



CITY HALL
100 STATE ST., BELOIT, WI
WWW.BELOITWI.GOV



2016-2018
BELOIT CITY COUNCIL
ACCOMPLISHMENTS





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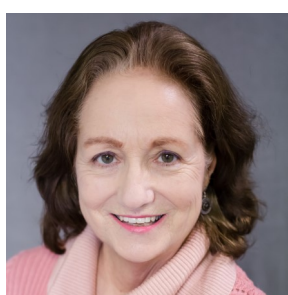
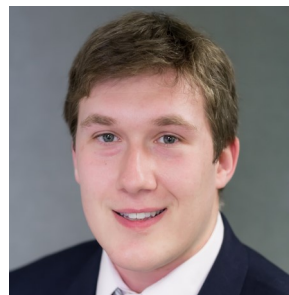
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CITY OF БЕЛОIT VISION, MISSION & VALUES

VISION

The City of Beloit's vision is to become a place anyone could proudly call home for a lifetime.

MISSION

The City of Beloit's mission is to provide outstanding public service.

CORE ORGANIZATIONAL VALUES

- B - Be safe:** Safety comes first. We each play a role in the health, safety and welfare of the public at large and must act in ways that enhance our own personal safety, the safety of our co-workers and those we serve.
- E - Ethical behavior:** We are dedicated to high ethical and moral standards and uncompromising honesty in our dealings with the public and each other. We do what we say we are going to do.
- L - Leadership** is developed and shared throughout the organization with an emphasis on continuous improvement.
- O - Outstanding public service:** We are committed to providing outstanding services to our diverse public and internal customers.
- I - Inclusion of diverse people and ideas:** We respect the unique contributions of our fellow employees, residents, groups, and organizations throughout the community by seeking out their opinions, talents, and needs.
- T - Teamwork to creatively solve problems:** We are a team of diverse employees, working internally across departments and divisions, as well as externally with our many stakeholders to creatively solve problems.



CREATE AND SUSTAIN SAFE AND HEALTHY NEIGHBORHOODS

- Reduce crime, fear, and disorder.
- Engage residents, businesses, and community organizations.
- Minimize injury; prevent loss of life, property, and natural resources.
- Focus on community revitalization that incorporates people, property and physical security.
- Ensure safe roadways to provide for public safety and economic security.

PERFORMANCE INDICATORS:

- Increase in assessed value in the Westside Target Area.
- Reduction in the number of vacant/abandoned properties.
- Decrease in the density of rental units.
- Value of building permits issued and comparison to prior years.
- Increase in the number of homeowners in neighborhoods with over 40% rental.
- Increase clearance of shots fired and felony firearms arrests.
- Reduce outstanding felony warrants, reduce time from crime to arrest.

Improved Home Sales & Assessed Values

102% increase in average home sale price, **2.8% increase** in assessed home property values, and **.1% increase** in assessed commercial values in the Westside Target Area.

Reduced Violent Crimes

Violent crimes reduced by 14% in 2017. **70% clearance rate** of violent crimes is 22% higher clearance rate than comparable communities (47.5%). Reduced the number of outstanding felony warrants.

