



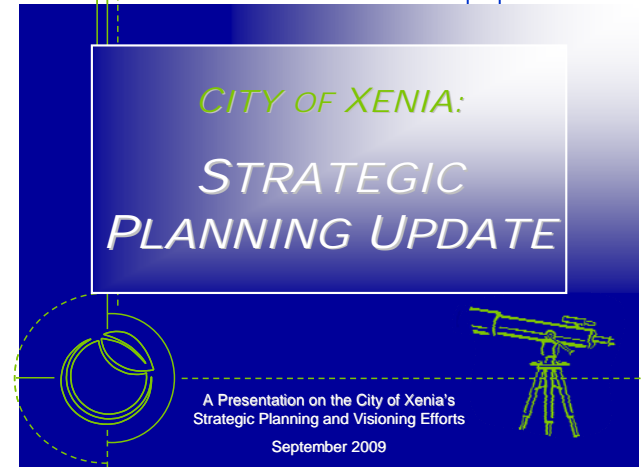
**STRATEGIC INITIATIVES UPDATE:  
VISION PLAN IMPLEMENTATION**

**June 24, 2010**

**Presented to:  
Xenia City Council**

# 2020 VISION PLAN

- ⇒ September 2009 presentation to City Council
- ⇒ Plan focuses on strengthening or enhancing:
  - Economic Development
  - City Image
  - Quality Service Provision
  - Community Outreach
  - Financial Management
  - Infrastructure



**STRATEGIC INITIATIVES UPDATE**

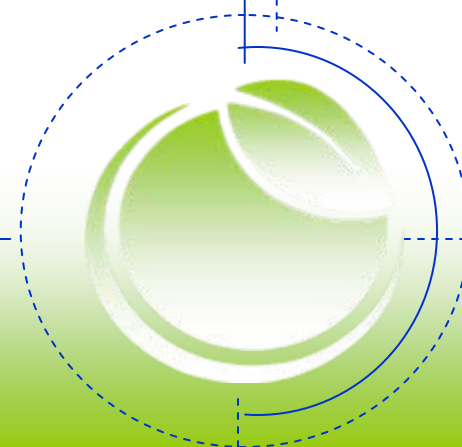
# ECONOMIC DEVELOPMENT INITIATIVES

- ⇒ Economic Development Strategic Plan:
  - General plan elements
  - ED Tax Incentive Policy
  - Buxton Recruitment
- ⇒ XEGC Funding and Activities
- ⇒ Economic Impact Analysis for Annexation/JEDD
- ⇒ Pending JEDD agreement
- ⇒ Economic Development and Recreation



