

2013 Annual Report





President's Message

What a busy year for the Village of Oswego! On behalf of the Oswego Village Board and Staff, I present to you the 2013 Annual Report.

In December 2011, the Oswego Village Board, with the help of numerous community members, adopted a five-year Strategic Plan. Over the past two years, Village Staff has developed an Implementation Plan as well as completed some of the goals established in the Plan. The 2013 Annual Report highlights the progress that has been made in achieving these goals.

2013 Village of Oswego Year in Summary:

- Completed a 20-year Capital Improvement Plan;
- Completed an economic development market study;
- Performed an in-depth analysis of the 2009 Downtown Plan for redevelopment of the old Village Hall block;
- Approved the Historical Property Tax Assessment Freeze Program;
- Successfully obtained the Com-Ed Openland Grant to market recreational opportunities of the Fox River;
- Resurfaced 21 streets utilizing Motor Fuel Tax and general funds in the amount of \$700,000;
- Implemented a Summer Crime Prevention Initiative;
- Implemented a new public safety protocol for high school teachers and staff to better address emergency situations; and
- Conducted a full review of the Village's Emergency Operations Plan.

The Police Department had a busy year. They responded to 23,087 calls for service and processed 3,763 police reports. The police trained over 6,000 hours and maintained accreditation in 2013.

The Village partnered with Kendall Area Transit to offer Park-N-Ride services and Dial-A-Ride services for Village residents. The Electric Aggregation Program continued in 2013 with the average household experiencing annual savings of \$316.00, with the community saving approximately \$2,680,000 in energy costs.

These are just a few of the highlights. Check out more information in the following pages and learn why Oswego is the best place to live, work, and play. We look forward to a safe and prosperous 2014.

Sincerely,

Brian LeClercq Village President

VILLAGE BOARD



Left to Right: Trustee Gail Johnson, Trustee Tony Giles, Village President Brian LeClercq, Trustee Pam Parr, Trustee Terry Michels, Trustee Scott Volpe, Trustee Judy Sollinger

GOVERNANCE AND MUNICIPAL SERVICES

20-year Capital Improvement Plan

The Village of Oswego completed its first long-term Capital Improvement Plan (CIP). The CIP takes a comprehensive look at the Village's infrastructure, facility, and vehicle needs over the next 20 years and helps facilitate discussion and selection of priorities for future projects. The Village will update this plan annually prior to the budget process. The plan is available for viewing on the Village's website.

Comprehensive Plan Update

In 2013, the Village began an update of its Comprehensive Land Use Plan. The plan is a document that outlines the future land uses of the community: what areas are best suited for neighborhoods and what areas are best suited for different types of business development. The plan ensures future development is consistent with the desired character of the community. The current plan was adopted in 2006. The update will refine the existing plan through community input and further refinements to the findings of the 2006 plan. The update is anticipated to be completed in late 2014.



PROSPERING ECONOMY

Encouraging Business

With a pro-business atmosphere, a well-educated and skilled work force, and a growing population, Oswego continues to be a regional employment hub for retail trade, educational services, and food services. The Village remains very active in efforts to attract new business and assist existing businesses.

Win Soon, Inc.

A significant business attraction occurred in 2013. The South Korean-owned yogurt and dairy beverage manufacturer Win Soon, Inc. decided to locate its second US production facility in Oswego. It is the only producer of Asian-style cultured dairy beverages in the U.S. and is headquartered in South Gate, California.

The company plans to invest \$3 million in renovations and a 20,000 square-foot-addition at 190 Kendall Point Drive. During the first year of operation, the company projects it will employ 40 full-time employees, reaching 180 full-time employees by 2020.

Dominick's & Lowe's

Despite Oswego's thriving economy, corporate decision-making left two empty retail spaces in our Route 34 Corridor. To meet the challenge, the Village focused efforts on facilitating discussions with prospective retailers, brokers, and property owners to assist in finding new tenants. A major anchor-tenant will be announced for the Lowe's space by spring of 2014. Efforts continue with regard to the Dominick's space.

Downtown Redevelopment

Our historic downtown remains the iconic heart of Oswego. Although it is a cherished symbol of our past, there has been limited reinvestment in the downtown despite a healthy local economy. In late 2013, Oswego Trustees initiated steps to begin marketing several Village-owned properties to encourage new mixed use development in the downtown. The potential redevelopment of the old Village Hall site could bring a new face to Main Street and provide momentum for further investment.

