



## **General Fund Revenues/ Expenditures**

**State Aid & Taxes**

<b>Taxes</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
Property Tax	\$ 6,522,741	\$ 6,647,881	\$ 6,696,925
Special Assessments	\$ 208,080	\$ 212,242	\$ 216,486
Sale City Property	\$ 5,753	\$ 80,000	\$ 15,000
PILOTs	\$ 557,813	\$ 710,563	\$ 830,900
Penalties on Taxes	\$ 127,720	\$ 125,000	\$ 125,000
School Tax Penalties	\$ 38,073	\$ 35,000	\$ 35,000
Sales Tax	\$ 3,158,148	\$ 3,050,000	\$ 3,100,000
Occupancy Tax	\$ 205,390	\$ 200,000	\$ 205,000
Public Utility Tax	\$ 113,924	\$ 145,000	\$ 125,000
Franchise Fees	\$ 156,829	\$ 175,000	\$ 160,000
Mortgage Tax	\$ 136,721	\$ 105,000	\$ 130,000
<b>Total Taxes</b>	<b>\$ 11,231,192</b>	<b>\$ 11,485,686</b>	<b>\$ 11,639,311</b>

<b>State Aid</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
Grant/Project Reimbursement	\$ 593,395	\$ -	\$ -
Highway Aid	\$ 109,318	\$ 108,000	\$ 108,000
General Purpose State Aid	\$ 1,942,613	\$ 1,942,613	\$ 1,942,613
<b>Total State Aid</b>	<b>\$ 2,645,326</b>	<b>\$ 2,050,613</b>	<b>\$ 2,050,613</b>

**Total Taxes and State Aid**      \$ 13,876,518    \$ 13,536,299    \$ 13,689,924

## Other Revenues

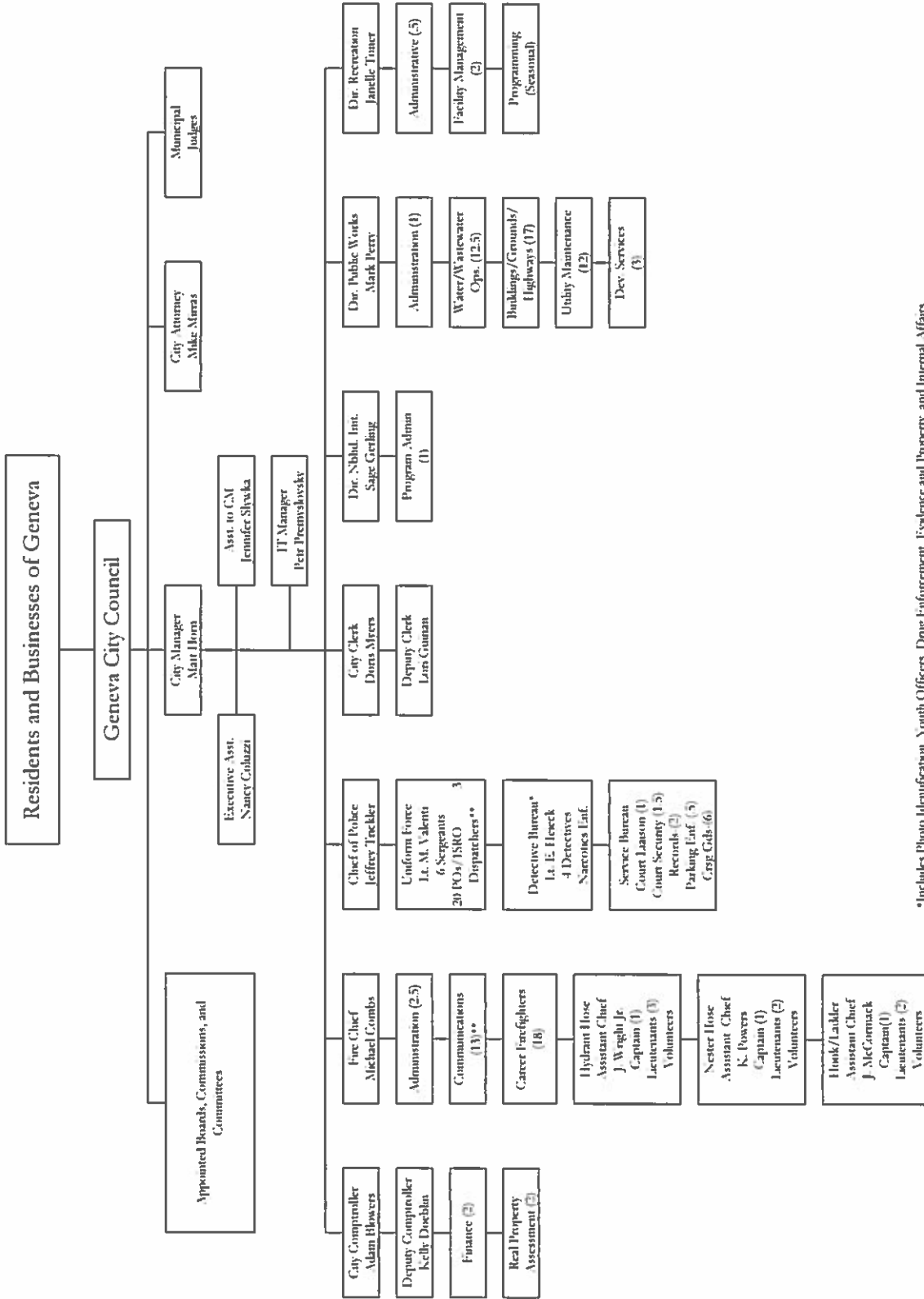
Revenue Category	2014 Actual	2015 Budget	2016 Request
Registrar Fees/Licenses	\$ 28,785	\$ 31,500	\$ 30,000
Police Reports	\$ 11,742	\$ 10,000	\$ 10,000
Public Works Services	\$ 15,274	\$ 15,000	\$ 66,743
Inspections	\$ 3,626	\$ 7,500	\$ 5,000
Recreation Charges	\$ 47,393	\$ 40,000	\$ 45,000
Concession Stand	\$ 20,388	\$ 25,000	\$ 25,000
Ice Rink Fees	\$ 220,024	\$ 175,000	\$ 200,000
Cemetery Fees	\$ 52,655	\$ 60,000	\$ 55,000
School Resource Officer	\$ 144,336	\$ 79,103	\$ 80,777
Police Services	\$ 128,862	\$ 130,000	\$ 142,000
Interest on Investments	\$ 6,721	\$ 10,000	\$ 7,500
Rental of Real Property	\$ 13,596	\$ 15,000	\$ 40,000
Business Licenses	\$ 3,950	\$ 5,000	\$ 4,500
Bingo Fees	\$ 3,058	\$ 5,000	\$ 4,500
Dog Licenses	\$ 13,509	\$ 15,000	\$ 15,000
Building Permits	\$ 55,440	\$ 80,000	\$ 65,000
Parking Tickets	\$ 74,038	\$ 75,000	\$ 75,000
Trash Fines	\$ 6,791	\$ -	\$ 5,000
City Court Fines	\$ 136,558	\$ 180,000	\$ 125,000
Sale of Scrap Material	\$ 3,366	\$ -	\$ 2,500
Insurance/Workers' Comp Recoveries	\$ 51,647	\$ 150,000	\$ 50,000
Tax Advertisement	\$ 12,680	\$ 15,000	\$ 15,000
Gas and Oil	\$ 11,986	\$ 25,000	\$ 15,000
UDAG	\$ 840,000	\$ 168,000	\$ 168,000
RLF/IDA/LDC Support	\$ 38,000	\$ 58,000	\$ 38,000
Shared Services Revenue	\$ -	\$ -	\$ 115,835
Miscellaneous	\$ 112,686	\$ 200,000	\$ 125,000
Water/Sewer Transfer	\$ 1,158,568	\$ 639,297	\$ 753,577
<b>Total Other Revenues</b>	<b>\$ 3,215,679</b>	<b>\$ 2,213,400</b>	<b>\$ 2,283,932</b>
<b>Total General Fund Revenues</b>	<b>\$ 17,092,197</b>	<b>\$ 15,749,699</b>	<b>\$ 15,973,855</b>

