

Photo Credit: Todd Sechel Studios

# City of Huron 2015 State of the City

Andy White | City Manager



# City Council



- Rick Shaffter
- Vice Mayor, Trey Hardy
- Phyllis Wassner
- Mayor, Brad Hartung
- Joe Dike
- Sam Artino
- Glen Ginesi



# 2016 Community Action Plan



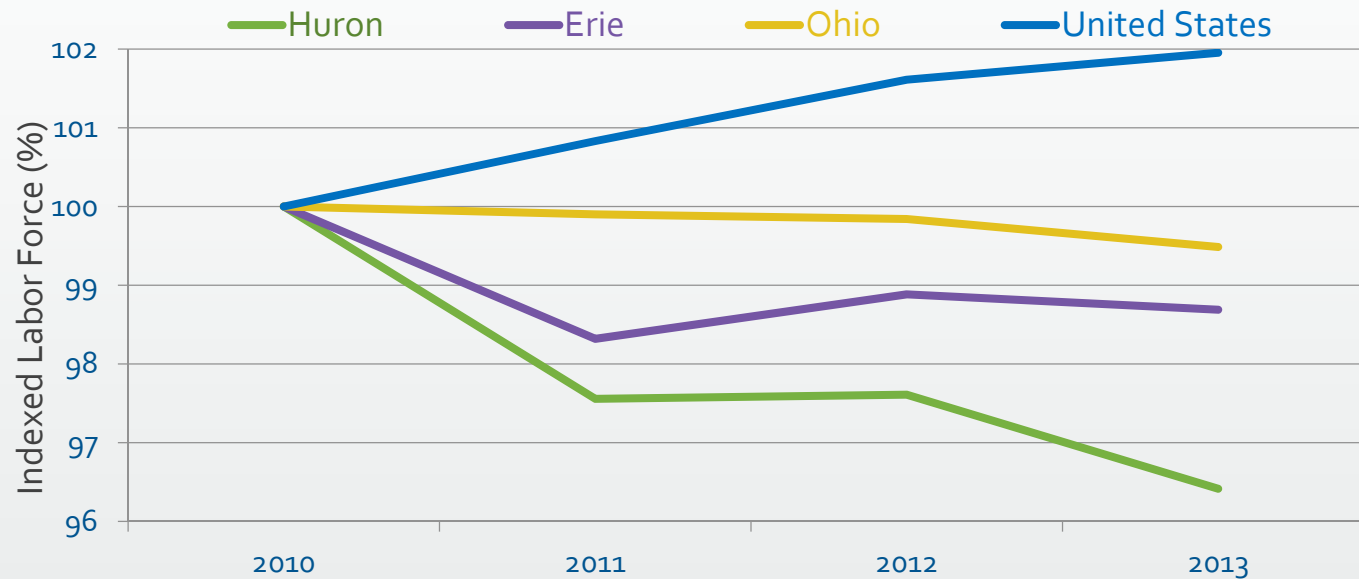
# 2016 City Council Objectives

- Objective Statement: Establish an *effective distribution of service cost* across an *equitable portion of the city's population*.

1. Building and Zoning Operational Enhancements
2. Establish a marketing and development plan for key parcels
3. Improve Quality of Life Assets
  1. Nickel Plate Beach
  2. Huron Lighthouse Pier
  3. Explore Community Rec Center
4. Rye Beach Corridor Improvements
5. Enhance Citywide refuse and recycling program
6. Establish Main Street and Citywide amenities package
7. Establish target objectives for operational surplus within General Fund
8. Examine existing residential water rate
9. Explore alternatives to improve electric utility provision within the Community



# Demographic Issues



- Labor force measures what % of the population is actively participating in the City's employment sector
- Huron's % of population participating is decreasing – most likely variable due to aging population
- Population in general stagnant since 2000 census



# Demographic Issues

YEAR	AMOUNT
2020 (Projected)	7,113
2015 (Estimate)	7,180
2010 (Census)	7,149
2000 (Census)	7,428

