

Dennis M. Clough, Mayor

City of Westlake, Ohio



State of the City Address 2008

State of the City 2008



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.



The Year in Review

What we have accomplished the past year...



SuperFlash



Award from Auditor of State



Composting site

Improved Safety

West Shore Central Dispatch Center:

- North Ridgeville joined
- Other local cities have expressed interest in joining in 2008

CERT (Community Emergency Response Team):

- First volunteer force was trained in 2007
- A second round of training is underway

Fire/EMS Activities:

- Two new fire engines (\$400k each) – delivery July 08'
- Administrative recommendations implemented -a restructuring of responsibilities and duties is underway as a result of an outside operations audit
- Continuation of Fire Education in schools



Improved Safety

Police Department Activities:

- Sponsored the 2007 D.A.R.E Training Conference for Ohio D.A.R.E officers at the Westlake Inn
- Resource Officers in Schools
- Drug Enforcement
- Forfeitures from narcotics investigations - \$195,557.33
- Additional personnel added to the Westlake Police Auxiliary Unit
- A new canine added to the K9 Team
- Computers/cameras in police cruisers
- 3 new police officers (2 full-time, 1 part-time)



Improved City Services

- Provided service for more than 5,536 calls (24 hour operations)
- Tree City USA
- 277 trees planted
- 12,000 annual flowers planted
- Soldier Recognition Banners
- Memorial Monument at Clague Park
- Constructed and installed park benches
- Restored and refurbished Clague Historical House

Sign Shop:

- Military banners
- Mayor's Ball displays
- Food Drives
- Mail Call signs
- Dare posters
- City vehicle graphics
- Westlake Corporate Challenge



Improved Community Services

Activities at Westlake Center for Community Services

- 30,284 reservations for Fifty Plus programs; 29% increase over 2006
- 56 regularly scheduled activities (i.e. bridge, art appreciation, bocce ball)
- 40 specials programs
- 47 trips (one day, overnight, international)
- 1,167 flu and pneumonia vaccinations
- Additional personnel – part-time to full-time and additional part-time support staff

Senior Transportation

- 7,884 rides for older and disabled adults in six city vehicles
- 58,858 miles traveled

Westlake Assistance Program (no taxpayer funds)

- 97 children received back-to-school supplies and gift cards
- 27 children received winter coats
- 240 residents received Christmas gifts
- 379 monthly emergency food distributions
- 276 holiday food baskets



Improved Recreation

- 14,000 members (more than 5,200 memberships)
- 700 recreation programs
- 900 children went through DEN program
- 2,500 participants in Learn to Swim
- 2,000 participants in adult softball, basketball and volleyball



Improved Recreation

- Fall Festival attracted more than 1,700 participants
- Hosted the first “Westlake Corporate Challenge” with 7 teams competing over a 4-day event
- Redesigned the Recreation Center website



Westlake Corporate Challenge



Improved Community

America In Bloom 2007

- More than 300 volunteers and bloom winners attended the city's 6th annual Westlake In Bloom Volunteer awards ceremony held at Crocker park
- 360 entrants in 14 categories (largest entry field in the Bloom competition)
- 1st, 2nd and 3rd place winners received awards and several businesses and community groups were honored with Awards of Distinction in such areas as tidiness and community involvement



LaCentre - Award of Distinction for Tidiness

Improved Economic Development Assistance

Individuals:

- HELP Loan Program successfully implemented in 2006
- Available for renovation/remodel for homes valued under \$250,000
- Banks offer reduced rate (-3%)
- No income restrictions

- 16 HELP loans in 2007
- Current HELP loan rate as low as 3.64% APR for 10 yrs.

Businesses:

- CRA Program
- Enterprise Zone program
- New local tax credits program under consideration
- Location assistance

Economic Development Activities

Recently Completed:

- Copper Cup Coffee
- Dadonna's
- Agave Tequileria & Grill
- Taco Bell
- Rego Fresh Market
- Fidelity Investments
- Meal Makers
- El Rodeo
- Rita's Ice
- 87 West 2
- Key West Café
- Huntington Bank
- Realty One Real Living
- Seeley, Savidge, Ebert & Gourash
- AmTrust Bank
- Norwalk Furniture
- Distinctive Home Decor
- Allstate
- Ameriprise
- UBS
- Sweet Basil Pizza
- Party Station
- Allure Derma Spa