## Expenditures by Department

<b>Department</b>	<b>2014 Budget</b>	<b>2015 Budget</b>	<b>2016 Requested</b>
Mayor and Council	\$51,000	\$50,500	\$ 52,100
City Manager	\$223,656	\$240,238	\$ 267,829
Finance	\$425,977	\$414,501	\$ 430,401
City Clerk	\$110,955	\$117,038	\$ 127,823
City Attorney	\$108,969	\$142,541	\$ 100,000
Police	\$3,307,198	\$3,397,031	\$ 3,306,345
Fire	\$2,039,862	\$2,098,220	\$ 2,090,201
ONI	\$247,484	\$272,922	\$ 198,483
IT	\$317,068	\$315,917	\$ 328,516
Recreation--General	\$287,759	\$242,164	\$ 240,192
Recreation--Summer Recreation Program	\$32,600	\$17,600	\$ 17,700
Recreation Complex	\$114,350	\$116,750	\$ 99,602
Engineering	\$170,226	\$163,793	\$ 178,426
Development Services	\$184,599	\$178,821	\$ 202,774
Highway	\$1,023,867	\$947,249	\$ 866,430
Buildings and Grounds	\$555,765	\$523,566	\$ 552,692
Economic Development	\$162,500	\$129,500	\$ 132,500
Partner Agencies	\$91,485	\$73,000	\$ 54,250
General - Miscellaneous	\$5,134,769	\$4,675,574	\$ 4,751,649
General - Debt Service	\$1,650,469	\$1,752,365	\$ 1,975,942
Water Maintenance	\$1,027,105	\$936,222	\$ 984,596
Water Plant	\$659,482	\$544,666	\$ 559,245
Water - Miscellaneous	\$818,106	\$868,076	\$ 1,067,825
Water - Debt Service	\$892,307	\$965,394	\$ 1,009,338
Wastewater Maintenance	\$520,066	\$651,233	\$ 624,403
Wastewater Treatment	\$1,516,179	\$1,398,231	\$ 1,404,101
Sewer - Miscellaneous	\$925,379	\$1,052,661	\$ 1,164,135
Sewer - Debt Service	\$1,508,376	\$1,707,476	\$ 1,757,971
<b>TOTALS</b>	<b>\$24,107,558</b>	<b>\$23,993,249</b>	<b>\$24,545,469</b>

## Staffing Expenditures by Department

Department	Salary	Social Security	Health Care	Retirement	Overtime	Extra Help	Total
Mayor and Council	\$ 39,500	\$ 3,022	\$ -	\$ -	\$ -	\$ -	\$ 42,522
City Manager	\$ 231,279	\$ 18,269	\$ 22,332	\$ 39,199	\$ -	\$ -	\$ 311,079
Finance	\$ 363,401	\$ 27,535	\$ 30,538	\$ 60,508	\$ -	\$ -	\$ 481,982
City Clerk	\$ 118,823	\$ 8,479	\$ 5,738	\$ 20,838	\$ -	\$ -	\$ 153,878
City Attorney	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000	\$ 100,000
Police	\$ 3,089,095	\$ 232,168	\$ 346,913	\$ 667,974	\$ 100,000	\$ -	\$ 4,436,150
Fire	\$ 1,609,007	\$ 126,552	\$ 210,220	\$ 361,032	\$ 30,000	\$ -	\$ 2,336,811
ONI	\$ 121,109	\$ 14,772	\$ 22,954	\$ 28,309	\$ -	\$ -	\$ 187,144
IT	\$ 116,816	\$ 8,155	\$ 4,093	\$ 16,524	\$ -	\$ -	\$ 145,588
Recreation--General	\$ 209,792	\$ 13,508	\$ 19,983	\$ 29,566	\$ -	\$ 19,000	\$ 291,849
Recreation--Summer Rec	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000	\$ 8,000
Recreation Complex	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 39,000	\$ 39,000
Engineering	\$ 153,851	\$ 11,437	\$ 32,280	\$ 28,106	\$ -	\$ -	\$ 225,674
Development Services	\$ 197,274	\$ 14,217	\$ 23,411	\$ 34,939	\$ -	\$ -	\$ 269,841
Highway	\$ 403,430	\$ 33,466	\$ 83,141	\$ 75,559	\$ 63,000	\$ -	\$ 658,596
Buildings and Grounds	\$ 419,582	\$ 32,369	\$ 58,162	\$ 69,009	\$ 11,000	\$ 21,000	\$ 611,122
Water Maintenance	\$ 482,131	\$ 39,443	\$ 109,903	\$ 96,931	\$ 40,000	\$ -	\$ 768,408
Water Treatment	\$ 284,445	\$ 21,376	\$ 33,658	\$ 45,983	\$ 5,000	\$ -	\$ 390,462
Wastewater Maintenance	\$ 479,835	\$ 38,472	\$ 92,206	\$ 87,629	\$ 8,000	\$ 6,000	\$ 712,142
Wastewater Treatment	\$ 505,301	\$ 42,755	\$ 63,001	\$ 89,324	\$ 10,000	\$ 12,000	\$ 722,381
<b>Total Personnel Costs</b>	<b>\$ 8,824,671</b>	<b>\$ 685,995</b>	<b>\$ 1,158,533</b>	<b>\$ 1,751,430</b>	<b>\$ 267,000</b>	<b>\$ 205,000</b>	<b>\$ 12,892,629</b>