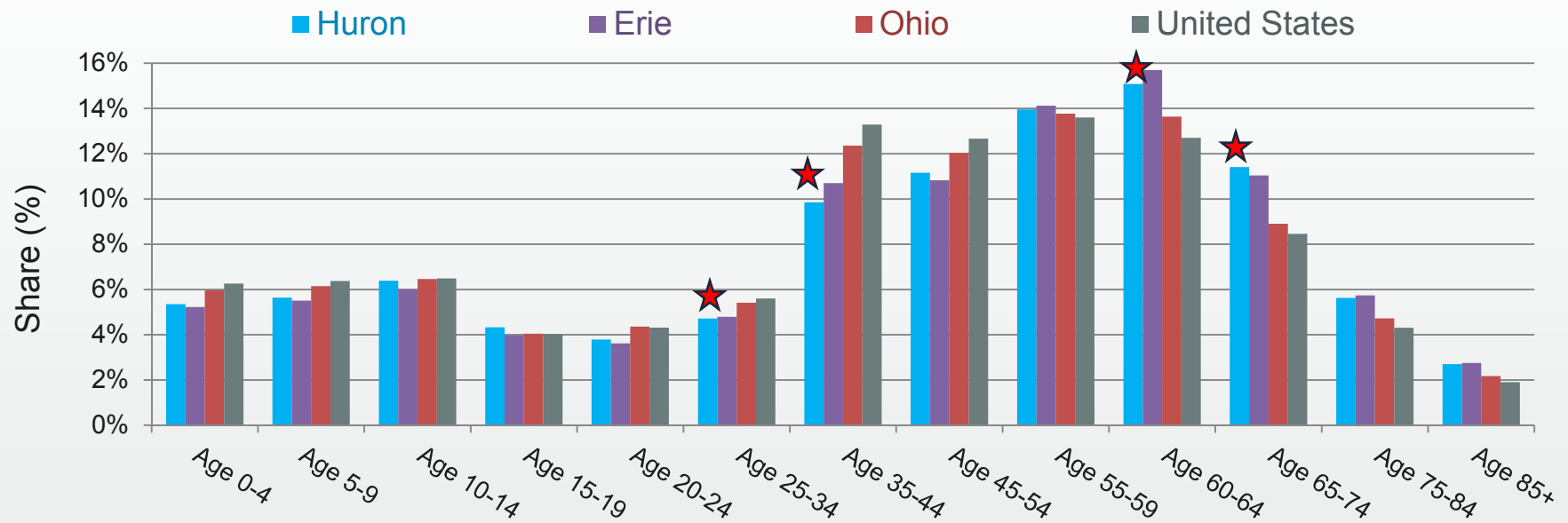
  

YEAR RANGE	CHANGE
2000-2010	-3.76%
2010-2015	0.43%
2015-2020	-0.93%

- Population has decreased since 2000
- Projected estimate for 2015 shows anticipated increase in population over 2010 of less than 1%
- Without intervention, projections predict further reduction in population.
- Need to target objectives to expand population, especially in key demographic
  - 25-45 year old



