

**2022 City Manager's
Budget Proposal**

Presentation to
Geneva City Council
September 22, 2021

The logo for Geneva, New York, features a stylized sailboat in blue and teal, positioned above a row of teal buildings. Below the buildings, the word "GENEVA" is written in a large, blue, serif font. Underneath "GENEVA", the tagline "UNIQUELY URBAN" is written in a smaller, blue, sans-serif font, flanked by two horizontal lines.

Budget Calendar

- Sept. 22nd 6:00 PM City Manager Budget Presentation
- Oct. 6th 7:00 PM Budget Public Hearing
- Oct. 13th 5:30 PM Council Budget Work Session
- Oct. 20th 5:30 PM Council Budget Work Session
Possible Council Adoption
- Oct. 27th 5:30 PM Council Budget Work Session
Possible Council Adoption

Council may add additional work sessions.

City Manager Available to Meet! Call Erica at 315-789-6104 or email ecollins@geneva.ny.us

2022 Budget Goal

To rebuild the City's human capital, resources and infrastructure to effectively and efficiently provide the highest level of tax payer value in serving our residents, businesses and visitors.

Strategies

- **Conservatively forecasting revenue** in all three funds, balancing modest optimism from 2021 revenue to date with historical experience of COVID-19 shortfalls and the risk of unanticipated economic downturns;
- **Investing in people**, including both team members and partner collaborations, to enable a shift to a more proactive, less reactive approach;
- **Aligning department expenditures with priorities**, including deferred infrastructure investments across departments; and
- **Instigating new cross disciplinary teams** to empower staff at all levels to invest in strategic planning and seek innovative methods to forward our priorities.

Approach

- Using a **Zero-based budgeting** process.
- **Increasing staffing, resources and infrastructure investment** to enable us to better serve our residents.

Council Priorities

- Strict and well-resourced **code enforcement** and streamlined **complaint action**
- Forward the Comprehensive Plan "**Beautification**" vision through **quality-of-life improvements** for residents, businesses and visitors
- Provide **enhanced resident communications** of City government activities and engagement opportunities
- **Increase revenue** opportunities

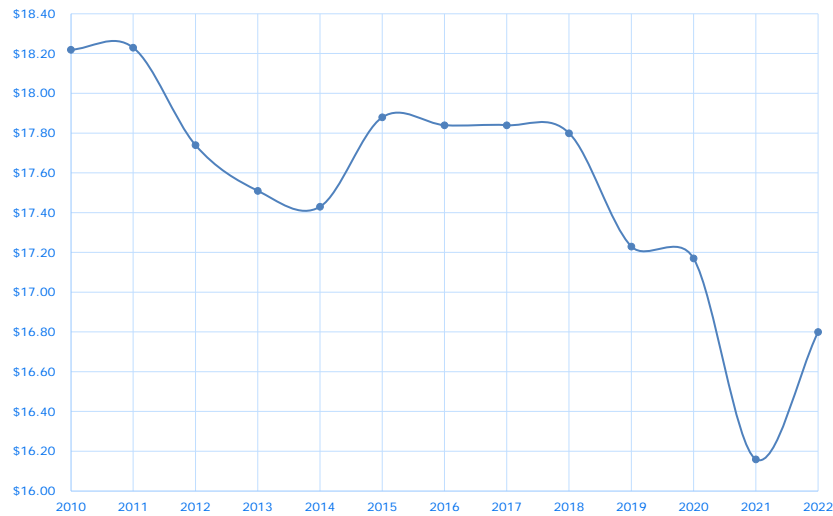
Prioritizing Providing Quality & Responsive Service

- **Invest in infrastructure** including allocating additional resources to ensure that the Downtown Revitalization Streetscape and Lakefront amenities shine;
- **Empower and support residents, neighborhoods, volunteers and community partners** in leading initiatives that forward the City's Comprehensive Plan; and
- Further our **commitment to being a Triple Bottom Line organization** that values the impact we have on our environmental, social and financial sustainability

Budget Snapshot

- 3.77% General Fund Tax Rate Increase
 - Equates to \$64 per \$100,000 assessed value
- No Inside City Water Fund Rate Increase
 - Rate increases for some Outside City Users Only
- No Sewer Rate Increase
- Robust Five-year Capital Plan