87 West 2



Fidelity Investments

Economic Development Activities

Now Under Construction:

- Asuka Cuisine
- HUE Studio
- Indian River Coffee
- Lutheran Home
- Cold Stone Creamery
- Clemens Corporate Park
- Westhampton Condominiums
- Westlake Village Skilled Nursing
- 2 large mixed use buildings at Crocker Park
 - MAC
 - BCBG Max Azria
 - Apple
 - Sun Glass Hut



ENW Building – Crocker Park

Building Statistics 2007

- 1,452 permit values issued with a value of \$70,874,423
 - 21 new single family dwellings with estimated construction cost of \$13,441,700
 - 51 new condos with an estimated construction cost of \$21,657,026
 - Crocker Park 2007:
 - 25 permits issued with a value of \$3,054,695 in estimated construction cost bringing total to \$118,685,804



Westhampton – Crocker Park

Engineering Projects

Roadway Improvements 2007:

- Hilliard Blvd. water line replacement, Phase 3 (Columbia to Dover)
- Concrete Rehabilitation (included 15+ streets)
- Sewer Rehabilitation (includes 8 streets) – will wrap up in May 08'
- Asphalt Rehabilitation on Bassett Rd.
- Forest Parkway subdivision water main replacement
- Tri-City Park Improvements (parking lot, entrance)
- Bradley Rd. and Schwartz Rd. Intersection and turn lane improvements
- Pavement crack/joint sealing and asphalt rejuvenating agent (applied to 60+ streets)
- Crocker Stearns Extension underway



New Departments

- Information Technology Department – 3 individual personnel
- Economic Development Manager
- Human Resource Manager – consolidation of duties, 1 person
- Communications Department – 1 full-time person
 - Additional cable TV programs highlighting community news
 - 1680AM HAR emergency radio network
 - A new and improved Recreation Center Website

Mayor's Ball 2008

- All proceeds from the 2008 Mayor's Ball and Silent Auction go towards "School Supplies for Small Fries"

"School Supplies for Small Fries"

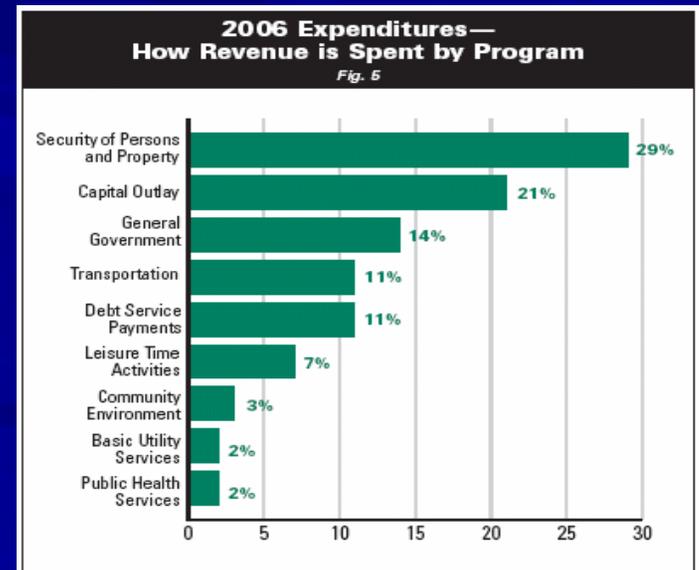
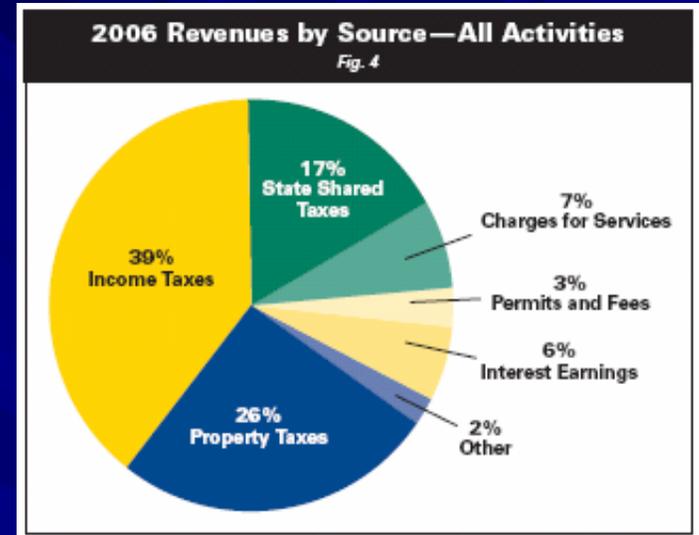
- A city of Westlake assistance program for children whose parents cannot afford to purchase school supplies
- Administered through the city's Community Services Department
- In 2007, \$5,000 in supplies was donated
- More than \$10,000 was raised this year during the Mayor's Ball Silent Auction



How did we do financially?

