



TOWN OF PROSPER **ANNUAL REPORT**



2024



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TOWN COUNCIL



David F. Bristol
Mayor



Marcus E. Ray
Mayor Pro-Tem
Council Member, Place 1



Craig Andres
Council Member, Place 2



Amy Bartley
Deputy Mayor Pro-Tem
Council Member, Place 3



Chris Kern
Council Member, Place 4



Jeff Hodges
Council Member, Place 5



Cameron Reeves
Council Member, Place 6



ABOUT US

The Town of Prosper takes pride in creating a unique space to live, work and play, cherishing our small-town values and family-friendly living experience. Prosper is a town that embraces the true essence of community while offering exceptional municipal services, a safe community, and a high quality of life. Municipal excellence is at the heart of everything we do.

WHO WE ARE

The Town of Prosper is a Home Rule Town with a Mayor and six Council Members who are elected at large for three-year terms.

TOWN COUNCIL STRATEGIC VISIONING PRIORITIES

APPROVED BY THE TOWN COUNCIL ON MAY 28, 2024



1

ACCELERATION OF INFRASTRUCTURE

- Work with the Capital Improvement Subcommittee to identify gaps in the Town's infrastructure and ensure that it meets the demands of a growing community
- Utilize all available financial methods (Bonds, Certificates of Obligation, Capital Dedicated Fund, Grants, etc.) to fund projects.
- Work with the Capital Improvement Subcommittee to plan for a future bond program and/or pay-as-you-go program.



2

DEVELOPMENT OF DOWNTOWN PROSPER AS A DESTINATION

- Collaborate with the Downtown Business Alliance, Community Engagement Committee, Downtown Committee, and Prosper EDC to implement the Downtown Master Plan.
- Pursue a mix of public and private developments as catalysts for office, retail, restaurants, entertainment, housing, and outdoor events.



3

ENSURE THE TOWN'S COMMERCIAL CORRIDORS ARE READY FOR DEVELOPMENT

- Ensure US 380 and Dallas North Tollway are primed and ready for development.
- Develop long-term strategies for land use, landscaping, lighting, and traffic.
- Leverage partnerships with TxDOT, NTTA and private development.
- Prioritize infrastructure to meet demand, using incentives when appropriate.



4

CONTINUE TO PROVIDE EXCELLENT MUNICIPAL SERVICES

- Strive to be a high-performing organization focused on continuous improvement, best practices, and benchmarking.
- Develop a culture of excellence and provide the financial resources necessary to support these goals.
- Provide a welcoming and respectful environment for residents, visitors, and Town employees.



5

WORK TOWARDS A GROWING AND DIVERSIFIED TAX BASE

- Collaborate with Prosper EDC and be adaptable to changing market conditions.
- Place an emphasis on corporate, medical, and life-sciences sectors.
- Utilize metrics to create resiliency strategies against market changes.

A MESSAGE FROM MAYOR BRISTOL



WHERE WE'VE BEEN AND WHERE WE'RE HEADING

As we proudly reflect on the exciting achievements of 2024 and eagerly look ahead to the vibrant and promising days that await us in 2025, I want to take a moment to express my heartfelt gratitude to the incredible residents, dedicated business owners, invaluable community partners, and hardworking Town staff. Each of you has played a crucial role in our collective accomplishments. Your passion and commitment have further transformed the Town of Prosper into a thriving and delightful place to call home. Together, we will continue to build on this foundation, creating an even brighter future for our community.

In 2024, we took decisive steps to provide financial relief to our residents. We reduced property taxes by half a cent, achieving the lowest rate in nearly two decades, and raised the homestead exemption to 17.5%. These impactful initiatives alleviate financial burdens and provide residents a stable and thriving environment.

The grand opening of Lakewood Park marked a significant milestone for our community as we strive to enhance outdoor activities and promote wellness among residents. Alongside the park's inauguration, we remain committed to our Town's strategic vision, which emphasizes accelerating infrastructure growth. Our efforts also aim to transform our historic Downtown into a lively hub that attracts residents and visitors, creating an environment where local businesses can thrive. By blending the Town's historic charm with modern amenities and upgrades, 2024 witnessed the Town of Prosper continuing to develop into a vibrant community that everyone can enjoy.