\*Includes Photo Identification, Youth Officers, Drug Enforcement, Evidence and Property, and Internal Affairs  
 All staffing numbers represent full time equivalent positions (FTE's)  
 \*\*Includes IT Dispatch Staff

**Congruence with Strategic Imperatives**

The City Clerk's Office is responsible for maintaining accurate records for the proceedings of the City, vital records issuance and management, and legislative support to City Council. These efforts contribute to City Council's strategic imperatives as follows:

- *Economic Development:* The Clerk's Office supports City Council's economic development efforts through the administration of legal requirements for economic development boards and commissions, including the City's Local Development Corporation and the Industrial Development Agency. Additionally, the office interacts frequently with federal and state granting agencies and supports City grant administration efforts.
- *Talent Capitalization:* The Clerk's Office serves as the hub for those interested in applying to serve in a volunteer capacity for the City's Boards and Commissions. The Clerk and her staff inform residents of opportunities to serve and shepherd applications through the approval process.
- *Asset Promotion:* Each activity conducted by the Board is affected in congruence with brand elements (see below).
- *Pride of Place:* The Clerk serves as part of the City's customer service management team, and as such ensures that the attitude and environment of the City's customer service staff and facilities is energetic, attractive, and welcoming.

**Congruence with Brand Elements**

The Clerk's Office is energetic and enthusiastic about promoting Geneva's brand. Specifically, our activities are congruent with brand elements as follows:

- *Friendly:* As noted above, our customer service efforts, both in and out of the office, are very focused on delivering on the element of friendliness found in the City's brand personality.
- *Innovative:* The Office continues to support cross training and technology solutions that promote force multipliers in the City's administrative programming. Clerk staff support Finance, Assessment, Recreation, and Development Services team directly.
- *Diverse:* As a manager of the City's brand and of the Board and Commission appointment process, the Clerk continues to promote and support the diversification of City volunteers.
- *Lively:* The Clerk's Office serves as an initial point of contact for digital, phone, and walk-up customers. We view one of our key roles as the promotion of all that Geneva has to offer.

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**City Clerk****1410**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 111,843	\$ 111,538	\$ 118,823
4011 -Postage	\$ 2,541	\$ 3,000	\$ 3,000
4013 -Office Supplies	\$ 1,141	\$ 1,000	\$ 1,000
4014 -Dues & Conferences/Services	\$ 1,551	\$ 500	\$ 500
4018 -Computer Costs	\$ 830	\$ 1,000	\$ 1,000
4090 -Dog Enumeration	\$ -	\$ -	\$ 3,500
<b>Total Direct Costs</b>	<b>\$ 117,906</b>	<b>\$ 117,038</b>	<b>\$ 127,823</b>

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**Mayor/Council 1210/1010**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1010.1001 -Council Salary	\$ 32,001	\$ 32,000	\$ 32,000
1010.4012 -Conference Expense	\$ 500	\$ 500	\$ 600
1010.4015 -Codification of Ordinances	\$ 3,500	\$ 3,500	\$ 5,000
1010.4016 -Advertising	\$ 1,043	\$ 500	\$ 500
1010.4020 -Materials/Supplies	\$ 500	\$ 500	\$ 500
1010.4046 -Miscellaneous	\$ 498	\$ 500	\$ 500
<b>Council Total</b>	<b>\$ 38,042</b>	<b>\$ 37,500</b>	<b>\$ 39,100</b>
1210.1001 -Mayor Salary	\$ 7,500	\$ 7,500	\$ 7,500
1210.4014 -NYCOM	\$ 5,420	\$ 5,500	\$ 5,500
<b>Mayor Total</b>	<b>\$ 12,920</b>	<b>\$ 13,000</b>	<b>\$ 13,000</b>
<b>Total Direct Costs</b>	<b>\$ 50,962</b>	<b>\$ 50,500</b>	<b>\$ 52,100</b>



## **Congruence with Strategic Imperatives**

The City Manager is responsible for day-to-day oversight of City operations, and of supporting and executing on City Council's vision, mission, and strategic imperatives. The City Attorney is responsible for legal strategy and risk management associated with City endeavors. Strategic imperatives are supported as follows:

- *Economic Development:* The City Manager serves as lead staff person to the Industrial Development Agency and the Local Development Corporation. In addition, he is charged with coordinating business recruitment and retention efforts with key partners. The City Attorney is responsible for incentive administration, and legal review of key initiatives.
- *Talent Capitalization:* The City Manager actively seeks community input and initiative as it relates to executing on Council's vision.
- *Asset Promotion:* The City Manager serves as Brand Manager, ensuring that all of our efforts and programs are congruent with the brand, and developing and executing strategies for distribution of brand materials and messaging.
- *Pride of Place:* The City Manager works with all City departments to ensure that facilities and programs are reflective of our commitment to excellence in public space management. The City Attorney aggressively pursues quality of life issues in and out of the court process.

## **Congruence with Brand Elements**

The City Manager and Attorney are energetic and enthusiastic about promoting Geneva's brand. Specifically, our activities are congruent with brand elements as follows:

- *Friendly:* The City Manager's Office maintains an incessant focus on customer service at all levels of the organization. In addition, our economic development messaging is such that existing and prospective businesses recognize that Geneva is prepared to support them in their operations.
- *Innovative:* Through our Civic Innovation Hub, the City stands ready to welcome and support new ideas and innovations in service and facility development.
- *Diverse:* In 2016, the City Manager's budget proposal contains direct funding to support agencies that promote and promulgate Geneva's place as a diverse city.
- *Lively:* Continued support for organizations like the Smith Opera House and UG Collective will ensure that residents, businesses, and guests find us lively and welcoming.

