

Opening the Doors ...



**ANNUAL
REPORT
2014**



... to a Brighter Future

- AAA bond rating
- Zero tax-supported debt
- One of the lowest property tax rates in Texas
- Strong entrepreneurial/innovation economy
- A veteran-friendly city
- Top retirement destination
- Regional education hub
- Premier medical facilities

A welcome from Mayor Martin Heines

Dear Tyler Citizens,

We are fortunate to live in a truly family friendly community that values our children, retirees and veterans, while encouraging a strong and stable economy. This is no accident. It is the result of years of conscientious planning on the part of Tyler's citizens and leaders.

I am proud of Tyler's entrepreneurial/innovation economy and the Industry Growth Initiative that we have created. Our community will continue to prosper as we focus resources on the primary elements of the plan including Higher Education, Healthcare and Bio-Med, Tourism, Arts and Entertainment, 21st Century Energy, Retirees, Infrastructure, Graduate Education and 21st Century Transportation.

Tyler is the ideal location for startups and small businesses, with our high quality of life, low property taxes and superior educational opportunities. With zero general obligation debt and a AAA bond rating, we run this City the same way we run our businesses, by spending within our means and operating efficiently.

I am motivated to not only continue this legacy of smart financial management, moreover, I am committed to ensuring Tyler offers the highest quality of life for our residents as well. Thank you for your continued support of our community and our way of life.

Mayor Martin Heines





Introducing Tyler's New City Manager Edward Broussard

It is a distinct privilege to work as a public servant for the City of Tyler. We have the opportunity to provide quality, effective services for our residents, businesses and visitors every day of the week, each week of the year.

We have firmly built our organization around the "Called To SERVE" model, which is our statement for dedicated public service to the community. Through SERVE, our employees are encouraged to: Streamline, Empower, Respond, Venture and Evaluate to optimize their performance.

Each member of the organization is firmly entrenched in the Called To SERVE model and we are receiving national recognition because of this commitment. The Ash Center for Democratic Governance and Innovation at the John F. Kennedy School of Government, Harvard University, recognized the City of Tyler as part of the 2015 Bright Ideas program for innovative government action. Tyler employees were also evaluated by the Quality Texas Foundation for the Texas Award for Performance Excellence. As a result, Tyler was honored with the Progress Level award.

From the repairs on our streets to patrols by the Police Department, the 850 public servants who work for this community are finding smart solutions that make sense for the future of our City. We believe that by being prudent with our resources and pursuing innovation in our service functions, we can be the best municipal organization in the world.



Edward Broussard
City Manager Edward Broussard

Scan or
click for
more about
our team.



City of Tyler Council Members

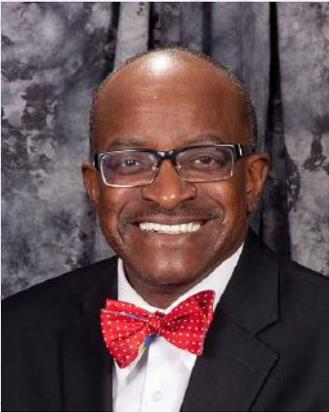


District 1
Sam Mezayek

Sam Mezayek uses his business experience to make sure the City continues to operate efficiently and is fiscally conservative.

District 4
Don Warren

A native Tylerite, Don Warren wants to ensure that Tyler remains a great place to live, work, raise a family and retire.



District 2
Darryl Bowdre

A resident of Tyler for more than 30 years, Darryl Bowdre serves as minister of the South Central Church of Christ, a congregation founded in 1998. He has been instrumental in leading community efforts for effective change.

District 5
Mark Whatley

Mark Whatley is a long-time East Texan who uses his commercial real estate experience to benefit Tyler's economic growth and development.



District 3
Ed Moore

After retiring from working 40 years at Goodyear Tire and Rubber Company, Ed Moore dedicates his life to community service and volunteerism. He is a Tyler native.

