

Dennis M. Clough, Mayor
State of the City 2014
City of Westlake, Ohio



City Mission Statement

- The mission of the City of Westlake, its Mayor, Council and employees, is to enhance the quality of life for all residents by providing the highest level of services in an efficient and cost effective manner.

Reasons to Live and Work in Westlake:

- Good planning
- Financial stability
- A great quality of life
- Great services
- Good housing choices
- Excellent schools
- Nationally ranked library
- Good environment for growing businesses
- Great location to downtown, airport and interstate highways
- Good partnership with businesses
- Very supportive constituency and involvement of citizens
- An open and responsive government
- A cooperative and progressive Council and Administration
- A great staff of employees
- A government that believes in low taxes and responsible management of your tax dollars
- Diverse business mix

Economic Development Activities

Businesses that have opened, expanded or relocated within Westlake during 2013

- Advanced Arm Dynamics
- Beachwood Plastic Surgery
- Cleveland Institute of Music
- DCT Telecom
- Devlon Disposal
- Dial America Marketing
- Drugless Doctor
- Echo Health
- EMBA
- Emerald Hospitality
- EMH Healthcare Wound Care Center
- Enterprise Rent-A-Car
- Equity Trust
- Eric Mull Gallery
- Eye Candy Optical
- Fight Like a Girl Club
- Franciscus, Inc.
- Get-Go
- Hearth Shop
- Hot Mama
- Hyland Software
- Italian Cobbler
- Kabob Place
- Komplete Works Hair Studio
- Lee Burneson Middle School
- Life Care Centers

Economic Development Activities

Businesses that have opened, expanded or relocated within Westlake during 2013

- Life Choice Hospice
- LuLu's Candy Jar
- Mademoiselle
- Merrill Lynch
- Mr. Hero
- Mitchell's Tavern
- Nathan's Famous
- Nordstrom Rack
- Phoenix Color North America
- PLIDCO
- P.S. Executive Centers
- Red Fitness
- Relogy
- Rini Health Office
- St. John Medical Cntr. Emergency
- Savannah Bar and Grill
- Sangria y Tapas
- Sears Appliance Showroom
- 7-Eleven
- Shoop Wealth Management
- SJT Enterprises
- Skyzone
- Starz Ballroom
- Stella Mia Ristorante
- TruWest
- Westlake High School
- Westland Heating and Air Conditioning

NEW IN 2013



Nordstrom Rack



St. John Medical Expansion



Get Go



Equity Trust Financial

Economic Development Assistance

Business Storefront Mini-grants:

- Storefront renovation grants are available up to \$20K with a maximum of 50% of project costs that are eligible

County Loan Program:

- One loan awarded for acquisition of a 70,000 sq. ft. building in the amount of \$1.4 M

Business Incentives:

- For building construction/expansion and/or job creation
- CRA Program (9)
- Three (3) Job Creation Grant Program resulting in 581 new jobs with \$39.0M in payroll and \$300,586 in payroll taxes

Planning Department

2013 Commercial/Residential Development Approved:

- Auto: 39,784 sq. ft.
- Public: 12,615 sq. ft.
- Industrial: 7,127 sq. ft.
- Institutional: 2,350 sq. ft.
- Medical 936 sq. ft.
- Retail 332 sq. ft.

Building Department

1,433 total permits issued with a value of \$95,473,000

Residential:

- 43 new single family dwellings and 5 condominiums with an estimated cost of \$20.0 million
- 991 residential remodeling and improvement permits with an estimated cost of \$11.4 million

Commercial:

- 394 permits with an estimated cost of \$64.1 million

Engineering Department



Clemens Road Relocation



Cornwall/Bonny Bank Water



Concrete Rehab



Crack and Joint Seal

Engineering Department

Infrastructure Improvements 2013:

- Clemens Road Relocation
- Cornwall/Bonny Bank/Fresno/Arthur Water Lines
- 2013 Asphalt Overlay
- 2013 Pavement Crack and Joint Sealing
- 2013 Catch Basin Rehabilitation
- Bradley Road Relief Ditch

Police Department



Police Dispatch



Bike Patrol

Police Department

- **Calls for Service** : 31,331
- **Total Arrests**: 4,827
- **Motor Vehicles Accidents**: 729
- **National Bike and National Walk to School Days**: Held at elementary and middle schools
- **Operation Medicine Cabinet**: Residents were able to drop off their unused prescriptions and over-the-counter drugs
- **Bicycle Rodeo**: Maneuverability course for students K-6 to practice bike skills
- **Shop with a Cop**: Children in need treated to police car rides, breakfast, Christmas shopping, and a visit with Santa

Fire Department



Firefighters on the job



Fire Safety Programs



Fire Department

- **4,301 calls** relating to Fire, EMS, Haz-Mat and service
- **1,389 assignments** relating to plan reviews, inspections, investigations and consultations
- **74 classes** offered with **2,550 participants**
- **Westshore CERT** has **264** members and operates under the Westshore Council of Governments
- Establishment of a **Fire District** is still an ongoing discussion

Service Department



Street Maintenance



Arbor Day



Snow Plowing



Leaf Collection

Service Department

- Received and completed **6,734 service calls** in 2013
- Cleaned 26.2 miles of storm and sanitary sewer
- Filmed 10.1 miles of storm and sanitary sewer
- Located and repaired 391 storm and sanitary tees to facilitate sewer maintenance
- Collected **7,897 tons of recycling**
- Sold almost 10,200 cubic yards of mulch and humus
- Swept over 1,300 miles of streets resulting in 427 tons of debris

Community Services Department



Transportation



Food Drive



Gatherings



Activities

Community Services Department

- 11,966 (**duplicated**) patrons participated in activities, programs, trips, support groups, and wellness programs
- 194 activities were offered on a regular basis
- 49 organizations partnered to present programs at no cost
- **141 volunteers** gave in excess of 360 hours of service
- **4,867 rides** were provided to residents in need
- **Over \$20,000 in Emergency Food Distributions**
- **263 Holiday Food Baskets Valued at \$19,000**
- Back-to-School Assistance, Prescription Drug Assistance, Christmas Adopt-A-Family/Adult and other emergency needs

Recreation Department



Day Camp



Lap Pool



Cardboard Boat Races



Family Camp Out

Recreation Department

- **13,500** current Recreation Center **members** including 1,700 Silver Sneaker participants
- 977 programs offered with 9,650 participants
- 568 Peterson Pool memberships with 1,480 Learn-to-Swim applicants
- 18,500 rounds of golf at Meadowood Golf Course
- \$87,500 of new fitness equipment was received in 2013
- Renovations to Recreation Center Tot Pool and new Audio/Visual in Fitness Room
- Master Plan completed by National Golf Foundation to convert one course at Meadowood to driving range

