

Dennis M. Clough, Mayor

2021 State of the City

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
- World Class Town Center at Crocker Park

Economic Development Activities

Businesses that have opened, expanded or relocated within Westlake during 2020

- 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 Billiard 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
- Serpentine 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)

Planning Department

Commercial Development Approved

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



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

Engineering Department

Infrastructure Improvements 2018:

- Rose Road/Clark Parkway Water lines
- Aquatic Center
- Bradley Road Culvert
- Community Center Design
- 2018 Roadway Program

Engineering Department

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

Engineering Department

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

- | | <u>2020</u> | <u>2019</u> |
|------------------------------------|-------------|-------------|
| • Calls for Service : | 29,142 | 37,448 |
| • Total Charges/Arrests: | 2,941 | 4,750 |
| • Motor Vehicles Accidents: | 508 | 774 |
- **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

	<u>2020</u>	<u>2019</u>
• Calls relating to Fire, EMS, Haz-Mat and service	5,204	5,497
• Assignments relating to plan reviews, inspections, investigations and consultations	3,610	2,922
• Events/classes offered	32	41
• Fire and EMS calls dispatched by Westcom	15,968	16,450

Service Department



Service Department

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

Community Services Department



Community Services Department

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

Community Services Department

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



Recreation Department

	<u>2020</u>	<u>2019</u>
<u><i>Recreation Center</i></u>		
• Number of members	7,224	11,431
• Number of visits	156,180	311,285
• Silver Sneakers visits	51,687	91,038
• Number of programs	258	694
• Program participants	32,558	85,756

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

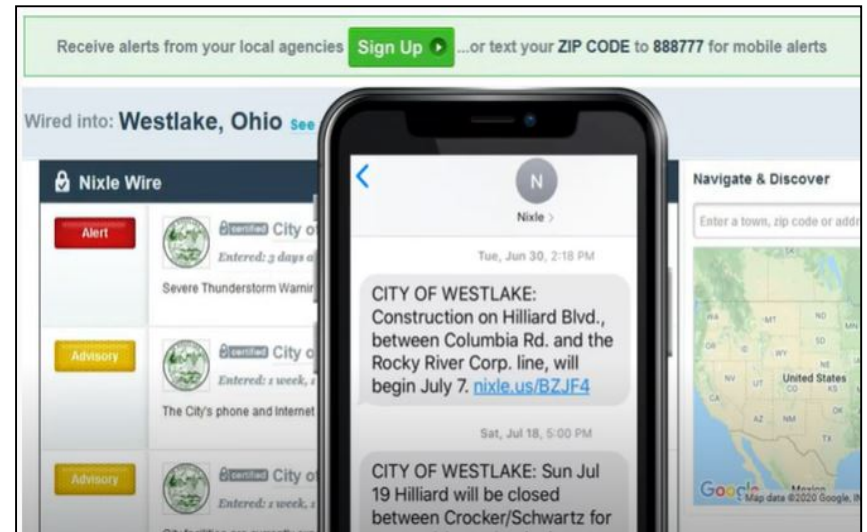
2021 Projects:

- Clague Park Playground
- New Tennis Courts at Recreation Center
- New Scoreboards at Roman Park Fields
- Tri-City Park Improvements(Tennis/Pickle Ball Courts)
- Design Clague 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



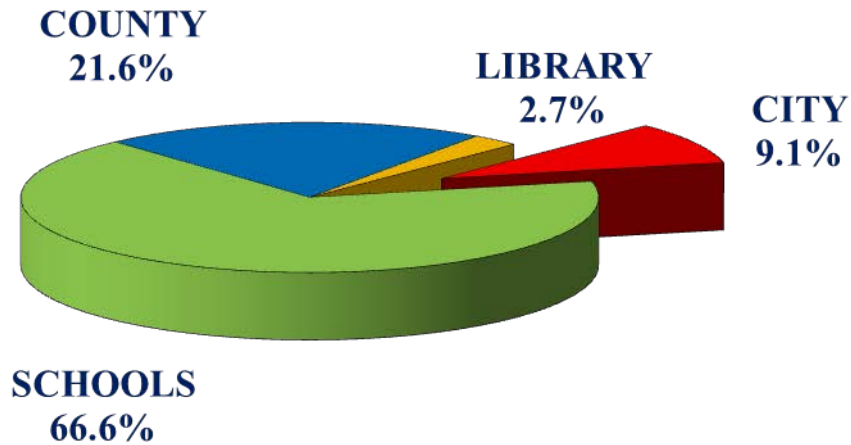
OBJECTIVES OVERVIEW



TOTAL ASSESSED VALUATION

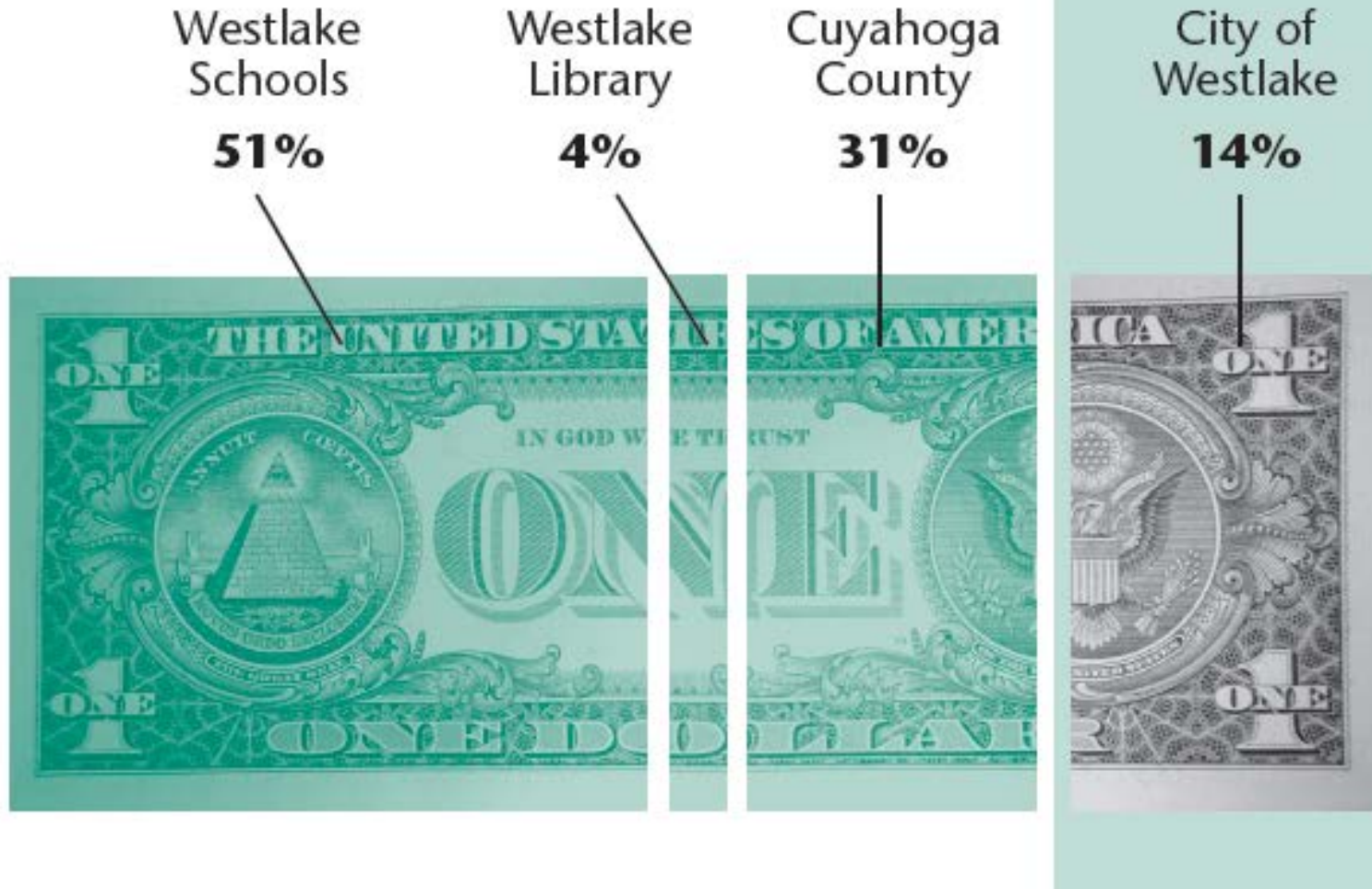
- 2021: \$1,613,854,850 1.3% ↑
- 2020: \$1,593,141,110 .9% ↑
- 2019: \$1,578,823,180 8.8% ↑
- 2018: \$1,450,987,600 .5% ↑
- 2017: \$1,443,793,030

