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
- World Class Town Center at Crocker Park
<table>
<thead>
<tr>
<th>Economic Development Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses that have opened, expanded or relocated within Westlake during 2020</td>
</tr>
</tbody>
</table>

- Aerie
- All Metal Sales
- Allstate
- Barre Code
- Blue Spark Technologies
- Blue Sprig
- buybuyBaby
- Calvetta Bros. Floor Show
- CB Auto Detailing
- Charles Schwab
- Club Pilates
- Concord Reserve
- Convergent East
- Cost Plus World Market
- Dry Goods
- First Federal of Lakewood
- Fresenius Kidney Care
- Geon Performance Solutions
- Grace + Beauty Med Spa
- Great Clips
- Hail Mary’s (patio addition)
- IMCD
- Julie Billiart Schools
- Kennedy Property Investments
- Leo’s Italian Social
- Lovesac
Economic Development Activities
Businesses that have opened, expanded or relocated within Westlake during 2020

• Maximum Potential Chiropractic
• McBride Office Building
• Micro Systems Management
• Mitchell’s Ice Cream
• Pacific East Restaurant
• Paws & Effect
• Restore Hyper Wellness
• Serpentini Chevrolet
• Shinto Japanese Steakhouse

• Spenga
• Studio 6a Salon & Spa
• Struer’s
• TD Ameritrade
• The Sis Kiss
• Westlake Shoe Repair
• Whiteline Freight Company
• Yuzu King Japanese Cuisine
New/Expanded In 2020

Pacific East

Convergent East - IMCD

McBride Office Building

Charles Schwab
Economic Development Assistance - 2020

Business Incentives:
For building construction/expansion and/or job creation

• CRA Program (4 active)
• Job Creation Grant Programs (3 active)
• Tax Credit (1 active)
### Commercial Development Approved

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>52,800 sq. ft.</td>
<td>7,000 sq. ft.</td>
<td>27,503 sq. ft.</td>
</tr>
<tr>
<td>Office</td>
<td>75,686 sq. ft.</td>
<td>7,000 sq. ft.</td>
<td>1,321 sq. ft.</td>
</tr>
<tr>
<td>Office (Warehouse)</td>
<td>0 sq. ft.</td>
<td>11,556 sq. ft.</td>
<td>20,876 sq. ft.</td>
</tr>
<tr>
<td>Public</td>
<td>25,500 sq. ft.</td>
<td>0 sq. ft.</td>
<td>1,450 sq. ft.</td>
</tr>
<tr>
<td>Church</td>
<td>0 sq. ft.</td>
<td>400 sq. ft.</td>
<td>1,064 sq. ft.</td>
</tr>
<tr>
<td>Industrial</td>
<td>78,420 sq. ft.</td>
<td>1,295 sq. ft.</td>
<td>0 sq. ft.</td>
</tr>
<tr>
<td>School</td>
<td>85,080 sq. ft.</td>
<td>0 sq. ft.</td>
<td>14,368 sq. ft.</td>
</tr>
<tr>
<td>Restaurant</td>
<td>3,137 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
</tr>
<tr>
<td>Auto</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
</tr>
<tr>
<td>Medical</td>
<td>3,046 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
</tr>
<tr>
<td>Recreational</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
</tr>
</tbody>
</table>

Total: 323,669 sq. ft.* 27,251 sq. ft.  66,582 sq. ft.