Communications Department

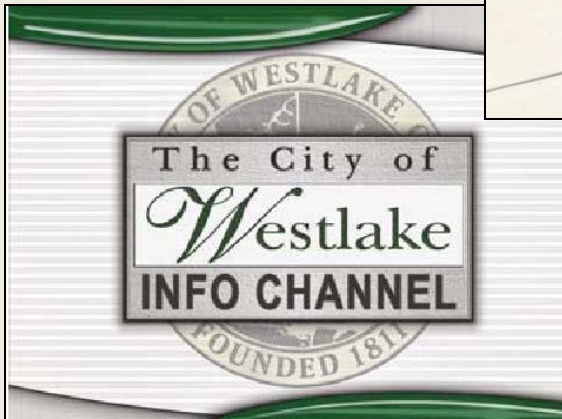
Webcasts



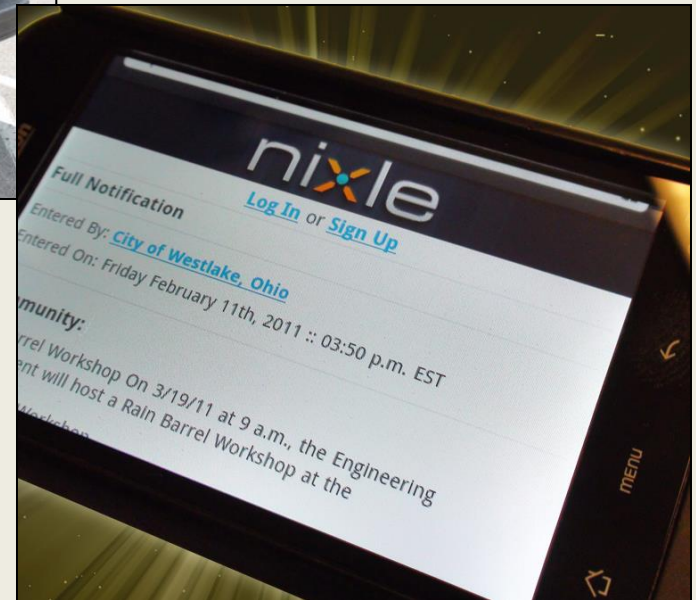
Radio



Communication Vehicle



Cable Channel



Nixle Service

Communications Department

Media Tools:

- Useful Information for Businesses online
- Mayor's Newsletter
- 1680 AM Westlake's Radio Station
- Community Cable Access Channel
- Webcasts
- Nixle Communication Service
- www.cityofwestlake.org

Westlake in Bloom

In 2013:

- 87 entrants plus 224 flower boxes and 40 Evergreen Cemetery Gardens
- 20 Categories
- 3 Awards of Distinction



Objectives Overview





How did we meet our objectives the past year?

Assessed Valuation

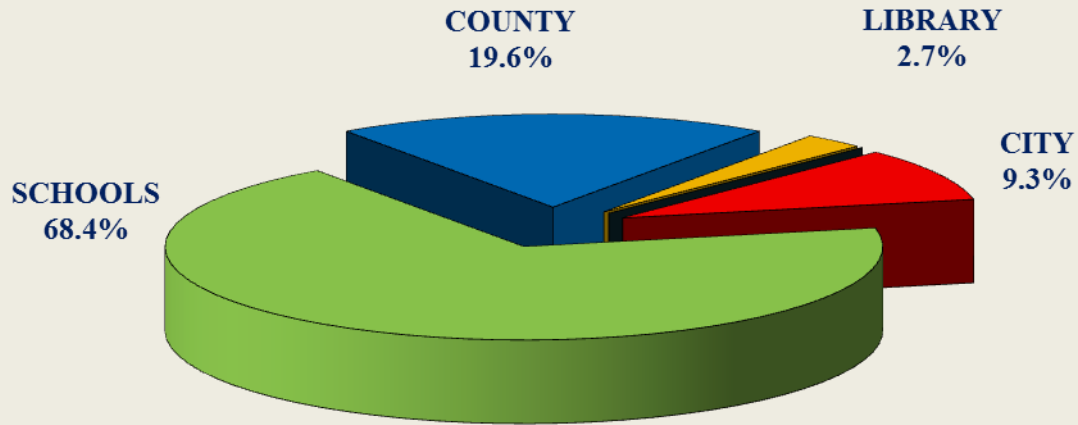
- Total Assessed Valuation for the City

–2011 \$1,364,879,200

–2012 \$1,366,349,250 0.11% 

–2013 \$1,354,532,180 0.86% 

Distribution of Millage

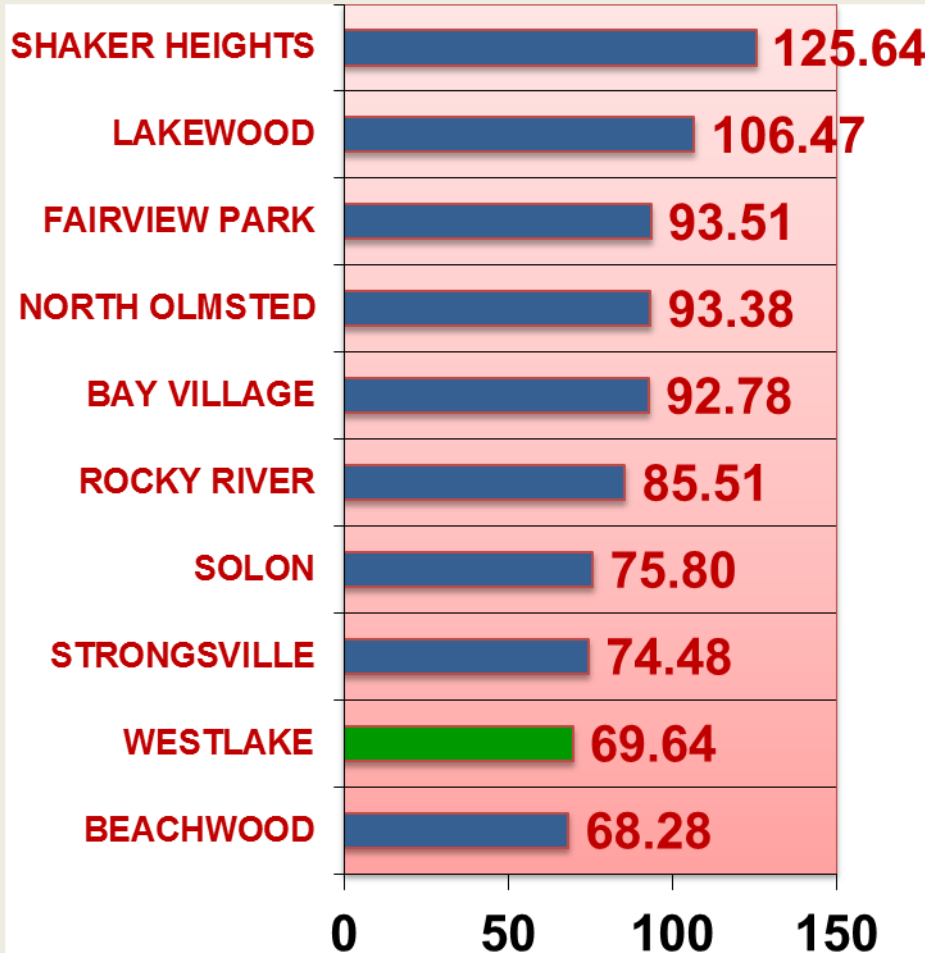


	CITY	SCHOOLS	COUNTY	LIBRARY	TOTAL
1985	12.90	51.50	15.50	2.00	81.90
2011	9.60	66.70	18.10	2.80	97.20
2012	9.60	70.10	18.40	2.80	100.90
2013	9.52	70.10	18.30	2.80	100.72
2014	9.52	70.10	20.03	2.80	102.45
% Inc(Dec)	-26.2%	36.1%	29.2%	40.0%	25.1%

