



General Fund Revenues/ Expenditures

State Aid & Taxes

Taxes	2013 Actual	2014 Budget	2015 Request
Occupancy Tax	\$ 198,487	\$ 250,000	\$ 200,000
Property Tax	\$ 6,320,898	\$ 6,509,889	\$ 6,783,172
Public Utility Tax	\$ 103,277	\$ 180,000	\$ 145,000
Mortgage Tax	\$ 101,607	\$ 146,000	\$ 105,000
Penalties on Taxes	\$ 119,562	\$ 125,000	\$ 125,000
School Tax Penalties	\$ 29,142	\$ 50,000	\$ 35,000
Sales Tax	\$ 3,049,258	\$ 3,250,000	\$ 3,050,000
Total Taxes	\$ 9,922,231	\$ 10,510,889	\$ 10,443,172

State Aid	2013 Actual	2014 Budget	2015 Request
CHIPS	\$ 223,570	\$ 275,108	\$ 275,473
Highway Aid	\$ 84,288	\$ 108,000	\$ 108,000
General Purpose State Aid	\$ 1,942,613	\$ 1,942,613	\$ 1,942,613
Total State Aid	\$ 2,250,471	\$ 2,325,721	\$ 2,326,086

Total Taxes and State Aid \$ 12,172,702 \$ 12,836,610 \$ 12,769,258

Other Revenues

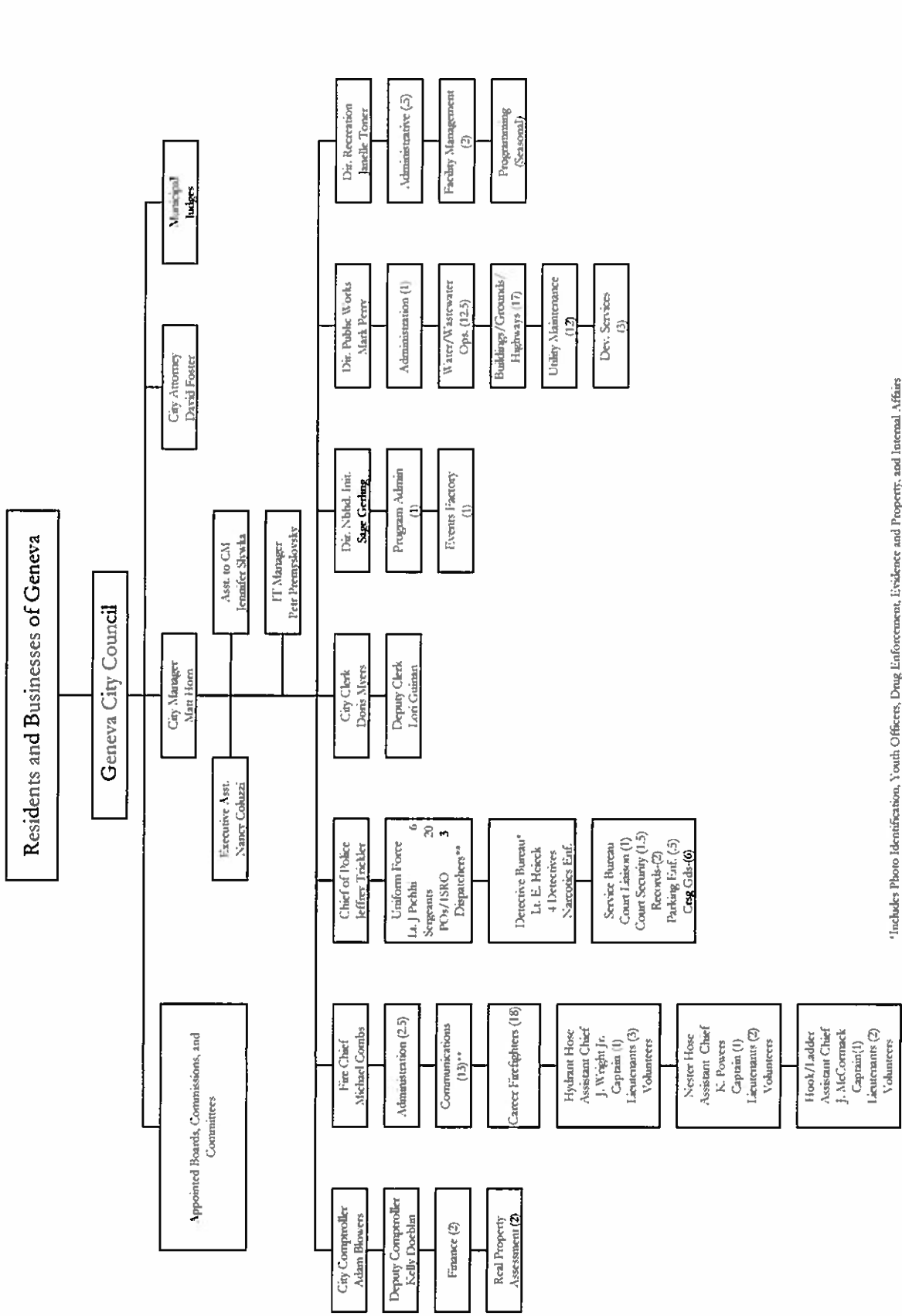
Revenue Category	2013 Actual	2014 Budget	2015 Request
City Court Fines	\$ 182,431	\$ 150,000	\$ 180,000
Gas and Oil	\$ 11,765	\$ 45,000	\$ 25,000
Registrar Fees/Licenses	\$ 30,703	\$ 30,000	\$ 31,500
Dog Licenses	\$ 14,335	\$ 15,000	\$ 15,000
Building Permits/Inspections	\$ 70,411	\$ 100,000	\$ 80,000
Cemetery Fees	\$ 55,405	\$ 75,000	\$ 60,000
Parking Tickets	\$ 67,611	\$ 98,000	\$ 75,000