What is the New Normal for Oswego's Business Environment?

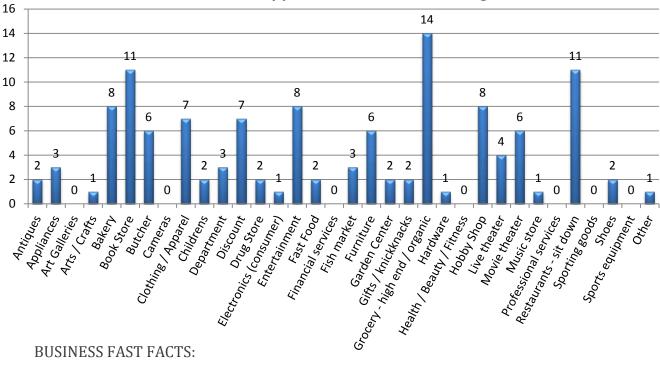
As the recession ended, many experts in economic development have analyzed the market changes will affect the next decade. In 2013, the Village took steps to review the local strengths and weaknesses of our business corridors to determine the new normal in Oswego. Outside expertise from the Chicago Metropolitan Agency for Planning (CMAP) and Buxton Companies provided the Village with strategies for maximizing our economic development efforts. The Market Analysis report is available at oswegoil.org/ED.

PROSPERING ECONOMY

Shopper Survey

The Village conducted a Shopper Survey at the 2013 Business and Consumer Expo, as well as online. The survey was undertaken to help identify consumer preference and barriers to shopping local. Information gathered has been used to focus recruiting new businesses that matter most to the shoppers and removing barriers to supporting local businesses. The following chart is an example of how consumer values and lifestyles derive a desire for particular products/services. For complete findings of this consumer survey, please visit oswegoil.org/ED.

Businesses shoppers would use if in Oswego



- Did you know 51% of all retail sales in Oswego are made by non-residents?
- ➤ Did you know sales tax dollars from non-resident shoppers provides more than \$3.7 million of revenue to fund Village services?
- Did you know there are 600 businesses in Oswego?
- Did you know that Oswego's prime economic development targets include hobby/craft store, specialty grocery store, car dealerships, and high volume liquor store? These types of businesses are targeted because market data shows Oswego residents have to go outside of the community to buy items from these types of stores.

HISTORICALLY SPEAKING

Certified Local Government

In 2013, the Village was classified as a Certified Local Government by the Illinois Historical Preservation Agency. Oswego is one of seventy-seven communities in the State of Illinois that have been certified.

This designation is awarded to communities that meet the preservation standards as outlined by the State of Illinois. Local efforts include establishing guidelines for renovations to historic structures, landmarking of significant structures, and historic survey efforts. This classification allows the Village Historic Preservation Commission to qualify for grant opportunities only available to certified communities.

Little White School Museum HERITAGE PARK DEWEGOLAND PARK DISTRICT BEWEGOLAND HERITAGE AS

Tax Assessment Freeze Program Approved for Historical Property

To encourage the restoration of historically significant structures in the community, the Village approved a program to allow an assessment freeze upon the value of the improvement. This program will have the potential to promote preservation of historic structures when economic factors favor non-historic renovation.

2013 Housing Statistics

Residential housing permits in Oswego were at the highest level in more than five years, demonstrating increased demand and an improving market. New housing starts totaled 232 in 2013. According to statistics provided by Metrostudy, the Village of Oswego ranked 4th in the number of new housing in the Chicago Metropolitan Area in 2013. Only Elgin, Naperville, and St. John, Indiana issued more housing permits than Oswego.

Downtown Façade Improvement Program

The Village has revamped its Downtown façade improvement grant program. Through better marketing efforts and better-defined criteria, the program seeks to encourage more restoration and renovation of commercial facades. The grant, which provides up to a 50/50 match in funds with a set maximum limit, resulted in two projects in 2013. The first was for Oswego Cyclery at 26 Main Street to install a new awning and windows. The second grant award was for Wayda Go! Chiropractic at 62 Madison Street to repair and restore a deteriorating front porch entry.