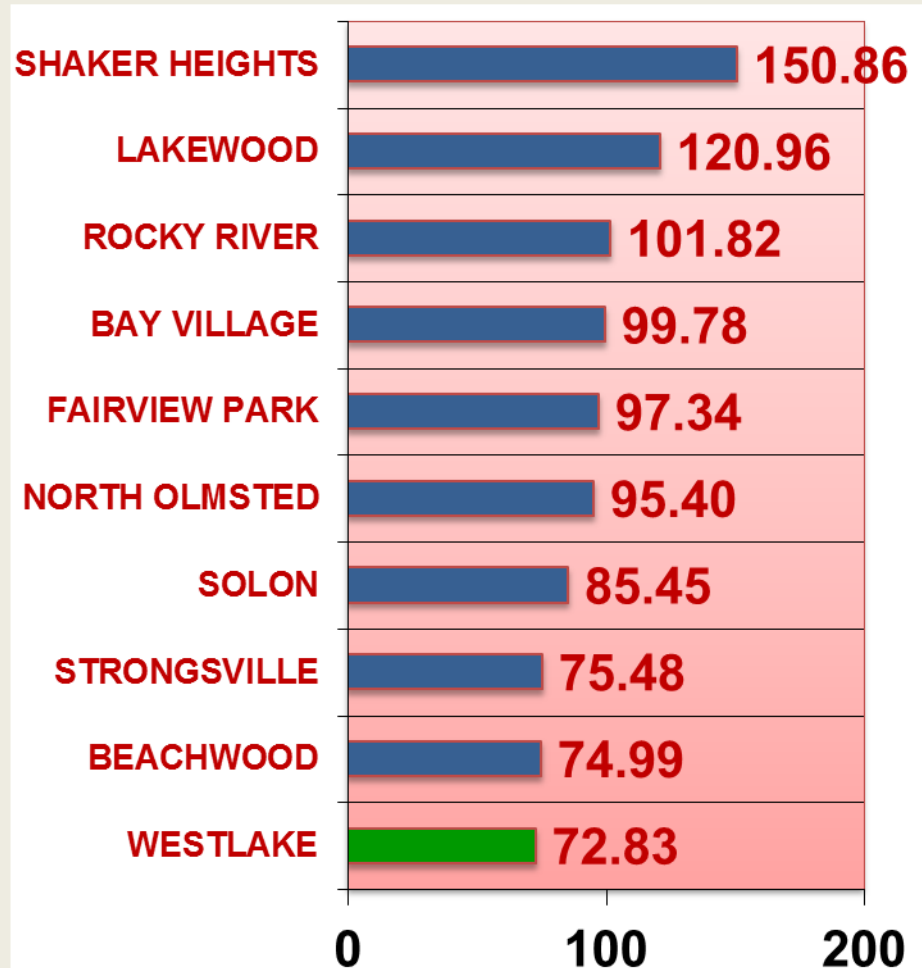
OBJECTIVE:KEEP PROPERTY TAXES LOW

COMPARATIVE EFFECTIVE RESIDENTIAL AND COMMERCIAL PROPERTY TAX RATES 2013 TAX YEAR/2014 COLLECTION YEAR

RESIDENTIAL RATES:

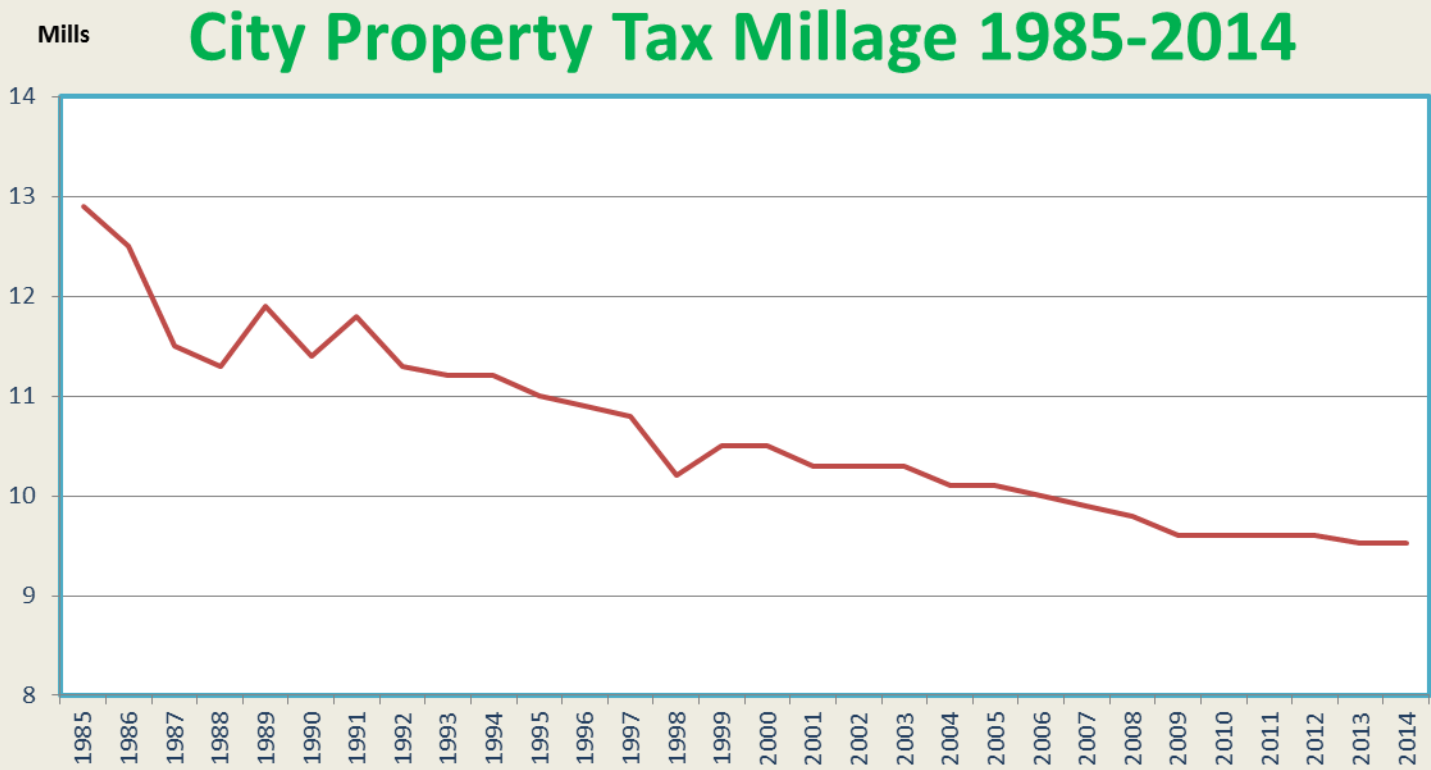


COMMERCIAL/INDUSTRIAL RATES



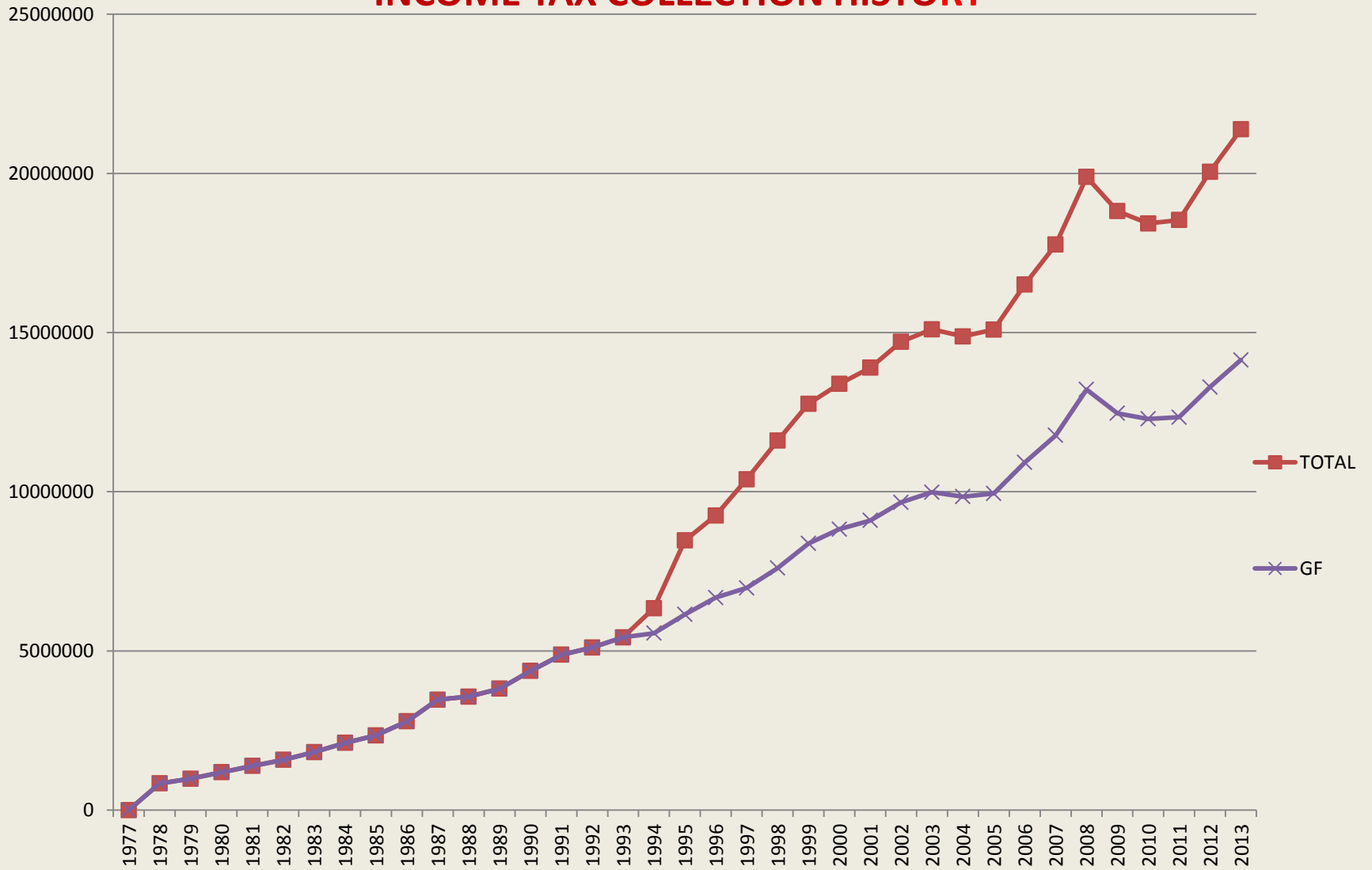
OBJECTIVE: KEEP PROPERTY TAXES LOW

CITY TAX RATE HISTORY



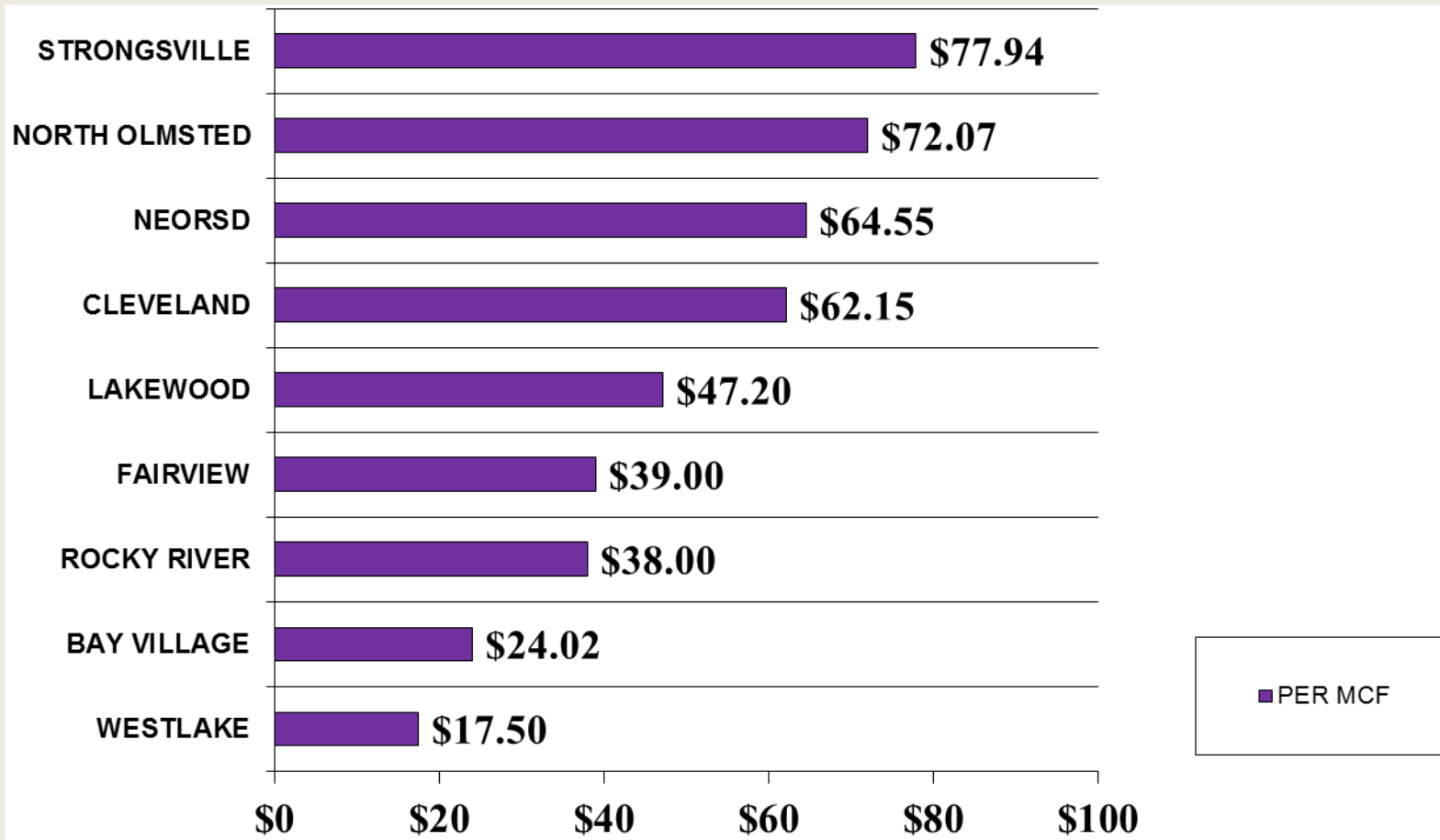
OBJECTIVE:KEEP INCOME TAXES LOW

INCOME TAX COLLECTION HISTORY



