



CITY OF HEATH UPDATE

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**FEBRUARY
2023**

The RESERVE

Naturally Exclusive

HEATH • TEXAS

HEATH ECONOMIC DEVELOPMENT AND MUNICIPAL DEVELOPMENT CORPORATIONS ROLL OUT TARGETED MARKETING CAMPAIGN FOR THE RESERVE

The board of the Heath Economic Development and Municipal Development Corporations (HEDC/HMBC) has completed its most recent project, the 2022 Towne Center Overlay District Master Plan.

Now the board is focusing on new opportunities to achieve its mission of prudently expanding the City's sales tax base. At the top of the list is a revitalized effort to market the 20 acres located along Heath Hawk Drive and Chris Cuny Boulevard owned by the HMBC.

The original 25-acre tract of land was purchased by the HMBC from Rockwall ISD in 2004. At the same time, the City purchased an additional 50 adjacent acres from Rockwall ISD that are intended for open/parkland space.

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SAVE THE DATE:

Heart of Heath 5k/Family Run
Saturday, April 8
Family 1-Mile - 8:15 a.m. | 5k Run - 8:30 a.m.
Watch for Registration Details Next Month!

FEBRUARY CELEBRATIONS

February 2	Groundhog Day
February 14	Valentine's Day
February 20	Presidents Day
February 21	Mardi Gras
February 22	Ash Wednesday

The RESERVE

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HEATH • TEXAS

HEATH MUNICIPAL
HMBC
BENEFITS CORPORATION



HEATH ECONOMIC
HEDC
DEVELOPMENT CORPORATION

The mission of the HEDC/HMBC is to retain and attract distinctive economic development that meets the City of Heath's vision for a premier community, expands the City's sales and commercial property tax base and enhances the quality of life enjoyed by citizens.

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TARGETED MARKETING CAMPAIGN FOR THE RESERVE

Combined, the 75 acres present a rare opportunity to attract upscale, pedestrian/bike friendly destination development that enriches the quality of life for Heath citizens.

"The HMBC-owned property was branded as 'The Reserve' in 2017 to capture the distinction of being held back for something special and unique for our community," said Justin Saunders, president of the HEDC/HMBC. "We have several businesses going through or exploring the planning phase, and we are able to cite our first completed project that met the vision for the land and the desires of the citizens we serve as a good example."

THE HIDDEN CREEK SUCCESS STORY

The first HEDC/HMBC project located on the land is the Hidden Creek special events venue. In 2014, the Hidden Creek owners and HEDC/HMBC executed a five-year ground lease agreement. The owners were responsible for construction of the venue and had the right to purchase the property for its original 2014 value at the end of the five-year agreement.

The owners exercised the right to purchase in 2019, and Hidden Creek continues to be successful hosting over 200 events a year in a beautiful facility that complements the vision for The Reserve and brings sales tax dollars into the community.

THE RESERVE VISION

"The Reserve is a place where the board envisions bringing the outdoors, the community and good times together," said Scott Dodson, vice president of the HEDC/HMBC. "We unanimously agreed upon the specific types of additional destination businesses we want to target for recruitment."

Those desired uses are upscale dining, boutique retail, elite sports and fitness, a luxury spa and a boutique winery all linked by winding trails that connect to the Towne Center retail center anchored by Tom Thumb, Towne Center Park, City Hall and Rockwall-Heath High School.

"We want to retain the semi-rural, wooded feel our citizens cherish to create a really cool place we can enjoy bringing our family and friends," said Dodson.

HEDC/HMBC BOARD

Justin Saunders, President
Scott Dodson, Vice President
Mayor Kelson Elam, Ex Officio
Brent Weaver, Council Liaison
Cynthia Allen, Member
Jim Chester, Member/Councilmember
Vicki Wallace, Member/Past Vice President
Mike Zilinskas, Member

FAST FACTS ABOUT THE RESERVE & HEATH

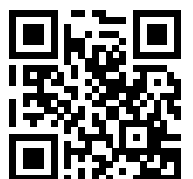
- Premier Destination for Exclusive Upscale Destination Development
- 50 Undisturbed Adjacent Acres of Natural Beauty
- Connectivity to Towne Center, Parks and Trails
- Affluent Community for Distinctive Dining, Shopping and Recreation
 - Average Household Income: \$203,360 | Esri 2022
 - \$26,235,734 Spent Annually by Residents on Dining Out
 - Source: Esri 2022

HEDC/HMBC ASSISTANCE

"Through careful and wise stewardship through the years by many dedicated volunteer leaders, the HEDC/HMBC has accrued the resources to be creative and flexible in assisting businesses and entrepreneurs who share our vision for The Reserve and have a passion and proven expertise for their product or service," said Saunders. "This is a very strategic and proactive approach, and we're excited about the results we can expect."

HEATH ENTREPRENEURS WELCOME!

To learn more about bringing your own vision to life in The Reserve, scan the QR code to visit heathtxedc.com or contact Suzanne Brooke at sbrooke@heathtx.com to schedule a visit with project leaders.





The 2022 City of Heath Employees of the Year are from left: Community Development - Aaron Adel, Director of Planning; Administration - Denise Bustamante, Lead Accounting Assistant; CITYWIDE EMPLOYEE OF THE YEAR - CAPTAIN MICHAEL MORGAN; honored by City Manager Aretha Adams; Public Works - Austin Moore, Water/Wastewater Technician; and Department of Public Safety - Detective Mel Tungcab.

