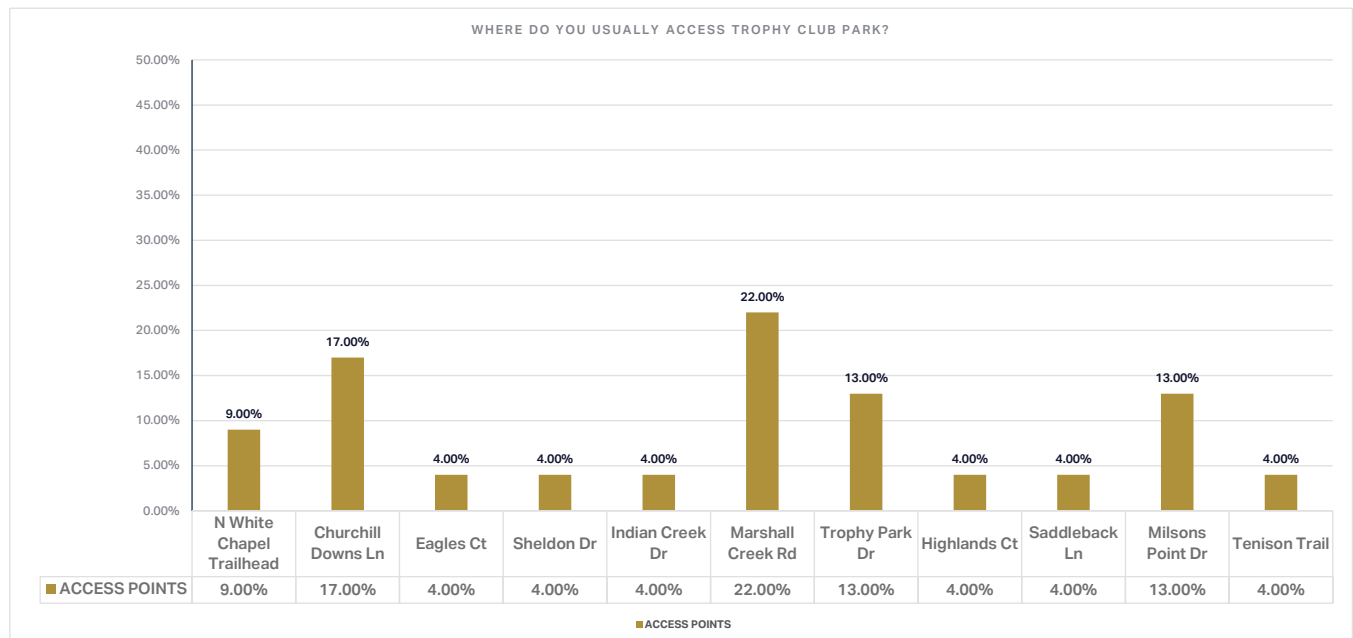


FIGURE A31 -Access: Where do you Usually Access Trophy Club Park?

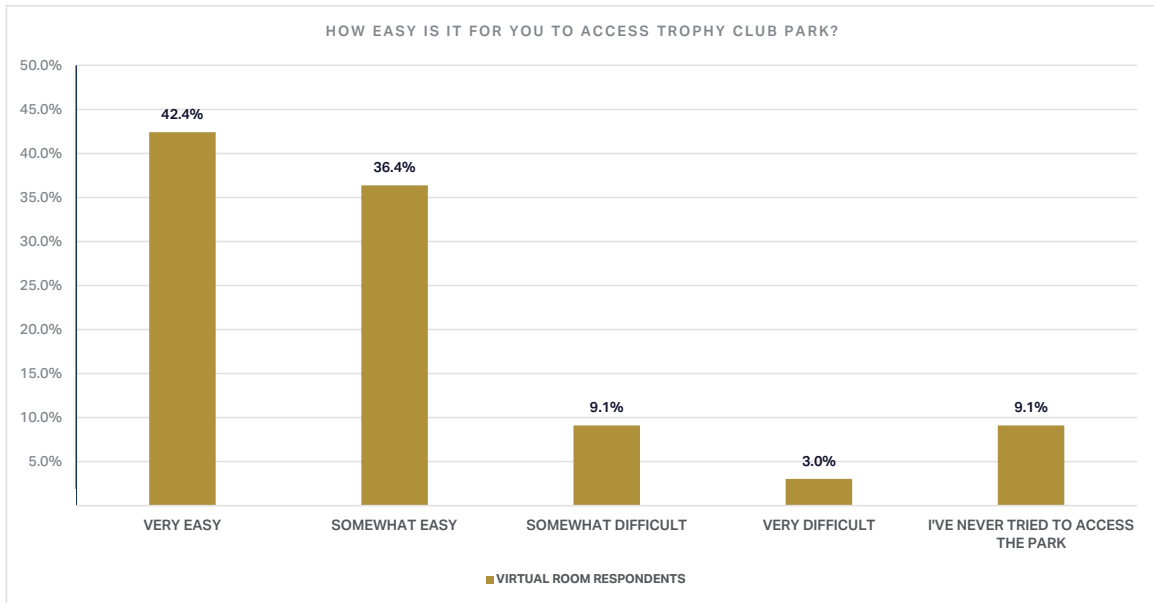


FIGURE A32 - Access: Ease of Access to TCP

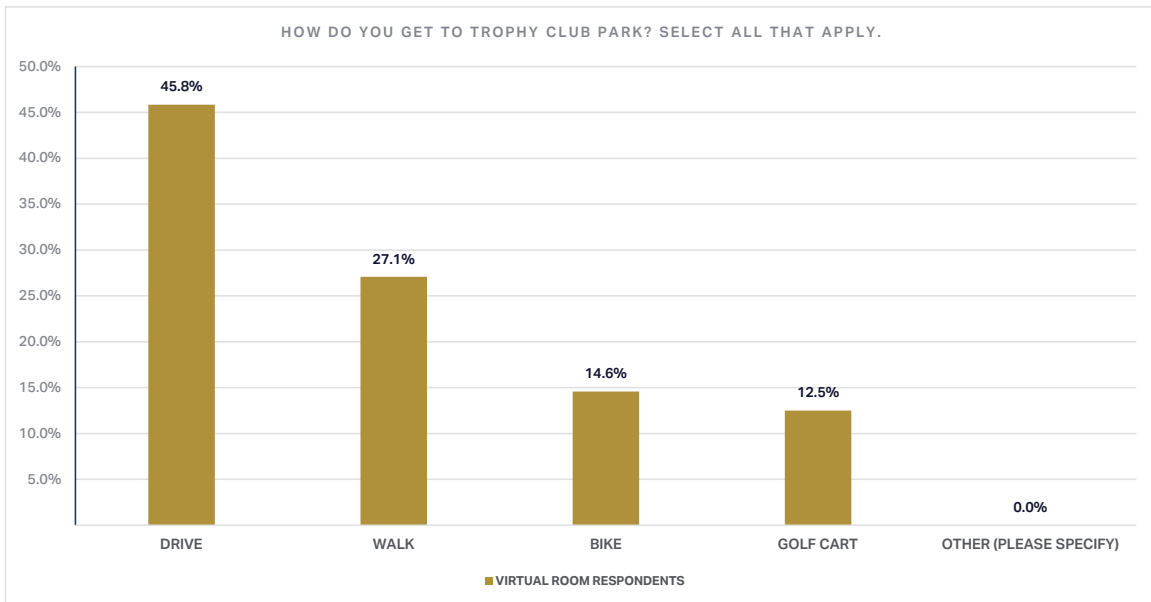


FIGURE A33 - Access: How Do You Get to TCP?

A: Community Engagement Results (Cont'd.)

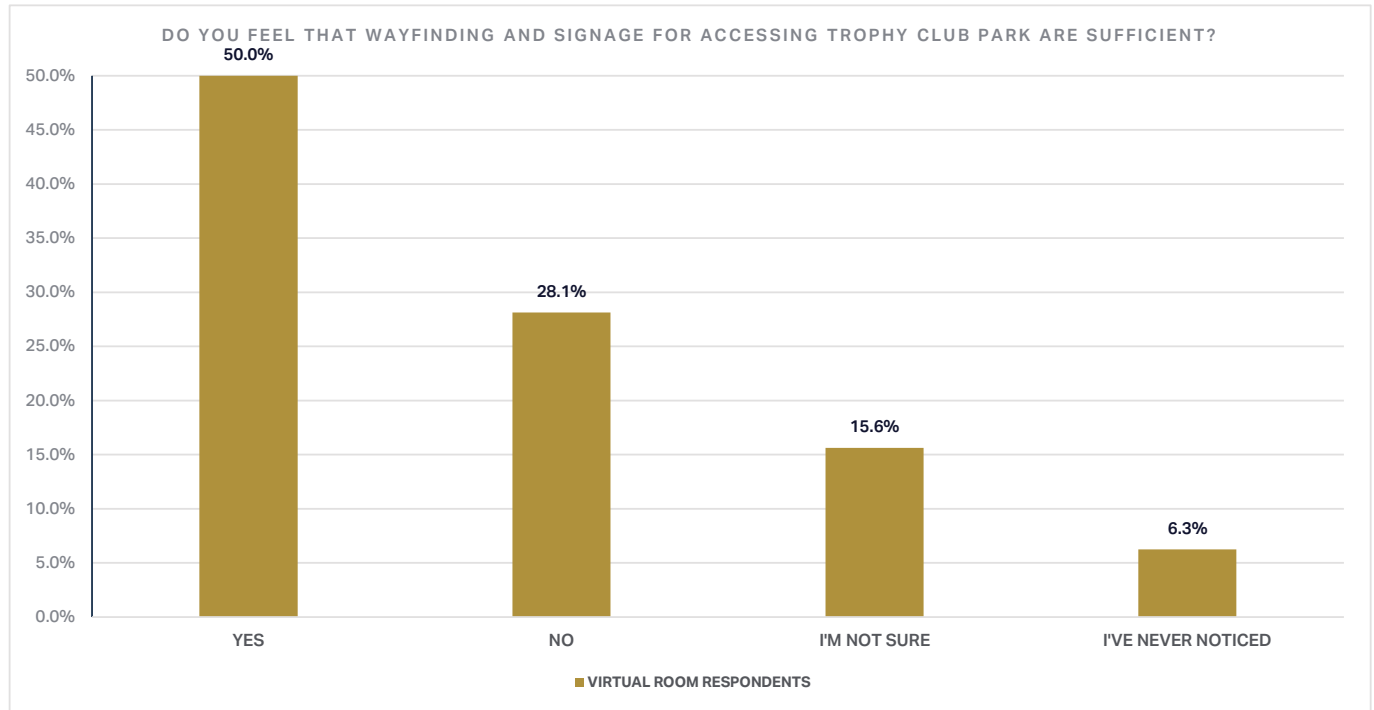


FIGURE A34 - Access: Is Wayfinding Sufficient in TCP?

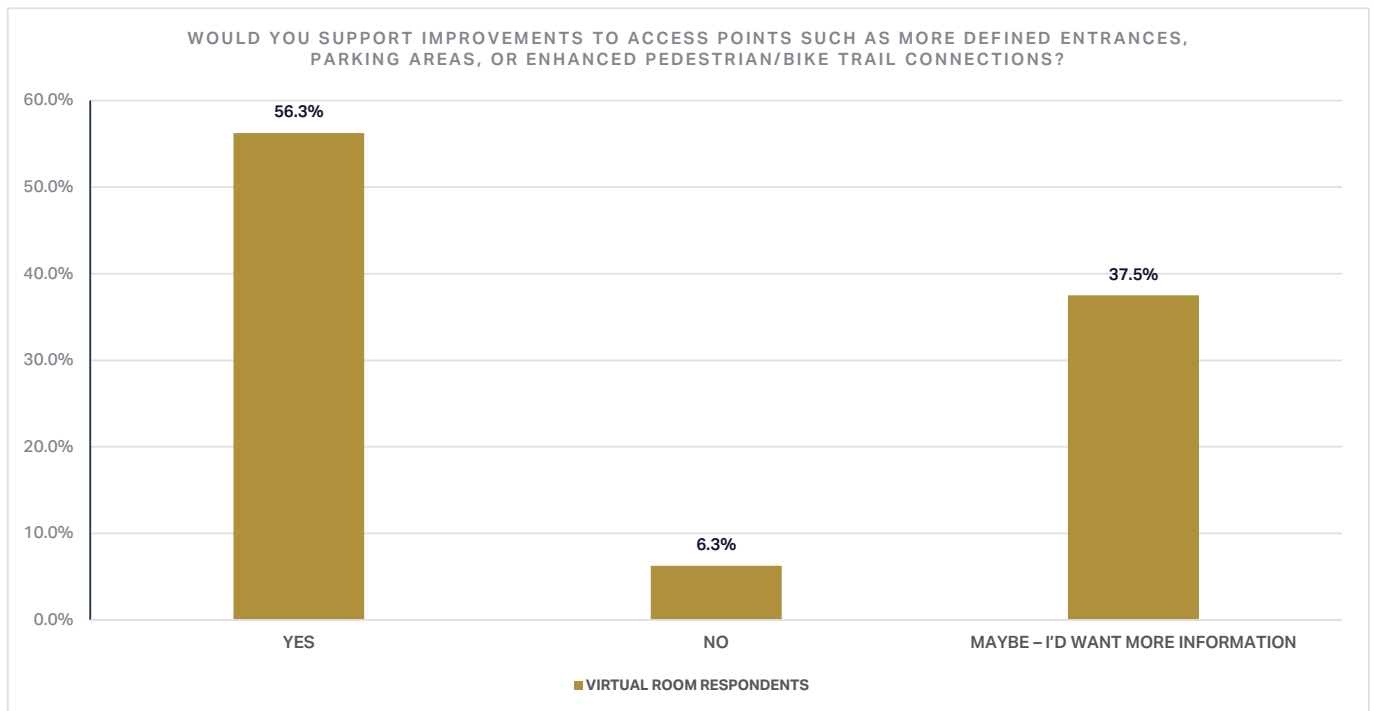


FIGURE A35 - Access: Desired Improvements

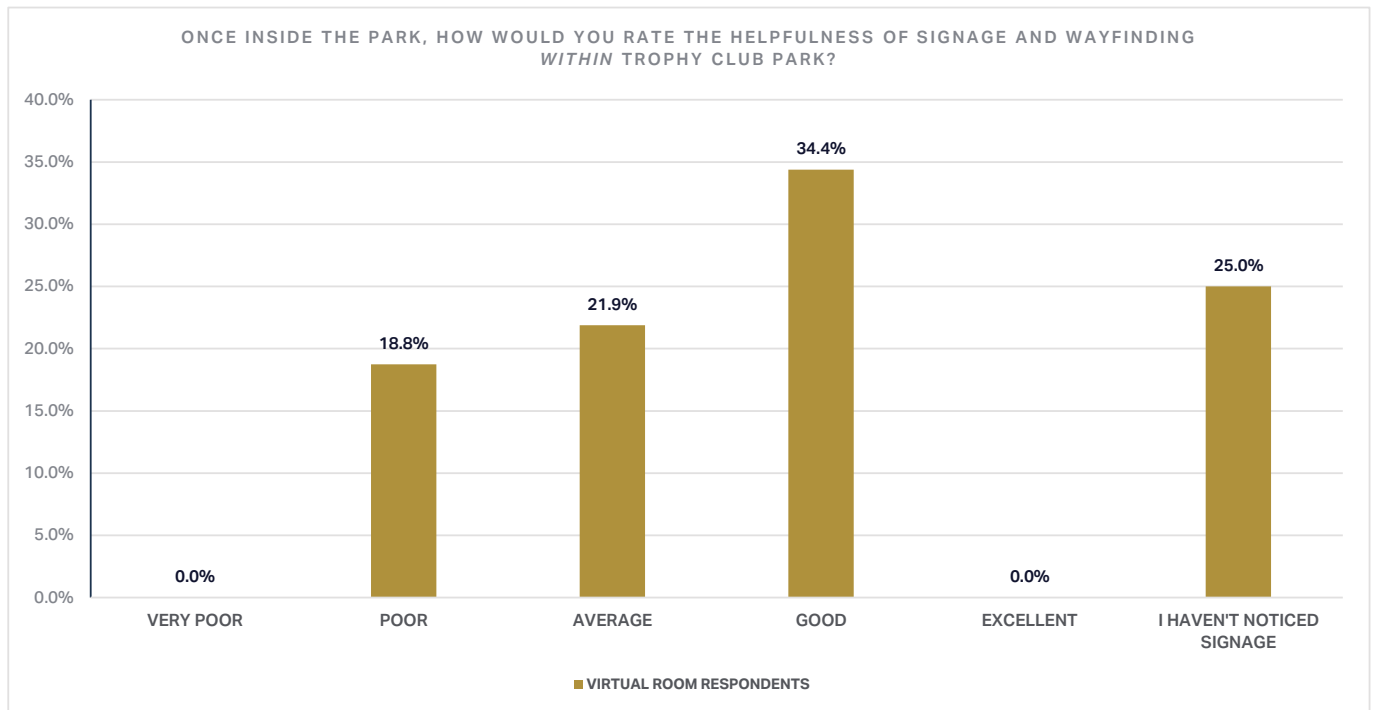


FIGURE A36 - Access: Inside TCP Wayfinding Rating

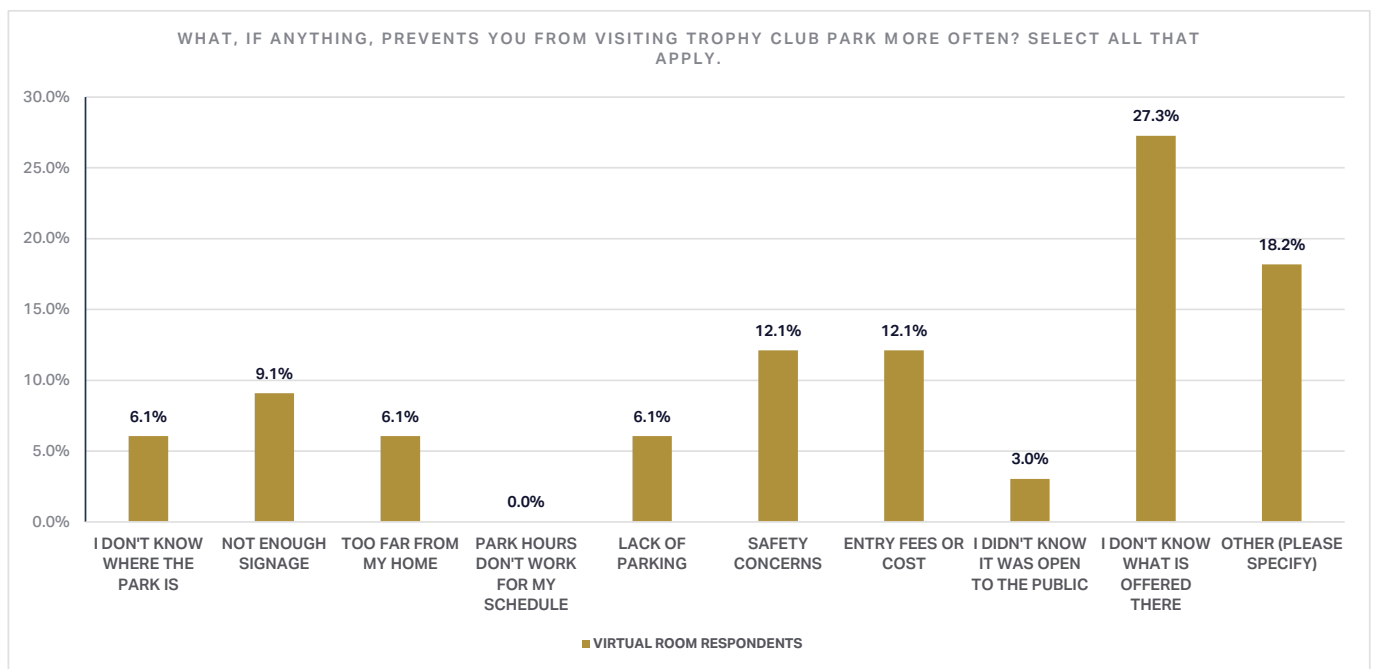


FIGURE A37 - Access: What Prevents You From Using TCP?

A: Community Engagement Results (Cont'd.)