COMMUNITY ENRICHMENT





Market on Main Street



Celebration of Quilts



Paddle the Fox



The Art of Oswego



PrairieFest



Wine on the Fox

Literary Festival



Oswego Beats & Eats

Social Media Presence



Village of Oswego, IL – Village Hall



Village of Oswego

Student Government Day



@OswegoIL60543



Christmas Walk



Christmas Tree Lighting

COMMUNITY ENRICHMENT

Online Presence Enhanced

In 2013, the Village implemented video streaming of the Village Board meetings. The chart below indicated the total page views, total visits, unique visitors, and how the streaming content is being viewed.

- a. 33,275 Pages & Stream Views The total number of times that visitors have viewed streaming content in 2013.
- b. 2,100 Visits Total number of visitors that have accessed video streaming in 2013. Viewing 3 pages in one day equals one visit; coming back the next day is considered a second visit.
- c. 1,932 Unique Citizens Engaged The total number of individual people that have viewed the streaming content in 2013.

OVERVIEW

8

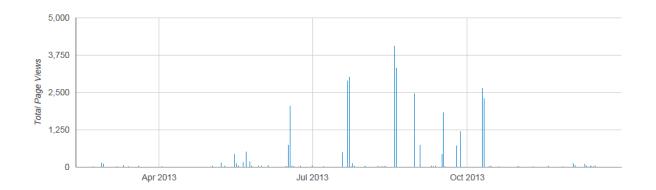
33,275 **⊙** Total Page Views **⊙**

2,100

Total Visits 9

1,932 1 Total Unique Visitors **9**





ELECTRONIC COMMUNICATION FAST FACTS:

- ➤ Did you know Oswego has 1001 Facebook likes and 640 Twitter followers?
- ➤ Did you know that 1619 residents have signed up to receive Village Email Blasts and 1508 receive Police Announcements?

COMMUNITY ENRICHMENT

New Website

The new website design features more information in a more user-friendly format. Improvements include an "I want to" section where visitors can learn about village matters. Visitors can also sign-up for email alerts regarding general information. Businesses may now sign-up for notices when bid notices or purchasing opportunities arise.



ENVIRONMENTAL & RECREATIONAL SENSIBILITY

Water: Planning for the Future

To ensure that our drinking water system can meet the challenges of a growing community, the Village commissioned a study to perform computer modeling of our water system. The study will analyze the wells, storage tanks, and network of pipes that deliver water to each neighborhood. When completed, the model will identify any weaknesses to the present system and allow the Village to measure the impact of future growth scenarios. These forward-thinking measures will allow us to provide the community with a strong water system to meet future demand.



Green initiatives

The Environmentally Conscious Oswego (ECO) Commission continued to provide environmental stewardship in the community. Spring and fall recycling events resulted in a record turnout. Participants were able to recycle items such as electronics, clothes, paint, books, and many other items. ECO also conducted a Fox River clean-up event to remove debris from the Fox River.

Sustainable Landscaping for Village Hall

The Village received a grant for the design and installation of sustainable landscaping at Village Hall. . These drought tolerant native plantings will require minimal watering and weeding which will reduce the future maintenance costs. The Village also installed a rain garden intended to collect rainwater runoff to help recharge the ground water supply and reduce runoff into the river. This project will provide an example of plantings and techniques residents can use on their own properties to reduce water use.

RECYCLING FAST FACTS:

- ➤ Did you know the Oswego Community recycled 3,805 tons of material in 2013?
- Did you know this represents 250 pounds of material per person?

ENVIRONMENTAL & RECREATIONAL SENSIBILITY

Com-Ed Openlands Grant for Recreational Awareness

Oswego was successful in partnering with Montgomery and Yorkville in a grant opportunity to market recreational opportunities of the Fox River.





Green Guide

A Green Guide was published to highlight the many green initiatives undertaken by the Village. The guide demonstrates why Oswego is a municipal leader in environmental efforts. A copy of the guide is available on the Village website.

Kayaks AMOY

Municipal officials from Aurora, Montgomery, Oswego, and Yorkville (AMOY) participated in a kayaking event to highlight the environmental value of the Fox River, and to consider the need to improve water quality through the removal of the Montgomery dam. The event garnered coverage from local media and CBS Chicago.



CULTURE OF PARTNERSHIP

Collaboration and partnership are major elements of the Village's organizational culture. This was demonstrated in 2013 through several initiatives:

Montgomery, Yorkville & Oswego: Working Together

Oswego partnered with our neighbors on a successful grant from the Chicago Metropolitan Agency for Planning (CMAP). The grant will fund a study to help identify and explore the potential for joint purchasing, service sharing and other collaborative ventures that could result in greater economic and service efficiencies. The project will be completed in late 2014.