District 6
John Nix

John Nix believes that his business experience allows him to help people from all sectors of the community.



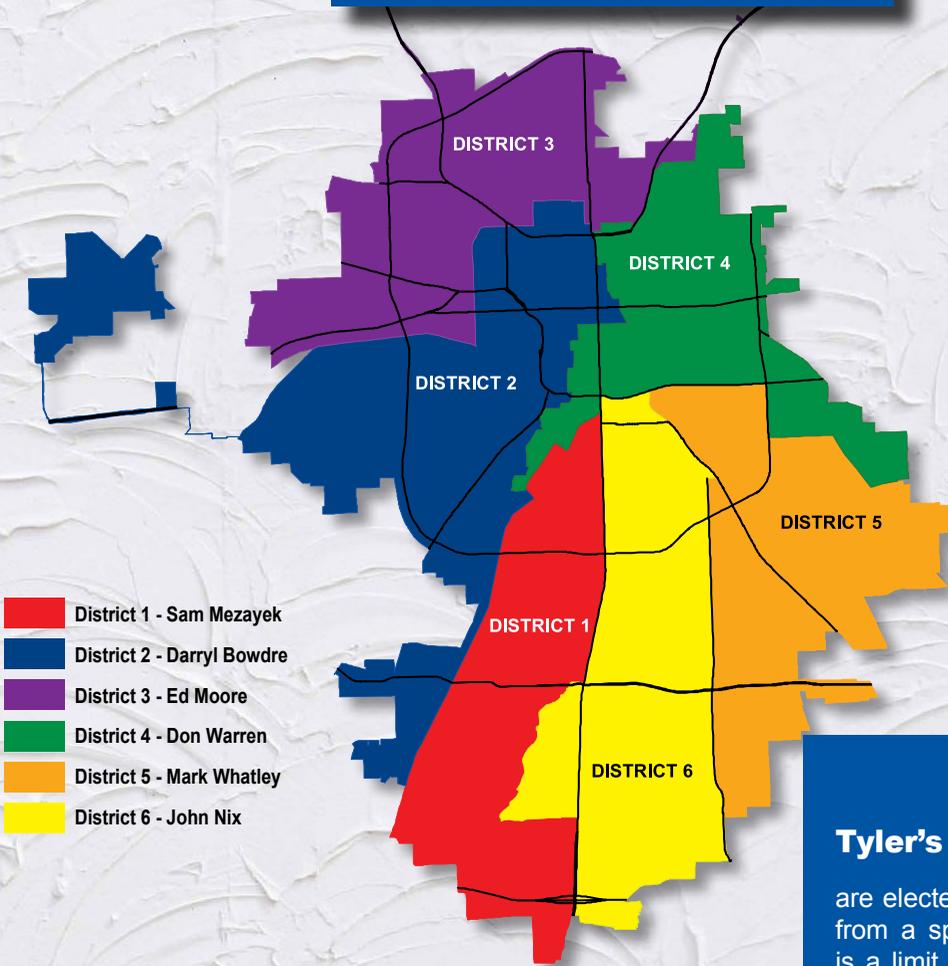


Vision

The City of Tyler's vision is to be the standard for performance excellence in local government.

Mission

The City's mission is to be a results-oriented service organization with a focus on responsiveness, efficiency, sound financial management and quality service to our citizens.



Tyler's **6** Council Members

are elected for two-year terms from a specific district. There is a limit of three consecutive terms allowed by the City's charter. The mayor is elected at-large.