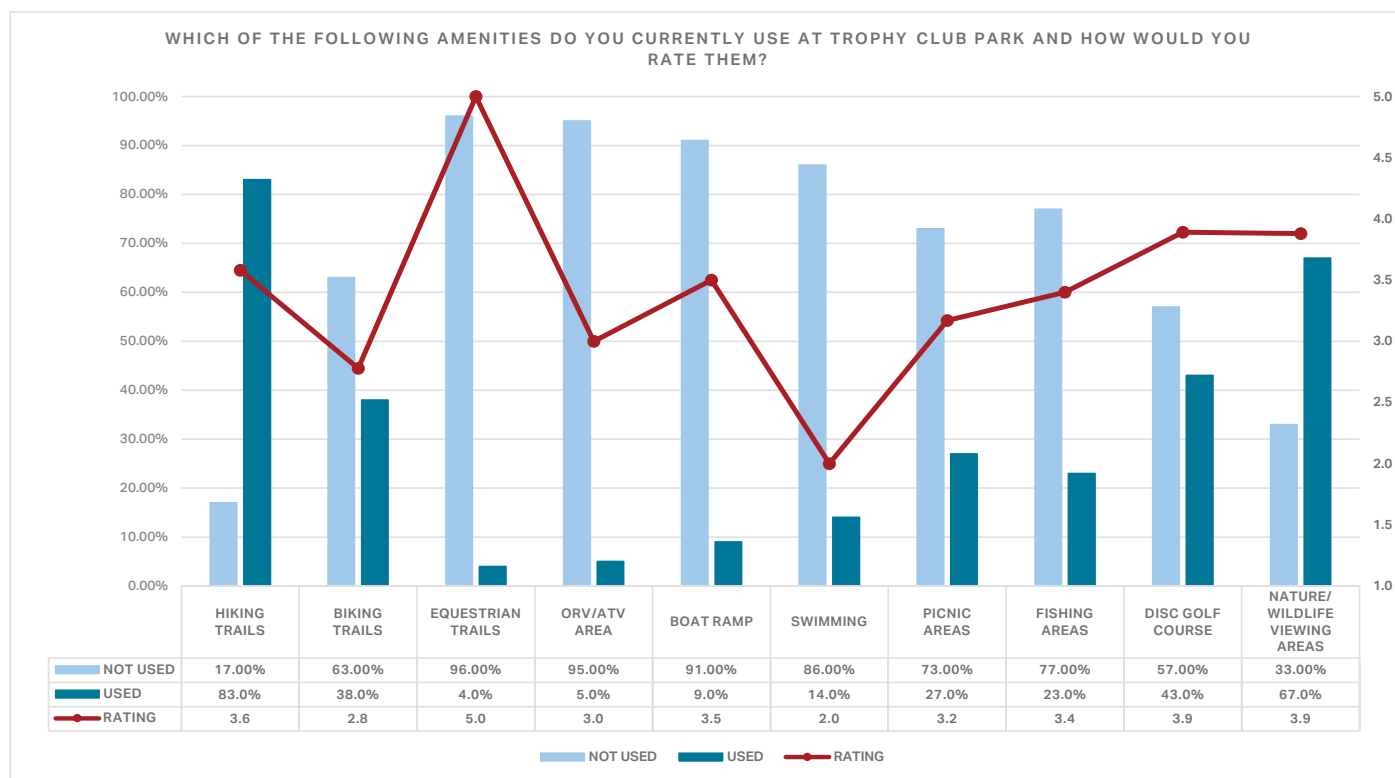


FIGURE A38 - Amenities: Currently Used at TCP and Rating

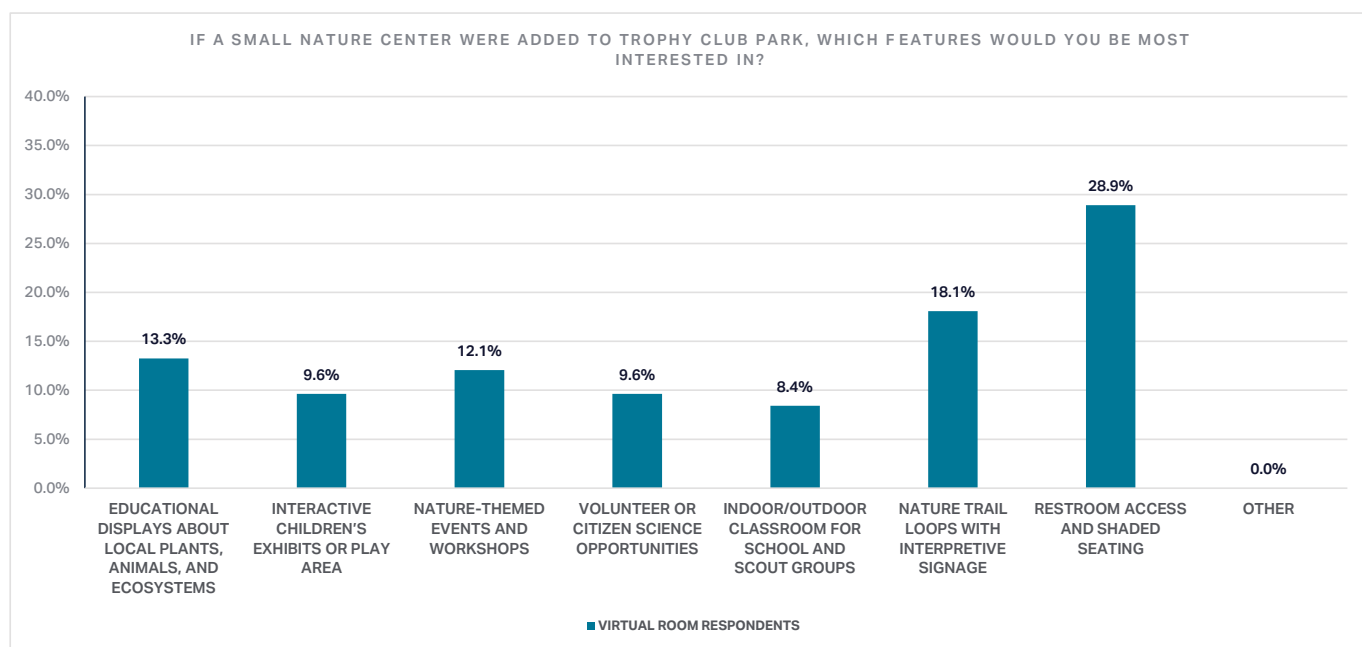


FIGURE A39 - Amenities: Nature Center Interest

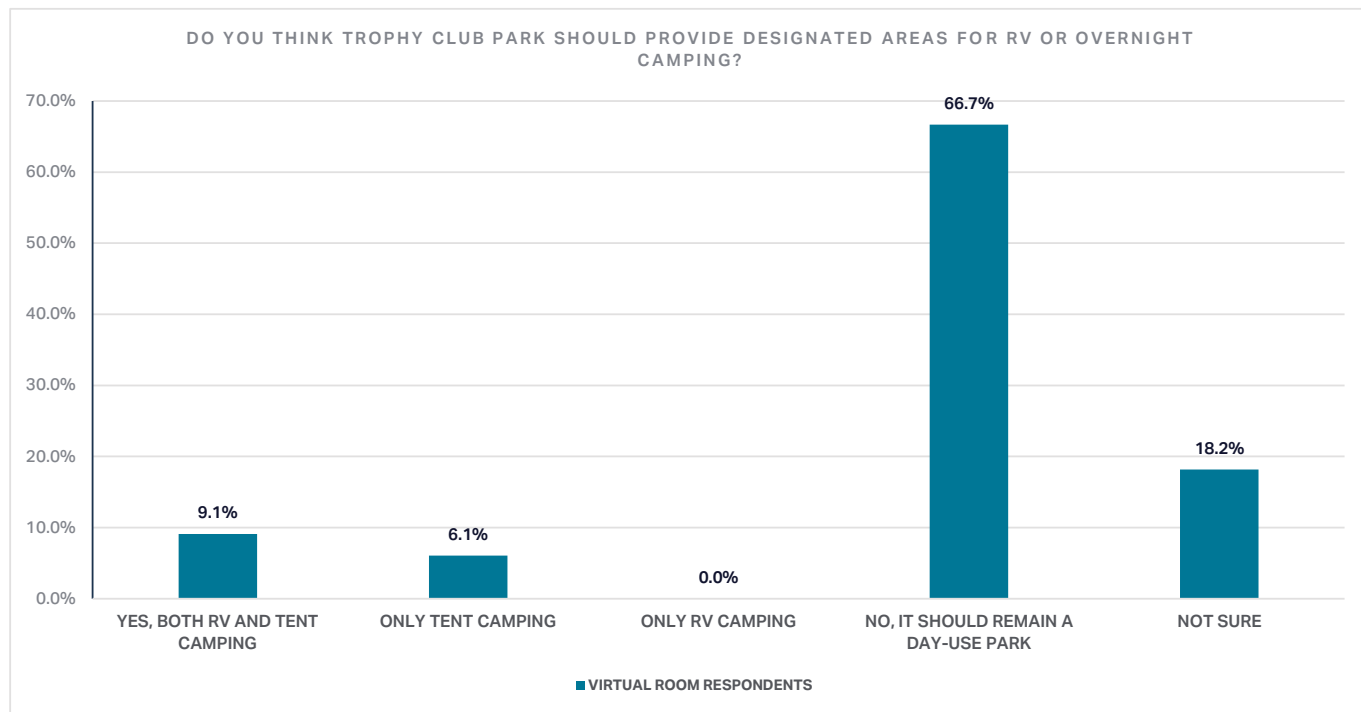


FIGURE A40 - Amenities: Overnight Camping

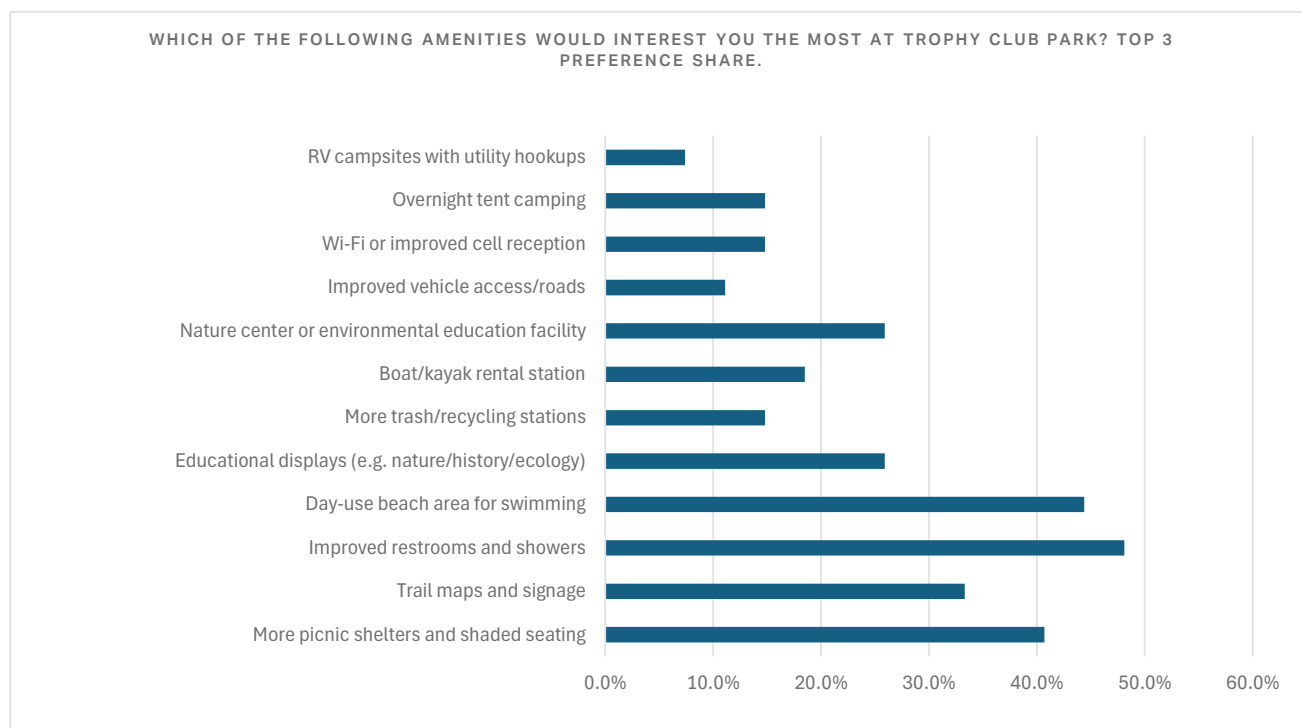


FIGURE A41 - Amenities: Most Interested in at TCP

A: Community Engagement Results (Cont'd.)

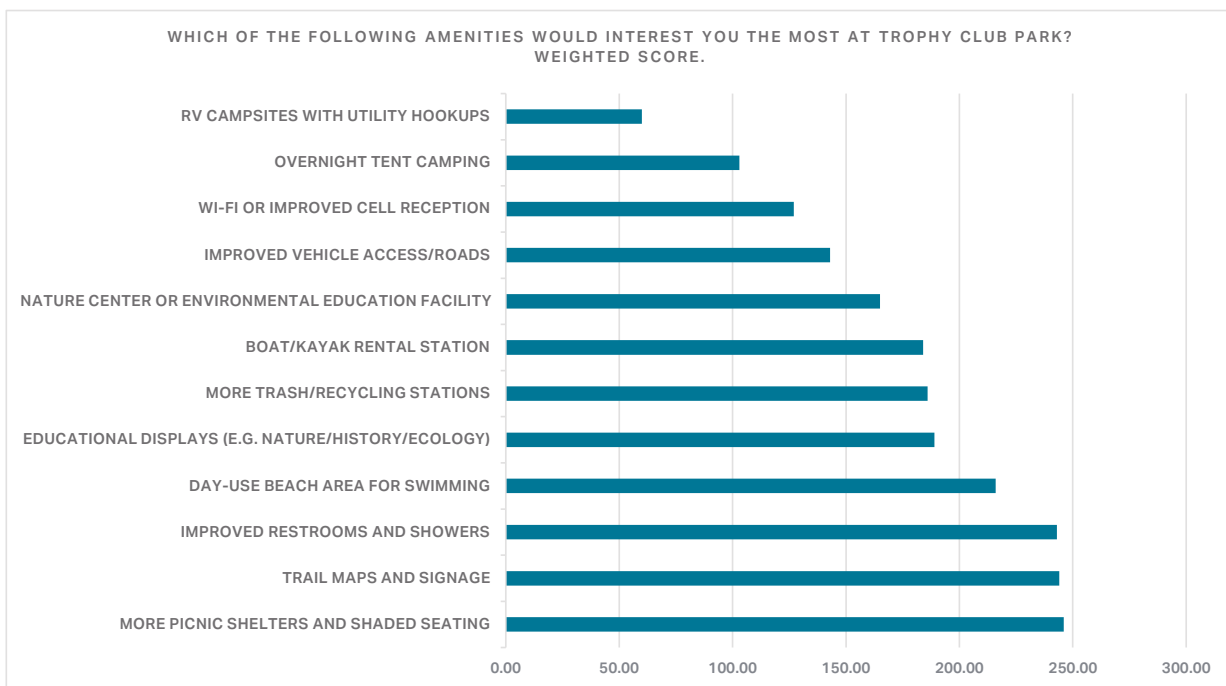


FIGURE A42 - Amenities: Most Interested in at TCP—Weighted Score

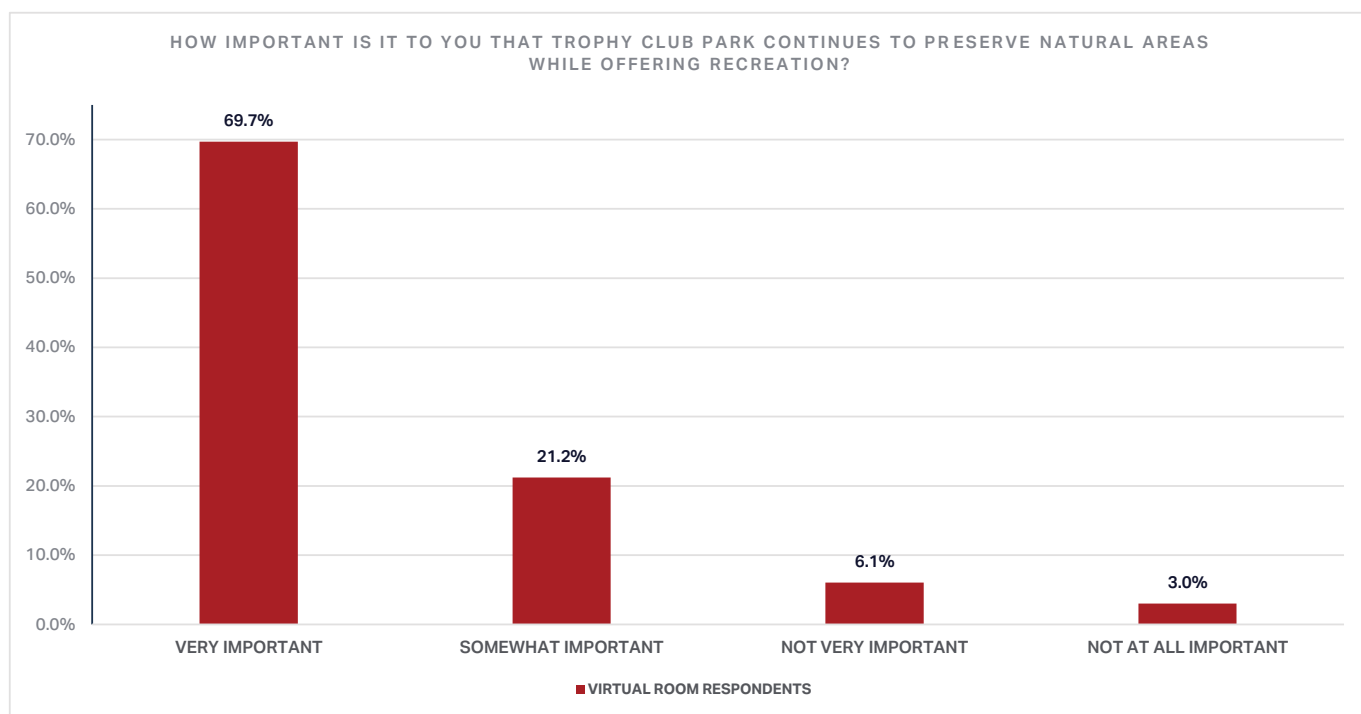


FIGURE A43 - Activities: Preserving Nature Importance

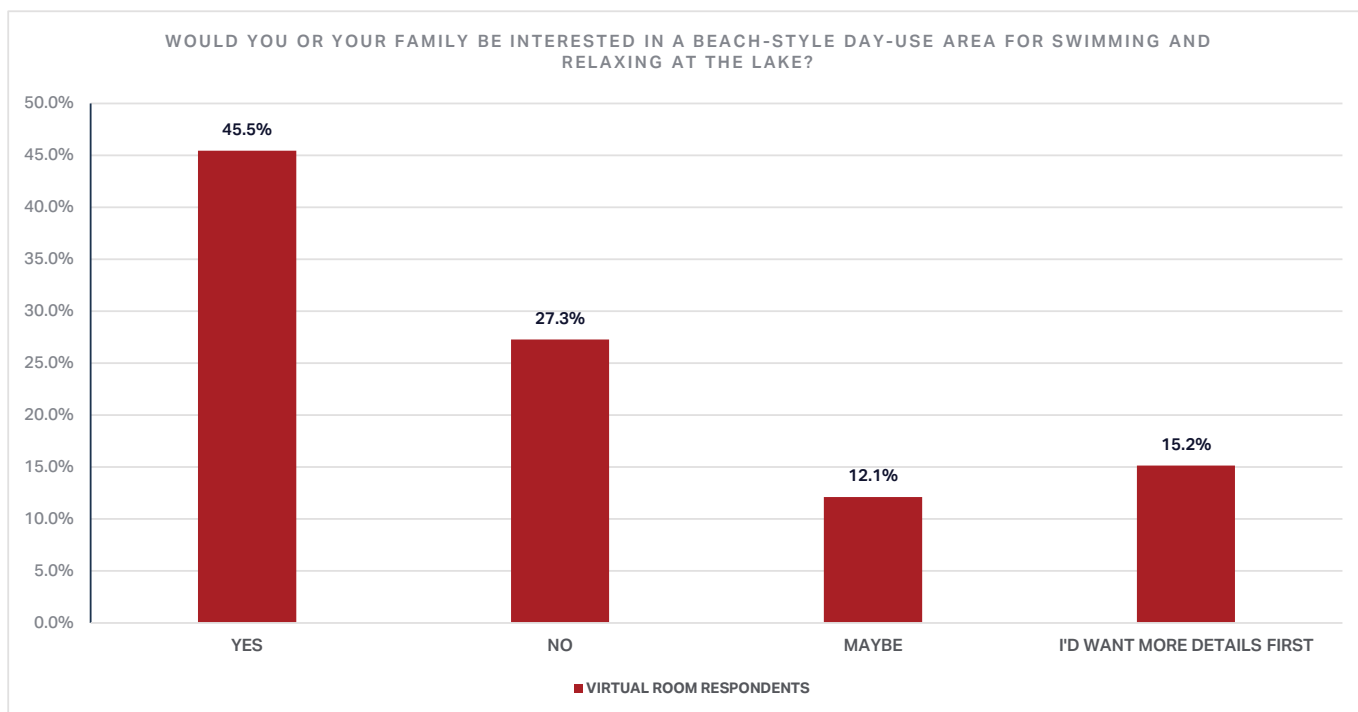


FIGURE A44 - Activities: Interest in Beach-Style Day-Use

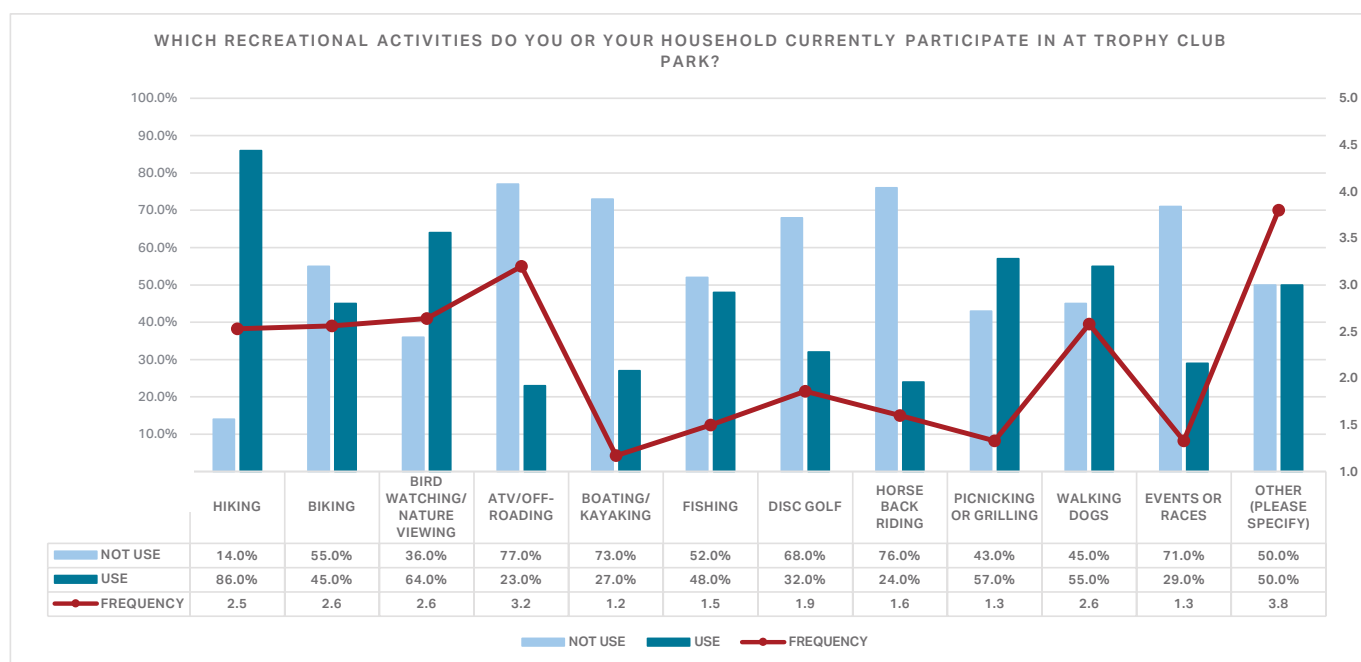


FIGURE A45 - Activities: Future Programming (Frequency & Use)

A: Community Engagement Results (Cont'd.)

