



CITY OF HEATH NEWSLETTER



2018
February

FIND HEATH TRAIL MAPS ONLINE AT WWW.HEATHTX.COM

The City of Heath is in the process of developing a Citywide Parks, Trails and Open Space Master Plan under the direction of the Park Board, but you can find maps of existing trails at www.heathtx.com. These trail segments include: Towne Center Park, Highlands of Heath, Chris Cuny, Cain/Pullen, Terry Park and Heath Crossing.

Continuing to expand the City's trail system to ultimately achieve trail connectivity throughout the City is an important goal of the Master Plan project. A draft plan is close to completion and will be presented to citizens online with public hearings held at the Park Board meetings early in 2018. It is anticipated that a final plan will be presented to City Council for adoption and implementation in the first half of 2018. Your involvement is key to the success of this important initiative, so please watch for announcements regarding your opportunity to give additional input.



CITY OF HEATH TO HOLD GENERAL ELECTION MAY 5

The City of Heath is scheduled to call an election to be held on May 5, 2018, for the purpose of electing a Mayor and Council Members for Place 3 and Place 5 to serve two-year terms each. A candidate packet is available for pick up at Heath City Hall. The period for submitting for a place on the May 5 ballot is Wednesday, January 17 through Friday, February 16. The City of Heath's municipal election is contracted with the Rockwall County Elections Office. For information regarding voter registration, please contact the Rockwall County Elections Office at (972) 204-6200 or visit their website at rockwallvotes.com.



CITY HONORS 2017 EMPLOYEES OF THE YEAR

The City of Heath recently honored employees for their outstanding performance in 2017, including from left, Citywide Employee of the Year - BJ White; Community Development Employee of the Year - Scott Qualls; Administrative Services Employee of the Year - Yana McGowan; Public Works Employee of the Year - Javier Falcon; and (inset) DPS Employee of the Year - Officer Michael Morgan.

NEW RESIDENTS GIVE BACK TO HEATH PARKS AND TRAILS



The Burrow family may have just moved to Heath six months ago, but already they are giving back to their new community. With the guidance of their dad, Glenn, Grayson, 8, and Zachary, 5, have started a flag business with the goal of making Heath the most patriotic city in Rockwall County. Customers will have Old Glory placed at the curb in front of their home on Presidents Day, Memorial Day, Independence Day, Labor Day and Veterans Day for a nominal annual fee. That's a great service in itself. Better yet? The boys are donating 20% of their profits each year to benefit Heath's Parks and Trails. The Burrows made their first donation for 2017 on December 22 at City Hall. From left, Sonia, Grayson, Zachary and Glenn Burrows.



SAVE THE DATE AND START TRAINING!

FUN & FIT IN THE PARK, FEATURING THE HEART OF HEATH 5K & FAMILY 1-MILE FUN RUN IS EASTER SATURDAY, MARCH 31.

Watch for more details next month and at www.heathtx.com.



MEET YOUR CITY OF HEATH DEPARTMENT OF SAFETY OFFICERS | SHIFT A

The City of Heath is unique in that it has a Department of Public Safety with professionals who are triple certified as a police officer, a fire fighter and an EMT professional. That means as first responders, they are able to give the necessary care or protection needed immediately upon arrival. The officers serve on rotating shifts, and this month we introduce Shift A to you!

1. Officer Brandon Peterson

Officer Peterson joined Heath in 2014. He began his career 13 years ago as a firefighter and paramedic, but always had an interest in law enforcement as well. So Heath is a great fit for him! "I enjoy the variety of responsibilities we hold, from preventing a crime or extinguishing a fire, to helping an injured person. Every day is truly a new day," he says. When not working, Officer Peterson enjoys spending time with family, traveling, fishing, hunting and just hanging out at the lake.

2. Officer Chase Scarbrough

Officer Scarbrough has been with Heath for four and one-half years, but brings nine years of experience to the job. "I really enjoy being a part of this community and helping others," he says. "There is no other job as satisfying." Officer Scarbrough enjoys spending free time with his family.

3. Officer Joey Willis

Officer Willis came to Heath two years ago, bringing with him 15 years of experience in public safety. "I wanted an exciting career, and I'm privileged to work with a great group of guys here," he says of his fellow officers – some of whom he's known his entire life! And like his colleagues, he also enjoys spending free time with family, fishing and hunting.

4. Sergeant Brandon Seery

Sergeant Seery came to Heath in 2014 with 13 years of public safety experience. "There are so many reasons I chose to be in public safety, but the main one is to have a positive impact on our community," he says. "I enjoy interacting with so many different people and the camaraderie that we share within the department." Sergeant Seery was married in July 2017. "I love to spend time with my beautiful wife and family. I also enjoy hunting and fishing."

FAQS ABOUT YOUR COMMUNITY

KEY DEMOGRAPHIC INFORMATION:

Within a 10 minute drive-time from Laurence Drive at FM 550/FM 549:

Population:	35,345	Median Income:	\$88,547
Median Age:	36.7	Bachelors Degree+:	42%
White Collar:	73%	Avg. Household Size:	2.9

RETAIL 101: HOW RETAILERS CHOOSE A COMMUNITY

Did you ever wonder why some cities get a specific retailer like Central Market, and others don't?

While the reasons you may prefer a certain grocery store, coffee shop or clothing boutique are pretty subjective, the site selection factors that a retailer uses to choose new locations are not. In a retail climate that has become more challenging due to the impact of online sales, brick-and-mortar retailers and restaurants are risk adverse and take a cautious approach to choosing new locations that is based on analytics.

Site criteria evaluated by retailers includes a wide variety of demographic data such as current and future population trends, current and future rooftop counts, average household incomes, spending habits and lifestyle preferences (known in the industry as psychographics).

Specific location factors are also important. These include accessibility to major roads and highways, traffic counts (number of vehicles that drive past the site daily), workforce population during the day (particularly important for restaurants that depend upon a strong lunch and dinner crowd to thrive), store spacing, competition already in place and more.

SELECTION CRITERIA EXAMPLES

SPROUTS MARKET

- 100,000+ population within 10 minutes
- 28,000 – 30,000 square foot store size
- Easy access with high traffic counts
- Minimum of 140+ parking spaces
- 150 – 180 foot store front
- Above average per capita income
- High percent of white collar workforce
- 40% of customers should have at least a four-year college degree

PANERA BREAD

- 30,000+ population within 2 miles
- Daytime population of 20,000
- Easy access with high traffic counts
- Median income, \$50,000+
- Parking for 70 free standing, 150+ shared

JERSEY MIKES

- Overall population of 45,000+
- Daytime population of 10,000+
- Median income of \$50,000+
- Strong concentration of 25-54 year old population

TOM THUMB...A GREAT FIT FOR HEATH!

Bottom line: Retailers and restaurants take a scientific approach to making sure they will succeed in a new location.

The good news? The site selection criteria for Tom Thumb was a match for Heath! This popular grocery store should be under construction by the spring of 2018 at the retail center located along Laurence Drive at FM 550/FM 549.



GET WEATHER ALERTS AND MORE...FREE

Nixle keeps you up-to-date with relevant information from your local public safety departments. Sign up today to receive emergency alerts delivered via email or text messages to your computer or mobile phone.

Go to www.nixle.com.