

An aerial photograph of Clearwater, Florida, showing a mix of urban development and waterfront features. In the foreground, a large marina is filled with numerous sailboats and motorboats docked at piers. A prominent white high-rise building stands near the water's edge. A curved highway bridge spans across the middle ground. The background shows a dense cityscape with various commercial and residential buildings under a clear sky.

Annual CLEARWATER State-of-the-City Report



CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH



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INTRODUCTION

In Fiscal Year 2015/16, the city of Clearwater employed 1,585 full-time and 103 part-time city employees in 21 city departments.



They work hard to give exceptional service in an efficient manner and are focused on our mission and vision.

Our strategic direction states that we will facilitate development of the economy and provide cost effective municipal services and infrastructure.



Every program or service that the city provides will embody one or more of these objectives:

- diversify the economic base,
- increase economic opportunity,
- develop and promote our brand,
- foster community engagement,
- efficiency,
- quality,
- financial responsibility;
- and safety.



The approved budget for Fiscal Year 2015/16 reflected continued attention to financial responsibility so that benefits from the previous pension reform and property value growth were allocated responsibly.



- The 2015/16 budget was \$440,864,700
- The General Fund budget reflected expenditures of \$124,479,870
- The city's approved millage rate of 5.1550 mills remained the same for the seventh consecutive fiscal year.

General Fund Expenditures

Operating Budget	\$124.5 Million
Public Safety	52%
Quality of Life	24.5%
Administration/Other	13.5%
Engineering	6%
Planning & Devt	4%

General Fund Revenues

FY 2015/16	\$124.7 Million
Property Tax	33%
Franchise/Utility	19.5%
Intergovernmental	18%
Charges for Service	12%
Other Taxes	6%
Transfers In	7%
Other	4.5%

ECONOMIC DEVELOPMENT & HOUSING

- Launched Clearwater Business SPARK
- Processed 9 rehabilitation loans totaling \$270,056, 7 down-payment assistance loans totaling \$95,000, a loan of \$350,000 to assist with the development of Garden Trail Apartments and \$200,000 construction loan to Habitat for Humanity of Pinellas County to construct four new single-family homes.

ENGINEERING

- Received FEMA's Community Floodplain Rating System upgrade of one level, saving city residents more than \$300,000 on flood insurance premiums.
- Converted more than 450 residences from septic tanks to sanitary sewer.
- Acquired 80 acres of wetland property from Clearwater Christian College.
- Created a CSX railroad quiet zone
- Resurfaced approximately 27 miles of streets.

FIRE & RESCUE

- Achieved ISO Class 1 Rating by the Insurance Service Office.
- Received Accredited Agency status with the Commission on Fire Accreditation International (CFAI)

GAS SYSTEM

- Completed the construction of a fourth fully automatic, natural gas distribution interconnect system in Pasco County along State Road 54.
- Saved a combined annual total of \$240,500 in fuel costs for 69 city vehicles via the compressed natural gas fueling station.
- Installed more than 16,000 Automated Meters that will save more than \$100,000.

HUMAN RESOURCES

- Conducted a citywide employee engagement survey.
- Recruited a new Community Redevelopment Agency Executive Director.
- Transitioned the city's Employee Health Center to a new provider.
- Hosted the first "True Blue Diversity Day" event for employees and the public.

LIBRARY

- Celebrated the Clearwater Public Library System's centennial.
- Formalized agreements and began construction on a joint-use library with St. Petersburg College that will replace the East Branch.
- Opened the new Clearwater Countryside Library at Countryside Community Park.

MARINE & AVIATION

- Designated as a Paralympic training facility.
- Hosted three simultaneous world championship races.
- Hosted the fourth annual “Pirate Camp,” drawing physically challenged sailors from across the United States.
- Hosted several Olympic sailors to train for the Olympic trials to qualify for the 2016 Olympics/Paralympics

PARKS & RECREATION

- Hosted the Philadelphia Union and the D.C. United during Major League Soccer Spring Training.
- Completed phase one on the Tampa Bay Veterans Memorial Plaza at Crest Lake Park in coordination with the Tampa Bay Veterans Alliance.
- Completed the Bayshore Trail and the Courtney Campbell Causeway Trail.
- Coordinated more than 42,000 hours of volunteer time.

PLANNING & DEVELOPMENT

- Developed new zoning standards, wayfinding and directional signage for US 19
- Concluded the North Marina Master Plan and initiated design and permitting for improvements to the Seminole ramp and marina area
- Commenced Imagine Clearwater, a Waterfront-Bluff Master Plan

POLICE

- Made an arrest in the cold-case homicide of Leon Dash, Jr., who was killed in 2007. The suspect is pending trial.
- Provided crisis intervention training to communications personnel and more than 65 percent of Clearwater Police officers.
- Successfully attained accreditation status for the seventh time with the Commission for Florida Law Enforcement Accreditation.

PUBLIC COMMUNICATIONS

- Continued to roll out the city's new brand identity to showcase what makes Clearwater bright and beautiful.
- Worked with the city's Information Technology department and contractor on for the layout and content for a new, improved city website.

PUBLIC UTILITIES

- Produced 2.7 billion gallons of high-quality drinking water
- Treated more than 4.8 billion gallons of wastewater and produced more than 1.8 billion gallons of reclaimed water to customers.
- Advanced the Groundwater Replenishment Project to the final design phase and moved to permitting for a new plant

SOLID WASTE/GENERAL SERVICES

- Planned, coordinated and launched once-a-week garbage collection service.
- Implemented “Recycling Perks,” a citywide recycling promotional incentive program.
- Completed P-25 radio upgrade and purchased new radios for Clearwater Police Department, reducing the radio failure rate to less than 1 percent.

UTILITY CUSTOMER SERVICE

- Billed 465,000 utility bills totaling more than \$118 million in revenues and processed more than 450,000 customer payments.
- Performed more than 606,000 water and gas meter readings, with an accuracy rate of 99.91 percent.
- Received more than 85,000 customer telephone calls and answered more than 85 percent of those calls in 60 seconds or less.

NEXT STEPS

- Penny 4
- Resiliency Planning
- 2nd Century Clearwater initiatives
- Downtown Clearwater
- Neighborhood Placemaking
- Continue to provide our high-quality core municipal services

QUESTIONS

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