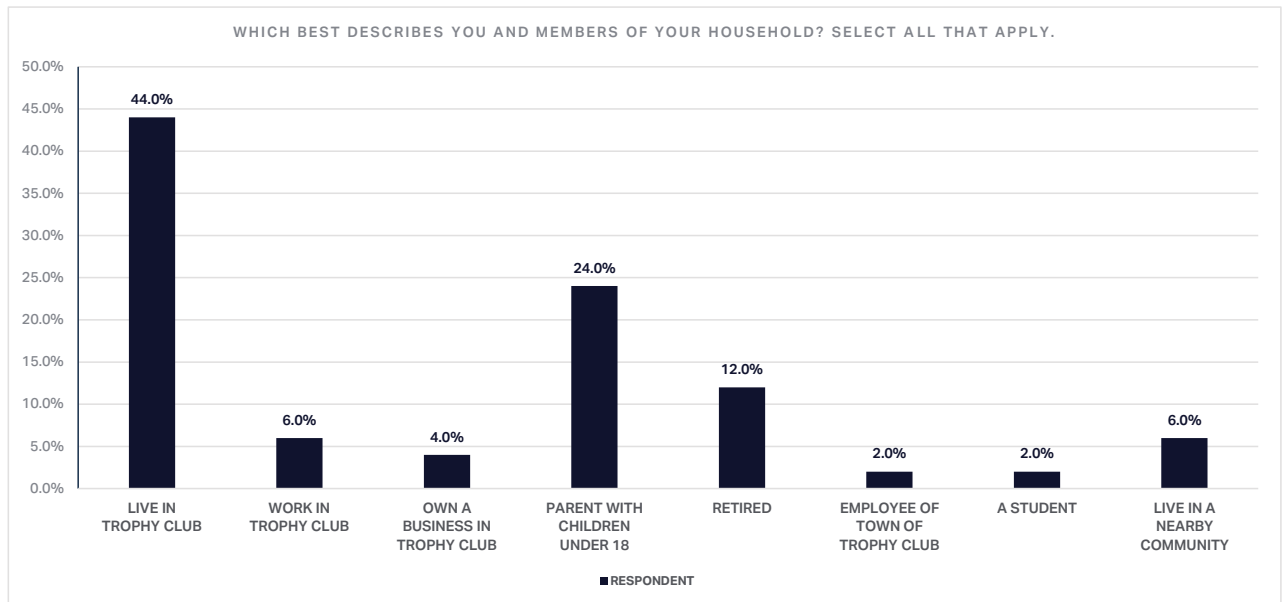


FIGURE A46 - VER About You: Description of Household

A: Community Engagement Results (Cont'd.)

MEETING IN A BOX (MIAB) QUESTIONS

YOUTH SPORTS

- | What does “thriving youth sports” in Trophy Club look like to you?
- | In your opinion, for what sport(s) is the demand for fields or courts highest right now? Why?
- | What improvement(s) in youth sports facilities, programming and/or capabilities would help most? Why?
- | If some teams had to leave Trophy Club for space, what would the community lose? Why?
- | Anything else you’d like to add about the future of youth sports in Trophy Club?

ACTIVE ADULT PROGRAMMING

- | If only one current active adult offering remained, which should it be and why?
- | What change (programming, schedule, or access) would get you or your neighbors to participate more often? Why?
- | What program offerings would you like to see that aren’t currently offered by Trophy Club? Why?
- | Anything else you’d like to add about the future of active adult programming in Trophy Club?

NEIGHBORHOOD CONNECTIVITY

- | Which parks, trails, facilities, schools or other community assets do you wish you could reach by foot or bike, and what stops you now?
- | What park, trail or facility connections would change your daily routine? Describe the route(s) and why it matters.
- | What quick fixes are needed on existing routes between parks/trails/facilities and your neighborhood? (e.g. safe crossing, shade, lighting, signage, benches, etc.)
- | Anything else you’d like to add about the future of neighborhood connections in Trophy Club?

AQUATICS

- | What’s the single most important outcome Trophy Club aquatics facilities/programs should deliver: water safety, family fun, fitness, or something else? Why?
- | Which months is facility usage busiest, and what specific bottlenecks do you face? For example, lane crowding, water temperature, deck space, spectator space, etc.
- | What types of aquatics/splash pad improvements would make the biggest difference for you, and why?
- | Anything else you’d like to add about the future of aquatics in Trophy Club?

MIAB RESPONSES—ACTIVE ADULTS (AA)

Q. 01: IF ONLY ONE CURRENT ACTIVE ADULT OFFERING REMAINED, WHICH SHOULD IT BE AND WHY?

- | Craft as Service because it has two groups that benefit—the unhoused with ground mats and our community with participants who enjoy each other’s company. Third benefit is the breadth of people who can participate because a wide variety of skills are needed.
- | Exercise classes
- | Educational/informational sessions
- | NOTE: In this session people noted their responses on charts, but we did not have voting
 - Mahjong, Samba
 - Tai Chi
 - Educational talks, e.g., on travel, elder scams & frauds, preparing for emergencies
 - Field trips and tours of local sites (cemetery, parks, etc.)
 - Making crafts
 - Youth volunteers helping senior citizens with their cell phones
 - Garden Club expert talks

RATINGS:

- | Educational Talks (especially computer technology: AI, Ask a Kid) - 2
- | Tai Chi (great instructor) - 2
- | Crafts for service - 2
- | Talks about various issues related to aging - 2
- | Physical exercise (Balance and Strength) - 1
- | Travel talks - 1
- | Garden Club - 1
- | Mexican Train - 1
- | Bingo

(LISTED IN PRIORITY ORDER BY NUMBER OF VOTES - GAVE EACH 3 VOTES ON EACH QUESTION):

- | Games (cards like canasta; mahjong; Mexican Train) - 11
- | Service projects - 6
- | Physical things (i.e., exercise) - 5
- | Educational programs (including travel presentations, Medlin Cemetery, technology, elder scams, etc.) - 4
- | Garden club - 3

Q. 02: WHAT CHANGE (PROGRAMMING, SCHEDULE, OR ACCESS) WOULD GET YOU OR YOUR NEIGHBORS TO PARTICIPATE MORE OFTEN? WHY?

- | More afternoon activities
- | Greater distribution of programming information - perhaps front entry signs with occasional 'Craft as Service - 11 today - Activity Center - all skills welcome
- | Stretching classes and Pilates classes that are no cost
- | Available more days
- | More open hours
 - Some evening sessions (Bingo? Expert talks)
 - Student volunteer hours (home schooled or with free afternoons)

RATINGS:

- | Marketing—varied and more of it: word of mouth, post cards, flyers (give to realtors, place at local restaurants and businesses, etc.), (Gene will post in his outlets.) Market AA at Rotary (including giving a talk) - 4
- | Share Connie's newsletter with friends, including friends in nearby towns - 1

HOW TO ATTRACT MEN:

- | Be the hub for scheduling and connecting disc golf players to one another - 2
- | Expand hours to late afternoon and evening - 1
- | Get a donated pool table or ping pong table
- | Organize groups based on common interests: fly fishing, hiking, poker - 4

LISTED IN PRIORITY ORDER BY NUMBER OF VOTES - GAVE EACH 3 VOTES ON EACH QUESTION):

- | Expanded daytime and evening hours - 15
- | Improved facility larger rooms - 5
- | Neighbor helping neighbor (improve awareness and overcome obstacles to attending - 3

Q. 03: WHAT IMPROVEMENTS IN ACTIVE ADULT PROGRAMMING OR FACILITIES WOULD YOU LIKE TO SEE THAT AREN'T CURRENTLY IN THE EXISTING ACTIVITY CENTER OR OFFERED BY TROPHY CLUB? WHY?

- | Not enough experience to suggest improvements (this person relatively new with group)
- | Larger facility so we don't feel so cramped
- | Larger rooms in this facility
- | Health screenings
- | Nutritional programs - low or no cost meals program with providers like Meals on Wheels
- | For people who are uncomfortable with driving in the

area, some day trips e.g. performances, museums, botanic gardens, state fair

- | Yoga, preferably at no cost
- | Afternoon programs between noon and 5pm
- | Programming
 - Try not to schedule overlapping sessions
 - Evening activities
 - More open hours
- | Facilities
 - Larger rooms
 - Clean carpet
 - Blinds that aren't broken
- | Needed Improvements in AA PROGRAMING
 - Chair yoga and other mind-body exercises - 4
 - Sequence programs/activities so that they build on one another (e.g., combine Bingo and lunch) - 3
 - Don't create gaps in scheduling (If folks leave during a gap, they probably won't come back.) - 3
 - If gaps can't be helped, create a welcoming, comfortable space where folks can sit and talk, read, etc. while waiting for the next activity - 3
 - More educational programs develop themes over several weeks, with educational programs linked to, and feeding into, them
 - Arts and crafts - 1
 - Meals on Wheels
 - Political discourse club? (Need talented mediator/facilitator!)
 - Dedicated staff
 - Cooking classes

Q#3B: NEEDED IMPROVEMENTS IN AA FACILITIES

- | A new, larger facility designed to be a senior center - 5
- | Larger rooms - 2
- | A dedicated room to sit and talk, i.e., gather - 1
- | A working TV - 1
- | Larger, more capable cooking kitchen - 1
- | A piano - 1 (create garage band?)
- | Recumbent bike and other exercise equipment - 1
- | Combination lock on the front door (enabling longer hours)
- | New flooring

A: Community Engagement Results (Cont'd.)

(LISTED IN PRIORITY ORDER BY NUMBER OF VOTES - GAVE EACH 3 VOTES ON EACH QUESTION):

| AA PROGRAMMING

- Start an AA book club - 7
- Activities to increase involvement of men and younger people (multi-generational) (e.g., stream sporting events, car shows, World Cup, stream movies on movie night, etc.) - 5
- Nurture creation of subgroups organized around common interests (e.g. bocci ball, walking club, biking group, etc.) - 3
- Organize field trips (e.g. Medlin Cemetery, Botanical Gardens, etc.) - 3
- Create AA sports leagues pickle ball, etc. - 2
- Professional instructors for variety of crafts - 1
- Professional story tellers - 1

| AA FACILITIES

- Create community garden - 7
- Full kitchen facilities - 4
- Comfortable room and furniture (for reading, conversing, etc.) - 4
- Larger space (see also responses to Q2.) - 3
- Library - 2
- Gym (large enough for exercise and line dancing) - 2
- Big screen TV (with internet for streaming talks, lessons, movies) - 2
- Bathrooms - 1

Q. 04: ANYTHING ELSE YOU'D LIKE TO ADD ABOUT THE FUTURE OF ACTIVE ADULT PROGRAMMING IN TROPHY CLUB?

- | It is important to keep it going for sense of community and valuable programming
- | It needs to be funded by the town instead of a few individuals
- | Allocate budget for salaries, facilities costs, and programs since the Activity Center is municipally owned
- | Paid staff for Center Director/Manager and Program Director
- | Transportation services for those who are unable to drive
- | Recruit additional volunteers to expand hours and offerings
- | Remodel/update facility
- | Class on how to organize iPhone photos
- | Dedicated PAID staff

| Marketing

- | Classes in kintsugi and how to downsize
- | Meals on Wheels lunches
- | Resources for donations
- | Library!
- | Create additional clubs, especially a book club
- | Charcuterie class
- | Cookie exchange
- | Recommendations for conversations

RATINGS:

- | Marketing: Create AA walking club, and have walking club deliver market materials (e.g., door hangars) (linking two programs/efforts) - 4
- | Chair yoga - 3
- | Create space to sit and visit, i.e., gathering - 2
- | Marketing: focus on senior citizens - 2
- | Marketing: emphasize the benefits of AA (get to know your neighbors, etc.)
- | Parks and Rec should hire staff experienced in working with senior citizens - 1
- | Dedicated professional staff - 1
- | Music appreciation: study and play - 1
- | Local field trips (e.g., Dallas Botanical Gardens)
- | Conversational foreign language classes (e.g., Spanish)
- | Educate people that were not part of Parks and Rec
- | Paid staff and funding needed - 8
- | Town should provide increased marketing and branding assistance (combining two duplicative responses) - 5
- | Host welcome parties, holiday parties, information packets, welcome wagon-type things (combining two duplicative responses) - 5
- | Seek out seniors who might be isolated at home: inform them of AA and provide transportation or other assistance if needed - 4
- | Create AA-dedicated website - 4
- | Keep it going - 2



FIGURE A47 -Active Adult MIAB Desired Programs

B: Park Condition Criteria

ACCESS TO PARK

- | 1 - Very poor or no accessibility, park is very difficult to locate and access
- | 2 - Poor accessibility, park is somewhat difficult to locate and hard to access
- | 3 - Moderate accessibility, park is somewhat difficult to locate but easy to access
- | 4 - Good accessibility, park is easily located and accessed by most means
- | 5 - Great accessibility, park is easily located and accessed by any means
- | - - No sidewalks/trails/pathways on property

GENERAL AMENITIES (BLEACHERS, BENCHES, PICNIC TABLES, GRILLS, TRASH & RECYCLING BINS, DRINKING FOUNTAIN)

- | 1 - Very poor condition, amenities are unfit for use and require replacement
- | 2 - Poor condition, amenities require replacement or immediate repair
- | 3 - Moderate condition, amenities require maintenance or replacement of certain features
- | 4 - Good condition, amenities are in good condition, may require minor repairs but no replacements
- | 5 - Great condition, all amenities are well maintained and have no need for repair
- | - - No park amenities on property

BUILDINGS (CONCESSIONS, RESTROOMS, MAINTENANCE)

- | 1 - Very poor condition, structure requires immediate replacement
- | 2 - Poor condition, structure requires immediate maintenance and repair
- | 3 - Moderate condition, structure requires maintenance or minor repair
- | 4 - Good condition, structure may require minor maintenance
- | 5 - Great condition, structure is well maintained and has no need for repair
- | - - No buildings on property

EQUIPMENT (EXERCISE, SPORTS, DOG)

- | 1 - Very poor condition, equipment requires immediate replacement
- | 2 - Poor condition, equipment requires immediate maintenance
- | 3 - Moderate condition, equipment requires maintenance or minor repairs
- | 4 - Good condition, equipment may require minor maintenance
- | 5 - Great condition, equipment is well maintained and has no need for repair
- | - - No equipment on property

LANDSCAPING

- | 1 - Very poor condition, all landscaping is dead / in a dying state
- | 2 - Poor condition, most of the landscaping is in a dying state
- | 3 - Moderate condition, most of the landscaping is alive with replacements or maintenance needed
- | 4 - Good condition, almost all the landscaping is alive with minor maintenance needed
- | 5 - Great condition, the landscaping is healthy and needs no maintenance
- | - - No landscaped beds on property

LIGHTING (PARKING, PEDESTRIAN, SPORTS)

- | 1 - Very poor condition, fixtures are non-functional and require replacement or immediate repair
- | 2 - Poor condition, fixtures are low functioning and require replacement or immediate repair
- | 3 - Moderate condition, fixtures function but require maintenance or replacement of minor features
- | 4 - Good condition, fixtures function well or may require minor maintenance
- | 5 - Great condition, fixtures function well and have no need for maintenance
- | - - No lighting on property

MEMORIAL

- | 1 - Very poor condition, amenities are unfit for use and require replacement
- | 2 - Poor condition, amenities require replacement or

immediate repair

- | 3 - Moderate condition, amenities require maintenance or replacement of certain features
- | 4 - Good condition, amenities are in good condition, may require minor repairs but no replacements
- | 5 - Great condition, all equipment and amenities are well maintained and have no need for repair
- | - - No memorial amenities on property

NATURAL AREAS

- | 0 – No presence of natural areas
- | 1 – Presence of natural areas

PAVEMENT (PARKING, STAIRS, SIDEWALKS)

- | 1 - Very poor condition, amenities require immediate resurfacing or replacement
- | 2 - Poor condition, amenities require resurfacing or immediate maintenance
- | 3 - Moderate condition, amenities require maintenance or minor resurfacing
- | 4 - Good condition, amenities may require minor maintenance
- | 5 - Great condition, amenities are well maintained and have no need for repair
- | - - No trail or pavement on property

PLAYGROUND

- | 1 - Very poor condition, equipment and amenities are unfit for use and require replacement
- | 2 - Poor condition, equipment and amenities require replacement or immediate repair
- | 3 - Moderate condition, equipment and amenities require maintenance or replacement of certain features
- | 4 - Good condition, equipment is in good condition, may require minor repairs but no replacements
- | 5 - Great condition, all equipment and amenities are well maintained and have no need for repair
- | - - No playground equipment on property

SIGNAGE (WAYFINDING, INFORMATIONAL, SECURITY)

- | 1 - Very poor condition, signage is illegible and requires immediate replacement

- | 2 - Poor condition, signage is partially legible but requires replacement or immediate repair
- | 3 - Moderate condition, signage is legible but requires maintenance or replacement of minor features
- | 4 - Good condition, signage is clearly legible may require minor maintenance
- | 5 - Great condition, signage is clearly legible and requires no maintenance
- | - - No signage on property

SIDEWALKS, TRAILS, AND PATHWAYS (WITHIN PARK)

- | 1 - Very poor or no accessibility, park is inaccessible to anyone with motor/other difficulties
- | 2 - Poor accessibility, most park amenities are inaccessible to anyone with motor/other difficulties
- | 3 - Moderate accessibility, some park amenities are accessible to anyone with motor/other difficulties
- | 4 - Good accessibility, most park amenities are accessible to anyone with motor/other difficulties
- | 5 - Great accessibility, all park amenities are accessible to anyone with motor/other difficulties

SPORTS COURTS

- | 1 - Very poor condition, court requires resurfacing and/or nets need immediate replacement
- | 2 - Poor condition, court or nets require immediate maintenance or replacement of equipment
- | 3 - Moderate condition, court or nets require maintenance or replacement of minor features
- | 4 - Good condition, court and nets are well maintained, may require minor repairs but no replacements
- | 5 - Great condition, courts and nets are well maintained and have no need for repair
- | - - No adequate space on property

SPORTS FIELDS

- | 1 - Very poor condition, fields are unusable or have inadequate space and require replacement
- | 2 - Poor condition, fields require immediate maintenance or repair
- | 3 - Moderate condition, fields require maintenance or replacement of minor features
- | 4 - Good condition, fields may have need for minor maintenance

B: Park Condition Criteria (Cont'd.)

- | 5 - Great condition, fields are well maintained and have no need for repair
- | - - No adequate space on property

STRUCTURES (DECORATIVE, GATEWAY ENTRANCES, RAILING/FENCING/GATE, SHADE, PAVILION)

- | 1 - Very poor condition, structure requires immediate replacement
- | 2 - Poor condition, structure requires immediate maintenance and repair
- | 3 - Moderate condition, structure requires maintenance or minor repair
- | 4 - Good condition, structure may require minor maintenance
- | 5 - Great condition, structure is well maintained and has no need for repair
- | - - No structures on property

TRAILS AND TRAILHEAD (EQUESTRIAN/ WALKING, MOTORIZED, WALKING)

- | 1 - Very poor condition, amenities are unfit for use and require replacement
- | 2 - Poor condition, amenities require replacement or immediate repair
- | 3 - Moderate condition, amenities require maintenance or replacement of certain features
- | 4 - Good condition, amenities are in a good state, may require minor repairs but no replacements
- | 5 - Great condition, all amenities are well maintained and have no need for repair
- | - - No trails or trailheads on property

PAVEMENT (PARKING, STAIRS, SIDEWALKS)

- | 1 - Very poor condition, amenities require immediate resurfacing or replacement
- | 2 - Poor condition, amenities require resurfacing or immediate maintenance
- | 3 - Moderate condition, amenities require maintenance or minor resurfacing
- | 4 - Good condition, amenities may require minor maintenance
- | 5 - Great condition, amenities are well maintained and have no need for repair

- | - - No trail or pavement on property

TRAIL AND TRAILHEAD (EQUESTRIAN/ WALKING, MOTORIZED, WALKING)

- | 1 - Very poor condition, amenities are unfit for use and require replacement
- | 2 - Poor condition, amenities require replacement or immediate repair
- | 3 - Moderate condition, amenities require maintenance or replacement of certain features
- | 4 - Good condition, amenities are in a good state, may require minor repairs but no replacements
- | 5 - Great condition, all amenities are well maintained and have no need for repair
- | - - No trails or trailheads on property

WATER FEATURE (WATER FOUNTAIN, NATURAL AESTHETIC CREEK OR POND)

- | 1 - Very poor condition, water is not present and/or fixtures are non-functional and require replacement or immediate repair
- | 2 - Poor condition, water is present but not moving and/or fixtures are low functioning and require replacement or immediate repair
- | 3 - Moderate condition, water is present, moving and/or fixtures function but require maintenance or replacement of minor features
- | 4 - Good condition, water is clean, moving, and/or fixtures function well or may require minor maintenance
- | 5 - Great condition, water is clean, moving, and/or fixtures function well and have no need for maintenance
- | - - No water feature on property

C: Power BI Dashboard Use

TOTC DASHBOARD INSTRUCTIONS

The ToTC Dashboard is designed to help you quickly find and understand assets in and around Trophy Club's parks. All visuals are connected so that you can start with any of them, and the rest will update automatically.

- | **Azure Map:** Shows a geotag for every recorded asset in all parks. Hover over a tag to see its Asset Type and Asset Class.
- | **Stacked Horizontal Bar Chart:** Shows the total number of assets in each park and how many fall into each Asset Class. Clicking a park or class filters the rest of the dashboard.
- | **Tree Map:** Shows how all Asset Types are distributed across ToTC. Clicking an asset type filters the rest of the dashboard.
- | **Slicer (Parks/Asset Types/Asset Class):** Recommended starting point if you want to narrow your view. Selecting any option updates the entire dashboard to match your chosen categories.
- | **Cards (Trail Distance/Acreage/Off-Street/On-Street):** Show calculated values for a park based on your selections in the other visuals.