Oswego Joined Multi-community Insurance Pool

The Village became one of twelve founding members of the Illinois Municipal Insurance Cooperative (IMIC). The insurance pool will provide property and liability insurance coverage to members. The strength in numbers will help lower premiums, stabilize overall insurance rates, and create new opportunities for risk management improvements.

Oswego Area Governmental Forum

Three times per year, representatives from local area taxing bodies meet to discuss a wide array of topics that affect Oswego's residents and businesses. Information sharing of this nature helps elected officials better understand the needs of other agencies, and assists with finding solutions to common problems. During 2013, participants attended from the Village of Oswego, Oswegoland Park District, Oswego School District 308, Oswego Fire Protection District, Oswego Public Library District, Oswego Township, and Kendall County Board. Future meeting dates and locations are available on our website at www.oswegoil.org; dates are also included on the last page of this report.

Assisting Small Business

The Village and Chamber of Commerce initiated a collaborative effort in 2013 to sponsor small business training seminars. Topics included *Using Social Media to Grow Your Business* and *Free Publicity and Website Design*. Through this partnership we will continue to bring beneficial topics to local merchants in an effort to increase their sales.

Regional Collaboration

Oswego is one of thirty-five communities who comprise the Metro West Council of Government. The organization represents a population base of 750,000 residents in Kendall, Kane and DeKalb Counties, and serves to foster collaboration on legislative matters and information sharing regarding municipal matters. In 2013, Village President Brian LeClercq was elected to serve as President of Metro West.

STRATEGIC INFRASTRUCTURE & TRANSPORTATION

Route 71 & Route 30

The Illinois Department of Transportation continues to provide much needed capacity improvements to the highway infrastructure traversing the Village. The widening of Illinois Route 30 began in 2013 and will be completed in 2014. Utility relocation and watermain improvements associated with the Route 71 widening began in 2013. Road surface work will begin in 2014 and be completed in 2015. The Village has reviewed plans, provided input to IDOT, and worked to ensure these projects will serve the transportation needs of the future.

Local Roads

The most visible attribute of a neighborhood is the condition of its roads. Each year, the Village takes great strides to guarantee that roads are resurfaced when conditions warrant resurfacing. The 2013 road program included 21 streets, involved 7 lane miles of pavement, and cost approximately \$700,000.

Metra/Amtrak service

The Village has continued discussions with both Metra and Amtrak officials to encourage future rail service in Oswego. The engineering and feasibility study being conducted by Metra remains a work in progress with completion anticipated in mid-2014.

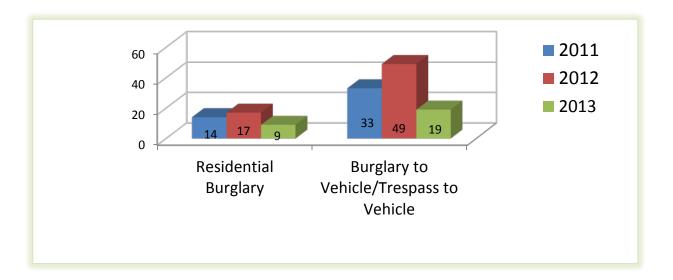
PUBLIC WORKS FAST FACTS:

- ➤ Did you know Oswego maintains 128.5 miles of streets?
- ➤ Did you know that Oswego's award winning water comes from 8 deep wells?
- ➤ Did you know that Oswego's average daily water use is 2.56 million gallons, amounting to 84.3 gallons per person per day?
- ➤ Did you know the Village removed 540 parkway trees in 2013 due to the presence of the emerald ash borer?
- ➤ Did you know that approximately 2,000 additional parkway ash trees will need to be removed and replaced?

PUBLIC SAFETY

Summer Crime Prevention Initiative

In 2013, the Oswego Police Department developed a different approach to crime prevention and detection relating to residential and vehicle burglaries. The change followed trends that were observed in the summer months. Beyond our normal prevention methods, we implemented an educational/awareness campaign to solicit help from our community to help combat our burglary issues. The campaign included public awareness through newsletters, attending homeowner's association meetings, as well as providing prevention literature during traffic stops. A substantial decrease in burglary incidents has occurred because of better community awareness. The results are illustrated below.