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**City Manager****1230**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 225,784	\$ 228,688	\$ 231,279
4011 -Postage	\$ 696	\$ 550	\$ 550
4012 -Travel	\$ 965	\$ 1,500	\$ 1,500
4013 -Office Supplies	\$ 2,800	\$ 2,000	\$ 2,000
4014 -Conferences	\$ 3,167	\$ 2,000	\$ 2,000
4045 -Training	\$ 475	\$ 500	\$ 500
4046 -Miscellaneous	\$ 5,652	\$ 5,000	\$ 30,000
<b>Total Direct Costs</b>	<b>\$ 239,538</b>	<b>\$ 240,238</b>	<b>\$ 267,829</b>

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**City Attorney****1420**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 91,301	\$ 93,041	\$ -
4010 -Administrative Support	\$ 17,000	\$ 17,500	\$ -
4013 -Outside Counsel	\$ 48,640	\$ 30,000	\$ 100,000
4018 -Computer Cost	\$ 2,497	\$ 2,000	\$ -
<b>Total Direct Costs</b>	<b>\$ 159,439</b>	<b>\$ 142,541</b>	<b>\$ 100,000</b>

**Congruence with Strategic Imperatives**

The Finance Department is responsible for management of all aspects of the City's financial operations. This includes real property taxes, utility billing, grant administration, payroll, and accounts payable. Strategic Imperatives are supported as follows:

- *Economic Development:* Finance staff participate in administrative efforts for all City economic development initiatives, including incentive administration and grants management. Additionally, the Finance team provides support to IDA and LDC activities.
- *Talent Capitalization:* In an effort to continue best management practices implemented in 2014, Finance Department leadership will continue to work with department and agency heads to ensure their unique insights into City operations are reflected on the balance sheet.
- *Asset Promotion:* The Finance team provides financial support to all aspects of marketing of the City and other promotional activities. Additionally, the Comptroller serves on the Board of Directors for the Geneva BID and supports their initiatives in this area.
- *Pride of Place:* The Finance Team provides accurate and timely support to all frontline departments charged with maintaining the City's character and promoting pride.

**Congruence with Brand Elements**

The City Manager and Attorney are energetic and enthusiastic about promoting Geneva's brand. Specifically, our activities are congruent with brand elements as follows:

- *Friendly:* The Comptroller serves as part of the City's customer service management team, and as such promotes Geneva's image as a friendly and welcoming community. Staff receives regular training on key components of customer service, and is held to extremely high standards in this regard. Additionally, the Team is delegated significant decision-making authority so as to ensure that our customers are served with the least hassle possible.
- *Innovative:* All Finance Department staff receive cross-training in areas of Finance and City Clerk customer service. Internally, staff are provided cross training inside of financial operations to ensure that each staff person has a "back up" available in unforeseen circumstances.

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**Finance/Assessment      1315**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 401,025	\$ 320,501	\$ 363,401
4009 -Board of Review	\$ 1,500	\$ 1,500	\$ 1,500
4011 -Postage	\$ 3,399	\$ 5,000	\$ 5,000
4012 -Mileage/Travel	\$ -	\$ -	\$ 2,000
4013 -Office Supplies	\$ 4,282	\$ 2,000	\$ 3,000
4014 -Conferences	\$ 2,040	\$ -	\$ 1,500
4016 -Advertising/Publications	\$ 8,483	\$ 5,500	\$ 6,000
4018 -Computer Costs	\$ 61,982	\$ 60,000	\$ 25,000
4019 -Audit Fees	\$ 14,018	\$ 15,000	\$ 10,000
4085 -Bond Issue Costs	\$ 6,531	\$ 5,000	\$ 3,000
4094 -Assessment Update	\$ -	\$ -	\$ 10,000
<b>Total Direct Costs</b>	<b>\$ 503,260</b>	<b>\$ 414,501</b>	<b>\$ 430,401</b>

### **Congruence with Strategic Imperatives**

Department operations are critical to all of Council's Strategic Imperatives. We will support these as follows:

- *Economic Development:* The department will continue its quest to investigate and tackle crime more effectively to create a welcoming environment for economic development. The department will ensure its efforts sustain a high quality of life for current and prospective residents and businesses which, in turn, will lead to economic growth.
- *Talent Capitalization:* The department will continue to build on existing partnerships and create new ones with community organizations to disseminate information and share ideas and suggestions on ways the community can become better engaged in making Geneva a better place to live and work. We will continue to tap into community resources to improve the relationship between the residents and the police department.
- *Asset Promotion:* The Geneva Police Department will work with a variety of organizations that will cover all age ranges in order to better not only the police department but, every organization it works with.
- *Pride of Place:* In order to promote our community as a destination for all, public safety is paramount. The department will continue to be a visible presence in the public, especially in the downtown area and lakefront. The department will utilize foot and bicycle patrols in these areas as well as any other areas as needed. These visible patrols will not only be able to address quality of life issues but, also be utilized as a community relation function which will help enhance the relationship between the police and the community it serves.

### **Congruence with Brand Elements**

Our visibility and interaction with the public mandates solid congruence with brand elements. We will affect this as follows:

- *Innovative:* The challenge for the future of policing in Geneva is to continue making progress in further developing and implementing promising police strategies while addressing any new problems of public safety that have been identified.
- *Cultural:* The department must foster promotion of a professional and trusting environment. This can be achieved by deploying bilingual officers, distributing bilingual crime prevention materials, and being open to developing a greater cultural sensitivity. This will help us improve relationships, gain the trust of the community, and better help them address local crime problems.

**Police                      3120**

<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 2,873,118	\$ 3,079,487	\$ 3,038,688
1002 -Overtime	\$ 139,272	\$ 100,000	\$ 100,000
1005 -School Crossing Guards	\$ 72,315	\$ 33,954	\$ 33,954
1008 -Parking Enforcement	\$ 14,980	\$ 16,453	\$ 16,453
2029 -Equipment	\$ 45,975	\$ 49,887	\$ -
4011 -Postage	\$ 2,053	\$ 2,200	\$ 2,200
4013 -Office Supplies	\$ 3,407	\$ 4,500	\$ 4,500
4014 -Conferences	\$ 440	\$ 500	\$ 500
4016 -Publications/Advertising	\$ 52	\$ 250	\$ 250
4020 -Materials and Supplies	\$ 8,235	\$ 7,500	\$ 7,500
4021 -Mileage/Vehicle Costs	\$ 13,824	\$ 20,000	\$ 20,000
4035 -General Maintenance	\$ 871	\$ 3,500	\$ 3,500
4045 -Training	\$ 15,024	\$ 15,000	\$ 15,000
4046 -Miscellaneous	\$ 3,622	\$ 3,000	\$ 3,000
4058 -Firearms Cost	\$ 4,806	\$ 7,000	\$ 8,000
4073 -Uniform Costs	\$ 19,877	\$ 20,000	\$ 20,000
4076 -Physical Exams	\$ 1,811	\$ 1,800	\$ 1,800
4095 -Computer Equipment/Maintenance	\$ 17,577	\$ 25,000	\$ 25,000
4096 -Accreditation	\$ 1,100	\$ 2,000	\$ 1,000
3020.4046 -Radio Maintenance	\$ 4,361	\$ 5,000	\$ 5,000
<b>Total Direct Costs</b>	<b>\$ 3,242,717</b>	<b>\$ 3,397,031</b>	<b>\$ 3,306,345</b>