# Demographic Issues

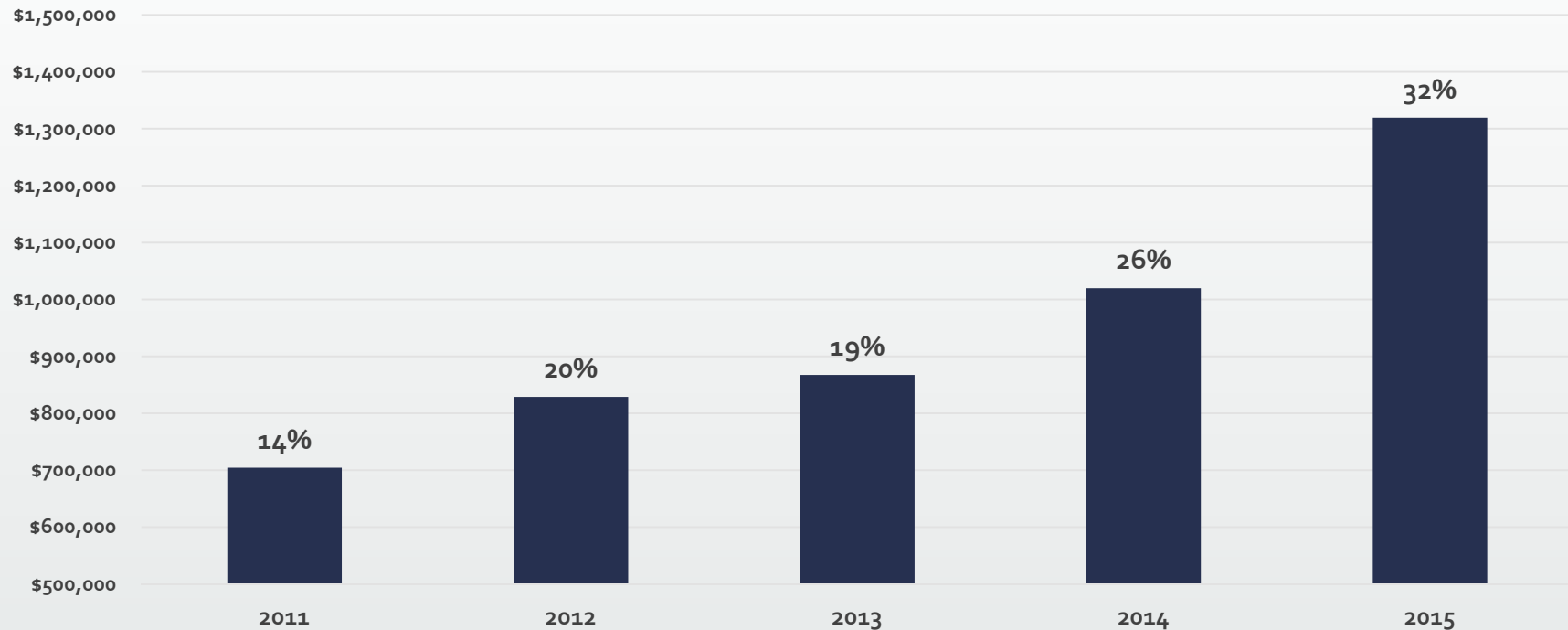


- Huron is below county, state, and national averages in the 25-44 population demographic
- Huron is above state and national averages for 60-64, and above all averages for 65-85+
- Huron's age curve is increasing as younger people are not moving in to smooth the curve
- Over 60% of the City's population over the age of 45



