

# 2011 city of suwanee annual report

## Making a really good place to live, even better.

The City of Suwanee is a really, really good place to live. We're not saying so – you, our residents, did through a National Citizen Survey. And, Census – and other economic – data indicate that despite seemingly relentless nationwide economic woes, Suwanee remains a vibrant, fiscally sound community that continues to attract residents – who are increasingly more diverse – as well as thriving businesses. We're not saying so – national rating firms such as Fitch Ratings and Standard & Poor's are. Both firms upgraded Suwanee's general obligation bond rating over the past year.

In the National Citizen Survey results, released last February, 98% of residents said that they're pleased to live in Suwanee, and 96% would encourage others to live here. Suwanee residents ranked their community #1 among a benchmark of 500 jurisdictions nationwide for keeping natural areas natural and engaging citizens. You also really liked Suwanee's overall quality of life, availability of walking trails, and cleanliness of the community. In fact, among 67 survey areas, Suwanee was rated above the national benchmark in 63.

Over the past decade, the City of Suwanee has enjoyed a great deal of success in building a stronger sense of community, a reputation as a regional role model for development of parks and management of smart growth, and a secure sense of identity. But Suwanee is not satisfied with resting on the laurels of past successes. As we begin 2012, the City looks to build upon its momentum to further improve quality of life and make Suwanee an even better place to live.

**PARKER'S FACTS  
NATIONAL CITIZEN SURVEY**

- 96% rated the overall quality of life in Suwanee as excellent or good
- 96% reported that they would recommend the community to others
- 91% plan to stay for the next five years
- 95% of respondents rated City parks as excellent or good
- 96% rated Suwanee as an excellent or good place to raise kids
- 93% rated Suwanee's overall image or reputation as good or excellent

**PARKER'S FACTS  
SUWANEE'S ANCHOR POINTS**

**Suwanee Quality**  
High standards. Others take notice. Not done to receive awards, but awards are likely to follow.

**Unique**  
Bold, risky, quirky, artsy, cool, different, innovative, eye-catching. It hasn't been done before and if it has it will be different in Suwanee. The normal solution is not the solution in Suwanee.

**Remarkable**  
Attracting attention by being special, unusual, or extraordinary. Worthy of remarks from others, both supportive and critical.

**Visionary**  
Lasting beyond those who make the decisions.

In January 2011, City Council adopted four strategic anchor points, qualities that they believe have helped make Suwanee successful and will continue to make it better.

These anchor points serve as "filters" for Council and staff as they make long-term, strategic decisions. As the City moves forward, decision-makers are encouraged to consider these anchor points (listed to the left).

Suwanee doesn't claim to have a monopoly on quality, unique, remarkable, or visionary, but we are proud of where these characteristics have taken us

over the past decade, and we're proud to share with you through this annual report how those qualities were exemplified in Suwanee throughout 2011.



20/20 Vision

# ANCHOR POINT SUWANEE QUALITY



SculpTour



SculpTour



The City was recognized by several state, regional, and national organizations with **more than a dozen awards in 2011** for events, comprehensive financial documents, marketing, parks, and the inaugural Suwanee SculpTour, to name a few.

## Chance

"This year we have chosen to highlight a city that continuously works to maximize achievements in creative and new ways. This city leads Gwinnett in innovation and vision. In an effort to focus on the arts, this city has incorporated the visual arts into their downtown and has encouraged local businesses to follow suit. City officials continue a path of smart growth."— Gwinnett Convention and Visitors Bureau announcement in presenting the Innovative Marketer of the Year Award to Suwanee

## How well do you know Suwanee?

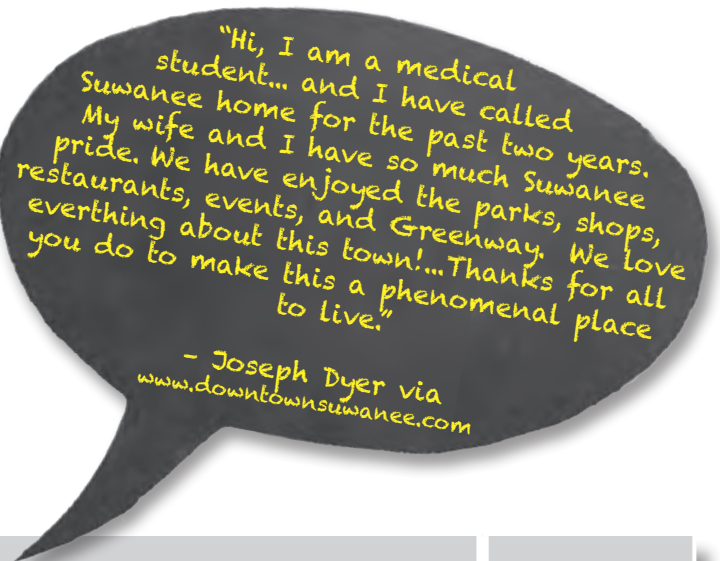
Can you match the numbers below, from the 3<sup>rd</sup> Quarter 2011 Economic Indicators Report, with their correct category? (Answers on page 7)

A. 15,518 B. 205,000 C. 11,279,100 D. 5,979 E. 1,576,844

1. Number of residential units in Suwanee.
2. Vacant square footage of industrial, office, and retail space.
3. September 2011 population estimate.
4. Total square footage of industrial, office, and retail space.
5. Average 2010 home sales price in 30024.



Suwanee Day 2011



Top Ten Employers	Employees
Southeastern Freight Lines, Inc.	325
Wal-Mart	313
Dish Network/Echosphere Corporation	252
Meggitt Training Systems, Inc.	250
Flowers Bakery of Suwanee	190
Kroger Company	160
Publix Supermarkets	138
Quality Construction Service Inc.	135
Lowe's	122
Cracker Barrel Old Country Store, Inc.	110

Source: Suwanee's Business License Department

This concise report highlights fiscal year 2011 financial information extracted from the City's 90-page Comprehensive Annual Financial Report (CAFR). The award-winning CAFR offers a much more detailed picture of the City's financial position (and it's available at [www.suwanee.com](http://www.suwanee.com)). Information provided is from selected funds (Suwanee's general government) and does not represent the City's component units.



# ANCHOR POINT SUWANEЕ QUALITY



In the face of ongoing economic instability, the Planning Department continues to monitor local, regional, and national economic trends and to prepare a **quarterly Economic Indicators Report**. This report helps City officials know, for example, that the September 2011 unemployment rate in Suwanee's Census tract was 3.9% compared to 9.2% in Gwinnett County, 10.3% in Georgia, and 9.1% nationally. Data also indicates that housing starts in Suwanee totaled 6.6 per month in 2011, compared to 17 per month from 2000-2008 and to less than 3 per month in 2009.

## 2010 Principal Property Taxpayers



- Google Inc.
- AMLI Residential Properties LP
- CMF 15 Portfolio, LLC
- Flowers Bakery of Suwanee
- Hewlett Packard Company
- Wal-Mart
- Gwinnett Prado LP
- Carlyle Centennial Suwanee Station LP
- James Campbell Company LLC
- Lowes Home Office Center
- All Other Taxpayers



The Planning Department also has analyzed **2010 U.S. Census data** for Suwanee, which was released over the past year. The data paints a picture of a still young but aging, well-educated, affluent, and increasingly diverse community.