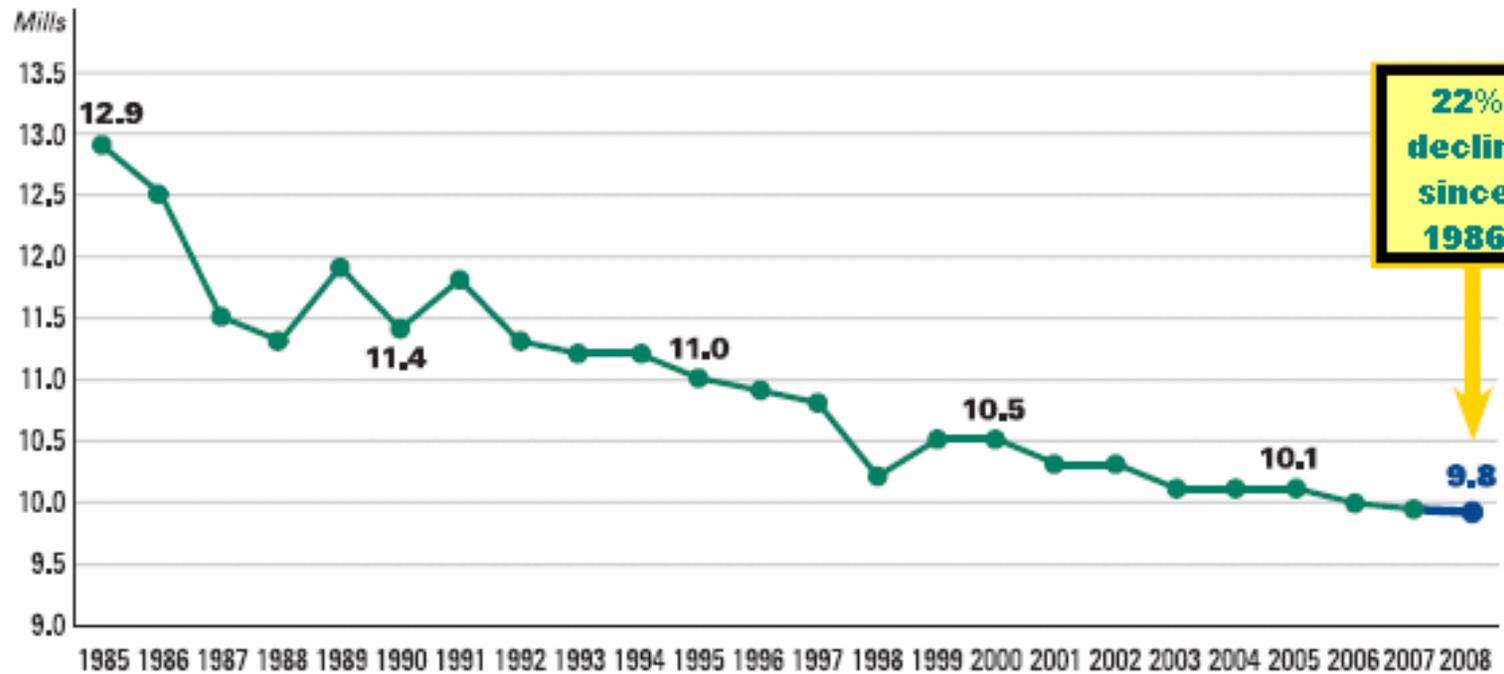
We have accomplished...

