



ENVIRONMENTAL SCAN JULY 2005



City of Sparks

Vision Statement

To be a city which embraces the changing needs and expectations of our citizens through respect for people, preserving the high desert environment and creating a prosperous and safe community.

*Adopted April 26, 2002
Sparks City Council*

Mission Statement

To be a fiscally stable municipal government and provide a progressive foundation and entrepreneurship resources for businesses. This will be accomplished by maintaining and enhancing the quality of life, fulfilling employment, recreational, and educational opportunities for all, and by utilizing neighborhoods as a building block of the City of Sparks



CITY COUNCIL 2004-2005 BUDGET PRIORITIES

Key Actions Taken ✓

#1 Public Safety

1. Fund Staffing for Fire Station #5 ✓
 - a. 12 additional firefighters 1/2 yr (\$278,400)
2. Fund Staffing for new Police Beat ✓
 - a. 5 additional police officers 1/2 yr (\$529,175)
 - b. 3 police assistants full yr (\$238,400)
3. Fund additional patrol lieutenant & sergeant (\$249,036)
4. Purchase 2 unmarked police vehicles (\$82,540) ✓

#2 Financial Stability

1. Adopt Financial Policies to change civic investment ✓
 - a. Financial Policies resolution passed 2/14/05 ✓
2. Pursue annual vs. 5 yr. tax assessment by Washoe County
3. Implement strategic alliances for fiscal effectiveness
4. Implement strategic initiative that raises per capita appraised values
5. Fund Public Safety Cardiac Wellness Program

#3 Infrastructure

1. Continue 3-pronged approach (WC2, TMWA toll, CIP) to road maintenance ✓
2. Earmark % of new revenues to fund capital projects ✓
3. Implement RTC Road Maintenance Efficiency Study recommendations ✓
4. Purchase property at Marina for potential City Hall (\$3.2 million) ✓
5. Work with Reno & RTC to find regional solutions to replacement/repair of curbs, gutters & sidewalks

#4 Redevelopment/Economic Growth

1. Conduct Economic Summit with business/community leaders to shape the Economic Development Strategic Plan (Held April 9th) ✓
2. Fund staffing of new Enterprise positions to meet needs of development
 - a. 15 additional full time positions (\$1,358,418) ✓
 - b. 6 contingency positions (\$562,825) ✓
3. Develop tracking/reporting statistics for commercial development
4. Provide support to Sierra NV Baseball to assist in baseball stadium plan
5. Develop reporting methods for EDawn funding
6. Fund phased approach to complete City Master Plan

#5 Traffic Light Coordination

1. Develop regional signal coordination project to pursue funding for large scale upgrades ✓
2. RTC Stewardship Funding received
3. Consultant hired and corridors being identified
4. Finalize coordination along Vista corridor and proceed west ✓
5. Fund 2004-05 CIP request for Signal Coordination Program (\$50,000) ✓
Completed: Sparks Blvd; McCarran; Pyramid; Rock Blvd.; Equipment upgrades: Greg; Prater
6. Scheduled for completion by July 1: Sparks/Los Altos; Vista/Los Altos

#6 Special Events Funding

1. Explore downtown improvement district to fund Events & Arts program
2. Pursue downtown maintenance district to support City maintenance operations
3. Pursue additional sponsorship or transfer of costs to event sponsors
4. Re-evaluate policy to limit transfer of public safety costs to 25% of actual cost
5. Fund Special Events from General Fund to maintain current activities ✓

#7 Appearance of City

1. Fund CART program to eradicate shopping cart blight
2. Fund additional Code Enforcement Officer ✓
3. Fund GRIP program for graffiti eradication ✓

#8 Citizen Participation

1. Utilize TMWA bill stuffer as survey tool ✓
2. Fund Centennial Celebration Initiative (\$75,000) ✓
3. Fund branding effort

CITY COUNCIL 2005-2006 BUDGET PRIORITIES

Key Actions Desired

#1 Financial Stability

Financial stability is a long standing statewide issue. The political power base is in Clark County and the northern communities need to influence State public policy to minimize the negative impact on the Sparks economy.

1. Develop grant writing tools and approaches
2. Pursue annual vs. 5 yr. tax assessment by Washoe County
3. Pursue refurbishment of appraised values in older neighborhoods through:
 - a. SNAP Program
 - b. CDBG Projects
4. Develop strategies to create a stable tax environment
5. Continue emphasis and strategic plan for Legislative program, both State and Federal, to provide additional revenues to the City.

#2 Public Safety

Public Safety is a key element of the character and quality of Sparks. Our community expects to be safe and secure. Attention to Public Safety must be maintained in an effective manner.

1. Develop plan for enforcement at major traffic accident locations with recognition of relationship of citation volume to injury accident as identified by the National Traffic Enforcement Index.
2. Design and install emergency interval communication stations at Sparks Marina Park
3. Review possibility of Police substations throughout the City.

#3 Redevelopment / Economic Growth

Redevelopment efforts are critical to the long-term economic stability of the City. This includes the need to take specific action, to have clarity of purpose and intention to guide these efforts. Current State tax structures require critical growth of assessed valuation to build City revenues that will keep up with the growth of service demands.

1. Continue focus on Downtown Project
2. Fund resources needed to create TOD Ordinance
3. Build scenarios and statistics for land use percentages
4. Develop Economic Development Strategic Plan

#4 Infrastructure

Infrastructure continues to deteriorate, accruing a financial obligation to maintain or replace. We must pay particular attention to assuring that the rate of deterioration does not exceed the accrual of resources to address it.

Implement Civic Investment Plan

1. Complete Phase 1 of West-end Community Center in 2006-07
 - ◆ New City Hall by 2008
 - ◆ New Corporate Yard
2. Continue to pursue dedicated sources of roadway maintenance funding

#4 Infrastructure continued

3. Hold RTC plans to implementation
4. Work with Reno & RTC to find regional solutions to replacement/repair of curbs, gutters & sidewalks
5. Accelerate widening of Vista Blvd. from Los Altos to Wingfield Springs
6. Continue to support Public Works program for Pavement Condition Index
7. Build champions in State Legislature for Fuel Tax Equity

#5 Traffic Light Coordination

The City's rapid growth has negatively impacted traffic congestion and our service response must include regional and City answers to these impacts.

1. Communicate the Master Plan for traffic light coordination

#6 Special Events Funding

Special Events continue to be an important part of the redevelopment efforts for the downtown area. Sparks citizens reported in the 2004 Public Attitude Survey an 80% satisfaction rating for Special Events and a 69% approval of utilizing General Fund dollars to maintain them.

1. Continue the Special Events calendar
2. Find other sources to fund special events to make it self-sustaining
3. Develop new/creative sponsorships
4. Develop master plan policy for events

#7 Appearance of City

Property valuation is crucial to the financial stability of the City. Neighborhoods are strengthened when appearance is maintained.

1. Strengthen code enforcement program
2. Continue funding for GRIP program
3. Tighten the graffiti ordinance
4. Create a public information campaign on "Adopt a...."

#8 Citizen Participation

The complexity of issues facing the City calls for stronger informational exchange between the public and our policy body.

1. Develop a civic engagement plan
2. Conduct a Leadership Summit
3. Develop a City Master Calendar for meetings/events
4. Continue to conduct the Public Attitude Survey
5. Utilize TMWA bill stuffer surveys

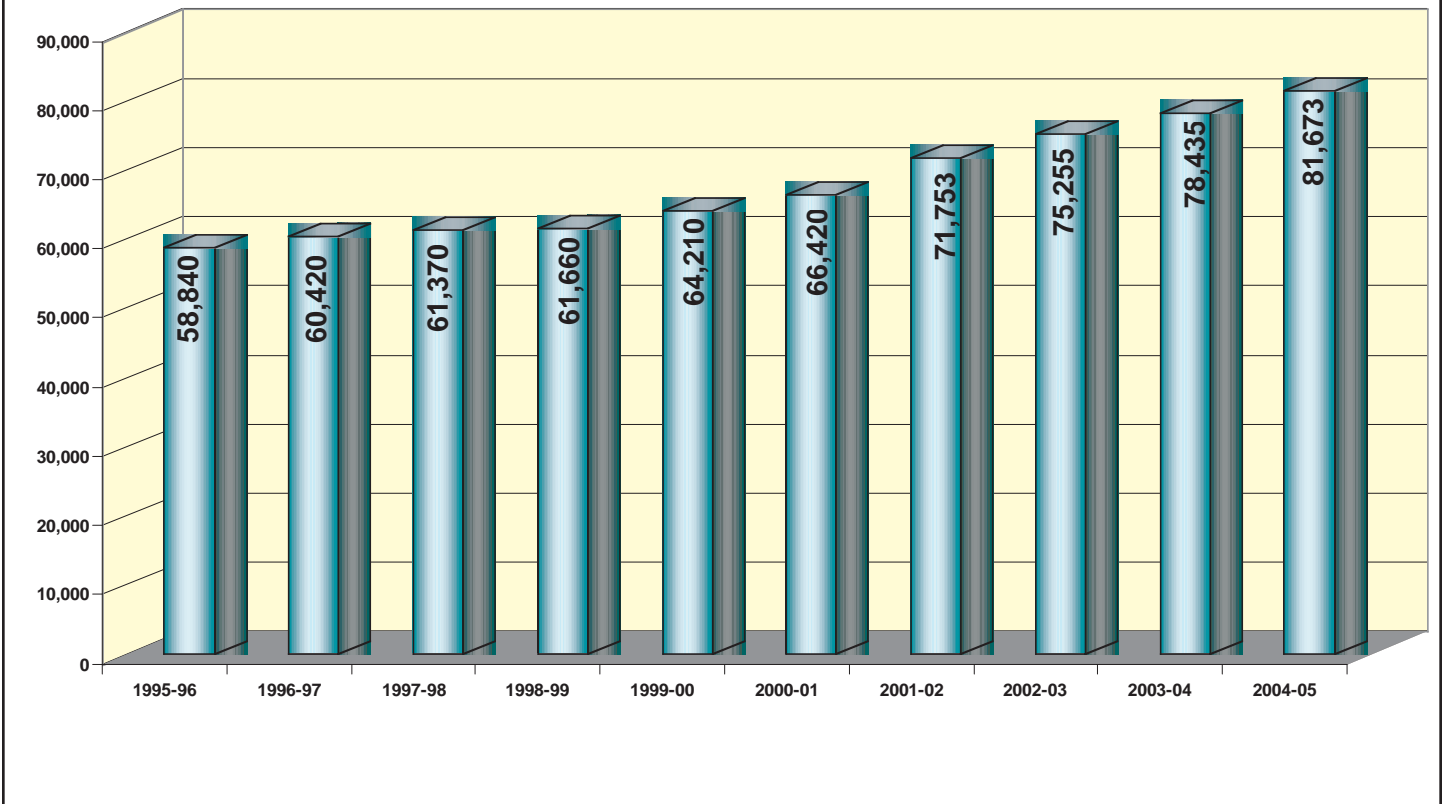
#9 Flood Control

Protecting citizens and their property from future flooding remains a priority within the Truckee Meadows.