City of Tyler Leadership Team - Key Leaders



Carter Delleney
Engineering,
Key Leader



Guillermo Garcia
Lean Six Sigma, Transit,
Key Leader



Susan Guthrie
Assistant City Manager,
Key Leader



Russ Jackson
Vehicle Services/Solid Waste,
Key Leader



Tim Johnson
Fire Department,
Key Leader



Greg Morgan
Managing Director for Utilities
and Public Works, Key Leader



Heather Nick
MPO/Planning,
Key Leader



Stephanie Rollings
Parks & Recreation,
Key Leader



Gary Swindle
Managing Director of
Public Safety, Key Leader



Keidric Trimble
CFO,
Key Leader



ReNissa Wade
Managing Director for
Administrative Services, Key Leader

City of Tyler Leadership Team



Beverly Abell
Main Street



Dan Allee
GIS



Kristi Boyett
City U



Davis Dickson
Airport



Brenda Johnson
Neighborhood
Services



Chris Lennon
Code Compliance



Shawn Markmann
Animal Care Facility Manager



Cam McCabe
Municipal Court



Kevin Olson
Water Services



Anne Payne
Liberty Hall



Sherry Pettit
Purchasing



Deborah Pullum
Legal



Robin Smart
Streets



Leroy Sparrow
Vehicle Services



Gary Smith
Facility Services



Mary Vernau
Library



Michael Wilson
Development Services



Jim Yanker
Water Business Office



Benny Yazdanpanahi
Information Technology



Budget



Through conservative financial planning, the City of Tyler is able to provide top-quality customer service to citizens, while paying cash for infrastructure needs and ensuring that the City's collected revenues exceed expenditures.

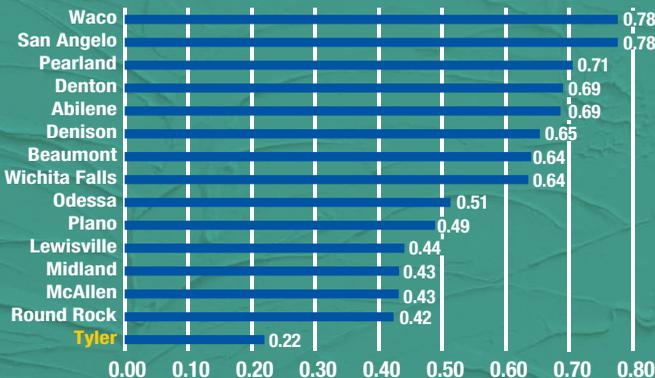
The fiscal year 2013-14 budget brought in \$61,385,880 in General Fund revenues. Through diligent monthly and annual budget forecasting, the City's spending was below budget with expenditures amounting to \$60,414,283. Those figures led to a positive savings of \$971,597.

Property taxes make up 25 percent of General Fund revenues that provide for public services such as Police, Fire, Library and Parks and Recreation. The majority of General Fund revenue comes from the sales taxes and property taxes, with the balance coming from franchise fees, fines and other revenue sources.

Annually, the City Manager proposes a budget for the Council to approve by meeting with each department, assessing needs expressed by the community, addressing priorities, assessing program effectiveness and evaluating new ways to enhance services.

The entire budget document is available online at www.CityofTyler.org by clicking on the Transparency tab.