DISTRIBUTION OF MILLAGE



	CITY	SCHOOLS	COUNTY	LIBRARY	TOTAL
1985	12.90	51.50	15.50	2.00	81.90
2018	9.52	69.90	21.43	2.80	103.65
2019	9.52	69.90	21.43	2.80	103.65
2020	9.52	69.15	21.83	2.80	103.30
2021	9.52	69.80	22.63	2.80	104.75
% Inc(Dec)	-26.2%	35.5%	46.0%	40.0%	27.9%

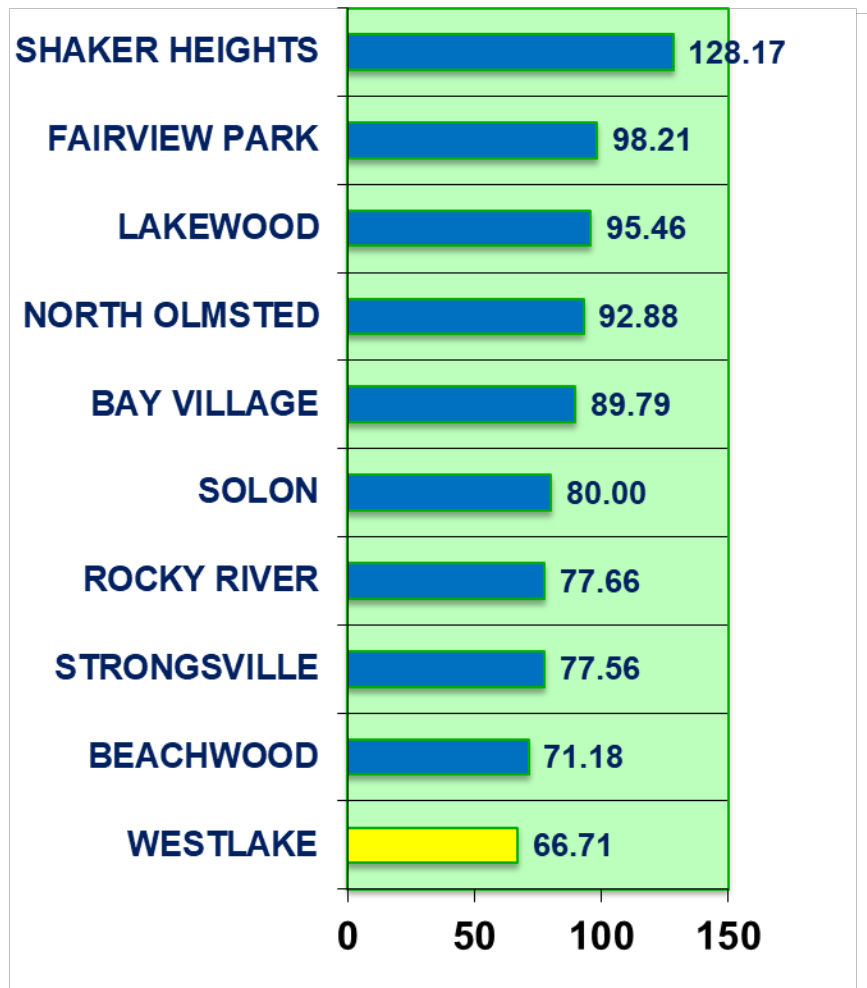
DISTRIBUTION OF PROPERTY TAXES (2020)