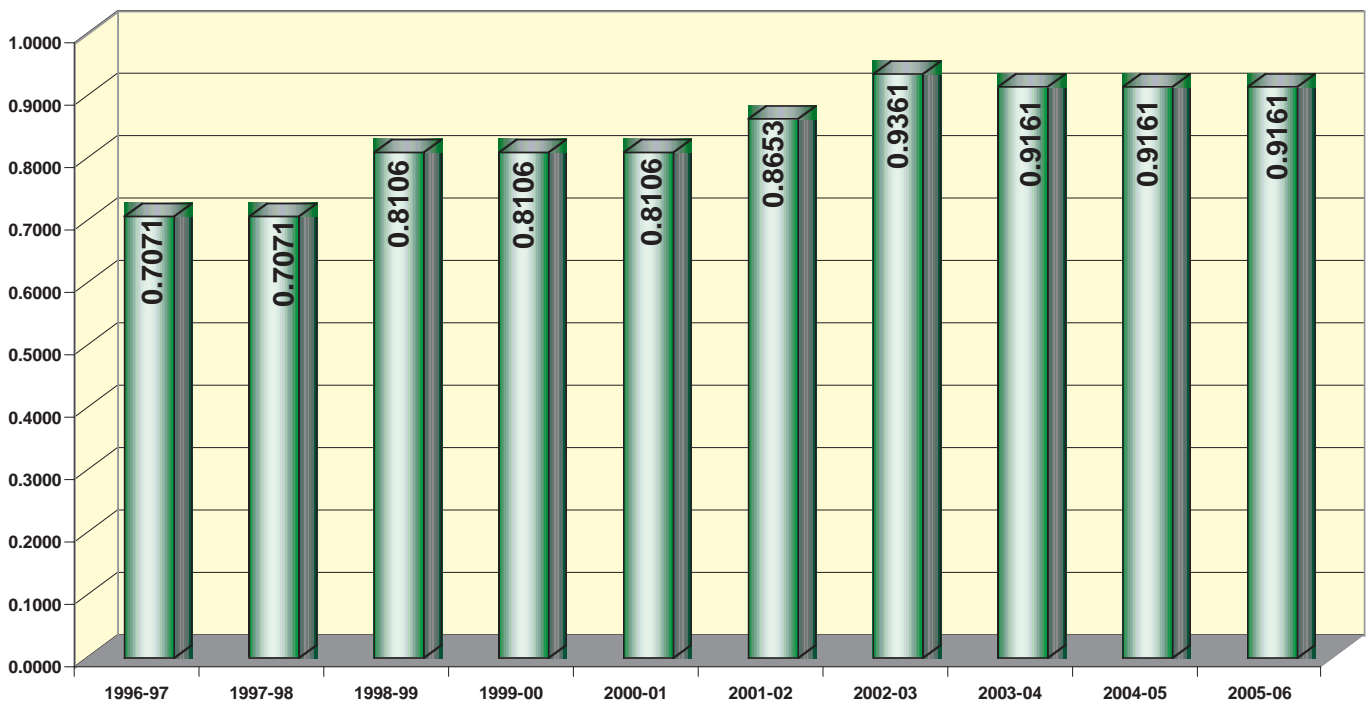
1. Utilize consultant resources to assist with project
2. Be proactive

City of Sparks Key Indicators

Sparks Population History



Sparks Tax Rate History



City of Sparks Key Indicators Top 5 Nevada Cities

	2003-04 POPULATION**	2003-04 TAX RATE	2003-04 TOTAL GENERAL FUND BUDGET	GF \$ PER CAPITA	2003-04 ASSESSED VALUATION	2003-04 AV PER CAPITA
Las Vegas	528,617	0.6765	\$ 375,479,856	\$ 350.32	\$ 11,479,811,435	\$ 21,716.69
Henderson	217,448	0.4880	\$ 145,734,373	\$ 330.53	\$ 6,803,230,110	\$ 31,286.70
Reno	195,727	0.9456	\$ 153,184,662	\$ 374.51	\$ 5,105,374,124	\$ 26,084.16
No. Las Vegas	146,005	0.4087	\$ 115,252,802	\$ 389.31	\$ 2,734,445,463	\$ 18,728.44
Sparks*	78,435	0.9161	\$ 42,444,636	\$ 266.88	\$ 1,741,368,873	\$ 22,201.43

** Source: NV Dept. of Taxation & NV State Demographer

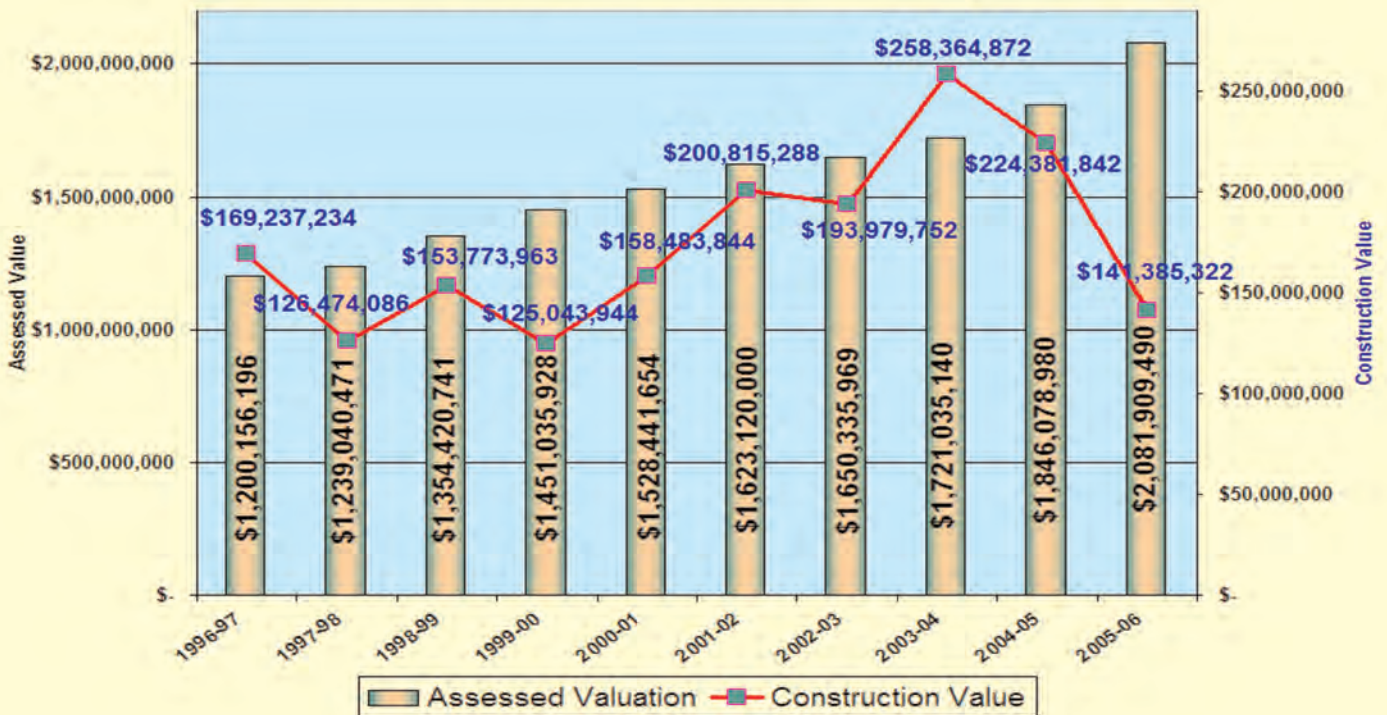
*Budget does not include General Fund transfer to Parks & Recreation Fund of \$4,188,169

Per Capita General Fund Expenditures adjusted for CPI



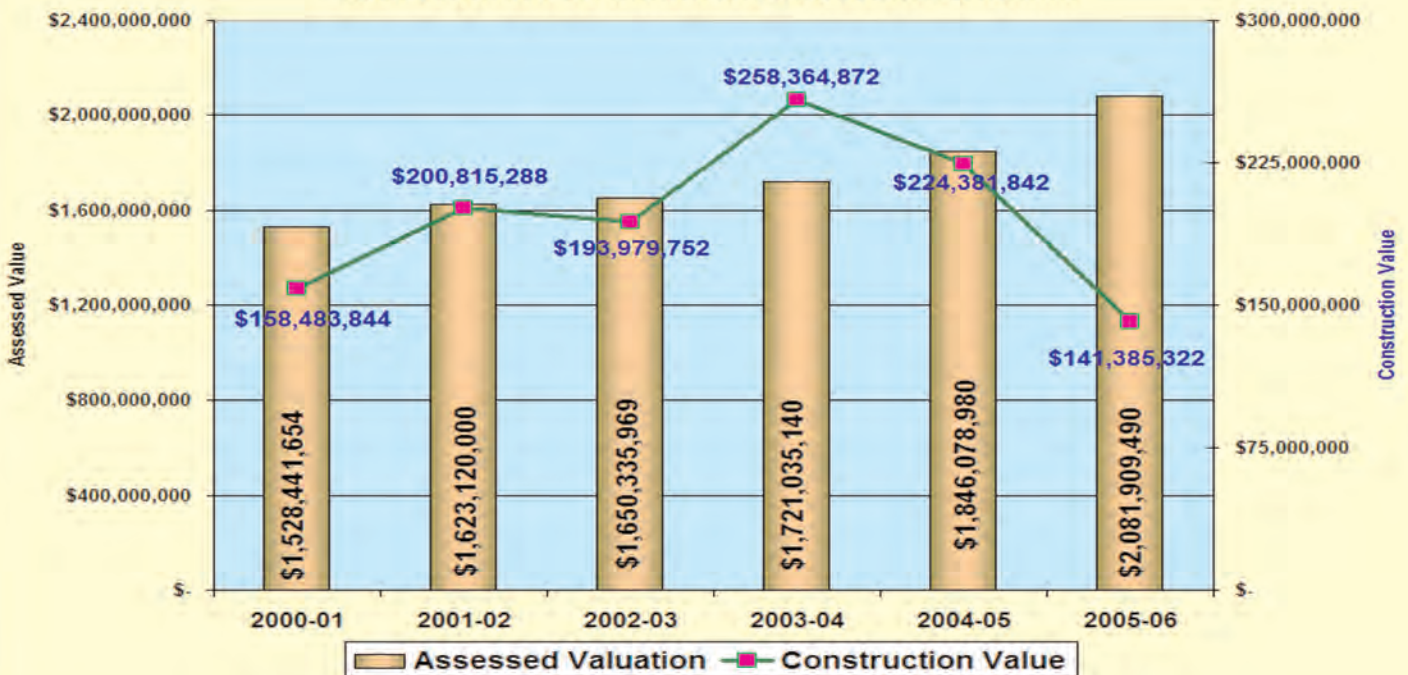
City of Sparks Key Indicators

Construction Value to Assessed Valuation



Accrued Construction Value = \$1,610,554,825 ~ Increased Assessed Valuation = \$645,922,784

