

# City Administration

- ▶ City Administrators Office:
  - ▶ Administrative Functions of the City
    - ▶ City Administrators Office - 3
    - ▶ Legal - 3
    - ▶ Human Resources - 2
    - ▶ Conservation - 3
    - ▶ Municipal Court - 3



# City Administration Accomplishments

- Hired City Administrator, Electric Utilities Director, Public Works Director and Asst City Attorney
- Successful Move of Healthcare Program to CIS Group Insurance
- Adoption of the Climate and Energy Action Plan (CEAP) and hiring of Climate and Energy Analyst staff position
- Successful launch of Engage Ashland and continuation of Team Ashland
- Completed two Bargaining Unit Contract Negotiations (Police, Fire)
- Successful resolution of Gun Club lawsuit
- Development of Downtown Behavior Ordinances
- Development of Comprehensive Council Onboarding process and materials
- Completion of Management Core Skills Program Series (35 staff certificates issued)
- Commission Chair Training Program
- Briscoe School Acquisition

# City Administration Goals

- Conduct and Complete a Strategic Plan
- Support and Accomplish Council Goals
- Complete Transition of Employee Healthcare Program
- Streamline Public Contracting Procedures
- Re-structure and update Administrative Policies
- Develop Asset Management Plan for City owned Properties and Facilities (with Public Works)
- Complete a Long Term Financial Sustainability Plan
- Conduct Departmental Performance Audits
- Updates to Municipal Code

# City Administration Future Challenges

- Three Bargaining Group Negotiations (IBEW, IBEW-Clerical, Laborers)
- Recruiting and Retaining Quality Employees
- Successful Public Communications Across Diverse Channels
- Maintaining Adequate Programs and Service Levels with Flat/Declining Revenue
  
- Keeping Up!



# Other General Fund Programs

- ▶ Tourism Restricted TOT Tax Administration
- ▶ Downtown Parking Management
- ▶ Economic Development
- ▶ RVTV Contract
- ▶ Public Art

# Tourism Restricted TOT

- 29% of Total TOT Collected Allocated to Tourism eligible expenses - **\$797,033** for FY19
  - **\$446,338** - Travel Ashland (VCB)
  - **\$110,000** - Oregon Shakespeare Festival
  - **\$ 79,703** - Tourism Portion of Small Grants
  - **\$ 23,911** - Public Art
  - **\$137,080** - Tourism Eligible City Capital Projects (downtown primarily)
  - **\$244,060** - Long Term Parking Supply
- Remainder of TOT is Unrestricted General Fund Revenue - **\$2,296,065** for FY19

# Economic Development



- \$185,000 from Unrestricted TOT
  - .25 FTE
  - SOREDI Membership and Program expenses
  - City/Chamber Partnership Programs
    - Business Retention and Expansion Surveys (every 2-3 years)
    - AshlandBusinessResource.com – Business Portal
    - Video Production/Development
    - Business Conferences/Workshops
    - Living and Doing Business Guide – Econ Dev components
    - Festival of Lights
    - Downtown Flower Baskets
- Other Programming
  - Launch Ashland – Entrepreneurial Development (w/SOREDI)
  - Enterprise Zone/E-Commerce Zone
  - Site Selection Consultant Tour
  - Business Recruitment & Retention Committee (SOREDI)

## THE ASHLAND BUSINESS RESOURCE

created by the Ashland Chamber of Commerce

Why Ashland Getting Started Growing Your Business The Economy Sustainable Business Practices Education

Top Stories see all...



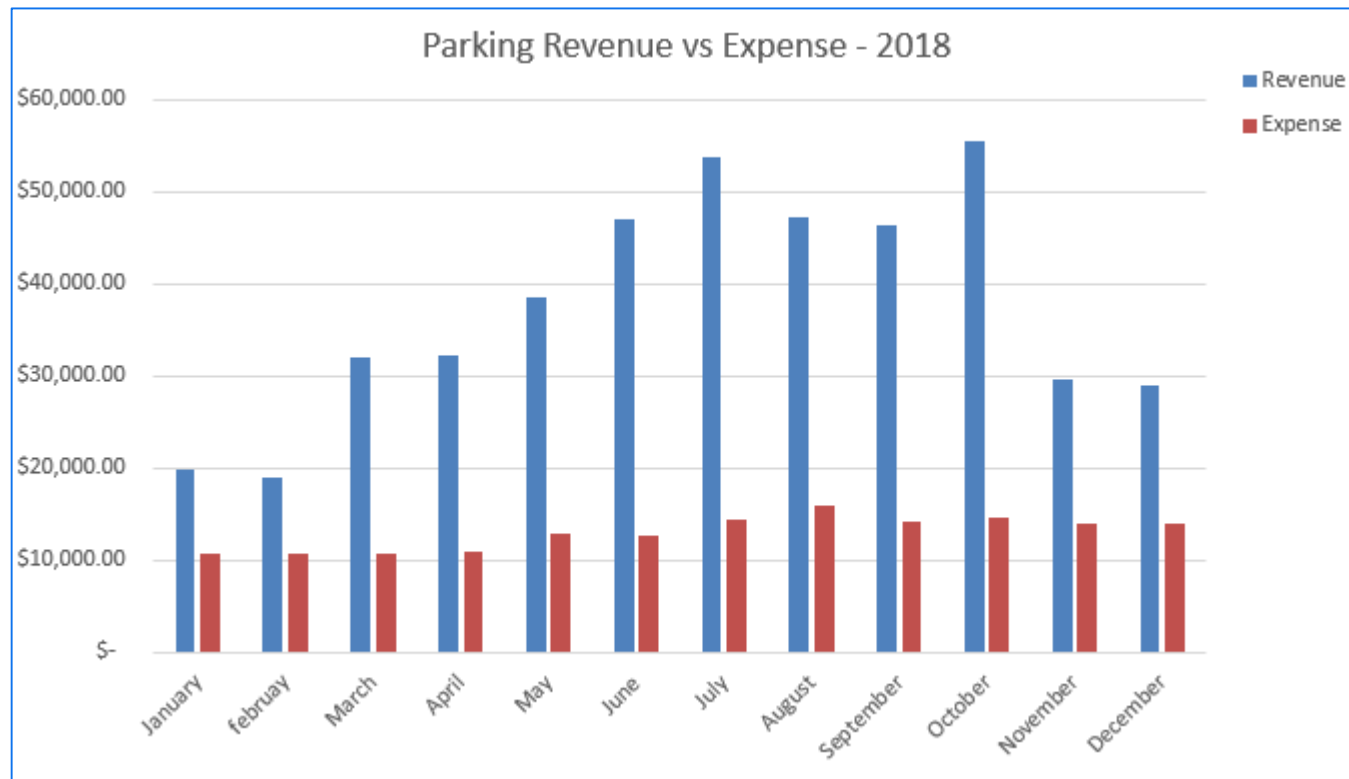
4th Ashland Innovators Conference  
Emerging trends, challenges and economic opportunities in the Health Care Industry



Founding Partners:



# Downtown Parking Program



2016

City of Ashland, Oregon  
Downtown Strategic Parking Management Plan

PROJECT SUMMARY AND RECOMMENDATIONS FOR PARKING MANAGEMENT

FINAL REPORT  
March 15, 2016

RICK WILLIAMS CONSULTING  
Parking & Transportation