

Quick Contact Guide for Citizens

EMERGENCY SERVICE

911

Allen Creek Soccer Complex	678-450-6502
Animal Control	770-531-6830
Alta Vista Cemetery	770-535-6883
Chattahoochee Golf Course	770-532-0066
City Engineer	770-535-6861
City Manager's Office	770-535-6865
City Marshal	770-535-6861
Code Enforcement	770-531-6570
Dial-a-Ride	770-503-3333
Fire Department (non-emergency)	770-534-7193
Frances Meadows Aquatic Center	770-533-5850
Gainesville Civic Center	770-531-2680
Gainesville Connection (Fixed Route Bus)	770-503-3333
Housing & Neighborhood Development	770-531-2693
Human Resources	770-535-6887
Inspection Services	770-531-6570
Lanier Point Softball Complex	770-287-0208
Lee Gilmer Memorial Airport	770-535-6882
Main Street Gainesville	770-297-1141
Mayor & Council	770-535-6865
Meals on Wheels	770-503-3330
Multi-Agency Narcotics Squad	770-531-6878
Municipal Court	770-531-2668
Occupation Tax (Business License)	770-533-5842
Planning and Zoning	770-531-6570
Police Department (non-emergency)	770-534-5251
Purchasing & Bid Opportunities	770-535-6873
Senior Life Center	770-503-3331
Solid Waste (Garbage/Recycling Pick-up)	770-532-0493
Tax Office	770-535-5639
Tourism	770-531-2664
TV18	770-538-4775
Water Department Customer Service	770-535-6878



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OUR GUIDING PRINCIPLES

Vision

Gainesville is committed to being an innovative city, providing a close-knit community feel in which to live, work, and play.

City of Gainesville's Mission

To enrich the community of Gainesville by practicing good stewardship of resources and providing innovative and exemplary services for all people.

To accomplish our mission we will:

- Maintain the attitude of “Do more with less / efficiency first”
- Be exemplary in our service quality, low expenditures and effectiveness
- Continue to revitalize the Midtown area to further the close knit community feel
- Be innovative in our economic development, in order to stimulate local economy
- Be accountable to citizens and each other for our actions
- Uphold the highest professional and ethical standards



REPORT TO THE CITIZENS OF GAINESVILLE

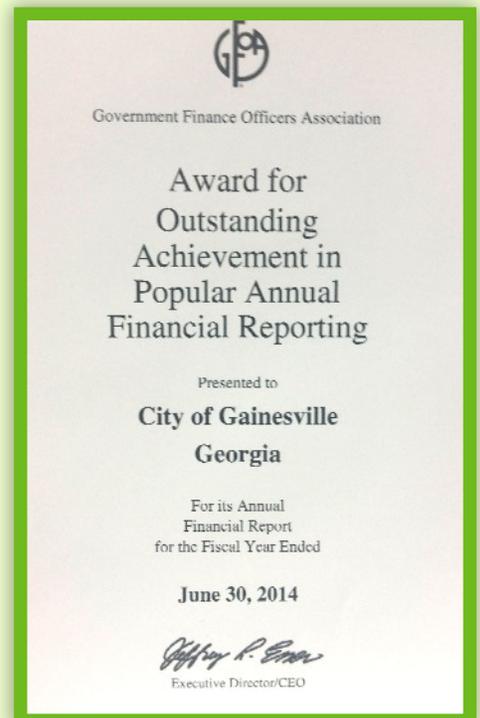
As part of our commitment to provide our citizens information about their city, we are pleased to present this Citizen's Report, also referred to as the Popular Annual Financial Report (PAFR) for the City of Gainesville's fiscal year ended June 30, 2015. The goal of this report is to provide highlighted information about your city's organizational structure, government operations, financial condition, and services offered in an uncomplicated and understandable format.

The financial information contained in this document has been extracted from the City's Comprehensive Annual Financial Report (CAFR). The CAFR received a favourable opinion from the City's independent auditors, Rushton & Co., LLC, confirming that the financial statements are presented in conformity with Generally Accepted Accounting Principles (GAAP). City funds, which are presented within this document are abbreviated and condensed; however, an audited detail of the City's finances may be found in the City's CAFR. You may obtain a copy of the CAFR on our city website at www.gainesville.org/financial-services.

The Government Finance Officers Association of the United States and Canada (GFOA) has given an Award for Outstanding Achievement in Popular Annual Financial Reporting to The City of Gainesville for its Popular Annual Financial Report for the fiscal year ended June 30, 2014. The Award for Outstanding Achievement in Popular Annual Financial Reporting is a prestigious national award recognizing conformance with the highest standards for preparation of state and local government popular reports.