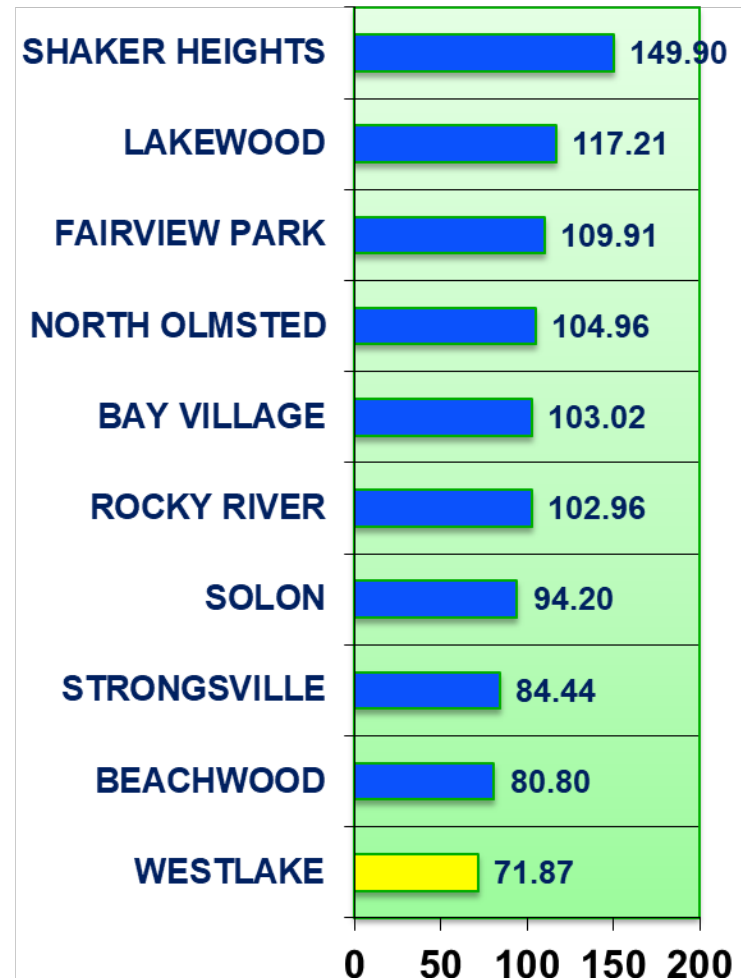
OBJECTIVE:KEEP PROPERTY TAXES LOW

PROPERTY TAX RATES 2020 TAX YEAR/2021 COLLECTION YEAR

RESIDENTIAL RATES:

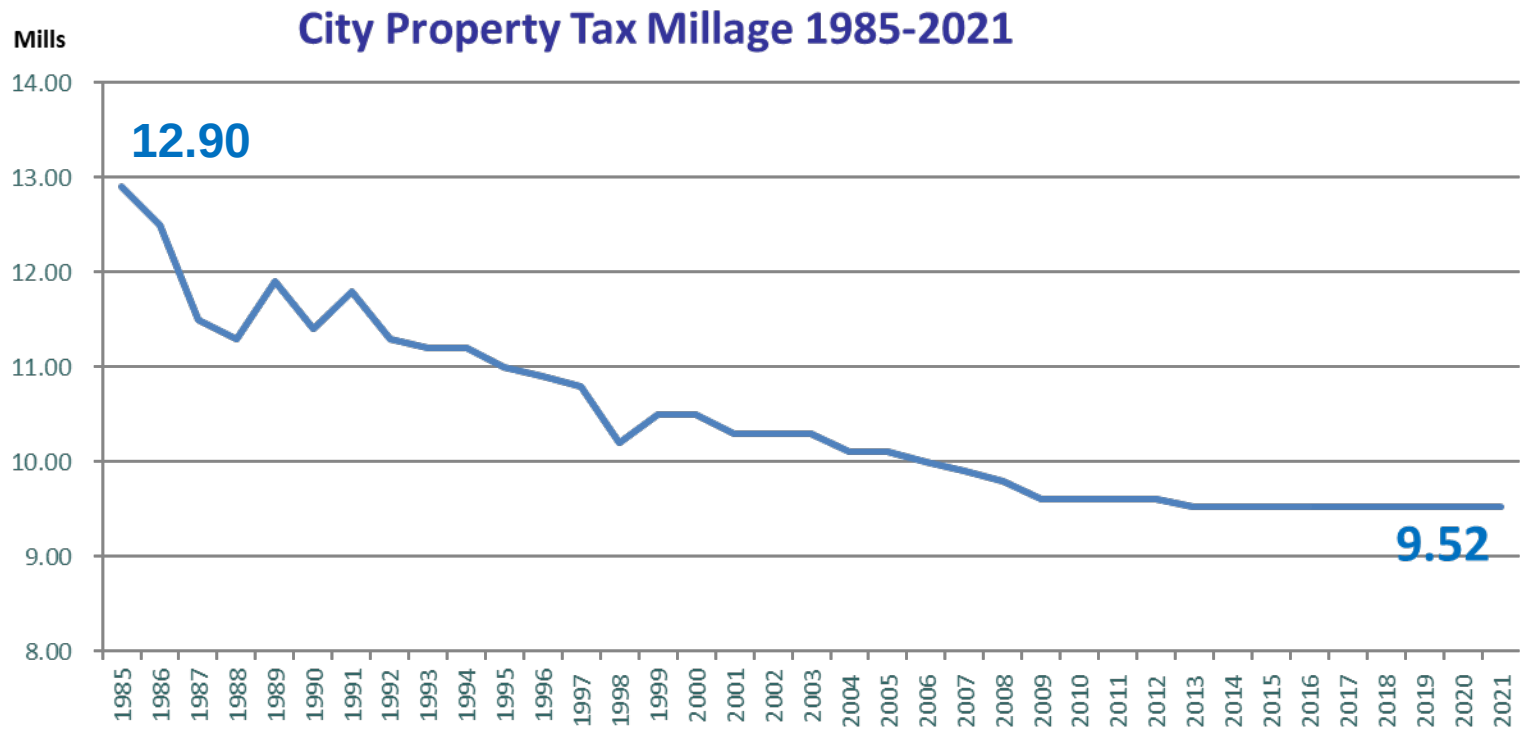


COMMERCIAL/INDUSTRIAL RATES



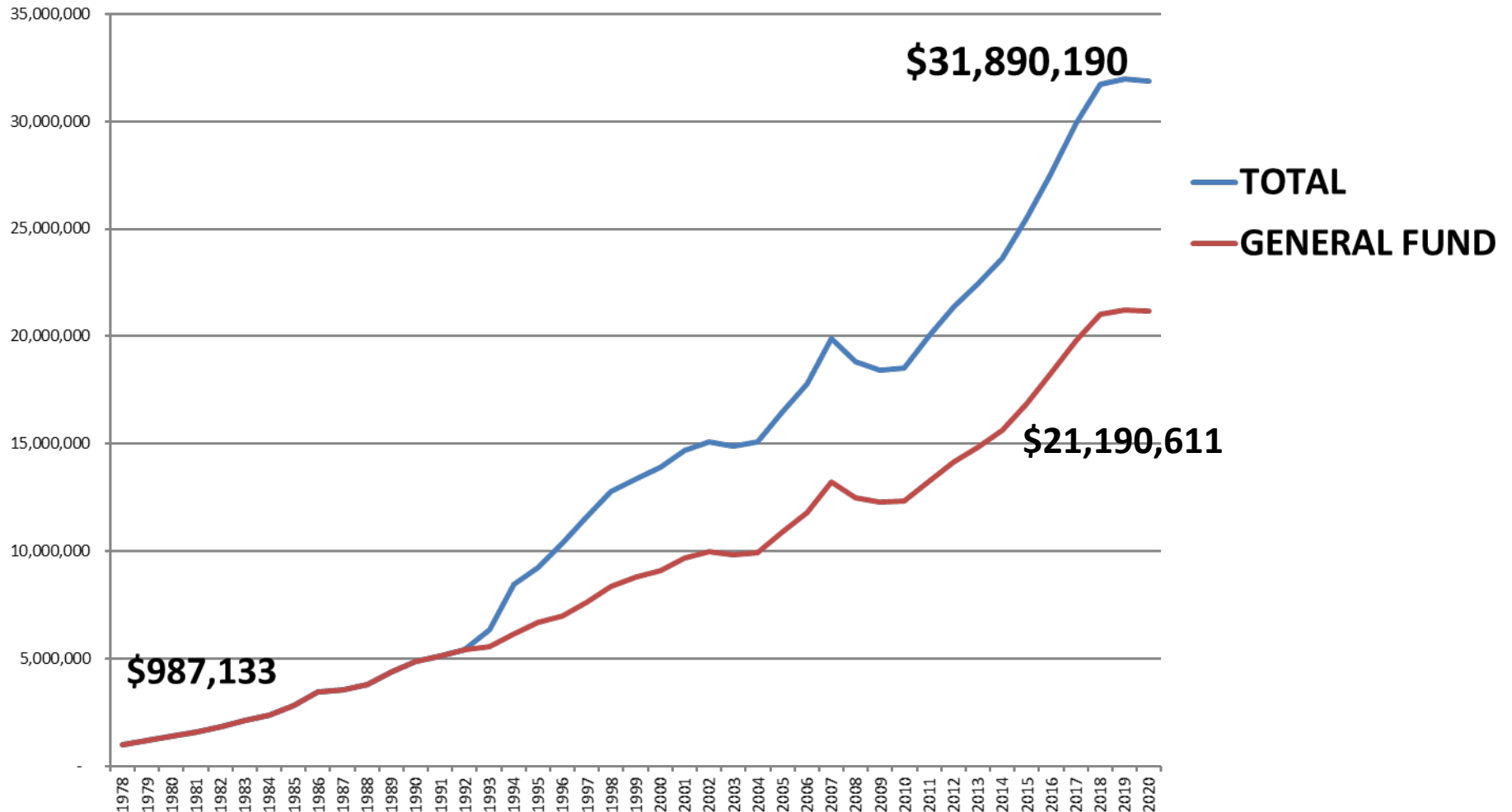
OBJECTIVE: KEEP PROPERTY TAXES LOW

CITY TAX RATE HISTORY



OBJECTIVE: KEEP INCOME TAXES LOW

INCOME TAX COLLECTION HISTORY

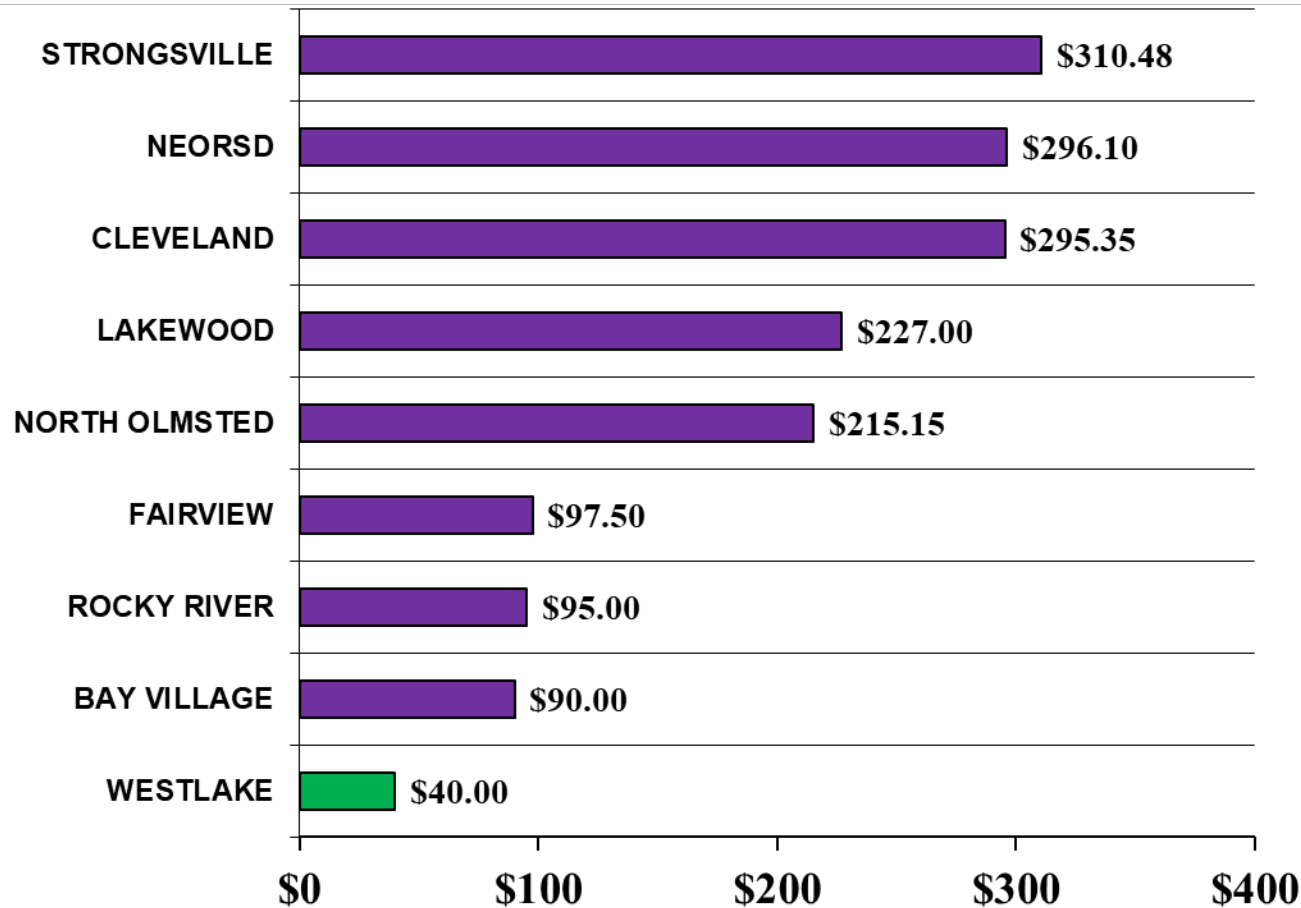


OBJECTIVE: KEEP SEWER RATES LOW

COMMERCIAL RATES (per MCF)