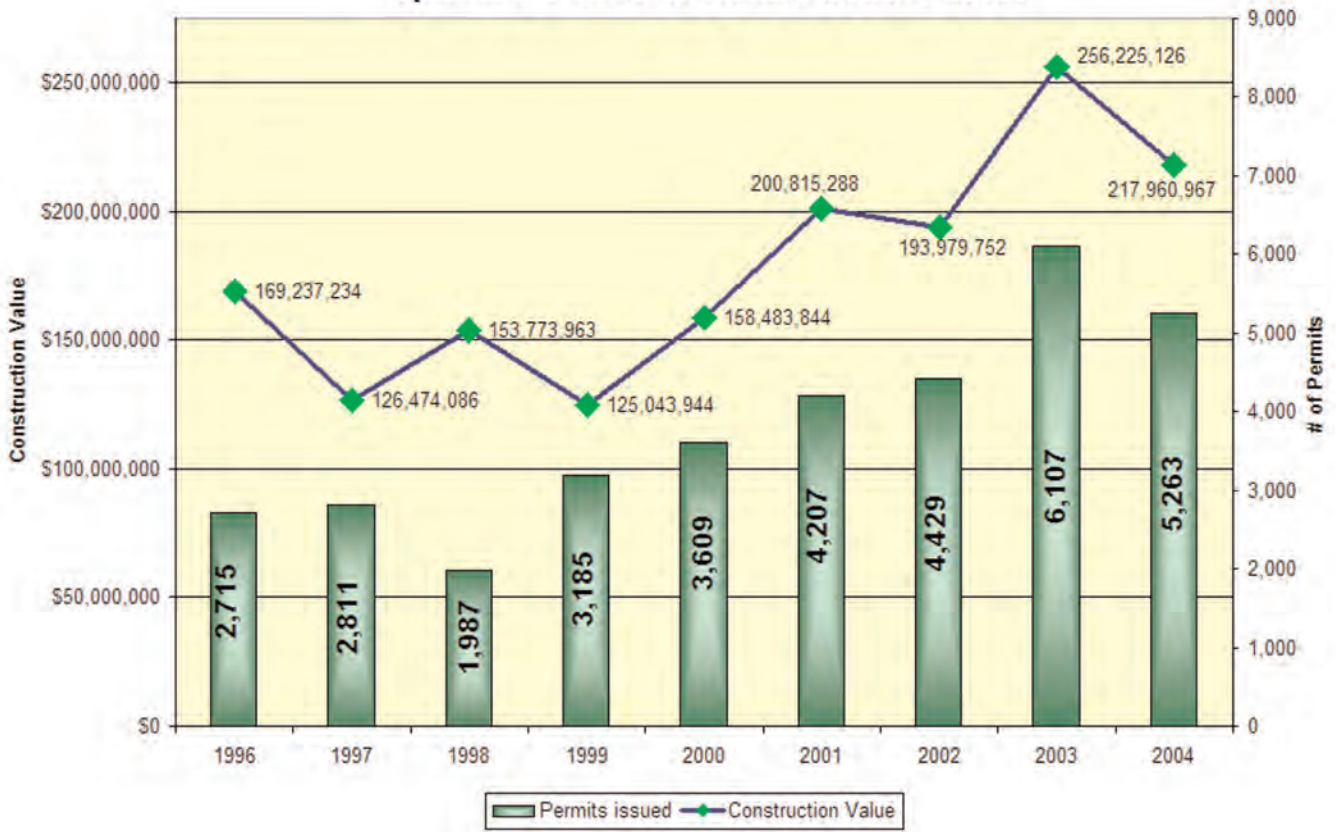
Construction Valuation to Assessed Valuation



Accrued Construction Value = \$1,036,025,598 ~ Increased Assessed Valuation = \$317,637,326

