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Tourism efforts
market Allen as
premier destination.
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RECYCLING AT ALLEN STATION PARK Poly Blue becomes a puppet for new recycling effort! Page 3

**CITY OF ALLEN** 

# All Allen

## ALLEN VETERANS MEMORIAL Standing Tall in Honor of Past and Present

#### Dedication Ceremony Set for Memorial Day, May 31, 11:30 a.m. Bethany Lakes Park

The five 18-foot granite monoliths have risen slowly from the ground at Bethany Lakes Park. The solemn structure has taken on a rounded exterior shape as concrete planting beds and walls have emerged. The interior pentagon design features a 65-foot pole for display of the American flag. The park setting offers a scenic backdrop for those that will visit to remember the price paid for freedom.

Brian Bristow, Assistant Director of Parks and Recreation and a member of Leadership Allen Class XV, said, "In 2002, when The Moving Wall Vietnam Memorial stopped in Allen, we witnessed the significance of having a defining landmark for the remembrance of those that have lost their lives fighting for our American freedoms. It was apparent to our Leadership Class that Allen should have a place to honor military service personnel, particularly those from our city and this region."

Inspired by The Moving Wall, Leadership Allen Class XV proposed the construction of a permanent memorial in Allen to honor local military service personnel. With funding by the Allen



Community Development Corporation, construction for the Allen Veteran's Memorial at Bethany Lakes Park resulted with the monument being completed late March.

The memorial was designed by Jim Cooper, landscape architect with Cooper Design Works. The tall granite monoliths represent each branch of military service: Army, Navy, Air Force, Marine Corps and Coast Guard as designated by a 22-inch bronze service medallion. Granite veneer benches provide places of rest on the extreme interior of the monument. Engraved concrete pavers will line the donor walls that sit behind each monolith.

Engraved pavers honor area veterans with each paver displaying a veteran's name, branch of service, rank and service era.

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## NEW APD ALERT SERVICE CitizenObserver Offers Instant Updates

The CitizenObserver Alert Network allows the Allen Police Department to instantly update residents about crimes, emergencies and other important information.

All alerts are delivered via e-mail or text message to a cell phone number.

The network also provides twoway communication between law enforcement and the public. Email alerts include a "Submit a Tip" link for providing anonymous information on fugitives, missing persons or unsolved cases.

There is no need to sign up for alerts to text a tip. Anonymous tips can be sent to 847411 (tip411) by texting "ALLENPD" and the message.

For more information or to sign up for alerts, go to <a href="www.citizenobserver.com/">www.citizenobserver.com/</a> registration.jsp. Complete and submit the form.

CitizenObserver is a secure website that adheres to a privacy policy regarding all information.

## Animal Shelter Expands Space and Adds Services

"As part of our goal to provide quality services, the Allen Animal Shelter has been expanded to meet the growing needs of our community," stated Police Chief Bill Rushing. "The additions and renovations will expand services available to our citizens while at the same time making the shelter a more inviting place for all, including the four-legged members of our community."

During the past several months, the Allen Animal Shelter has been under renovation to expand the facility by 2,000 square feet. The shelter, located at the corner of Allen Heights and Bethany Drive, was built in 1997 to serve the needs of the growing animal population. The renovated space will meet existing and projected needs as the city continues to build-out. Facility additions include an expanded parking lot, 16 dog kennels, work and staff rooms, and increased office space.

According to Animal Control Supervisor Vikki Francis, the average population of the shelter is approximately 20 dogs and 15 cats during the colder months of the year. As the weather warms up, the number of unwanted or stray animals housed at the shelter increases as well. The renovated facility accommodates 38 dog kennels and 30 cat/small animal cages along with providing separate quarantine areas for cats and dogs.

In addition to its newest service of microchipping adopted animals, the animal shelter will soon be able to provide on-site spay and neutering services which makes adoption even easier for prospective pet owners.

The Allen Animal Shelter is operated by the Animal Control Division of the Allen Police Department. A public open house of the expanded facility will be hosted in the near future. Check <a href="www.cityofallen.org">www.cityofallen.org</a> or <a href="www.allenpolice.org">www.allenpolice.org</a> for the open house announcement or sign up for All Allen E-News (see Online Services menu) to receive weekly news on City events and activities.

Information about animals available for adoption can be found online at <a href="www.cityofallen.org/departments/police/animal\_control\_shelter">www.cityofallen.org/departments/police/animal\_control\_shelter</a> or view or view the weekly show "In The Dog House" produced by ACTV, available through video on demand at <a href="www.aullentv.org">www.aullentv.org</a> or YouTube at <a href="www.youtube.com/allencitytv">www.youtube.com/allencitytv</a>.