In order to receive an Award for Outstanding Achievement in Popular Annual Financial Reporting, a government unit must publish a Popular Annual Financial Report, whose contents conform to program standards of creativity, presentation, understandability and reader appeal. An Award for Outstanding Achievement in Popular Financial Reporting is valid for a period of one year only. The City received a Popular Award last year for the fiscal year ended 2014. We believe our current report continues to conform to the Popular Annual Financial Reporting requirements, and we are submitting it to GFOA.

The City of Gainesville is committed to providing excellent service in a cost effective, efficient manner guided by and aligned with our organizational values. Thank you for taking time to read our Citizens Report.



City Administration

Chartered in 1821, the City of Gainesville operates under a council / manager form of government. Under this system, the Mayor and Council are the policy-making body; they determine the services the City will provide, levy taxes, and enact legislation to formalize the services and policies they have established.

The City Manager is appointed by the Mayor and Council as the Chief Executive Officer and is responsible for implementing the services and policies adopted by the Mayor and Council. The City Manager recommends the annual budget and work program and advises the Mayor and Council on policy and legislative matters.

Elected Officials



Mayor of Gainesville
Danny Dunagan
770-718-7877
Citycouncil@gainesville.org
Term expires:
December 2017



Ward 1
Sam Couvillon
678-316-9711
Citycouncil@gainesville.org
Term expires:
December 2017



Ward 2
Rebert L. (Bob) Hamrick
770-532-1690
Citycouncil@gainesville.org
Term expires:
December 2015



Ward 3
Myrtle W. Figueras
770-532-0960
Citycouncil@gainesville.org
Term expires:
December 2015



Ward 4
George Wangemann
770-534-5861
Citycouncil@gainesville.org
Term expires:
December 2017



Ward 5
Ruth H. Bruner
770-532-7207
Citycouncil@gainesville.org
Term expires:
December 2015

Gainesville Mayor and City Council

The Governing Body consists of five members and a mayor elected citywide to serve four-year terms. The Mayor and Council meet the first and third Tuesday of each month at 5:30pm in the Municipal Courtroom located in the Gainesville Justice Center at 701 Queen City Parkway, SW. Each meeting schedule is posted on the city web site at www.gainesville.org. Meetings are open to the public. If you wish to appear before the Mayor and Council, write to the City Clerk, City of Gainesville, Post Office Box 2496, Gainesville, Georgia 30503, email clerk@gainesville.org, or call 770-535-6862. City Council meetings are broadcast on TV18 - The Government Channel for Gainesville / Hall County on Channel 18 on Charter Cable and Channel 23 on Comcast Communications. Meetings can be viewed any time at www.tv18online.org.

City of Gainesville at a Glance

Quick Facts

SERVICES PROVIDED BY THE CITY



MAJOR EMPLOYERS (Hall County)

Northeast Georgia Medical Center	7,100
Fieldale Farms	2,500
Kubota Manufacturing of America	1,600
Pilgrim's Pride	1,450
Mar-Jac, Inc.	1,250
Victory Processing LLC	1,250
Cottrell, Inc.	850
Wal-Mart Super Center	830
Pro View Foods, LLC	750
Wrigley Manufacturing Company	750

