

Wilmington demographics

- Estimated 2018 Wilmington population: 122,607
- 76.7% white; 18.3% African American; 6.3% Hispanic
- Wilmington residents with a Bachelor's Degree or higher: 41.1%

Community demographics

- Estimated 2018 New Hanover County population: 232,274
- New Hanover County ranks in the top 10 population of North Carolina counties
- Top three employers
 - New Hanover Regional Medical Center
 - New Hanover County Schools
 - University of North Carolina Wilmington

Local government authority

- General Assembly has absolute authority except as limited by state and federal constitutions
- Local governments may only do what state permits

Dillon's Rule

- Cities can only exercise these powers:
 - Those expressly granted
 - Those necessarily implied in or incident to those express powers
 - Those essential to accomplishing corporate purposes

City charters

- Cities are created by NC General Assembly, including city's charter
- Charters include city council structure, any local modifications of general laws

NC cities and counties

- Cities: centralized organizations
- Counties: highly decentralized with separate elected officials and important functions under operating control of other boards

Core city functions

- Police
- Fire
- Zoning
- Code Enforcement
- Streets
- Solid Waste Collection

Note: Wilmington and NHC both provide urban services (e.g. parks); however, water and sewer services for all of NHC are provided by Cape Fear Public Utility Authority (CFPUA).

County-only functions

- Public schools
- Community Colleges
- Public Health
- Mental Health
- Social Services
- Medical Examiner
- Deed Registration
- Tax assessment
- Elections
- Cooperative Extension

Council-Manager government

City of Wilmington governed by non-partisan City Council consisting of Mayor, Mayor Pro-tem and five Councilmembers.



Bill Saffo
Mayor



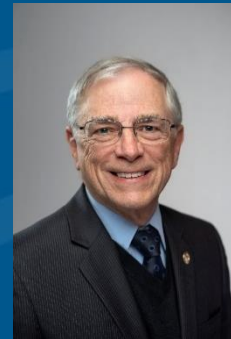
Margaret Haynes
Mayor Pro-tem



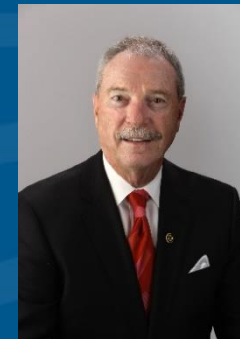
Neil Anderson
Council Member



Kevin Spears
Council Member



Kevin O'Grady
Council Member



Charlie Rivenbark
Council Member



Clifford Barnett
Council Member

Elections are held every two years. Mayor serves a two-year term; Council members serve staggered four-year terms.

Council-Manager government

- Most popular form of government in cities with a population over 10,000
- Nearly 2,500 U.S. cities operate under Council-Manager plan
- City Council generally meets first & third Tuesday of each month at City Hall

Council-Manager government

- Strengths of Council-Manager form of government (as opposed to “strong mayor”) include:
 - Council members have equal rights, obligations, opportunities
 - Power assigned to Council as a whole
 - City Manager must be responsive in providing day-to-day public services to citizens

Roles of City Council

- Appoints
 - City Attorney
 - provides legal advice
 - City Clerk
 - maintains official records
 - City Manager
 - carries out policy decisions of Council