*plus 15 residential lots and 61 multi-family units
Purchasing Department

2020:

• 1,966 Purchase Orders Generated
• 2 On-Line Auctions with Gross Sales of $31,000 primarily due to COVID
• Average 8 Auctions per year with a total sales of $1,000,040 over past 12 years
• Centralized Office Supply System Minimizing Waste and Controlling Costs
Building Department
1,443 total permits issued with a value of $62,145,845

**Residential:**
- **58 new single family** dwellings of which **28 were attached dwellings** with an estimated cost of $23.5 million
- **987 residential** remodeling, improvements and addition permits with an estimated cost of $15.2 million

**Commercial:**
- **6 new commercial** construction permits with an estimated cost of $20 million
- **110 commercial remodel/alteration** and addition permits with an estimated cost of $18.7 million
Engineering Department

Clague Playhouse Ballfield

Community Center

Asphalt Road Repairs

Bassett Road Waterline
Infrastructure Improvements 2018:

• Rose Road/Clark Parkway Water lines
• Aquatic Center
• Bradley Road Culvert
• Community Center Design
• 2018 Roadway Program
Infrastructure Improvements 2019:

- Dover and Center Ridge Intersection Improvements
- Turning Lane/Traffic Signals-New Elementary School
- Hilliard Resurfacing (Rocky River to Columbia)
- Water Lines-Schwartz Road
- 2019 Roadway Program
Engineering Department

Infrastructure Improvements 2020:

• Construction of Community Center
• Hilliard Resurfacing (Rocky River to Columbia)
• Water Lines – Basset (Dover to Hilliard)
• Sanitary Sewer Rehab – Canterbury, Rose & Columbia
• 2020 Roadway Program
Infrastructure Improvements 2021:

- Crocker Road – Continue Boulevard from Hilliard to Center Ridge and add a turn lane at Center Ridge
- Columbia Resurfacing (Detroit to Hilliard)
- Water Lines – Hawkins & Seneca
- Sanitary Sewer Rehab
- 2021 Roadway Program
Police Department
Police Department

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls for Service</td>
<td>29,142</td>
<td>37,448</td>
</tr>
<tr>
<td>Total Charges/Arrests</td>
<td>2,941</td>
<td>4,750</td>
</tr>
<tr>
<td>Motor Vehicles Accidents</td>
<td>508</td>
<td>774</td>
</tr>
</tbody>
</table>

- **Operation Medicine Cabinet**: Residents were able to drop off their unused prescriptions and over-the-counter drugs.
- **Shop with a Cop**: Children in need treated to police car rides, breakfast, Christmas shopping, and a visit with Santa.
- **Drive thru Christmas**: WPD Garage was transformed into a Christmas Wonderland.
- **COVID Parades**: Birthdays and other special events for residents.
- **Instagram Account**: A new Instagram account was set up and linked to the PD’s Facebook Page.
Fire Department
## Fire Department

<table>
<thead>
<tr>
<th>Activity</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls relating to Fire, EMS, Haz-Mat and service</td>
<td>5,204</td>
<td>5,497</td>
</tr>
<tr>
<td>Assignments relating to plan reviews, inspections,</td>
<td>3,610</td>
<td>2,922</td>
</tr>
<tr>
<td>investigations and consultations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events/classes offered</td>
<td>32</td>
<td>41</td>
</tr>
<tr>
<td>Fire and EMS calls dispatched by Westcom</td>
<td>15,968</td>
<td>16,450</td>
</tr>
</tbody>
</table>
Service Department
## Service Department

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Calls received and completed</td>
<td>5,382</td>
<td>5,638</td>
</tr>
<tr>
<td>Miles cleaned of storm and sanitary sewer</td>
<td>14.35</td>
<td>12.63</td>
</tr>
<tr>
<td>Miles filmed of storm and sanitary sewer</td>
<td>10.78</td>
<td>11.97</td>
</tr>
<tr>
<td>Storm/Sanitary tees located and repaired</td>
<td>318</td>
<td>325</td>
</tr>
<tr>
<td>Curbside Solid Waste collected</td>
<td>13,743</td>
<td>12,842</td>
</tr>
<tr>
<td>Tons of recycling collected</td>
<td>9,355</td>
<td>8,596</td>
</tr>
<tr>
<td>Curbside recycling collected (tons)</td>
<td>2,844</td>
<td>2,431</td>
</tr>
<tr>
<td>Mulch and humus sold (cu. yrds.)</td>
<td>7,544</td>
<td>9,391</td>
</tr>
<tr>
<td>Trees planted</td>
<td>106</td>
<td>175</td>
</tr>
<tr>
<td>Trees trimmed</td>
<td>979</td>
<td>1,017</td>
</tr>
</tbody>
</table>
Community Services Department
## Community Services Department