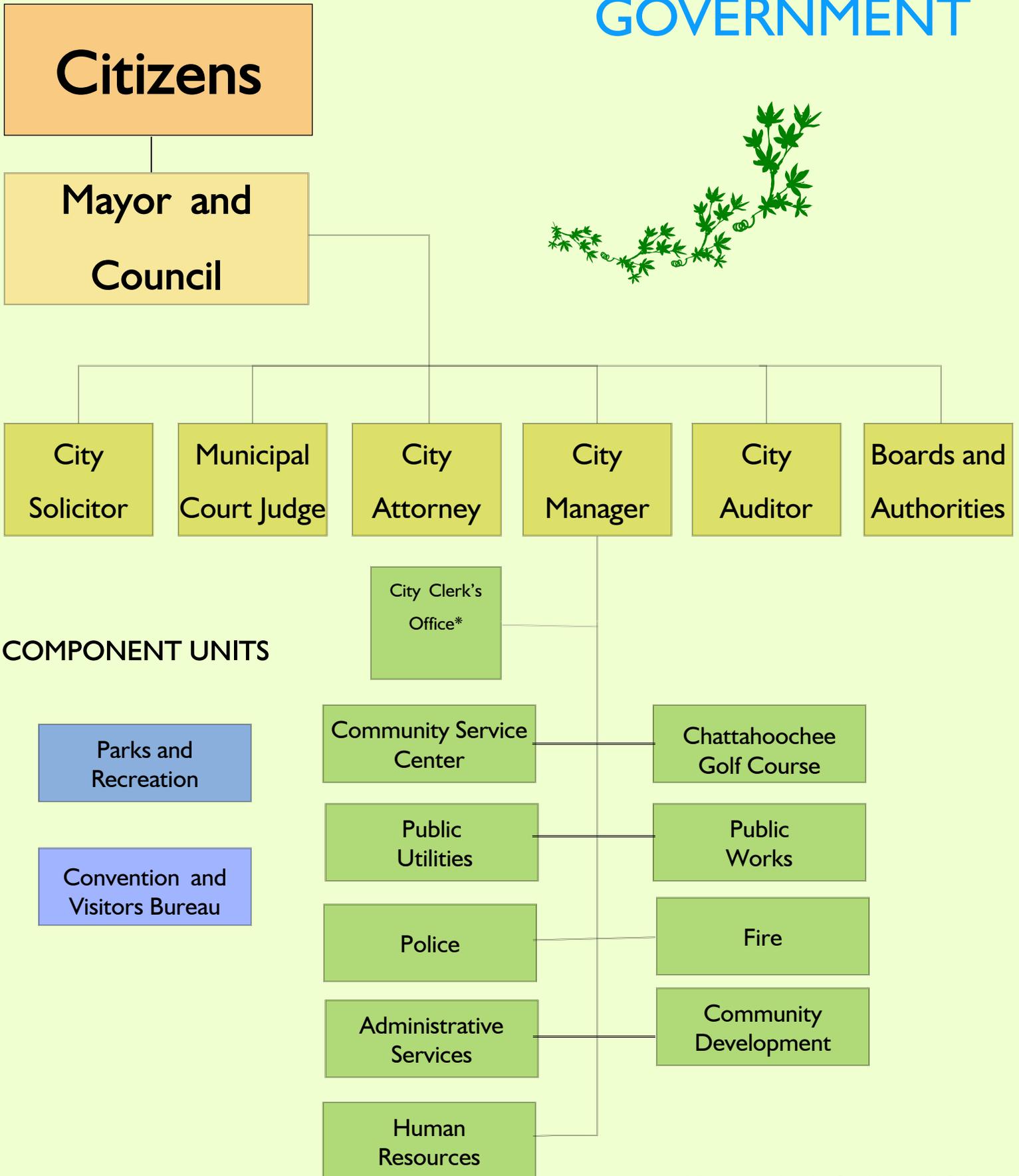
Estimated Population (2014)	36,306
Median Household Income	\$57,132
Mean Travel Time to Work (minutes)	21.5
Registered Voters	11,178
Home Ownership Rate	68.6%
Median Value of Owner Occupied Housing	\$164,500
Average Household Size	2.97

Area (square miles)	34.19
Acres of Parks	454
Operating Budget - 2015	\$116.3M
Employees	636 FT/225 PT
2014 Mill Levy (City & School) (Tax on 100% assessed Value)	10.65
2014 Sales and Use Tax Rate	7%

basic DEMOGRAPHICS



STRUCTURE OF YOUR GOVERNMENT



* Division within the City Manager's Office

SUBSEQUENT EVENTS



Zack Thompson was elected into office on November 3, 2015 and will be replacing long-time councilman Bob Hammrick for the Ward 2 position. Thompson is the co-owner of Professional Touch Landscapes and Tap It Gainesville Growlers located on Thompson Bridge Road. He is married with two daughters. You can reach Mr. Thompson at 770-534-0041 or by e-mail at citycouncil@gainesville.org.



Barbara Brooks was elected into office on December 1, 2015 and will be replacing long-time councilwoman Myrtle Figueras for the Ward 3 position. Brooks is a retired school social worker. She is married with three adult children, nine grandchildren and five great-grandchildren. You can reach Mrs. Brooks at 678-858-0305 or by e-mail at citycouncil@gainesville.org.



Bryan Lackey was selected as the sole finalist for the City Manager's position and began work with the City on November 30, 2015. Prior to joining Gainesville, Mr. Lackey had worked for Gwinnett County for two decades and served as Director of Planning and Development. Mr. Lackey can be reached at 770-535-6865 or by e-mail at blackey@gainesville.org.