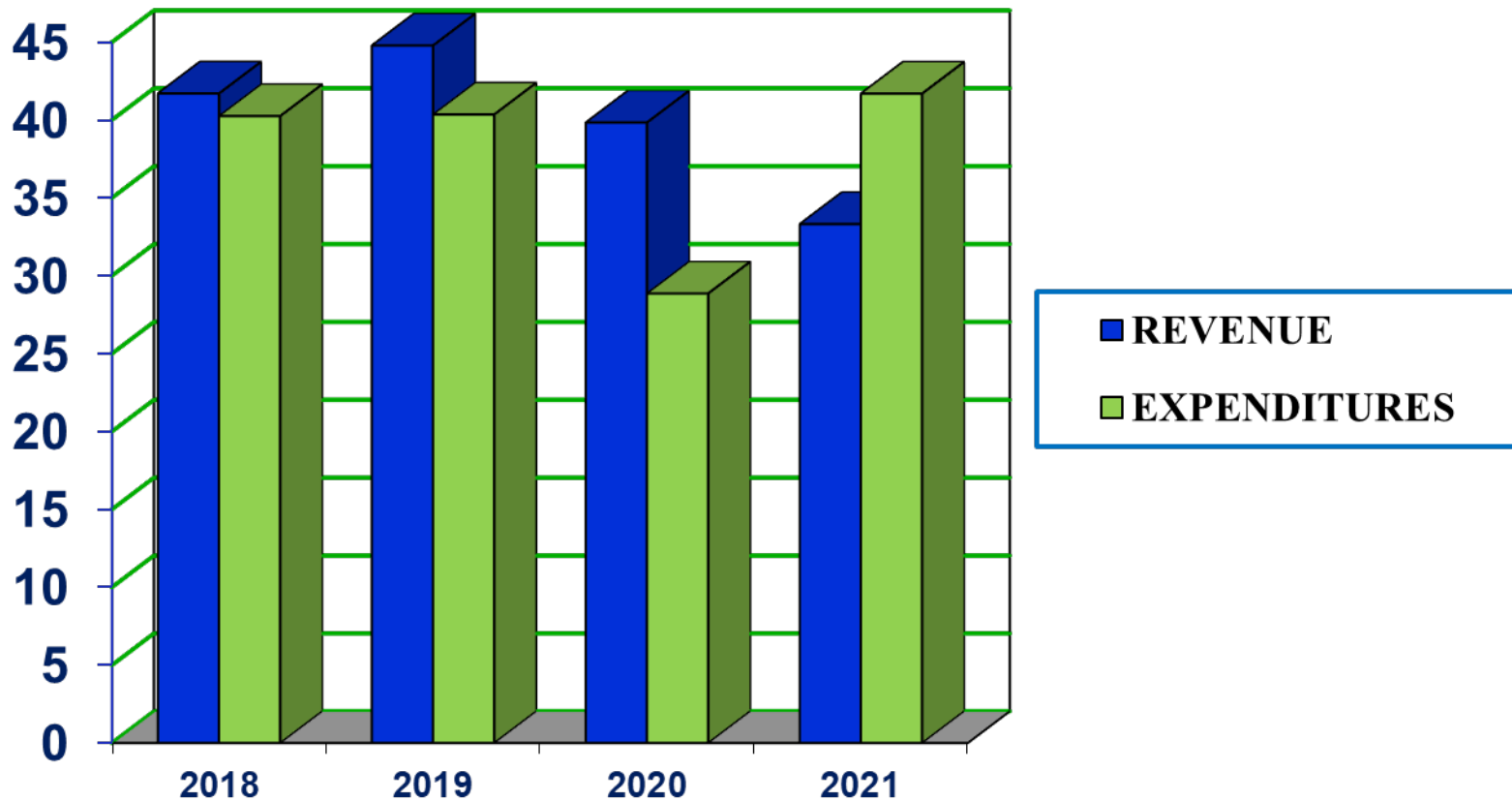
OBJECTIVE: KEEP SEWER RATES LOW RESIDENTIAL RATES (Per 2.5MCF)



*Westlake /Bay Village on a flat rate. All others are per MCF.