### **Congruence with Strategic Imperatives**

Department operations are critical to all of Council's Strategic Imperatives. We will support these as follows:

- *Economic Development:* The department maintains our commercial inspection program in such a manner as to place an emphasis on business retention and facilitation of code compliance. Our efforts are customer-focused and we work with business owners to address issues in such a manner as to achieve compliance without undue burden.
- *Talent Capitalization:* The department maintains an intense focus on the recruitment and development of our volunteer force. This dedicated corps leverages the taxpayer supported workforce at a ratio of 10:1.
- *Asset Promotion:* The department is well integrated into the City events management infrastructure and supports the continued development of tourism-driven promotion of safe, enjoyable events around the City.
- *Pride of Place:* Our efforts in this regard are focused on quality of life initiatives generated and supported by our Fire Marshal's Office and our participation on the Problem Properties Task Force. A safe, healthy environment will foster pride of place and in your community.

### **Congruence with Brand Elements**

Our visibility and interaction with the public mandates solid congruence with brand elements. We will affect this as follows:

- *Friendly:* Our career and volunteer staff are intensely focused on providing public safety services with an eye toward customer service. In so many circumstances, our interactions with customer occur at a difficult time in their lives or careers. This is our opportunity to provide an enhanced level of safety service.
- *Innovative:* The 2016 operating year will foster incredible innovation in department operations with the implementation of conversion activities associated with the emergency communications program. Staff will evaluate and deploy the best equipment and tactics possible to provide a seamless transition to this effort.

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**Fire****3410**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 1,732,246	\$ 1,672,338	\$ 1,609,007
1002 -Overtime	\$ 9,557	\$ 14,000	\$ 30,000
1004 -Payments to Safety Officer	\$ 4,565	\$ 4,565	\$ 4,565
1006 -Holiday Pay	\$ 73,192	\$ 92,337	\$ 96,029
2029 -Equipment	\$ 56,773	\$ 45,080	\$ 73,500
4012 -Mileage	\$ 663	\$ 1,200	\$ 1,200
4014 -Conferences	\$ 368	\$ 800	\$ 800
4020 -Materials and Supplies	\$ 8,597	\$ 8,500	\$ 8,500
4021 -Vehicle Costs	\$ 19,796	\$ 34,900	\$ 25,000
4028.1000 -Payments to Volunteer Companies	\$ 44,000	\$ 44,000	\$ 44,000
4028.2000 -Genesee Street Firehouse Rent	\$ 75,000	\$ 55,000	\$ 62,000
4035 -General Maintenance	\$ 23,998	\$ 24,900	\$ 30,000
4042 -Geneva Street Firehouse Rent	\$ 20,786	\$ 20,600	\$ 21,600
4045 -Training	\$ 75,661	\$ 40,000	\$ 45,000
4046 -Miscellaneous	\$ 13,589	\$ 20,000	\$ 15,000
Fire Prevention	\$ -	\$ -	\$ 4,000
4073 -Uniform Costs	\$ 1,540	\$ 1,500	\$ 1,500
4093 -Payments to Assistant Chiefs	\$ 13,500	\$ 13,500	\$ 13,500
4144 -Code Expenses	\$ 4,822	\$ 5,000	\$ 5,000
<b>Total Direct Costs</b>	<b>\$ 2,178,652</b>	<b>\$ 2,098,220</b>	<b>\$ 2,090,201</b>



## Congruence with Strategic Imperatives

Programming provided by the Office of Neighborhood Initiatives strives to address each of Council's Strategic Imperatives as follows:

- *Economic Development:* The Office provides staff support to the Local Development Corporation's Major Projects and Downtown Revitalization committees. Our efforts in these areas have supported the Race for Space program, which fostered entrepreneurial efforts to locate new businesses downtown. Additionally, staff provides grant application and management support.
- *Talent Capitalization:* The department is host to the Civic Innovation Hub. We will continue to aggressively market and promote this tool and its associated processes to take in and facilitate new projects, programs, and services.
- *Asset Promotion:* The Office continuously engages in marketing and branding activities to support promotion of Geneva's neighborhoods and recreational amenities, with the goal of attracting residents and diversifying Geneva's property tax base.
- *Pride of Place:* All of our programs are charged with engendering pride of place, not only in our residential community, but across the board in our downtown and other commercial areas, and in our bustling job base.

## Congruence with Brand Elements

For management purposes the City's brand "lives" at ONI. We are charged not only with living the brand, but managing and distributing it as well.

- *Friendly:* All of our programs and services are charged with advocating Geneva as a friendly place to live, work, and invest. We work closely with City departments to make changes to City programs and services, where enhancements in customer service can be gained.
- *Innovative:* As noted above, the Office is charged with managing the City's Innovation Hub. We facilitate the development of all proposals in their evaluation and implementation.
- *Diverse:* Our efforts are geared toward diversifying Geneva's population and experiences to support continued expansion of all elements of the community.