2014 TAX RATE PER \$100 VALUATION COMPARISON



A Natural Beauty

CITY OF TYLER

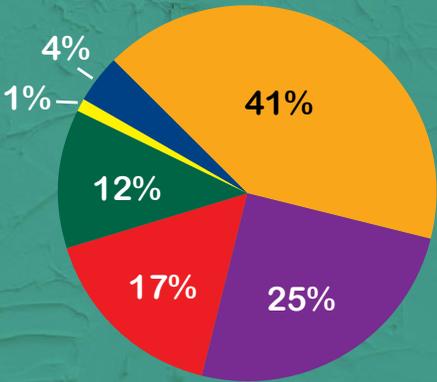
ANNUAL BUDGET

Fiscal Year 2014-2015

Setting the Standard for Performance Excellence in Local Government

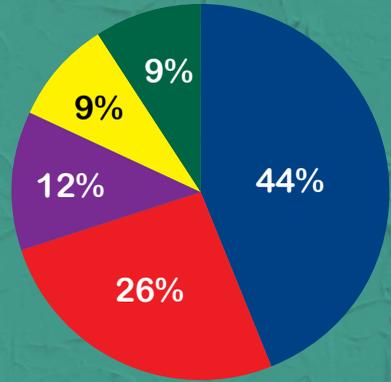
City of Tyler Budget

General Fund Revenues
\$61,385,880



- Sales & Use Taxes (41%)
- Property Taxes (25%)
- Franchise Fees (17%)
- Licenses, Permits, Fees, Fines (12%)
- Intergovernmental Fund & Grants (1%)
- Use of Property & Money, Misc. (4%)

General Fund Expenditures
\$60,414,283



- Police & Municipal Court (44%)
- Fire (26%)
- General Government Services (12%)
- Engineering, Streets, Traffic (9%)
- Parks & Library (9%)



Tax Rate
\$0.22



AAA Bond
Rating



Zero Tax
Supported Debt

www.CityofTyler.org



Safety



Fire

Thanks to a grant from the Homeland Security Department, the City of Tyler purchased a 38-foot mobile communications trailer. It is equipped with the latest in communications technology, making it a fully self-contained, on-site mobile communication center.



Additionally, the City has received two thermal imaging cameras through a grant from the Firehouse Subs Foundation, worth more than \$19,000. The cameras detect body heat and hot spots in burning buildings, allowing firefighters to reach victims more quickly and fight fires more effectively.

The Fire Department has also implemented Firehouse Software to better analyze the frequency of fires and strategize on preventative measures.

ISO RATINGS FOR THE STATE OF TEXAS



ISO RATING OF 1 AND 2

Tyler has maintained an ISO class 2 rating since 2010. An Insurance Service Office rating of 1 is the highest, and 10 is the lowest. Tyler is in the top 8% of departments in the state.

UPDATES

- A new 38-foot mobile communications trailer
- All first line fire trucks have thermal imaging cameras
- Firehouse Software has been implemented throughout the Department



Click or scan to view our firefighters sharing a favorite recipe.

Police GET BODY CAMERAS



The Tyler Police Department has purchased 135 body cameras to capture police and citizen interactions in full-sound and color videos.

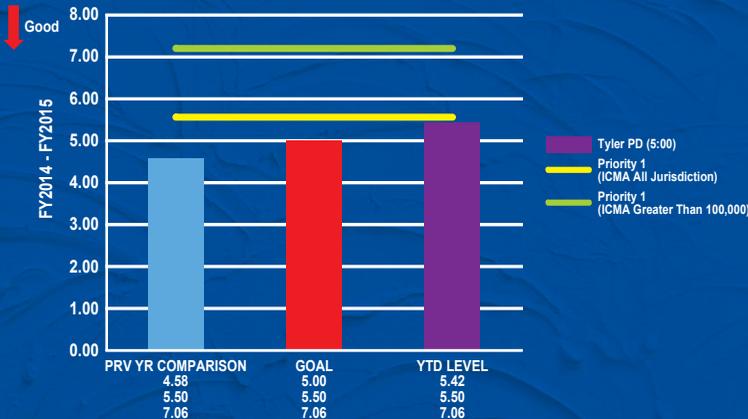
Featuring superior evidence gathering capabilities, this field-tested system will serve as an enhancement to the existing COBAN in-car video systems. As it is worn on the officer's body, this system allows efficient video capture of traffic stops and officer contact with the public.

“Complaints decreased by 80 percent when we started using the dashboard cameras and we believe these body cameras will decrease the number of complaints even more,” said Tyler Police Chief Gary Swindle.

The City of Tyler began testing body cameras on bicycle officers in 2009 because those officers did not have access to the same in-car dash cameras as other patrol officers.

**As of January 2015,
all uniformed City of
Tyler Police Officers
were outfitted with body
cameras.**

EMERGENCY MOBILE RESPONSE TIMES



Consider a career in law enforcement at the Tyler Police Department. Click or scan for more information.