Miscellaneous	\$ 186,732	\$ 270,000	\$ 368,000
Bingo Fees	\$ 3,513	\$ 5,000	\$ 5,000
Interest on Investments	\$ 7,454	\$ 25,000	\$ 10,000
Insurance/Workers' Comp Recoveries	\$ 175,621	\$ 150,000	\$ 150,000
Cable TV Franchise	\$ 166,110	\$ 175,000	\$ 175,000
Police Reports	\$ 4,273	\$ 30,000	\$ 10,000
Sale/Lease of City Property	\$ 274,395	\$ 15,000	\$ 80,000
Inspections	\$ 3,755	\$ 10,000	\$ 7,500
Grant/Project Reimbursement	\$ 100,000	\$ -	\$ -
RLF/IDA/LDC Support	\$ 18,000	\$ 50,000	\$ 58,000
Business Licenses	\$ 3,155	\$ 6,000	\$ 5,000
Rental of Real Property	\$ 14,660	\$ 20,000	\$ 15,000
School Resource Officer	\$ 117,736	\$ 185,000	\$ 79,103
PILOTS	\$ 398,501	\$ 485,000	\$ 710,563
Concession Stand	\$ 21,588	\$ 26,000	\$ 25,000
Ice Rink Fees	\$ 164,962	\$ 230,000	\$ 175,000
Recreation Charges	\$ 35,786	\$ 42,000	\$ 40,000
Police Services	\$ 130,893	\$ 125,000	\$ 130,000
Tax Advertisement	\$ 2,000	\$ 12,500	\$ 15,000
Public Works Services	\$ 16,093	\$ 13,000	\$ 15,000
Not-for-Profit Agreements	\$ 222,000	\$ 212,180	\$ 212,242
Fund Balance Appropriation	\$ -	\$ 291,327	\$ -
Water/Sewer Transfer	\$ 458,500	\$ 468,500	\$ 639,297
Total Other Revenues	\$ 2,958,387	\$ 3,359,507	\$ 3,391,205
Total General Fund Revenues	\$ 15,131,089	\$ 16,196,117	\$ 16,160,463