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ONI

8689

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 123,465	\$ 166,572	\$ 121,109
4011 -Postage	\$ 464	\$ 600	\$ 500
4012 -Mileage/Travel	\$ 427	\$ 500	\$ 500
4013 -Office Supplies	\$ 947	\$ 750	\$ 750
4014 -Conferences	\$ 405	\$ 500	\$ 500
4018 -Training Costs	\$ 500	\$ 500	\$ 500
4028 -Outside Contractors	\$ 93,899	\$ 84,000	\$ 60,724
4029 -Geneva Events Factory Equipment	\$ 2,027	\$ 5,000	\$ -
4210 -Neighborhood Revitalization Programs	\$ 19,876.57	\$ 14,500	\$ 13,900
<b>Total Direct Costs</b>	<b>\$ 242,010</b>	<b>\$ 272,922</b>	<b>\$ 198,483</b>

## Congruence with Strategic Imperatives

Recreation programs and facilities actively support all four Strategic Imperatives. We will support these as follows:

- *Economic Development:* The Recreation Budget supports the Economic Development imperative through provision of dynamic programming for participants of all age and ability ranges. These amenities showcase Geneva as a great community in which to work and invest.
- *Talent Capitalization:* The Recreation budget provides support to the Talent Capitalization imperative in that we will continue to leverage the investment of partners so that we can provide additional programming that otherwise might not be affordable to program independently. These partnerships include HWS, BG Club, GCC, the Geneva Library and the Geneva Family YMCA.
- *Asset Promotion:* We will continue to promote recreational assets, including farmers market, summer recreation programs, ice rink programs and summer concerts. These assets assist in providing the residents and visitors with the knowledge that we are a vibrant and active community with many accessible opportunities for recreation.
- *Pride of Place:* With the increase in community involvement in neighborhoods and their public spaces, we will continue work on the Parks Master Plan, and view it as essential. In addition, continuing to upgrade the recreation complex will also be necessary to maintain the needs of our partners and community members.

## Congruence with Brand Elements

Our programs and services demand congruence with brand elements. We will affect this as follows:

- *Friendly:* Recreation amenities are critical to the growth of a City. People seek out recreational opportunities as a sign of community wellness, which touches upon the liveliness and friendliness of the brand personality. We wish to continue to be that welcome sign which provides each individual with an opportunity to recreate in their preferred way.
- *Diverse:* By continuing to provide our current programs and seeking out partnerships to provide more, we will continue to reach out to new community groups to provide more diverse programming and to also reach our diverse community, while also providing attractive special programs such as open skating, summer concerts and our farmers market to visitors.

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**Recreation****General Fund 7020**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 233,476	\$ 206,867	\$ 209,792
1004 -Extra Help	\$ 28,837	\$ 18,000	\$ 19,000
2029 -Equipment	\$ 3,140	\$ 5,747	\$ -
4011 -Postage	\$ 71	\$ 250	\$ 250
4012 -Mileage/Travel	\$ 600	\$ 700	\$ 500
4013 -Office Supplies	\$ 959	\$ 750	\$ 750
4014 -Conferences	\$ 896	\$ 500	\$ 500
4016 -Publications/Advertising	\$ 2,009	\$ 3,000	\$ 3,000
4020 -Materials & Supplies	\$ 3,046	\$ 2,800	\$ 2,400
4021 -Vehicle Maintenance	\$ 126	\$ 400	\$ 400
4029 -Facility Rental	\$ 4,795	\$ 2,500	\$ 3,000
4045 -Training	\$ 582	\$ 650	\$ 600
<b>Total Direct Costs</b>	<b>\$ 278,536</b>	<b>\$ 242,164</b>	<b>\$ 240,192</b>

**Rec-Summer Program                      7140**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1004 -Extra Help	\$ 13,678	\$ 7,500	\$ 8,000
2036 -Equipment	\$ 1,642	\$ 2,800	\$ 2,600
4020 -Materials & Supplies	\$ 3,417	\$ 2,800	\$ 2,600
4035- General Maintenance	\$ 2,190	\$ 2,000	\$ 1,700
4062 -Playground Maintenance	\$ 36	\$ 1,000	\$ 1,000
4084- Summer Sports League	\$ 2,347	\$ 1,500	\$ 1,800
<b>Total Direct Costs</b>	<b>\$ 23,309</b>	<b>\$ 17,600</b>	<b>\$ 17,700</b>

**Rec-Skating Complex                      7180**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1004 -Extra Help	\$ 36,412	\$ 38,000	\$ 39,000
2029 -Equipment	\$ 6,500	\$ 14,000	\$ 14,000
4016 -Publications/Advertising	\$ -	\$ 1,250	\$ 1,200
4031 -General Maintenance	\$ 29,641	\$ 32,000	\$ 14,102
4037 -Refrigeration Maintenance	\$ 6,975	\$ 15,000	\$ 15,000
4043 -Concession Supplies	\$ 14,028	\$ 13,000	\$ 13,000
4078 -Program Expenses	\$ 3,114	\$ 3,500	\$ 3,300
<b>Total Direct Costs</b>	<b>\$ 96,671</b>	<b>\$ 116,750</b>	<b>\$ 99,602</b>

## Congruence with Strategic Imperatives

The diversification of the City's tax base and creation of jobs through retention and expansion of commercial and industrial sectors are critical to our success. Imperatives are addressed through:

- *Economic Development:* Staff will continue to work with key partners to seek out and administer incentive programs and develop facilities and services that make Geneva an attractive place to do business.
- *Talent Capitalization:* The City's economic development program relies heavily on key economic development partners including the IDA, LDC, BID, Chamber of Commerce, Ontario County, New York State, and the private sector. We will continue to leverage these partners for expertise and resources necessary to grow our community.
- *Asset Promotion:* Our partnerships with the IDA, Local Development Corporation, and the Technology Farm leverage key promotions dollars to illustrate our competitiveness in attracting and retaining business.
- *Pride of Place:* Community pride is strongly tied to the creation of jobs and investments geared at placemaking. We will continue to partner with organizations like the Business Improvement District to support maintenance efforts like "Detailing Downtown" as a means of bolstering pride in community asset.

## Congruence with Brand Elements

Our visibility and interaction with the public mandates solid congruence with brand elements. We will affect this as follows:

- *Friendly:* Our incentive programs and permitting processes are engineered to make Geneva a business friendly location.
- *Innovative:* The City continued to leverage partnerships in 2015, many of which will bear fruit for this year. In 2016, we will aggressively pursue development of initiatives inside of the Craft Food and Beverage Strategy; leveraging possible URI and CFA funds.
- *Cultural:* Key investments in partnerships with the Smith Opera House and the Geneva Historical Society will help cement our ability to attract discerning residents and visitors alike, feeding their appetite for high end cultural and performing arts experiences.