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duplicated patron participation</td>
<td>9,582</td>
<td>20,808</td>
</tr>
<tr>
<td>Activities offered on a regular basis</td>
<td>123</td>
<td>208</td>
</tr>
<tr>
<td>Day or overnight trips</td>
<td>0</td>
<td>32</td>
</tr>
<tr>
<td>Donations received</td>
<td>$51,687</td>
<td>$25,456</td>
</tr>
<tr>
<td>Number of volunteers</td>
<td>81</td>
<td>98</td>
</tr>
<tr>
<td>Volunteer hours of service</td>
<td>1,141</td>
<td>2,092</td>
</tr>
<tr>
<td>Rides provided to residents</td>
<td>7,755</td>
<td>11,629</td>
</tr>
</tbody>
</table>
SPECIAL PROJECTS DURING 2020

• Friendly Connections – 2,078 Phone Calls
• Constant Contact – Each Week 47,308 emails
• Bookworm Wednesdays – 175 people
• 100 Bags of Sunshine
• Holiday Baskets – 239 Families
• Curbside Food Pick up – 143 Families
**Recreation Department**

<table>
<thead>
<tr>
<th>Recreation Center</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of members</td>
<td>7,224</td>
<td>11,431</td>
</tr>
<tr>
<td>Number of visits</td>
<td>156,180</td>
<td>311,285</td>
</tr>
<tr>
<td>Silver Sneakers visits</td>
<td>51,687</td>
<td>91,038</td>
</tr>
<tr>
<td>Number of programs</td>
<td>258</td>
<td>694</td>
</tr>
<tr>
<td>Program participants</td>
<td>32,558</td>
<td>85,756</td>
</tr>
</tbody>
</table>
Recreation Department

Community Events in 2020:

• Fall Festival
• Concerts in the Park
• Preschool & President’s Day Beach Parties
• At Home Egg Hunt
• Scarecrow Contest
• Father/Daughter Valentine’s Dance
Recreation Department

2020 Projects:

• 4 New Baseball Fields and Concession Stand at Clague Playhouse
• New Outdoor Titan Exercise Gym
• Fitness Room Upgrade – New Paint & Carpet
• Gym Floor Renovations
• Roman Ballfield #3 – regraded and seeded
Recreation Department

2021 Projects:

• Clague Park Playground
• New Tennis Courts at Recreation Center
• New Scoreboards at Roman Park Fields
• Tri-City Park Improvements (Tennis/Pickle Ball Courts)
• Design Clauge Park Improvements – Reconfigure two baseball diamonds, expand trail system & redesign cabin
Communications Department

Webcasts

Nixle Texting Service

Cable Channel

Radio
Communications Department

- Mayor’s Newsletter
- 4 Facebook Pages
- LinkedIn
- 2 Instagram Pages
- 2 Twitter Accounts
- Webcasts
- Nixle Texting Service
- Updated Website cityofwestlake.org
- Community Cable Access Channel
- 1680 AM Westlake’s Radio Station
Communications Department

2020 Projects Completed:

• Launched Community Services Facebook Page
• Launched Police Dept Twitter Account
• Redesigned Community Access Channel and made it accessible via Roku, AppleTV, FireTV and Online
• Enhanced Website accessibility by integrating ADA-compliant software (AudioEye)
Communications Department

2021 Goals/Projects:

• Redesign the City’s website to enhance usability and aesthetics
• Launch Twitter and Instagram accounts for the Recreation Department
• Continue to increase awareness of all City Communications platforms used to educate and inform the public
Westlake in Bloom 2020