Expenditures by Department

Department	2013 Budget	2014 Budget	2015 Requested
Mayor and Council	\$50,900	\$51,000	\$51,000
City Manager	\$235,481	\$223,656	\$232,497
Finance	\$460,856	\$425,977	\$402,976
City Clerk	\$144,787	\$110,955	\$113,538
City Attorney	\$125,235	\$108,969	\$142,541
Police	\$3,275,652	\$3,307,198	\$3,303,674
Fire	\$2,105,106	\$2,039,862	\$2,068,773
ONI	\$241,877	\$247,484	\$223,836
IT	\$289,185	\$317,068	\$309,144
Recreation--General	\$232,278	\$287,759	\$266,583
Recreation--Summer Recreation Program	\$35,000	\$32,600	\$17,600
Recreation Complex	\$109,000	\$114,350	\$116,750
Engineering	\$140,198	\$170,226	\$163,793
Development Services	\$173,060	\$184,599	\$172,204
Highway	\$1,062,257	\$1,023,867	\$934,662
Buildings and Grounds	\$574,089	\$555,765	\$506,062
Economic Development	\$145,000	\$162,500	\$117,000
Partner Agencies	\$76,500	\$91,485	\$55,500
General - Miscellaneous	\$5,295,101	\$5,134,769	\$5,209,966
General - Debt Service	\$1,688,580	\$1,650,469	\$1,752,364
Water Maintenance	\$600,833	\$1,027,105	\$931,422
Water Plant	\$651,430	\$659,482	\$544,666
Water - Miscellaneous	\$1,036,736	\$818,106	\$863,276
Water - Debt Service	\$1,009,997	\$892,307	\$965,395
Wastewater Maintenance	\$618,195	\$520,066	\$642,992
Wastewater Treatment	\$1,350,252	\$1,516,179	\$1,368,478
Sewer - Miscellaneous	\$899,260	\$925,379	\$1,052,661
Sewer - Debt Service	\$1,380,539	\$1,508,376	\$1,662,244
TOTALS	\$24,007,384	\$24,107,558	\$24,191,597

Staffing Expenditures by Department

Department	Salary	Social Security	Health Care	Overtime	Extra Help	Total
Mayor and Council	\$ 39,500	\$ 3,022	\$ -	\$ -	\$ -	\$ 42,522
City Manager	\$ 220,947	\$ 19,266	\$ 31,169	\$ -	\$ -	\$ 271,382
Finance	\$ 308,976	\$ 27,407	\$ 66,710	\$ -	\$ -	\$ 403,093
City Clerk	\$ 107,338	\$ 8,173	\$ 12,146	\$ -	\$ -	\$ 127,657
City Attorney	\$ 93,041	\$ 7,118	\$ 14,514	\$ -	\$ -	\$ 114,673
Police	\$ 2,991,130	\$ 235,775	\$ 473,764	\$ 100,000	\$ -	\$ 3,800,669
Fire	\$ 1,642,891	\$ 117,006	\$ 295,115	\$ 14,000	\$ -	\$ 2,069,012
ONI	\$ 122,486	\$ 9,255	\$ 18,928	\$ -	\$ -	\$ 150,669
IT	\$ 74,244	\$ 5,680	\$ 8,173	\$ -	\$ -	\$ 88,097
Recreation--General	\$ 226,786	\$ 18,484	\$ 38,018	\$ -	\$ 18,000	\$ 301,288
Recreation--Summer Rec	\$ -	\$ -	\$ -	\$ -	\$ 7,500	\$ 7,500
Recreation Complex	\$ -	\$ -	\$ -	\$ -	\$ 38,000	\$ 38,000
Engineering	\$ 138,593	\$ 10,280	\$ 33,178	\$ -	\$ -	\$ 182,051
Development Services	\$ 166,704	\$ 13,944	\$ 30,663	\$ -	\$ -	\$ 211,311
Highway	\$ 411,395	\$ 29,487	\$ 93,847	\$ 63,000	\$ -	\$ 597,729
Buildings and Grounds	\$ 344,307	\$ 25,236	\$ 59,806	\$ 11,000	\$ 21,000	\$ 461,349
Water Maintenance	\$ 452,122	\$ 34,598	\$ 95,749	\$ 40,000	\$ -	\$ 622,469
Water Treatment	\$ 261,966	\$ 16,220	\$ 42,426	\$ 5,000	\$ -	\$ 325,612
Wastewater Maintenance	\$ 453,992	\$ 37,809	\$ 98,351	\$ 8,000	\$ 8,000	\$ 606,152
Wastewater Treatment	\$ 505,178	\$ 44,121	\$ 99,925	\$ 10,000	\$ 11,500	\$ 670,724
Total Personnel Costs	\$ 8,561,596	\$ 662,881	\$ 1,512,482	\$ 251,000	\$ 104,000	\$ 11,091,959



*Includes Photo Identification, Youth Officers, Drug Enforcement, Evidence and Property, and Internal Affairs
 All staffing numbers represent full time equivalent positions (FTEs)
 **Includes PT 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.