## Economic Development 6326

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
4028 -Grant Writing	\$ 10,652	\$ 10,000	\$ 10,000
4061 -Marketing Support	\$ 24,140	\$ 20,000	\$ 15,000
4062 -Cornell Ag & Food Tech Park	\$ 10,000	\$ 10,000	\$ 10,000
4063 -Smith Opera House	\$ 10,045	\$ 10,000	\$ 10,000
4064 -Business Improvement District	\$ 71,673	\$ 25,000	\$ 25,000
4100 -Detailing Downtown	\$ -	\$ 19,500	\$ 19,500
4104 -UG Collective	\$ -	\$ 5,000	\$ 5,000
4066 -Collateral Development	\$ 10,400	\$ 10,000	\$ 10,000
1640.0103 -Comp Plan	\$ -	\$ 20,000	\$ 20,000
8010.4046 -Zoning Board	\$ -	\$ -	\$ 4,000
8020.4046 -Planning Board	\$ -	\$ -	\$ 4,000
<b>Total Direct Costs</b>	<b>\$ 136,909</b>	<b>\$ 129,500</b>	<b>\$ 132,500</b>

## Congruence with Strategic Imperatives

Department operations are critical to all of Council's Strategic Imperatives. We will support these as follows:

- *Economic Development:* A healthy parks system and functional transportation network are critical to our efforts to recruit and retain businesses and associated job growth. In addition, our Development Services Division will facilitate new development through efficient permitting processes.
- *Talent Capitalization:* The department will support the volunteer efforts of neighborhood associations and other key partners to achieve community standards for our public facilities in the most cost effective manner possible.
- *Asset Promotion:* The department will ensure that our facilities, including parks, buildings, and streets are places that "speak for themselves," in their upkeep and efficient operations.
- *Pride of Place:* As noted, healthy, efficiently run facilities will contribute to continued community pride. Additionally, we will ramp up our sidewalk inspection efforts to ensure that our neighborhoods and commercial districts are safely traveled by pedestrians.

## Congruence with Brand Elements

Our visibility and interaction with the public mandates solid congruence with brand elements. We will affect this as follows:

- *Friendly:* Our inspection and permitting programs are oriented toward customer service and facilitation rather than enforcement. This provides businesses and residents with a feeling that government is working with them, as opposed to forcing investment.
- *Innovative:* We will continue to support the efforts of products including the Civic Innovation Hub and Problem Property Task Force to offer and receive expertise and facilitate innovative solution to challenges faced by our residents, visitors, and businesses.
- *Lively:* The five-year capital plan represents an aggressive program to enhance our lakefront and neighborhood parks, improve our transportation and pedestrian infrastructure, and continue to grow our community as a great place to live, work, visit, and invest.



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## Engineering      1440

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 137,684	\$ 138,593	\$ 153,851
2029 -Equipment	\$ -	\$ 450	\$ 3,600
4013 -Office Supplies	\$ 1,974	\$ 2,700	\$ 2,700
4014 -Conferences	\$ 100	\$ 225	\$ 225
4016 -Publications/Advertising	\$ 1,455	\$ 1,350	\$ 1,000
4021 -Mileage/Vehicle Costs	\$ 277	\$ 675	\$ 250
4028 -Outside Contractor	\$ 17,558	\$ 18,000	\$ 15,000
4035 -Equipment Maintenance	\$ -	\$ 450	\$ 450
4091 -Engineering Survey Costs	\$ -	\$ 1,350	\$ 1,350
<b>Total Direct Costs</b>	<b>\$ 159,048</b>	<b>\$ 163,793</b>	<b>\$ 178,426</b>

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## Development Services      8664

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 184,833	\$ 173,321	\$ 197,274
4012 -Travel Expense	\$ 2,323	\$ 2,000	\$ 2,000
4013 -Office Supplies	\$ 1,834	\$ 1,500	\$ 1,500
4014 -Conferences	\$ 1,649	\$ 1,500	\$ 1,500
4016 -Publications/Advertising	\$ 408	\$ 500	\$ 500
<b>Total Direct Costs</b>	<b>\$ 191,047</b>	<b>\$ 178,821</b>	<b>\$ 202,774</b>

## Buildings & Grounds 7110

Budget Detail	2014 Actual	2015 Budget	2016 Request
1001 -Salary	\$ 472,470	\$ 361,811	\$ 419,582
1002 -Overtime	\$ 8,527	\$ 11,000	\$ 11,000
1004 -Extra Help	\$ 38,042	\$ 21,000	\$ 21,000
2029 -Equipment	\$ 34,262	\$ 19,245	\$ 8,755
2036 -Parks Equipment	\$ 1,350	\$ 1,215	-
4020 -Materials & Supplies	\$ 11,338	\$ 10,550	\$ 9,500
4021 -Mileage/Vehicle Costs	\$ 537	\$ 5,500	\$ 4,500
4028 -Outside Contractors	\$ 18,280	\$ 19,175	\$ 19,175
4031 -Building Repair	\$ 25,596	\$ 24,000	\$ 20,000
4035 -General Maintenance	\$ 6,729	\$ 6,300	\$ 6,000
4037 -Property Maintenance	\$ 8,120	\$ 3,000	\$ 3,000
4044 -Ground Maintenance	\$ 25,826	\$ 29,000	\$ 22,000
4045 -Training	\$ 164	\$ 1,350	\$ 1,000
4047 -Lakefront Building	\$ 3,409	\$ 5,680	\$ 5,680
4055 -McDonough Park Costs	\$ 3,315	\$ 1,500	\$ 1,500
4098-Park Maintenance	\$ 3,600	\$ 3,240	-
<b>Total Direct Costs</b>	<b>\$ 661,563</b>	<b>\$ 523,566</b>	<b>\$ 552,692</b>

## Highway 5140

Budget Detail	2014 Actual	2015 Budget	2016 Request
1001 -Salary	\$ 516,668	\$ 423,982	\$ 403,430
1002 -Overtime	\$ 82,311	\$ 63,000	\$ 63,000
1004 -Extra Help	\$ 3,384	\$ -	\$ -
2029 -Equipment	\$ 19,506	\$ 39,467	\$ -
4014 - Conferences	\$ 400	\$ -	\$ -
4020 -Materials & Supplies	\$ 42,804	\$ 48,500	\$ 42,000
4021 -Mileage/Vehicle Costs	\$ 51,500	\$ 49,800	\$ 42,000
4025 - Street Repair/Maintenance	\$ 61,502	\$ 81,000	\$ 76,000
4028 -Outside Contractors	\$ 46,186	\$ 40,000	\$ 40,000
4031 -Building Repair	\$ 5,562	\$ 6,000	\$ 6,000
4035 -General Maintenance	\$ 3,714	\$ 2,500	\$ 2,000
4044 -Rights of Way	\$ -	\$ 2,000	\$ 1,000
4054-Tree Trimming/Replacement	\$ 25,560	\$ 45,000	\$ 45,000
4056-Snow Removal/Sand	\$ 160,017	\$ 146,000	\$ 146,000
<b>Total Direct Costs</b>	<b>\$ 1,019,112</b>	<b>\$ 947,249</b>	<b>\$ 866,430</b>