Economic



Development

Development is moving full steam ahead in Tyler with numerous new businesses opening, bringing with them tax dollars, new jobs, shopping, dining, educational and recreational opportunities for residents and visitors alike. The City's medical community is also flourishing with the continued growth in health education, local hospitals and private practices.

Plans for a new hotel conference center are moving forward with the City issuing a Request for Qualifications for a design-build team and obtaining the property for the facility. This strategy is part of the Industry Growth Initiative and is a key step in building a diverse Tyler economy.

**Upon completion,
The Village at
Cumberland Park
will encompass
78 acres and
700,000 square feet
of developed
retail space.**



**Grand opening of The Village at
Cumberland Park retail center.**

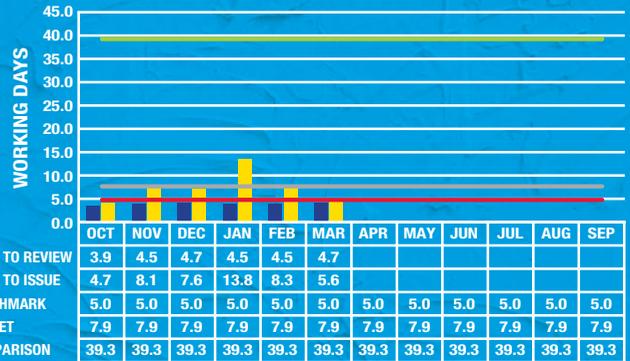
Ground breaking of The Village at Cumberland Park retail center.



2013-2014 Development Projects

- **Boulter Middle School – 2926 Garden Valley Rd.**
- **Fair Plaza Parking Garage – 208 S. College Ave.**
- **Hampton Inn and Suites – 8962 S. Broadway Ave.**
- **Moore Middle School – 1200 S. Tipton Ave.**
- **Saige Meadow Apartments – 13488 Hwy 69 N.**
- **Studio Movie Grill – 8954 S. Broadway Ave.**
- **TJC Energy Center – 1530 SSW Loop 323**
- **TJC Life Hall Dorm – 1250 Magnolia Dr.**
- **Texas College Residence Hall – 2520 Grand Ave.**
- **Three Lakes Middle School – 2445 Three Lakes Pkwy.**

WORKING DAYS TO ISSUE RESIDENTIAL BUILDING PERMIT



Target - ICMA FY 2012 Annual Comparative Analysis Cities 50,000 to 100,000
 Comparison - ICMA FY 2012 Annual Comparative Analysis 100,000 to 250,000



Downtown Parking Garage



Quality of Life

Library Renovations

www.TylerLibrary.com
(903) 593-7323

In 2014, renovations were completed at the Tyler Public Library including the children's reading area and stacks, updates to the Taylor Auditorium, renovation of the first- and third-floor bathrooms, as well as exterior signage and enclosure of the covered patio on the east side of the building.

Thanks to the donated labor of Jim and Cherry Day, the Library's parking lot entrance now includes an owl sculpture by the name of Chadwick. Library members nominated and voted on names for the statue, which was announced at the Library's unveiling in December.

In FY2014 the Library presented a range of programs for all ages. Young children attended story times in both English and Spanish, while older children used their creative skills with Legos. The Teen Advisory Council developed programs for their peers and adults participated in everything from computer skills training to belly dancing to foreign policy discussion groups.