# General Fund Review

General Fund Balance and Percent of Annual Liability

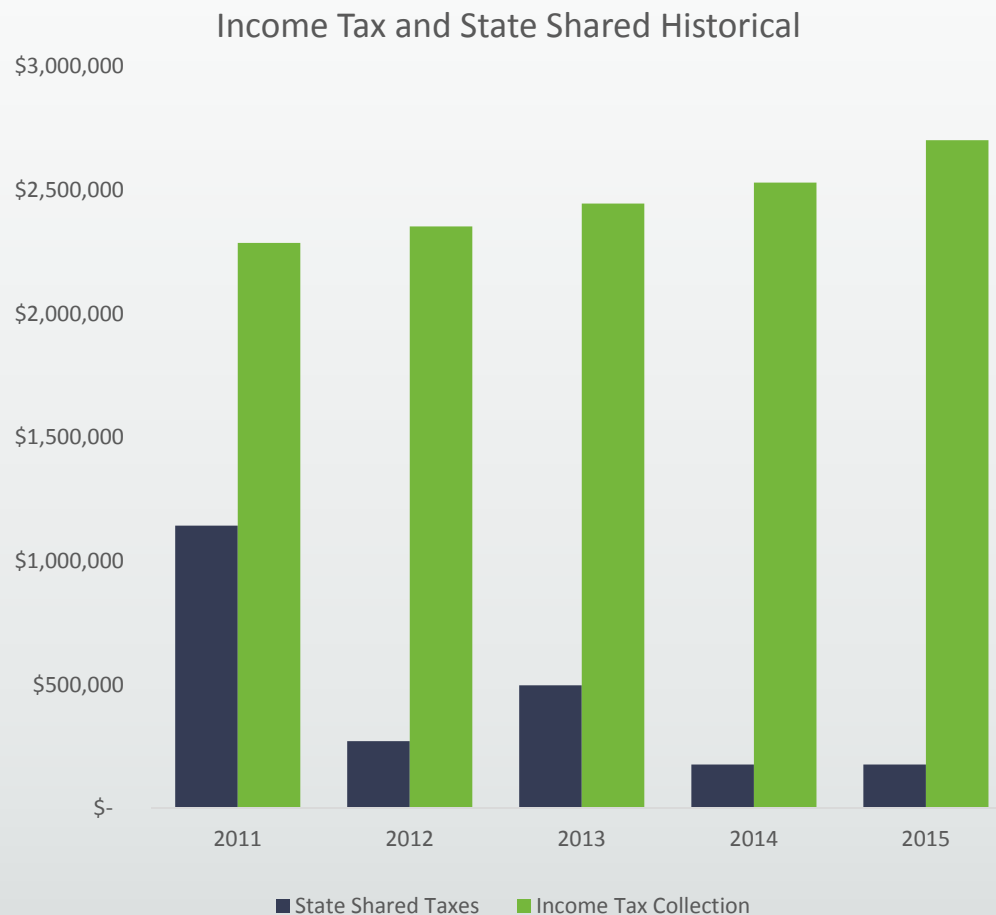


- General Fund reserve balance going into FY 2016 is over \$1.3 million
- City Council set fiscal policy to have 25% of the City's annual liability in reserves: the City eclipsed that total in 2014 and is growing its surplus going into 2016.





# Revenue Collection



- Income taxes have slowly increased – due in large part to IAC expansion and corporate park developments.
- 58% of the City's income tax proceeds are paid by ***non-residents***
- ***Only 60% of city residents*** pay the City's income tax.
- City income tax collection has been steadily increasing, while other revenues (specifically state shared) have been decreasing.



# 2015 Capital Projects Review



# Renovation of the Showboat Property

- This parcel was targeted by the City for its strategic value as both maritime entrance to the community and access point to the Huron Lighthouse Pier.
- City purchased the property with the intent to rebuild. The property was purchased in 2013 for just over \$300,000.
- The project included rebuilding the seawall and re-establishing the north seawall. Total project cost of \$900,000