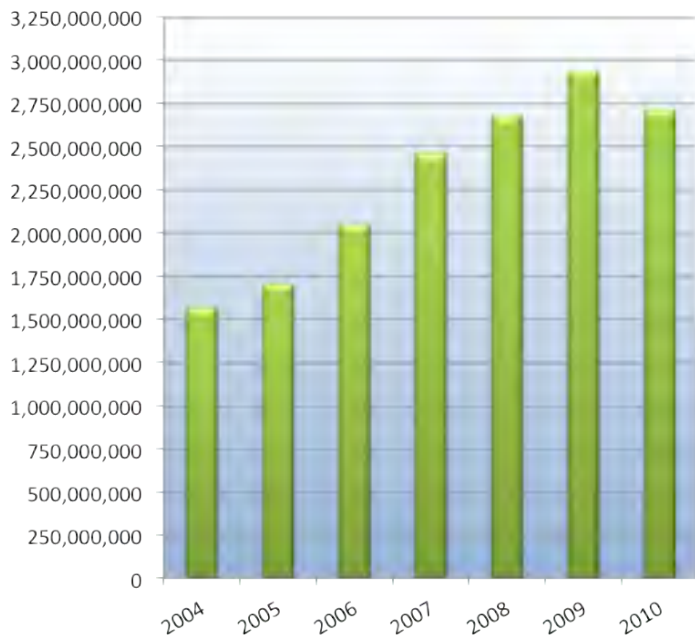
PARKER'S FACTS TOTAL POPULATION	
Year	Population
2010	15,355
2000	8,725
1990	2,412
1980	1,026
1970	615

*\*Data is from the U.S. Census Bureau*

PARKER'S FACTS RACE DATA	
67%	White
18%	Asian
11%	African-American
4%	Other

*\*Data is from the U.S. Census Bureau*

## Estimated Taxable Value 2004-2010



Suwanee Day 2011



Not very many communities can say that they've **lowered the tax rate for the past two consecutive years**, but Suwanee can – and did! For fiscal year 2012 (July 1, 2011-June 30, 2012), Suwanee's millage rate is 5.65, down from 5.70 last year and 5.77 in 2010. It may be interesting to note for relative newcomers that 31% of Suwanee's millage rate is committed to repayment of a 2002 voter-approved bond that made Town Center Park, Suwanee Creek Park, the Suwanee Creek Greenway extension, PlayTown Suwanee, Sims Lake Park, and White Street Park possible.

# ANCHOR POINT SUWANEЕ QUALITY

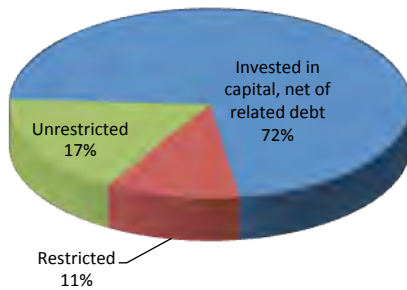


Based on the City's strong financial position and solid economic foundation, **both Fitch Ratings and Standard and Poor's upgraded Suwanee's bond rating** last year. In April, Standard and Poor's raised the City's rating to AA while Fitch awarded the City an AA+, its second highest rating, in September. These upgrades provide a sharp contrast to economic difficulties being confronted in many communities across the country.

## Chance

"The City's close proximity to Atlanta provides residents with, what we consider, a diverse employment base, supporting the City's solid wealth and income levels. Market value, an indicator of wealth, is, in our view, an extremely strong \$156,812 per capita. Median household effective buying income is, in our opinion, a very strong 165% of the national level." – Standard and Poor's press release

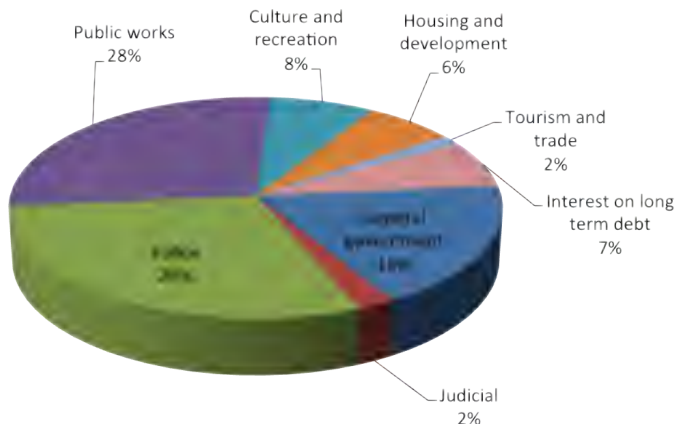
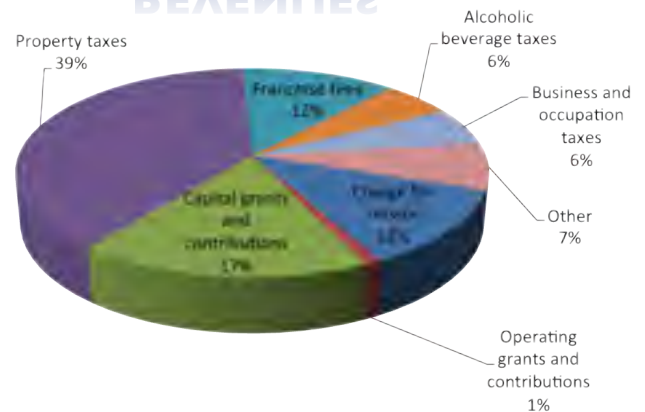
## NET ASSETS



The largest portion of the City of Suwanee's net assets (72%) is invested in capital assets such as land, buildings, equipment, and infrastructure (roads, bridges, and other immovable assets), net any related debt used to acquire those assets. These capital assets are used by the City to provide services to citizens. Although the City's investment in its capital assets is reported net of related debt, it should be noted that the resources needed to repay this debt must be provided from other sources, since the capital assets themselves cannot be used to liquidate these liabilities. The City has restrictions of \$7,106,408 of net assets to be used on debt service and capital projects. The remaining portion of unrestricted net assets, 17%, may be used to meet the City's ongoing obligations to citizens and creditors.

Total governmental activities revenues totaled \$14,903,327 for fiscal year 2011 and \$14,809,116 for fiscal year 2010, reporting a slight increase of \$94,211. The difference between the two fiscal years shows a stabilization of Suwanee's local economy. Property taxes in fiscal year 2011 decreased slightly due in part to a lower millage rate and reductions in property values. However, this reduction was covered by increases in franchise fees and alcoholic beverage taxes. Property taxes are the largest revenue source for governmental activities accounting for 39% of total revenues. Capital grants and contributions which include SPLOST (sales tax) funds received from Gwinnett County account for the second largest at 17%. Franchise fees and charges for service are the third and fourth largest revenue sources, each accounting for 12% of governmental revenues for the year.

## REVENUES



## EXPENSES

Governmental expenses totaled \$12,918,240 for the fiscal year. Of these expenses 29% or \$3,820,203 is related to police. Public works accounted for \$3,571,459 or 28%. Interest on long-term debt accounted for 7% of overall governmental expenses.

# ANCHOR POINT SUWANEЕ QUALITY

## FUND BALANCE

Suwanee's total fund balance at June 30, 2011 for all governmental funds was \$17,542,968 of which \$7,106,408 was restricted, \$3,948,073 was committed, \$2,857,086 was assigned, and \$3,631,401 was unassigned.