City Manager	Bryan Lackey	770-535-6865	Blackey@gainesville.org
Assistant City Manager	Angela Sheppard	770-535-6865	Asheppard@gainesville.org
Chief Financial Officer	Melody Marlowe	770-535-6898	Mmarlowe@gainesville.org
Chattahoochee Golf Course	Rodger Hogan	770-532-0066	Rhogan@gainesville.org
City Clerk	Denise Jordan	770-535-6865	Djordan@gainesville.org
Communications and Tourism	Catiel Felts	770-297-5499	Cfelts@gainesville.org
Community Development	Rusty Ligon	770-531-6570	Rligon@gainesville.org
Community Service Center	Phillippa Lewis Moss	770-503-3330	Pmoss@gainesville.org
Fire	Jerome Yarbrough	770-534-3612	Jyarbrough@gainesville.org
Human Resources and Risk Management	Janeann Allison	770-535-6887	Jallison@gainesville.org
Parks and Recreation Agency	Melvin Cooper	770-531-2680	Mcooper@gainesville.org
Police	Carol Martin	770-535-5625	Cmartin@gainesville.org
Public Utilities	Kelly Randall	770-538-2400	Krandall@gainesville.org
Public Works	David Dockery	770-535-6882	Ddockery@gainesville.org

SERVING OUR CUSTOMERS

Fiscal Year 2015 Year in Review



The Gainesville Finance department completed an implementation of a new property tax system. Residents can now look-up and pay their property tax bills online. To search your bill go to www.gainesvilletax.org.



Did you know that once a week recycling is included in your monthly solid waste charges? If you are a City of Gainesville customer and do NOT have a recycling bin call 770-532-0493 and have one dropped off for you!



The Gainesville Police Department has implemented a program known as, "Craigslit & E-Commerce Safe Zone", which is geared toward making transactions arranged online safer. The police department has designated an area of the parking lot under video surveillance as a safe place for E-commerce trading. Police Headquarters is located at 701 Queen City Parkway, Gainesville, GA 30501.



Big thanks to Walmart for helping Meals on Wheels! For more information on how you can help feed our Senior population go to www.gainesville.org/meals-on-wheels



The Gainesville Police Department made history in January when Chief Carol Martin was sworn in as the City's first female Commander in Chief.



The Gainesville Police Department hosted an interactive firearms safety course on April 18, 2015. Students attended a classroom portion of the course then conducted "live fire" on the range. The course was free and open to the public.

SERVING OUR CUSTOMERS

Fiscal Year 2015 Year in Review



The City of Gainesville and the American Legion Post 7 received a Preservation Award from the Georgia Trust for their rehabilitation of the historic pavilion at the legion post.



Two new Wal-Mart Neighborhood Market stores opened in early 2015 on Thompson Bridge Road and Browns Bridge Road.



Revitalization of Lakeshore Mall began with many store improvements and new retailers including a 50,000-square-foot Dick's Sporting Goods and JC Penney remodel.



Gainesville's Lee Gilmer Airport continues to attract corporate executive air travel with 2 runways, an Instrument Landing System, and 93 hangars. The airport can now accommodate aircraft up to 100,000 pounds.

City employees hang signs to help announce the grand opening of the Atlanta Botanical Garden Gainesville located at 1911 Sweetbay Drive, Gainesville, Georgia 30501.



Gainesville's Fire Department assisted with traffic safety in

school zones during the beginning of the school year to ensure children arrived safely to their class.



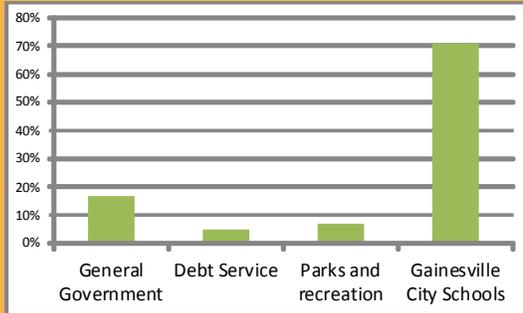
Every Wednesday in October the City's CVB hosted the Blue Sky Concert Series. These concerts were free to the public and held on the City's square.



FINANCIAL INFORMATION

Financial Review of Fiscal Year 2014

How Your Tax Dollar is Spent



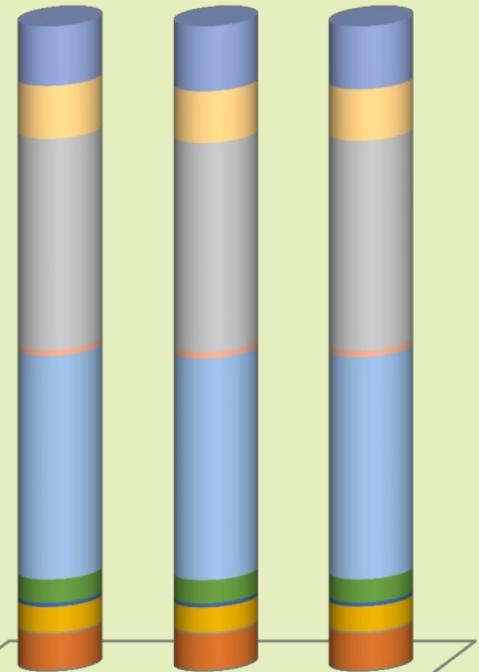
Your tax dollar is divided up into several governmental service areas. For every one dollar you pay in property tax 17 cents goes toward general government operations, such as police, fire, and road maintenance. Five cents of that dollar is put toward paying off debt that was issued for major capital projects such as the Frances Meadows Aquatic Center and new Public Safety Facilities. Seven cents of every dollar is used for parks and recreational programs like the summer camps that are provided by the City's Parks and Recreation component unit. The remaining 71 cents goes to the Gainesville City School's operations.