Operation Impact

The cooperative efforts of the Oswego Police Department and Oswego Rotary Club continued in 2013 with the fifth year of Operation Impact. This program was developed after a tragic DUI accident resulted in the deaths of five high school students in 2007. This program focuses on safe vehicle operation practices for young drivers. Since the inception of the program, the Village has experienced a 21% reduction in traffic crashes involving drivers 15 to 18 years old.

PUBLIC SAFETY

Safety in the Schools

In 2013, the Oswego Police Department partnered with the Oswego School District 308 to implement the A.L.I.C.E. (Alert, Lockdown, Inform, Counter, Evacuate) school safety training program. This new training protocol provides teachers and staff alternative options on how to respond when dealing with a crisis incident in the schools. This training supplements the traditional lockdown procedure and empowers the staff with decision-making. The Police Department has trained high school staff members as a pilot program. A determination will be made in 2014 on expanding the training into other grades.

Regional Police Partnership

The Oswego Police Department aligned with police agencies in Plainfield, Yorkville,

Montgomery, and Minooka to jointly purchase a vehicle to be used by our multi-jurisdiction Special Response Team. The vehicle will provide this specialized team with the proper tools and equipment to respond to emergency situations, and maximize the ability to undertake the tactics necessary. Regional cooperation made the purchase affordable.



Public Works Mutual Aid Network

The Village joined the Illinois Public Works Mutual Aid Network (IPWMAN) in 2013. This partnership can provide outside assistance of labor and equipment if the Village were faced with major storm damage or other emergency needs.

April Flood Response

April 18, 2013 brought severe weather to Oswego with large amounts of rain occurring through the entire State of Illinois. This storm created havoc throughout the entire community and taxed the resources of the Oswego Police and Public Works Departments. The incident was managed through the Village disaster protocol resulting in an organized response to maintain public safety. Following a presidential disaster declaration in the region, Oswego was awarded reimbursement of approximately \$140,000 for response costs and infrastructure damage.

PUBLIC SAFETY

Training for Community Emergencies

Proper planning provides opportunities for successful outcomes. Each year the Oswego Police Department conducts a full review of the Village Emergency Operations Plan including scenario-based training with other agencies. This process allows us to identify strengths and weaknesses, and gives participants the chance to practice their role in a non-emergency situation. The 2013 exercise included the Oswego Fire Department, Kendall County Sheriff's Office, KenCom Communication, Kendall County Emergency Management, Kendall County Coroner, Oswego School District, Oswego Park District and Village Department Heads. This exercise provided valuable insight into organizational abilities and enabled each entity to work together.

POLICE FAST FACTS:

- ➤ Did you know the department responded to 23,087 calls for service in 2013?
- ➤ Did you know the men and women of the Oswego Police Department are part of the nationally accredited CALEA team? Fewer than 4% of all police departments have attained this recognition.
- Did you know that over 6,000 hours of training were accomplished in 2013 to maintain professional standards?
- Did you know the Oswego Police Department has a telephone system that will allow the police to call residents and businesses to alert them of dangerous situation, natural disasters, service interruption and other emergency situations? Please sign up to ensure you receive this important public safety service at http://www.co.kendall.il.us/kencom/alert-kendall.

FINANCES

Finance Information

Detailed information on Village finances can be found in the annual and monthly reports prepared by the Finance Department. These may be accessed at the Village website www.oswegoil.org/government/departments/finance.aspx. The Village operates on a May 1 - April 30 fiscal year. The chart below provides a summary of the revenues and expenditures for fiscal year 2013-14.

| | REVENUES | | EXPENDITURES | |
|---------------------|----------------------|-------------------------|----------------------|-------------------------|
| FUND | FY 2013-14 BUDGET | FY 2013-14 PROJECTED | FY 2013-14 BUDGET | FY 2013-14 PROJECTED |
| General | 15,376,845 | 15,788,554 | 15,376,845 | 15,579,997 |
| Motor Fuel Tax | 780,000 | 910,990 | 862,500 | 825,500 |
| Debt Service | 1,797,607 | 1,779,314 | 1,797,507 | 1,646,124 |
| Capital Improvement | 25,000 | 38,800 | 435,000 | 431,825 |
| Water and Sewer | 5,866,800 | 6,303,912 | 8,114,274 | 5,547,400 |
| Garbage Collection | 2,177,400 | 2,127,407 | 2,175,000 | 2,125,000 |
| Police Pension | 1,725,000 | 2,821,760 | 509,800 | 622,888 |
| TOTAL | 27,748,652 | 29,770,737 | 29,270,926 | 26,778,734 |

FINANCES

How much of my tax bill goes to the Village of Oswego?