OBJECTIVE: KEEP SEWER RATES LOW

COMMERCIAL RATES



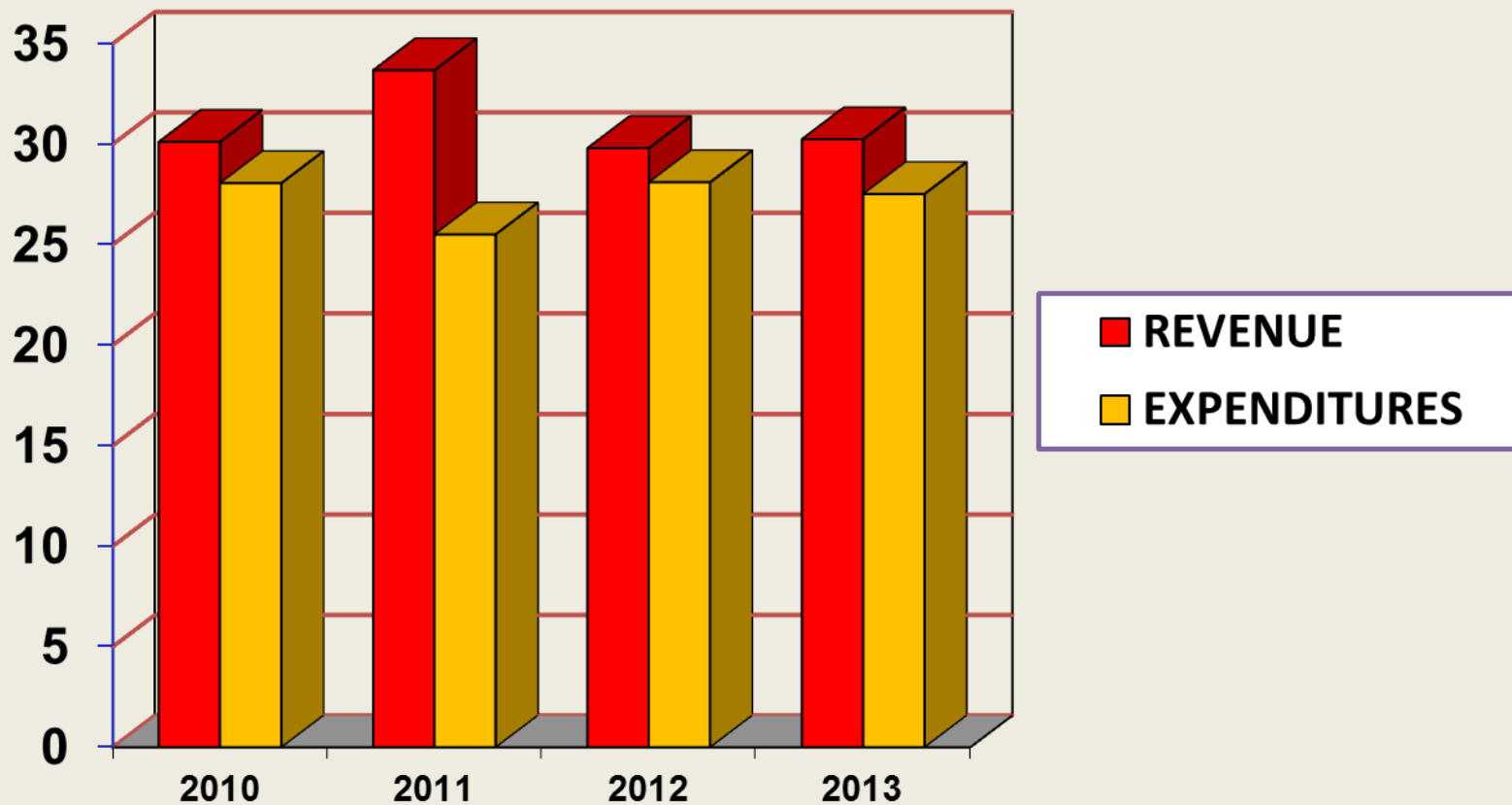
OBJECTIVE: KEEP SEWER RATES LOW

RESIDENTIAL RATES



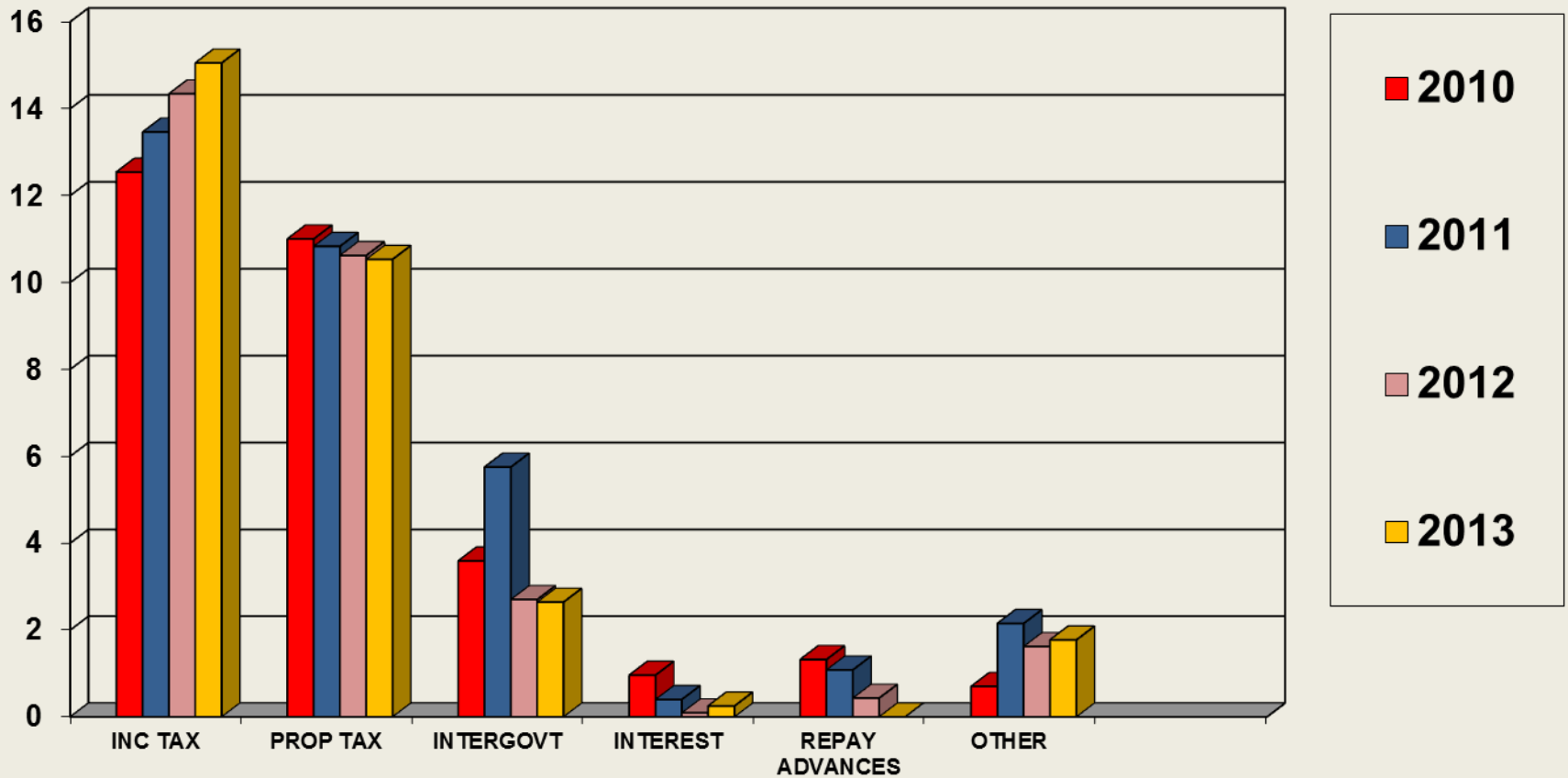
OBJECTIVE:CONTROL COSTS

GENERAL FUND OPERATING REVENUE VS. EXPENDITURES (MILLIONS)