City School Operations
 Parks and Recreation
 Debt Service
 General Government

This section gives information on the City of Gainesville's financial health and stability. It should leave you with an increased understanding of how available resources are being utilized to provide services. The tables and charts that follow depict the sources of revenue and expenditure on a fund level basis of accounting. These highlights are based upon the City's Comprehensive Annual Financial Report (CAFR) which is a more inclusive, audited document.

AUTHORIZED STAFFING LEVELS (FULL-TIME POSITIONS)



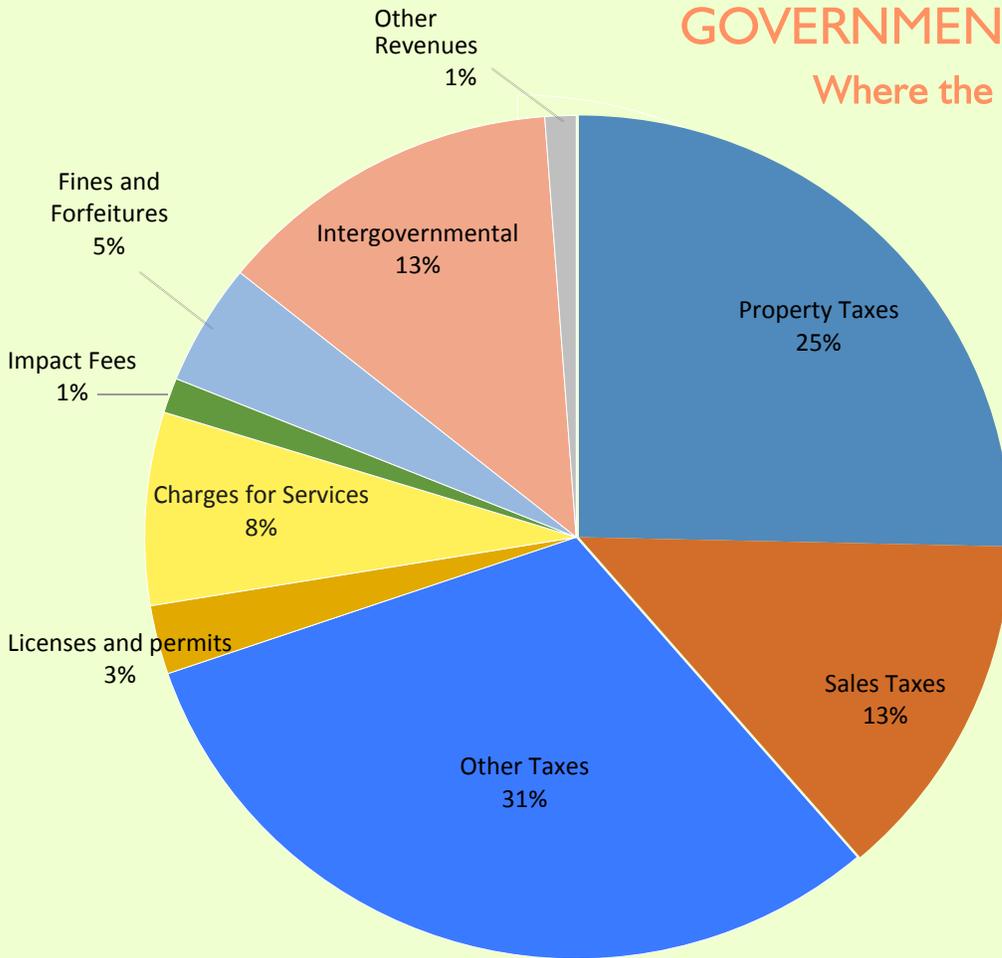
	FY2013	FY2014	FY2015
General Government	61	67	65
Public Works	54	53	53
Public Safety	216	216	217
Vehicle Services	6	6	6
Water & Sewer Fund	229	229	230
Solid Waste	24	24	24
Golf Course	4	4	4
Community Service Center	26	26	26
Cable TV	2	2	2
Parks and Recreation	37	37	38
Airport	1	1	1

FINANCIAL INFORMATION

Financial Review of Fiscal Year 2014

GOVERNMENTAL FUNDS

Where the money came from...