Property Tax Rate



For Every General Fund Dollar Spent

- 45¢** FOR PUBLIC SAFETY (includes some Code costs)
- 15¢** FOR DEBT
- 16¢** FOR PUBLIC WORKS (includes some Code costs)
- 11¢** FOR ADMINISTRATIVE SERVICES
- 7¢** FOR RETIREE HEALTH INSURANCE
- 3¢** FOR COMMUNITY, ECONOMIC, NEIGHBORHOOD, HOUSING AND RECREATIONAL SERVICES AND PROGRAMS
- 3¢** FOR UTILITIES AND INSURANCE



Image Source: <https://www.publicdomainpictures.net/en/view-image.php?image=163049&picture=one-dollar-bill>

Challenges to Achieving Council Priorities

- **Decrease the property tax rate**
- **Maintain a BEAUTIFUL City** through efficient services, code enforcement, infrastructure and community involvement

Staff & Contractor Increases

- **Code Enforcement & Public Safety**
 - Code Enforcement Officer (CEO)
 - Deputy Fire Chief/Fire Marshall
 - Administrative Aide – Police Dept.
- **Public Works Infrastructure**
 - Four Motor Equipment Operators –Parks, Building and Grounds (2), Highway/Sewer Maintenance Division (2)
 - Capital Projects Manager/Jr. Engineer and Engineer Tech
 - Outside Contracted Work: Downtown Business District (BID) downtown and lakefront beautification efforts.
 - Volunteers: Supporting the Green Committee and their volunteer lakefront beautification program

Staff & Contractor Increases

- **Economic & Community Development**
 - Community Development Specialist
 - Outside Contracted Work: Downtown Business District (BID) as well as consultant partners.
- **Communications**
 - Contracted Communications person – Cost sharing with the Downtown Business District (BID)

Multi-Disciplinary Teams

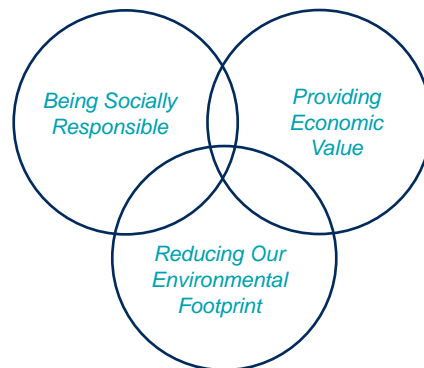
- **For Strategic Priorities & Leadership Growth**
- **Focus Areas**
 - Code Enforcement
 - Capital Projects & City Infrastructure
 - Communications
 - Community, Housing & Economic Development
 - Public Safety & Emergency Services
 - Employee Development
 - Budget Management

Code Enforcement Focus

- **Multi-Disciplinary Team**
- **Council Policy Making**
- **Additional Staff Resources**

Engineering	Code Enforcement & Development Services	Fire Dept.
Public Works Director	Public Works Director	Fire Chief/Fire Marshal
Capital Projects Manager/Jr. Engineer (refilled position)	Code Enforcement & Development Services Manager (Zoning/Bldg. Coordinator)	Deputy Fire Chief/Fire Marshal (Oversees Operating Permits) (new position)
Engineer Tech (new position)	Code Enforcement Officer	18 Firefighters/ Building Inspectors & Code Enforcement Officers
	Code Enforcement Officer (currently vacant)	Admin
	Code Enforcement Officer (new position)	
	Shared Admin (Code)	

Staying True to the Big Picture



We continue to align our projects and analyze our decisions under this lens.

Achieving our Vision

Committed to collective effort in making gains to achieve our VISION:

**Beautiful,
Prosperous,
Equitable,
Connected,
and Sustainable.**

This is the Geneva we want to leave to our children.

And our Community's Values of being *stewards of our special natural setting; living into our "uniquely urban" character and nurturing our sense of community; celebrating our multi-cultural heritage; taking care of our arts, architectural and recreational assets; and growing a strong economy.*



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2022 General
Fund Proposed
Budget

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- Balance @ 7/22/21 - \$(2,309,866)
- Balance @ 9/22/21 - \$0

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- Balanced at \$18,319,938
 - Up \$1,634,827 in spending from 2021
- 3.77% property tax rate increase
 - Tax rate goes from \$16.19/\$1,000 to \$16.80/\$1,000

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- Significant Revenue Changes
 - State Aid back to 2020 levels providing an increase of \$391,023
 - Sales Tax projected at a 31% increase from 2021
 - Property Tax revenue increased \$350,224 from 2021

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- Many equipment purchases to be funded through Equipment Reserve
 - Total of \$281,800
 - Police
 - Buildings & Grounds
 - Fire
- Increase in staffing costs of approx. \$670,000

