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## A Weekly Wrap Up of All Things Addison!

June 22, 2018

### Council Updates

#### Council Amends the Town's Financial Policies

At the June 12 meeting, the City Council voted to amend the Town's Financial Policies to allow for the issuance of debt for certain capital equipment purchases, such as specialty vehicles and equipment. This change would allow the Town to lease, when it makes financial sense, major pieces of equipment that don't have any salvage value (an airport fire truck, for example).

You can watch the discussion [here](#).

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#### Addison Selects Pacheco Koch for Addison Circle Fountain Design

In February 2018, Council directed staff to move forward on redesigning the fountains at Addison Circle which were taken out of operation due to a series of serious leaks. In addition to repairing and modernizing the fountains, Council asked that the redesign include the necessary filtration system so the fountain area can be used as a splash pad. Pacheco Koch was selected through a Request for Qualifications and Council awarded a professional services agreement for \$75,400 on June 12. The agreement will allow staff to move forward with the design of the Addison Circle Park Fountain, including the required Americans with Disabilities Act improvements to the Addison Circle pavilion area and adjacent walks. The Town's goal is to begin construction immediately following Oktoberfest in order for the plaza to be completed by May 2019 in time for Taste Addison.

You can watch the discussion [here](#).

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### **Council Gets Update on Tourism Research**

As part of the Fiscal Year 2018 budget, Council approved funding to conduct tourism-focused research and develop a new brand identity for Addison's tourism marketing efforts. In order to promote the Town, its hotels, attractions, and events in an increasingly competitive marketplace, staff saw a need to create a distinctive brand for Addison tourism.

In November 2017, Council amended Addison's contract with Belmont Icehouse to include tourism marketing. Belmont has been producing Addison's special event advertising since 2015. The Belmont team led Addison's tourism research efforts this spring and have used those results to create a brand identity and develop a new creative strategy for Addison. Council got an update on the tourism research results and a sneak peak of some of the branding during a work session prior to the June 12 City Council meeting. You can watch the discussion [here](#) or view the presentation [here](#).

**Business Pulse**

### **Great Turnout at the Annual Economic Development Luncheon**

Addison, together with the Metrocrest Chamber of Commerce, hosted the Fifth Annual Addison Economic Development Luncheon on Thursday, June 14 at the Dallas/Addison Marriott Quorum. Peter Kageyama, the author of *For the Love of Cities: The Love Affair Between People and Their Places*, was the keynote speaker and drew a crowd over more than 200 people including Mayor Joe Chow, Deputy Mayor Pro Tempore Paul Walden, and Council Members Lori Ward and Ivan Hughes.

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### **Fill Out the Economic Development Survey and Win!**

Addison is in the process of updating its Economic Development Strategic Plan and we want to hear from you. Simply fill out [this survey](#), provide us with your contact information at the end of the survey, and you'll

be entered to win four passes to our Kaboom Town! Special Viewing area or a \$25 gift certificate to Nate's Seafood and Steakhouse. Thank you for your input!

## Around Town

### Belt Line Road Overlay Update



TexBit, Addison's contractor for the Belt Line Road Overlay project, is planning to start laying down asphalt on Sunday, July 1, weather permitting. They will begin at Marsh Lane and head eastbound, starting with the inside lanes. No work will take place on July 3 or July 4. You can sign up to receive project updates by email or text or follow @townofaddison on Facebook or Twitter.

**TEXT ALERTS:** Opt-in by texting the word "**BeltLine**" to **888-777** (no space between "Belt" and "Line", keyword is not case sensitive)

**EMAIL UPDATES:** Register at [bit.ly/BLRUpdates](http://bit.ly/BLRUpdates) (link IS case sensitive)

**SOCIAL MEDIA:** Follow Town of Addison on [Facebook](#) or [Twitter](#)

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### Addison's Skyline Looks a Little Different



Over the past two weeks, Landmark Structures crews have been removing the wind turbines from the top of the Surveyor Water Tower. The removal is part of the settlement for the wind turbine lawsuit that was finalized in April, 2018. The roof repair work will be completed shortly. The Town of Addison has already received the monetary portion of the settlement and the future use of those funds will be discussed during the Fiscal Year 2019 budget development process. Thanks to resident Jane Lenz for sharing this photo with us.