Xenia Economic Growth Corporation

**STRATEGIC INITIATIVES UPDATE**



# IMAGE ENHANCEMENT INITIATIVES

⇒ New Residential Construction requirements

⇒ Design Guidelines

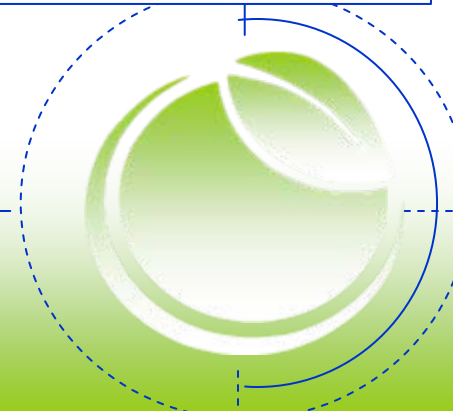
⇒ Subsidized Housing Policy

⇒ Promotional Video

⇒ Gateway Enhancements – West Main Street

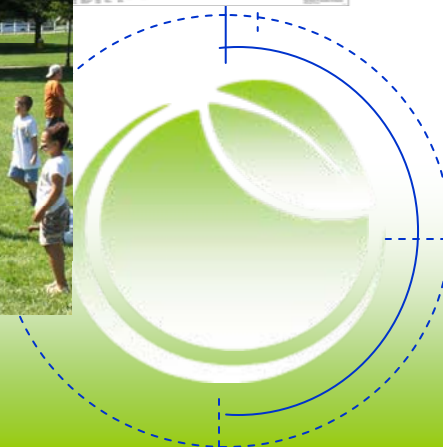
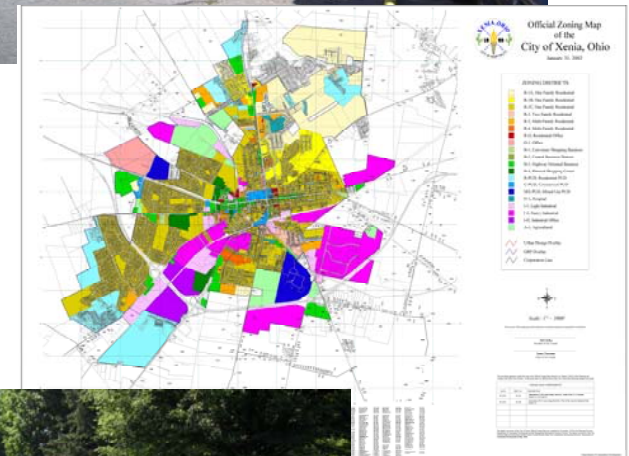
⇒ Tier II Program & Wayfinding/Signage:

- Downtown Revitalization Committee
- Façade Loan Program
- Streetscape improvements



# QUALITY SERVICE PROVISION

- ⇒ Fire/Rescue service delivery options
- ⇒ Comprehensive Plan Update
- ⇒ Utility Billing changes—initiation fee
- ⇒ Financial Management information systems
- ⇒ Recreation



**STRATEGIC INITIATIVES UPDATE**

# COMMUNITY OUTREACH

- ⇒ Vision Launch Committee – Focus Group
- ⇒ Community Survey
- ⇒ Communications Policy – press releases
- ⇒ Newsletter
- ⇒ Social Media (Facebook)
- ⇒ Website Enhancement
- ⇒ Brand Use Guidelines

April 2010 Issue

**XENIA** COMMUNICATOR  
The Official Newsletter of the City of Xenia!

**WELCOME!** We are proud to introduce you to *The Xenia Communicator*, a new quarterly newsletter to the citizens of Xenia. The *Xenia Communicator* will keep you abreast of on-going projects and issues in the City of Xenia, and will also help to tell the story of what we all know: that Xenia is a great place to live, work, play, raise a family and do business!


**VOTE ON MAY 4  
WHAT ISSUE 7  
MEANS FOR  
XENIA**  
(see more inside)

**MAY 4 VOTE ON ISSUE 7 WILL KEEP XENIA SAFE**

"In my 34 years with the City of Xenia, this is the worst financial crisis we have faced. Issue 7 is critical and will directly impact our ability to respond to 911 calls and emergencies when seconds count!"  
– Chief Randy Person

Issue 7 will allow the City of Xenia to maintain current Police and Fire Service Levels. Please note that Retirement and Social Security income are NOT taxed.

On May 4, voters will decide on Issue 7, a proposed .5% income tax increase for the City of Xenia. The additional revenue will be used to maintain police and fire service levels, as well as for capital needs such as street improvements. Without the increase, which would be the first voted increase since 1991, the City will be forced to lay off four police officers and six firefighter/paramedics. This would also result in the closure of Fire Station 2 on Second Street. The Xenia Police Division, consisting of 43 officers, and Xenia Fire Division, with 41 firefighter/paramedics, collectively respond to more than 38,500 requests for service each year, with an average response time of under five minutes. Fewer officers and firefighters will mean longer response times. The proposed increase will also help the City make much-needed improvements to infrastructure, dedicating at least \$500,000 to sorely-needed street improvements.



Chief Person is a 34-year veteran of the Xenia Police Division and a lifelong resident. He attended Xenia Community Schools and along with his wife raised two sons that also graduated from Xenia Community Schools.