Governmental Funds

Activities generally financed through taxes, intergovernmental revenues, and other nonexchange revenues are generally reported in governmental funds. Core services, including police and fire protection, public works, parks and recreation facilities and programs, as well as general administrative support are all services the City provides.

Component Unit

A legally separate organization for which the elected officials of the primary government are financially accountable. The City currently has two component units, Parks & Recreation and the Convention and Visitor's Bureau.

Revenue Sources...	General Fund	Non Major Governmental Funds	Parks and Recreation (Component Unit)	Convention and Visitor's Bureau (Component Unit)
Property Taxes	\$ 7,000,866	\$ 17,591	\$ 2,650,849	\$ 0
Sales Taxes	5,094,726	0	0	0
Other Taxes	8,663,657	828,925	1,655,869	693,619
Licenses and Permits	1,008,077	0	0	0
Charges for Services	2,213,040	606,790	0	0
Impact Fees	0	511,948	0	0
Fines and Forfeitures	1,361,982	416,788	0	0
Intergovernmental	330,497	4,358,976	283,683	0
Other Revenues	95,575	294,303	29,527	24,824
Subtotal	25,768,420	7,035,321	4,619,928	718,443
Other Financing Sources (Uses)	(760,828)	4,364,971	4,698	0
Total Revenues and Resources	\$ 25,007,592	\$ 11,400,292	\$ 4,624,626	\$ 718,443

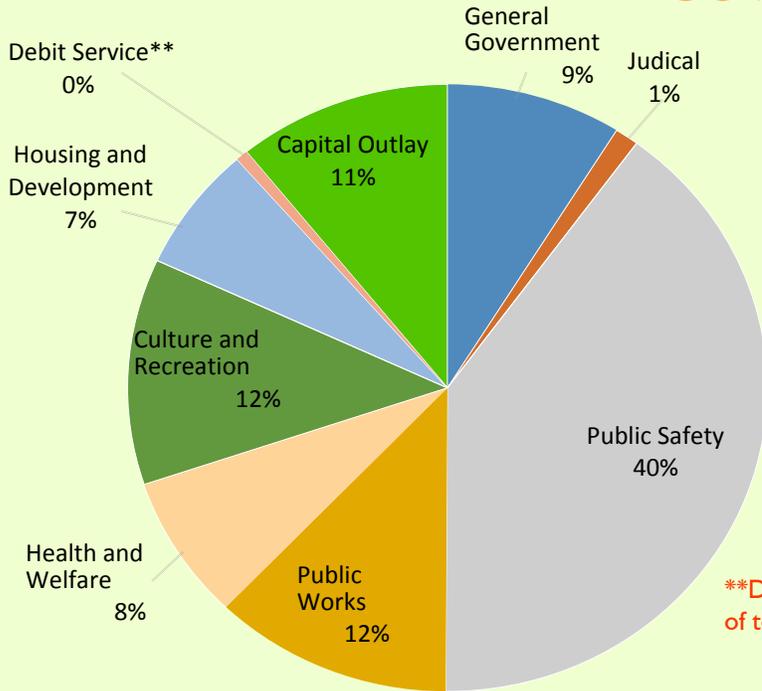
* The table and chart shown above are presented on a fund level basis of accounting.

FINANCIAL INFORMATION

Financial Review of Fiscal Year 2014

GOVERNMENTAL FUNDS

Where the money went...



**Debt Service expenditures were less than 1% of total governmental expenditures.

Expenditures by Function...	General Fund	Non Major Governmental Funds	Parks and Recreation (Component Unit)	Convention and Visitor's Bureau (Component Unit)
General Government	\$ 3,236,951	\$ 194,293	\$ 0	\$ 0
Judicial	465,915	0	0	0
Public Safety	15,266,958	195,864	0	0
Public Works	4,672,187	0	0	0
Health and Welfare	12,500	2,955,729	0	0
Culture and Recreation	150,000	283,682	4,221,032	0
Housing and Development	866,957	1,281,513	0	435,980
Debt Service	0	235,337	0	0
Capital Outlay	0	3,829,201	352,226	0
Total Expenditures	24,671,468	8,975,619	4,573,258	435,980
Excess (deficiency) of Revenues and other Financing Sources over (under) Expenditures and Other Financing Uses	336,124	2,424,673	51,368	282,463
Beginning Fund Balances	10,667,293	15,582,448	2,427,390	0
Ending Fund Balances	\$ 11,003,417	\$ 18,007,121	\$ 2,478,758	\$ 282,463

* The table and chart shown above are presented on a fund level basis of accounting.