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**Unnamed Public Art Piece Identified**



The Addison Arbor Foundation (AAF) recently discovered the identity of the red sculpture located at Parkview Park off of Spectrum Drive. The sculpture was created by Mac Whitney, a well-known artist who resides in the Dallas area. The piece is called *Marfa*, named after the city in Texas. The AAF credits Conservator Eric Thomas of Bronze Conservation Services and local bronze sculptor Jon Minyard for helping identify the original artist.

The sculpture, which had been located at 15301 Spectrum Drive since the 1980's, was donated to AAF by DRA Advisors LLC and Stream Realty Partners in 2015. AAF arranged to have the 3,000+ pound, 23 foot tall structure moved (via a giant crane), restored, and installed at its new location in the park by the Parkview Place Townhomes off of Spectrum Drive.

Mr. Whitney has maintained a studio for his complex volumetric sculptures in the Dallas area for almost 50 years. His works are installed in the United States and internationally. A new plaque will be made for the sculpture to identify the artist and sculpture name.

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**Don't Miss The Summer Series TONIGHT at Beckert Park**



Addison Summer Series has gone to the dogs! Grab your fur baby and come on out to Beckert Park tonight from 7pm-9pm for a dog-themed evening featuring FREE live music by Warehouse, a Dave Matthews Tribute Band. Be sure to take advantage of the nearby [restaurant offers](#) and [hotel packages](#) to stay the night afterward! Please visit [AddisonSummerSeries.com](http://AddisonSummerSeries.com) for the full schedule and more information.

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Are you Ready for Kaboom Town?

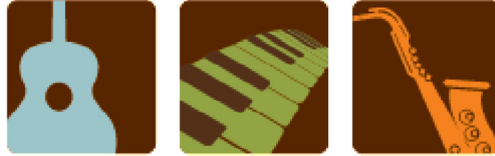


Addison Circle Park isn't the only great place in Addison to watch the fireworks. Dozens of Addison restaurants will be hosting watch parties too! Get a full list of all the activities in town on July 3rd at

[AddisonKaboomTown.com](http://AddisonKaboomTown.com)

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**Vitruvian Nights Live**



**VITRUVIAN NIGHTS  
LIVE**

Vitruvian Nights Live returns to the beautiful Amphitheater at Vitruvian Park on Thursday, June 28. Don't miss live music and gourmet food trucks every other Thursday from 7pm - 9:30pm through August 9. Get all the details at [VitruvianPark.com](http://VitruvianPark.com).



**Friday, June 22**

**Summer Series**

Beckert Park

7pm

[Click for full schedule](#)

**June 26**

**City Council Meeting**

Addison Town Hall

7:30pm

[Agenda will be posted here three days prior to the meeting.](#)

**Thursday, June 28**

**Vitruvian Nights Live**

Vitruvian Park

3966 Vitruvian Way

7pm

**Tuesday, July 3**

**Addison Kaboom Town!**

5pm

*Hotel Packages and more info:*

[AddisonKaboomTown.com](http://AddisonKaboomTown.com)

**Important Links and Numbers**

**Town Hall:**

[972.450.7000](tel:972.450.7000)

Sign up for [Addison Alerts](#)



**Non-emergency Police Dispatch:**

[972.450.7156](tel:972.450.7156)

[List of Restaurants](#)

**Missed Trash:**

[972.392.9300](tel:972.392.9300)

[Addison News Blog](#)

**Athletic Club:**

[972.450.7048](tel:972.450.7048)

[Watch City Council Meetings](#)

[Community Crime Map](#)

[Pay a utility bill](#)

[Addison's PEG Channel](#)  
(channel 99 for AT&T subscribers, channel 16 for Spectrum subscribers)

[Volunteer](#)

[Register your Security Alarm](#)

Stay Connected



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*This newsletter is produced by the Town of Addison Marketing & Communications Department. Please direct any comments to Mary Rosenbleeth at [mrosenbleeth@addisontx.gov](mailto:mrosenbleeth@addisontx.gov). Click [here](#) to subscribe.*

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