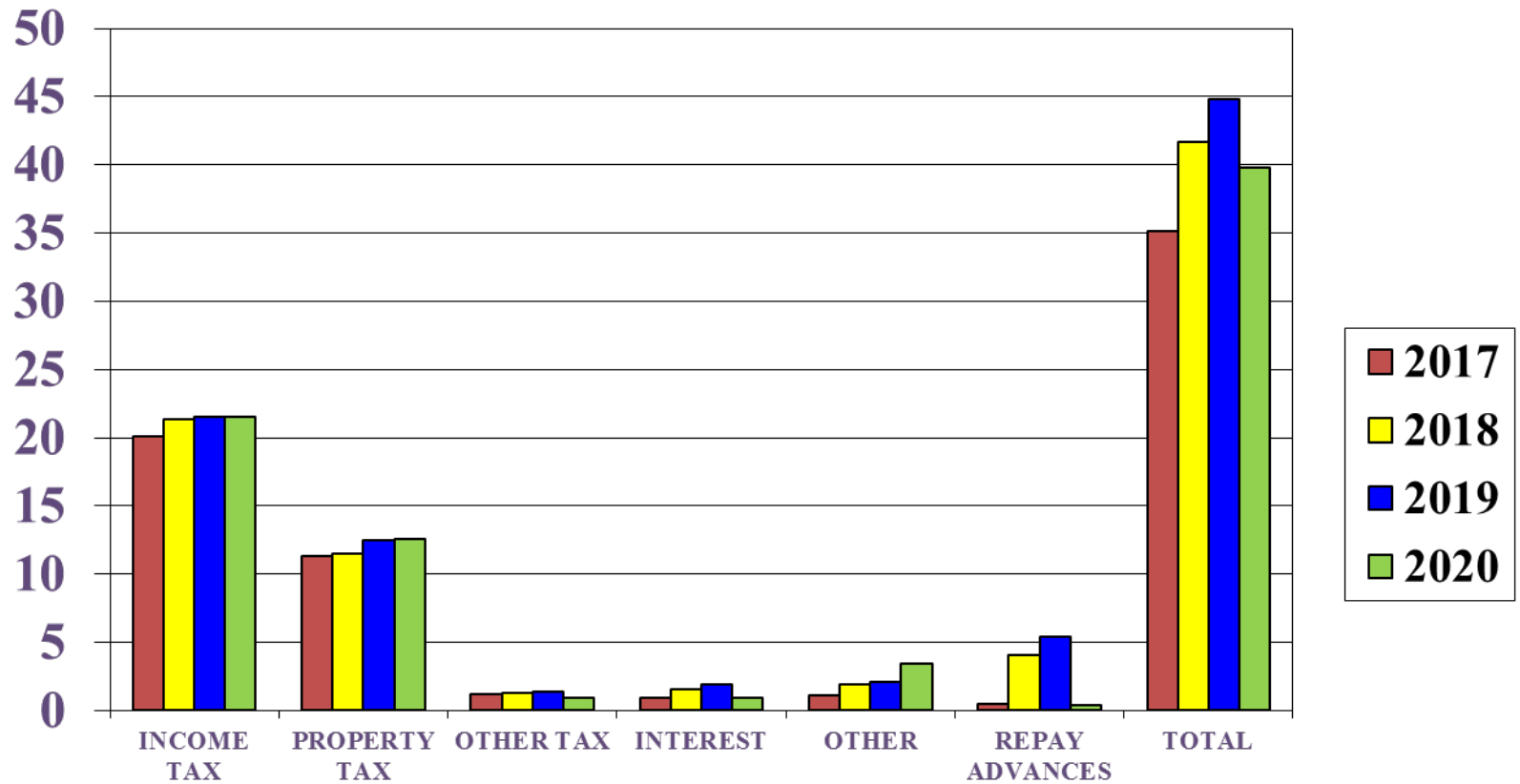
OBJECTIVE: CONTROL GENERAL FUND COSTS

OPERATING REVENUE VS. EXPENDITURES (MILLIONS)



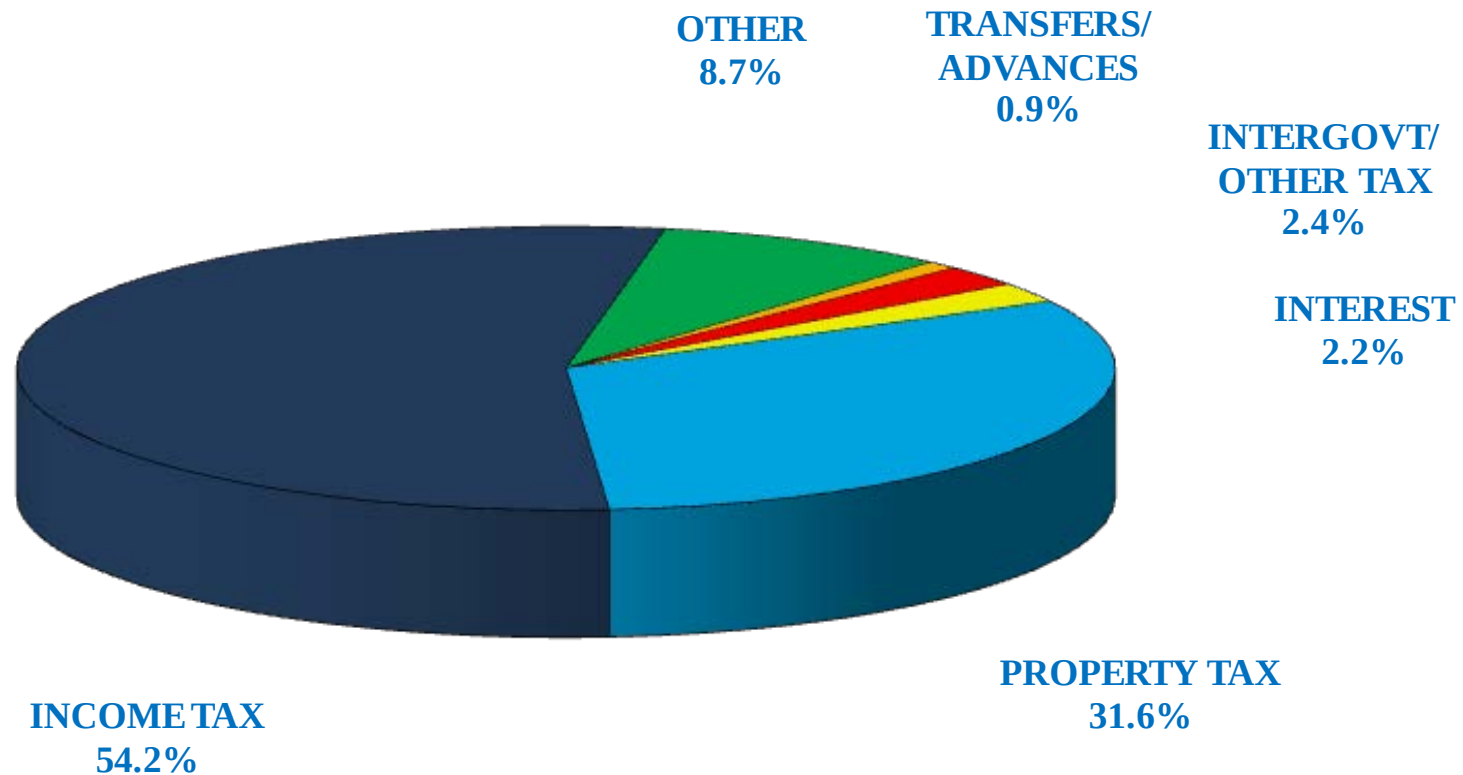
OBJECTIVE: MAXIMIZE SERVICES AT CURRENT REVENUES

GENERAL FUND COMPARATIVE (MILLIONS)