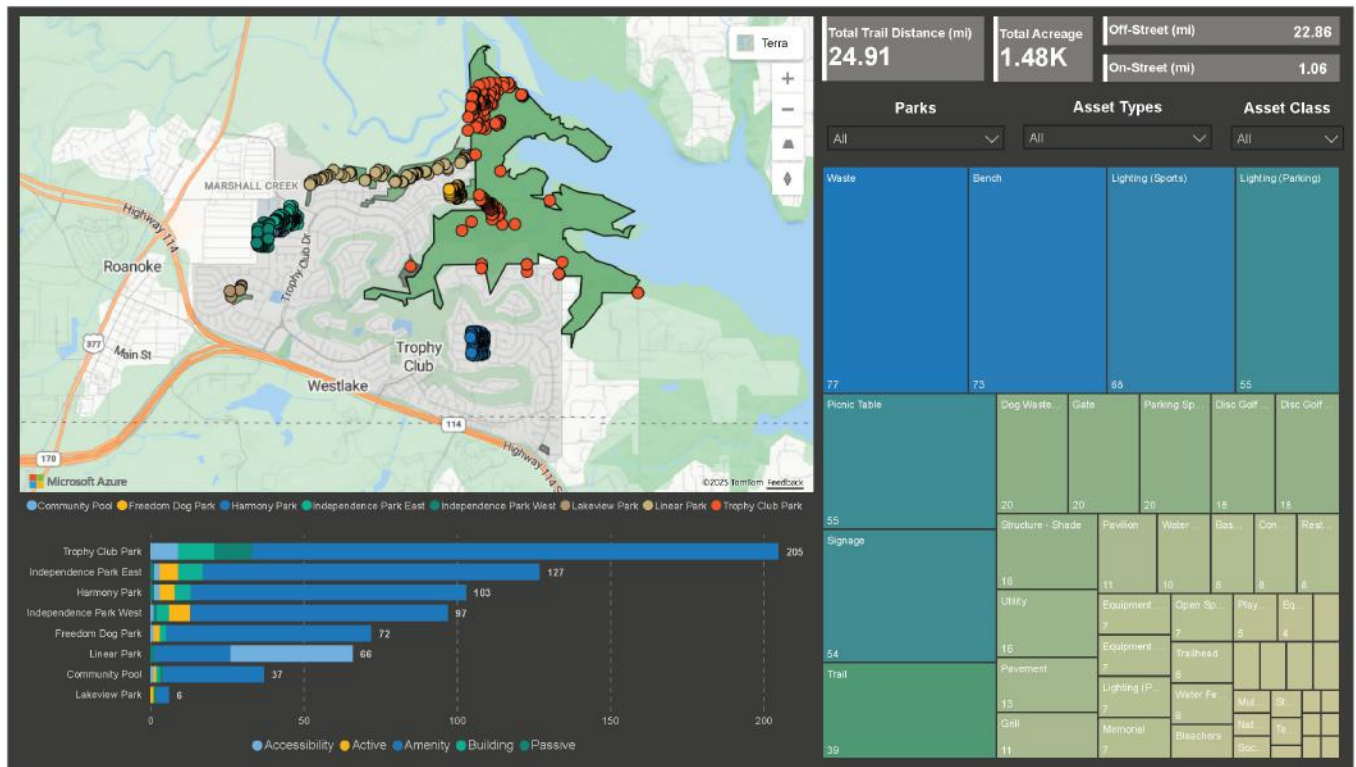


FIGURE C1 - Power BI: Overall Trophy Club Parks System

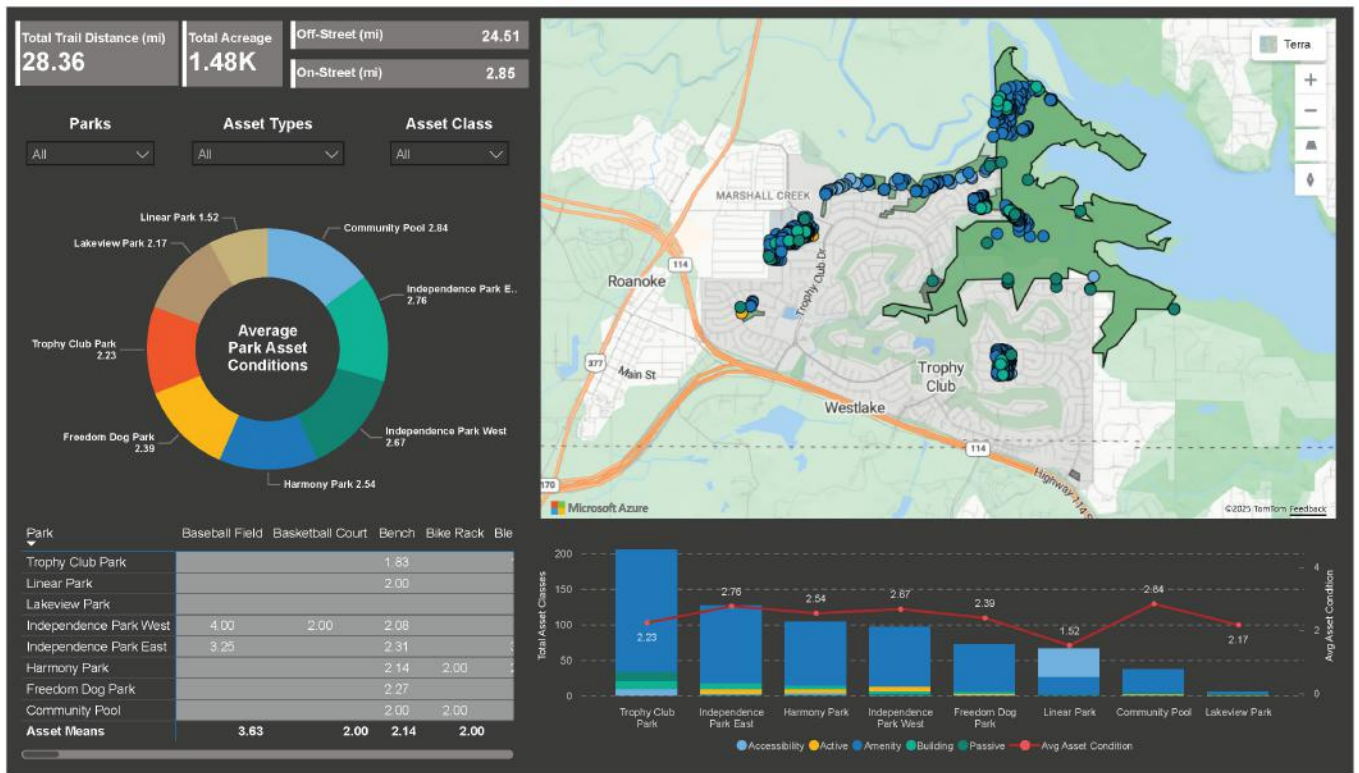


FIGURE C2 - Power BI: Private Dashboard

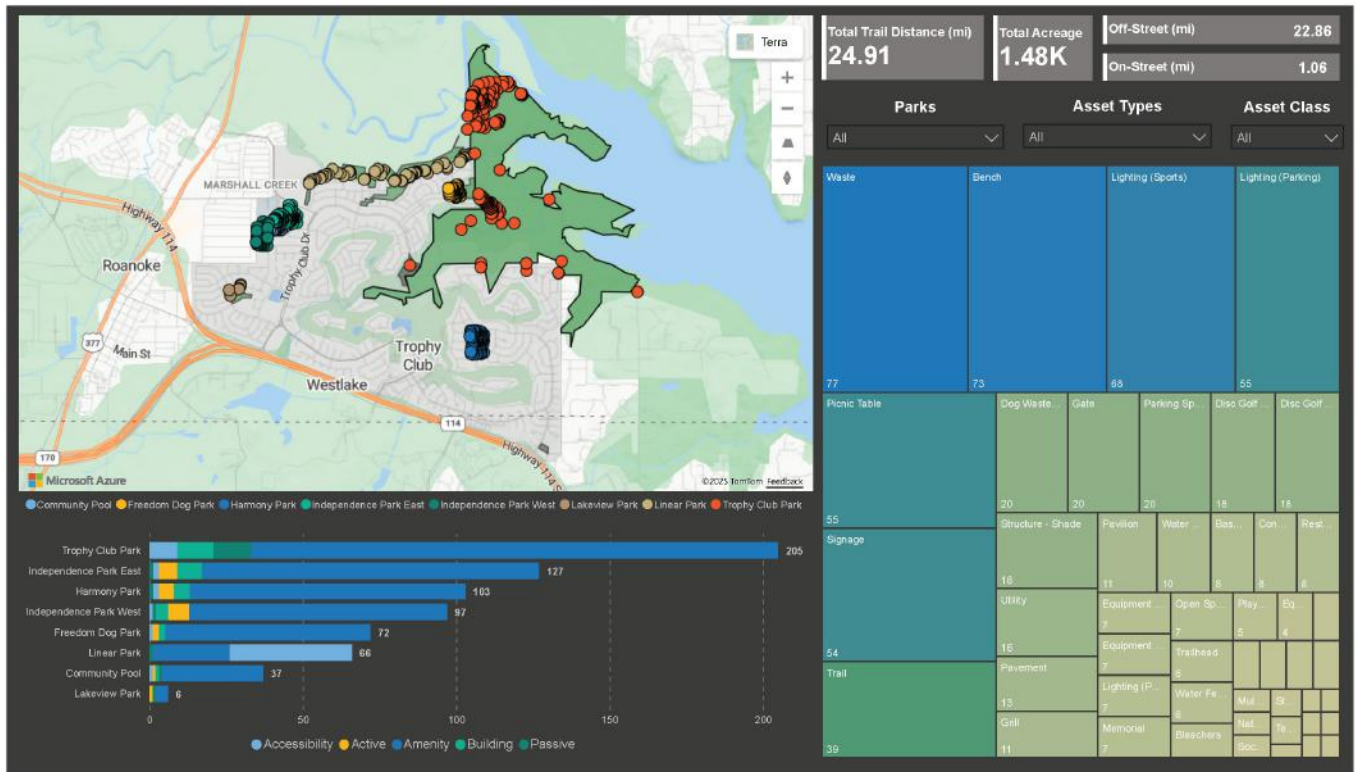


FIGURE C3 - Power BI: Public Dashboard

C: Power BI Dashboard Use (Cont'd.)

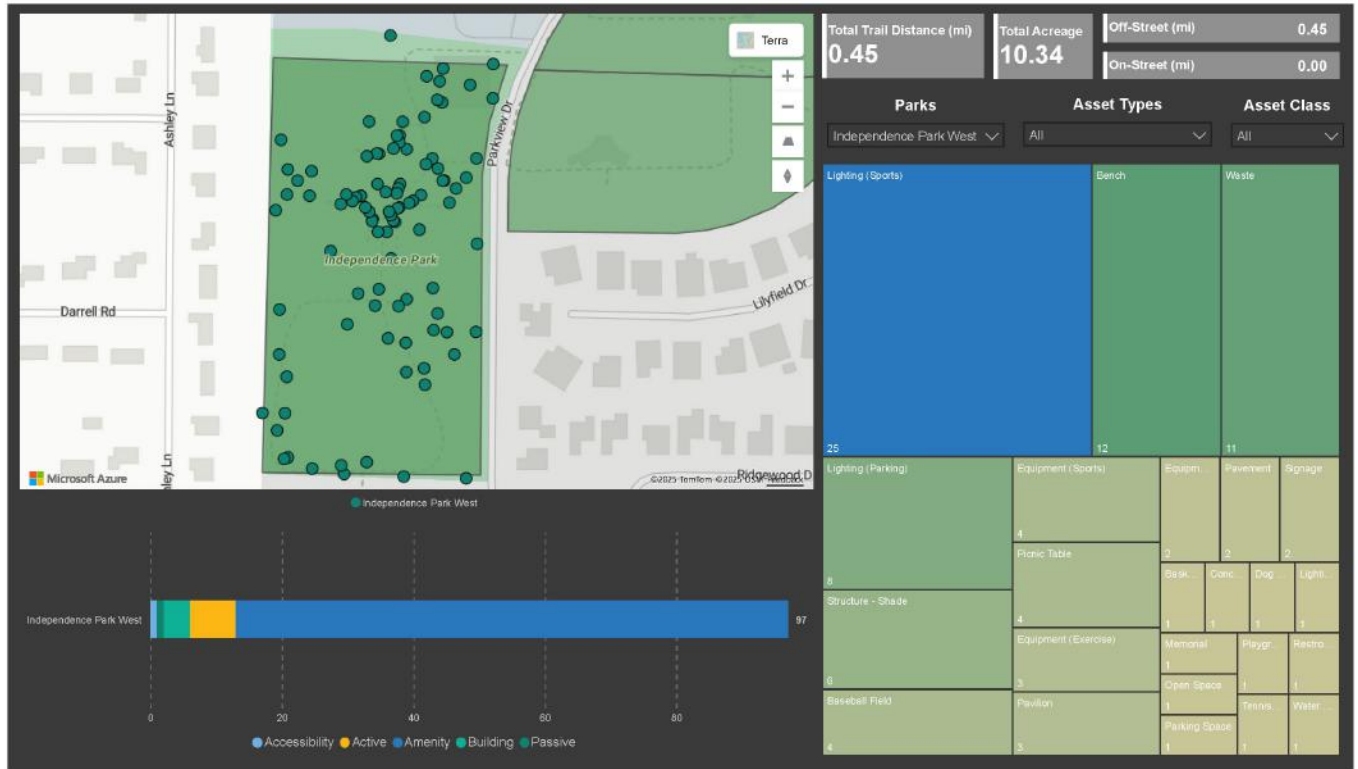


FIGURE C4 - Power BI: Independence Park West

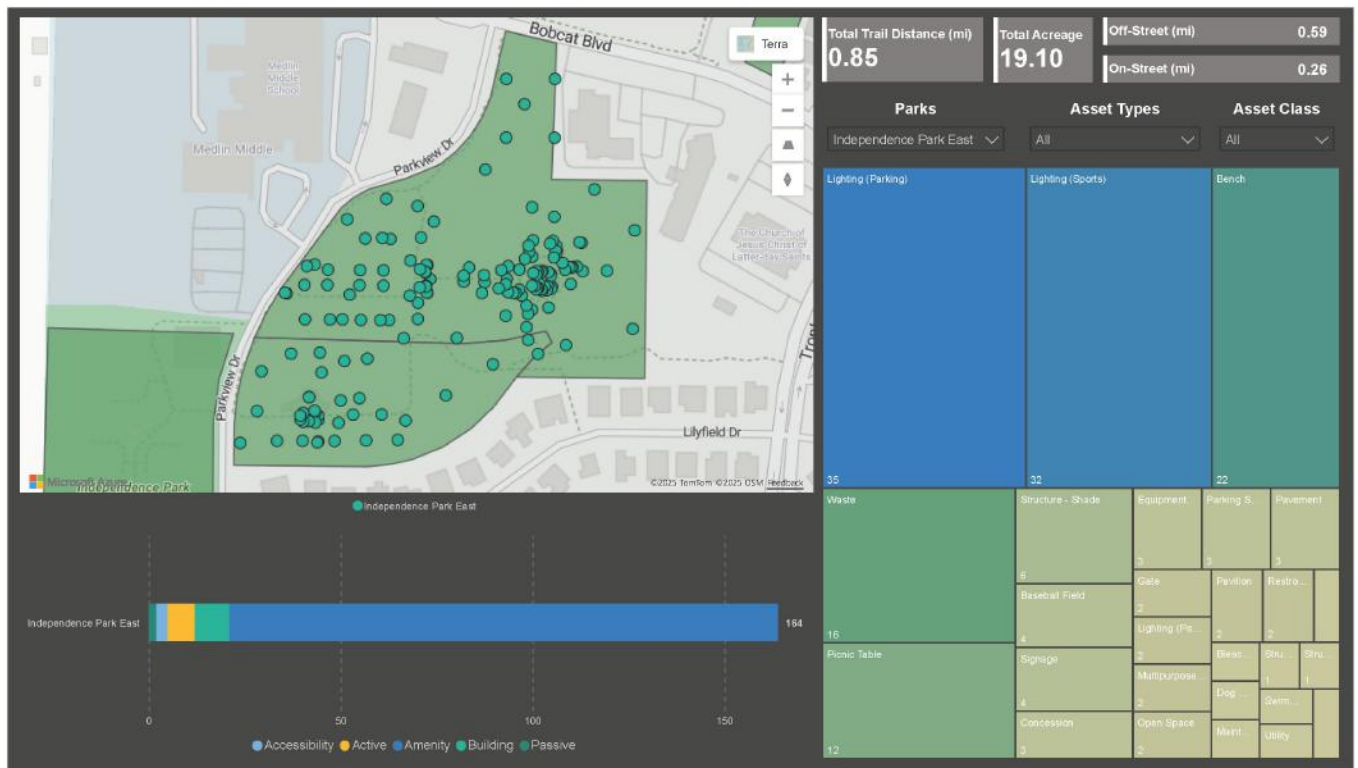


FIGURE C5 - Power BI: Independence Park East

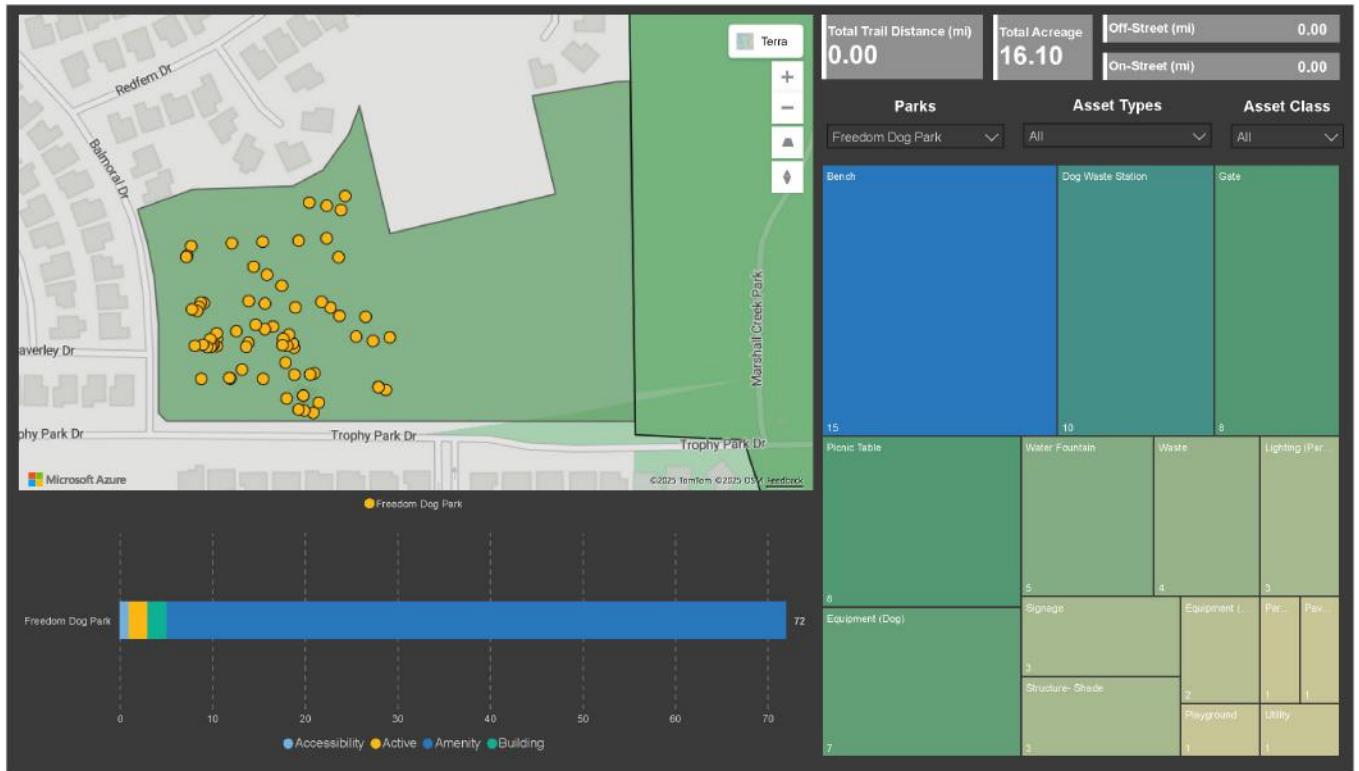


FIGURE C6 - Power BI: Freedom Dog Park

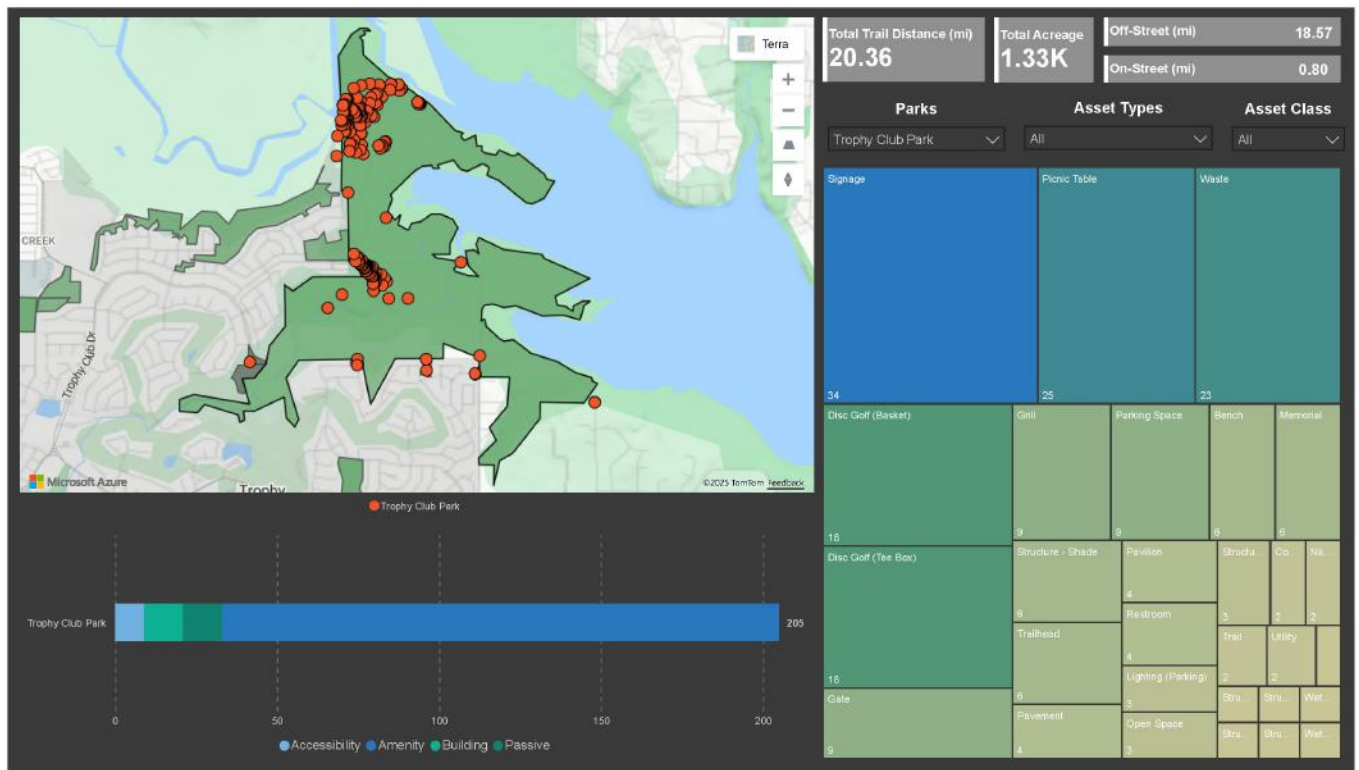


FIGURE C7 - Power BI: Trophy Club Park

C: Power BI Dashboard Use (Cont'd.)

