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# 2014 State of the Community

Mayor Aaron T. Shepley

January 28, 2014



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# Good Things Are Happening in Crystal Lake



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# Crystal Lake

Quality

Citizen Value

Transparency

Accountability

Financial Management



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# Providing Value – Great Service at a Low Price

- We often hear how government should be run like a business, and in our case, when compared to other communities, it is clear that the residents of Crystal Lake get great service for a low price.

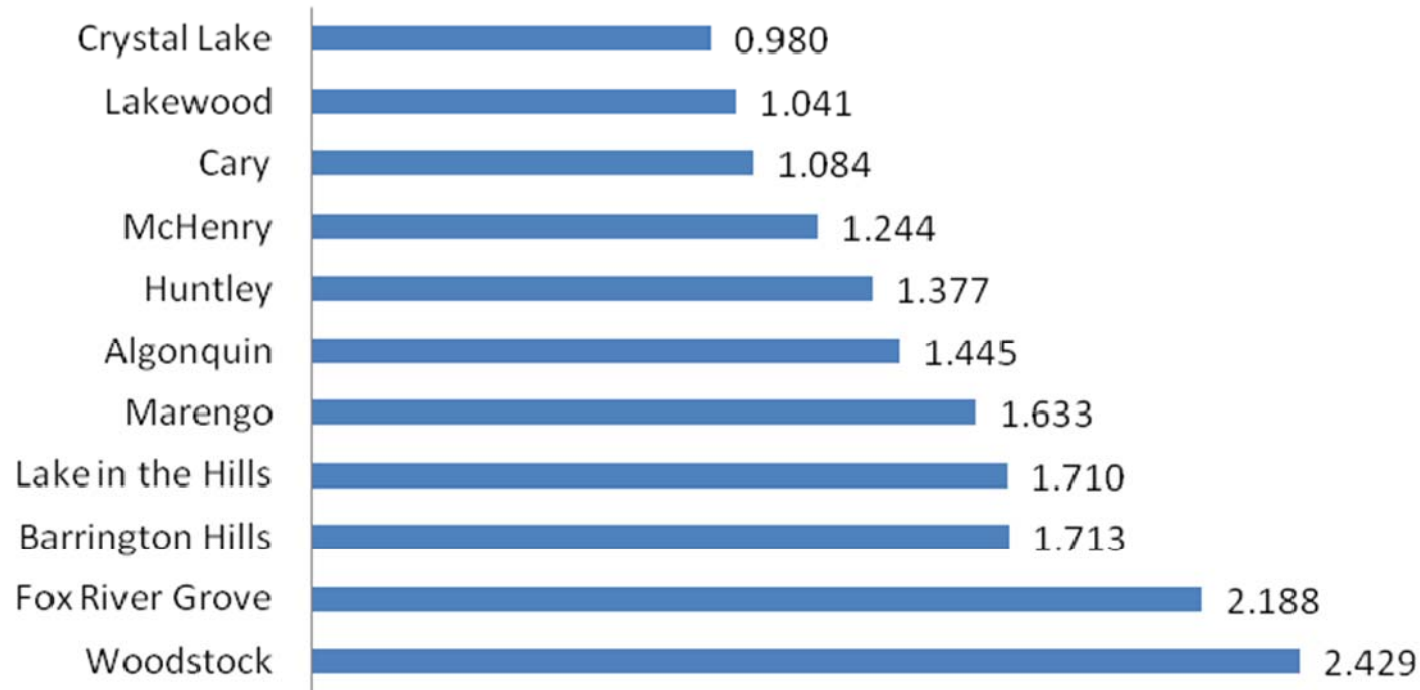


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# Commitment to Low Taxes

2012 Property Tax Rates (Excludes Libraries)



# No Corporate Property Tax

- The primary reason that the City's tax rate is among the lowest is because the City does not levy a corporate property tax, and has not levied one since property tax year 1998.
- Also, the City does not levy for police protection and other items similar to other municipalities.
- When the City did have a corporate property tax, it was used for General Fund services including police, community development, streets, and administration.
- The City's General Fund is primarily funded through sales tax and other alternative revenue sources.