The general fund is the chief operating fund of the City. On June 30, 2011, unassigned fund balance of the general fund was \$3,408,881. As a measure of the general fund's liquidity, it may be useful to compare unassigned fund balance to total fund expenditures. Unassigned fund balance represents 29% of total general fund expenditures and transfers. Overall, fund balance of the general fund increased by \$423,276 during the current fiscal year. This increase was due to general revenues exceeding budget projections and expenditures lower than projections.



Parker with Sgt. Jeff Dickens

## GENERAL FUND BUDGET

Differences between the Fiscal year 2011 original budget (\$11,223,380) and the final amended budget (\$12,265,830) amounted to an overall increase of \$1,042,450. Operational functions were increased by \$13,970, or less than 1%. Capital transfers were increased by \$1,028,480.

	FY 2011 Budget			Variance with Final Budget
	Original	Final	Actual	
Revenues, transfers, and other financing sources:				
Taxes	\$ 9,272,430	\$ 9,862,130	\$ 10,058,365	\$ 196,235
Licenses and permits	301,380	414,880	441,763	26,883
Intergovernmental revenues	-	28,600	31,311	2,711
Charges for services	80,200	83,200	72,456	(10,744)
Fines and forfeitures	1,084,500	1,079,470	1,174,621	95,151
Investment income	175,000	50,000	97,006	47,006
Miscellaneous revenues	21,500	23,500	38,619	15,119
Other financing sources	172,300	160,300	161,594	1,294
Total	11,107,310	11,702,080	12,075,735	373,655
Expenditures and transfers out:				
Expenditures	9,420,620	9,434,590	8,821,235	613,355
Transfers out	1,802,760	2,831,240	2,831,224	16
Total	11,223,380	12,265,830	11,652,459	613,371
Change in fund balance	\$ (116,070)	\$ (563,750)	\$ 423,276	\$ 987,026



# ANCHOR POINT UNIQUE



by Richard Calmes - SculpTour



In recent years, the City of Suwanee has embraced **public art** as a way to further distinguish our community and enhance quality of life. In May, the inaugural **Suwanee SculpTour** was unveiled in and around Town Center. A walkable public art encounter that includes 15 sculptures created from an array of materials, SculpTour received a Best Image Building Award from the Georgia Downtown Association. Suwanee SculpTour is funded entirely through corporate and individual donations; with continued support, the 2012 exhibit will be unveiled later this spring.

"I absolutely LOVE seeing all the pieces! I didn't realize what a nice effect the sculptures give - it's a beautiful added dimension to our already amazing Town Center."

- Chris Dolgetta  
via [www.suwanee.com](http://www.suwanee.com)



by Danna Nelson - Flash Mob at Suwanee Day



On September 17, the City hosted the **best attended Suwanee Day ever**. Since moving to Town Center Park in 2004, the one-day community festival has drawn about 40,000 annually; this year, about 55,000 were in attendance. But that's not all that made this Suwanee Day special. As part of the day's festivities the Royal Dance Academy helped the City pull off the largest - and arguably the most fun - **flash mob in Suwanee** history.


"Everybody has a smile on their face. Everyone's been strangely nice and strangely friendly. This is a top-notch festival."

- Tracy Smith  
Suwanee Day exhibitor




by M. Michael Farr - Flash Mob at Suwanee Day

# ANCHOR POINT UNIQUE

 In April, City Council and management staff began using refurbished **iPads to access electronic agendas** and supporting documents, forgoing the weighty and sometimes cumbersome three-ring binders that had been used previously. Use of electronic agendas is expected to reduce paper usage by about 30,000 sheets, conserve about 150 hours in staff time, and save the City approximately \$4,500 annually.




 As part of the newly adopted Pedestrian and Bicycle Plan, nearly **5 miles of sharrows were installed** in downtown locations. A sharrow is a system of street markings and signs that delineates bike-friendly routes and reminds motorists to share the roadway with bicyclists. The markings and signs were installed by public works staff members, saving the City tens of thousands of dollars that would have been necessary to hire a contractor. The Pedestrian and Bicycle Plan, a revision of the June 2007 Alternative Transportation Plan, more clearly establishes priorities and updates project cost estimates.



Sharrows - Old Town




Park Ambassador - Sims Lake Park

 Through its new **Parks Ambassador program**, begun in May, the Police Department has trained a cadre of citizen-volunteers to help be their ears and eyes along the Suwanee Creek Greenway and in City parks. Dressed in identifying yellow t-shirts, ambassadors are out nearly each day, providing information, an additional sense of security, and assistance. In addition to providing an assuring presence, ambassadors have turned in lost keys found by a trail user and reported the need for repairs to signs and water fountains.

Answer Key (questions on page 2):  
**A. 3, B. 5,** representing a 2.4% decrease from 2009, compared to an 8.2% drop in Gwinnett County during the same period. (Decrease in Suwanee from 2008 to 2009 was 14%), **C. 4, D. 1, E. 2,** which represents 14% of the total space.



# ANCHOR POINT REMARKABLE

 Pre-planning was the key to the Public Works and Police Departments' **effective response to metro Atlanta's Iceageddon** during the week of January 10.


Suwanee was acknowledged in the local media as being one of the communities that dealt most effectively with the resulting dangerous roads and treacherous conditions. Other communities have since contacted the City to obtain best practices information.

"I saw the heavy equipment coming into Ruby Forest Tuesday night to clear the roads [after the January snow storm] and wanted to say Thank You. This is why I LOVE Suwanee and never want to leave."  
- Heather Arnette  
via [www.suwanee.com](http://www.suwanee.com)

"Thank you so much for offering the free car seat check. It is great to know our little one is safe!!! Everyone was very knowledgeable and put my mind at ease.... Thanks again!!  
- Jennifer Elliott Warren via Facebook



by Chrissy Jones - 2011 Storm


 The **crime rate in Suwanee over the past three years is down 25.9%**, including a 4.9% decrease in 2011. Chief Mike

Jones attributes the significant decrease, in part, to the department's high visibility along the City's main corridors, which may make criminals think twice about committing their crime in Suwanee. Traffic enforcement also has an impact on the crime rate, again discouraging criminals or catching them after they've been stopped for traffic infractions. Citizen feedback and information also has helped keep crime down.



'Remembrance' 9/11 unveiling

"I really enjoyed the [Citizens Police Academy] orientation program last night. The enthusiasm and passion that was shown by each [officer] is very inspiring. It is obvious that [policing is not just "what you do," it is part of "who you are" and it comes from your heart. I am really looking forward to the rest of the Citizens Police Academy."  
- Michelle Budd via email

 The Port Authority of New York and New Jersey granted the City's request to have an **artifact from the World Trade Centers** as part of its public arts program. Suwanee was one of 24 organizations in Georgia to receive an artifact. The 1,638-pound piece of twisted steel arrived in July and was unveiled to the community during a moving September 10 ceremony. City Council continues to consider a permanent location for display of the artifact, which has been named *Remembrance*.



# ANCHOR POINT REMARKABLE

PARKER'S FACTS SUWANEE WATER SYSTEM	
335	customers
45,000	gallons average daily consumption
235	foot well
150,000	gallon tank
6.5	miles of water mains



The City **adopted new strategies for treating and flushing its small, 50-year-old water system** that serves approximately 335

customers mostly in the Old Town area. Suwanee adopted a phosphate treatment program and redesigned its water main flushing program to address concerns related to occurrences of discolored water (which testing confirmed was safe to drink). To date, these new strategies appear to be working successfully.