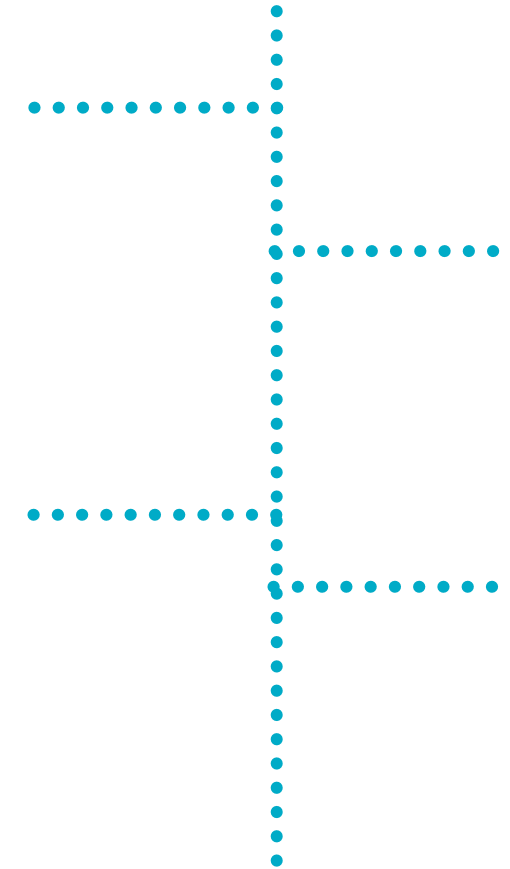
ACCOMPLISHMENTS

Increased Building Permits

Building permits value **up 21%** from 2016 to 2017.

Reduced Shots Fired

29% fewer shooting incidents and **65% reduction in shots fired** in 2017. 2017 had increased clearance in shooting incidents (60%) and 29% clearance in shots fired. **Zero firearm-related homicides in 2017.**





CREATE AND SUSTAIN A HIGH-PERFORMING ORGANIZATION

- Strive to recruit and retain a diverse workforce within our organization that reflects the community we serve.
- Establish an organization wide understanding of what high quality public service means and provide appropriate training.
- Implement hours, wages, and working conditions that increase motivation, performance, and satisfaction of represented and non-represented employees, while maintaining organizational flexibility, oversight, and responsiveness to our community.
- Partner with other jurisdictions and organizations.
- Emphasize fiscal responsibility.
- Consider mergers, reorganization or other methods to fill vacancies where possible.
- Identify, create, and implement operational synergies that accentuate service delivery and efficiency across all City departments and divisions.

PERFORMANCE INDICATORS:

- Vacancies filled and increased level of diversity as a percentage of total employees.
- Number of city-wide trainings sessions provided and attendance numbers.
- Year-end balance of the City's health insurance fund (Active & Retiree)

ACCOMPLISHMENTS

Increased Diversity Hiring

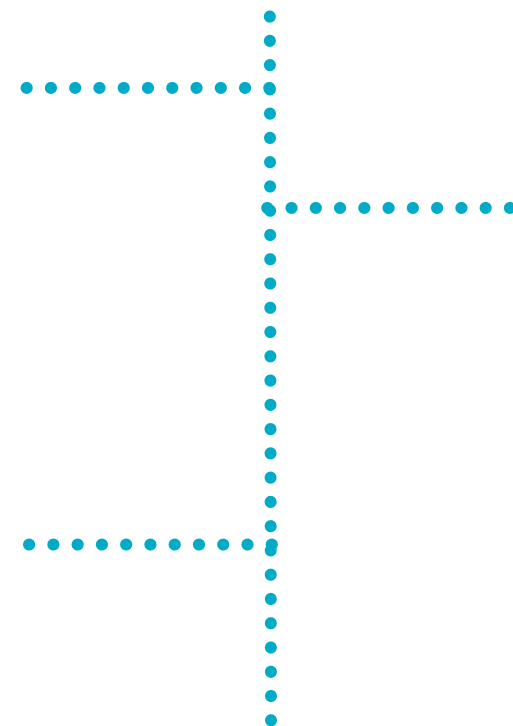
26% of Beloit Police Department new hires in 2016-17 were minority or female (2018 recruitment process is ongoing). **44% of Beloit Fire Department new hires** in 2018 were minority or female. **26% of seasonal employees** were minorities in 2017.

Reduced Workplace Injuries

City's worker's compensation policy changed in 2017, **resulting in a 44% reduction in workplace injuries**, saving \$425,161 in worker's comp claims compared to 2016.

Empowered Employees With Training

Over 30,000 hours of city-wide training sessions for Fire, Police, and DPW in 2016 and 2017.





CREATE AND SUSTAIN ECONOMIC AND RESIDENTIAL GROWTH

- Retain existing businesses and promote their growth and expansion.
- Attract complimentary new development.
- Develop a high quality workforce and link employers and prospective employees.
- Foster regional partnerships to promote development.
- Leverage private investment, create jobs and increase tax base.