Tyler Public Library

Annual Visits
219,816

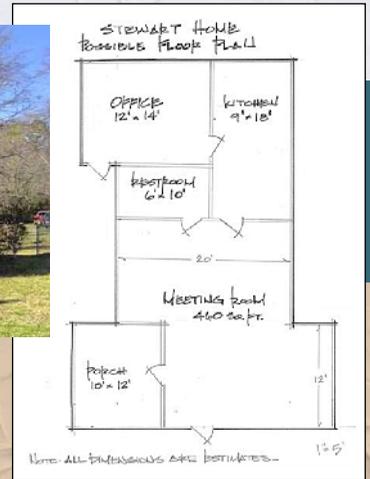


Total Checkouts
259,360

342 Events

10,134 Participants





Park Updates

Thanks to the more than \$225,000 that was donated by local churches, businesses, individuals and foundations, the playground at Bergfeld Park has received new state-of-the-art equipment.

“This playground is so unique and has something for everyone,” said City Councilman Don Warren. “Plus, Bergfeld Park was recently named a Lone Star Legacy Park for its special prominence in the local community and the state of Texas.”

The creation of the Bergfeld Park Improvement Project began in March 2013. Phase II of the project will

include upgrading “Splasher,” the dolphin fountain area, as well as the signage and landscaping along South Broadway Avenue.

Private donations are also being collected to build a new, all-inclusive playground at Southside Park.

Additionally, construction of the Gladys and T.B. Stewart Park, including more than 3,000 feet of trails, a community garden, small pond, playground, windmill and stage, is underway in the St. Louis Community.

For a complete list of Tyler’s 27 parks and programming that is offered, visit www.TylerParks.com.





The Arts

Wine Swirl a Success

The first Downtown Tyler Wine Swirl was an enormous success with 18 Texas wineries and 16 local restaurants participating – not to mention that all 500 tickets were sold before the start of the event.

The Downtown Tyler Wine Swirl has several purposes: to bring awareness to the various businesses and services in Downtown Tyler, to make people feel welcome downtown, to highlight the restaurants and dining opportunities in Tyler, to promote Texas

products such as the wine and wineries and to raise funding for the Main Street downtown revitalization program.

Tickets were \$50 per person and included samples of the wines and food, along with local wine-themed artist booths and live music. Information about this year's event is available at www.TylerWineSwirl.com.



Gallery Main Street

The mission of Gallery Main Street is to foster the arts as a catalyst for downtown revitalization. Gallery Main Street hosts juried exhibits every eight weeks. Ultimately, these exhibits drive visitors downtown to enjoy the restaurants, businesses and

services adding to the overall quality of life in the community.

The gallery exhibited more than 300 original works of art not including the award-winning 6x6@110 fundraiser last year.



Click or scan this code for more information about 6x6.



Entertainment

Downtown Tyler Film Festival

The Downtown Tyler Film Festival was created to encourage the art and industry of filmmaking in Tyler and to introduce local cinephiles to new storytellers.

“Since its humble beginnings, the festival has grown into an international event, attracting films from Tyler, throughout Texas, across the U.S. and around the world,” said Beverly Abell, Main Street manager.

Viewings take place at Liberty Hall in downtown Tyler with additional receptions and gatherings held around the square.

The 2015 film festival will be held Sept. 23 through 26.

www.TylerFilmFest.com



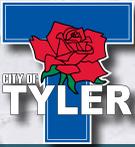
Liberty Hall

Liberty Hall continues to shine as a jewel in Downtown Tyler and brought more than 12,000 people to the historic heart of the city for quality entertainment. The eclectic entertainment roster included Asleep at the Wheel, Bob Schneider, The Bellamy Brothers, Monte Montgomery, Comedian Henry Cho, Comedian Jimmy Pardo, Edwin McCain and a wide variety of classic films.

Liberty Hall flourished with more than 1,000 volunteer hours, its first-ever membership drive and receipt of in-kind gifts valued at \$200,000. Liberty's following continued to grow with 6,500 Facebook followers, 450 Twitter followers and more than 1,500 signed up to receive Liberty's email updates.

In the coming months, Liberty will host such artists as Ruthie Foster, Marc Broussard, Bob Schneider and more. Be sure to check out all of Liberty's upcoming events at www.LibertyTyler.com.