City Clerk**1410**

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 105,421	\$ 104,755	\$ 107,338
2029 -Equipment Purchases	\$ -	\$ 500	\$ 500
4011 -Postage	\$ 2,000	\$ 3,000	\$ 3,000
4013 -Office Supplies	\$ 1,136	\$ 1,000	\$ 1,000
4014 -Dues & Conferences/Services	\$ 1,427	\$ 500	\$ 500
4018 -Computer Costs	\$ 830	\$ 1,000	\$ 1,000
4020 -Records Retention	\$ -	\$ 200	\$ 200
Total Direct Costs	\$ 110,814	\$ 110,955	\$ 113,538

Mayor/Council 1210/1010

Budget Detail	2013 Actual	2014 Budget	2015 Request
1010.1001 -Council Salary	\$ 32,001	\$ 32,000	\$ 32,000
1010.2029 -Equipment Purchases	\$ -	\$ 500	\$ 500
1010.4012 -Conference Expense	\$ 155	\$ 500	\$ 500
1010.4015 -Codification of Ordinances	\$ 2,152	\$ 3,500	\$ 3,500
1010.4016 -Advertising	\$ 457	\$ 500	\$ 500
1010.4020 -Materials/Supplies	\$ 377	\$ 500	\$ 500
1010.4046 -Miscellaneous	\$ 488	\$ 500	\$ 500
Council Total	\$ 35,630	\$ 38,000	\$ 38,000
1210.1001 -Mayor Salary	\$ 7,500	\$ 7,500	\$ 7,500
1210.4014 -NYCOM	\$ 5,278	\$ 5,500	\$ 5,500
Mayor Total	\$ 12,778	\$ 13,000	\$ 13,000
Total Direct Costs	\$ 48,408	\$ 51,000	\$ 51,000

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 2015, 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 and expanded support for organizations like the Smith Opera House and UG Collective will ensure that residents, businesses, and guests find us lively and welcoming.

City Manager**1230**

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 226,019	\$ 210,156	\$ 220,947
2029 -Equipment Purchases	\$ -	\$ -	\$ -
4011 -Postage	\$ 553	\$ 500	\$ 550
4012 -Travel	\$ 569	\$ 2,500	\$ 1,500
4013 -Office Supplies	\$ 1,589	\$ 2,500	\$ 2,000
4014 -Conferences	\$ 3,871	\$ 2,000	\$ 2,000
4045 -Training	\$ 50	\$ 1,000	\$ 500
4046 -Miscellaneous	\$ 7,248	\$ 5,000	\$ 5,000
Total Direct Costs	\$ 239,899	\$ 223,656	\$ 232,497

City Attorney**1420**

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 89,469	\$ 89,469	\$ 93,041
4010 -Administrative Support	\$ 17,807	\$ 17,500	\$ 17,500
4013 -Outside Counsel	\$ 33,934	\$ -	\$ 30,000
4018 -Computer Cost	\$ -	\$ 2,000	\$ 2,000
Total Direct Costs	\$ 141,210	\$ 108,969	\$ 142,541

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.

Finance/Assessment 1315

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 375,744	\$ 327,477	\$ 308,976
2029 -Equipment Purchases	\$ 1,500	\$ -	\$ -
4009 -Board of Review	\$ 1,500	\$ 1,500	\$ 1,500
4011 -Postage	\$ 5,091	\$ 10,000	\$ 5,000
4012 -Mileage/Travel	\$ 122	\$ -	\$ -
4013 -Office Supplies	\$ 6,148	\$ 4,000	\$ 1,000
4014 -Conferences	\$ 46	\$ 1,000	\$ -
4016 -Advertising/Publications	\$ 7,286	\$ 2,000	\$ 6,500
4018 -Computer Costs	\$ 63,650	\$ 60,000	\$ 60,000
4019 -Audit Fees	\$ 18,791	\$ 15,000	\$ 15,000
4085 -Bond Issue Costs	\$ 4,139	\$ 5,000	\$ 5,000
4094 -Assessment Update	\$ 4,192	\$ -	\$ -
Total Direct Costs	\$ 488,208	\$ 425,977	\$ 402,976