Each year, the City hosts or co-sponsors some two dozen events (and permits another 20 private events). **Town Center continues to enhance its reputation as a regional venue of choice.** This year, Atlanta Rhythm Section, Better Than Ezra, Little River Band, The Lovin' Spoonful, and Sister Hazel were among the performers who took to the Town Center stage.



Better than Ezra

"I just wanted to let you know what a fantastic time I had at the Braves broadcast [at Town Center Park] this past Saturday night... Also, the concerts that I have attended were very well done and a great time for all."

- Lawrenceville resident  
Joe Ziemann  
via [www.suwanee.com](http://www.suwanee.com)



by Mac Hackney - The Lovin' Spoonful

# ANCHOR POINT VISIONARY



20/20 Vision



More than 700 people have participated in 100+ meetings so far in the City's **20/20 Vision strategic planning process**. Officially kicked off in June with a five-week, drop-in open house, the process is designed to determine community values and help set the City's course for the next decade. Visitors to the open house were invited to prioritize spending, identify their favorite place in the City as well as areas that need improvement, and share their big ideas. Over the last months of 2011 and through January 2012, 25 small groups met four times each to further brainstorm, offer feedback, and develop ideas. The 20/20 Vision strategic plan will be completed this year – with even more opportunities for community input.



"I just wanted to let you know that I really enjoyed participating in last night's [20/20 vision strategic planning] round table event....If all the meetings have the same level of dialogue I am confident this process will be successful beyond measure."  
- Michelle Sutter via email



20/20 Vision



As 2011 came to a close, construction was set to begin on a **new police substation/training facility** at 2996 Lawrenceville-Suwanee Road. An example of the kind of revitalization the City envisions for the Suwanee Gateway area, the 7,100-square-foot facility will offer a visible police presence in the heavily traveled area and provide ongoing training opportunities for police personnel. SPLOST funds are being used for this \$1.99 million project.



Police Substation - Artist Rendering



This year the Suwanee Police Department focused on **utilizing technology and innovation to assist officers in doing their jobs more effectively and efficiently**. Among the new tools implemented were an Automatic License Plate Recognition camera system, which scans nearby license plates and checks them against a database of "hot" plates. Police also utilized a Rapid ID instrument that can take fingerprints in the field, when identification isn't available or is questionable, and run them against the Georgia Crime Information Center database. In addition to adopting other software that assists with personnel records, internal communication, and training, the police department made geographical crime data available online to citizens.

[www.crimereports.com](http://www.crimereports.com)

[www.crimereports.com](http://www.crimereports.com)



# ANCHOR POINT VISIONARY



**The oldest one-mile section of the Suwanee Creek Greenway, built in the 1990s, is being rehabilitated.**

The Greenway section will be closed in phases through the spring so that wider concrete and boardwalk can be installed. Other changes will be made to help reduce the impact of flooding along this section.



by Dick Goodman - Suwanee Greenway

"We recently got the community newsletter and see that there are more planned upgrades and improvements for the Greenway. We are very excited about that. The Greenway is wonderful and is the main reason we moved to Suwanee and particularly, Shadowbrook.... My husband and I love the Greenway, and we love Suwanee. Our family listens to us brag about it so much that they have all taken to referring to it as "Perfect." We think it is as close to the truth as possible! So when someone asks us where we live, we tell them we live in Perfect."

- Vikki Morek Clark  
via [www.suwanee.com](http://www.suwanee.com)

## Chance

"[W]e can use art as the glue, the magnet, the anchor" that brings a community together, Woodruff Arts Center President and CEO Joe Bankoff told his audience of business and community leaders during an April "Art and the Bottom Line" presentation at City Hall. "It's not just about building the arts, it's about building the community."



Art and the Bottom Line



When the Georgia Department of Transportation **completed the extension of McGinnis Ferry Road to Lawrenceville-Suwanee Road**, the City changed the name of Gwinco Boulevard to Celebration Drive, fulfilling a recommendation from the I-85 development strategy report.

# SUWANEE

GATEWAY

# Other Noteworthy 2011 Achievements

## Community Chest

In order to more efficiently manage its processes and provide for future uses, the Planning Department adopted new software that handles all of its permitting including rezoning, special use permits, building permits, and sign permits.

"Thank you to Officer Robert Thompson for answering my questions the other day and being so friendly to my family and 4-year-old son. We live in a great neighborhood!"  
- Michele Pasch via email

## Chance

Several practical and creative enhancements were added to Suwanee parks this year, many of them spearheaded by community volunteers. At White Street Park, a gardening library, sidewalk butterfly mural, and fire pit have been added, and the garden entry area was landscaped. An outdoor classroom was built at Sims Lake Park.

## Community Chest

In the November municipal election, 1,374 of 9,722 registered voters in the City cast a ballot for mayor, two City Council posts, and a referendum on Sunday alcohol sales (which passed).

## Community Chest

To enhance security and discourage theft, five wireless video surveillance cameras were installed in three of the City's parks.

## Chance

The Finance Department processed 224 new applications for occupational tax certificates/business licenses and 11 new applications for alcohol licenses.

"What a great day!  
Walked to [Harvest Farm community] garden to pick strawberries and walk the dog.  
Going back on the trail, I found Art on a Limb.... It is something so small, but it brightens your day so much.  
Thanks, Suwanee, for the little things!!!"  
- Shawn Nollen via email

## Community Chest

The City created postcards of favorite Suwanee destinations, including Harvest Farm, City Hall, and Big Splash interactive fountain. The postcards are available for purchase at City Hall.

## Chance

Smithtown Road was patched and resurfaced, and sidewalks in the Avonlea and Morningside subdivisions were repaired (using a more cost-efficient technology).

## Community Chest

The public works department, responsible for maintenance of Suwanee's parks, rights-of-way, water system, and other facilities, completed 4,903 work orders, an increase of 28% over last year. Work orders can be as large as addressing an erosion problem at White Street Park to installing holiday decorations, both of which require several days, or as small as straightening a leaning stop sign post to testing the chlorine level in the Big Splash interactive fountain.

## Community Chest

The City undertook various efforts to support local businesses, including adding them to the CrossRoads newsletter distribution list, hosting a visual merchandising workshop, and using a "shop local" message in advertising.