If Crystal Lake levied the equivalent General Fund services as the following communities since property tax year 1998

	Total Taxes that would have been collected	Impact to homeowner whose property is now worth \$250,000. Assumes property valuation increased and decreased in concert with City's EAV changes over the years.
Algonquin	\$48,573,082	\$4,132
Barrington Hills	\$112,756,237	\$10,024
Cary	\$40,875,272	\$3,496
Fox River Grove	\$32,935,353	\$3,620
Huntley	\$43,979,157	\$3,892
Lake in the Hills	\$69,503,718	\$5,323
Lakewood	\$80,132,178	\$6,717
Marengo	\$64,947,468	\$7,262
McHenry	\$48,242,835	\$4,229
Woodstock	\$66,985,601	\$6,839
<b>Average</b>	<b>\$60,893,090</b>	<b>\$5,553</b>



# No Corporate Property Tax

- The residents of Crystal Lake have saved tens of millions of dollars since 1998 because the City has not levied a corporate or police protection property tax.



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# No Corporate Property Tax

- Despite having one of the lowest property tax levies in the region, the City took actions during the past few years to minimize tax levy increases.
- As an example, for the 2010 tax levy, the City decreased the levy by 2.35%.
- During the Great Recession, the City mitigated tax levy increases through spending controls and by utilizing reserves.



# Citizen Value Commitment

- Not only is the City's property tax the lowest of surrounding communities, but many communities in the region also have other taxes that the City does not impose. Below is a sampling:
  - Electricity Tax (Algonquin, Barrington Hills, Cary, Fox River Grove, Lakewood, Marengo)
  - Natural Gas Tax (Algonquin, Barrington Hills, Fox River Grove, Lakewood)
  - Real Estate Transfer Tax (McHenry County)
  - Amusement Tax (Deerfield, Gurnee, Highland Park, Lincolnshire, Lombard, Mt. Prospect, Schaumburg, Vernon Hills)
  - Food and Beverage Tax (Palatine, Naperville, Gurnee, St. Charles, Elmhurst, Schaumburg, Hoffman Estates, Park Ridge, Arlington Heights, Buffalo Grove)
  - Local Motor Fuel Tax (Naperville, Elmhurst, Batavia, Park Ridge, Des Plaines, Niles, Skokie, Rolling Meadows, Downers Grove, Woodridge)



# Citizen Value Commitment

- The commitment of the City Council is to continue to provide citizen value – value for the services it receives.
- This is not a promise of free service.
- Instead, it is a commitment that we will continue to provide high quality services at the lowest possible price.



# Citizen Value Other Examples – Electrical Aggregation

- A few days ago, the Northwest Herald listed the electrical supply rates of communities where residents approved electrical aggregation referendums.
- They received these rates from the State of Illinois website: <http://pluginillinois.org/>
- A review of the statewide list shows that the City's electrical supply rate of 4.690¢ per kWh is among the lowest in the ComEd territory.





# Citizen Value Other Examples – Electrical Aggregation

- The City's electrical supply rate of 4.690¢ per kWh is a 22% savings vs. current ComEd rate of 6.023 ¢.
- Average Household Savings to Date: \$287
- Cumulative savings, 15 months ending Nov 2013: \$3,375,000
- The State is considering a similar program for natural gas.
- If it provides value, we will present this option to City residents.





# Citizen Value Other Examples – Water and Sewer Rates

## Cost Comparison of Surrounding Communities

Community	Average Water & Sewer Bill for 6,000 Gallons Usage per Month
Huntley	\$39.14
Woodstock	\$39.36
Cary	\$43.72
<b>Crystal Lake</b>	<b>\$44.06</b>
McHenry	\$44.70
Algonquin	\$46.86
West Dundee	\$51.82
Harvard	\$54.79
Johnsburg	\$60.00
Lake in the Hills*	\$60.44
Fox River Grove	\$65.09
Wauconda	\$69.78
Round Lake Beach	\$72.02
Lakewood	\$97.45
Sleepy Hollow	\$121.54
<b>Average</b>	<b>\$60.72</b>

\* LITH Sanitary Dist. also collects a property tax to fund operations. \$5.50 was added to account for the monthly property tax portion of a LITH home with an approximately \$250,000 fair cash value.