- ✓ Low Tax Rates
- ✓ Balanced Budget
- ✓ Efficient use of taxpayer's dollars
- ✓ Future Planning to meet our needs



Keeping taxes low

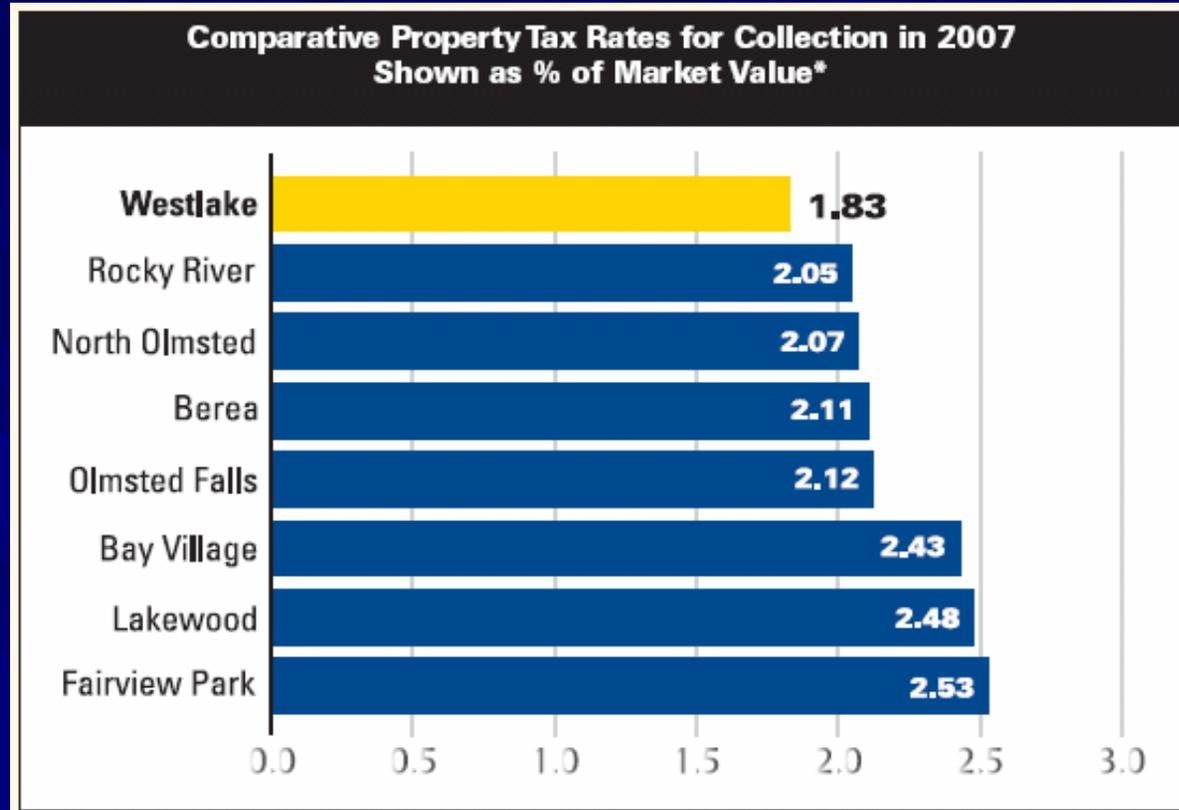
Total City Property Tax Millage Rate 1985-2008



**22%
decline
since
1986**

Keeping Taxes Low

Property taxes:



*Example:
\$100,000 market
value of a home
would pay \$1,830
per year in
property taxes*

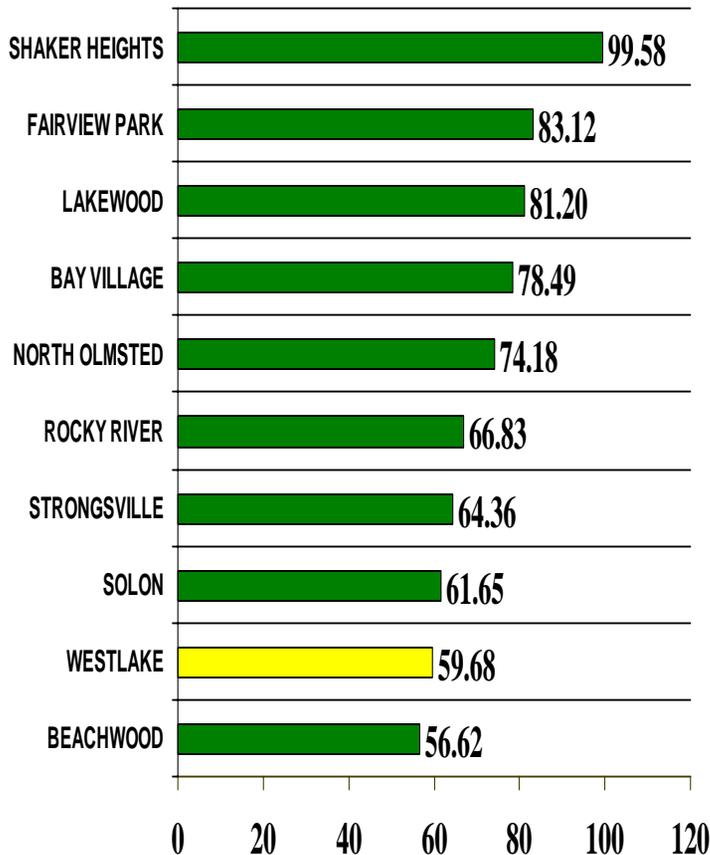
Municipal Income Taxes:

- 1.5% rate
- 100% Credit

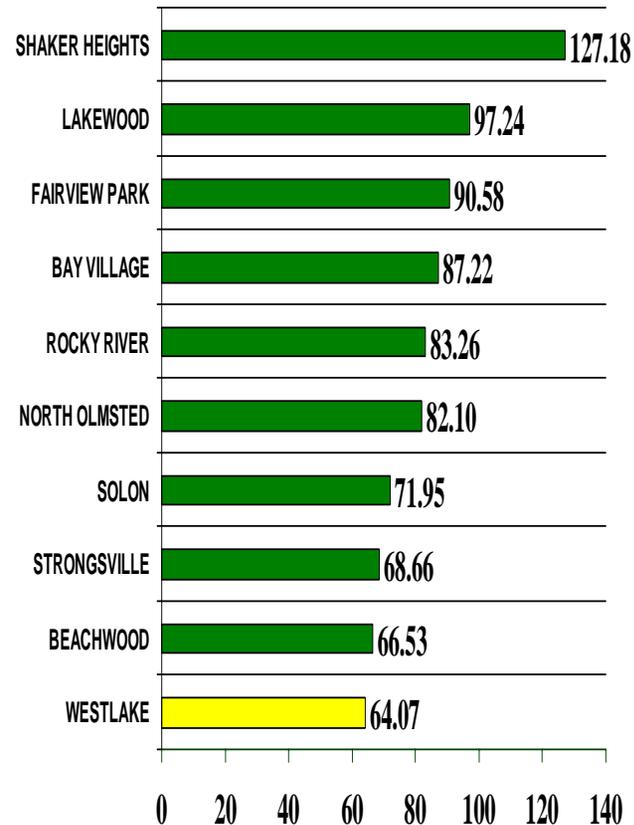
Keeping taxes low

Comparative Effective Residential and Commercial Property Tax Rates (2007 Tax Year/2008 Collection Year)

RESIDENTIAL RATES:

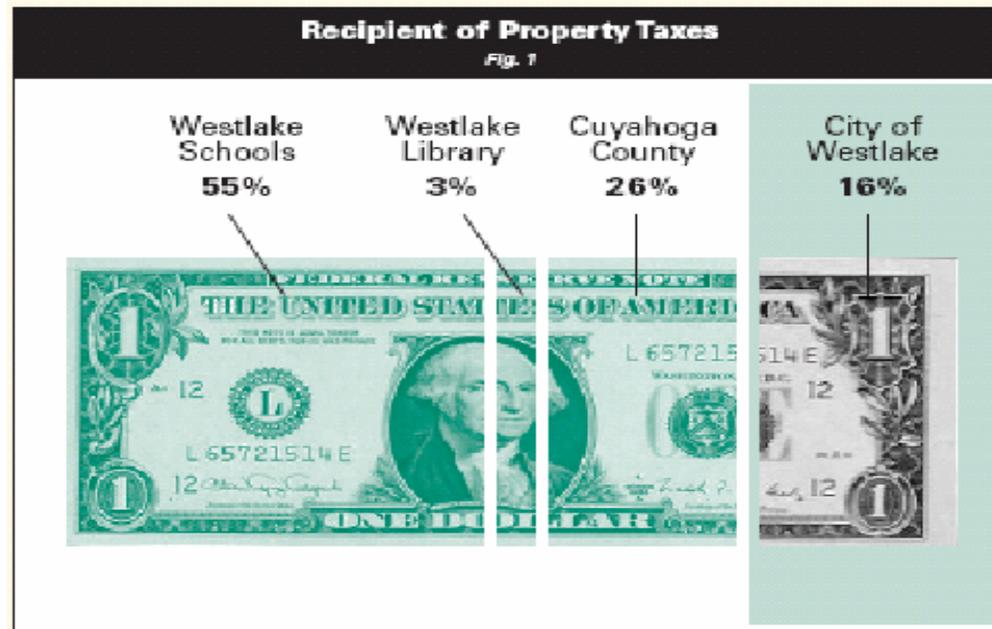


COMMERCIAL/INDUSTRIAL RATES:



Keep taxes low

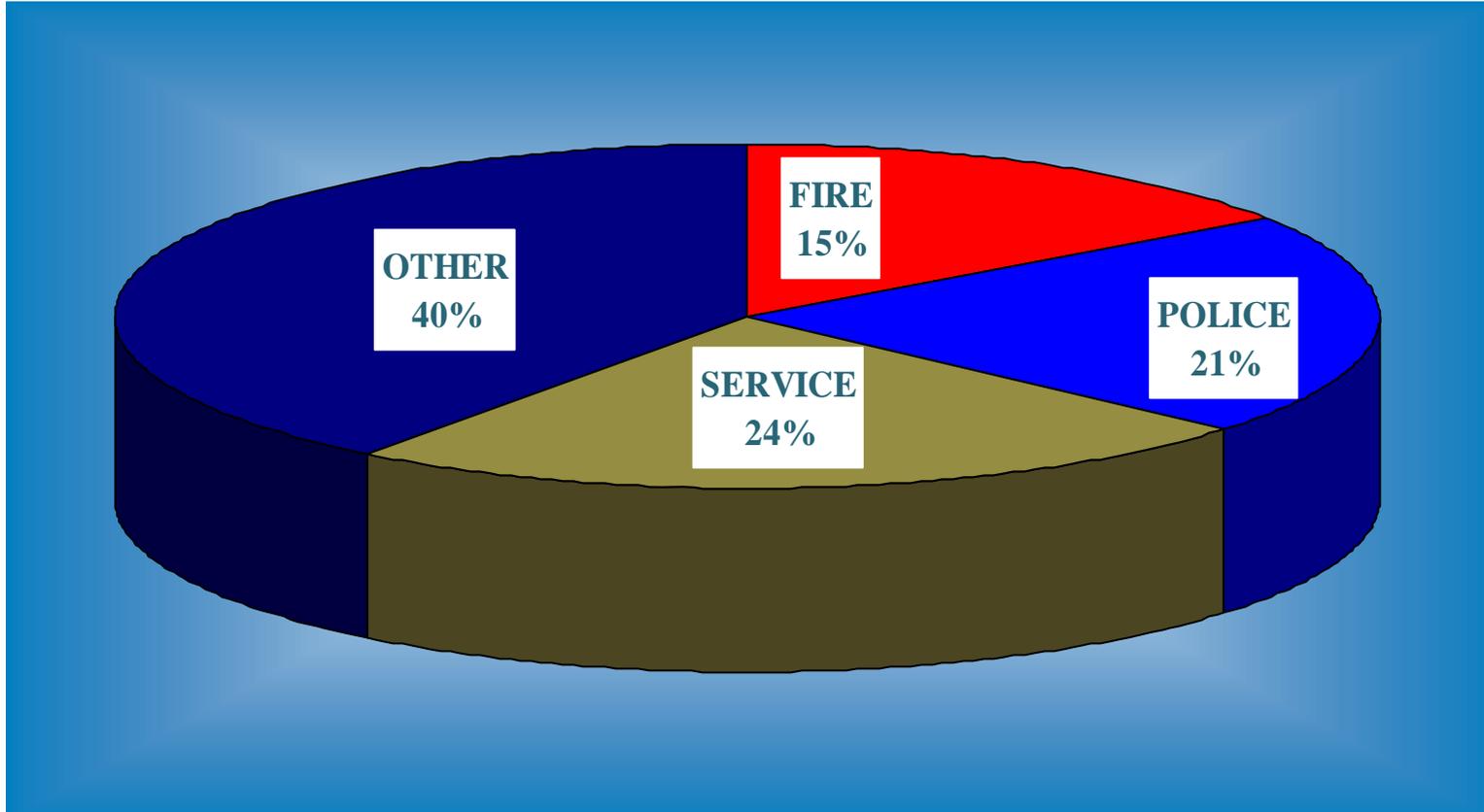
Distribution of Property Taxes (MILLAGE)



	CITY	SCHOOLS	COUNTY	LIBRARY	TOTAL
1986	12.50	51.50	15.50	2.00	81.50
2006	10.00	60.80	18.30	2.50	91.60
2007	9.90	66.50	18.20	2.50	97.10
2008	9.80	66.50	18.20	2.50	97.00
% CHANGE	-22%	29%	17%	25%	19%

Balanced Budgets

General Fund Expenditures 2008 Estimate (MILLIONS)



Of the 2008 GF Budget, 60% dedicated to safety and public services.