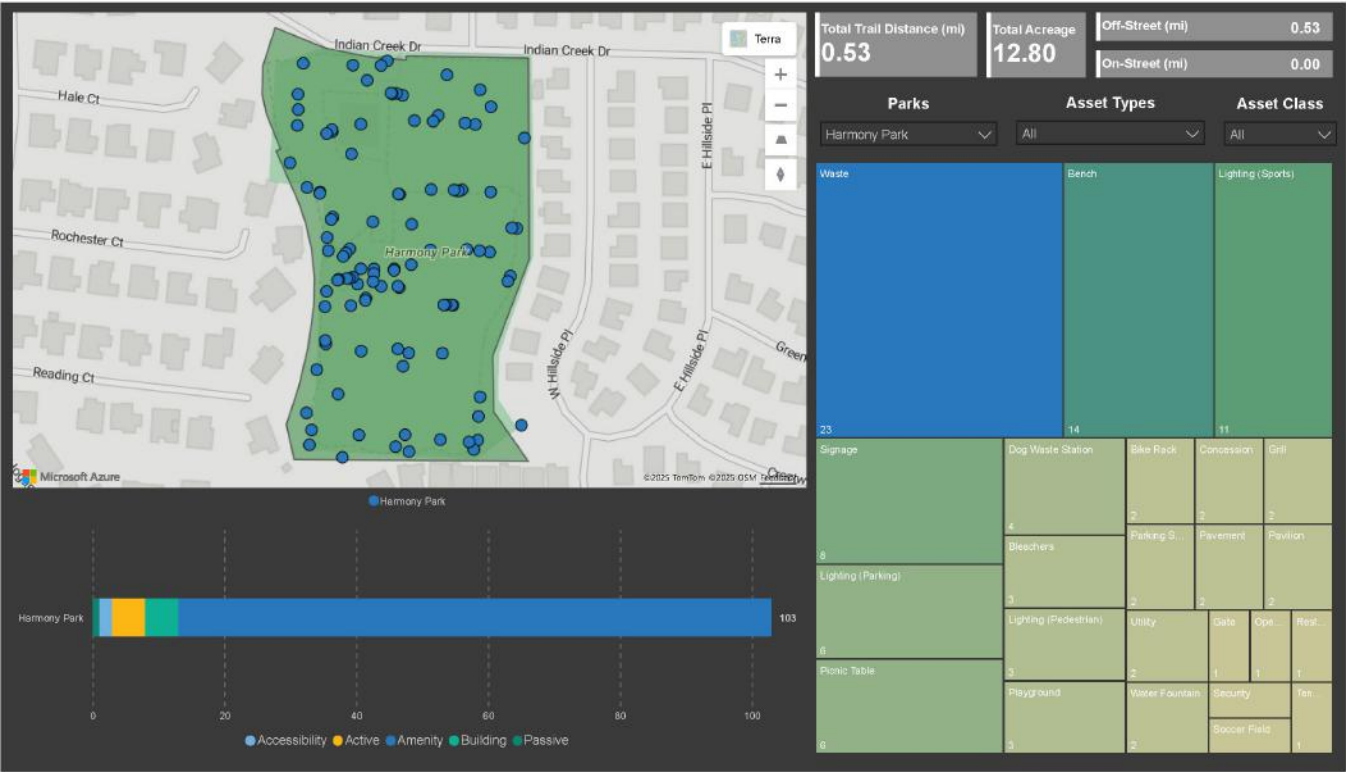


FIGURE C8 - Power BI: Harmony Park

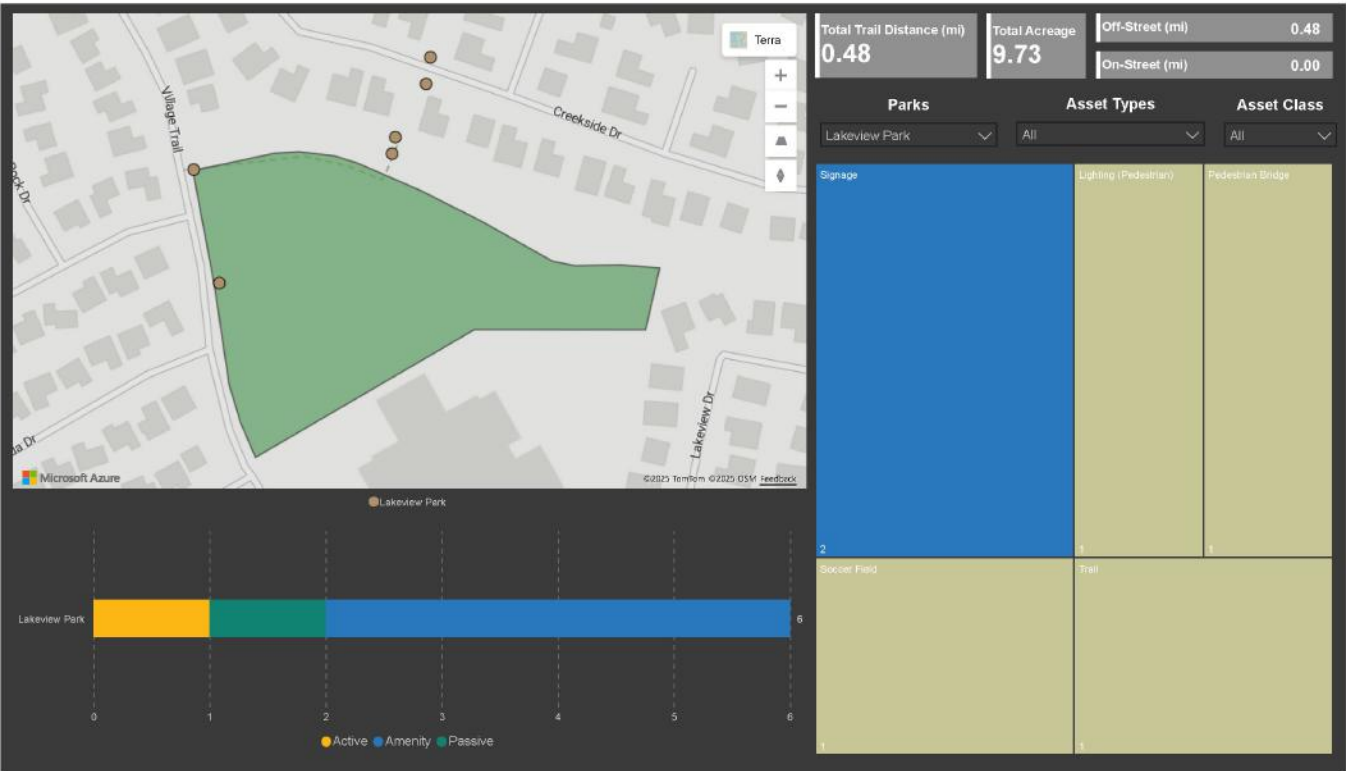


FIGURE C9 - Power BI: Lakeview Park

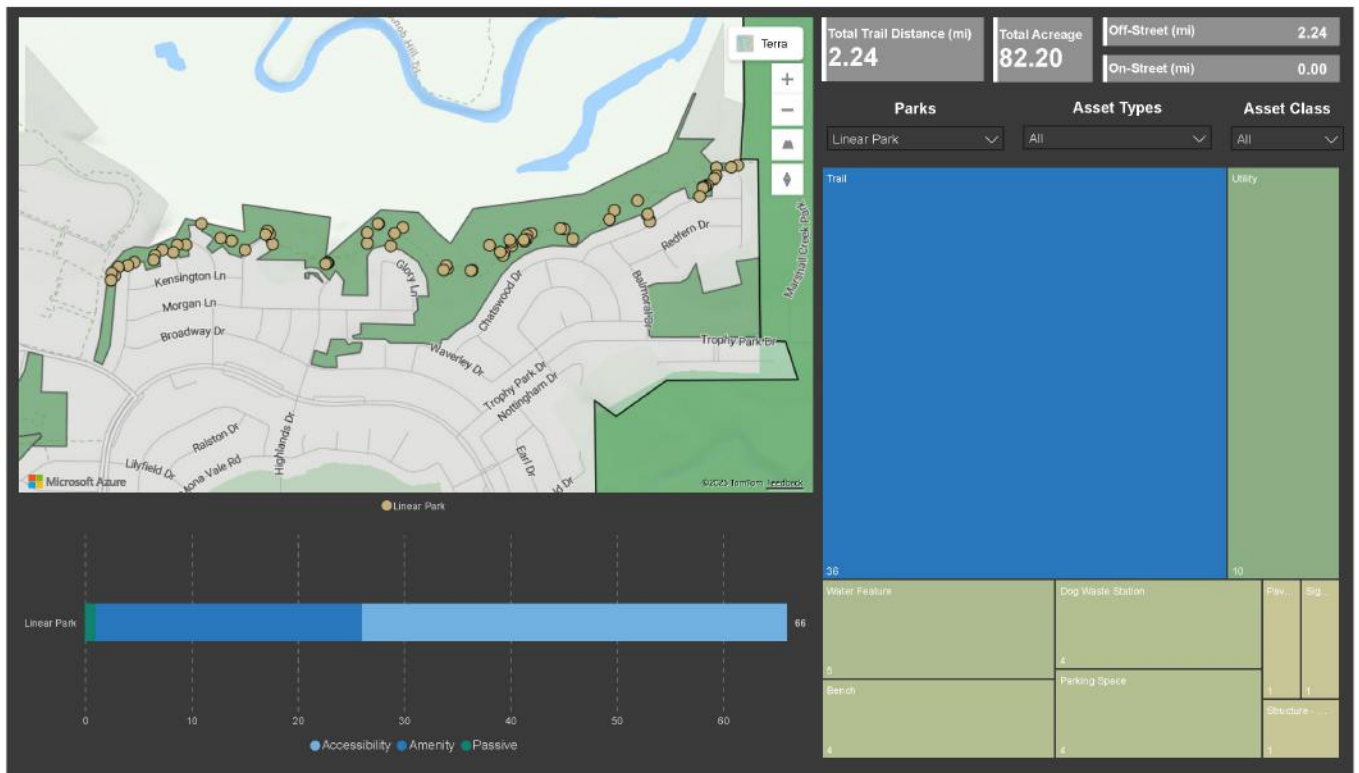


FIGURE C10 - Power BI: Linear Park

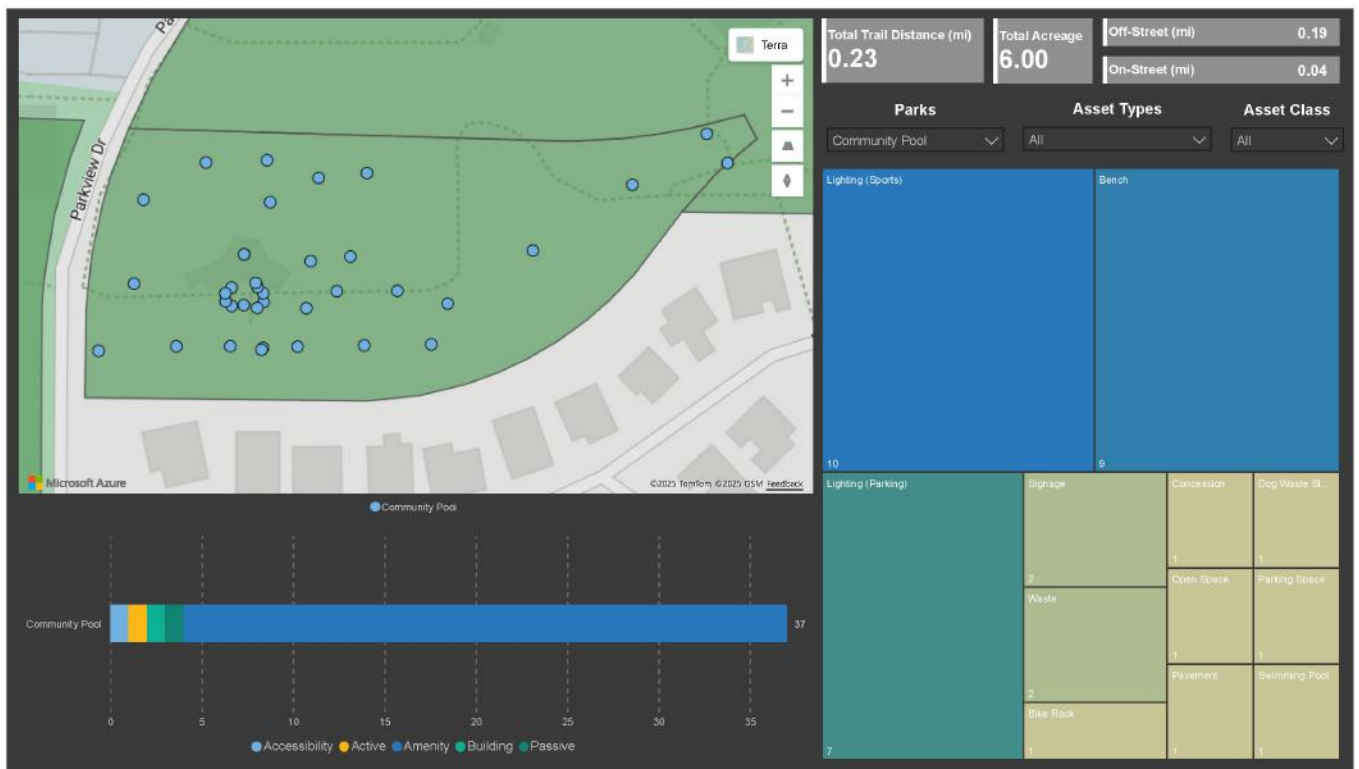


FIGURE C11 - Power BI: Community Pool

D: TCP Reimagined: Concept Plan

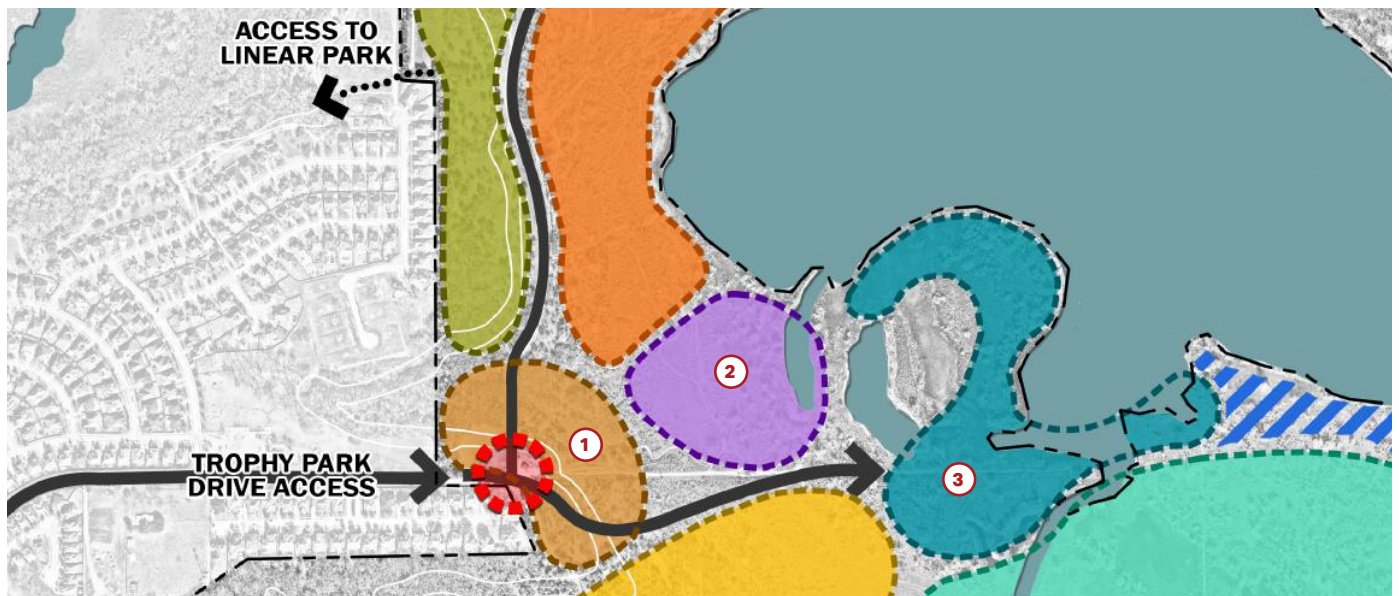


FIGURE D1 - TCP: Trophy Club Drive Access Entry

1 PARK ENTRY

The Park Entry will be home to a Gate House and Visitor Center as it welcomes visitors to Trophy Club Park. The Visitor Center will support activity admissions and registrations and will be home to educational exhibits, rentable rooms, and concessions/vending.

AMENITIES INCLUDE:

- | Gate House
- | Visitor Center
 - Activity Admissions
 - Educational Exhibits
 - Restrooms
 - Storage
 - Concessions/ Vending
 - Equipment Rentals
 - Rentable Room(s)
- | Parking

2 CENTRAL DAY CAMPING AREA

The Central Day Camping Area presents the new opportunity for mixed use camping sites. The location is ideal, nestled between the Park Entry and Grapevine Lake providing convenient vehicular and amenity access for camping users.

AMENITIES INCLUDE:

- | Pavilions
- | Picnic Tables

- | Grills/Fire Pits
- | Parking

3 WATER ACCESS AREA

The Water Access Area, located within the Primitive Day Camping Area, provides access for non-motorized watercrafts. The addition of a fishing pier, boardwalk, outdoor classroom, and expanded trails further activate this space of Trophy Club Park.

AMENITIES INCLUDE:

- | Boardwalk
- | Non-Motorized Launch Point
- | Fishing Pier
- | Trails
- | Outdoor Classroom

Note: All future improvements to Trophy Club Park will be approved by the Army Corps of Engineers prior to construction.



Trophy Club Park

D: TCP Reimagined: Concept Plan (Cont'd.)

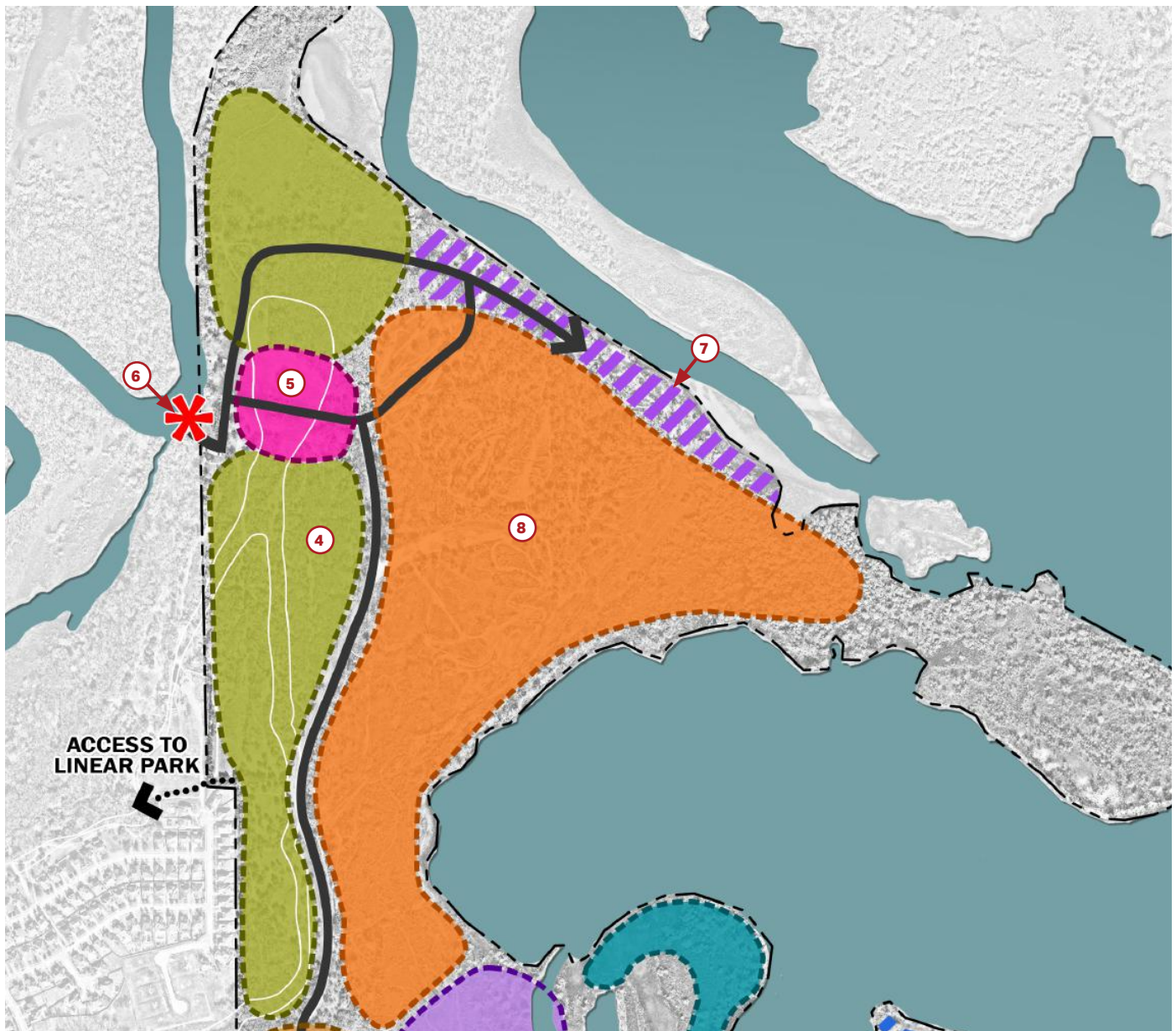


FIGURE D2 - TCP: North of Trophy Club Drive Access

4 COMMUNITY PARK

The proposed Community Park largely enhances and expands upon the area's current amenities (i.e., disc golf, trails, open space, restrooms, parking, and pavilion) with additional open access amenities such as a large playground, expanded trails, picnic areas, and pavilion.

AMENITIES INCLUDE

- | Restrooms
- | Pavilions
- | Large Playground

- | Disc Golf
- | Trails
- | Open Space
- | Outdoor Classroom
- | Picnic Area
- | Parking

Note: All future improvements to Trophy Club Park will be approved by the Army Corps of Engineers prior to construction.

5 FESTIVAL AREA

The Festival Area of TCP is located centrally within the Community Park / General Use Park and Disc Golf area and within near proximity of Trophy Club Park's Trophy Park Drive loop for accessible vehicular access. The purpose of this area is for the Town to be able to host additional events at Trophy Club Park. When not in use for festivals and events, the Festival Area will continue to be a public use area of the Community Park.

AMENITIES INCLUDE:

- | Amphitheater
- | Food Truck Area
- | Plaza/Gathering Area
- | Great Lawn
- | Restrooms

6 BOAT ACCESS

The proposed Boat Access Area is expected to stay largely the same with the only proposed amenity addition being a boat dock to provide boat users with an area to assist with loading and unloading watercraft.

AMENITIES INCLUDE:

- | Parking
- | Boat Dock
- | Boat Ramp

7 DAY CAMPING AREA

The Day Camping Area develops the currently undeveloped area of Trophy Club Park by adding common day use amenities along Denton Creek as it flows into Grapevine Lake.

AMENITIES INCLUDE:

- | Pavilions
- | Picnic Tables
- | Grills/ Fire Pits
- | Parking

8 OUTDOOR RECREATIONAL VEHICLE AREA

The proposed ORV Area will remain largely unchanged, continuing to serve primarily ORV users. Additional complimentary amenities planned for this popular location include observation areas and pavilions for visitors.

AMENITIES INCLUDE:

- | Motocross Track(s)
- | Off-Road Trail(s)
- | Kid Track(s)
- | Pavilions
- | Observation Areas
- | Parking



Trophy Club Park

D: TCP Reimagined: Concept Plan (Cont'd.)