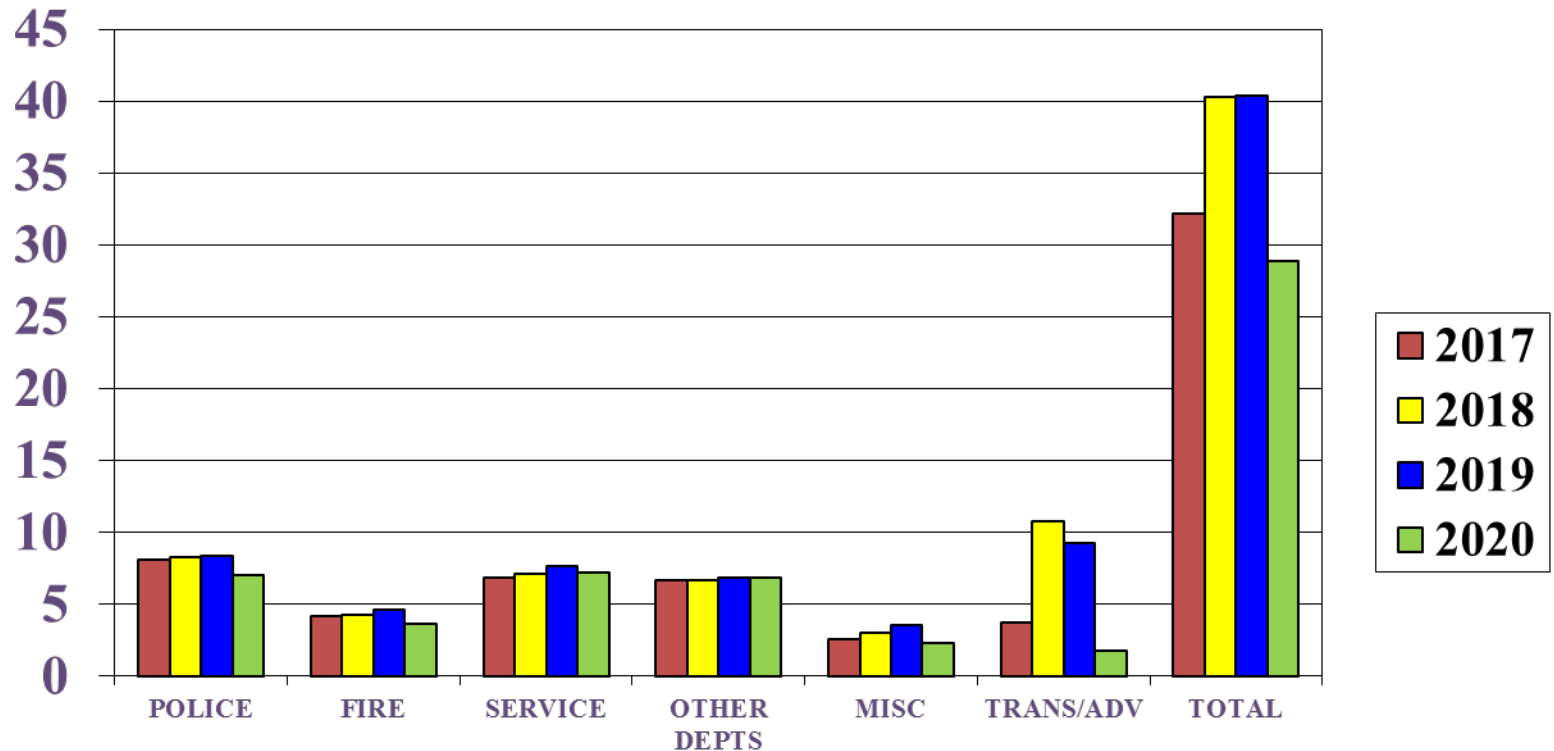
OBJECTIVE: MAXIMIZE SERVICES AT CURRENT REVENUES

GENERAL FUND COMPARATIVE (2020)



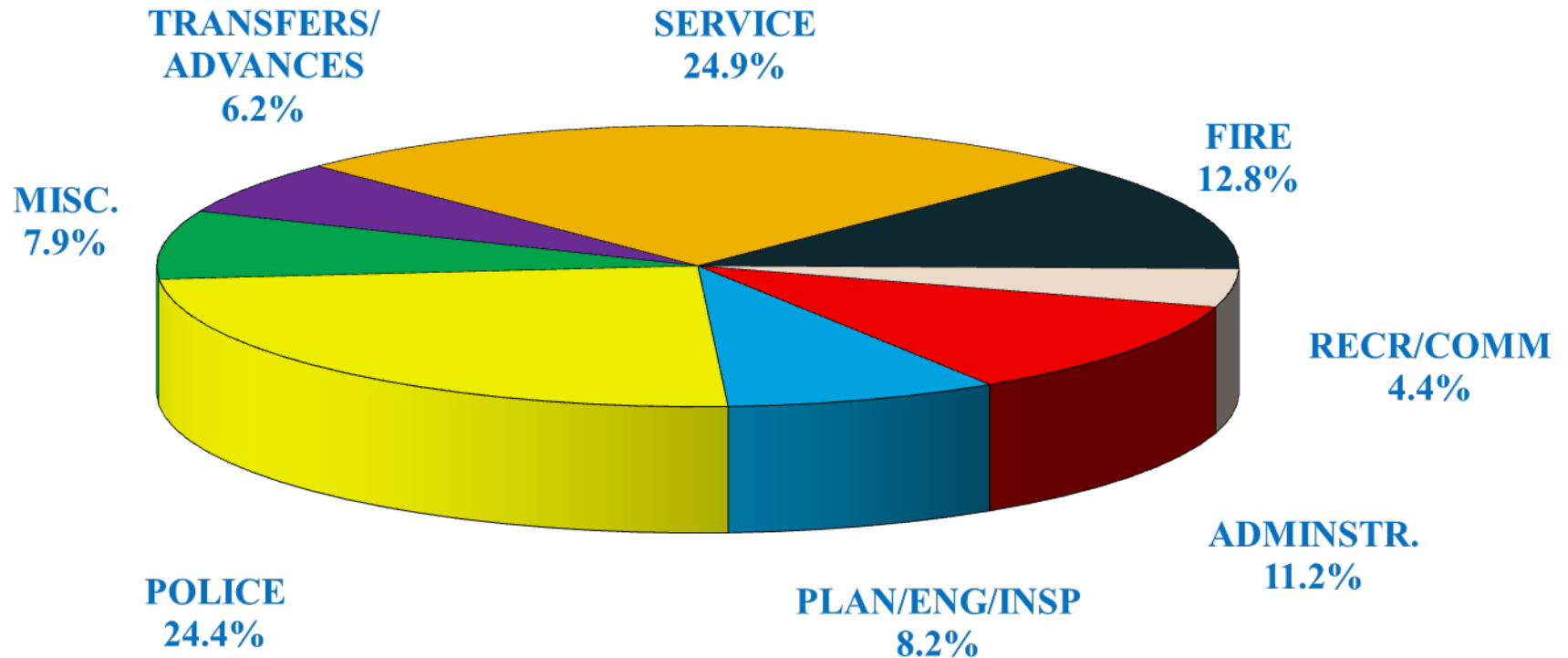
OBJECTIVE: CONTROL GENERAL FUND COSTS

COMPARATIVE EXPENDITURES (MILLIONS)