**CITY OF HEATH HONORS STAFF:
CAPTAIN MICHAEL MORGAN
NAMED CITYWIDE EMPLOYEE OF THE YEAR**

Department of Public Safety Captain Michael Morgan was named 2022 Citywide Employee of the Year during the Annual Employee Awards and Christmas Luncheon held December 14, 2022, at the Hidden Creek Special Events venue in Heath.

“We are grateful to all of our employees and officers for their hard work and dedication,” said City Manager Aretha Adams. “We have accomplished much in 2022 and have big plans to continue the strategic momentum in 2023.”

Citywide Employee of the Year – Captain Michael Morgan

“Captain Morgan is dedicated to the City of Heath and strives for excellence in everything he does,” said DPS Chief Brandon Seery. “He is the perfect example of a leader and father. Any task assigned to Captain Morgan is done in a timely manner and with accurateness.”

Chief Seery noted that Captain Morgan has been instrumental in the department accreditation program and serves as the program manager.

“This heavy and critical workload has not stopped Captain Morgan from his continued professional development,” Chief Seery said. “He recently graduated from the FBI LEEDA Trilogy program, which focuses on supervisor leadership, command leadership, and executive leadership. He is the first graduate of this program in the history of Heath DPS.

Sergeant Morgan, who grew up in Mesquite, joined Heath DPS in 2016 with 12 years of law enforcement experience that began with the Dallas County Sheriff’s Office and includes the Balch Springs Police Department. He was promoted to Heath DPS Captain in 2021.



City Manager Aretha Adams also recognized employees for their years of employment, including Heath DPS School Resource Officer Matt Mayo, who has served the Heath community for 20 years.

DEPARTMENTAL EMPLOYEES OF THE YEAR

Departmental Employee of the Year awards were presented to staff members in recognition of their performances in 2022. Earning this recognition were: Denise Bustamante, Lead Accounting Assistant, Administrative Services; Austin Moore, Water/Wastewater Technician, Public Works; Aaron Adel, Director of Planning, Community Development; and Mel Tungcab, Detective, Department of Public Safety.

City staff members were also recognized with service awards during the celebration for their loyal tenure with the City of Heath:

20 Years of Service

Matt Mayo, School Resource Officer - Department of Public Safety

15 Years of Service

Larry Dunham, Division Manager, Utilities - Public Works
Francisco Gonzalez, Crew Leader, Parks - Public Works
Randy Patton, Division Manager, Streets/Parks/Facilities – Public Works

10 Years of Service

Jennifer Colombo, Payroll Clerk/Purchasing Manager – Finance/Admin.
Norma Duncan, City Secretary

5 Years of Service

Kevin Lasher, Assistant City Manager
Carter Smith, Director of IT
Paul Sturgeon, School Resource Officer - Department of Public Safety
Ashley Ferrell, Permit Tech - Community Development

Don't mess with Texas or Heath

We all have a part to play by keeping our wonderful state and community beautiful, healthy and environmentally friendly. A great start in reducing litter in our neighborhoods is for each of us to keep our home, yard and street in front of our home free of litter and debris. Common forms of litter reported to the City's Code Enforcement team that you can help prevent are:

- Trash that falls out of trash carts (try to bag all trash before placing in trash cart to avoid unwanted spillage)
- Plastic disposable water bottles (they often fall out of cars accidentally)
- Newspapers and other forms of unwanted advertising (the wind carries paper for miles!)
- Fast food packaging that is improperly discarded
- Beverage cans and cigarette butts

Please be a good neighbor and pitch in to keep our City beautiful and the lake pristine.

ADOPT-A-PARK/TRAIL LITTER CONTROL PROGRAM EXPANDS

Thanks to great participation by local families, businesses and organizations, the Adopt-A-Park/Trail Litter Control program entered its 5th year with all but one of the available sites adopted!

More sites have been approved by the Park Board and City Council and now await the TLC of more dedicated community volunteers like these loyal participants:

Terry Park - Aspasians

Hubbard Trail - FNH Construction

Highlands of Heath Trail - boys team charity Lakeside League

Chris Cuny/Hawk Dr. Trail - Boy Scout Troop 314

Tom Thumb Trail - D&D Commercial Landscape Management

Towne Center Park - boys team charity Lakeside League

Stoneleigh Trail West - APW Services & Precision Roofing Group

Stoneleigh Trail East - D&D Commercial Landscape Management

Heath Crossing - Custom Outdoor Trends

White Road Trail - D&D Commercial Landscape Management

Heath Towne Center Passive Park - Requested by Brent King Family

To learn more about available sites and participating, please contact Suzanne Brooke at sbrooke@heathtx.com.

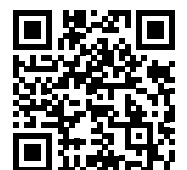


SCAAN
SAFE CITIZEN ACTION NETWORK

Register for free Nixle emergency alerts for Rockwall County by texting your zip code to 888777. For Heath specific information during an emergency, scan the QR code here. You will also now find preparation tips for severe weather incidents, power outages and more.



The City has great plans for the parks and trails system in 2023! Be a part of the progress as a member of the Parks And Trails of Heath fund raising program. Learn more and sign up by scanning the QR code.



FOR THE LATEST CITY OF HEATH NEWS AND INFORMATION VISIT HEATHTX.COM