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# Budget Presentation – Highest Recognition

- The Government Finance Officers Association (GFOA) voted to award the City of Crystal Lake's budget document the Distinguished Budget Presentation Award for the current fiscal period. This award is the highest form of recognition in governmental budgeting.



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# Financial Reporting Excellence

- Last year, the City received the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association. This is the 23<sup>rd</sup> year in a row the City has received this award and it is expected that this year the City will again receive this award.



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# Vacancy Rates - Retail



# Vacancy Rates - Office



# Vacancy Rates - Industrial





# Business Investments



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# Texas Roadhouse

Popular sit-down steakhouse comes to town

- 8,250 SF restaurant
- 306-seat restaurant
- 30 new jobs

*Opens February 24th*



*835 Cog Circle (Routes 14 & 31)*



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# Anderson Volkswagen

## Volkswagen auto dealership

- 30,000 SF building
- Glass façade
- Sales, service, car wash
- 30 jobs retained
- 10 new jobs

*Opening spring 2014*



*5213 Northwest Highway (Route 14)*



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# Crystal Lake Rib House

New sit-down bar-b-que restaurant

- Officially moves to Crystal Lake
- 6,411 SF restaurant, 260 seats
- Game room
- 10+ new jobs

*Opens early February*



*540 E. Terra Cotta Avenue (Route 176)*



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# Greeks Pizzeria

Gourmet pizzas, calzones, pastas and sandwiches

- First Chicago-area franchise
- 2,432 SF, 60-seat restaurant
- 10 new jobs

*Opens end of February*



*6000 Northwest Highway (Route 14)*



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# Crystal Lake Beer Company

## Downtown Craft Beer Micro Brewery

- Craft brewery, tap room
- Gathering space
- 13,000 SF
- 3 new jobs

*Opening this summer*



*150 N. Main Street*



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# Marvin's Toy Store

## Downtown Toy Store

- 1,350 SF
- Educational toys and books
- 4 new jobs



*64 A N. Williams Street*

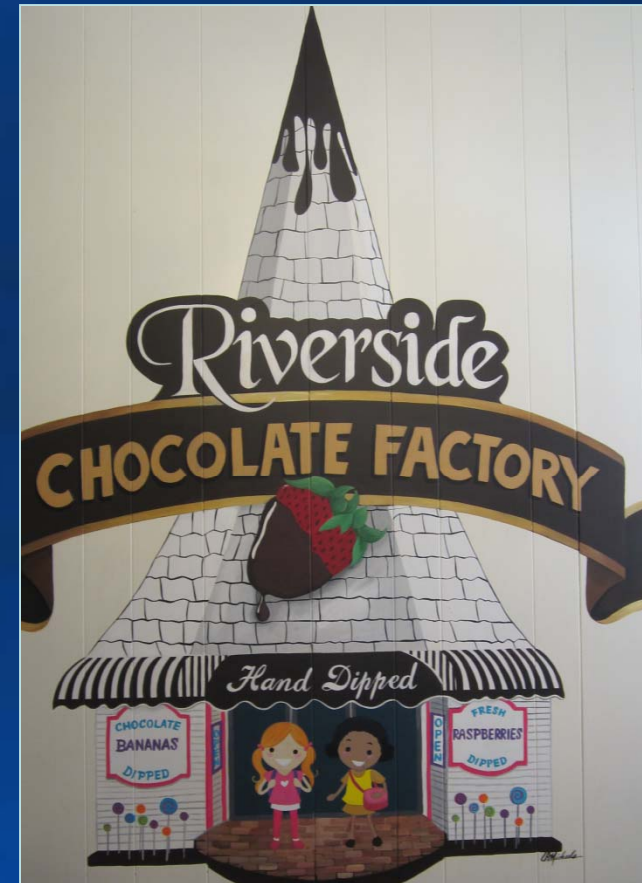


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# Riverside Chocolate Factory