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**

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 3,038,795	\$ 3,028,990	\$ 2,991,130
1002 -Overtime	\$ 112,972	\$ 70,000	\$ 100,000
1005 -School Crossing Guards	\$ 34,474	\$ 33,954	\$ 33,954
1008 -Parking Enforcement	\$ 15,649	\$ 16,453	\$ 16,453
2029 -Equipment	\$ 64,573	\$ 36,051	\$ 49,887
4011 -Postage	\$ 2,151	\$ 2,200	\$ 2,200
4013 -Office Supplies	\$ 4,307	\$ 5,000	\$ 4,500
4014 -Conferences	\$ 497	\$ 500	\$ 500
4016 -Publications/Advertising	\$ 244	\$ 250	\$ 250
4020 -Materials and Supplies	\$ 8,578	\$ 8,500	\$ 7,500
4021 -Mileage/Vehicle Costs	\$ 24,280	\$ 20,000	\$ 20,000
4035 -General Maintenance	\$ 2,957	\$ 7,500	\$ 3,500
4045 -Training	\$ 15,897	\$ 15,000	\$ 15,000
4046 -Miscellaneous	\$ 3,684	\$ 3,500	\$ 3,000
4058 -Firearms Cost	\$ 9,651	\$ 5,000	\$ 7,000
4073 -Uniform Costs	\$ 10,722	\$ 25,000	\$ 20,000
4076 -Physical Exams	\$ 810	\$ 1,800	\$ 1,800
4095 -Computer Equipment/Maintenance	\$ 23,265	\$ 25,000	\$ 25,000
4096 -Accreditation	\$ 2,481	\$ 2,500	\$ 2,000
Total Direct Costs	\$ 3,375,986	\$ 3,307,198	\$ 3,303,674

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:* As noted in the City Manager's budget message, the department will participate in an evaluation of current operations as they relate to potential support or absorption by Ontario County. The department will maintain a supportive and professional contribution to this effort, and will support Council's decision on this critical issue.

Fire**3410**

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 1,537,721	\$ 1,552,037	\$ 1,642,891
1002 -Overtime	\$ 31,378	\$ 14,000	\$ 14,000
1004 -Safety Officer	\$ 4,565	\$ 4,565	\$ 4,565
1006 -Holiday Pay	\$ 77,061	\$ 87,160	\$ 92,337
2029 -Equipment	\$ 34,100	\$ 98,000	\$ 45,080
4012 -Mileage	\$ 1,125	\$ 800	\$ 1,200
4014 -Conferences	\$ 467	\$ 800	\$ 800
4020 -Materials and Supplies	\$ 6,106	\$ 8,500	\$ 8,500
4021 -Mileage/Vehicle Costs	\$ 19,800	\$ 25,000	\$ 34,900
4028.1000 -Firefighting Agreements	\$ 51,491	\$ 44,000	\$ 44,000
4028.2000 -Genesee Street Firehouse Rent	\$ 201,376	\$ 75,000	\$ 55,000
4035 -General Maintenance	\$ 25,307	\$ 30,000	\$ 25,500
4042 -Geneva Street Firehouse Rent	\$ 9,272	\$ 15,000	\$ 20,000
4045 -Training	\$ 12,624	\$ 45,000	\$ 40,000
4046 -Miscellaneous	\$ 10,135	\$ 20,000	\$ 20,000
4073 -Uniform Costs	\$ 1,826	\$ 1,500	\$ 1,500
4093 -Assistant Chiefs	\$ 12,978	\$ 13,500	\$ 13,500
4144 -Code Expenses	\$ 5,421	\$ 5,000	\$ 5,000
Total Direct Costs	\$ 2,042,755	\$ 2,039,862	\$ 2,068,773

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.

ONI

8689

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 168,101	\$ 118,631	\$ 122,486
4011 -Postage	\$ 312	\$ 800	\$ 600
4012 -Mileage/Travel	\$ 500	\$ 500	\$ 500
4013 -Office Supplies	\$ 1,000	\$ 1,000	\$ 750
4014 -Conferences	\$ 500	\$ 500	\$ 500
4018 -Training Costs	\$ 141	\$ 500	\$ 500
4028 -Outside Contractors	\$ 66,795	\$ 85,553	\$ 84,000
4029 -Geneva Events Factory Equipment	\$ 125	\$ -	\$ -
4210 -Neighborhood Revitalization Programs	\$ 25,225	\$ 25,000	\$ 14,500
4213 -Master Plan	\$ -	\$ 15,000	\$ -
Total Direct Costs	\$ 262,699	\$ 247,484	\$ 223,836

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 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 Colleges, 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.