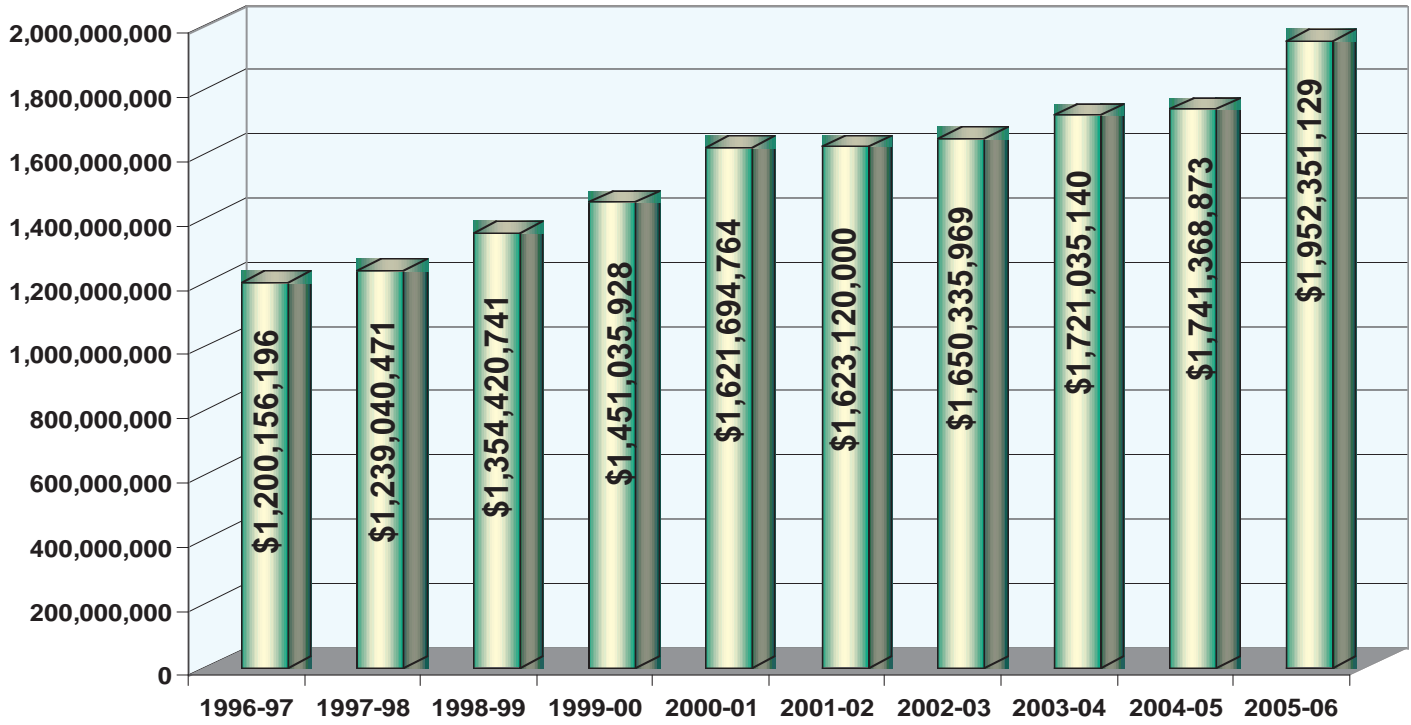
City of Sparks Key Indicators

Sparks Permits & Construction Value

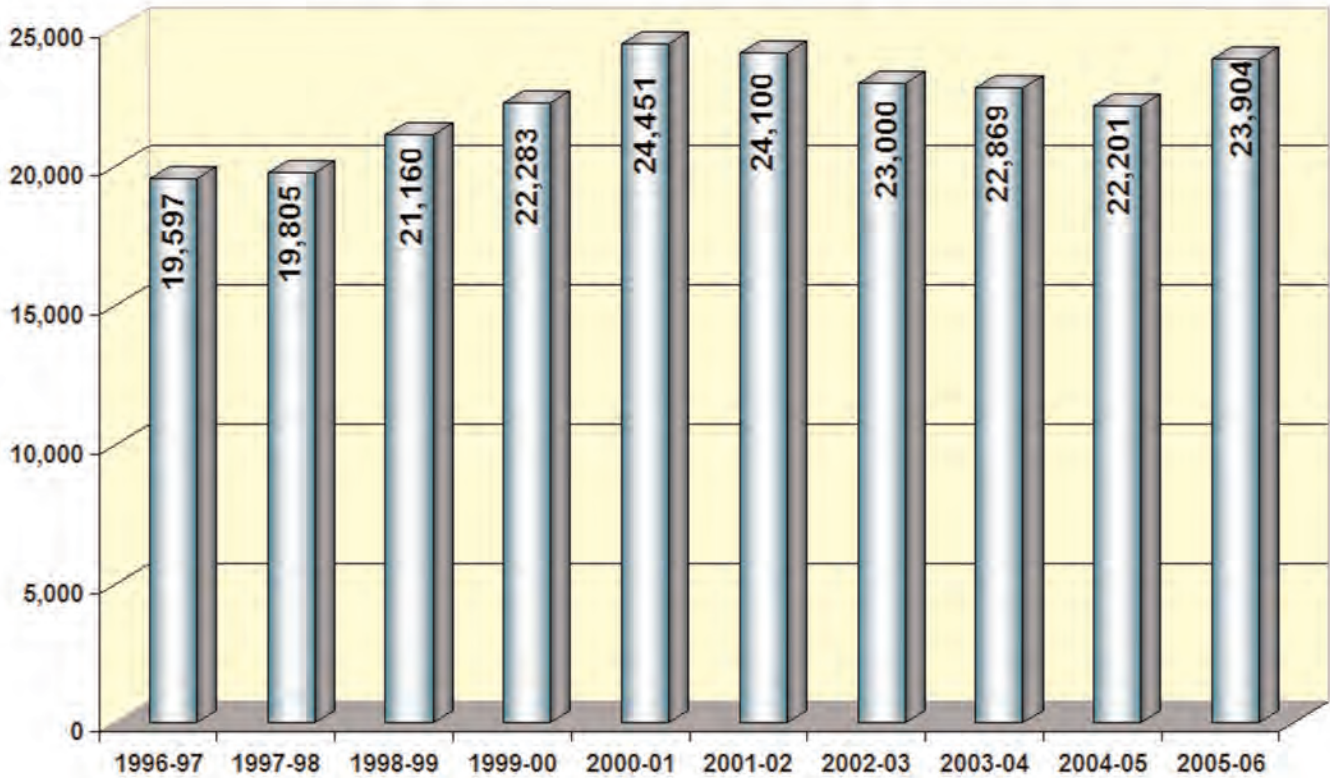


City of Sparks Key Indicators

Sparks Assessed Valuation

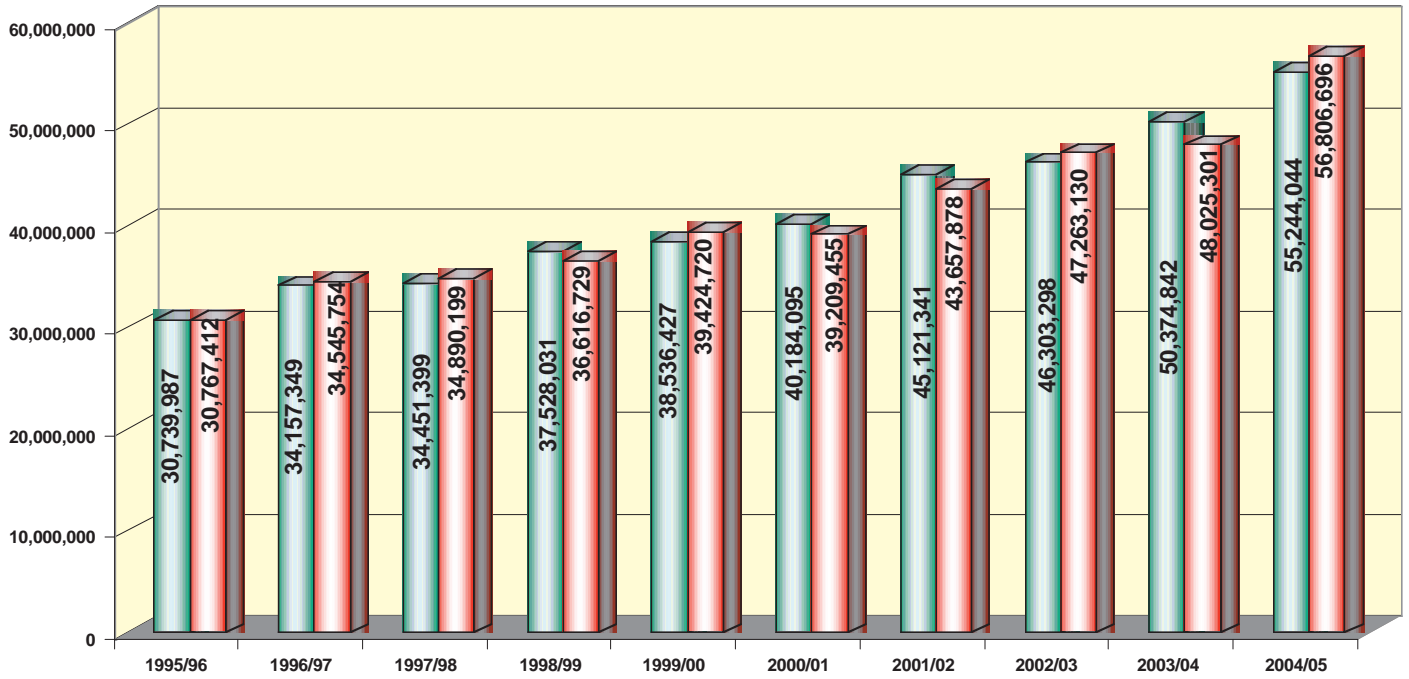


Sparks Assessed Valuation Per Capita

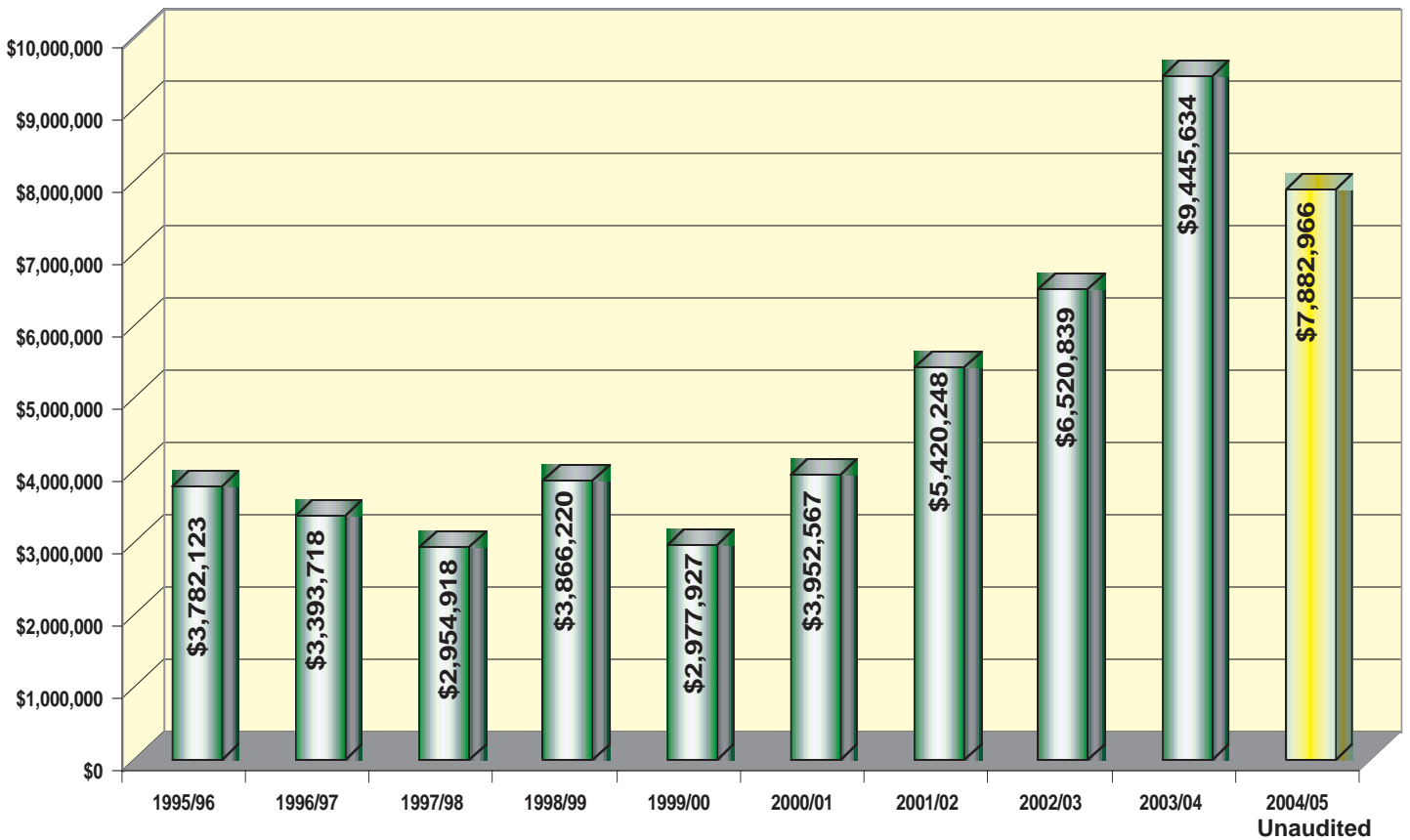


City of Sparks Key Indicators

Sparks Revenues/Expenditures History

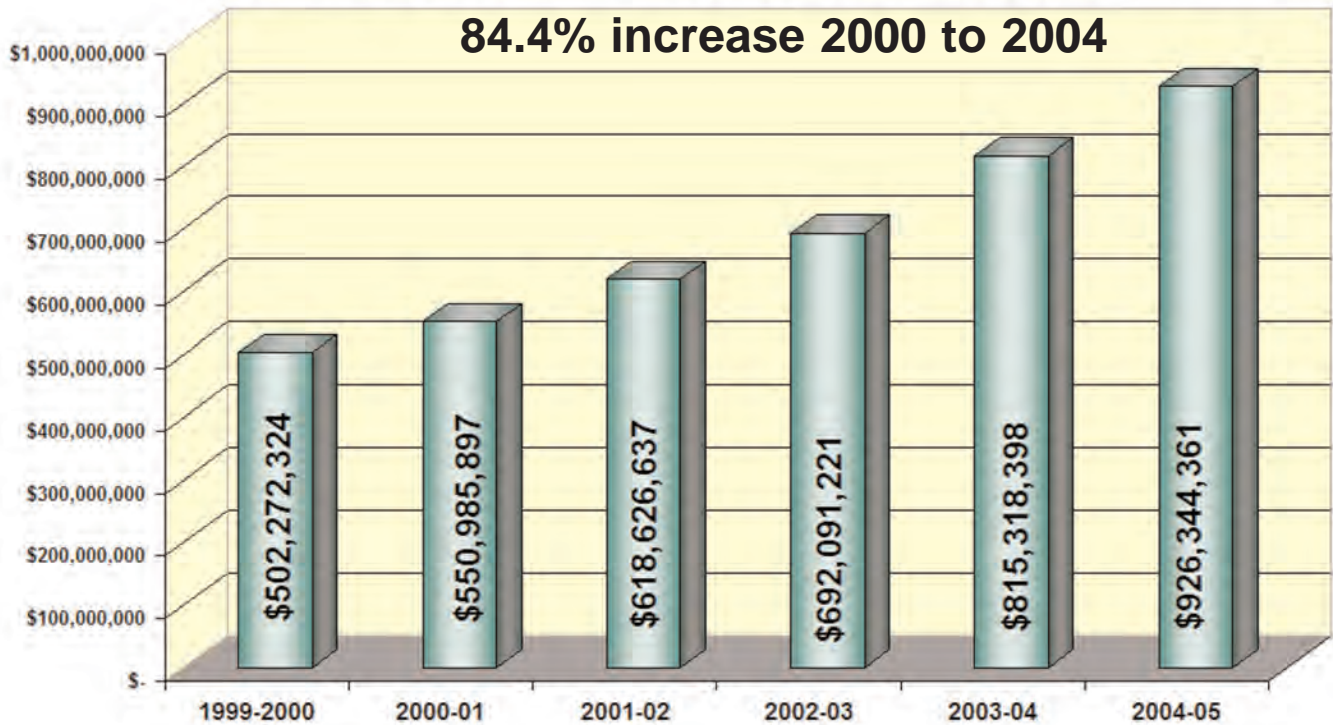


Sparks Ending Fund Balance History



City of Sparks Key Indicators

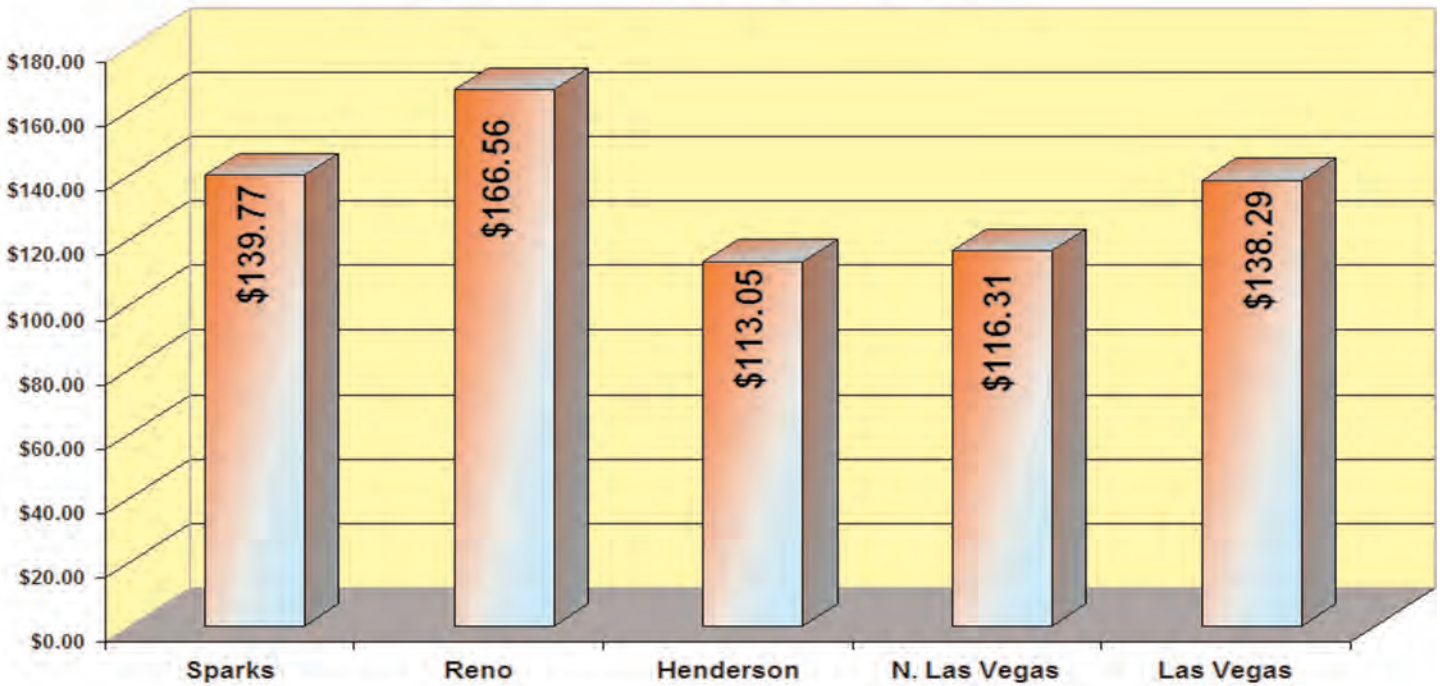
Sparks Growth in Business Receipts for Top 25 Businesses