- 97 Entrants
- 224 Flower Boxes
- 40 Evergreen Cemetery Gardens
- 45 Community Gardens
- 16 Categories
TOTAL ASSESSED VALUATION

- 2021: $1,613,854,850  1.3%
- 2020: $1,593,141,110  .9%
- 2019: $1,578,823,180  8.8%
- 2018: $1,450,987,600  .5%
- 2017: $1,443,793,030
## DISTRIBUTION OF MILLAGE

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Schools</th>
<th>County</th>
<th>Library</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985</td>
<td>12.90</td>
<td>51.50</td>
<td>15.50</td>
<td>2.00</td>
<td>81.90</td>
</tr>
<tr>
<td>2018</td>
<td>9.52</td>
<td>69.90</td>
<td>21.43</td>
<td>2.80</td>
<td>103.65</td>
</tr>
<tr>
<td>2019</td>
<td>9.52</td>
<td>69.90</td>
<td>21.43</td>
<td>2.80</td>
<td>103.65</td>
</tr>
<tr>
<td>2020</td>
<td>9.52</td>
<td>69.15</td>
<td>21.83</td>
<td>2.80</td>
<td>103.30</td>
</tr>
<tr>
<td>2021</td>
<td>9.52</td>
<td>69.80</td>
<td>22.63</td>
<td>2.80</td>
<td>104.75</td>
</tr>
<tr>
<td>% Inc(Dec)</td>
<td>-26.2%</td>
<td>35.5%</td>
<td>46.0%</td>
<td>40.0%</td>
<td>27.9%</td>
</tr>
</tbody>
</table>
DISTRIBUTION OF PROPERTY TAXES
(2020)

- Westlake Schools: 51%
- Westlake Library: 4%
- Cuyahoga County: 31%
- City of Westlake: 14%
OBJECTIVE: KEEP PROPERTY TAXES LOW
PROPERTY TAX RATES 2020 TAX YEAR/2021 COLLECTION YEAR

RESIDENTIAL RATES:

SHAKER HEIGHTS: 128.17
FAIRVIEW PARK: 98.21
LAKEWOOD: 95.46
NORTH OLMSTED: 92.88
BAY VILLAGE: 89.79
SOLON: 80.00
ROCKY RIVER: 77.66
STRONGSVILLE: 77.56
BEACHWOOD: 71.18
WESTLAKE: 66.71

COMMERCIAL/INDUSTRIAL RATES:

SHAKER HEIGHTS: 149.90
LAKEWOOD: 117.21
FAIRVIEW PARK: 109.91
NORTH OLMSTED: 104.96
BAY VILLAGE: 103.02
ROCKY RIVER: 102.96
SOLON: 94.20
STRONGSVILLE: 84.44
BEACHWOOD: 80.80
WESTLAKE: 71.87
OBJECTIVE: KEEP PROPERTY TAXES LOW
CITY TAX RATE HISTORY

City Property Tax Millage 1985-2021

12.90

9.52
OBJECTIVE: KEEP INCOME TAXES LOW

INCOME TAX COLLECTION HISTORY

$21,190,611

$31,890,190

$987,133

TOTAL

GENERAL FUND
OBJECTIVE: KEEP SEWER RATES LOW COMMERCIAL RATES (per MCF)

- STRONGSVILLE: $114.14
- NEORSD: $100.75
- CLEVELAND: $100.15
- NORTH OLMSTED: $86.06
- LAKEWOOD: $82.50
- FAIRVIEW: $39.00
- ROCKY RIVER: $38.00
- BAY VILLAGE: $30.03
- WESTLAKE: $17.50
**OBJECTIVE: KEEP SEWER RATES LOW**  
**RESIDENTIAL RATES (Per 2.5MCF)**