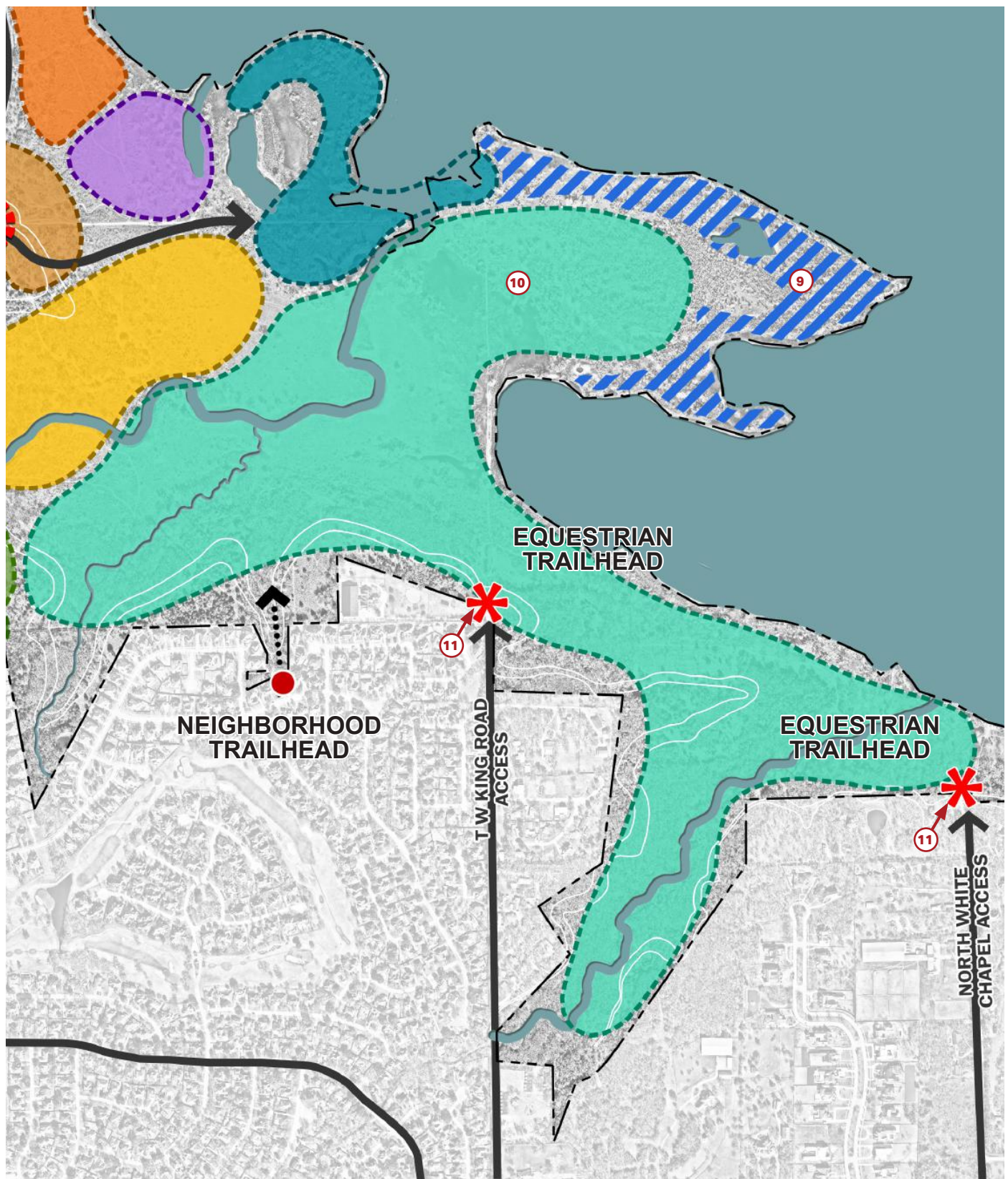


FIGURE D3 - TCPCP: South East of Trophy Club Drive Access

9 PRIMITIVE DAY CAMPING AREA

The Primitive Day Camping Area is proposed on both areas directly to the east and west (i.e., Sharkhead Point) of Marshall Branch. Minimal development is expected, with the area largely staying natural with some trails to access the area and clearings dispersed in areas to include picnic tables.

AMENITIES INCLUDED:

- | Nature Area
- | Occasional Clearing with Picnic Table

10 EQUESTRIAN/ PEDESTRIAN TRAILS

The Equestrian and Pedestrian Trails will be located on the south central to south east part of Trophy Club Park and will run into the Active Adventure and Nature Center/School areas. These trails are proposed to see expansion into the current Sunrise Bay area.

AMENITIES INCLUDED:

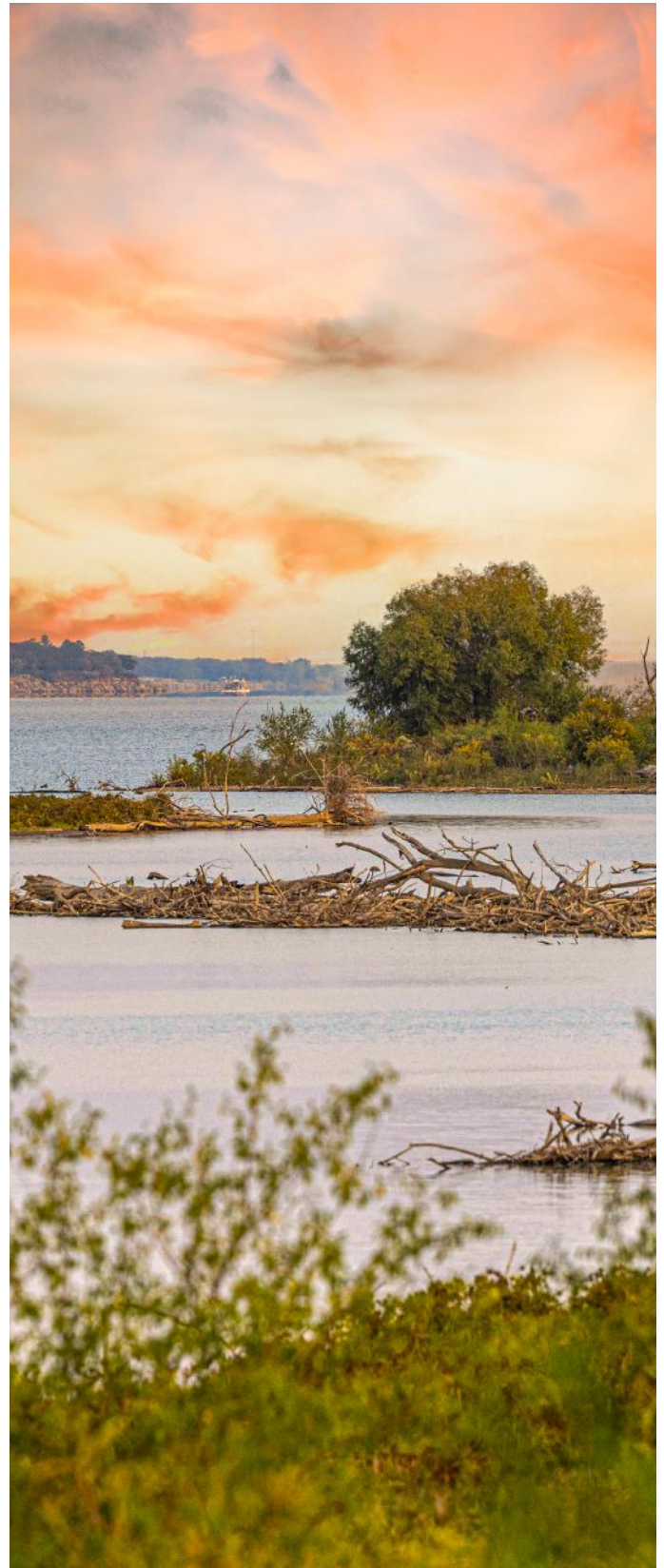
- | Trails
- | Neighborhood Access Points
- | Rest Areas/ Overlooks

11 EQUESTRIAN TRAILHEADS

The Equestrian Trailheads provide access to the Equestrian/ Pedestrian Trails at two locations, one off T W King Road and one off N White Chapel Blvd. These trailheads will have an automated access gate to manage visitor entry and will have parking that can accommodate trailers for equestrian users.

AMENITIES INCLUDED:

- | Automated Access Gate
- | Vehicle/ Trailer Parking



Trophy Club Park

D: TCP Reimagined: Concept Plan (Cont'd.)

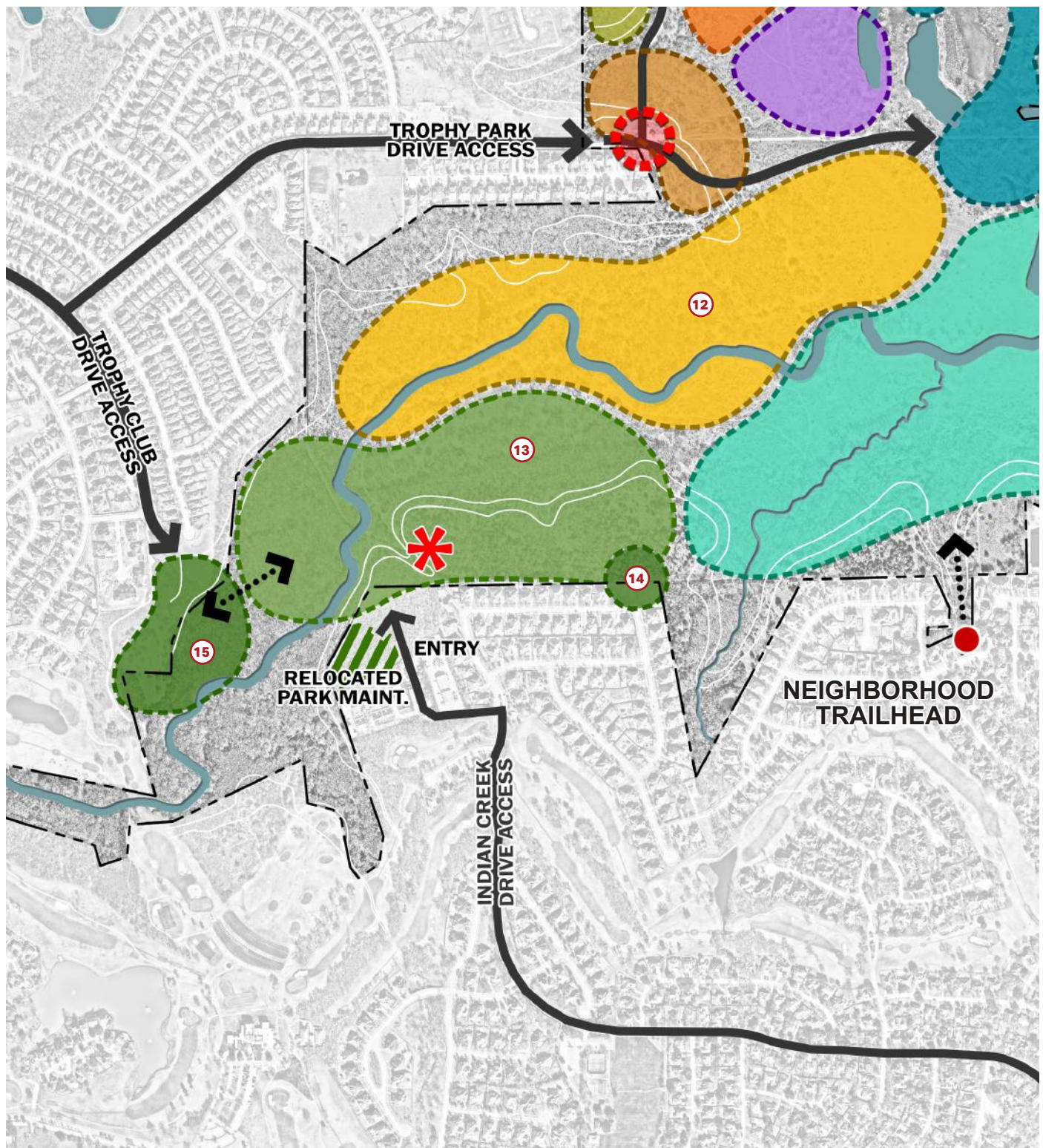


FIGURE D4 - TCPCP: South of Trophy Club Drive South Access

Note: All future improvements to Trophy Club Park will be approved by the Army Corps of Engineers prior to construction.

12 ADVENTURE AREA

The Adventure Area presents several new potential action-sport amenities, many of which offer revenue generation opportunities. This activated area will be a highly utilized area of Trophy Club Park, so supplemental amenities (e.g., gathering spaces, food truck areas) will support the potential high-usage. Additionally, Trophy Club Park currently has one trail available to mountain bike users (i.e., Lakeview Trail); the Trophy Club Park Conceptual Plan proposes adding additional mountain bike specific trails and a pump track into the Adventure Area.

AMENITIES INCLUDED:

- | Mountain Bike Trails
- | Pump Track
- | Zipline Course
- | Ropes Course
- | Outdoor Climbing Wall
- | Paintball Course
- | Gathering Space(s)
- | Food Truck Area
- | Parking

13 NATURE CENTER/SCHOOL

The Nature Center/School is highlighted by a Visitor Center, accessible from Indian Creek Drive, that can be used for educational and community programming purposes. Outdoor classrooms and active and passive natural areas surrounding the Visitor Center offer opportunities for interaction with nature in a quiet setting.

AMENITIES INCLUDED:

- | Visitor Center
 - Educational Exhibits
 - Classrooms
 - Restrooms
 - Storage
 - Rentable Room(s)
- | Nature Play Area
- | Picnic Areas
- | Outdoor Classroom(s)
- | Trails
- | Parking

14 POCKET PARK

The Pocket Park, with a proposed location near the Sheldon Trailhead, is a small space that will have minimal open access amenities.

AMENITIES INCLUDED:

- | Small Playground
- | Picnic Stations
- | Trails/Trailhead
- | Open Space

15 NEIGHBORHOOD PARK

The Neighborhood Park would present a newly developed area on Trophy Club Park's southwest corner to the south of Trophy Club Drive. Traditional park amenities (e.g., playground, restrooms, pavilion, picnic areas, etc.) will primarily serve the neighboring residents to the north and west, as well as a trailhead that provides access into the Nature Center/School Area.

AMENITIES INCLUDED:

- | Restrooms
- | Pavilion(s)
- | Playground
- | Trails/Trailhead
- | Open Space
- | Picnic Stations
- | Parking



Trophy Club Park

D: Trophy Club Park High-Level Business Plan Summary

As part of the Trophy Club Parks & Recreation Master Plan process, a High-Level Business Plan for Trophy Club Park was identified as a deliverable.

FISCALLY RESPONSIBLE APPROACH

The Trophy Club Park High-Level Business Plan, as an appendix to the Trophy Club Parks and Recreation Master Plan, and as a supplement to the Trophy Club Park Conceptual Plan, provides a foundation for the Town to begin making informed decisions, balancing the community's vision for enhanced recreational opportunities at Trophy Club Park with a practical, fiscally responsible approach to planning and implementation.

THE TCP BUSINESS PLAN INCLUDES:

- | Review of the current amenities and operations of Trophy Club Park
- | Detail of the Trophy Club Park Conceptual Plan and its operational and maintenance considerations
- | Overview of Trophy Club Park's competitive market including the providers of parks and amenities of those with similar offerings around Grapevine Lake
- | Examination of the Trophy Club Park Conceptual Plan's financial considerations
- | Outline of potential next steps

The Trophy Club Park Conceptual Plan segments Trophy Club Park into several use areas and presents the potential amenities that the Town could consider in each respective area. As with any potential expansion and redevelopment effort, the proposed Trophy Club Park Conceptual Plan comes with many operational and maintenance considerations that are imperative for the Town to understand; however, given the preliminary stage of the overall potential redevelopment process of Trophy Club Park, projecting potential capital, revenue, and expenses is too ambiguous of an exercise until the Town is further along in the planning effort.

During the 2024 fiscal year, the Department operated at an overall cost recovery of 22%, with Trophy Club Park operating at 68%. It's recommended that the Town implement a separate financial sustainability strategy specific to Trophy Club Park operations to establish the expectation that the Town operate Trophy Club Park's services and amenities at a higher cost recovery level in order to successfully operate and maintain the Park.

From here, the Town has several next steps to consider, which are highlighted by conducting additional community outreach efforts that will further guide the identification and development of a preferred concept plan for Trophy Club Park, ultimately leading to an adopted Trophy Club Park Master Plan.

FOR FULL BUSINESS PLAN, REFER TO APPENDIX D

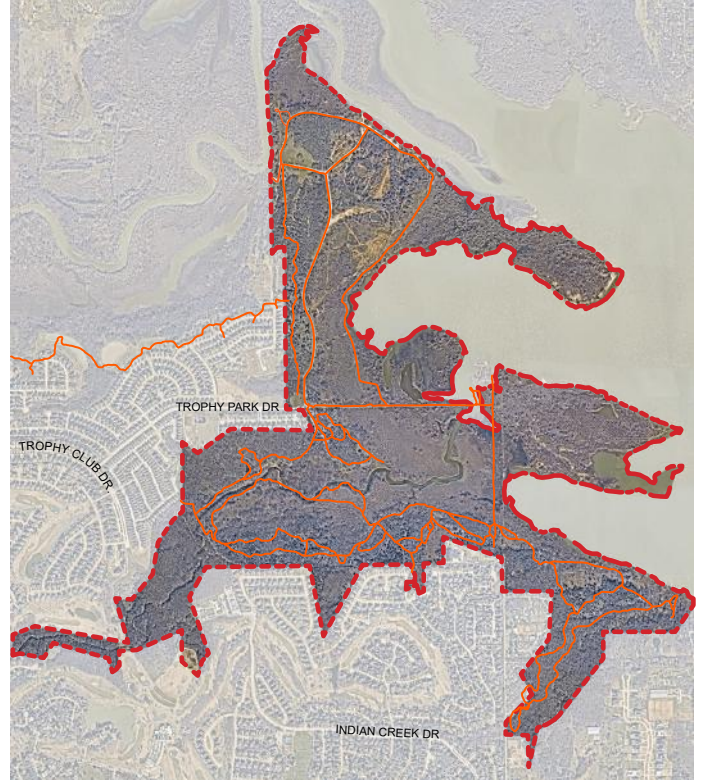


FIGURE D5 - Trophy Club Park (2025)



Trophy Club Park Motocross

LEAVENO TRACE

est. 1994

1 PLAN AHEAD AND PREPARE

2 WALK AND CAMP ON DURABLE SURFACES

3 DISPOSE OF WASTE PROPERLY

4 LEAVE WHAT YOU FIND

5 MINIMIZE CAMPFIRE IMPACT

6 RESPECT WILDLIFE

7 RESPECT OTHER VISITORS

Restrooms Are
Closed Due to
Watermain



TROPHY CLUB DISCOVERY ZONE

2020



Leave
No
Trace

Trophy Club Park Signage

D: TCP High-Level Business Plan

Trophy Club Park, managed by its Parks and Recreation Department, is a nearly 1,000-acre Special Use Park that serves as an outdoor recreation destination located along the northern shores of Grapevine Lake.

Trophy Club Park is a cherished community resource that blends outdoor adventure with conservation in a picturesque natural setting. Visitors of all ages can enjoy an extensive trail network for hiking, biking, and equestrian use; a scenic disc golf course; lake access for fishing and kayaking via the boat launch; opportunities for day camping; and a dedicated off-road vehicle area that makes the Park one of the region’s most distinctive recreation sites. Rich wildlife and wooded habitats also make it a haven for birdwatchers and photographers, underscoring the Park’s value in preserving natural spaces while providing a wide range of experiences.

CURRENT AMENITIES



FIGURE D6 - TCP Current Amenities

CURRENT FEES & OPERATING HOURS

Trophy Club Park’s hours are 8:00 AM—6:00 PM daily. The Town requires that all Trophy Club Park visitors obtain an entry pass to enter, offering a variety of pass types based on the visitors’ intended recreation use, as detailed in the table below.

TABLE D1 - Trophy Club Park Current Pass Types and Cost

PASS TYPE	RESIDENT FEE	NON-RESIDENT FEE
General Entry	\$2.00	\$5.00
Annual Pass	\$10.00	\$40.00
ATV/Motocross (Weekdays: Mon - Fri)	\$15.00/Vehicle	\$25.00/Vehicle
ATV/Motocross (Weekends: Sat - Sun)	\$15.00/Vehicle	\$30.00/Vehicle
MX/ATV Pass (10 ATV/Motocross Entries)	\$130.00	\$175.00
OHV Decal	\$20.00	\$20.00
Boat Ramp	\$5.00/Boat trailer	\$10.00/Boat trailer
Boat Pass (10 Boat Entries)	\$40.00	\$80.00
Equestrian/Horse Entry	\$3.00/Horse	\$3.00/Horse
Large Pavilion Rental (4 hours)	\$150.00	\$200.00
Small Pavilion Rental (4 hours)	\$100.00	\$150.00

- NOTES ON TROPHY CLUB PARK PASS TYPES**
- The General Entry fee includes access to the disc golf course, hiking trails, mountain bike trail, and shoreline fishing.
 - Each OHV entering Trophy Club Park counts as one transaction.
 - All pay station cash transactions require the exclusive use of bills and exact change.
 - Programs & Services:** Outside of the amenities accessible through the passes above, no formal programs or services are currently held at Trophy Club Park.
 - Staffing:** Trophy Club Park’s maintenance is overseen by the Parks Superintendent and day-to-day maintenance is conducted by various Parks Division employees.

Administrative duties, such as rentals and general inquires, are managed by the Recreation Division’s Recreation Supervisor and the Senior Administrative Assistant.

CURRENT FINANCIAL OPERATIONS

During the 2024 fiscal year, Trophy Club Park operated at 91% cost recovery. Total revenue generated was \$177,598, while direct costs (expenses associated with the delivery of a service; without the service, the cost would not exist) and indirect costs (expenses that would exist with or without the provision of any one service) totaled \$196,163.

Trophy Club Park’s revenues and expenses can be broken down into the three primary pass types (i.e., ATV/Motocross, Boat Ramp, General Entry). Trophy Club Park saw over 16,000 annual visitors across all pass types, with a vast majority utilizing the Park via daily General Entry passes. Despite that, General Entry park users generated \$39,121 in revenue while performing at a 31% cost recovery. Both Boat Ramp and ATV/Motocross passes, despite serving a small amount of users, accounted for nearly three-quarters of Trophy Club Park’s pass-related revenue and performed at a healthy 105% and 145% cost recovery, respectively. Performing at over 100% cost recovery allows the Town to reinvest into the Park to help subsidize lower performing services.

Note: Trophy Club Park pavilion rentals were not accounted for independently from the other Town pavilion rentals.