# two thousand eleven by the numbers

Numbers on this page are for December 1, 2010-November 30, 2011

# 185

DUI ARRESTS

# 84

estimated number of people in attendance at nearly 50 City and private events in 2011

# 5

“Hot ‘Hoods’”  
one of five neighborhoods from throughout metro Atlanta that were featured in the June 2011 issue of Atlanta magazine

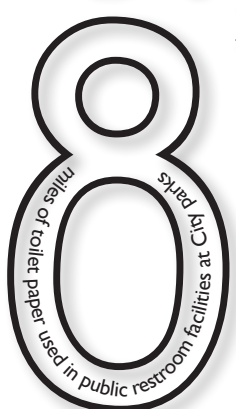
new housing starts in 2011, compared to 38 in 2010, 147 in 2007, and 245 in 2004-06

# 67

# 12,014

total traffic citations issued by the Suwanee Police Department

# 11



# 528

SPEEDING CITATIONS. A 51% DECLINE FROM LAST YEAR (IN JANUARY, SUWANEE, ALONG WITH GWINNETT COUNTY AND OTHER GWINNETT CITIES BECAME INELIGIBLE TO USE RADAR ENFORCEMENT BECAUSE A SERVICE DELIVERY AGREEMENT COULD NOT BE REACHED)

# 3,124

citations for failure to use seatbelts, representing 26% of citation total and making seatbelts the top traffic infraction category

# 62

miles of roadway for which the City of Suwanee is responsible for maintenance

# 1,091

Traffic accidents investigated

# 265

pounds of fresh produce donated from Harvest Farm Community Garden to Quinn House and other charitable agencies

BUILDING INSPECTIONS COMPLETED

# 2,096

# 2,405

dollar value of downtown gift certificates sold

# 3,769

average number of applications per job opening

# 46.2

Facebook "likes" for City of Suwanee page (as of December 1, 2011)

# 5,516

# verbal warnings issued

# 601

job applications received

# 1,052

BUSINESSES THAT CALL THE CITY OF SUWANEE HOME, NOT INCLUDING HOME-BASED BUSINESSES

254 code enforcement cases closed

# 13

open job positions during the year

estimated citizen engagement hours, including volunteer projects, event attendance, and service on various boards and committees

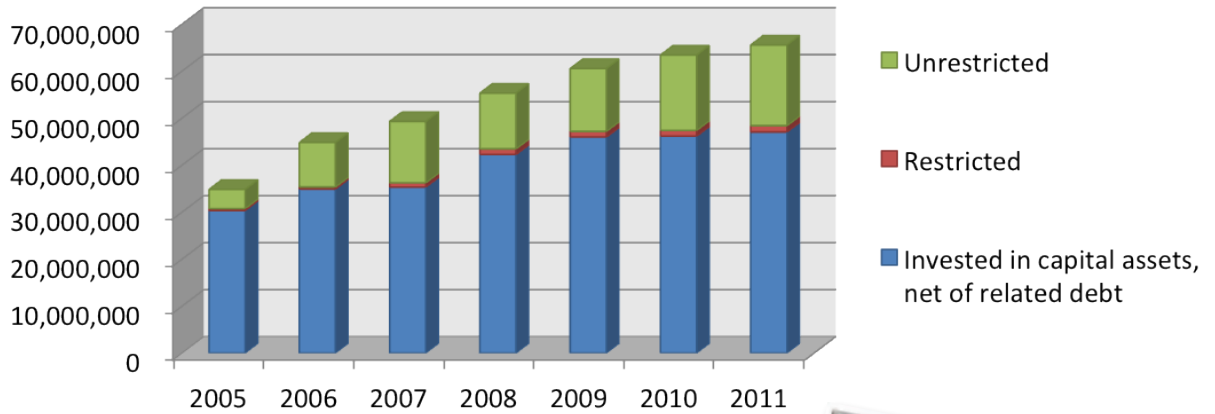
# 486,000 PLUS

# CITY OF SUWANEЕ ECONOMIC OVERVIEW

## NET ASSETS

	2005	2006	2007	2008	2009	2010	2011
<b>Governmental activities</b>							
Invested in capital assets, net of related debt	\$ 28,249,009	\$ 33,073,810	\$ 33,646,308	\$ 40,607,100	\$ 44,325,054	\$ 44,567,430	\$ 44,574,711
Restricted	412,328	431,859	896,330	1,187,335	1,201,842	5,324,060	7,106,408
Unrestricted	4,286,986	9,364,267	12,900,880	11,627,299	13,062,447	11,357,212	11,402,670
<b>Total governmental activities net assets</b>	<b>32,948,323</b>	<b>42,869,936</b>	<b>47,443,518</b>	<b>53,421,734</b>	<b>58,589,343</b>	<b>61,248,702</b>	<b>63,083,789</b>
<b>Business-type activities</b>							
Invested in capital assets, net of related debt	2,095,895	1,843,832	1,679,987	1,654,001	1,636,320	1,600,503	2,493,896
Unrestricted	(212,792)	91,143	168,686	238,701	307,676	566,975	(18,533)
<b>Total business-type activities net assets</b>	<b>1,883,103</b>	<b>1,934,975</b>	<b>1,848,673</b>	<b>1,892,702</b>	<b>1,943,996</b>	<b>2,167,478</b>	<b>2,475,363</b>
<b>Primary government</b>							
Invested in capital assets, net of related debt	30,344,904	34,917,642	35,326,295	42,261,101	45,961,374	46,167,933	47,068,607
Restricted	412,328	431,859	896,330	1,187,335	1,201,842	5,324,060	7,106,408
Unrestricted	4,074,194	9,455,410	13,069,566	11,866,000	13,370,123	11,924,187	11,384,137
<b>Total primary government net assets</b>	<b>\$ 34,831,426</b>	<b>\$ 44,804,911</b>	<b>\$ 49,292,191</b>	<b>\$ 55,314,436</b>	<b>\$ 60,533,339</b>	<b>\$ 63,416,180</b>	<b>\$ 65,559,152</b>