## Downtown Chocolatier

- 1,200 SF
- Chocolate, fudge, hard candy
- 6 new jobs



*2 N. Williams Street*



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# Kitchen Outfitters

Kitchen furnishings and gadgets

- 1,649 SF
- Unique products
- 3 new jobs



*64 B N. Williams Street*



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# Brilliance Honda

State of the art Honda dealership facility

- Service and sales
- 48,653 SF
- 80 jobs retained



680 W. Terra Cotta Avenue (Route 176)



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# Reprographics

## Printing and art supplies

- High visibility location
- 11,000 SF
- 10 jobs retained



*26 Crystal Lake Plaza (Route 14)*



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# Covidien

Medical syringe manufacturing line moved to CL

- Facility consolidation (TX)
- 38,000 SF operation
- \$1M+ capital improvements
- 100 new jobs



*815 Tek Drive (Route 31)*



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# The Aptar Group

## Information Technology Data Center

- Operating systems and servers
- 6,130 SF, entire 3<sup>rd</sup> floor
- 42 employees retained

*Complete by end of January*



*265 Exchange Drive*



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# National Gift Card

National Gift Card is returning to Crystal Lake

- Creates gift cards for retailers, restaurants and prepaid cards vendors
- 44,000 SF
- 50 new jobs

*Moving early spring, 2014*



*300 Millennium Drive*



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# 2013 Capital Improvement Projects

- McHenry Avenue (Rt. 14 to Rakow Road)
  - \$864,000 in Federal Surface Transportation funds.



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# 2013 Capital Improvement Projects

- City-wide Bikeway Corridor Improvement
  - \$125,024 in Federal Congestion Mitigation and Air Quality funds.



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# 2013 Capital Improvement Projects

- Railroad Street Parking Lot
  - Added additional commuter spaces.
  - Existing Depot lot along Woodstock Street converted to free 4-hour parking for downtown business customers.

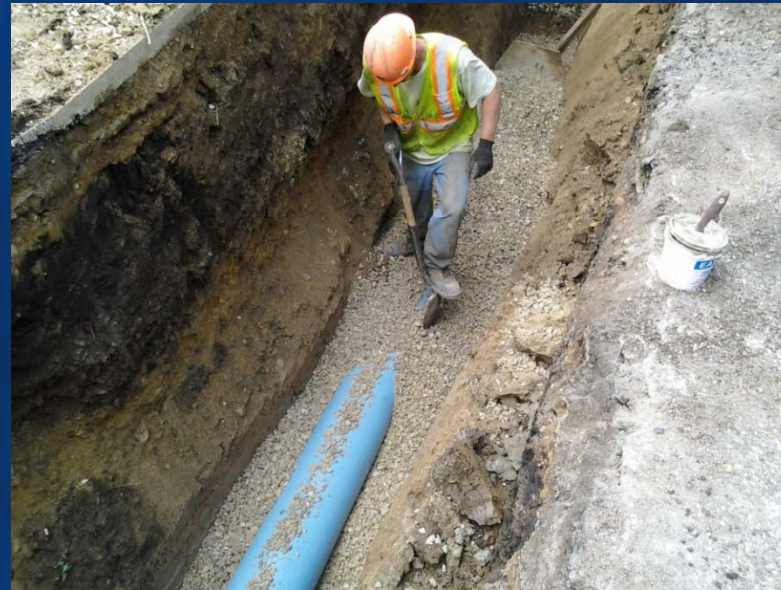


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# 2013 Capital Improvement Projects

- Country Club Area Water Main Stage 1
  - New upsized water main – Country Club Road and Broadway.



# 2013 Capital Improvement Projects

- Annual Maintenance Programs
  - Resurfacing: resurfaced 8.1 miles of streets.
  - Sidewalk and Curb Repair: eliminated 200 tripping hazard locations.
  - Crack Sealing – 69,700 linear feet of crack sealing as a pavement preservation technique for the City.