# Showboat Project Pictures

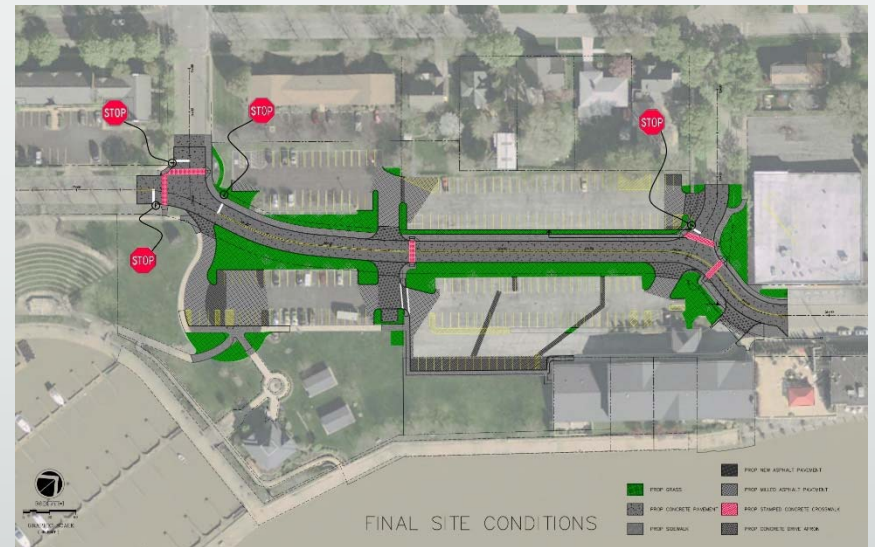


# Main Street Reconnection



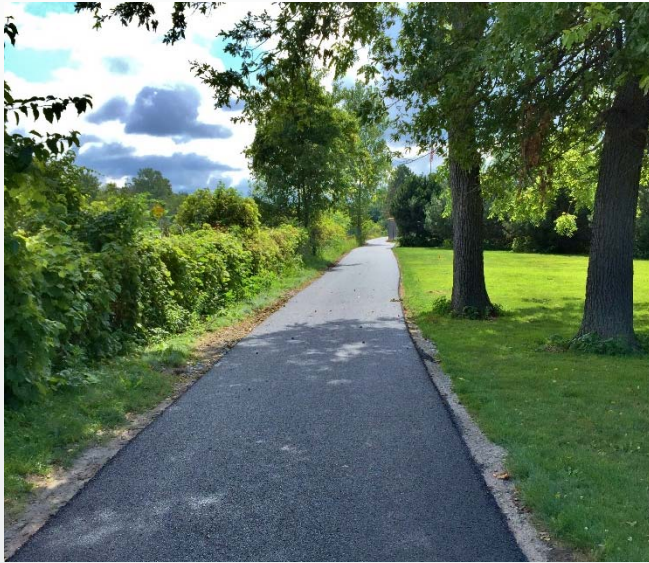
- Main Street traffic pattern altered in late 1960s as part of Urban Renewal.
- City targeted this project through the Master Plan to increase access to the water front parcels and the lighthouse along north main street.

- Project substantially completed in 2015, with minor details to be completed in 2016.
- Project saw the creation of new developable parcels.
- Total project cost: \$700,000.





# Fabens Park Trails



- ODNr grant award of 80% of the project.
- Part of the Fabens Park Master Plan
- Provides ADA and recreational access to the entire park
- Ties into the Lake Erie Electric Trail





# 2015 Media Efforts

- Great Lakes Publishing:
  - Huron Magazine: Lake Effect
  - New for 2015! *The Current* – Quarterly Newsletter

Voted 2015 Best Hometown by Ohio Magazine!



- Electronic and Social Media:
  - Twitter: @HuronCM
  - Facebook: City of Huron
  - Instagram: Huron Ohio
  - Website e-mail newsletter



# Economic Development – Vision 2020 and Strategic Marketing Plan



- City engaged Juniper CRE for the creation of an economic development impact report, assistance with strategic land marketing, and assistance with economic development operations.

- The report is in conjunction with the City's Master Plan and is the first phase in a very aggressive strategy focused on key areas in the Master Plan