## PRIMARY GOVERNMENT



Parker at Woofstock

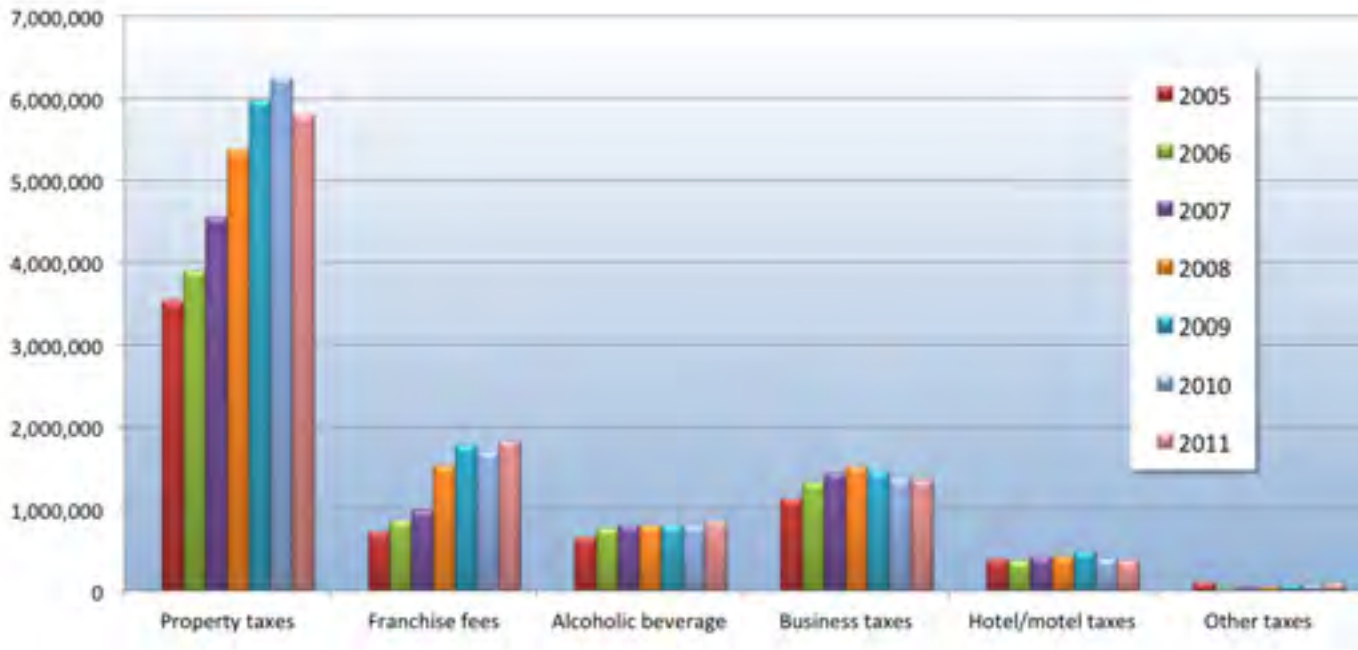




# CITY OF SUWANEE ECONOMIC OVERVIEW

## TAX REVENUE BY SOURCE

Fiscal Year	Property Taxes	Franchise Fees	Alcoholic Beverage Taxes	Business Taxes	Hotel/Motel Taxes	Tax Penalties	Total
2005	\$ 3,525,468	\$ 714,216	\$ 646,093	\$ 1,111,413	\$ 383,905	\$ 97,578	\$ <b>6,478,673</b>
2006	3,892,897	851,466	759,968	1,325,263	361,321	34,002	<b>7,224,917</b>
2007	4,553,033	982,694	799,075	1,438,956	412,667	43,251	<b>8,229,676</b>
2008	5,371,353	1,521,682	794,986	1,517,270	421,497	37,762	<b>9,664,550</b>
2009	5,984,107	1,777,986	795,413	1,465,980	475,888	77,775	<b>10,577,149</b>
2010	6,254,003	1,694,211	784,189	1,360,254	393,156	73,032	<b>10,558,845</b>
2011	5,801,792	1,825,464	836,438	1,347,872	373,400	91,173	<b>10,276,139</b>



*Chance*

"The property tax base exhibits moderate levels of concentration, and a considerable commercial and industrial component (approximately 55% of assessed value), which mitigates demand on residential property owners. The City also taps into its non-residential economic base via the levy of various business taxes and franchise fees, which accounts for approximately 35% of general fund revenue." - Fitch Rating press release



# CITY OF SUWANEЕ ECONOMIC OVERVIEW

## FUND BALANCES OF GOVERNMENTAL FUNDS

	Fiscal Year						
	2005	2006	2007	2008	2009	2010	2011
<b>General fund</b>							
Committed	\$ -	\$ -	\$ -	\$ -	\$ -	4,122,132	3,948,073
Unassigned	3,372,190	4,811,236	5,580,537	7,585,561	7,602,716	3,034,066	3,408,881
<b>Total general fund</b>	<b>3,372,190</b>	<b>4,811,236</b>	<b>5,580,537</b>	<b>7,585,561</b>	<b>7,602,716</b>	<b>7,156,198</b>	<b>7,356,954</b>
<b>All other governmental funds</b>							
Restricted	4,936,628	6,022,560	14,696,502	11,044,085	5,056,712	5,324,060	7,106,408
Assigned reported in:							
General fund	-	-	-	-	-	-	222,520
Capital projects funds	1,361,902	2,366,254	3,421,677	3,554,015	2,766,928	2,921,975	2,857,086
<b>Total all other governmental funds</b>	<b>6,298,530</b>	<b>8,388,814</b>	<b>18,118,179</b>	<b>14,598,100</b>	<b>7,823,640</b>	<b>8,246,035</b>	<b>10,186,014</b>
<b>Total all governmental funds</b>	<b>\$ 9,670,720</b>	<b>\$ 13,200,050</b>	<b>\$ 23,698,716</b>	<b>\$ 22,183,661</b>	<b>\$ 15,426,356</b>	<b>\$ 15,402,233</b>	<b>\$ 17,542,968</b>

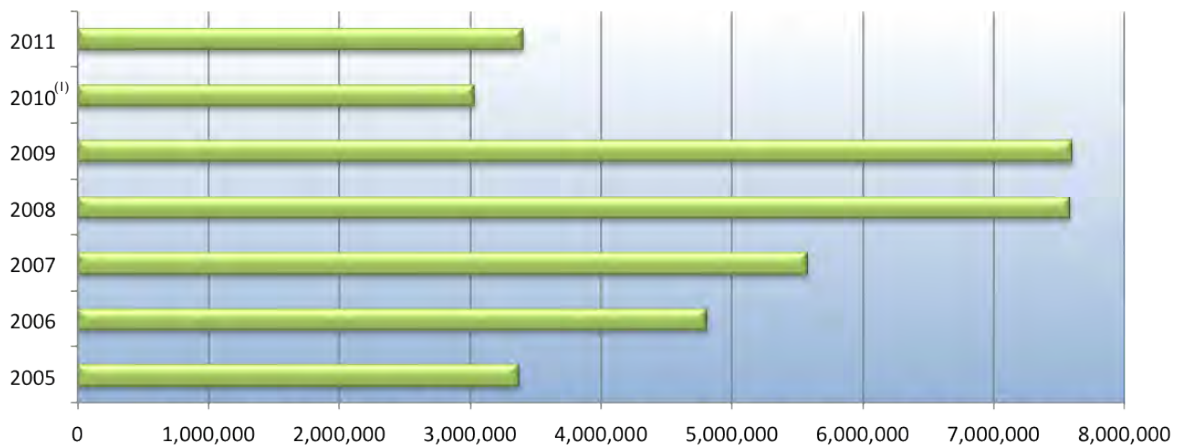
### Chance

Fitch Ratings issued its upgrade of Suwanee's bond rating to AA+ based on "the [C]ity's very strong financial profile, marked by the consistency of operating results and maintenance of robust reserves and liquidity over a prolonged period of time."  
- Fitch Ratings press release



Parker in Old Town Suwanee

### General Fund Unassigned Fund Balance



(1) Due to an accounting standard change in fund balance reporting, unassigned fund balance was reclassified beginning in fiscal year 2010. See general fund balance in table above. Overall fund balance did not significantly change during these years.