Infrastructure Projects



South Tyler Police Substation Design and Construction

Expected Completion: 2016

Cost: \$3.1 million (including interior equipment)

Funding Source: Half-Cent Sales Tax

Tyler Pounds Regional Airport Runway 4-22 Upgrades



Expected Completion: 2018

Cost: With all design, navigational upgrades and land acquisition, \$43 million

Funding Source: 90 percent FAA funding and 10 percent local funds from the Half-Cent Sales Tax

These upgrades will allow larger aircraft to operate at Tyler Pounds Regional Airport.



Bergfeld Park Renovations

Phase One New Playground: Complete

Next Renovations Include: Tennis courts, removing some of the amphitheater seats to create a grassy picnic area for families and the creation of a landscape barrier to separate children in the splash area from traffic on Broadway

Animal Care Facility Design



Property at 4218 Chandler Highway was purchased for a permanent City-owned animal care facility. The property includes 10 acres of land and a 20,000 square-ft. building.



Rose Garden Master Plan

The Plan addresses visitation and programming, ADA accessibility, signage, restroom locations, new gardens, lighting, site furniture, incorporating more variety of plants with the roses and the possibility of adding a café.

West Cumberland Road Extension



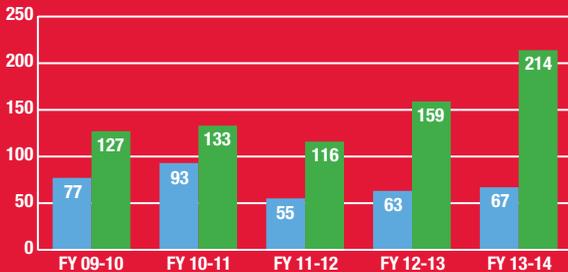
Expected Completion:
Spring 2016

Construction Cost:
\$17,972,468

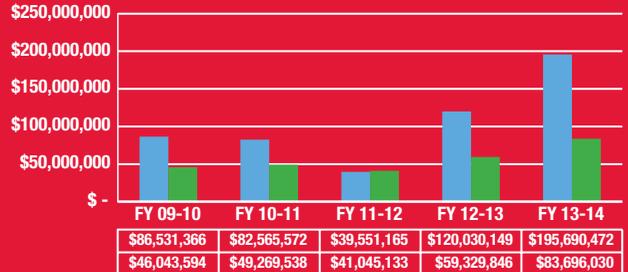
Funding Source: Half-Cent Sales Tax

Community-Wide Construction

NUMBER OF BUILDING PERMITS ISSUED



VALUE OF BUILDING PERMITS



Commercial Permits

Residential Permits



Key Phone Numbers

Emergency - 911



City Information Line
(903) 531-1100

City Manager
(903) 531-1253

City Mayor
(903) 595-7248

Airport
(903) 531-2343

Animal Control
(903) 535-0045

Communications
(903) 533-7444

**Environmental/
Code Enforcement**
(903) 531-1312

Fire (Non Emergency)
(903) 535-0005

Gallery Main Street
(903) 593-6905

Inspection/Permits
(903) 531-1151

Liberty Hall
(903) 595-7274

Library
(903) 593-READ

Municipal Court
(903) 531-1266

**Neighborhood
Services/Housing**
(903) 531-1303

Parks & Recreation
(903) 531-1370

Planning & Zoning
(903) 531-1175

Police (Non Emergency)
(903) 531-1000

Solid Waste
(903) 531-1388

Solid Waste 24 Hour Info
(903) 531-1392

Traffic Engineering
(903) 531-1201

Tyler Transit
(903) 533-8057

Water Business Office
(903) 531-1230

**Water
After Hours Emergencies**
(903) 597-6541

For more information:

Visit My Tyler website at
CITYOFTYLER.ORG
or watch My Tyler TV on Suddenlink
Channel 3 or find us on Facebook®,
Twitter®, YouTube®, Pinterest™ or
Instagram™.