Annual Trends for Top Businesses in City of Sparks

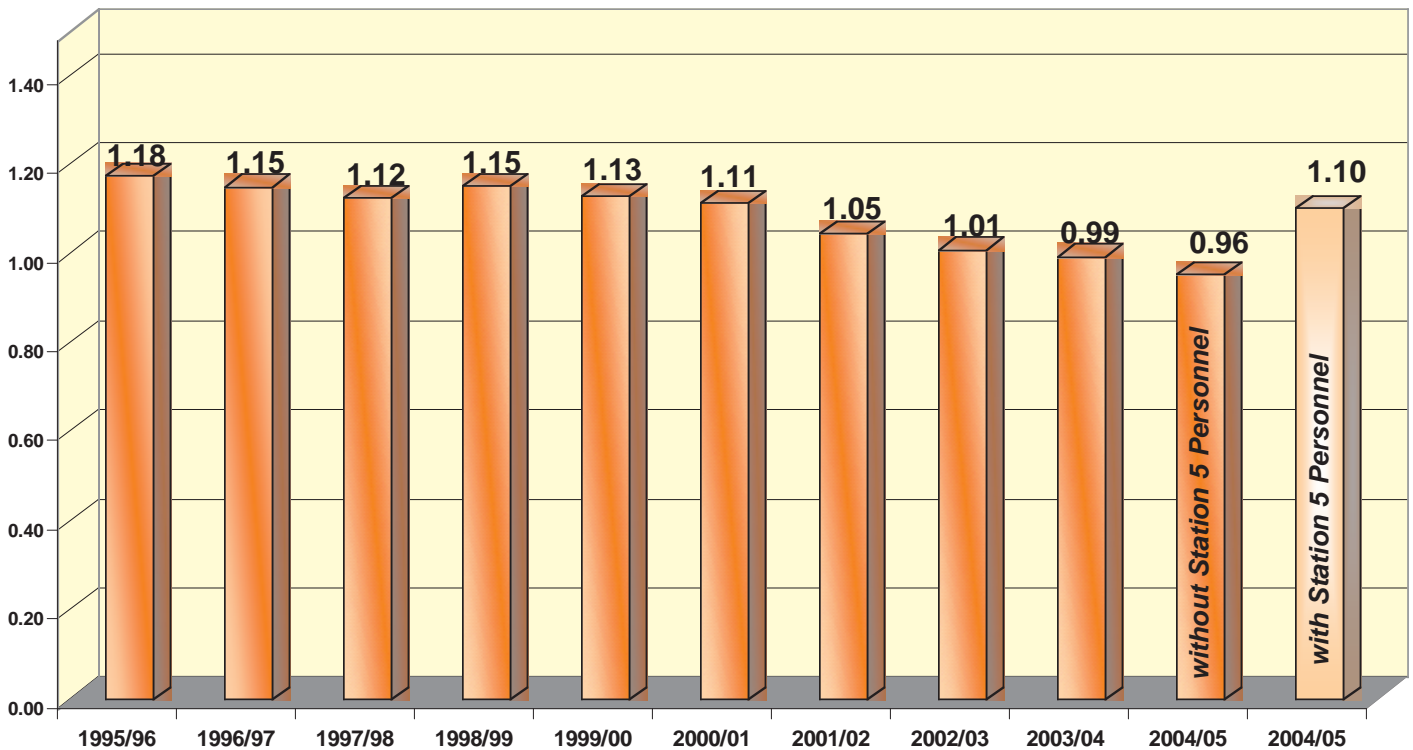
Business Name	Gross Receipts Reported in 1999-2000	Gross Receipts Reported in 2000-01	Gross Receipts Reported in 2001-02	Gross Receipts Reported in 2002-03	Gross Receipts Reported in 2003-04	Gross Receipts Reported as of 2004-05
Chevron Usa Inc	\$ 50,582,469	\$ 63,894,912	\$ 79,592,156	\$ 52,205,138	\$ 54,361,753	\$ 83,015,189
Northern Nevada Medical Center Ltd	\$ 33,856,804	\$ 39,676,992	\$ 43,323,448	\$ 52,082,901	\$ 67,420,531	\$ 68,879,000
Reynen & Bardis Devepment				\$ 12,930,734	\$ 41,270,773	\$ 68,877,395
Cashman Equipment Company	\$ 24,952,727	\$ 22,940,701	\$ 18,156,686	\$ 21,822,688	\$ 36,151,798	\$ 53,418,111
Sparks Nugget Inc	\$ 51,926,031	\$ 52,198,000	\$ 49,845,744	\$ 47,885,887	\$ 44,282,761	\$ 46,740,164
Charles River Laboratories Inc	\$ 14,190,000	\$ 20,965,158	\$ 29,183,000	\$ 38,210,753	\$ 36,428,181	\$ 43,528,600
Lowe's H I W Inc	\$ 17,294,054	\$ 21,405,142	\$ 19,935,868	\$ 23,362,205	\$ 33,354,515	\$ 39,447,323
Petro Stopping Center L P					\$ 31,708,768	\$ 38,319,211
Tosco Refining Company	\$ 13,632,667	\$ 22,828,100	\$ 44,511,408	\$ 32,770,018	\$ 41,846,163	\$ 36,679,566
Target Stores T0261	\$ 23,014,482	\$ 22,687,831	\$ 24,581,014	\$ 26,013,703	\$ 27,428,514	\$ 30,153,114
Big D Int L Trucks Inc	\$ 25,251,433	\$ 24,868,753	\$ 21,527,130	\$ 21,351,973	\$ 21,876,608	\$ 28,538,301
T A Operating Corporation				\$ 17,997,160	\$ 19,204,148	\$ 25,725,868
Shamrock/Jenamar Communities LLC	\$ -	\$ -	\$ 13,678,093	\$ 29,649,300	\$ 30,086,000	\$ 24,094,215
Raleys 102	\$ 22,362,414	\$ 19,800,458	\$ 19,994,834	\$ 21,566,638	\$ 21,083,794	\$ 20,045,041
Safeway Stores Inc					\$ 11,562,010	\$ 19,722,812
Q & D Construction Inc	\$ 11,512,293	\$ 9,676,269	\$ 15,060,932	\$ 16,004,436	\$ 17,631,878	\$ 18,561,912
Bright Development			\$ 56,432		\$ 14,556,989	\$ 18,208,111
Smiths Food & Drug 357	\$ 18,131,235	\$ 18,480,000	\$ 19,286,062	\$ 20,124,103	\$ 17,609,782	\$ 18,166,870
Peavine Construction Inc		\$ 224,551	\$ 2,316,707	\$ 10,066,451	\$ 5,094,332	\$ 17,098,941
Ryder Homes of NV Inc					\$ 6,040,057	\$ 16,982,726
Ozburn-Hessey Logistics LLC					\$ 17,900,000	\$ 16,892,000
Diversified Distribution Systems					\$ 10,372,480	\$ 16,285,342
Albertsons Food Center 172	\$ 18,668,573	\$ 18,752,776	\$ 17,866,688	\$ 17,351,515	\$ 16,962,361	\$ 16,052,780
Baldini's LLC/Grand Pavillion				\$ 10,728,030	\$ 14,396,163	\$ 14,670,063
Winkel Motors Inc.				\$ 13,649,218	\$ 16,870,437	\$ 14,310,351
D R Horton						\$ 14,200,000
Scolari's Warehouse Markets Inc	\$ 10,136,997	\$ 11,017,821	\$ 12,067,080	\$ 13,624,691	\$ 14,632,769	\$ 13,747,733
Mervyn's 29	\$ 12,733,553	\$ 12,420,626	\$ 12,466,938	\$ 12,719,158	\$ 12,922,077	\$ 12,976,675
Truck Parts & Equipment	\$ 9,448,345	\$ 9,653,365	\$ 8,497,943	\$ 9,355,845	\$ 10,138,073	\$ 12,951,119
Shopko Stores Inc 074	\$ 12,920,304	\$ 12,760,204	\$ 13,637,457	\$ 13,987,137	\$ 13,087,835	\$ 12,564,961
WW Grainger	\$ 6,861,109	\$ 7,346,282	\$ 8,097,844	\$ 9,166,983	\$ 10,435,184	\$ 12,165,874
Washoe Progressive Care Center	\$ 11,611,195	\$ 11,344,767	\$ 12,334,493	\$ 13,634,024	\$ 10,648,584	\$ 11,821,541
Lithia Lincoln Mercury Isuzu Audi	\$ 21,978,120	\$ 19,809,422	\$ 7,313,021	\$ 16,932,078	\$ 10,357,478	\$ 11,205,940
Albertsons Food Center 151	\$ 12,936,796	\$ 12,924,722	\$ 12,074,448	\$ 11,032,606	\$ 10,299,129	\$ 9,344,489
K-Mart Corporation 4151	\$ 9,320,187	\$ 10,127,924	\$ 11,515,356	\$ 12,041,190	\$ 9,685,238	\$ 8,945,051
Safeway Stores Inc 2260	\$ 11,206,073	\$ 11,845,231	\$ 11,515,876	\$ 9,666,445	\$ 7,885,945	\$ 5,646,422
Granite Construction Co	\$ 15,966,134	\$ 14,147,676	\$ 12,886,254	\$ 12,886,253	\$ 6,286,895	\$ 5,270,350
Cashell Enterprises Inc	\$ 24,888,937	\$ 36,176,345	\$ 47,178,250	\$ 37,176,140	\$ 12,258,057	\$ 1,091,200
Life Care Hosp North./Taho Pacific	\$ 8,760,753	\$ 9,573,521	\$ 10,017,225	\$ 12,667,389	\$ 17,615,936	
Alliance Lumber		\$ 4,712,706	\$ 7,208,450	\$ 8,528,631	\$ 13,564,402	
Ultramar Inc	\$ 8,128,639	\$ 8,725,642	\$ 12,899,800	\$ 12,899,800		
TOTALS	\$ 502,272,324	\$ 550,985,897	\$ 618,626,637	\$ 692,091,221	\$ 815,318,398	\$ 926,344,361
% of Increase over prior year		9.7%	12.3%	11.9%	17.8%	13.6%
% of Increase over 5 years						84.4%