Efforts through the new Convention and Visitors Bureau (CVB) have been successful in creating awareness that Allen *is the place* for hosting largescale events, competitions, camps, conferences and more. In addition to hosting an Allen Event Center open house for over 100 corporate representatives in the North Texas area, event planning is underway with NCA Cheer, US Navy Lacrosse Team, and the NFL Alumni Association. We anticipate several event announcements in the coming months.

Other accomplishments of the CVB since its inception in September include placement of advertising in major travel and industry publications and a new online tourism portal that is accessible through Visit Us on the City's website or that can be accessed directly at <a href="https://www.VisitAllenTexas.com">www.VisitAllenTexas.com</a>. The new tourism portal includes features such as restaurant, meeting, and sports facility directories with search options.

The first tourism newsletter was released in March which will be followed by the launch of an e-news service for all contacts and inquiries. This is an

## MAYOR'S MESSAGE

By Mayor Stephen Terrell

Our City is well on its way to becoming a premiere destination in North Texas for dining, shopping, entertainment and specialty events that draw visitors from all over the state and surrounding regions.

ongoing way to work with our partners to announce upcoming events and activities.

Tourism Manager Karen Cromwell has represented Allen at national and regional trade shows such as TEAMS (Travel, Events and Management in Sports), Rejuvenate and Going on Faith (religious meeting planners), and Meetings Quest (corporate meeting planners). This work has led to a growing base of industry contacts that may consider Allen as a host city for future activities.

While convention and tourism efforts have been jump started, we continue to build the foundation for successful operations which includes branding the CVB and establishing a comprehensive marketing plan and strategic initiatives.

For long-term success, we also need your help! If you are involved with regional or national organizations, teams, professional associations, or similar groups that plan meetings, conferences or events, please contact the CVB and let us know about potential hosting opportunities. You can email info@visitallentexas.com or call 214.509.4671.

### **Cabela's Destination Store Coming to Allen**

Cabela's Wholesale, Inc., the world's foremost outfitter in hunting, fishing and outdoor gear, will be coming to the 14-acre site just south of The Village at Allen retail development along US 75 Central Expressway.

The addition of the 100,000 square foot Cabela's retail store to Allen will elevate the economic development landscape as well as boost the city's tourism efforts. There are only two other Cabela's in Texas and 30 nationwide.

Cabela's retail destination stores provide a unique shopping experience for outdoor enthusiasts and their families through educational and entertaining showrooms. The new Allen store is anticipated to be open early Summer 2011.

The annual gross sales generated from the Allen store will reach \$40 million per year. Property values for Cabela's capital investment will reach \$15 million per year in taxable value. The new store will generate and maintain 120 full-time equivalent employment positions.

## RECYCLING EFFORTS EXPAND

### **New Park Recycling Effort Begins at Allen Station Park**

The City of Allen is working towards a greener community for all, one park at a time, with implementation of a recycling pilot program at Allen Station Park this April. With a \$49,500 grant from the North Central Texas Council of Governments (NCTCOG), the pilot program will include the purchase and installation of recycling receptacles and

the expansion of the existing single trash container enclosure at the park.

The grant, awarded by NCTCOG, was funded by the Texas Commission on Environmental Quality. Goals of the new park recycling initiative are to divert 20% of trash generated in the park to the recycling stream and prevent illegal dumping occurring in the existing container enclosure.



Success of the program will be measured in tons – the tons of recyclable bottles and cans that go into the recycling stream instead of the local landfill.

The grant also includes the production of an educational recycling video and a Poly Blue puppet. The video will be produced by ACTV

in cooperation with entertainer David Chicken. The video will be aired on ACTV in addition to producing DVD's which can be used in the classroom.

For more information about recycling efforts, contact the Trash and Recycling Division of the Community Services Department at 214.509.4554.

## **City Implements Energy-Wise Projects**

Metallic is in this spring - at least for one rooftop outfitted by the City. Recently, the City contracted for the installation of a 1,600 square foot solar panel that was installed on the south side roof of Municipal Courts/Parks and Recreation Building. The 92 small metallic U.S. manufactured modules make up the expansive grid to absorb sunlight for energy.

Funding for the project came from the U.S. Department of Energy through the Energy Efficient and Conservation Block Grant. The solar photo-voltaic modules, also known as solar panels, are estimated to generate 27,000 kilowatthours annually. This is the equivalent of

taking three cars off the road, planting five acres of trees, or reducing 39,020 pounds of carbon dioxide emissions in our environment.