As we usher in a new year, we are excited to highlight significant community developments. The completion of Raymond Community Park is on the horizon, backed by a robust investment of \$23 million. Also, the upgrades to First Street west of the Tollway and Legacy Drive are set to be finalized, dramatically improving accessibility and the overall experience for residents and visitors alike. We highly anticipate the exciting openings of HEB and Costco, two major retail establishments that promise to meet the diverse shopping needs of our community and offer convenient access to necessities.

We remain committed to providing the highest level of municipal excellence, and we will continue to work tirelessly to make the Town of Prosper an excellent place to live, work, and play. Thank you for allowing me the opportunity to serve as your mayor here in Prosper.

COMMUNICATIONS & COMMUNITY ENGAGEMENT



2 AWARDS

- First place TAMI award for Best Annual Report
- Award of Honor - Prosper Passport



SOCIAL MEDIA

14 Social Accounts Managed

96,776 Followers Across Platforms

Facebook, X, Instagram, YouTube, LinkedIn and Nextdoor followers:

- Town Facebook Followers: 21,608
- Police Facebook Followers: 21,375
- Fire Rescue Facebook Followers: 11,374
- Parks & Rec Facebook Followers: 8,320
- Community Library Facebook Followers: 5,263
- Town X Followers: 5,128
- Police X Followers: 7,121
- Fire X Followers: 2,418
- Town Instagram Followers: 8,570
- Community Library Instagram Followers: 1,986
- YouTube Subscribers: 560
- LinkedIn Followers: 2,654
- Nextdoor Members: 16,729



1,825 NEW RESIDENT WELCOME LETTERS MAILED

2,780 TOTAL "MY PROSPER APP" DOWNLOADS

392 HELP TICKETS RESOLVED

259 COMMUNITY ROOM RESERVATIONS

23 MEDIA RELEASES SENT

4,534 PUBLISHED POSTS ON ALL SOCIAL MEDIA CHANNELS

53 E-NEWSLETTERS SENT

37 VIDEOS PRODUCED

PROGRAMS OFFERED

- Citizens Academy
- HOA Presidents Meetings
- Partners in Faith
- Community Engagement Committee
- New Resident Mixers
- Balcony Receptions
- Mayor's Youth Advisory Council



- LIBRARY OF EXCELLENCE AWARD 2023
- TEXAS STATE LIBRARY AND ARCHIVES COMMISSION ACCREDITATION 2023

11,326➔ LIBRARY MEMBERS

68,197➔ LIBRARY VISITS

34,109➔ PHYSICAL COLLECTION

280,000➔ ELECTRONIC COLLECTION

166,635➔ ITEMS CHECKED OUT/CIRCULATION

1,227➔ STUDY ROOM USAGE

312➔ HOT SPOT CHECKOUTS

617➔ PROGRAMS OFFERED

14,637➔ PROGRAM ATTENDANCE

\$2,348,786➔ AMOUNT SAVED BY PATRONS IN PHYSICAL ITEMS CHECKED OUT

DEVELOPMENT SERVICES



PLANNING

152 Development Applications

21 Zoning Applications

97 Development Cases
Approved by Planning &
Zoning Commission

18 Zoning Cases Approved
by Town Council

HEALTH PERMITS ISSUED

95 TEMPORARY EVENT PERMITS

29 MOBILE FOOD UNIT PERMITS

19 NEW FOOD ESTABLISHMENTS
FOR 2024

HEALTH & CODE

630+ HEALTH INSPECTIONS

242+ HEALTH PLAN REVIEWS

44 POOLS, SPAS, AND SPRAY
PAD INSPECTIONS

2,900+ CODE COMPLIANCE
INSPECTIONS

98 MULTI-FAMILY RENTAL
PROGRAM UNIT INSPECTIONS

BUILDING INSPECTIONS



113 COMMERCIAL
BUILDING PERMITS



781 NEW HOME
PERMITS

ECONOMIC DEVELOPMENT



42,598
POPULATION

AS OF JANUARY 1, 2024 NORTH CENTRAL TEXAS
COUNCIL OF GOVERNMENTS (NCTCOG)