City of Sparks Key Indicators Nevada Cities Fire Services Per Capita Cost Comparison

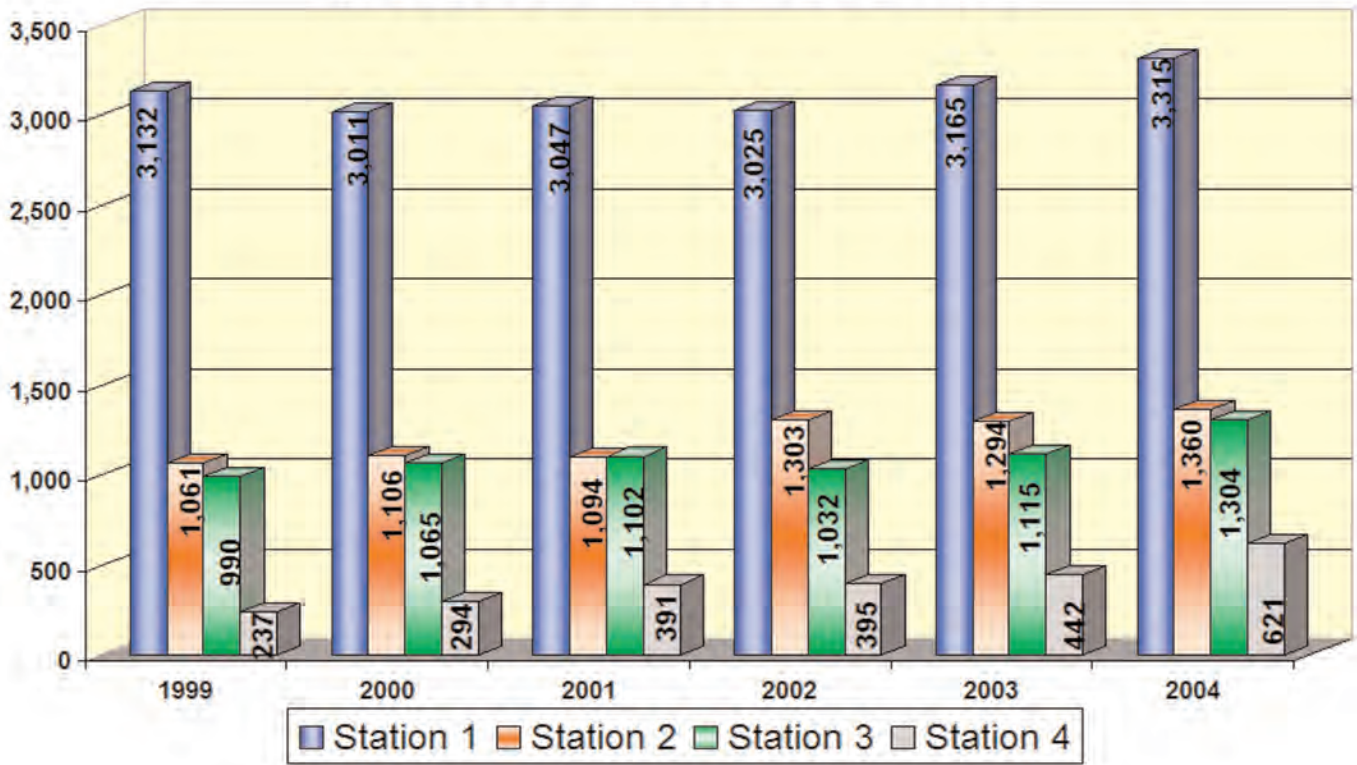


Reno serves 72,000 citizens in Washoe County under their Fire contract.

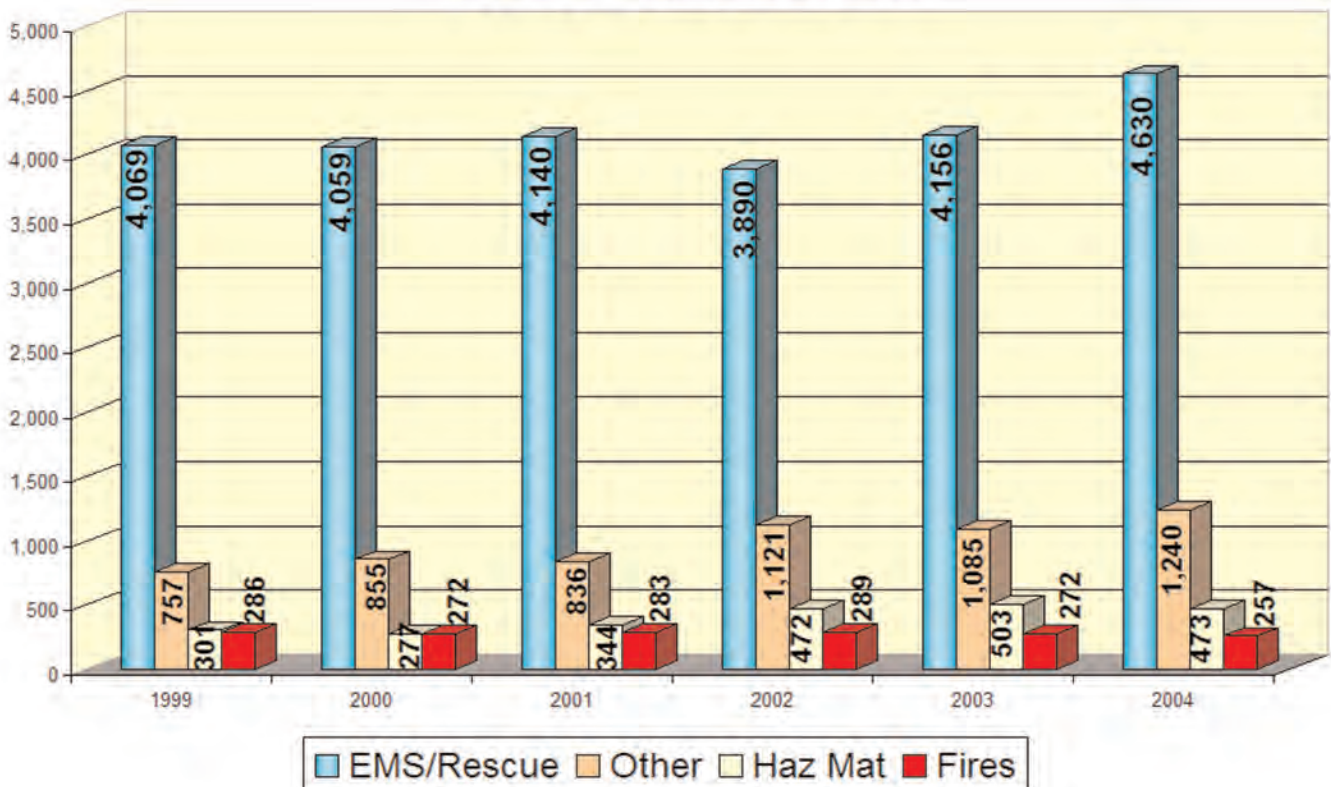
Sparks Fire Fighters per 1000 of Population