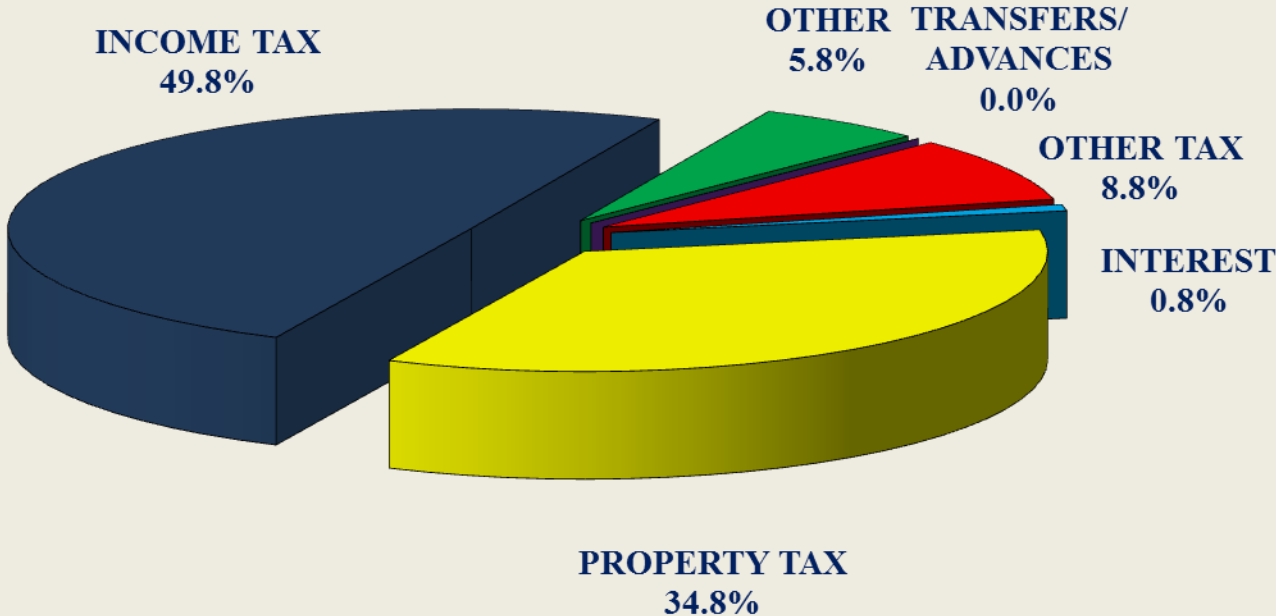
OBJECTIVE: MAXIMIZE SERVICES AT CURRENT REVENUES

GENERAL FUND COMPARATIVE REVENUES (MILLIONS)



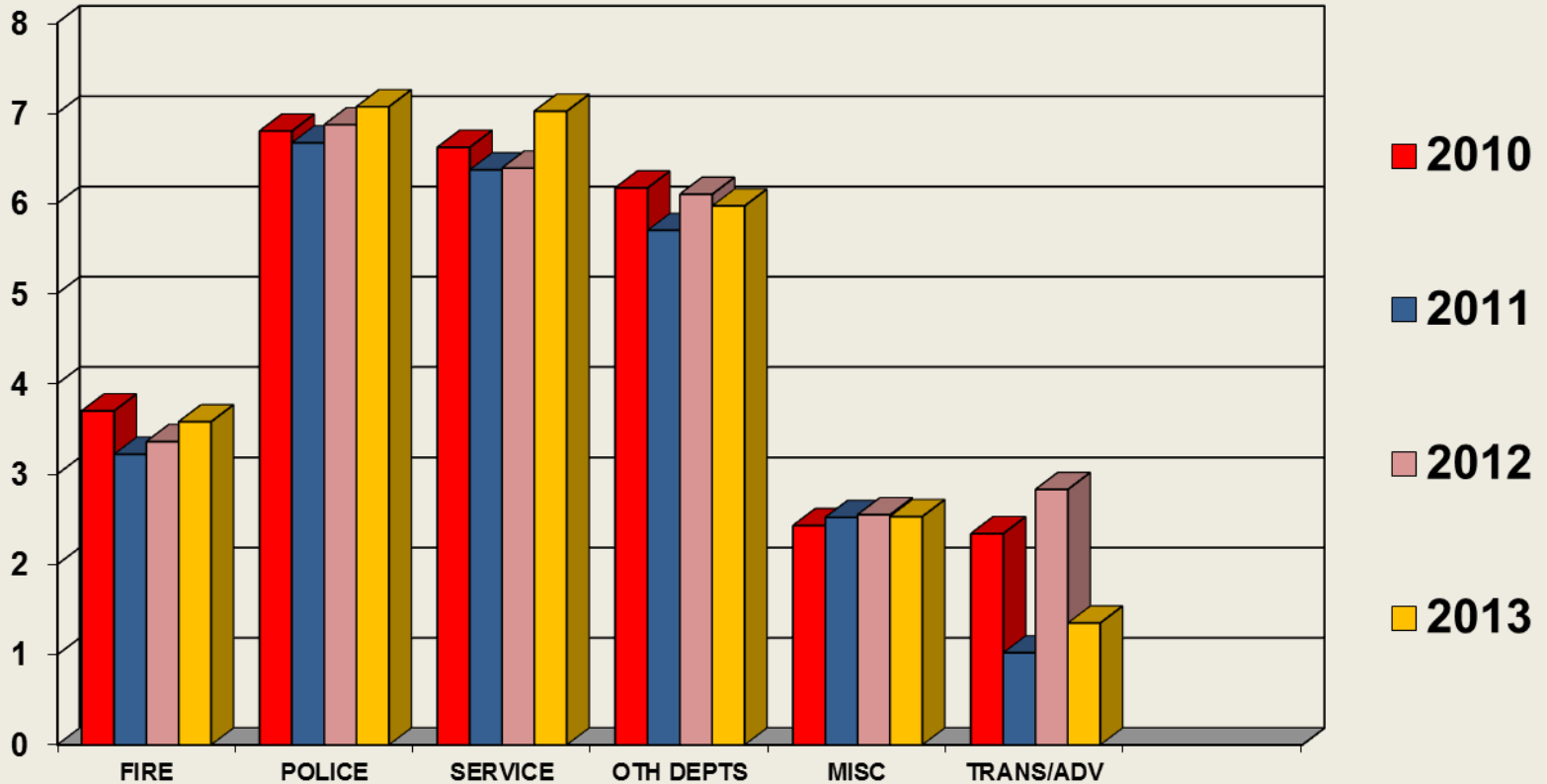
OBJECTIVE: MAXIMIZE SERVICES AT CURRENT REVENUES