300
CHAMBER OF
COMMERCE MEMBERS



\$896,891
AVERAGE NEW HOME
MARKET VALUE



\$214,000
MEDIAN HOUSEHOLD INCOME



26%
PROPERTY VALUE
INCREASE



80+
NEW BUSINESSES



ENGINEERING

8 COMPLETED CIP PROJECTS

- First Street (Teel – Gee)
- First Street (Coit – Custer)
- Gee Road (Windsong Retail – First)
- Teel Parkway (US 380 – First)
- Prosper Trail at Preston Dual Left Turn Lanes
- US 380 at Coit Road Dual Left Turn Lanes
- 12" Water Line on DNT from US 380 to First Street
- 12" Water Line on DNT from Prosper Trail to Frontier

ACHIEVEMENTS

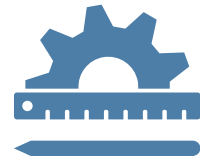
Updated Town Standard Details and General Notes for Construction: Ensured that construction practices align with the latest standards, promoting consistency and quality in town projects.

Revised Section 13 of the Right of Way Management Ordinance: Strengthened regulations governing right-of-way usage, enhancing oversight and maintenance of public spaces.

24-Hour Emergency Repairs to Coit Road Drainage Culvert: Responded swiftly to a roadway washout with emergency repairs, minimizing impact on residents and ensuring public safety.



ENGINEERING



\$38.8M

Million Dollars allocated to infrastructure projects



22MI

Mileage of streets with projects in progress

ENGINEERING:

720 Plan Reviews

51 Plans Approved

3,446 Right-of-Way Permits

447 Locates (ground line markings for gas, water, cable, etc.)

35 Field Assessments

STORMWATER:

697 Commercial and Private Development Inspections

76 Communities Visited by Erosion Control Inspector

4,717 Home Lots Inspected by Erosion Control Inspector

FINANCE



\$52,819,628
GENERAL FUND
BUDGET



\$642,906
AVERAGE TAXABLE
HOME VALUE



\$0.505
PROPERTY
TAX RATE



8,797
INVOICES
PROCESSED



4,791
ACCOUNTS PAYABLE
PAYMENTS



4,528
JOURNAL ENTRIES
PROCESSED



10,367
PAYROLL PAYMENTS
PROCESSED



585
PURCHASE ORDERS
ISSUED



91
BIDS/CONTRACTS
PROCESSED



FIRE RESCUE

ACCOLADES:

- Storm Ready Designation
- Mission Lifeline Gold 2024
- Department of Stroke Care Excellence 2024
- 2 Life-Saving Event Awards
- 2 DEA Drug Takeback Events



PUBLIC SAFETY:

4,663 TOTAL CALLS FOR SERVICE

33,341 TRAINING HOURS

3,219 HYDRANTS INSPECTED & FLOW TESTS PERFORMED

15 CPR COURSES DELIVERED

82 FIRE STATION TOURS

61 CAR SEAT INSTALLATIONS & CHECKS

305 PRE-FIRE PLANS COMPLETED

- 5th Annual Citizens Fire Academy Completed
- All Warning Sirens Technology and Hardware Upgraded
- New Warning Siren (#11) Added at Rock Hill High School



FIRE MARSHAL'S OFFICE

Permits Issued - 461

Inspections - 2,510

Plan Review - 776

3rd Party Inspections - 131

P-Town Clownz Fire Prevention Shows
at PISD Elementary Schools - 17
Students - 3,995, Adults - 340

Fire Prevention & Public Outreach
Events - 23
Students - 2,738, Adults - 394

HUMAN RESOURCES



99

EMPLOYEES
HIRED



3,330

EMPLOYMENT
APPLICATIONS SUBMITTED

7 Employee Events

600+ Personnel Action
Forms (PAFs)

411 Employees



INFORMATION TECHNOLOGY & GEOGRAPHIC INFORMATION SYSTEM (GIS)

ACCOLADES

I.T. Manager attained the Certified Information Systems Security Professional (CISSP) certification, a prestigious achievement in cybersecurity.