City of Sparks Key Indicators Sparks Fire Station Calls for Service



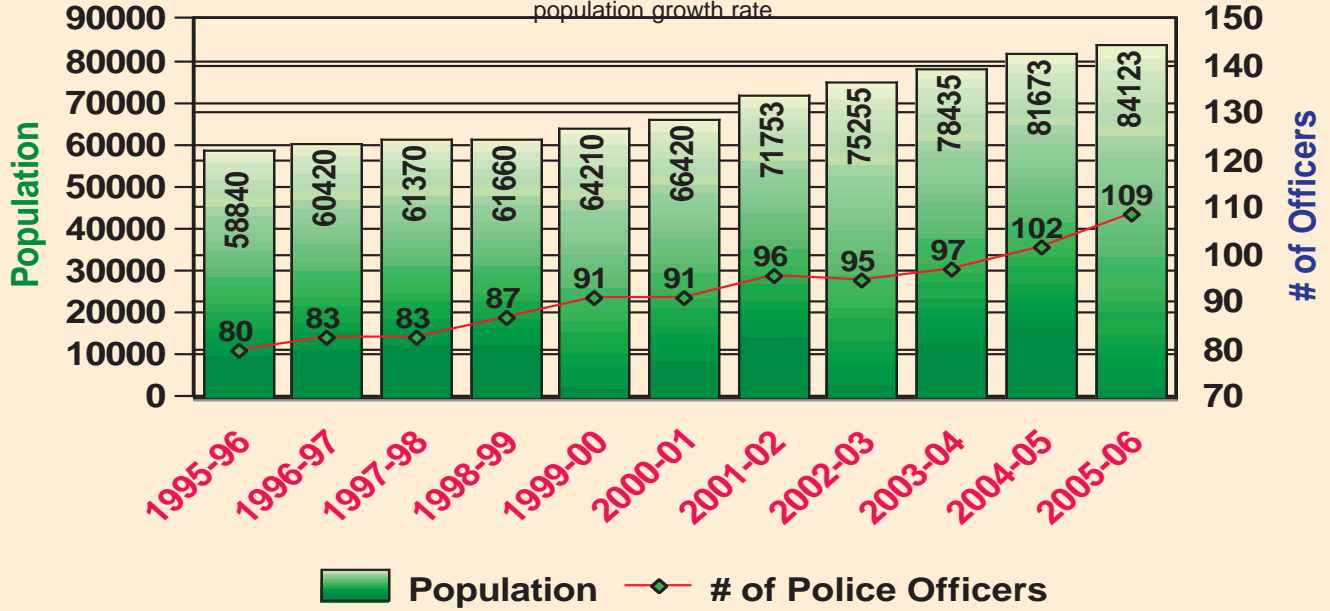
Types of Sparks Fire Calls



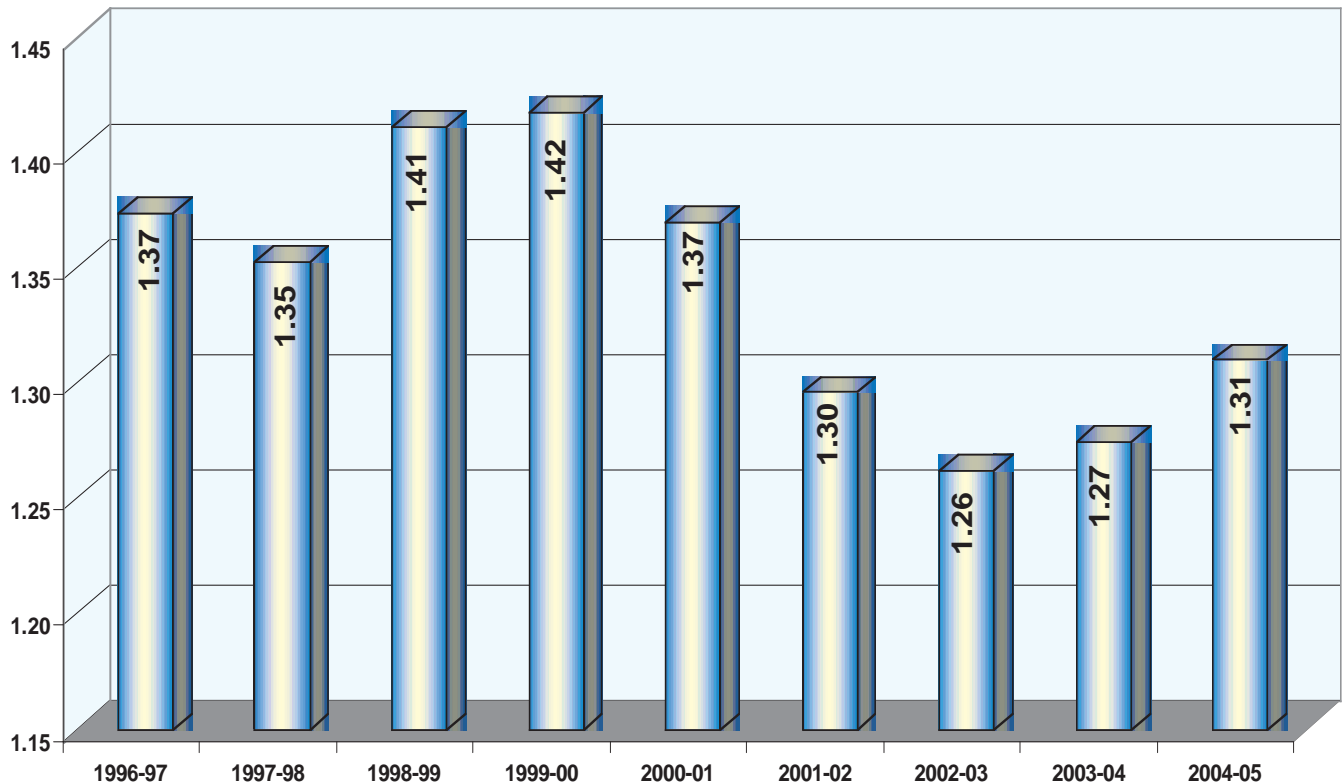
City of Sparks Key Indicators

Sparks Population to # of Police Officers

Statistics are as of June 30 of Indicated Fiscal Year
 Statistics for 2005-06 are as of July 1
 2005-06 projected at 3%
 population growth rate