Future Planning

Five-Year Capital Plan

PROJECTS	ESTIMATED CONSTRUCTION COSTS
2007	
Road Improvements	7,754,000
Sanitary & Storm Sewers	1,399,000
Water Line Improvements	1,445,000
Recreation Improvements	50,000
Total	\$10,648,000
2008	
Road Improvements	9,450,000
Sanitary & Storm Sewers	2,960,000
Water Line Improvements	2,600,000
Recreation Improvements	5,693,000
Total	\$20,703,000
2009	
Road Improvements	8,500,000
Sanitary & Storm Sewers	1,500,000
Water Line Improvements	3,275,000
Recreation Improvements	980,000

2010	
Road Improvements	9,200,000
Sanitary & Storm Sewers	2,000,000
Water Line Improvements	1,500,000
Recreation Improvements	545,000
Total	\$13,245,000
2011	
Road Improvements	8,000,000
Sanitary & Storm Sewers	1,500,000
Water Line Improvements	2,000,000
Recreation Improvements	150,000
Total	\$11,650,000
2012	
Road Improvements	6,200,000
Sanitary & Storm Sewers	1,500,000
Water Line Improvements	2,000,000
Recreation Improvements	150,000
Total	\$9,850,000

Summary of Capital Projects	
Road Improvements	49,104,000
Sanitary & Storm Sewers	10,859,000
Water Line Improvements	12,820,000
Recreation Improvements	7,568,000
Total	\$80,351,000

What's Coming...

Roadway Improvements:

- **Widening of Columbia Rd. from Hilliard Blvd. to Center Ridge Rd.**
- **Widening of Hilliard Blvd. from Westlake High School to Crocker Rd. (2009)**
- **Bradley Rd. relief ditch project**
- **Various water main replacement and sewer rehabilitation projects**
- **Clague Rd. widening (2009)**
- **Water Lines – Georgetown, Ellington, etc.**
- **Horseshoe Water Main**

Recreation Center:

- **Adding lights to Clague Park ball field**
- **Rehabbing tennis courts at Recreation Center**
- **Adding handicap accessible playground at Recreation Center**
- **New fitness/circuit equipment for DEN**

Fire Department:

- **Continuation of area cooperation (Regionalism) – looking at purchasing equipment, training personnel, operations efficiencies...**

Awards and Accolades

Financial Awards:

- **Distinguished Budget Presentation from the GFOA (Govt. Finance Officers Assn.) – 10 years**
- **Certificate of Achievement for Excellence in Financial Reporting (GFOA) – 23 years**
- **Award for Outstanding Achievement in Popular Reporting (GFOA) – 6 years**
- **“Making Your Tax Dollars Count” award from Auditor of State Mary Taylor – 2 years**
- **Auditor’s Award from the State of Ohio for Financial Reporting – 12 years**
- **AAA Bond Rating by all rating agencies – 8 years**

Other:

- **The Green Thumb Award in recognition of excellence in horticultural plantings and displays**

Why does Westlake remain such a success?

- ✓ **Great people – staff and department heads**
- ✓ **Great support from the community – businesses and residents alike**
- ✓ **A City Council that works with the administration toward the overall success of the community – no partisanship or “ward turfs”**
- ✓ **Good planning both on the financial and development end**
- ✓ **Great schools and library**
- ✓ **Diverse business mix - industrial, retail, office**
- ✓ **Continuity of public officials**
- ✓ **Good location and good infrastructure**
- ✓ **Great Quality of Life**
- ✓ **LUCK!**



In conclusion...

- Again the city is successful because of its citizens and public employees
- How our efforts can continue is through participation in the community
- The challenge is to invite both the corporate and individual citizens to become more active

Thank you:

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



Dennis M. Clough, Mayor