PERFORMANCE INDICATORS:

- Number of acres sold, square footage developed, and jobs created.
- Number of direct marketing activities involved in.
- Respond to all RFI's by deadline or within 48 hours.
- Track and document economic development activity, reporting results to City Council on quarterly and annual basis.

ACCOMPLISHMENTS

New Development Benefits

30 acres sold, 300,000 sq. feet developed, and **600 jobs** created in 2016 and 2017.

Quick Responses to RFI's

20 RFI's responded by deadlines or 48 hours in 2016 and 2017.

Marketing Our Community

Involved in 9 direct marketing activities in 2016 and 2017.

Council Updates

Reports on economic development activity and results presented to Council in both years.

Gateway Business Park

Growth continues in the Gateway Business Park, which is currently valued at **\$159 million**. The Gateway Business Park is home to **10 companies with 1,750 employees**, as well as 292 multi-family units and 54 single family homes. The business park has almost 2 million sq. feet in industrial and warehouse space. **Coming soon: 58 more multi-family units.**

Shrinking Unemployment Rate

Our unemployment rate decreased on average from 5.6% to 4.2% and continues to decline. As of December 2017, **the unemployment rate was 3.3%.**



CREATE AND SUSTAIN A HIGH QUALITY OF LIFE

- Provide clean, safe and attractive parks and related facilities.
- Provide complimentary recreational and athletic programs.
- Increase literacy and provide lifelong learning opportunities.
- Remove hazardous trees that are a risk to the public and aesthetically maintain the urban forest.

PERFORMANCE INDICATORS:

- # of trees removed, # of stumps removed, % of each remaining.
- Increase use of downloadable A/V and database collections.
- Average time to clear main streets during a snow event.

ACCOMPLISHMENTS

Removal of Ash Trees

Over **1,000 ash trees** and nearly 1,000 tree stumps removed. There are now 32% of ash trees remaining compared to 55% in 2016.

Improved Snow Response

The amount of time it takes to clear main streets during a snow event decreased from 6 hours in 2016 to **5 hours in 2017**.

Senior Activities

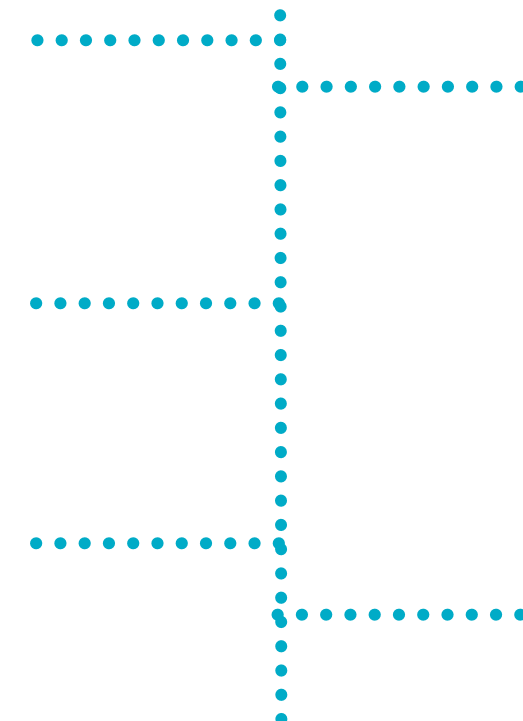
Grinnell Hall partnered with the Rock County Council on Aging to distribute 151 senior farmers' market vouchers, hold two health classes, and **serve 5,061 meals at the county's only senior dining center**. Grinnell introduced Rock Steady boxing in 2018 to help fight against Parkinson's disease.

Parks & Recreation

Over 3,500 kids served with summer playground programs, 757 kids participated in the Beloit Dirty Dash, 350-400 people came to Riverside Park for the "Touch a Truck" event, and 13,167 people used Krueger Municipal Pool for open swim. Nearly 400 residents rented a picnic shelter, and over 500 people used our boat launch. Nine summer concerts at Riverside Park had an average attendance of 1,200 residents.

Expanded Digital Library Offerings

Over 15,000 locally owned database uses in 2017 and a **20% increase in downloadable A/V** from 2016 to 2017.