TABLE D2 - TV/MX, Boat Ramp, General Entry Comparison

TROPHY CLUB PARK MEMBERSHIP & PASSES			
	ATV/MX	BOAT RAMP	GENERAL ENTRY
Total Revenue	\$82,387.00	\$11,784.00	\$39,121.00
Direct - Service	\$39,263.63	\$9,060.84	\$12,081.12
Direct - Facility	\$9,885.33	\$683.23	\$98,976.56
Indirect	\$7,580.56	\$1,502.89	\$17,129.14
Total Expense	\$56,729.52	\$11,246.96	\$128,186.81
COST RECOVERY	145%	105%	31%

Service Area:	Trophy Club Park
Cost Recovery %	91%
Total Revenue	\$177,597.90
Expenses	
Direct - Service	\$60,405.59
Direct - Facility	\$109,545.12
Indirect	\$26,212.59
Total Expense	\$196,163.29
Subsidy Amount	\$18,565.39

FIGURE D7 - Trophy Club Park 2024 Fiscal Year Cost Recovery

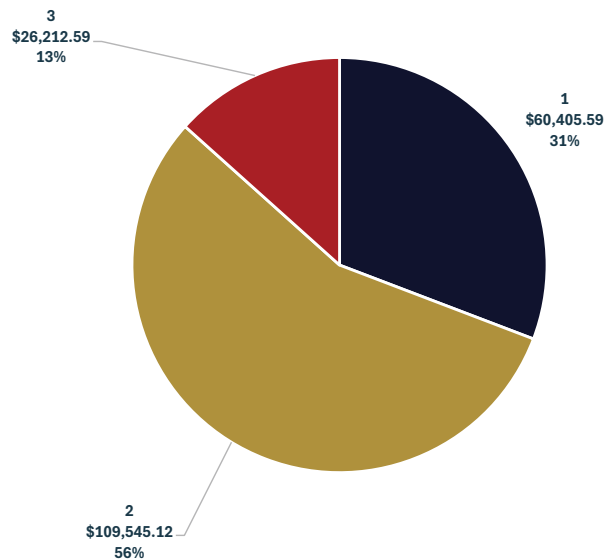


FIGURE D8 - TCP Expense Breakdown

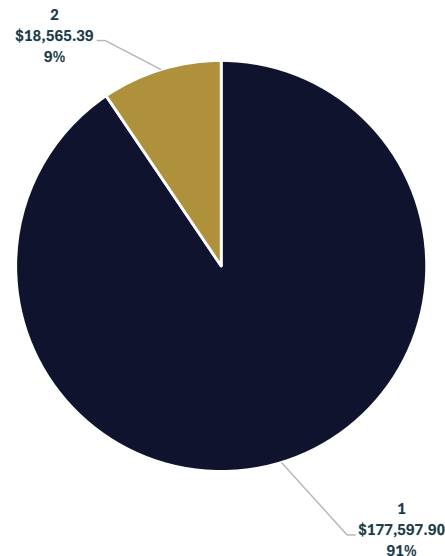


FIGURE D9 - TCP Revenue v. Subsidy

D: Operational & Maintenance Considerations

It is important for the Town to understand that along with the potential redevelopment of Trophy Club Park, it’s reasonable to expect operational and maintenance responsibilities and expenses to increase with the addition of new amenities, services, and general increase in park visitors.

THE TROPHY CLUB PARK CONCEPTUAL PLAN PRESENTS SEVERAL OPERATIONAL AND MAINTENANCE CONSIDERATIONS FOR THE TOWN TO TAKE INTO ACCOUNT THAT INCLUDE BUT ARE NOT LIMITED TO:

- | **CIP Maintenance:** all Trophy Club Park assets, necessary maintenance tasks, vehicles, tools, and equipment should be accounted for in CIP efforts.
- | **Building Maintenance:** potential buildings and structures (e.g., restrooms, visitor centers, etc.) will include custodial work, utilities and mechanical systems, interior and exterior maintenance, etc.
- | **Operations:** consideration should be given to which of Trophy Club Park’s proposed amenities and services should be conducted internally or externally (e.g., through partnerships)
- | **Site Maintenance:** mowing and turf management, irrigation, floodplain management, asphalt and pavement maintenance, trail maintenance, natural resource management, etc.

- | **Staffing:** full-time, part-time, and contractual staffing to support maintenance, visitor management, program and service and rentals provision, and park oversight and management
- | **Trail and Track System Maintenance:** relating to Trophy Club Park’s trail system, ATV/Motocross tracks, and mountain biking trails
- | **Utilities:** costs for electrical, gas, trash removal, fuel, water, etc.

The table below reviews the potential impact level that various operational and maintenance considerations may have on the Trophy Club Park Conceptual Design’s proposed areas. Each of these areas—staffing, utilities, maintenance, and operations—are evaluated based on a low/medium/high; additionally, the operation considerations has second column based on who is recommended to manage the operation of these areas (i.e., internal or commercial partnership).

TABLE D3 - Operational & Maintenance Impact Assessment

	AREA	STAFFING	UTILITIES	MAINTENANCE	OPERATIONS	
1	Park Entry	High	High	High	High	Internal
2	Central Day Camping Area	Medium	High	Medium	Medium	Internal
3	Water Access Area	Low	None	Medium	Low	Internal
4	Community Park	Medium	Low	Medium	Low	Internal
5	Festival Area	Low	Medium	Medium	Low	Internal
6	Boat Access	Low	None	Low	Low	Internal
7	Outdoor Recreational Vehicle Area	Low	Low	Medium	Low	Internal
8	Day Camping Area	Low	None	Low	Low	Internal
9	Primitive Day Camping	Low	None	Low	Low	Internal
10	Equestrian/Pedestrian Trails	Low	None	Low	Low	Internal
11	Equestrian Trailheads	Low	None	Low	Low	Internal
12	Adventure Area	High	High	High	High	Commercial Partnership
13	Nature Center/School	High	High	High	High	Internal
14	Pocket Park	Low	None	Medium	Low	Internal
15	Neighborhood Park	Medium	Low	Medium	Low	Internal

D: Competitive Market Overview

THERE ARE SEVERAL RECREATION AND LEISURE SERVICE PROVIDERS THAT HAVE PARKS ON GRAPEVINE LAKE, SIMILAR TO TROPHY CLUB PARK. THE TABLE BELOW SUMMARIZES THE PRIMARY PROVIDERS, EACH PARK, AND RESPECTIVE AMENITIES.

TABLE D4 - The Competitive Market Overview

	TOWN OF TROPHY CLUB		CITY OF GRAPEVINE						CITY OF SOUTHLAKE	FORT WORTH DISTRICT (U.S. ARMY CORPS OF ENGINEERS)	TOWN OF FLOWER MOUND
	TOWN OF TROPHY CLUB (CURRENT)	TOWN OF TROPHY CLUB (CONCEPTUAL)	KATIE'S WOODS PARK	LAKEVIEW PARK	MEADOWMERE PARK	OAK GROVE PARK	ROCKLEDGE PARK	THE VINEYARDS CAMPGROUND & CABINS	BOB JONES PARK & NATURE CENTER & PRESERVE	MURRELL PARK	TWIN COVES PARK & CAMPGROUND
AMPHITHEATER		X							X		
ATV TRAILS	X	X									
BALL DIAMOND						X			X		
BASKETBALL COURT								X			
BOAT LAUNCH	X	X	X	X	X	X		X		X	X
CABINS								X			X
CAMPING (HOOK UPS)			X					X			X
CAMPING (TENT)			X		X			X		X	X
CONCESSIONS		X	X			X	X	X	X		
DISC GOLF	X	X	X								X
DOG PARK									X		
EQUESTRIAN TRAILS	X	X							X		
FISHING	X	X	X	X	X		X	X	X		X
HIKING TRAILS	X	X	X	X		X	X	X	X		X
HUNTING											
LAWN GAME AREA											X
MOUNTAIN BIKE TRAILS	X	X				X					
MULTI-PURPOSE FIELD	X	X			X	X			X		
OUTDOOR EXERCISE AREA											
PAVILION	X	X		X	X	X	X	X	X	X	X
PICNIC AREAS	X	X		X	X	X	X	X	X	X	X
PLAYGROUND		X		X	X	X		X	X		
RACQUET SPORTS COURT											
SWIMMING					X			X			
VOLLEYBALL COURT											X
WATERCRAFT (NON-MOTORIZED) RENTALS		X			X		X				
WATERCRAFT (MOTORIZED) RENTALS				X	X						

D: Financial Plan

Given the point in the Town’s planning process of the potential redevelopment of Trophy Club Park, the Financial Plan consists of a financial sustainability strategy and cost recovery expectations from which to operate, pricing considerations for the Park’s proposed amenities and services, and a potential updated fee structure.

TROPHY CLUB PARK SERVICE SUSTAINABILITY STRATEGY MODEL

In the same manner that department engaged in the Trophy Club Parks and Recreation Master Plan’s Financial Sustainability Strategy process, that resulted in the Department’s Service Sustainability Strategy model, the Department is urged to do the same for Trophy Club Park operations. The purpose of establishing a separate model is that a potential redevelopment of Trophy Club Park affords the Town the opportunity to operate some of its services and amenities closer to a commercial operation to achieve a higher cost recovery level in order to successfully operate and maintain the Park.

This process, guided by 110%’s Financial Sustainability Strategy process, is guided and illustrated by the Three-legged Stool’s principle steps.

- | **Service Categories:** categorization of department services of “like purpose”
- | **Beneficiary of Service:** ordering of Service Categories in order from those perceived to be common good services (essential, high value, community benefit) to those seen as providing a more exclusive benefit (discretionary, individualized, specialized)
- | **Cost of Service:** operational analysis of department revenues and expenses that reveals its cost of doing business

Note : A full description and analysis of Trophy Club Park’s Financial Sustainability Strategy can be found in The Trophy Club Parks and Recreation Master Plan

The result is the Trophy Club Park Service Sustainability Strategy continuum, which reflects the department’s tax use and revenue generation approach and degree to which financial resources will be spent and expenses will be recovered and managed specifically for the Trophy Club Park.

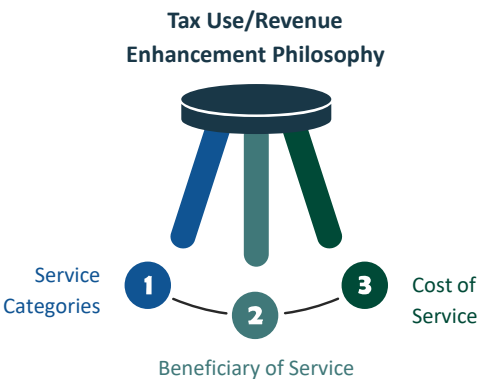


FIGURE D10 - Tax Use/Revenue Enhancement Philosophy

PROPOSED AMENITY & ALIGNED SERVICE CATEGORY AND COST RECOVERY GOALS

The expectation is that each amenity within each area of the Trophy Club Park Conceptual Plan operates accordingly within the Trophy Club Park Service Sustainability Strategy's cost recovery goals. The tables below break down each proposed amenity and aligned Service Category and Cost Recovery goal. It's worth noting that some amenities may serve multiple Service Categories depending on usage. For example, a pavilion may be considered Open Access (0-5% cost recovery) when not used for a rental (100-125% cost recovery). Also, as the updated Trophy Club Park service menu is created and redefined, it will be critically important to predetermine the percent of programs in each service category necessary for the Park to be able to reinvest.

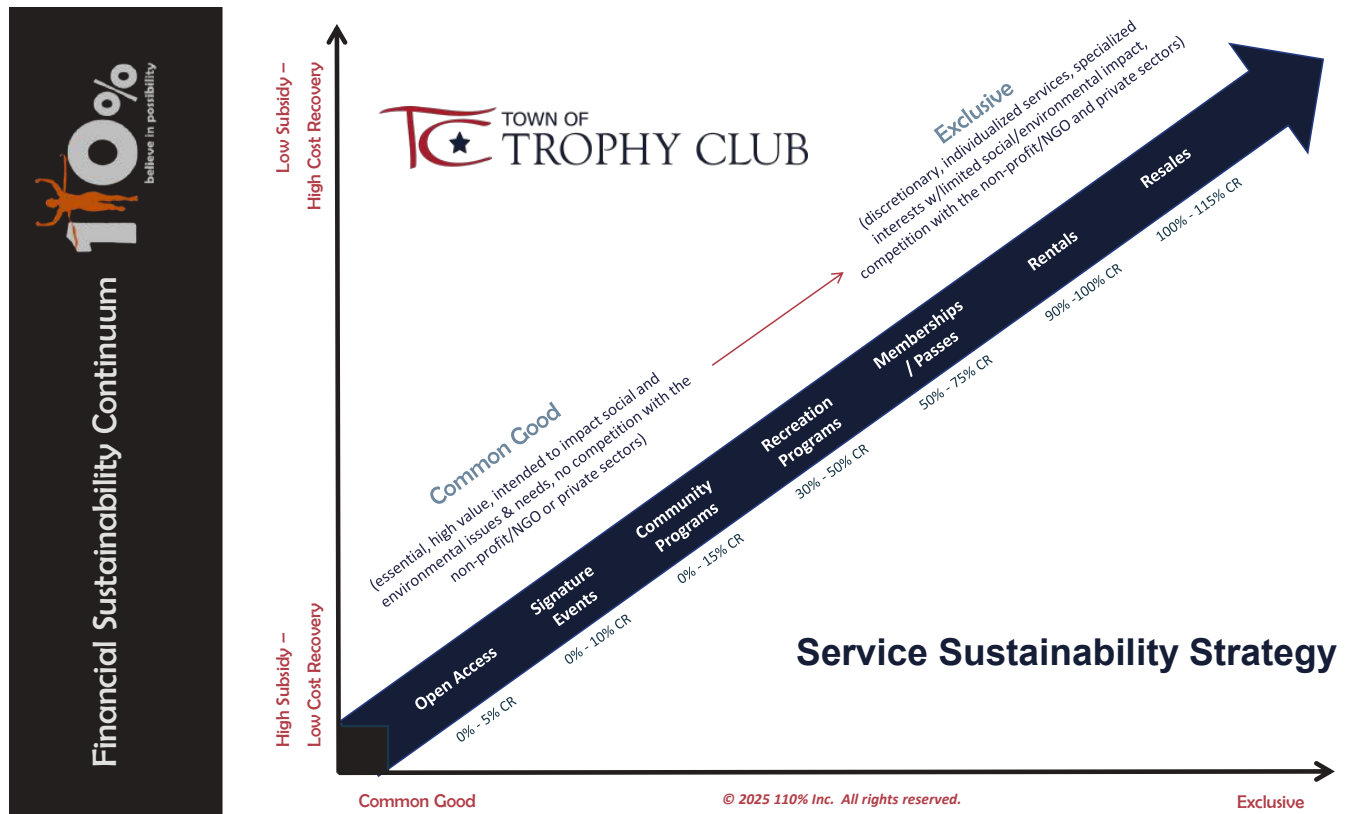


FIGURE D11 - TCP Service Sustainability Strategy

TABLE D5 - ORV Area

OUTDOOR RECREATION VEHICLE (ORV) AREA		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Observation Areas	Open Access	0 - 5%
Parking	Open Access	0 - 5%
Pavilions	Rentals	100 - 125%
Tracks: Intermediate/Advanced	Membership/Passes	90 - 110%
Tracks: Beginner	Membership/Passes	90 - 110%
Trails: Off-road	Membership/Passes	90 - 110%

TABLE D6 - Adventure Area

ADVENTURE AREA		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Food Truck Area	Rentals	100 - 125%
Gathering Space	Open Access	0 - 5%
Outdoor Climbing Wall	Membership/Passes	90 - 110%
Paintball Course	Membership/Passes	90 - 110%
Parking	Open Access	0 - 5%
Pump Track	Membership/Passes	90 - 110%
Ropes Course	Membership/Passes	90 - 110%
Zipline Course	Membership/Passes	90 - 110%
Trails - Mountain Bike	Membership/Passes	90 - 110%
Trails	Open Access	0 - 5%

D: Financial Plan (Cont'd.)

TABLE D7 - Boat Access

BOAT ACCESS		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Boat Dock	Membership/Passes	90 - 110%
Boat Ramp	Membership/Passes	90 - 110%
Parking	Open Access	0 - 5%

TABLE D8 - Park Entry

PARK ENTRY		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Gate House	Open Access	0 - 5%
Parking	Open Access	0 - 5%
Visitor Center	Open Access	0 - 5%
Activity Admissions	Membership/Passes	90 - 110%
Concessions	Resales	150 - 200%
Educational Exhibits	Open Access	0 - 5%
Restrooms	Open Access	0 - 5%
Equipment Rentals	Rentals	100 - 125%
Rooms	Rentals	100 - 125%
Storage	Open Access	0 - 5%

TABLE D9 - Central Day Camping Area

CENTRAL DAY CAMPING AREA		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Grills/Fire Pits	Open Access	0-5%
Parking	Open Access	0-5%
Pavilions	Rentals	100-125%
Picnic Tables	Open Access	0-5%

TABLE D10 -Festival Areas

FESTIVAL AREA		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Amphitheater	Rentals	100 - 125%
Food Truck Area	Rentals	100 - 125%
Plaza/Gathering Area	Signature Events	25-40%
Lawn	Signature Events	25-40%
Restrooms	Open Access	0 - 5%

TABLE D11 - Nature Center/School

NATURE CENTER/SCHOOL		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Outdoor Classrooms	Community Programs	40 - 60%
Natural Play Area	Open Access	0 - 5%
Parking	Open Access	0 - 5%
Picnic Areas	Open Access	0 - 5%
Visitor Center	Open Access	0 - 5%
Classrooms	Community Programs	40 - 60%
Educational Exhibits	Open Access	0 - 5%
Restrooms	Open Access	0 - 5%
Rooms	Rentals	100 - 125%
Storage	Open Access	0 - 5%

TABLE D12 -Equestrian/Pedestrian Trails & Trailheads

EQUESTRIAN/PEDESTRIAN TRAILS & TRAILHEADS		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Automated Access Gate	Memberships/Passes	90 - 110%
Neighborhood Access Points	Open Access	0 - 5%
Parking	Open Access	0 - 5%
Rest Areas/Overlooks	Open Access	0 - 5%
Trails	Open Access	0 - 5%

TABLE D13 - Neighborhood Park

NEIGHBORHOOD PARK		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Parking	Open Access	0 - 5%
Pavilions	Rentals	100 - 125%
Picnic Stations	Open Access	0 - 5%
Playground	Open Access	0 - 5%
Restrooms	Open Access	0 - 5%
Trails/Trailhead	Open Access	0 - 5%

TABLE D14 - Day Camping Area

DAY CAMPING AREA		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Grills/Fire Pits	Open Access	0 - 5%
Parking	Open Access	0 - 5%
Pavilions	Rentals	100 - 125%
Picnic Tables	Open Access	0 - 5%

TABLE D15 - Community Park/General Use & Disc Golf

COMMUNITY PARK/GENERAL USE & DISC GOLF		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Restrooms	Open Access	0 - 5%
Pavilions	Rentals	100 - 125%
Large Playground	Open Access	0 - 5%
Disc Golf	Open Access	0 - 5%
Trails	Open Access	0 - 5%
Open Space	Open Access	0 - 5%
Outdoor Classroom	Community Programs	40 - 60%
Picnic Area	Open Access	0 - 5%
Parking	Open Access	0 - 5%

TABLE D16 - Water Access Area

WATER ACCESS AREA		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Boardwalk	Open Access	0 - 5%
Fishing Pier	Open Access	0 - 5%
Non-Motorized Launch Point	Open Access	0 - 5%
Outdoor Classroom	Community Programs	40 - 60%
Trails	Open Access	0 - 5%

TABLE D17 - Primitive Day Camping Area

PRIMITIVE DAY CAMPING AREA		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Clearings with Picnic Tables	Open Access	0 - 5%
Natural Areas	Open Access	0 - 5%
Trails (minimal)	Open Access	0 - 5%

TABLE D18 - Pocket Park

POCKET PARK		
PROPOSED AMENITY	SERVICE CATEGORY	COST RECOVERY GOAL
Open Space	Open Access	0 - 5%
Picnic Stations	Open Access	0 - 5%
Playground	Open Access	0 - 5%
Trails/Trailhead	Open Access	0 - 5%

D: Financial Plan (Cont'd.)

PRICING PROPOSED SERVICES AND AMENITIES

As the Department considers pricing of the proposed amenities of the Trophy Club Park Conceptual Plan, there are several pricing methods that can be considered in order to establish fees and charges. The principal method for establishing services fees will be cost recovery pricing which is defined as determining a fee based on established cost recovery goals. Other pricing methods may be utilized by the Department, however, any strategy or method used will ultimately require that cost recovery goals or subsidy allocation expectations be met. Common alternative pricing methods include the following options which can be used based upon market behaviors, the competition, and other relevant considerations.

- | **Market (Demand-Based) Pricing** results in pricing based on demand for a service or what the target market is willing to pay for a service. The private and commercial sectors commonly utilize this strategy. One consideration for establishing a market rate fee is determined by identifying all providers of an identical service (i.e., private sector providers, other municipalities, etc.), and setting the highest fee. Another consideration is setting the fee at the highest level the market will bear.
- | **Competitive Pricing** establishes prices based on what similar service providers or close proximity competitors are charging for services. One consideration for establishing a competitive fee is determined by identifying all providers of an identical or similar service (i.e., private sector providers, other municipalities, etc.), and setting the mid-point or lowest fee.
- | **Value-Based Pricing** is a pricing strategy in which the price of a product or a service is decided on the basis of perceived value or benefit it can provide to a customer. Value-based pricing is more evident in places or markets where exclusive products are offered which offer more value than generic or standard products.
- | **Penetration Pricing** has the aim of attracting customers by offering lower prices on services. While many may use this technique to draw attention away from the competition, penetration pricing often results in lost revenue and higher subsidy requirements. Over time, however, an increased awareness of the service may drive revenues and help organizations differentiate themselves from others. After sufficiently penetrating a market, organizations should consider raising prices to better reflect their position within the market.
- | **Premium Pricing** establishes prices higher than that of the competition. Premium pricing is often most effective in the early days of a service's life cycle, and ideal for organizations that offer unique services. Because customers need to perceive products and services as

being worth a higher price tag, an organization must work hard to create a value perception.

- | **Bundle Pricing** allows for the sale of multiple services for a lower rate than customers would pay if they purchased each service individually. Bundling can be an effective way of selling services that are poor performers and can also increase the value perception in the eyes of customers—essentially giving them something for a reduced rate.
- | **Differential/Dynamic Pricing** follows the “law of demand” by supporting a key pricing principle: some customers are willing to pay more than others. Differential pricing is the strategy of selling the same service to different customers at different prices. Differential pricing enables organizations to “profit” from their customers’ unique valuations (e.g., prime time or surge pricing).

POTENTIAL UPDATED FEE STRUCTURE

Based on the Trophy Club Park Conceptual Plan’s proposed amenities, the Town may consider the following potential fee structure.