For more information on Issue 7, visit the City's website at [www.ci.xenia.oh.us](http://www.ci.xenia.oh.us) and click on May 4, 2010 Ballot Issue, or Contact City Manager Jim Percival at (937) 376-7231 or Finance Director Mark Buzelak at (937) 376-7235

**XENIA** VIVID HISTORY. VIBRANT FUTURE.

## STRATEGIC INITIATIVES UPDATE



# ENSURING FINANCIAL RESOURCES

- ⇒ November Ballot Issue
- ⇒ 27<sup>th</sup> Pay Reserve
- ⇒ General Capital Set-aside
- ⇒ New Funds—Fire/Police, 911, Court
- ⇒ Financial Management Policies and Initiatives

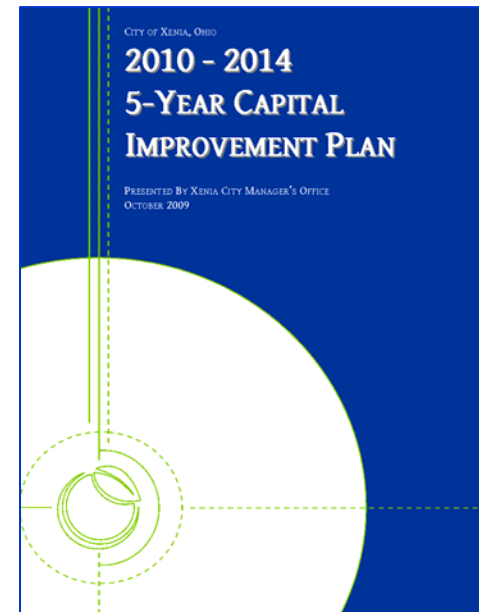


**2010 FINANCIAL MANAGEMENT POLICIES AND GOALS**

KEY OPERATING FUNDS (General Fund (101), State Out & Veh. Lic. (221), Police & Fire Fund (270))		
1	The Key Operating Funds will not generally have deficits (that is revenue will equal or exceed expenditures). Capital and Debt Service expenditures in the Police and Fire Fund (270) may not be included in calculating cash flow.	FP
2	Any actual cash reserves at fiscal year end in the General Fund (101) and the State Out & Vehicle License Fund (221) less two months of operational reserve requirements shall be transferred to the General Capital Improvement Fund. The Police and Fire Fund (270) shall have an operational reserve requirement equal to two months.	FP
	In addition the Police and Fire Fund (270) shall have an operational reserve requirement equal to two months.	FP
3	The operational reserve requirement shall include an additional amount each year such that the reserve will have funds available for those payroll years that have twenty-seven (27) pays rather than the normal twenty-six (26) pays.	O
4	No capital projects will be funded from the General Fund (101) or the State Out & Vehicle License Fund (221).	FP
5	No subsidies from other fund sources (i.e. Tax Increment (234), Special Interest Funds (601, 602, 603, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, etc.)) will be used other than for reimbursement for specific projects and/or programs.	FP
6	Capital projects for Police and Fire will be funded from the Police and Fire Fund (270) and not the General Capital Improvement Fund (161).	FP
7	The State Out & Vehicle License Fund (221) and the Police and Fire Fund (270) shall be authorized by the General Fund (101) through transfers as in as needed for revenue substitution under expenditure reduction in those funds have been employed and implemented if feasible.	FP
8	Five percent (5%) of gross income tax revenues shall be directly deposited into the General Capital Improvement Fund (161). (This policy shall go into effect _____)	O

# INFRASTRUCTURE STABILIZATION

- ⇒ Utilities—Water, Sewer, Stormwater
  - Water Model Study
  - I & I Study
- ⇒ Streets
  - Street rehab plan
  - Downtown Streetscape
- ⇒ Facilities
- ⇒ Parks
- ⇒ Fleet Management
- ⇒ Information Technology





**Goals and initiatives derived from the  
*Vision Plan* should be reinforced in  
Budget Priorities**