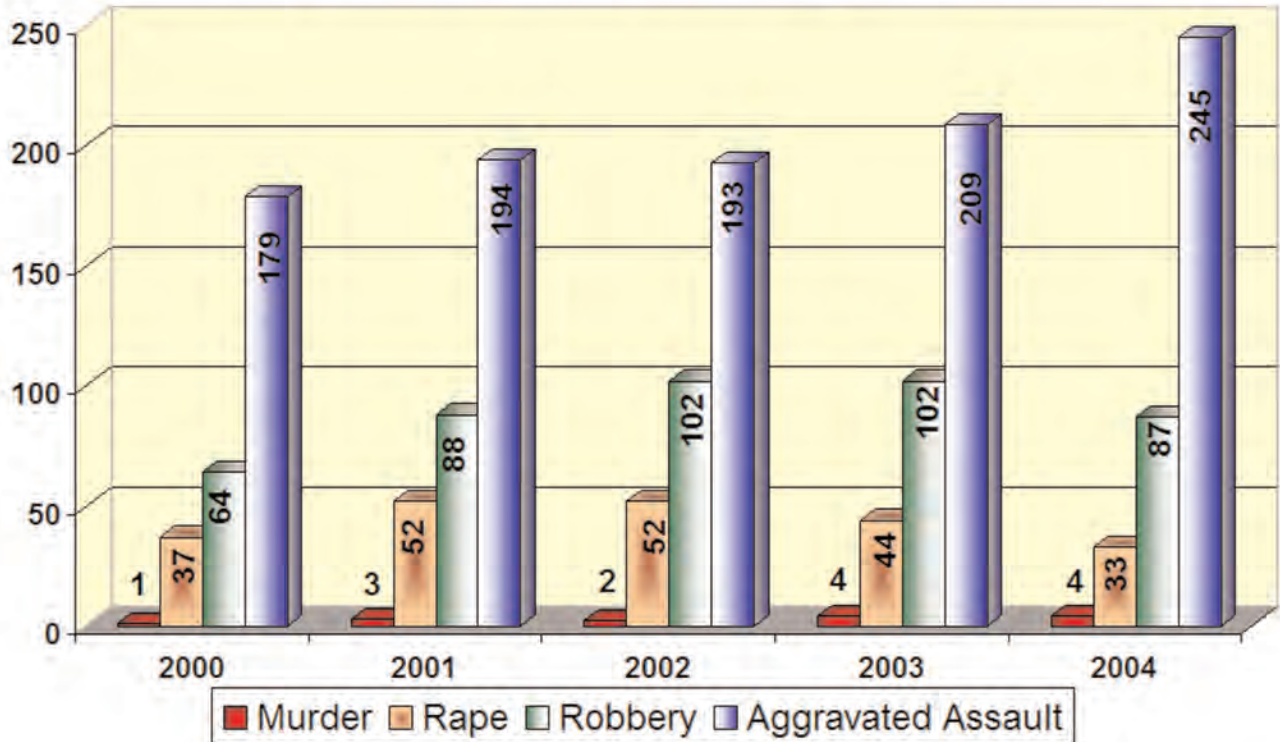


Sparks Police Officers per 1000 Population

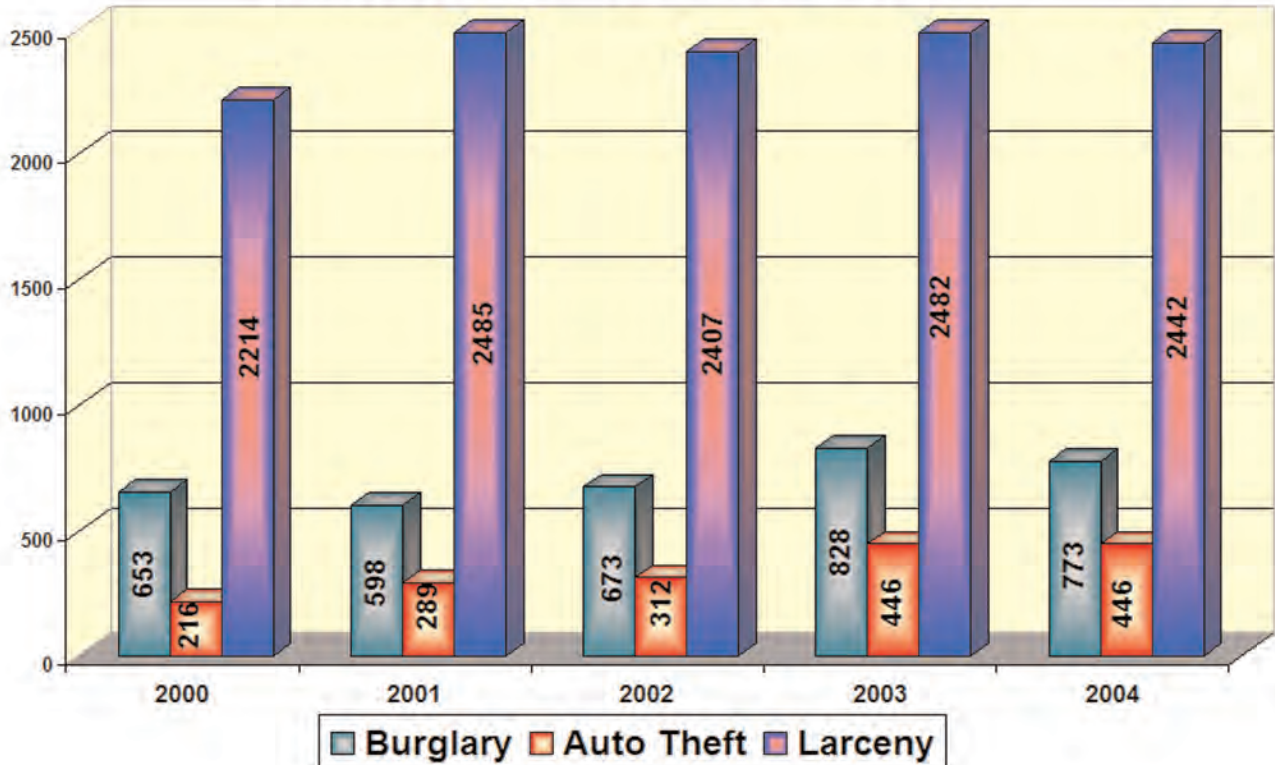


City of Sparks Key Indicators

Sparks Five Year History Crimes Against People

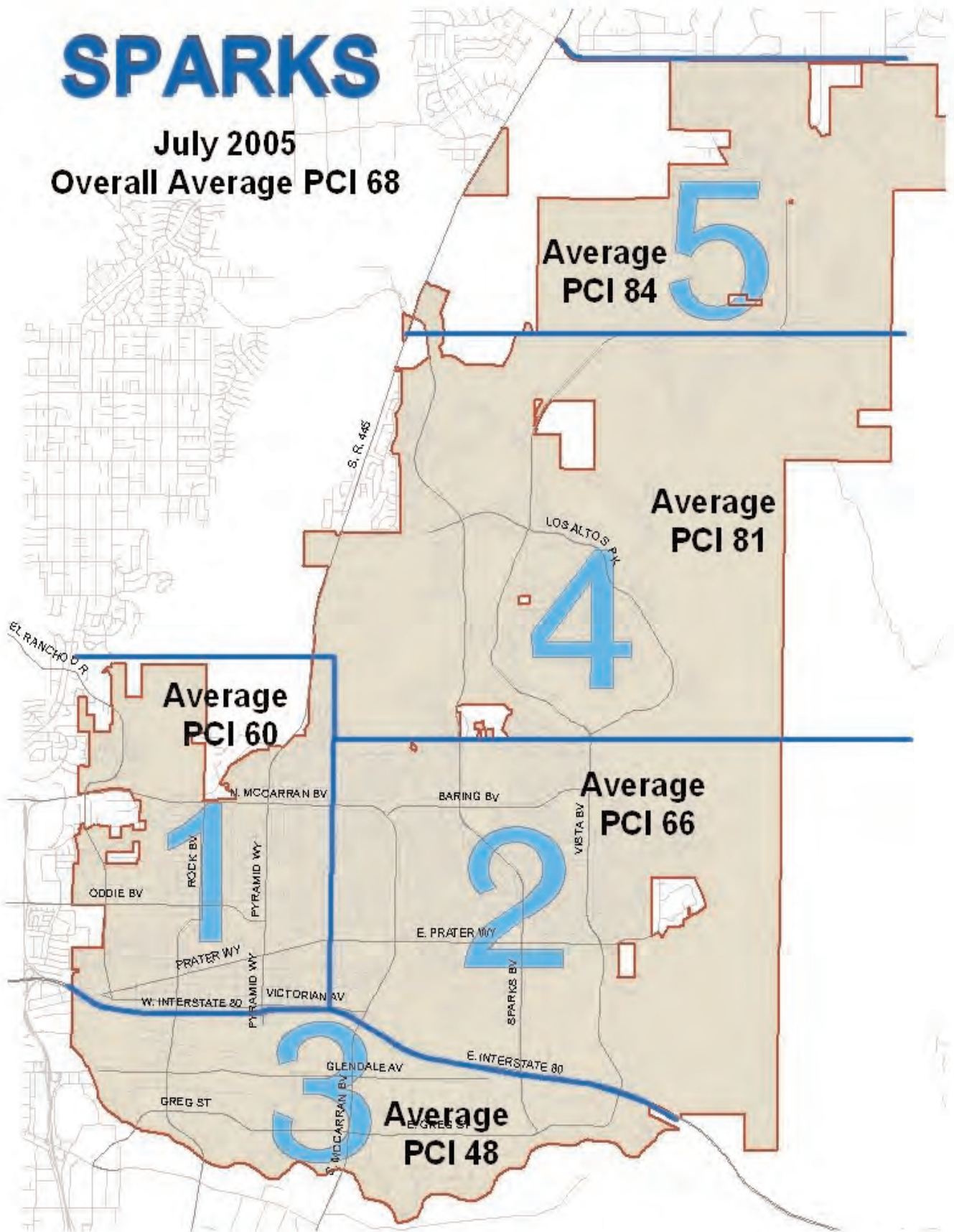


Sparks Five Year History Crimes Against Property



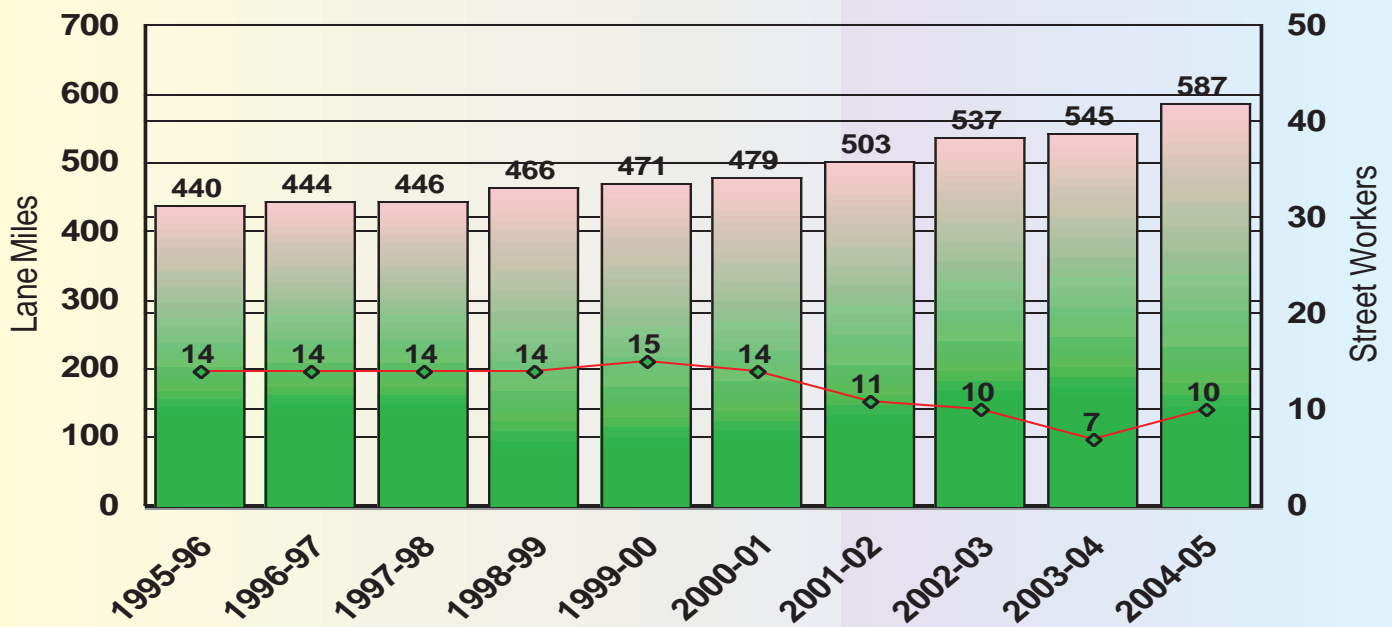
SPARKS

July 2005
Overall Average PCI 68



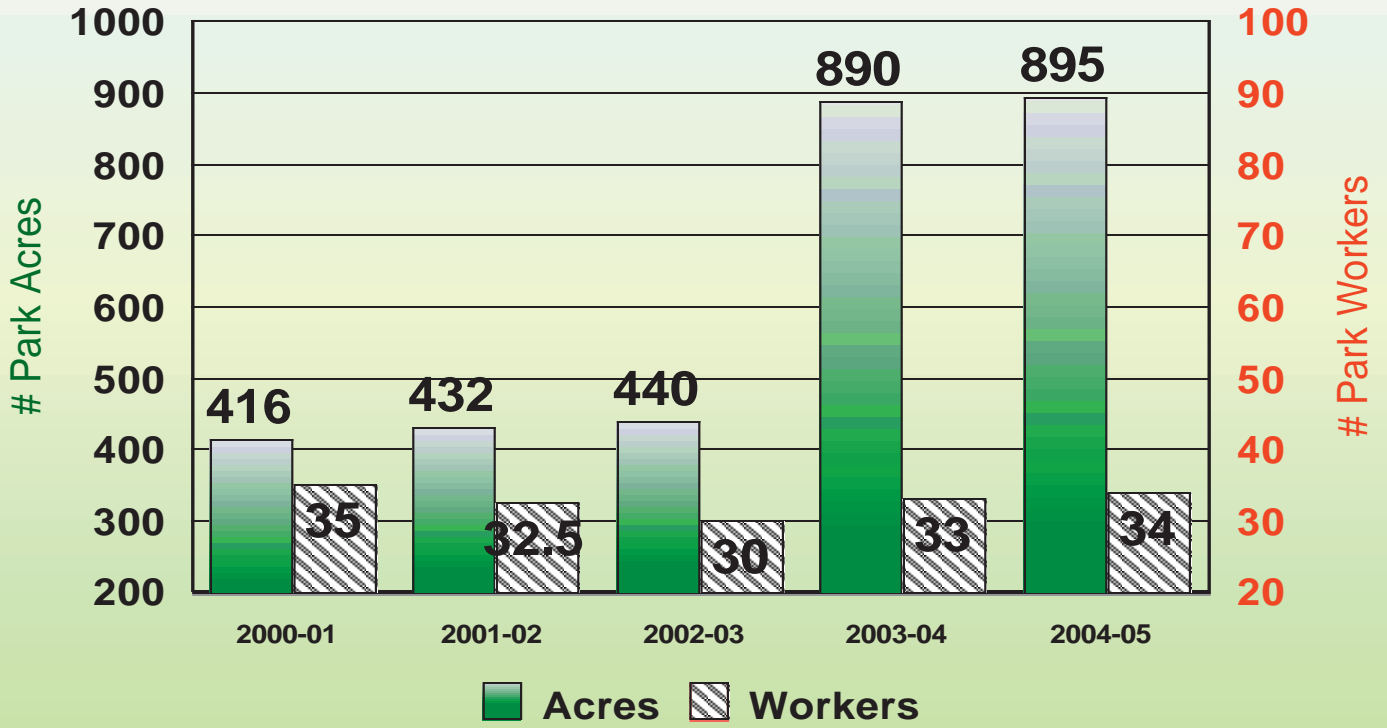
City of Sparks Key Indicators

Sparks Lane Miles to Street Workers



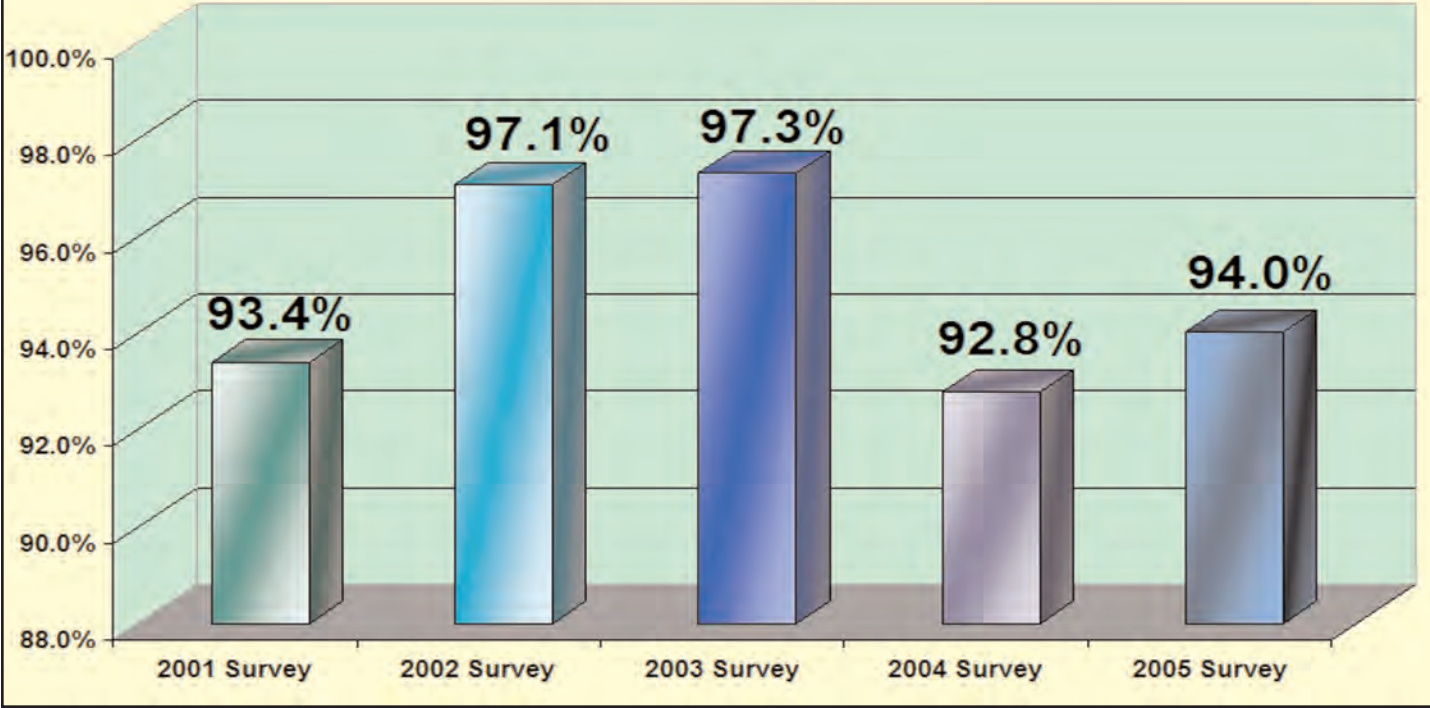
City of Sparks Key Indicators

Park Acres to Park Workers



City of Sparks Key Indicators

Public Attitude Satisfaction Ratings 2001-2005



Public Attitude Survey Consolidation of Governments