Property taxes are levied on an annual basis. The Village's 2013 levy (to be collected in 2014) was \$1,216,000. The Village has not increased their levy amount since 2009. On average, the portion of a resident's property tax bill paid to the Village is 1.47%. The chart below shows where the remaining amount of the tax bill is distributed.

Where do your Property Taxes go?



VILLAGE ACHIEVEMENTS

- Government Finance Officers Distinguished Budget Presentation Award for Fiscal Year 2014; 10th straight year
- ❖ Government Finance Officers Certificate of Achievement for Excellence in Financial Reporting; 10th straight year
- Received Certified Local Government designation from Illinois Historic Preservation Agency
- Tree City USA
 - The Village received the prestigious Arbor Day Foundation's "Tree City USA" award for the 19th year in recognition of its commitment to the environment by recognizing that trees are valued part of our infrastructure.
 - The Village also received the "Tree City USA Growth Award" for the 10th year. The Arbor Day Foundation confers this award upon communities that undertake activities that promote education; partnerships; planning and management; and tree planting and maintenance.



VILLAGE SERVICES

Park & Ride

In January 2013, the Village of Oswego partnered with Kendall Area Transit (KAT) as Oswego's Park-N-Ride service provider. The Oswego Park-N-Ride is a shuttle service for Metra BNSF commuters and operates between the Oswego Park-N-Ride lot (located at the corner of Mill and Orchard Road) and the Aurora Transportation



Center. The shuttle operates Monday through Friday in the morning and afternoon, targeting the Metra BNSF line express commuter trains to Chicago and Aurora.

Electric Aggregation Program

Due to successful adoption of a referendum to implement electrical aggregation in Oswego, residents continued to experience significant energy cost savings in 2013.

- \$316.00 average household savings;
- Fixed 4.750¢ per kWh vs. current ComEd rate 6.02¢ per kWh;
- Term through July 2014;
- 100% Renewable Energy Certificates; and
- Residents may still enroll by calling FirstEnergy at 888-651-5200.





VILLAGE OF OSWEGO

Upcoming Events

April

April 11: Lunafest

May

May 3 & 4: Wine on the Fox May 23: Market on Main

June

June 4: Movies in the Park
June 7: Celebration of Quilts
June 12 – 15: PrairieFest

June 18: Movies in the Park
June 20: Market on Main

June 21: Cabernet Cabaret at Arranmore Farm

July

July 4: 4th of July Fireworks July 16: Movies in the Park July 18: Market on Main

August

August 2: Cabernet Cabaret at Arranmore Farm

August 6: Movies in the Park August 15: Market on Main August 17: The Art of Oswego August 30: Oswego Beats & Eats

September

September 5: Cabernet Cabaret at Arranmore Farm

September 20: Brew at the Bridge

October

October 4: Oswego Literary Festival

November

November 30: Christmas Tree Lighting Ceremony

December

December 5 – 7: Christmas Walk

Village Board Meeting Dates:

Jan 7, 2014 Jan 21, 2014 Feb 4, 2014 Feb 18, 2014 Mar 4, 2014 Mar 18, 2014 Apr 1, 2014 Apr15, 2014 May 6, 2014 May 20, 2014* Jun 3, 2014 Jun 17, 2014 Jul 1, 2014 Jul 15, 2014 Aug 5, 2014 Aug 26, 2014*

Sept 2, 2014 Sept 16, 2014 Oct 7, 2014

Oct 21, 2014 Nov 4, 2014*

Nov 18, 2014 Dec 2, 2014

Dec 16, 2014

Village Hall 100 Parkers Mill Oswego, IL

* Special meeting followed by Intergovernmental meeting

Village Facilities

Village Hall

100 Parkers Mill 630-554-3618 Hours: Mon – Fri 8:00 AM – 5:00 PM



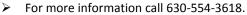
Public Works

100 Theodore Drive 630-554-3242



Police Department

3525 Route 34 Non-Emergency 630-544-3426 630-551-7300 or 911



Visit our website at <u>www.oswegoil.org</u> to view the Village's full calendar and list of additional services offered