Roles of City Council

- Establish city policy
- Act as legislative body
- Approve city budget



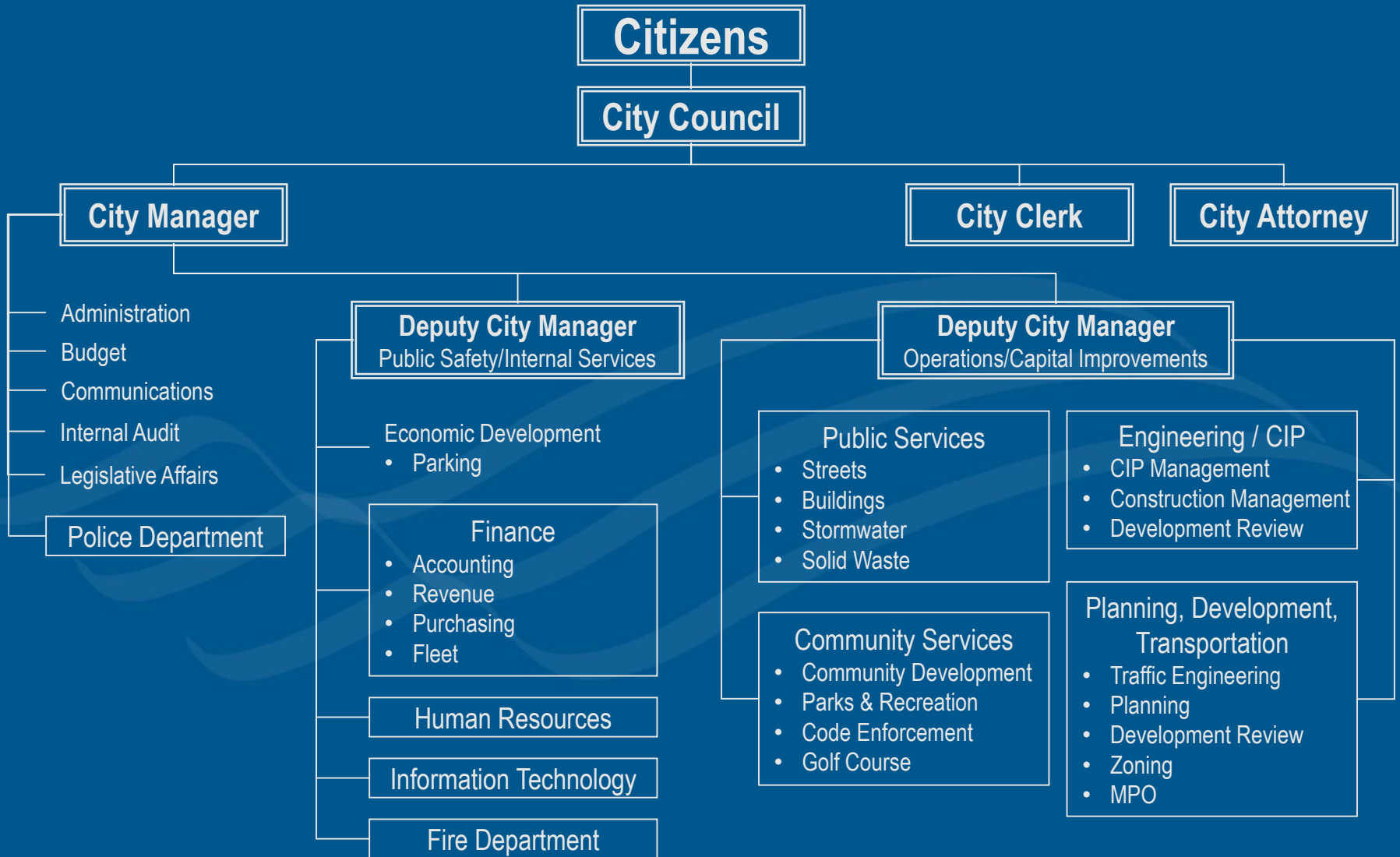
City Manager's role

- Four primary areas of responsibility:
 - Support City Council in decision-making
 - Serve, partner with community
 - Provide professional, effective leadership & management of city operations
 - Ensure public is provided with current, relevant information

City organization at a glance

- 12 departments
- 1,033 full-time employees
- Public safety is just over half of all city staff and 48% of budget (General Fund)
- City maintains approximately:
 - 407 miles of roads
 - 439 miles of sidewalks
 - 778 acres of parks and recreational facilities
 - 214 traffic signals and 20,000 signs

Organizational Chart



Mission statement

To provide quality services
that enhance the safety,
livability and prosperity
of our community

Core values

Service

We are here to provide quality service to the community, and the best measure of service is the satisfaction of those being served

Professionalism

Policies and regulations should be implemented with efficiency and impartiality

Respect

Every human being has value and deserves to be treated with dignity and respect

Integrity

Public employees should set the highest example of honesty and integrity in the performance of their duties