Recreation**General Fund 7020**

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 223,610	\$ 236,838	\$ 226,786
1004 -Extra Help	\$ 27,800	\$ 25,000	\$ 18,000
2029 -Equipment	\$ 517	\$ 7,821	\$ 5,747
4011 -Postage	\$ 490	\$ 500	\$ 250
4012 -Mileage/Travel	\$ -	\$ 950	\$ 700
4013 -Office Supplies	\$ 1,017	\$ 750	\$ 750
4014 -Conferences	\$ 732	\$ 700	\$ 500
4016 -Publications/Advertising	\$ 4,185	\$ 3,500	\$ 3,000
4020 -Materials & Supplies	\$ 3,000	\$ 3,000	\$ 2,800
4020.1005 -Events Factory Supplies	\$ 4,303	\$ 5,000	\$ 4,500
4021 -Vehicle Maintenance	\$ 789	\$ 400	\$ 400
4029 -School District Facility Rental	\$ 3,402	\$ 2,500	\$ 2,500
4045 -Traning	\$ 340	\$ 800	\$ 650
Total Direct Costs	\$ 270,184	\$ 287,759	\$ 266,583

Rec-Summer Program

7140

Budget Detail	2013 Actual	2014 Budget	2015 Request
1004 -Extra Help	\$ 18,377	\$ 7,600	\$ 7,500
2036 -Equipment	\$ 382	\$ 3,000	\$ 2,800
4020 -Materials & Supplies	\$ 7,045	\$ 3,000	\$ 2,800
4035- General Maintenance	\$ 952	\$ 2,000	\$ 2,000
4062 -Playground Maintenance	\$ 203	\$ 15,500	\$ 1,000
4084- Summer Sports League	\$ 2,470	\$ 1,500	\$ 1,500
Total Direct Costs	\$ 29,430	\$ 32,600	\$ 17,600

Rec-Skating Complex

7180

Budget Detail	2013 Actual	2014 Budget	2015 Request
1004 -Extra Help	\$ 30,302	\$ 37,000	\$ 38,000
2029 -Equipment	\$ 8,963	\$ 14,000	\$ 14,000
4016 -Publications/Advertising	\$ 1,800	\$ 1,500	\$ 1,250
4031 -General Maintenance	\$ 30,560	\$ 30,000	\$ 32,000
4037 -Refrigeration Maintenance	\$ 9,768	\$ 15,000	\$ 15,000
4043 -Concession Supplies	\$ 13,766	\$ 13,000	\$ 13,000
4078 -Program Expenses	\$ 4,809	\$ 3,850	\$ 3,500
Total Direct Costs	\$ 99,968	\$ 114,350	\$ 116,750

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:* Our partnerships and the continued leveraging of resources are unmatched in the regional community. New partners, including the UG Collective will foster continued expansion of our reputation as a regional center for enterprise.
- *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

Budget Detail	2013 Actual	2014 Budget	2015 Request
4028 -Wayfinding Program	\$ 9,703	\$ -	\$ -
4028.1001 -Outside Contractors	\$ 10,181	\$ -	\$ -
4060 -Greater Rochester Enterprise	\$ 5,000	\$ 5,000	\$ -
4061 -Marketing Support	\$ 6,353	\$ 10,000	\$ 20,000
4062 -Cornell Ag & Food Tech Park	\$ 10,000	\$ 10,000	\$ 10,000
4063 -Smith Opera House	\$ 25,000	\$ 25,000	\$ 10,000
4064 -Business Improvement District	\$ 30,086	\$ 35,000	\$ 25,000
Detailing Downtown	\$ -	\$ 35,000	\$ 19,500
UG Collective	\$ -	\$ -	\$ 5,000
4065 -Public Access TV	\$ 15,000	\$ 17,500	\$ 17,500
6416.0103 -Geneva Night Out	\$ -	\$ 5,000	\$ -
6416.0108 -Geneva 2020 Support	\$ -	\$ 10,000	\$ -
4066 -Collateral Development	\$ 2,510	\$ 10,000	\$ 10,000
4067 -Website Development	\$ 25,155	\$ -	\$ -
4068 -Video Project	\$ 7,920	\$ -	\$ -
4070 -Wine Symposium Support	\$ 15,000	\$ -	\$ -
Total Direct Costs	\$ 161,908	\$ 162,500	\$ 117,000