- Downtown Corridor
- Showboat Property
- ConAgra

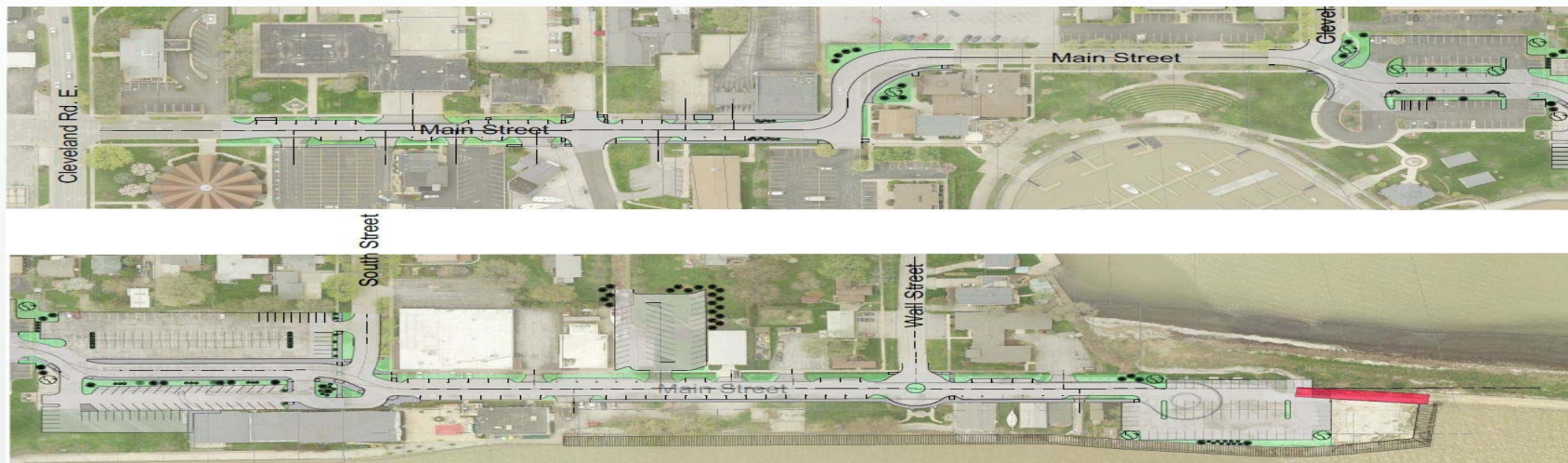




# 2016 Project Review



# Main Street Streetscape



- Picture above shows initial concepts including on-street parking, landscaping amenities, etc. Picture is conceptual in nature only.
- Called for in the Master Plan, this is the second phase of a Main Street overhaul.
- This project includes the following:
  - Softening the “S” curve at Main Street
  - Adding downtown amenities including signage, lighting, landscaping, sidewalks, public art installations
- 80% of the project is being funded through state and federal grant dollars



# Main Street Clock Tower



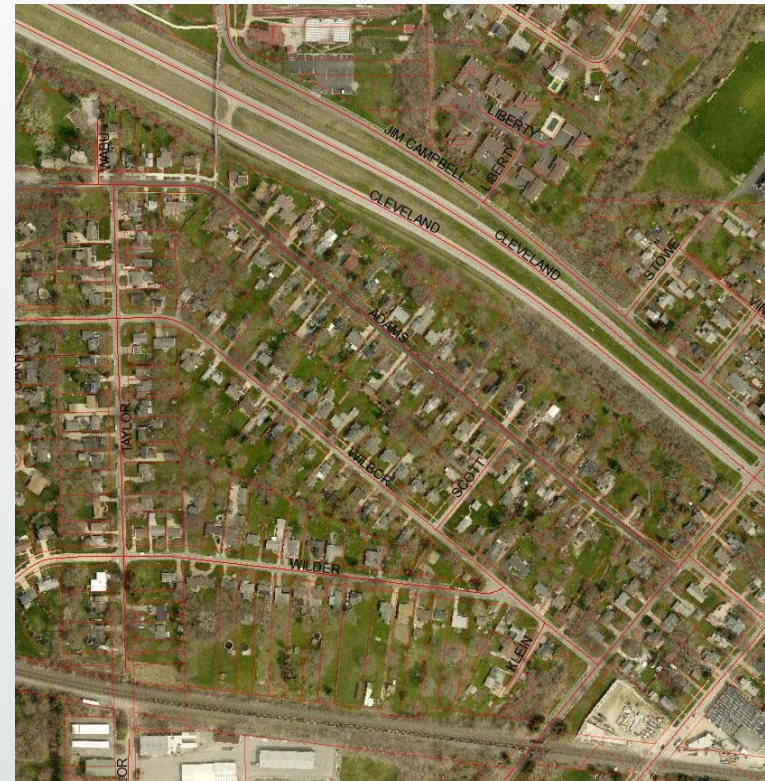
Special thanks to the donors to the Huron Parks Foundation!





# Oklahoma Neighborhood Service Upgrades

- Multi-year capital project
- 2014, City repaved Adams Ave and made improvements to the pedestrian connection from walk bridge to Fabens Park
- Project includes:
  - Replacing oldest water lines and water infrastructure in the City
  - Repaving all remaining streets
- Project anticipated to begin this year



# Questions?



- Also, like us on Facebook and follow us on Twitter and Instagram!

Thank you for support as we finish up a successful 2015 and look forward to a very exciting 2016!