TABLE D19 - Potential Updated Fee Structure

PASS TYPE	RESIDENT FEE	NON-RESIDENT FEE
General Entry - Daily	Per vehicle	
General Entry - Annual	-	-
ATV/Motocross (Weekdays: Mon-Thu) - Daily	Per vehicle	
ATV/Motocross (Weekend: Fri-Sun) - Daily	Per vehicle	
ATV/Motocross - 10 Punch Pass	-	-
OHV Decal - Annual	-	-
Boat Ramp - Daily	Per trailer	
Boat Ramp - 10 Punch Pass		
Equestrian Entry - Daily	Per horse	
Adventure Area - Zipline Course	Per visitor	
Adventure Area - Ropes Course	Per visitor	
Adventure Area - Outdoor Climbing Wall	Per visitor	
Adventure Area - Paintball Course	Per visitor	

TABLE D20 - Potential Updated Fee Structure (Cont'd.)

RENTAL TYPE	RESIDENT FEE	NON-RESIDENT FEE
Small Pavilion (4 hours)	-	-
Large Pavilion (4 hours)	-	-
Outdoor Classrooms	-	-
Indoor Classrooms	-	-
Amphitheater	-	-

NEXT STEPS & RECOMMENDATIONS

The following are recommended next steps for the Town as it advances efforts in the potential redevelopment of Trophy Club Park.

| Conceptual Park Planning

- Community outreach touchpoints
- Create multiple detailed conceptual plans and plan alternatives further illustrating potential layouts and amenities
- Identify initial capital and operational cost estimates
- Identify a preferred concept plan

| Schematic Design Planning

- Develop schematic design plans
- Develop architectural plans
- Estimate schematic design capital and operational cost estimates
- Community outreach touchpoints

| Create Implementation Strategy

- Identify a timeline development plan
- Identify capital funding sources

RECOMMENDATIONS

- | Determine cost-per-acre for active and passive areas of Trophy Club Park that can be used as projections for maintenance
- | Identify which proposed amenities of the Trophy Club Park Conceptual Plan could be optimally operated under a commercial partnership (e.g., Zipline Course)
- | Explore various funding strategies and mechanisms for the construction, operation, and benefit of Trophy Club Park (e.g., internal dedicated funds, grants, sponsorships/ naming rights, user groups, partnerships, etc.)
- | Create 1, 5, 10, 20-year financial plan inclusive of direct and indirect costs and projected revenues

E: Median Design Types - Plant Species List

TABLE E1 - Plant Species List

COMMON NAME	SCIENTIFIC NAME	TYPE	GROWTH	COLD*
Daylily	Hemerocallis spp.	Bulb	Herbaceous	4b
Purple Wintercreeper	Euonymus fortunei 'Coloratus'	Groundcover	Evergreen	4a
Big Blue Lily Turf	Liriope muscari 'Big Blue'	Groundcover	Evergreen	5b
Horse herb	Calypocarpus vialis	Groundcover	Deciduous	7a
Frog Fruit	Phyla nodiflora	Groundcover	Deciduous	6b
Gray Santolina	Santolina chamaecyparissus	Groundcover	Evergreen	6b
Asian Jasmine	Trachelospermum asiaticum	Groundcover	Evergreen	7b
Dwarf Mondo Grass	Ophiopogon japonicus 'Nana'	Groundcover	Evergreen	6a
Mondo Grass	Ophiopogon japonicus	Groundcover	Evergreen	6a
Ajuga	Ajuga reptans	Groundcover	Evergreen	8a
Inland Sea Oats	Chasmanthium latifolium	Ornamental Grass	Deciduous	5a
Berkeley Sedge	Carex divulsa	Ornamental Grass	Evergreen	4b
Blonde Ambition Blue Gramma	Bouteloua gracilis 'Blonde Ambition'	Ornamental Grass	Deciduous	4b
Gulf Muhly Grass	Muhlenbergia capillaris	Ornamental Grass	Deciduous	7a
Big Bluestem	Andropogon gerardii	Ornamental Grass	Deciduous	4b
Little Bluestem	Schizachyrium scoparium	Ornamental Grass	Deciduous	4b
Sideoats grama	Bouteloua curtipendula	Ornamental Grass	Deciduous	4a
Adagio Grass	Miscanthus sinensis 'Adagio'	Ornamental Grass	Herbaceous	5a
Seep Muhly	Muhlenbergia reverchoni	Ornamental Grass	Deciduous	6a
Artemisia	Artemisia x 'Powis Castle'	Perennial	Evergreen	4b
Blackfoot Daisy	Melampodium leucanthum	Perennial	Herbaceous	5b
Blanket Flower	Gaillardia pulchella	Perennial	Herbaceous	5a
Blue Princess Verbena	Verbena x 'Blue Princess'	Perennial	Herbaceous	7b
Walker's Low Catmint	Nepeta x faassenii 'Walkers Low'	Perennial	Herbaceous	4b
Fall Aster	Symphyotrichum oblongifolium	Perennial	Herbaceous	4a
Flame Acanthus	Anisacanthus quadrifidus "Wrightii"	Perennial	Deciduous	7b
Goldsturm Black-Eyed Susan	Rudbeckia fulgida var. sullivantii 'Goldsturm'	Perennial	Deciduous	4a
Greg's Mist Flower	Conoclinium greggii	Perennial	Herbaceous	6b
May Night Salvia	Salvia x sylvestris 'May Night'	Perennial	Herbaceous	4b
Pink Cloud Gaura	Gaura lindheimeri 'Pink Cloud'	Perennial	Herbaceous	5b
Pink Texas Skullcap	Scutellaria suffrutescens	Perennial	Herbaceous	7a
Purple Coneflower	Echinacea purpurea	Perennial	Herbaceous	5a
Russian Sage	Perovskia atriplicifolia	Perennial	Herbaceous	4b

Be—Bees; Bi—Bird; Bu—Butterfly; Hu—Hummingbird; M—Mammal
 *Hardiness; **Requirements; ***Natives

SIZE	H x W	LIGHT REQUIREMENTS	WATER**	BLOOM COLOR	BLOOM MONTH	TX***	WILDLIFE
Medium	2.5' x 1'	Full Sun / Partial Shade	Medium	Yellow	May	N	Bi, Bu, Hu
Small	2' x 6'	Full Sun / Partial Shade	Medium	N/A	Oct	N	
Small	15" x 15"	Partial Shade	Medium	Purple		N	
Small	0.5' x 1'	Full Shade / Partial Shade	Medium	Yellow		Y	Be, Bi, Bu
Small	0.5' x 1'	Full Sun / Partial Shade	Medium	Yellow	Jun	Y	Be, Bi, Bu, Hu
Small	1' x 2'	Full Sun	Low	Yellow		N	Bu
Small	1' x 12'	Full Sun / Partial Shade	Medium	White		N	
Small	6" x 6"	Full Shade / Partial Shade	Medium	N/A		N	
Small	1' x 1'	Full Sun / Partial Shade	Medium	N/A		N	
Small	8" x 2'	Full Shade / Partial Shade	Medium	Blue	Mar	N	
Medium	3' x 2'	Full Shade / Partial Shade	Medium	N/A	Sept	Y	Bi, Bu
Small	1' x 1'	Full Shade / Partial Shade / Full Sun	Medium	N/A		N	
Medium	2.5' x 2.5'	Full Sun / Partial Shade	Low	N/A		N	Bi, Bu, Be, M
Medium	3' x 3'	Full Sun	Medium	Pink		Y	Bi, Bu, M
Large	4.5' x 3'	Full Sun	Low	N/A		Y	
Medium	3' x 2'	Full Sun	Low	N/A	Sept	Y	Bi, Bu
Small	2' x 1.5'	Full Sun	Low	N/A		Y	Bi, Bu
Large	5'x3'	Full Sun / Partial Shade	Medium	White		N	Bu, Bi, M
Medium	2.5' x 2'	Full Sun / Partial Shade	Low	Pink	Aug	Y	
Small	2' x 2'	Full Sun	Low	N/A		Y	Be
Small	18" x 18"	Full Sun / Partial Shade	Low	White	Feb, Jun, Jul, Sept	Y	Be
Small	18" x 12"	Full Sun / Partial Shade	Low	Red	Feb, Jun, Jul, Dec	Y	Bu, Be, Bi
Small	1' x 3'	Full Sun	Medium	Purple		N	Bu, Be, Hu
Small	2' x 3'	Full Sun / Partial Shade	Medium	Purple		N	Bu, Be
Medium	2.5' x 2.5'	Full Sun / Partial Shade	Low	Purple	Jan, Feb, Jun, Jul, Sept	Y	Bu
Medium	3' x 3'	Full Sun	Low	Red	Feb, Jun, Jul	Y	Bi, Bu
Small	2' x 2'	Full Sun	Low	Yellow		N	Bi, Bu
Small	1.5' x 3'	Full Sun / Partial Shade	Low	Blue		Y	Be, Bu
Small	1.5' x 1.5'	Full Sun	Medium	Purple		N	Hu
Medium	3.5' x 1.5'	Full Sun	Low	Pink		N	Bu, Hu
Small	1' x 2'	Full Sun	Medium	Pink		N	
Medium	3' x 1.5'	Full Sun / Partial Shade	Low	Purple	Jan, Feb, Jun, Jul, Aug, Sept, Oct	Y	Be, Bi, Bu
Medium	3' x 3'	Full Sun	Low	Purple		N	Be, Bu

E: Median Design Types - Plant Species List (Cont'd)

TABLE E1 - Plant Species List (Cont'd.)

COMMON NAME	SCIENTIFIC NAME	TYPE	GROWTH	COLD*
Sedum Autumn Joy	Sedum spectabile 'Autumn Joy'	Perennial	Herbaceous	4b
Silver Carpet Lambs Ear	Stachys byzantine 'Silver Carpet'	Perennial	Herbaceous	4b
Turks Cap	Malvaviscus drummondii '	Perennial	Herbaceous	7a
Zexmenia	Wedelia hispida	Perennial	Deciduous	7a
Leopard Plant	Ligularia tussilaginea 'Gigantea'	Perennial	Herbaceous	7b
Texas Gold Columbine	Aquilegia chrysantha 'Texas Gold'	Perennial	Herbaceous	5b
Cast Iron Plant	Aspidistra elatior	Perennial	Evergreen	6a
American Beautyberry	Callicarpa americana	Shrub	Deciduous	7a
Andorra Juniper	Juniperus horizontalis 'Andorra'	Shrub	Evergreen	4a
Coral Berry	Symphoricarpos orbiculatus	Shrub	Deciduous	4a
Dwarf Burford Holly	Ilex cornuta 'Burfordii Nana'	Shrub	Evergreen	7a
Dwarf Wax Myrtle	Myrica pusilla	Shrub	Evergreen	7a
Flame Leaf Sumac	Rhus copallina L.	Shrub	Deciduous	6b
Glossy Abelia	Abelia x grandiflora	Shrub	Evergreen	6b
Gray Cotoneaster	Cotoneaster glaucophyllus	Shrub	Evergreen	6b
Holly Fern	Cyrtomium falcatum	Shrub	Herbaceous	6b
Kaleidoscope Abelia	Abelia x grandiflora 'Kaleidoscope'	Shrub	Evergreen	6b
Nellie R. Steven	Ilex x 'Nellie R. Stevens'	Shrub	Evergreen	6a
Rose Creek Abelia	Abelia x grandiflora 'Rose Creek'	Shrub	Evergreen	6b
Texas Sage	Leucophyllum frutescens 'Compacta'	Shrub	Evergreen	7b
Dwarf Yaupon Holly	Ilex vomitoria 'Nana'	Shrub	Evergreen	7a
Nandina	Nandina domestica	Shrub	Evergreen	6a
Fragrant Sumac	Rhus aromatica	Shrub	Deciduous	8a
Elaeagnus	Elaeagnus pungens	Shrub	Evergreen	6b
Agave Neomexicana	Agave parryi var. neomexicana	Shrub - Accent	Evergreen	6b
Autumn Sage	Salvia greggii	Shrub - Accent	Deciduous	8a
Blue Diddley Vitex	Vitex agnus-castus 'Blue Diddley'	Shrub - Accent	Deciduous	5b
Munchkin Oakleaf Hydrangea	Hydrangea quercifolia 'Munchkin'	Shrub - Accent	Deciduous	5a
Oakleaf Hydrangea	Hydrangea quercifolia	Shrub - Accent	Deciduous	5a
Pale Leaf Yucca	Yucca pallida	Shrub - Accent	Evergreen	6a
Red Yucca - Straight Up Red Texas	Hesperaloe parviflora 'Straight Up Red' PPAF	Shrub - Accent	Evergreen	5b
Smooth Prickly Pear	Opuntia ellisiana	Shrub - Accent	Evergreen	7a
Twist-Leaf Yucca	Yucca rupicola	Shrub - Accent	Evergreen	6a

Be—Bees; Bi—Bird; Bu—Butterfly; Hu—Hummingbird; M—Mammal
*Hardiness; **Requirements; ***Natives

SIZE	H x W	LIGHT REQUIREMENTS	WATER**	BLOOM COLOR	BLOOM MONTH	TX***	WILDLIFE
Small	2' x 2'	Full Sun / Partial Shade	Low	Pink		N	Be, Bu
Small	1' x 1.5'	Full Sun / Partial Shade	Low	N/A		N	
Medium	4' x 3'	Full Shade / Partial Shade / Full Sun	Low	Red	Feb, Jul, Aug, Nov, Dec	Y	Bi, Bu
Small	2' x 2'	Full Shade / Partial Shade / Full Sun	Low	Yellow		Y	Bu, Be
Small	2' x 2'	Full Shade / Partial Shade	Medium	Yellow		N	
Small	2' x 1.5'	Full Shade / Partial Shade	Medium	Yellow		Y	Bi, Bu, Hu
Medium	2' x 3'	Full Shade / Partial Shade	Low	N/A		N	
Large	6' x 6'	Full Shade / Partial Shade / Full Sun	Medium	Purple	May	Y	Bi
Small	1' x 6'	Full Sun	Medium	N/A		N	
Medium	3' x 3'	Full Shade / Partial Shade	Low	Purple		Y	Bi
Medium	4' x 4'	Full Sun / Partial Shade	Medium	Red		N	
Medium	4' x 4'	Full Shade / Partial Shade / Full Sun	Medium	N/A		Y	Bi
Large	15' x 15'	Full Sun	Low	Red		Y	Bi, Bu
Large	6' x 6'	Full Sun / Partial Shade	Medium	White		N	Bu, Be, Hu
Medium	3' x 4'	Full Sun / Partial Shade	Low	N/A		N	Bi
Small	18" x 2'	Full Shade / Partial Shade	Medium	N/A		N	
Medium	3' x 4'	Full Sun / Partial Shade	Medium	White		N	Bu, Be, Hu
Large	15' x 10'	Full Sun / Partial Shade	Medium	N/A		N	
Medium	3' x 4'	Full Sun / Partial Shade	Medium	Pink		N	Bu, Be, Hu
Large	5' x 5'	Full Sun	Low	Pink	Jun	N	Be, Bu, Hu
Medium	3' x 4'	Full Sun / Partial Shade	Medium	N/A		Y	Bi, Be, Bu
Large	7' x 3'	Full Sun / Partial Shade	Low	White		N	M
Large	6' x 10'	Full Sun / Partial Shade	Low	Yellow	Mar	Y	
Large	10' x 15'	Full Sun / Partial Shade	Medium	White	Oct	N	
Small	1.5' x 2'	Full Sun / Partial Shade	Low	White		Y	Bu, Hu
Medium	3' x 3'	Full Sun	Low	Red		Y	Bi, Bu, Hu
Large	5' x 5'	Full Sun	Low	Blue		N	Bi, Hu, Bu
Medium	3.5 x 3.5	Partial Shade	Medium	Pink		N	
Large	6' x 6'	Full Shade / Partial Shade	Medium	White		N	
Small	2' x 2'	Full Sun / Partial Shade	Low	White		Y	
Medium	3.5' x 3.5'	Full Sun	Low	Red	Jun	Y	Bu, Hu
Medium	4' x 5'	Full Sun / Partial Shade	Low	Yellow		Y	Hu
Small	2' x 2'	Full Sun / Partial Shade	Low	White		Y	

E: Median Design Types - Plant Species List (Cont'd)

TABLE E1 - Plant Species List (Cont'd.)

COMMON NAME	SCIENTIFIC NAME	TYPE	GROWTH	COLD*
Soft Leaf Yucca	<i>Yucca recurvifolia</i>	Shrub - Accent	Evergreen	7a
Eastern Red Cedar	<i>Juniperus virginiana</i>	Tree - Evergreen	Evergreen	4a
Wichita Blue Juniper	<i>Juniperus scopulorum</i> 'Wichita'	Tree - Evergreen	Evergreen	4a
Yaupon Holly	<i>Ilex vomitoria</i>	Tree - Evergreen	Evergreen	7a
Natchez Crepe Myrtle	<i>Lagerstroemia indica</i> x <i>fauriei</i> 'Natchez'	Tree - Ornamental	Deciduous	6a
Possumhaw Holly	<i>Ilex decidua</i>	Tree - Ornamental	Deciduous	5b
Red Buckeye	<i>Aesculus pavia</i>	Tree - Ornamental	Deciduous	5a
Roughleaf Dogwood	<i>Cornus drummondii</i>	Tree - Ornamental	Deciduous	4a
Rusty Blackhaw Viburnum	<i>Viburnum rufidulum</i>	Tree - Ornamental	Deciduous	5a
Texas Redbud	<i>Cercis canadensis</i> var. <i>texensis</i>	Tree - Ornamental	Deciduous	6a
Thornless Texas Honey Mesquite	<i>Prosopis glandulosa</i> v. <i>glandulosa</i> Maverick	Tree - Ornamental	Deciduous	7a
Vitex	<i>Vitex agnus castus</i>	Tree - Ornamental	Deciduous	6a
Wax Myrtle	<i>Myrica cerifera</i>	Tree - Ornamental	Evergreen	7a
Eve's Necklace	<i>Sophora affinis</i>	Tree - Ornamental	Deciduous	7a
Texas Mountain Laurel	<i>Sophora secundiflora</i>	Tree - Ornamental	Evergreen	8a
Desert Willow	<i>Chilopsis linearis</i>	Tree - Ornamental	Deciduous	6a
Prairie Flameleaf Sumac	<i>Rhus lanceolata</i>	Tree - Ornamental	Deciduous	6a
Carolina Buckthorn	<i>Rhamnus caroliniana</i>	Tree - Ornamental	Deciduous	5a
Cedar Elm	<i>Ulmus crassifolia</i>	Tree - Shade	Deciduous	6a
Chinese Pistache	<i>Pistacia chinensis</i>	Tree - Shade	Deciduous	6a
Live Oak	<i>Quercus fusiformis</i>	Tree - Shade	Evergreen	6b
Shumard Red Oak	<i>Quercus shumardii</i>	Tree - Shade	Deciduous	4b
Texas Red Oak	<i>Quercus buckleyi</i>	Tree - Shade	Deciduous	6a
Mexican Plum	<i>Prunus mexicana</i>	Tree - Shade	Deciduous	5a
Chinkapin Oak	<i>Quercus muehlenbergii</i>	Tree - Shade	Deciduous	7a
TifTuf Bermuda	<i>Cynodon dactylon</i> (L.) Pers. X <i>Cynodon transvaalensis</i> Burt Davy	Turf	Deciduous	6b
Buffalograss	<i>Bouteloua dactyloides</i>	Turf	Deciduous	4b
Habiturf	Buffalo grass, Blue Grama and Curly Mesquite	Turf	Deciduous	7a
Virginia Creeper	<i>Parthenocissus quinquefolia</i>	Vine	Deciduous	4b
Mealy Blue Sage	<i>Salvia farinacea</i>	Perennial	Herbaceous	8b
Partridge Pea	<i>Chamaecrista fasciculata</i>	Wildflower	Annual	9a
Cut-leaf Daisy	<i>Engelmannia peristenia</i>	Perennial	Herbaceous	9b

l.)

Be—Bees; Bi—Bird; Bu—Butterfly; Hu—Hummingbird; M—Mammal
*Hardiness; **Requirements; ***Natives

SIZE	H x W	LIGHT REQUIREMENTS	WATER**	BLOOM COLOR	BLOOM MONTH	TX***	WILDLIFE
Medium	6' x 6'	Full Sun / Partial Shade	Low	White	Aug	Y	Bi, Bu, Be
Small Tree	20' x 40'	Full Sun	Low	N/A		Y	Bi, M
Small Tree	18' x 8'	Full Sun	Low	N/A		N	Bi
Medium Tree	15' x 25'	Full Sun / Partial Shade	Low	N/A	N/A	Y	Bi, M
Small Tree	20' x 20'	Full Sun	Low	White		N	Be, Hu
Small Tree	20' x 15'	Full Shade / Partial Shade	Low	Red	Sept	Y	Bi, Bu, M
Medium Tree	25' x 12'	Full Shade / Partial Shade	Medium	Red		Y	Bu, Hu
Small Tree	15' x 15'	Full Sun / Partial Shade	Low	White		Y	Bi, Bu, M
Small Tree	20' x 10'	Full Sun / Partial Shade	Low	Red		Y	Bu, Be, Bi
Small Tree	15' x 15'	Full Shade / Partial Shade	Low	Pink	Mar	Y	Bi, Be, Bu
Medium Tree	30' x 30'	Full Sun	Low	N/A		Y	Bi
Small Tree	20' x 15'	Full Sun / Partial Shade	Low	Purple		N	Bi, Bu, Hu
Small Tree	15' x 10'	Full Sun / Partial Shade	Medium	N/A		Y	Bi
Small Tree	20' x 15'	Full Sun / Partial Shade	Medium	Pink		N	Bi, Be
Small Tree	15' x 20'	Full Sun	Low	Blue		Y	Be,Bu,Bi
Small Tree	15' x 20'	Full Sun	Low	Pink	Jun		
Small Tree	15' x 10'	Full Sun / Partial Shade	Low	White	Sept	Y	
Small	15' x 10'	Full Sun / Partial Shade	Medium	White	May	Y	
Large Tree	80' x 60'	Full Sun	Low	Orange		Y	Bi
Large Tree	40' x 30'	Full Sun	Low	Red		N	Bi
Large Tree	50' x 60'	Full Sun	Low	N/A		Y	Bi
Large Tree	80' x 80'	Full Sun	Low	Red		Y	Bi
Medium Tree	30' x 30'	Full Sun	Low	Red		Y	Bi
Medium Tree	15' x 25'	Full Sun / Partial Shade	Low	White	Feb	Y	Bi, Bu, Be, M
Large Tree	40' x 60'	Full Sun	Medium	Yellow	Mar	Y	Bi, Bu, M
Small	2"-3"	Full Sun / Partial Shade	Medium	N/A		N	
Small	3"-4"	Full Sun	Low	N/A		Y	Bi, Bu
Small	4"-8"	Full Sun	Low	N/A		Y	
Small	30' x 50'	Full Shade / Partial Shade	Low	Red		Y	Bi
Medium	3' x 3'	Full Sun	Low	Blue		Y	Bu, Be, Hu
Medium	3' x 3'	Full Sun / Partial Shade	Medium	Yellow		Y	Bi, Be, Bu
Medium	3' x 3'	Full Sun	Medium	Yellow		Y	Bi