Engineering 1440

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 218,414	\$ 142,226	\$ 138,593
2029 -Equipment	\$ -	\$ 500	\$ 450
4013 -Office Supplies	\$ 1,108	\$ 3,000	\$ 2,700
4014 -Conferences	\$ -	\$ 250	\$ 225
4016 -Publications/Advertising	\$ 930	\$ 1,500	\$ 1,350
4021 -Mileage/Vehicle Costs	\$ -	\$ 750	\$ 675
4028 -Outside Contractor	\$ -	\$ 20,000	\$ 18,000
4035 -Equipment Maintenance	\$ -	\$ 500	\$ 450
4091 -Engineering Survey Costs	\$ -	\$ 1,500	\$ 1,350
Total Direct Costs	\$ 220,452	\$ 170,226	\$ 163,793

Development Services 8664

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 170,852	\$ 177,709	\$ 166,704
4012 -Travel Expense	\$ 2,437	\$ 2,140	\$ 2,000
4013 -Office Supplies	\$ 1,427	\$ 2,500	\$ 1,500
4014 -Conferences	\$ 741	\$ 1,500	\$ 1,500
4016 -Publications/Advertising	\$ 146	\$ 750	\$ 500
Total Direct Costs	\$ 175,603	\$ 184,599	\$ 172,204

Buildings & Grounds 7110

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 388,276	\$ 352,125	\$ 344,307
1002 -Overtime	\$ 10,986	\$ 15,000	\$ 11,000
1004 -Extra Help	\$ 20,559	\$ 20,470	\$ 21,000
2029 -Equipment	\$ 24,859	\$ 37,245	\$ 19,245
2036 -Parks Equipment	\$ 2,699	\$ 1,350	\$ 1,215
4020 -Materials & Supplies	\$ 10,337	\$ 9,500	\$ 10,550
4021 -Mileage/Vehicle Costs	\$ 5,663	\$ 6,500	\$ 5,500
4028 -Outside Contractors	\$ 17,900	\$ 19,175	\$ 19,175
4031 -Building Repair	\$ 87,148	\$ 22,500	\$ 24,000
4035 -General Maintenance	\$ 6,581	\$ 7,000	\$ 6,300
4037 -Property Maintenance	\$ 2,272	\$ 7,300	\$ 3,000
4044 -Ground Maintenance	\$ 29,788	\$ 35,000	\$ 29,000
4045 -Training	\$ 1,490	\$ 1,500	\$ 1,350
4047 -Lakefront Building	\$ 1,125	\$ -	\$ 5,680
4055 -McDonough Park Costs	\$ 1,804	\$ 2,500	\$ 1,500
4098-Park Maintenance	\$ 3,716	\$ 18,600	\$ 3,240
Total Direct Costs	\$ 615,204	\$ 555,765	\$ 506,062

Highway 5140

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 545,919	\$ 477,941	\$ 411,395
1002 -Overtime	\$ 64,471	\$ 62,100	\$ 63,000
1004 -Extra Help	\$ 8,166	\$ -	\$ -
2029 -Equipment	\$ 7,149	\$ 23,426	\$ 39,467
4014 - Conferences	\$ 185	\$ 400	\$ -
4020 -Materials & Supplies	\$ 46,055	\$ 55,000	\$ 48,500
4021 -Mileage/Vehicle Costs	\$ 49,686	\$ 60,000	\$ 49,800
4025 - Street Repair/Maintenance	\$ 62,320	\$ 90,000	\$ 81,000
4028 -Outside Contractors	\$ 28,288	\$ 45,000	\$ 40,000
4031 -Building Repair	\$ 4,815	\$ 10,000	\$ 6,000
4035 -General Maintenance	\$ 1,421	\$ 5,000	\$ 2,500
4044 -Rights of Way	\$ 753	\$ 25,000	\$ 2,000
4054-Tree Trimming/Replacement	\$ 48,465	\$ 50,000	\$ 45,000
4056-Snow Removal/Sand	\$ 151,656	\$ 120,000	\$ 146,000
Total Direct Costs	\$ 1,019,348	\$ 1,023,867	\$ 934,662

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.