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# 2013 Capital Improvement Projects

- IL Route 176 and IL Route 31 (State Project)
  - Completion anticipated for summer of 2014.
  - Realign Route 176 at the intersection.
  - Convert nonstandard 5-leg intersection into a more conventional 4-leg intersection.
  - Add additional thru lanes on Route 176
  - Mitigate drainage issues in the area.



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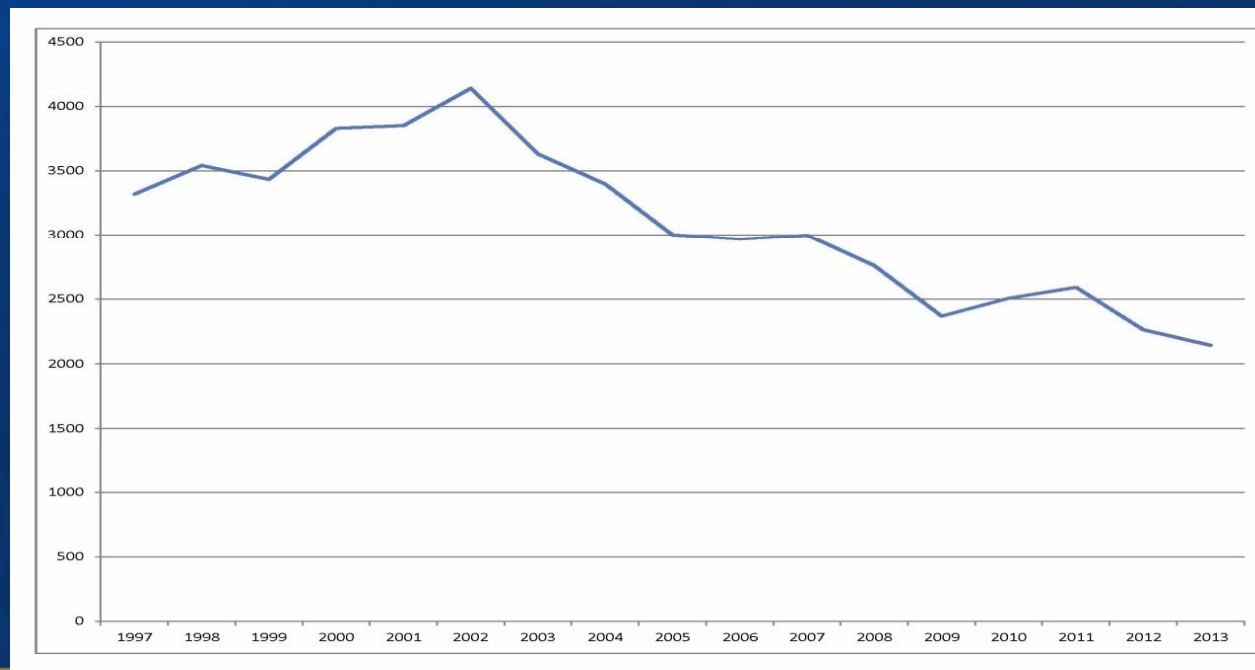
# 2014 Capital Improvement Projects

- South Main Street
  - Widen between Route 14 and Rakow Road.
  - Utility relocations to be completed in 2014.
  - Construction to begin in 2015.
- US Route 14 widening (Crystal Lake Avenue to Lake Shore Drive in Woodstock)
  - Widen US Route 14 to four (4) lanes between Crystal Lake and Woodstock.



# Public Safety - Crime Statistics

- According to the Illinois State Police Uniform Crime Reporting statistics, Crystal Lake has experienced an estimated 46.27% decrease in total reported criminal offenses from 1999-2013. It should be noted that in 2010 the FBI changed the way some crimes are reported through UCR.





# Public Safety - Enhanced ISO Rating

- ISO is the leading supplier of data and analytics for the property/casualty insurance industry.
- ISO ratings are based on a Public Protection Classification (PPC) survey that conducts an analysis of the structural fire suppression delivery system provided in the City.
- **The City's current ISO PPC rating is 3.**
  - The City's Class 3 rating places the City within the top 3.4% of fire suppression services in the United States.