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- Debt Service decreased by \$149,174.
- Percentages of Total Revenue
 - Debt 14.51%
 - Personnel 68.51%
 - Total 83.02%

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- Fund Balance: \$2,235,812 (as of 1/1/21)
- 2022 Proposed Budget: \$18,319,938
- Percentage: 12.20%



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2022 Water Fund
Proposed Budget

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- Balance @ 7/30/21 - \$(419,023)
- Balance @ 9/22/21 - \$0

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- Balanced at \$3,552,158
 - Down \$42,011 in spending from 2021
- Proposed water rate increase to outside City users

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- Debt Service expenses decreased \$59,576 from 2021.
- Equipment reserve in the water fund will support \$60,000 of new equipment for 2022.
 - Reserve balance of \$387,409 after 2022 scheduled draw.

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- Percentages of Total Revenue
 - Debt 28.91%
 - Personnel 38.69%
 - Total 67.60%

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- Fund Balance: \$33,535 (as of 1/1/21)
- 2021 Budget: \$3,552,158
- Percentage: 0.94%



Geneva
UNIQUELY URBAN

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2022 Sewer Fund
Proposed Budget

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- Balance @ 7/30/21 - \$(633,114)
- Balance @ 9/22/21 - \$0

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- Balanced at \$5,213,232
 - Up \$58,902 in spending from 2021
- No proposed sewer rate increases
- Debt Service expenses decreased \$213,332 from 2021.

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- Equipment reserve in the sewer fund will support \$155,000 of new equipment for 2022.
 - Reserve balance of \$98,974 after 2022 scheduled draw.
- Percentages of Total Revenue
 - Debt 35.37%
 - Personnel 34.36%
 - Total 69.73%

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- Fund Balance: \$1,082,805 (as of 1/1/21)
- 2021 Budget: \$5,213,232
- Percentage: 20.77%



The logo for the City of Geneva features a stylized white sailboat on a dark blue background. Below the sailboat are several white building silhouettes. The word "GENEVA" is written in a large, white, serif font across the middle, with "UNIQUELY URBAN" in a smaller, white, sans-serif font underneath, flanked by two horizontal lines.

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2022
Capital Plan

2022 Projects

- Castle Street Reconstruction (Main to N. Brook)
- Electric Transformer (Water Plant)
- Ventilation Upgrades (WWTP)
- Pulteney Street Sewer
- 305 Main Street Parking Lot

2022 Projects

- Brick Work
 - Seneca St
 - Exchange St
 - Main St
- Lakefront Sea Wall
- Fire Truck – Pumper
- City Hall Improvements – Windows & Roof

2022 Projects

- Traffic Signals
 - Various Intersections
- Street Resurfacing Program
 - Various Streets
- Parks Master Plan Improvements
 - Genesee Park
 - Lakefront Park
 - Other Various Parks

2022 Projects

- \$10,375,000 in Capital Programming for 2022
 - General Fund - \$7,150,000
 - Water Fund - \$1,600,000
 - Sewer Fund - \$1,350,000
 - CHIPS (NYS Aid) - \$275,000



2022
Workers' Comp &
Tax Cap

Workers' Compensation

- In 2013, Ontario County made the levy of taxes associated with workers' compensation costs the responsibility of the host jurisdiction.
- The levy required to do this for 2022 is \$352,923, a \$22,254 decrease from 2021.
- This will result in a decrease of the workers' compensation rate of 5 cents per \$1,000 of assessed value.

Tax Cap Impact

- The State of New York provides a formula for calculation of allowable increases to the property tax levy.
- Current projections indicate that the proposed levy will exceed the statutory cap, therefore, City Council will need to override the tax cap.
- This will be presented by separate local law, requiring a 2/3 vote of City Council.



Econ. Dev. & Revenue Opportunities

- **DRI as Catalyst for Add'l Investment**
 - **\$4.75 million** for the NYS Finger Lakes Welcome Center;
 - **\$5 million** for additional State and Federal funds for Brownfield Opportunity Area project, marina, downtown property improvements, and green infrastructure; and
 - **\$5.4 million** in **private** investment for DRI projects
- **Community Partnerships**
- **Food & Beverage Sector Growth** 
- **Housing & Hospitality Development**

Gratitude

- Active, engaged and caring citizens.
- Committed, adaptable and creative staff.
- Conscientious City Council.



Thank You!

Full budget document available
tomorrow at
www.cityofgenevany.com