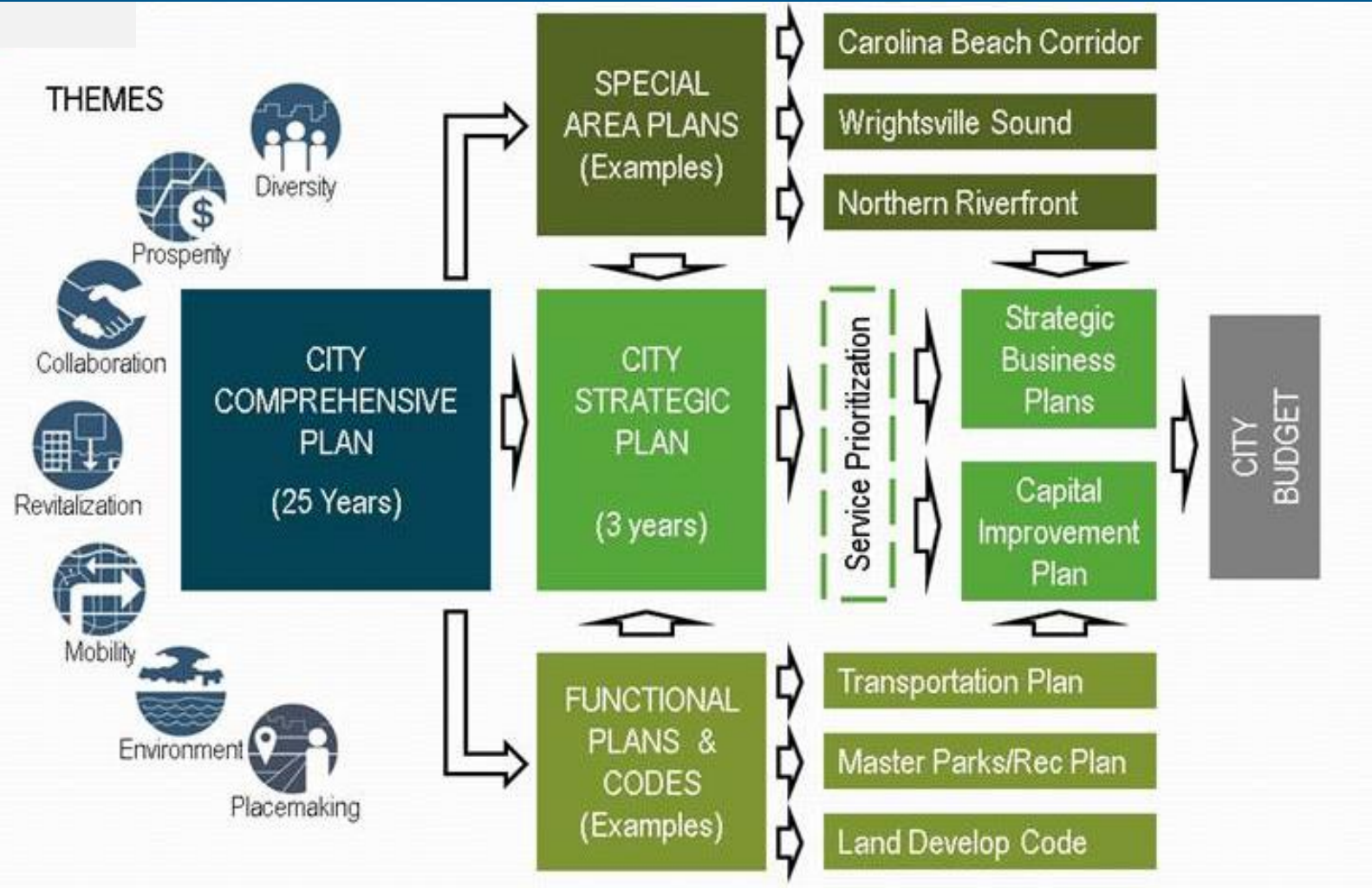
Safety

In this workplace, safety is an operational priority shared by management, supervisors and employees

Strategic plan – 6 focus areas

- Create a safe place
- Foster a prosperous, thriving economy
- Promote culture, arts and public spaces
- Support efficient transportation systems
- Engage in civic partnerships
- Provide sustainability & adaptability

Linking the city's plans



Safe places



- Safe, inclusive community
- Neighborhood/area-based public safety and support services

Prosperous thriving economy



- Sustainable, regional economic growth
- Facilitate commerce
- Recruit, retain quality jobs

Culture, arts & public spaces



- Promote use of parks & public spaces
- Integrate with arts and cultural activities

Efficient transportation systems



- Manage traffic flow
- Promote diverse and alternative transportation

Civic partnerships



- Improve relationships
- Advance shared community goals
- Foster collaborative communications