<table>
<thead>
<tr>
<th>City</th>
<th>Rate (Per 2.5MCF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongsville</td>
<td>$310.48</td>
</tr>
<tr>
<td>NeorSD</td>
<td>$296.10</td>
</tr>
<tr>
<td>Cleveland</td>
<td>$295.35</td>
</tr>
<tr>
<td>Lakewood</td>
<td>$227.00</td>
</tr>
<tr>
<td>North Olmsted</td>
<td>$215.15</td>
</tr>
<tr>
<td>Fairview</td>
<td>$97.50</td>
</tr>
<tr>
<td>Rocky River</td>
<td>$95.00</td>
</tr>
<tr>
<td>Bay Village</td>
<td>$90.00</td>
</tr>
<tr>
<td>Westlake</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

*Westlake /Bay Village on a flat rate. All others are per MCF.*
OBJECTIVE: CONTROL GENERAL FUND COSTS OPERATING REVENUE VS. EXPENDITURES (MILLIONS)
OBJECTIVE: MAXIMIZE SERVICES AT CURRENT REVENUES
GENERAL FUND COMPARATIVE (MILLIONS)
OBJECTIVE: MAXIMIZE SERVICES AT CURRENT REVENUES
GENERAL FUND COMPARATIVE (2020)

INCOME TAX 54.2%

PROPERTY TAX 31.6%

INTERGOVT/OTHER TAX 2.4%

INTEREST 2.2%

TRANSFER/ADVANCES 0.9%

OTHER 8.7%
OBJECTIVE: CONTROL GENERAL FUND COSTS
COMPARATIVE EXPENDITURES (MILLIONS)
OBJECTIVE: CONTROL GENERAL FUND COSTS
EXPENDITURES – BY DEPARTMENT (2020)

- SERVICE: 24.9%
- POLICE: 24.4%
- TRANSFERS/ADVANCES: 6.2%
- MISC.: 7.9%
- FIRE: 12.8%
- RECR/COMM: 4.4%
- ADMINISTR.: 11.2%
- PLAN/ENG/INSPECTION: 8.2%
OBJECTIVE: CONTROL GENERAL FUND COSTS EXPENDITURES – BY CATEGORY (2020)

CAPITAL 1.2%

EXPENSES 27.8%

TRANS/ADV 6.2%

BENEFITS 14.9%

SALARIES 49.9%
WHAT’S COMING TO WESTLAKE

NEW COMMUNITY CENTER:

• 28,170 sq. ft. Facility
• Located near Tennis Courts at Recreation Center
• Includes Auditorium, Assembly/Dining Room, Exercise Studio, Fitness Room, Kitchen, Pantry and Courtyard
WHAT’S COMING TO WESTLAKE

PROPOSED RECREATION PROJECTS:

- Clague Park Renovations (Ballfields, Trails & Cabin (2022)
- Recreation Center Park Improvements (2023)
- Meadowood Golf Course Improvements (2024)
- Bradley Nature Park – Trails/Playground (2024)
- Recreation Center Auxiliary Gym (2025)
WHAT’S COMING TO WESTLAKE

WATER STUDY:
• Possible Suppliers - Cleveland Water, Avon Lake Water, Elyria/North Ridg Water

LILLY WESTON HOUSE RENOVATIONS (PHASE I):
• Received $200,000 State Grant
• City’s share is $100,000
BOND RATINGS AND AWARDS

Financial Awards:

• AAA Bond Rating by all rating agencies – 18 years
• Distinguished Budget Presentation from GFOA (Govt. Finance Officers Association) – 21 years
• Certificate of Achievement from Excellence in Financial Reporting from GFOA – 35 years
• Award for Outstanding Achievement in Popular Reporting from GFOA – 17 years
• Auditor of State Awards for Financial Excellence and Awards of Distinction–19 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

- The City is successful because of its citizens, schools, library, employees, business community and other partners
- We can continue our success through the efforts and participation of the entire community