CREATE AND SUSTAIN HIGH QUALITY INFRASTRUCTURE AND CONNECTIVITY

- Create ongoing funding and planning for extended fiber optic network.
- Create citywide facility maintenance program, incorporating buildings and maintenance.
- Manage CIP program and adequately plan for future needs.
- Continue to promote public transportation and explore new routes to serve future development and existing areas which are underserved.
- Demonstrate progress in the evaluation and implementation of the Rock River Total Maximum Daily Load.

PERFORMANCE INDICATORS:

- Sampling program results.
- % of water meters tested and replaced.

ACCOMPLISHMENTS

Rock River Sampling Program

2016: Sampling programs completed within safe drinking water standards.

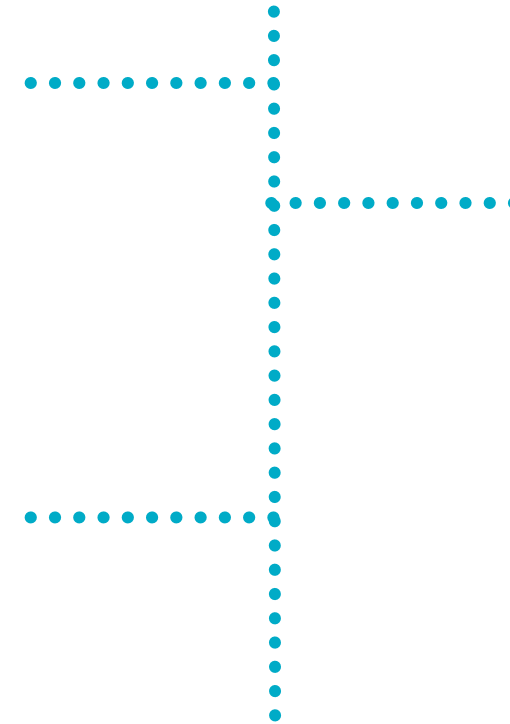
2017: Submitted alternatives for compliance, source reduction, improvements and modifications.

Water Quality Enhancements

10% of water meters tested and replaced in 2017.

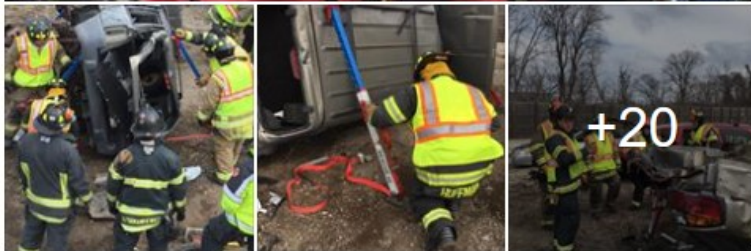
Fiber Optics Program

An extended fiber optics network will be completed by July 2018. This project will result in a **more reliable phone and data connection**, eliminate downtime, increase security, provide backup redundancies, and increase security.



 **City of Beloit Fire Department** added 23 new photos.
March 4 at 11:30am · 🌐

Our new probationary firefighters have been training hard the past two weeks. Take a look and see what they've been up to!



99 Likes 3 Comments 8 Shares

CREATE AND SUSTAIN

A POSITIVE IMAGE, ENHANCE COMMUNICATIONS & ENGAGE THE COMMUNITY

- Update City logo.
- Refresh City website.
- Focus on social media.
- Create a more detailed citywide communications strategy.
- Integrate community communication, outreach and engagement strategies throughout the organization.

PERFORMANCE INDICATORS:

- Increase # of social media followers by 10% annually.

ACCOMPLISHMENTS

Increased Use of Social Media

2017 met the growth goal of a **10% increase** in nearly all city social media accounts. The Beloit Fire Department page grew by 23%, the Beloit Police Department by 17%, the City of Beloit Government by 21%, Parks & Recreation by 17%, and the Beloit Public Library by 10%.

Citywide Communications Strategy

Additional efforts are underway in 2018 to determine how to implement a citywide communications strategy that encompasses resident feedback for projects that impact them. Website research is ongoing with monthly analytics being pulled to determine how the website can best serve the entire community.

New Logo

The City Council approved the new logo in 2017 as the city looks to rebrand itself as it builds a positive image.