## **Congruence with Strategic Imperatives**

IT staff and contractors provide administrative and technical support to front-line departments. This supports our Imperatives as follows:

- *Economic Development:* Our department continues to work with Ontario County on full-scale deployment of fiber optic cable into the City of Geneva. This will enhance our position when recruiting all scales and sectors of industry.
- *Talent Capitalization:* IT staff rely heavily on the expertise of individual departments and outside contractors in our pursuit to provide better service to frontline departments. We will continue to support departments primarily through listening prior to providing solutions.
- *Asset Promotion:* The department maintains and supports City websites, including the our tourism-development site, the GNRC web presence, and the events factory web solutions. This is our best opportunity to expose worldwide audiences to Geneva.
- *Pride of Place:* In addition to internal service, our team provides technical support to the City's downtown open access wireless facility. This is a key amenity to residents and visitors alike.

## **Congruence with Brand Elements**

Our support to key departments fosters congruence with brand elements. We will affect this as follows:

- *Innovative:* We will continue to leverage technology as a force multiplier and an opportunity to leverage precious resources in asset promotion and service delivery.
- *Lively:* Our team will foster support to frontline departments that deliver a lively experience to residents, visitors, and businesses.

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**IT                    1680**

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1001 -Salary	\$ 69,924	\$ 81,017	\$ 116,816
2029 -Equipment	\$ 26,807	\$ 31,000	\$ 15,000
4010 -Telephone	\$ 62,649	\$ 63,200	\$ 63,000
4013 -Office Supplies	\$ 1,920	\$ 3,500	\$ 3,500
4017 -Copy Costs	\$ 21,931	\$ 20,000	\$ 18,000
4018 -Computer Costs	\$ 48,537	\$ 45,000	\$ 45,000
4028.1000 -Network Security	\$ 63,275	\$ 65,000	\$ 60,000
4041 -Website Maintenance	\$ 1,754	\$ 700	\$ 700
4046 -Miscellaneous	\$ 5,471	\$ 6,500	\$ 6,500
<b>Total Direct Costs</b>	<b>\$ 302,269</b>	<b>\$ 315,917</b>	<b>\$ 328,516</b>

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## Partner Agencies

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
7310.4061 -Boys & Girls Clubs	\$ 20,330	\$ 16,150	\$ 17,000
8040.4046 -Human Rights	\$ 9,762	\$ 4,250	\$ 4,250
7510.4066 -Center of the FL	\$ 5,000	\$ 2,500	\$ 2,500
7510.4068 -Historical Society	\$ 14,600	\$ 14,600	\$ 12,500
7620.4069 -Senior Programming	\$ 31,385	\$ 18,000	\$ 18,000
6326.4065 -Public Access TV	\$ 17,500	\$ 17,500	\$ -
<b>Total Direct Costs</b>	<b>\$ 98,577</b>	<b>\$ 73,000</b>	<b>\$ 54,250</b>

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## Miscellaneous - General Fund

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<b>Budget Detail</b>	<b>2014 Actual</b>	<b>2015 Budget</b>	<b>2016 Request</b>
1450.1001 -Elections	\$ 24,000	\$ 12,000	\$ 12,000
1640.4046 -Gas & Oil	\$ 80,878	\$ 70,000	\$ 70,000
1910.4046 -Insurance Costs	\$ 182,263	\$ 178,464	\$ 187,387
1990.4097 Contingency	\$ -	\$ 125,000	\$ 215,000
3510.4046 -Control of Animals	\$ 12,164	\$ 12,409	\$ 12,409
5182.4030 -Utility Costs	\$ 412,772	\$ 350,000	\$ 369,250
9010.8071 -Employee Retirement	\$ 1,633,210	\$ 1,560,166	\$ 1,431,563
9030.8070 -Employee Social Security	\$ 579,533	\$ 518,085	\$ 543,949
9060.8072 -Employee Health Insurance	\$ 919,172	\$ 910,572	\$ 859,765
9060.8073 -Retiree Health Insurance	\$ 795,308	\$ 938,878	\$ 1,050,326
<b>Total Direct Costs</b>	<b>\$ 4,639,300</b>	<b>\$ 4,675,574</b>	<b>\$ 4,751,649</b>

## Debt Service - General Fund 9710

Budget Detail	2014 Actual	2015 Budget	2016 Request
Energy Efficiency Project	\$ 307,186	\$ 291,327	\$ 291,327
Installment Purchase Debt			\$ 153,071
6080 -2011 Bond Principal	\$ 54,000	\$ 51,500	\$ 53,500
7080 -2011 Bond Interest	\$ 3,036	\$ 1,917	\$ 669
6085 -2010 Bond Principal	\$ 308,500	\$ 315,000	\$ 319,000
7085 -2010 Bond Interest	\$ 96,911	\$ 86,779	\$ 76,477
6088 -2005 Bond Principal	\$ 40,000	\$ 20,000	\$ 20,000
7088 -2005 Bond Interest	\$ 4,075	\$ 2,475	\$ 1,675
6090 -2004 Bond Principal	\$ 60,000	\$ -	\$ -
7090 - 2004 Bond Interest	\$ 1,260	\$ -	\$ -
6014 -2014 Bond Principal	\$ -	\$ 293,000	\$ 295,000
7014 -2014 Bond Interest	\$ 29,677	\$ 57,388	\$ 50,038
6050 -2005 Bond Principal	\$ 256,000	\$ 257,000	\$ 260,000
7050 -2005 Bond Interest	\$ 36,541	\$ 26,602	\$ 16,585
6060 -2007 Bond Principal	\$ 168,750	\$ 168,750	\$ 123,750
7060 -2007 Bond Interest	\$ 38,545	\$ 32,133	\$ 26,529
9730.6000 BAN Principal	\$ 200,000	\$ -	\$ 117,763
9730.7000 BAN Interest	\$ 31,784	\$ 23,494	\$ 50,559
HUD 108 Principal	\$ 100,000	\$ 100,000	\$ 100,000
HUD 108 Interest	\$ 17,242	\$ 25,000	\$ 20,000
<b>Total Direct Costs</b>	<b>\$ 1,753,507</b>	<b>\$ 1,752,365</b>	<b>\$ 1,975,942</b>