STATISTICS

3,300 Resolved Support Tickets by I.T. Help Desk staff

99% Uptime for Town Systems

Town Intrusion Prevention Systems processed over **970,000** alerts and actively blocked nearly **5,100+** exploits and **100** instances of malware

Town firewall filtering system inspected an average of over **1.4 million** daily Domain Name System (DNS) queries, filtering as many as **350** potential threats daily (this includes public library patrons using public Wi-Fi)

13 incidents monitored and resolved via the Multistate Information and Analysis Sharing Center Security Operations Center (SOC)

7 MAJOR PROJECTS

- **Enterprise Resource Planning (ERP) Implementation –**
Prepared for an FY25 go-live of General Ledger and Procurement modules
- **Flock Camera System Expansion –**
Collaborated with Police Department to enhance this public safety initiative
- **SLCGP Applications –**
Submitted four applications to the State & Local Cybersecurity Grant Program for system enhancements
- **Enterprise Permitting & Licensing (EP&L) –**
Integrated Fire Marshal's inspection procedures into the EP&L system
- **Privilege Access Management (PAM) –**
Implemented to secure administrative credentials and manage third-party access
- **IT Pipes –**
Collaborated with Public Works to implement video capture and management for pipe inspections
- **CAD Migration –**
Migrated Computer-Aided Dispatch (CAD) to a virtual server cluster at the PD to ensure uninterrupted public safety dispatching

INFORMATION TECHNOLOGY & GEOGRAPHIC INFORMATION SYSTEM (GIS)

ACCOLADES

- Recognized by Tyler at the American Planning Association as an Exceptionally Implemented Organization
- Presented Government Process to Tyler Advertising Division
- Demonstrated Prosper's EP&L implementation to other interested municipalities

ACTIVITIES

1st Annual GIS Week: Included a Mayoral Proclamation, presentations, a geocaching game, and community events with 80 attendees across four activities

STATISTICS

644 Support Tickets and Map Requests Resolved

PROJECTS

- ▶ Created a Fire Department Map Book
- ▶ Integrated IT Pipes with GIS in collaboration with Public Works
- ▶ Developed Prosper Medians Feature Class in GIS
- ▶ Updated Computer-Aided Dispatch (CAD) Map
- ▶ Created ADA Dashboard and Buildings Map Layer
- ▶ Integrated various processes into EP&L, including:
 - Fire Marshal's inspection procedures
 - Dumpster service and construction permits
 - Hotel Tax Remittance
 - ERP Accounts Receivable module
- ▶ Reviewed the Final Acceptance Process with continuous improvement methodologies
- ▶ Created and updated multiple maps for town planning and services

PARKS & RECREATION

5 PARKS PROJECTS COMPLETED

- Hays Park Erosion Control Improvements
- Lakewood Park Phase II Development
- Cockrell Park Playground Shade Structure
- Parks, Recreation, and Open Space Master Plan
- Addition of 2 Miles of Hike and Bike Trail

11 PARKS PROJECTS UNDERWAY

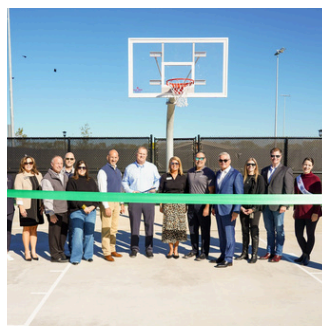
- Raymond Community Park
- Parvin Park (aka Downtown Park) Design and Development
- Doe Branch Property Trail Connections Project
- US 380 Green Ribbon Median Landscape Project (Grant Funded)
- Doe Branch Property Master Plan for Future Community Park
- Etheridge Park (aka Windsong Park No. 3) Development
- Windsong Community Park Master Conceptual Plan
- Frontier Park Pond and Doe Branch Creek Erosion Control Improvements
- Gates of Prosper Park Development
- Prosper Trail R.O.W. Screening
- Shade Structures for 3 Playgrounds: Pecan Grove Park, Preston Lakes Park, and Prairie Park