SOURCES OF GENERAL FUND REVENUE (ACTUAL 2013)



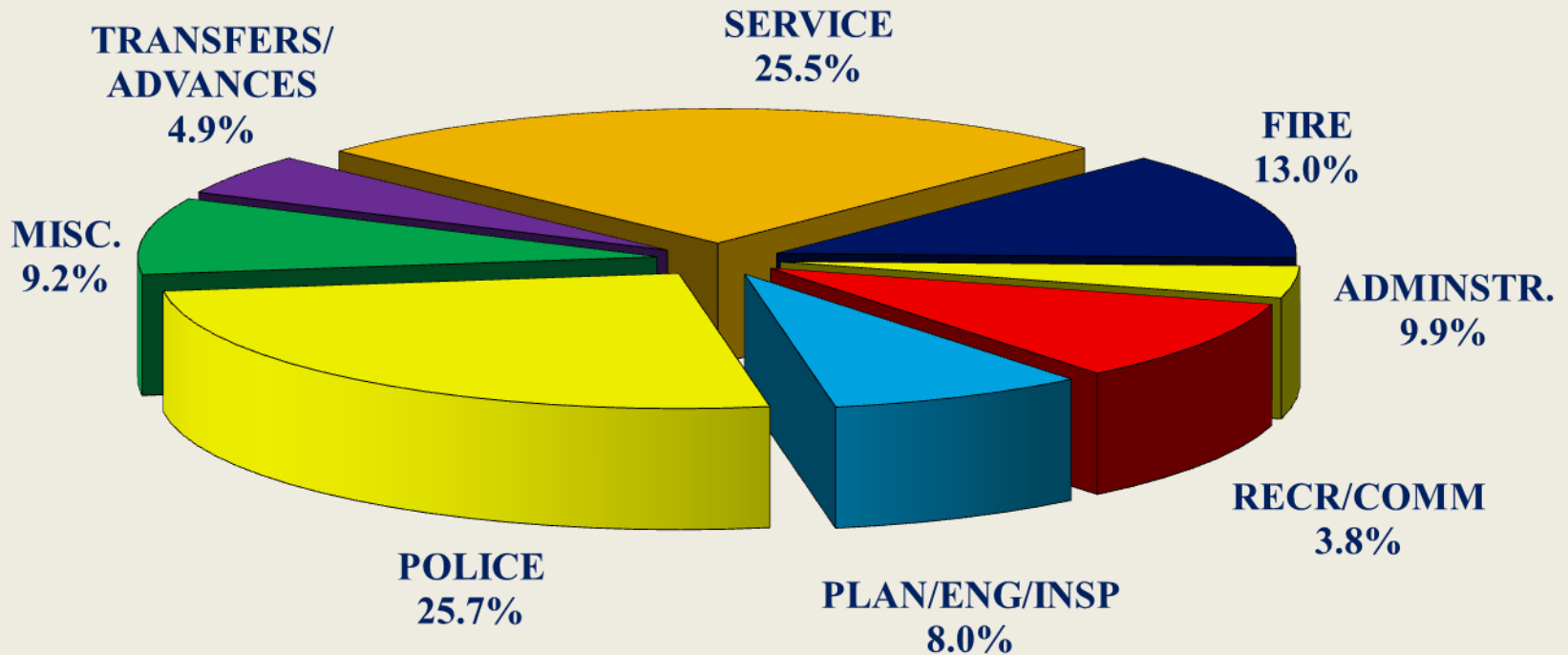
OBJECTIVE:CONTROL COSTS

GENERAL FUND COMPARATIVE OPERATING EXPENDITURES (MILLIONS)



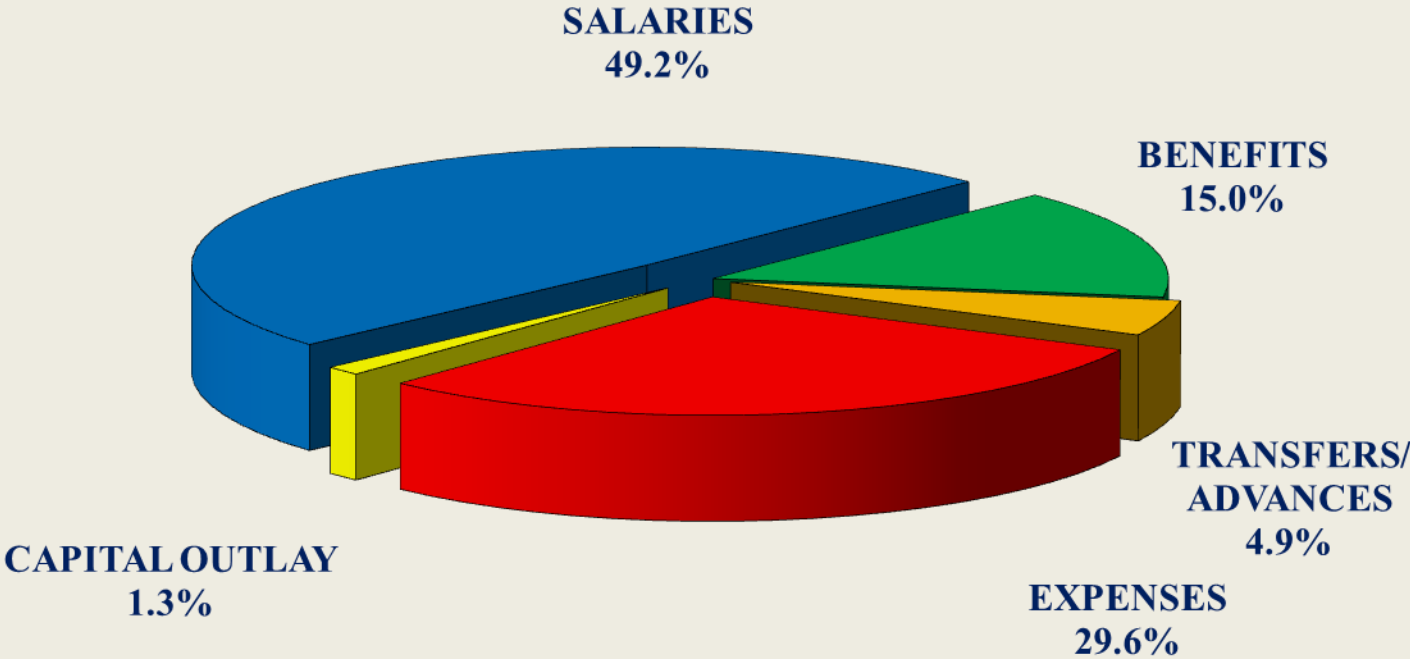
OBJECTIVE: CONTROL COSTS

GENERAL FUND EXPENDITURES – BY DEPARTMENT (2013)