IT**1680**

Budget Detail	2013 Actual	2014 Budget	2015 Request
1001 -Salary	\$ 39,917	\$ 65,168	\$ 74,244
2029 -Equipment	\$ 4,985	\$ 31,000	\$ 31,000
4010 -Telephone	\$ 73,585	\$ 67,200	\$ 63,200
4013 -Office Supplies	\$ 4,850	\$ 3,500	\$ 3,500
4017 -Copy Costs	\$ 22,716	\$ 23,000	\$ 20,000
4018 -Computer Costs	\$ 40,631	\$ 50,000	\$ 45,000
4028.1000 -Network Security	\$ 69,976	\$ 70,000	\$ 65,000
4041 -Website Maintenance	\$ 1,191	\$ 700	\$ 700
4046 -Miscellaneous	\$ 6,389	\$ 6,500	\$ 6,500
Total Direct Costs	\$ 264,240	\$ 317,068	\$ 309,144

Partner Agencies

Budget Detail	2013 Actual	2014 Budget	2015 Request
7310.4061 -Boys & Girls Clubs	\$ 31,000	\$ 33,000	\$ 16,150
8040.4046 -Human Rights	\$ -	\$ 7,500	\$ 4,250
Center of FL	\$ -	\$ 5,000	\$ 2,500
7510.4068 -Historical Society	\$ 12,500	\$ 14,600	\$ 14,600
7620.4069 -Senior Programming	\$ 22,169	\$ 31,385	\$ 18,000
Total Direct Costs	\$ 65,669	\$ 91,485	\$ 55,500

Miscellaneous - General Fund

Budget Detail	2013 Actual	2014 Budget	2015 Request
1450.1001 -Elections	\$ 12,000	\$ 12,000	\$ 12,000
1640.4046 -Gas & Oil	\$ -	\$ 70,000	\$ 70,000
1910.4046 -Insurance Costs	\$ 110,937	\$ 171,600	\$ 178,464
1990.4046 -Contingency	\$ -	\$ 49,500	\$ -
3020.4046 -Radio Maintenance	\$ 4,537	\$ 5,000	\$ 5,000
3510.4046 -Control of Animals	\$ 11,407	\$ 11,700	\$ 12,409
Comp Plan	\$ -	\$ -	\$ 20,000
5182.4030 -Utility Costs	\$ 126,263	\$ 345,750	\$ 350,000
9010.8071 -Employee Retirement	\$ 1,584,807	\$ 1,732,983	\$ 1,560,166
9030.8070 -Employee Social Security	\$ -	\$ 532,215	\$ 518,085
9060.8072 -Employee Health Insurance	\$ 1,002,233	\$ 1,198,582	\$ 1,119,491
9060.8073 -Retiree Health Insurance	\$ 653,692	\$ 755,439	\$ 938,878
Appropriation to Fund Balance	\$ -	\$ -	\$ 125,000
Appropriation to Capital Improvement Plan	\$ -	\$ 250,000	\$ 300,473
Total Direct Costs	\$ 3,505,876	\$ 5,134,769	\$ 5,209,966

Debt Service - General Fund 9710

Budget Detail	2013 Actual	2014 Budget	2015 Request
Energy Efficiency Project	\$ 298,327	\$ 291,327	\$ 291,327
6080 -2011 Bond Principal	\$ 112,000	\$ 54,000	\$ 51,500
7080 -2011 Bond Interest	\$ 4,696	\$ 3,036	\$ 1,917
6085 -2010 Bond Principal	\$ 298,000	\$ 308,500	\$ 315,000
7085 -2010 Bond Interest	\$ 106,766	\$ 96,911	\$ 86,779
6088 -2005 Bond Principal	\$ -	\$ 40,000	\$ 20,000
7088 -2005 Bond Interest	\$ -	\$ 4,075	\$ 2,475
6014 -2013 Bond Principal	\$ -	\$ -	\$ 293,000
7014 -2013 Bond Interest	\$ -	\$ -	\$ 57,388
6050 -2005 Bond Principal	\$ 306,000	\$ 256,000	\$ 257,000
7050 -2005 Bond Interest	\$ 60,079	\$ 36,541	\$ 26,602
6060 -2007 Bond Principal	\$ 167,500	\$ 168,750	\$ 168,750
7060 -2007 Bond Interest	\$ 44,934	\$ 38,545	\$ 32,133
9730.6000 BAN Principal	\$ 192,620	\$ 200,000	\$ -
9730.7000 BAN Interest	\$ 27,411	\$ 31,784	\$ 23,494
HUD 108 Principal	\$ 100,000	\$ 100,000	\$ 100,000
HUD 108 Interest	\$ 21,698	\$ 21,000	\$ 25,000
Total Direct Costs	\$ 1,740,031	\$ 1,650,469	\$ 1,752,364