19EVENTS **20,000**PEOPLE ATTENDED

45 programs and 3,753 registered participants

\$16,667,480 budget dedicated to infrastructure-related projects

Addition of 2 miles of trail for a grand total of 61 miles of trail in Town





POLICE DEPARTMENT

528

ARRESTS
(+22% FROM FY23)

10

STOLEN
VEHICLES
RECOVERED

13,911

9-1-1 CALLS
ANSWERED
(+13% FROM FY23)

1,698

INCIDENT
REPORTS
(+5% FROM FY23)

16

NEW
POSITIONS
AUTHORIZED
(+19% FROM FY23)

9681

TRAFFIC
STOPS
(+15% FROM FY23)

11,820

CITIZEN-
GENERATED
CALLS FOR
SERVICE
(+15% FROM FY23)

12,530

OFFICER-
INITIATED
CALLS FOR
SERVICE
(+13% FROM FY23)



PUBLIC WORKS

467 SPRINKLER EVALUATIONS

16,345 TOTAL WORK ORDERS

5,410 PUBLIC WORKS INSPECTIONS



1,338
WATER WORK
ORDERS



611
STREET WORK
ORDERS



595
TRAFFIC WORK
ORDERS



TOWN SECRETARY'S OFFICE



618

PUBLIC INFORMATION REQUESTS

55

BOARD & COMMISSION APPLICATIONS

28

BOARD & COMMISSION INTERVIEWS

62

BOARD, COMMISSION & COMMITTEE MEMBERS

Excludes CPAC, SPD, and members serving on multiple committees

174

MEETING NOTICES POSTED

51

PROCLAMATIONS ISSUED

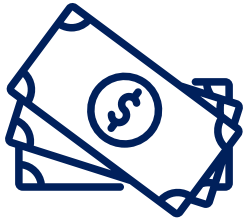
The Town Secretary was actively involved in professional organizations and achieved notable certifications in 2024:

Lone Star Chapter of the City/Town Secretaries: Served as President-Elect and contributed as Chair on the Special Programs Committee, as well as a member of the Budget and Annual Banquet/Holiday Committees.

Texas Municipal Clerks Association Inc. (TMCA): Participated in the Awards and Texas Municipal Clerk of the Year Committees, earning two \$500 stipends for travel and conference registrations.

Certified Municipal Clerks (CMC) designation: Awarded through the International Institute of Municipal Clerks (IIMC), a program enhancing job performance through extensive education and municipal experience.

UTILITY CUSTOMER SERVICE



\$36,825,812

BILLED FROM
OCT 2023 - SEPT 2024



14,859

CUSTOMERS
SERVED



3,048

NEW ADDRESS UTILITY
CONNECTIONS



DEPARTMENT CONTACTS

ADMINISTRATION/TOWN HALL (972) 346-2640

ANIMAL CONTROL (COLLIN COUNTY) (972) 547-7292

BUILDING INSPECTIONS (972) 346-3502

COMMUNICATIONS (972) 569-1025

COMMUNITY LIBRARY (972) 569-1185

ECONOMIC DEVELOPMENT CORPORATION (972) 569-1170

ENGINEERING (972) 569-1198

HEALTH & CODE COMPLIANCE (972) 569-1079

HUMAN RESOURCES (972) 569-1156

MUNICIPAL COURT (972) 347-3020

PARKS AND RECREATION (972) 569-1160

PLANNING (972) 346-3502

PUBLIC WORKS (972) 347-9969

PUBLIC WORKS ON-CALL (AFTER HOURS) (972) 832-5812

TOWN SECRETARY (972) 569-1073

UTILITY BILLING (972) 569-1180

FIRE (NON-EMERGENCY) (972) 347-2424

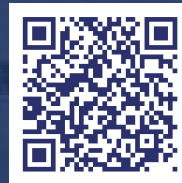
FIRE MARSHAL'S OFFICE (972) 346-9469

POLICE & FIRE DISPATCH (EMERGENCY) 9-1-1

POLICE & FIRE DISPATCH (NON-EMERGENCY) (972) 569-1000



CONNECT WITH US!



250 W. FIRST STREET, PROSPER, TEXAS 75078

PROSPERTX.GOV