# Crystal Lake Public Library

The Crystal Lake Public Library celebrated its 100<sup>th</sup>  
Anniversary in 2013.

Twice ranked in Top 10  
25-50k population category

by Hennen's American Public Library Ratings

The rating is based on 15 factors that focus on circulation,  
staffing, materials, reference service and funding levels.



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# Crystal Lake Centennial

- The City of Crystal Lake is celebrating its centennial anniversary of incorporation in 2014 (September 23, 1914 to September 23, 2014).
  - September 2013 – Centennial Kick-off Festival at Three Oaks Recreation Area.
  - December 2013 – Centennial Winter Festival at the Lakeside Legacy Arts Park and Main Beach.



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# Centennial – Opening Festival



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# Centennial – Winter Festival



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# Centennial – 2014 Events

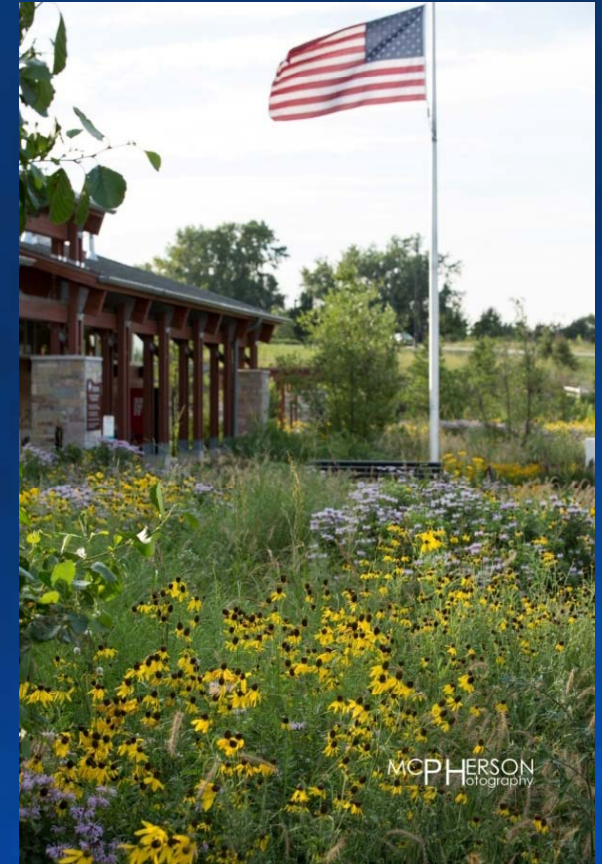
- *Historical Speaker Series:* Second Sunday of every month.
- *Paddle Sales and Decoration:* Paddles will be displayed in the summer with a paddle scavenger hunt. A scavenger map will be issued this summer.
- *Centennial Closing Ceremony:* Downtown Crystal Lake, September 2014.



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# Three Oaks Recreation Area

- The Three Oaks Recreation Area had an exciting and successful year in 2013.
- Statistics:
  - 88,232 people visited from April 13 to October 30<sup>th</sup>.
  - 60,210 people visited the beach.
  - 7,358 boat trips were rented, an increase from 2012.



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# Three Oaks Recreation Area

- *Park continued to be a regional attraction*
  - Approximately 50% of all customers were from areas outside of Crystal Lake.
  - *Repeat Customers* - 31% of all marina customers rented boats at least two times a month.
  - *Returning Customers* – 96% of all guests responded that they are likely to return next year.
  - According to a customer survey, 100% of all guests were either very satisfied, satisfied, or neutral regarding the water and park cleanliness.



# Three Oaks Recreation Area

- *Future Opportunities*
  - Scuba diving continued to grow.
- *Expenses*
  - Staff expenses in 2013 were 6% less than budgeted.
  - Park use revenues continued to pay for all part-time staff expenses.
- *Fishing*
  - The City continued its fish management program with the ILDNR





# Three Oaks Recreation Area – New Marina Offerings

- The park added new amenities to improve the customer experience.



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# Good Things Will Continue in Crystal Lake

A copy of this presentation is  
available at the City's website  
[www.crystallake.org](http://www.crystallake.org)



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