Along with the 20 kilowatt system, grant funding is being used on three additional energy-saving projects. All City Hall windows will be covered in a ceramic film, the light system at Allen Police Department will be replaced with a new energy efficient lighting system, and the proposed Shop Building of the new Service Center campus will house a 70 kilowatt solar panel. These projects estimate to save 180,000 kilowatt-hours use per year and \$18,000 annually.

#### **Allen Veterans Memorial Dedication Ceremony**

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The pavers will be installed twice yearly – once prior to Memorial Day and again near Veteran's Day. To recognize a veteran or active military service member, pavers can be purchased through the Leadership Allen Foundation.

Donation forms and information is available online at <a href="www.allenveteransmemorial.org">www.allenveteransmemorial.org</a> or by calling 214.548.5483.

Dedication of the Allen Veteran's Memorial will be Memorial Day, May 31 starting at 11:30 a.m. An official Memorial Day service will be conducted at noon by members of VFW Post 2195.

At 7 p.m. the Allen Philharmonic Symphony Orchestra will present a free Memorial Day Concert in the Hillside Amphitheater at Joe Farmer Recreation Center. The concert is part of the Summer Sounds series hosted by Allen Parks and Recreation.

#### Visit the online calendar at www.cityofallen.org for community event listings

## **EVENTS**

#### **MAY 8**

#### **Annual Youth Fishing Derby**

8 a.m. to 1 p.m. Bethany Lakes Park/Free 214.509.4750 www.allenparks.org

#### **MAY 13**

#### Shakespeare at the Library

7 p.m./Free Allen Public Library Civic Auditorium 214.509.4911 www.allenlibrary.org

#### **MAY 14**

#### Senior Adult Health Fair

8 - 11:30 a.m./Free Allen Senior Recreation Center 214.509.4820 www.allenparks.org

#### **MAY 15**

#### Sustainable Landscape Series

Turf and Tree Care
More seminars in June
10 a.m./Fire Training Center/\$5
214.509.4553 or
email: asmith@cityofallen.org

#### **MAY 15**

#### **Family Bike Day**

10 a.m./Free Joe Farmer Recreation Center 214.509.4750 www.allenparks.org

#### MAY 17, 24, 31, June 7, 14, 21

Summer Sounds Concerts
Every Monday May 17 to June 21
7 p.m./Hillside Amphitheater
Joe Farmer Recreation Center
www.allenparks.org

#### **MAY 31**

**Veterans Memorial Dedication** 11:30 a.m./Bethany Lakes Park www.allenparks.org





PRESORTED STANDARD CAR-RT SORT U.S. POSTAGE PAID ALLEN, TX PERMIT NO. 13

#### **POSTAL PATRON**

## **New Program Offers Recycling Rewards**

Soon, you can be rewarded for good recycling practices with the launch of a residential recycling rewards program through CWD. The program, set to launch in June, recognize compliance in keeping contaminants and non-recyclable items out of the recycling collection cart.

A CWD representative will be inspecting residential recycling carts prior to truck collection service. The inspection will occur randomly throughout all cities serviced by CWD. Once inspected, a cart will be labeled with a green, yellow, or red card adhered to the cart with a sticker. Cards indicate the level of compliance with the recycling program.

Red states "Stop. High Contaminants, Contents not recyclable."

Yellow states "Caution, Almost There! Some contents not recyclable."

Green states "Go, Recycle program compliant!"

Green cards include a unique entry number and residents can go the the CWD website at <a href="www.ComunityWasteDisposal.com">www.ComunityWasteDisposal.com</a> to see if the number has been radomly selected as a weekly prize winner. Prizes will be VISA gift cards good where VISA cards are accepted.

Yellow and red cards will indicate the type of items found in the recycling cart that are not recyclable. A list of recyclable and non-recyclable items can be found on the CWD website as well.



#### CITY OF ALLEN PUBLICATION

CITY COUNCIL
Stephen Terrell, Mayor
Debbie Stout, Mayor Pro Tem
Ross Obermeyer
Joey Herald
Robin Sedlacek
Gary Caplinger
Jeff McGregor

CITY MANAGER Peter H. Vargas

PUBLISHED BY:
Public & Media Relations Office
 City of Allen
 305 Century Parkway
 Allen, Texas 75013
 214.509.4153
 coa@cityofallen.org
 www.cityofallen.org