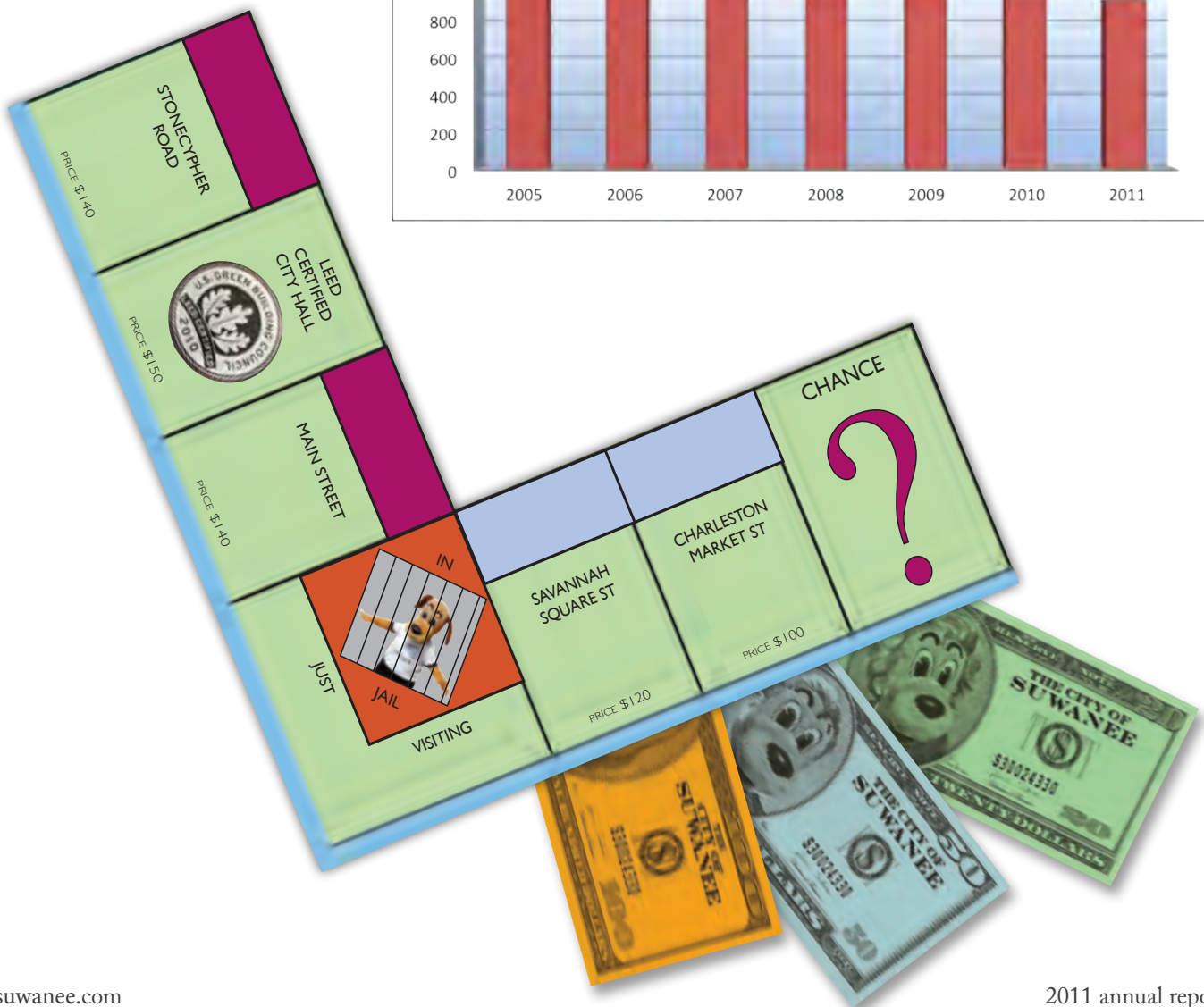
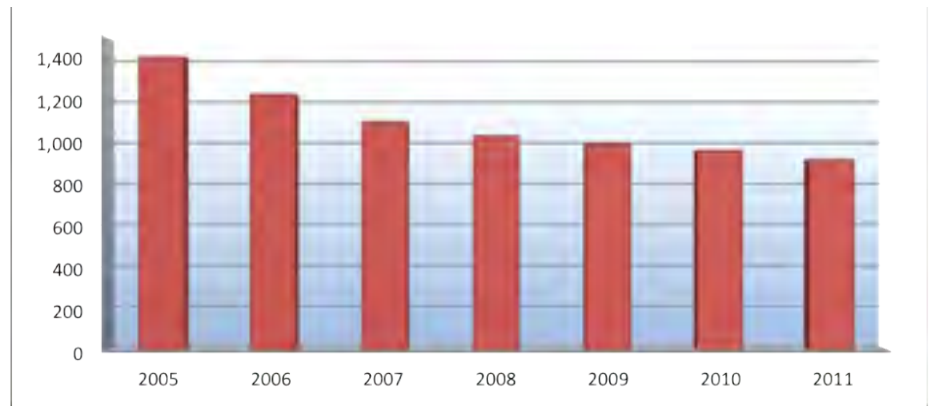


# CITY OF SUWANEE ECONOMIC OVERVIEW

## RATIO OF GENERAL BONDED DEBT OUTSTANDING

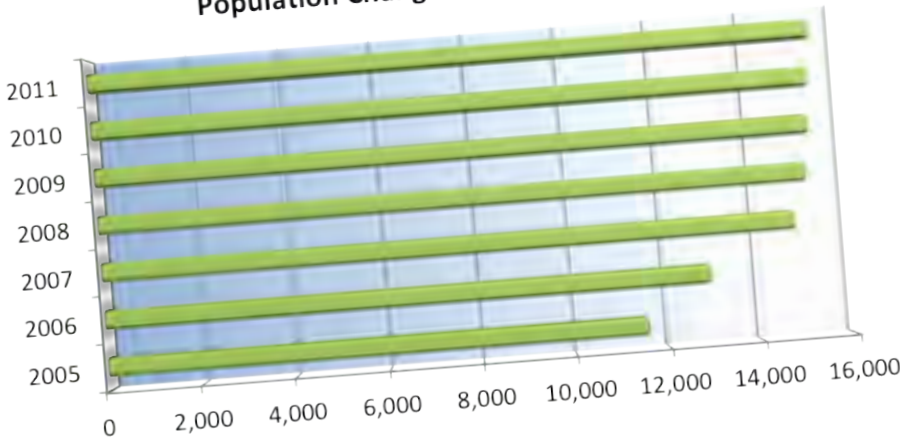
Fiscal Year	General Obligation Bond	Less Amount Available in Debt Service Fund	Total	Percentage of Estimated Actual Taxable Value of Property	Per Capita
2005	\$ 16,740,000	\$ 412,328	\$ 16,327,672	1.04%	\$ 1,405
2006	16,405,000	431,859	15,973,141	0.94%	1,227
2007	17,195,000	896,330	16,298,670	0.80%	1,095
2008	16,795,000	1,187,335	15,607,665	0.63%	1,028
2009	16,370,000	1,201,842	15,168,158	0.57%	991
2010	15,920,000	1,217,068	14,702,932	0.50%	957
2011	15,455,000	1,329,495	14,125,505	0.52%	913

Debt Per Capita 2005-2011



# CITY OF SUWANEЕ ECONOMIC OVERVIEW

Population Changes 2005 - 2011



## DEMOGRAPHIC AND ECONOMIC STATISTICS

Fiscal Year	Population <sup>(a)</sup>	Personal Income <sup>(b)</sup>	Per Capita Personal Income	Unemployment Rate <sup>(c)</sup>	Residential Construction Value <sup>(d)</sup>	Commercial Construction Value <sup>(d)</sup>
2005	11,617	\$ 350,113,146	\$ 30,138	4.8%	\$ 31,482,503	\$ 20,788,787
2006	13,022	394,267,094	30,277	4.5%	72,932,181	25,619,202
2007	14,883	502,156,972	31,186	3.9%	56,535,984	172,569,393
2008	15,186	490,644,474	32,309	4.1%	35,471,399	91,217,370
2009	15,305	507,559,715	33,163	3.7%	17,641,225	72,360,272
2010	15,368	515,242,936	33,527	3.9%	8,443,880	3,137,027
2011	15,479	522,184,065	33,735	4.0%	13,325,177	17,788,046