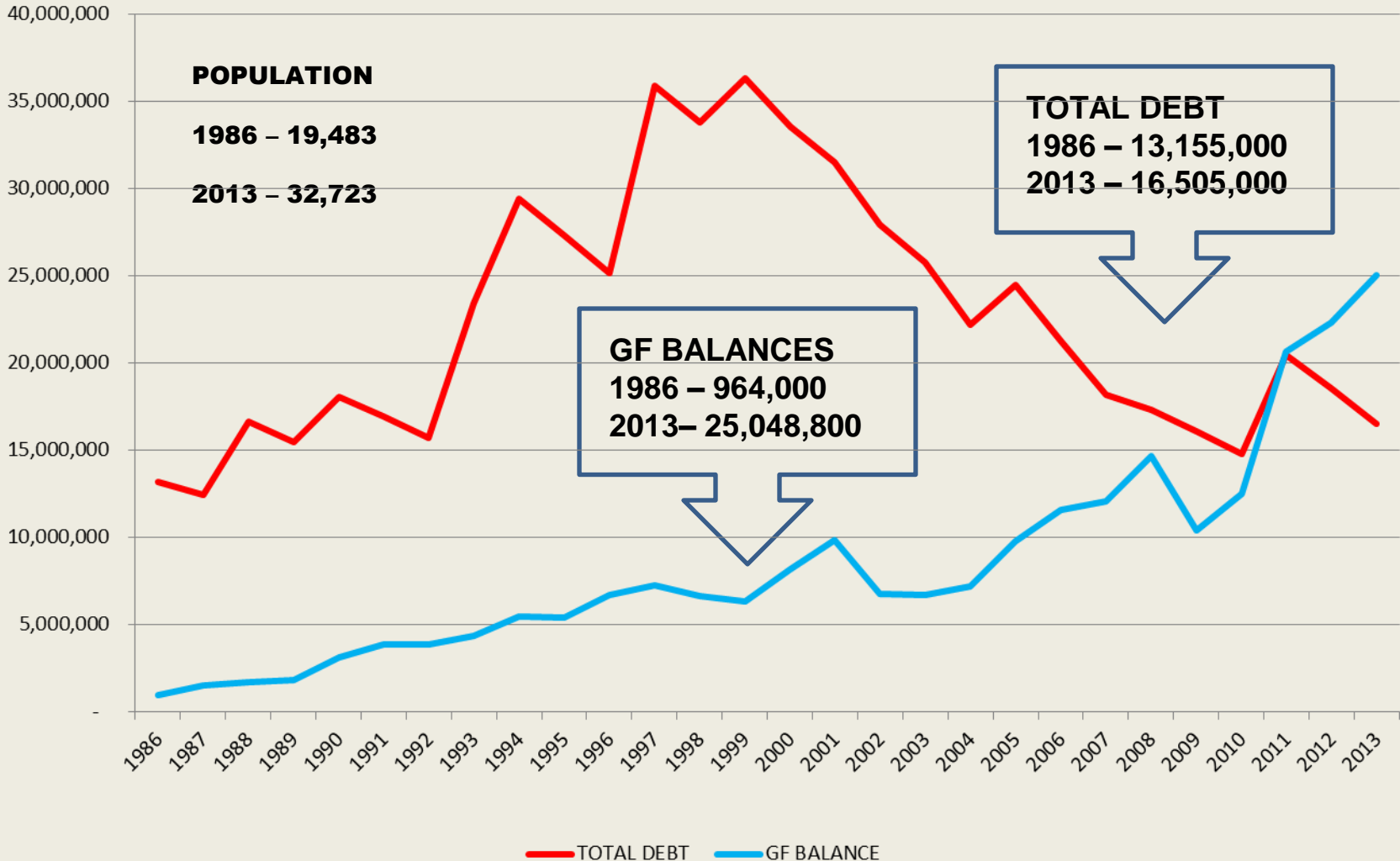


OBJECTIVE:CONTROL COSTS

GENERAL FUND EXPENDITURE CATEGORIES (2013)



Historical Perspective Debt vs. General Fund Balance



Future Projects...

Infrastructure Improvements 2014:

- Bradley/Detroit Intersection Improvements
- 2014 Road Maintenance
- Strawberry/Marshfield Water Line Rehabilitation

Design Projects 2014:

- Citywide Water
- Canterbury/Detroit Intersection Improvements
- Canterbury/Center Ridge Intersection Improvements
- Bradley Road Storm Improvements

What's Coming...

Economic Development 2014 and Beyond:

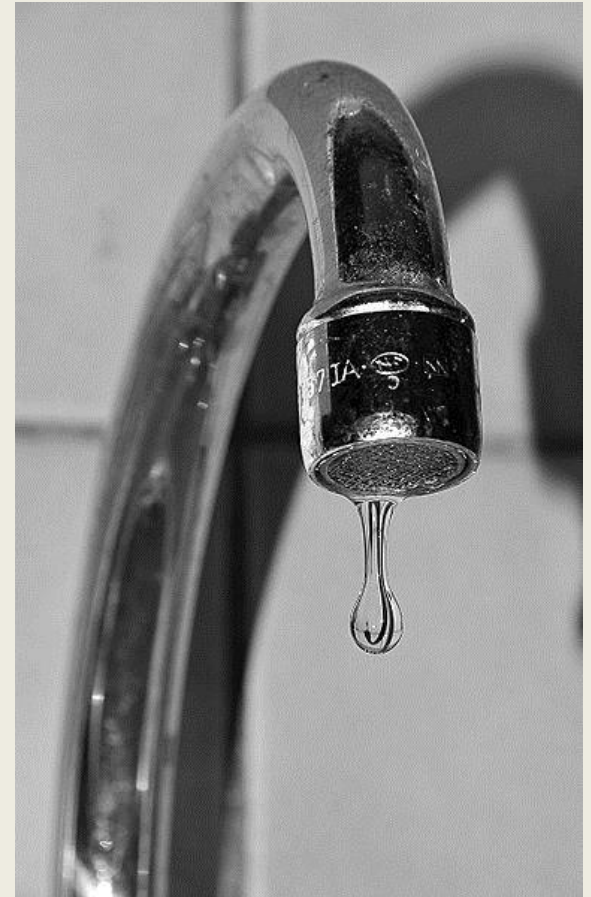
- *American Greetings Headquarters*
- *Crocker Park: Phase 3*

- LEGEND**
- HOTEL
 - RESIDENTIAL
 - RESIDENTIAL/ADJACENT RETAIL
 - OFFICE
 - OFFICE ABOVE RETAIL
 - ENTERTAINMENT/AMENITY
 - EVIC
 - STRUCTURED PARKING



What's Coming...

**Potential Switch in Water Supplier
from City of Cleveland
to Avon Lake Water**



City's Action Plan for a Challenging Economy

- **Continue to provide quality and expanding services with the use of existing financial resources**
- **Monitoring capital plan and reprioritizing as required**
- **Continuing to look at an alternative water provider**
- **Considering consolidations including a Westshore Fire District**

Bond Ratings and Awards

Financial Awards:

- **AAA Bond Rating by all rating agencies – 13 years**
- Distinguished Budget Presentation from GFOA (Govt. Finance Officers Association) – 16 years
- Certificate of Achievement from Excellence in Financial Reporting from GFOA – 30 years
- Award for Outstanding Achievement in Popular Reporting from GFOA – 12 years
- Making Your Tax Dollars Count award from the Auditor of State Mary Taylor – 3 years

Thank you!

- To the dedicated staff of the city of Westlake
- To the members of City Council
- To the entire community for their support



Service Center



Fall Festival

- The city is successful because of its citizens, employees and business community
- We can continue our success through the efforts and participation of the entire community