FINANCIAL INFORMATION

Financial Review of Fiscal Year 2014

PROPRIETARY FUNDS

Where the money came from...	Public Utilities	Non Major Enterprise Funds
Operating Revenue:		
Charges for sales and services	\$ 64,315,416	\$ 4,359,510
Other	120,792	20,273
Total operating revenues	64,436,208	4,379,783
Non-operating Revenues:		
Interest revenue	756,707	18,658
Gain on sale of capital assets	9,964	7,358
Contributions	9,274,728	38,284
Transfers In	37,687	297,681
Total non-operating revenues	10,079,086	361,981
Total Revenues	74,515,294	4,741,764
Where the money went...		
Operating Expenses:		
Cost of sales and services	11,561,132	1,500,910
Personal services	13,099,794	1,917,719
Depreciation	15,089,381	1,140,621
Total operating expenses	39,750,307	4,559,250
Non-operating Expenses		
Interest Expense	6,713,013	168,775
Other	799,896	32,945
Transfers out	3,347,660	250,000
Total non-operating expenses	10,860,569	451,720
Total Expenses	50,610,876	5,010,970
Excess (deficiency) of revenues over (under) expenses	23,904,418	(269,206)
Beginning Net Position	329,898,720	10,808,152
Ending Net Position	\$ 353,803,138	\$ 10,538,946

Proprietary (Enterprise) Funds

A proprietary (enterprise) fund is established to account for operations financed and operated in a manner similar to private business enterprise.

The City currently operates one major proprietary fund, the Public Utilities Fund. Primary revenues from this fund include charges for water and sewer use to City customers, as well as Hall County customers who are connected to the City's water and sewer lines. Expenses for this fund include the cost to maintain the City's water and sewer infrastructure, meet existing debt service requirements, future capital needs and the cost to administer the system.

The City also operates non-major enterprise funds, including the Airport fund, Solid Waste fund and Golf Course fund.



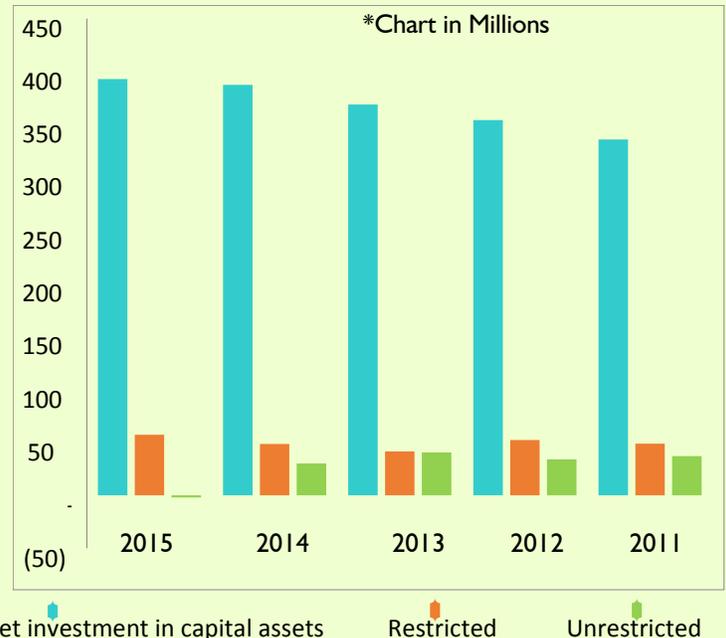
* The table shown above is presented on a fund level basis of accounting.

FINANCIAL INFORMATION

STATEMENT OF NET POSITION

The following tables and charts are depicted using the Generally Accepted Accounting Principles (GAAP) to show the over-all health the the City's finances as a whole. The Statement of Net Position reflects a strong net financial position for the City as of June 30, 2015. Assets of the City exceeded its liabilities on June 30, 2015 by roughly \$444 million (not including deferred outflows). The City recognized growth in the Net Investment in Capital Assets as well as in Restricted Net Position. However, there was a roughly \$32 million decrease in the City's Unrestricted Net Position. This drop is due to a change in reporting of the City's unfunded pension liability that is now required by the Governmental Accounting Standards Board (GASB) pronouncement 67 and 68. Overall the City's fiscal health remains healthy. This statement includes component unit assets and liabilities. Detailed financial information can be found in the City's Comprehensive Annual Financial Report.