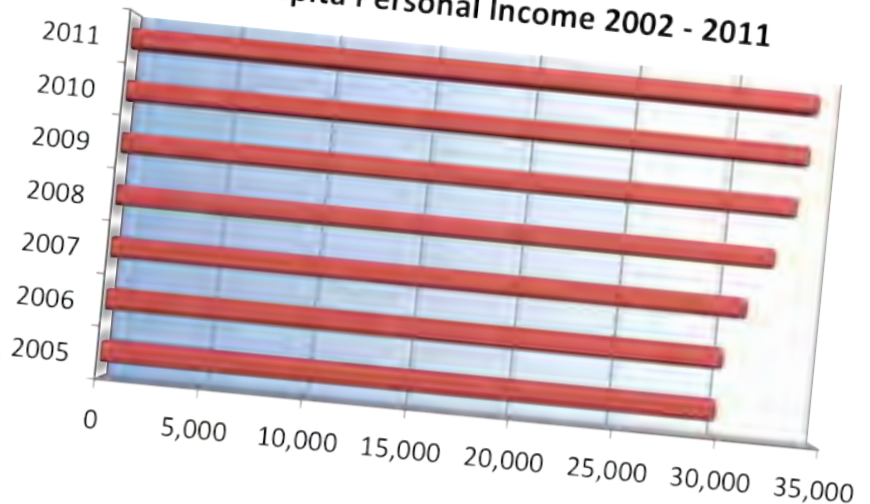
- Sources:
- (a) City of Suwanee Planning Department Fiscal Year 2002 -2010. Fiscal Year 2011, 2010 US Census population.
  - (b) Bureau of Economic Analysis.
  - (c) Georgia Department of Labor, not seasonally adjusted.
  - (d) City of Suwanee Planning and Development Permit Summary Calendar Year.

Note: Population estimates for fiscal years 2002-2009 have been restated to reflect the 2010 United States Census.

### Chance

"Suwanee has cultivated a sizeable business presence clustered around I-85 interchange, approximately 30 miles northeast of downtown Atlanta. Unemployment has remained relatively steady and well below the average of the state and nation. The City's resident population has grown significantly and is marked by above-average income and high educational achievement." — Fitch Ratings press release

Per Capita Personal Income 2002 - 2011





## DEFINITION OF KEY TERMS

**Ad Valorem Tax:** Commonly referred to as property taxes. These charges are levied on all real and certain personal property according to the property's assessed valuation and the tax rate.

**Assessed Property Value:** The value set upon real estate or other property by the Gwinnett County Assessor and the State as a basis for levying taxes. The assessed value in the state of Georgia is 40 percent of fair market value.

**Asset:** Property owned by a governmental unit which has monetary value.

**Budget:** A financial plan for a specified period of time that matches all planned revenues and expenditures to planned services.

**Business License Tax:** This is a general tax of business for the privilege of conducting business within the city limits. Rates are set at each city's discretion but may not be discriminatory or confiscatory.

**Debt:** An obligation resulting from the borrowing of money or from the purchase of goods and services.

**Debt Limit:** The maximum amount of gross or net debt that is permitted by law.

**Fiscal Year:** Any period of 12 consecutive months designated as the budget year. The City's fiscal year begins on July 1<sup>st</sup> and ends on June 30<sup>th</sup>.

**Franchise Fees:** Fees paid to a municipality from a franchisee for the use of city streets and rights-of-way. Businesses required to pay franchise fees include utilities such as gas, electricity, cable television, and telephone.

**Fund:** A set of interrelated accounts to record revenues and expenditures associated with a specific purpose.

**Fund Balance:** The difference between a fund's assets and its liabilities. Portions of the fund balance may be reserved for various purposes.

**General Fund:** A fund used to account for all transactions of a governmental unit which are not accounted for in another fund.

**Governmental Fund:** A fund used to account for mainly tax-supported activities.

**Liabilities:** Debt or other legal obligations arising out of transactions in the past that must be liquidated, renewed, or refunded at some future date.

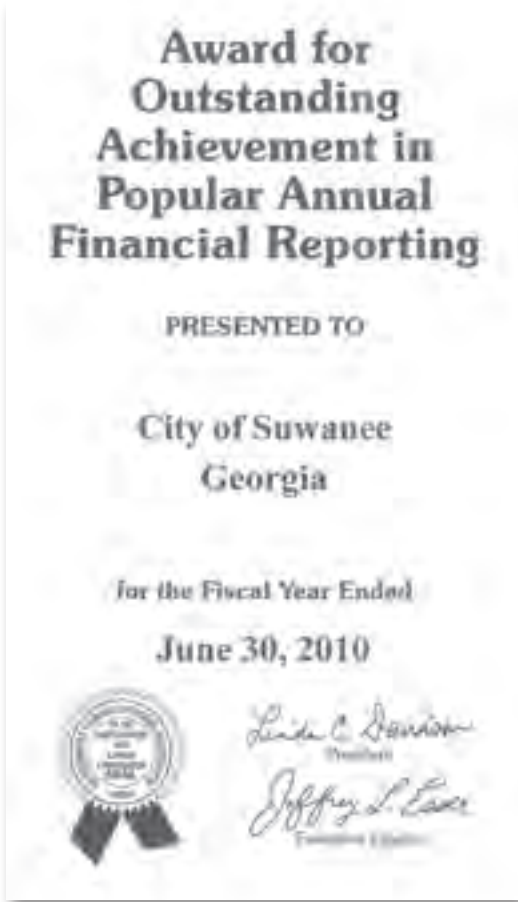
**Millage Rate:** The ad valorem property tax rate expressed in terms of the levy per thousand dollars of taxable assessed value.

**Net Assets:** The difference between total assets and total liabilities. Measuring net assets is one way to gauge the City's financial condition.

**Special Purpose Local Option Sales Tax (SPLOST):** Tax levied at the rate of one percent which applies to the same items as the state sales tax, except that the special purpose local option sales tax also applies to sales of motor fuels and groceries. Suwanee's share of voter-approved Gwinnett County SPLOST funds allows the City to proceed with capital improvement projects without placing additional pressure on operating budgets or tax rates.

*\*We know that "accountant-speak" can be confusing. If you have any questions, please call Amie Sakmar at 770-904-2797.*

# ADDITIONAL INFORMATION



Every year, the Georgia Finance Officers Association (GFOA) recognizes state and local governments for outstanding financial reporting in a format that is readily accessible to the public. In order to receive this award, a government must publish a Popular Annual Financial Report (PAFR), whose contents conform to program standards of creativity, presentation, understandability, and reader appeal. This is a prestigious national award recognizing conformance with the highest standards for preparation of state and local government popular reports.

GFOA presented an Award for Outstanding Achievement in Popular Annual Financial Reporting to the City of Suwanee for its PAFR for the fiscal year ended June 30, 2010. This award is valid for a period of one year. We believe that our 2011 PAFR continues to conform to the PAFR requirements, and we are submitting it to GFOA for consideration.



**City of Suwanee, Georgia**

Mayor .....	Jimmy Burnette .....	770-945-3492
Council .....	Jace Brooks .....	770-831-0499
	Dan Foster .....	678-404-9641
	Dick Goodman.....	678-446-7520
	Doug Ireland.....	770-265-0880
	Kevin McOmer .....	770-271-5427
City Manager .....	Marty Allen.....	770-945-8996
Assistant to the City Manager .....	Jessica Roth.....	770-904-2789

**Department Directors**

Administrative Services .....	Elvira Rogers .....	770-904-3376
Economic and Comm. Dev.....	Denise Brinson .....	770-904-3385
Financial Services.....	Amie Sakmar .....	770-904-2797
Planning and Inspections.....	Josh Campbell .....	770-904-3372
Police Chief.....	Mike Jones .....	770-904-7611
Public Works .....	James Miller .....	770-904-3373