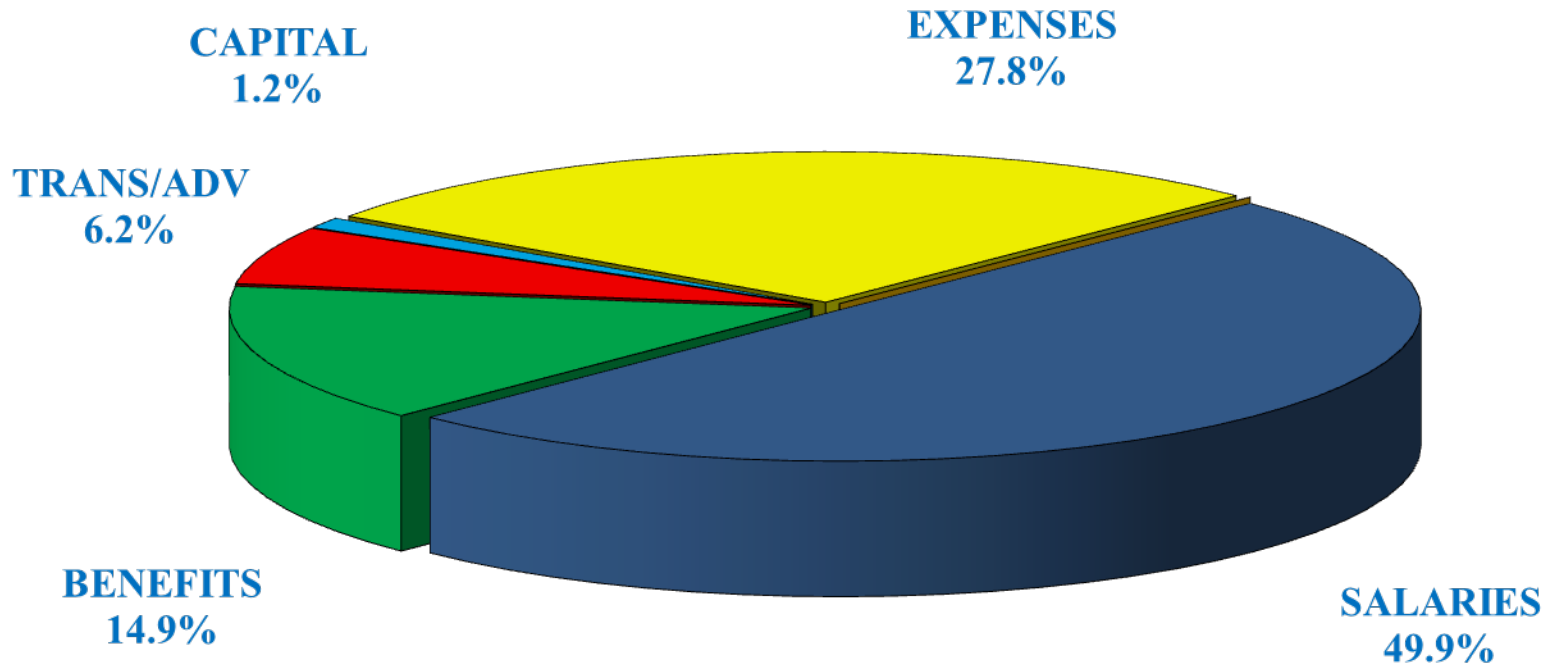
OBJECTIVE: CONTROL GENERAL FUND COSTS

EXPENDITURES – BY DEPARTMENT (2020)

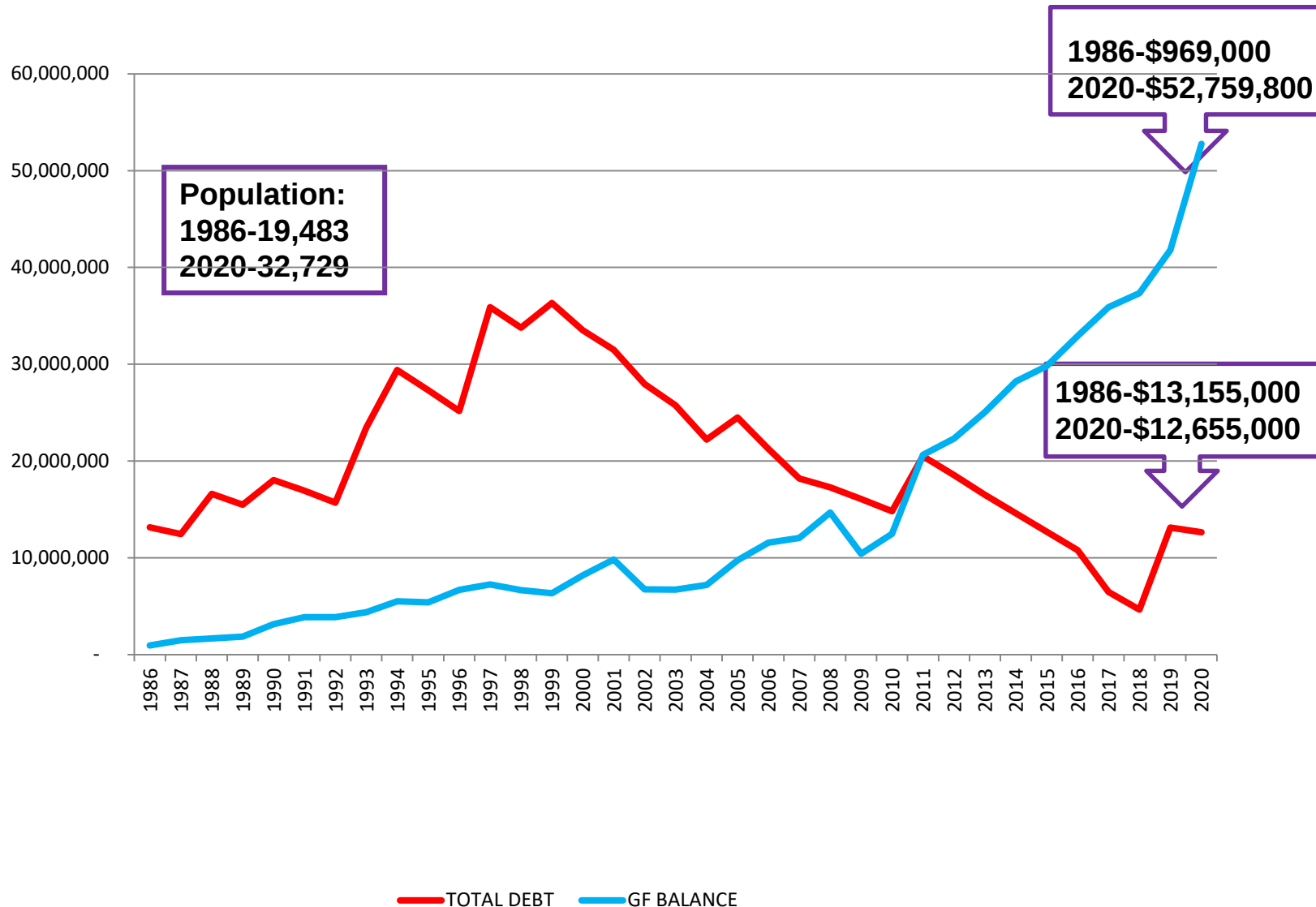


OBJECTIVE: CONTROL GENERAL FUND COSTS

EXPENDITURES – BY CATEGORY (2020)



HISTORICAL PERSPECTIVE DEBT VS. GENERAL FUND BALANCE



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