BREAKDOWN OF NET POSITION



Statement of Net Position as of June 30th

	2015	2014	2013	2012	2011
Current assets	\$137,337,725	\$121,277,664	\$122,265,556	\$115,268,823	\$110,083,445
Noncurrent assets	594,467,524	601,313,236	607,802,891	614,238,773	618,499,490
Total Assets	731,805,249	722,590,900	730,068,447	729,507,596	728,582,935
Deferred outflows of resources	7,830,951	2,433,214	2,797,224	0	0
Current liabilities	28,400,212	32,696,516	40,347,442	32,976,966	32,363,681
Noncurrent liabilities	259,375,217	226,552,710	242,021,415	256,449,111	274,850,272
Total Liabilities	287,775,429	259,249,226	282,368,857	289,426,077	307,213,953
Deferred inflows of resources	4,083,272	0	0	0	0
Net Position:					
Net investment in capital assets	392,745,981	387,298,924	368,792,226	353,996,210	335,752,918
Restricted	57,086,693	48,469,104	41,279,438	52,215,541	48,640,926
Unrestricted	(2,055,175)	30,006,860	40,425,150	33,869,768	36,975,138
Total Net Position	\$447,777,499	\$465,774,888	\$450,496,814	\$440,081,519	\$421,368,982

* The table and chart shown above are presented on a GAAP basis of accounting and are inclusive of the Parks & Recreation and the Gainesville Convention & Visitor's Bureau component units.

FINANCIAL INFORMATION

STATEMENT OF CHANGES IN NET POSITION

The table below is a condensed version of the government-wide Statement of Activities found in the City's Comprehensive Annual Financial Report (CAFR) and uses the Generally Accepted Accounting Principles (GAAP) to show the over-all health of the City's finances as a whole. The City's Statement of Changes in Net Position reflects all the financial activity for the City during the fiscal year ended June 30, 2015. This statement presents information to show how the City's net position changed during a year as a result of financial activity (i.e. revenues and expenses). This is an abbreviated version of the more detailed statement found in the City's complete CAFR. This statement includes component unit revenue and expenses.

	Governmental		Business Type		Component Unit		Total	
	Activities		Activities		Activities		2015	2014
	2015	2014	2015	2014	2015	2014	2015	2014
Revenues								
Program revenues:								
Charges for services	\$ 4.0	\$ 3.5	\$ 68.7	\$ 63.1	\$ 1.60	\$ 1.50	\$ 74.3	\$ 68.1
Operating grants and contributions	2.6	2.8	0.0	0.0	0.1	0.1	2.7	2.9
Capital grants and contributions	2.3	2.1	8.4	8.6	0.0	0.2	10.7	10.9
General revenues:								
Property taxes	8.6	8.3	0.0	0.0	2.6	2.5	11.2	10.8
Sales tax	5.1	5.0	0.0	0.0	0.0	0.0	5.1	5.0
Other taxes	9.5	8.8	0.0	0.0	0.0	0.0	9.5	8.8
Miscellaneous revenue	0.3	1.3	0.9	1.4	0.9	0.1	2.1	2.8
Total revenues	32.4	31.8	78.0	73.1	5.2	4.4	115.6	109.3
Expenses								
General government	3.7	3.9	0.0	0.0	0.0	0.0	3.7	3.9
Judicial	0.5	0.5	0.0	0.0	0	0.0	0.5	0.5
Public safety	17.5	18.5	0.0	0.0	0.0	0.0	17.5	18.5
Public works	8.8	8.9	0.0	0.0	0.0	0.0	8.8	8.9
Health and welfare	2.8	3.2	0.0	0.0	0.0	0.0	2.8	3.2
Culture and recreation	0.4	0.2	0.0	0.0	5.2	5.1	5.6	5.3
Housing and development	2.1	1.5	0.0	0.0	0.4	0.0	2.5	1.5
Interest on long-term debt	1.2	0.9	0.0	0.0	0.0	0.0	1.2	0.9
Water and sewer	0.0	0.0	46.1	47	0.0	0.0	46.1	47.0
Airport	0.0	0.0	1.1	1.0	0.0	0.0	1.1	1.0
Solid waste	0.0	0.0	2.1	2.0	0.0	0.0	2.1	2.0
Golf course	0.0	0.0	1.3	1.2	0.0	0.0	1.3	1.2
Total expenses	37.0	37.6	50.6	51.2	5.6	5.1	93.2	93.9
Indirect Cost Allocation	1.4	1.4	(1.4)	(1.4)	0.0	0.0	0.0	0.0
Increase in net position before transfers	(3.2)	(4.4)	26.0	20.5	(0.4)	(0.7)	22.4	16.1
Transfers	2.4	3.4	(2.4)	(3.4)	0.0	0.0	0.0	0
Increase in net position	(0.8)	(1.0)	23.6	17.1	(0.4)	(0.7)	22.4	16.1
Net position - beginning	94.9	95.9	358.3	341.2	12.6	13.3	465.8	437.1
Prior period adjustment	(23.4)	0.0	(16.4)	0.0	(0.7)	0.0	(39.8)	0.0
Net position - beginning (restated)	71.5	95.9	341.9	341.2	11.9	13.3	426.0	437.1
Net position - ending	\$ 70.7	\$ 94.9	\$ 365.5	\$ 358.3	\$ 11.5	\$ 12.6	\$ 447.7	\$ 453.2