Sustainability & adaptability



- Ensure financial, physical, social, environmental health
- Enhance capacity to respond to changes

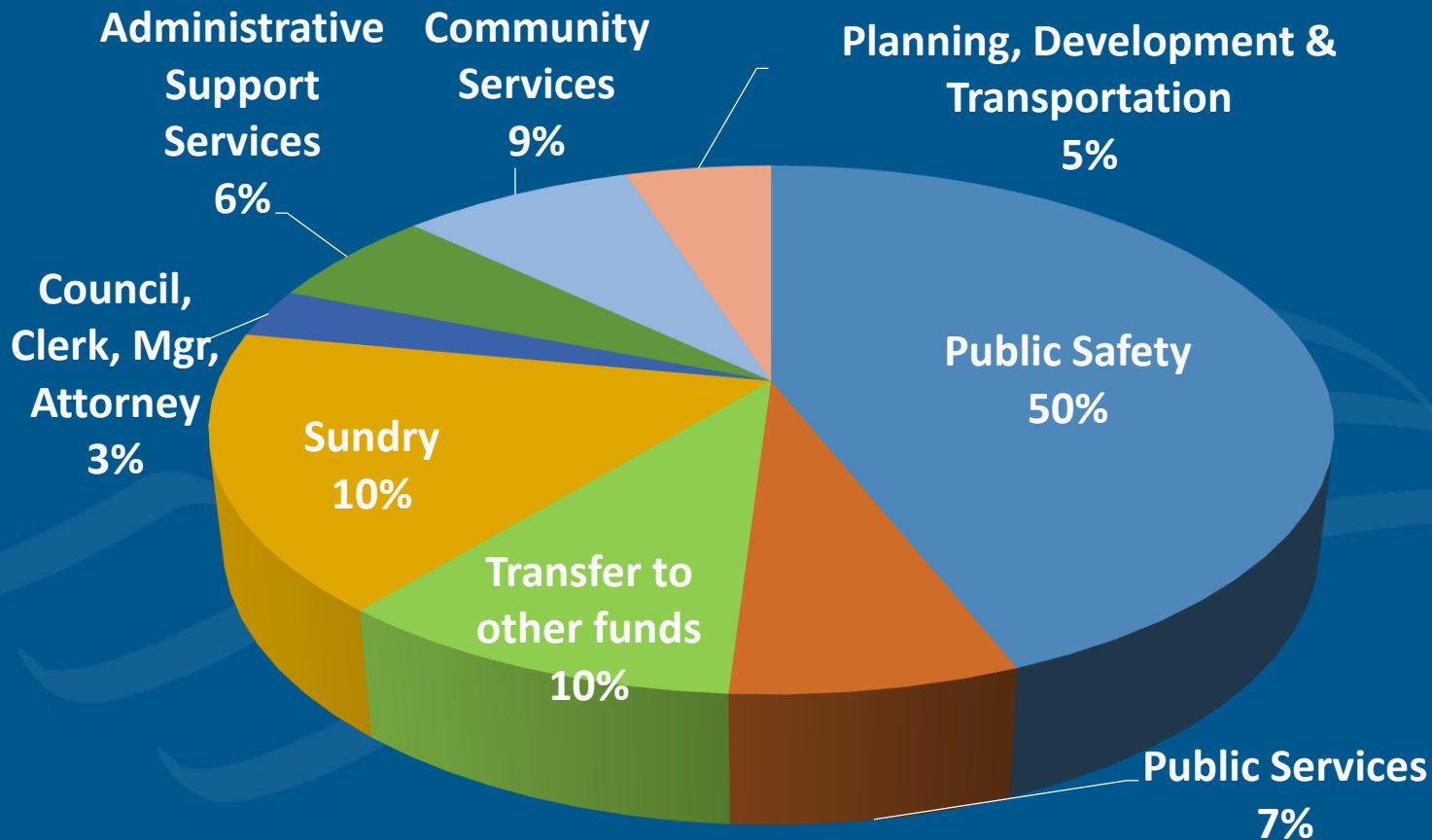
City budget at a glance

- Total budget = \$200.6 million
 - General Fund: \$113 million
 - Enterprise Fund: \$29.2 million

City funds/programs

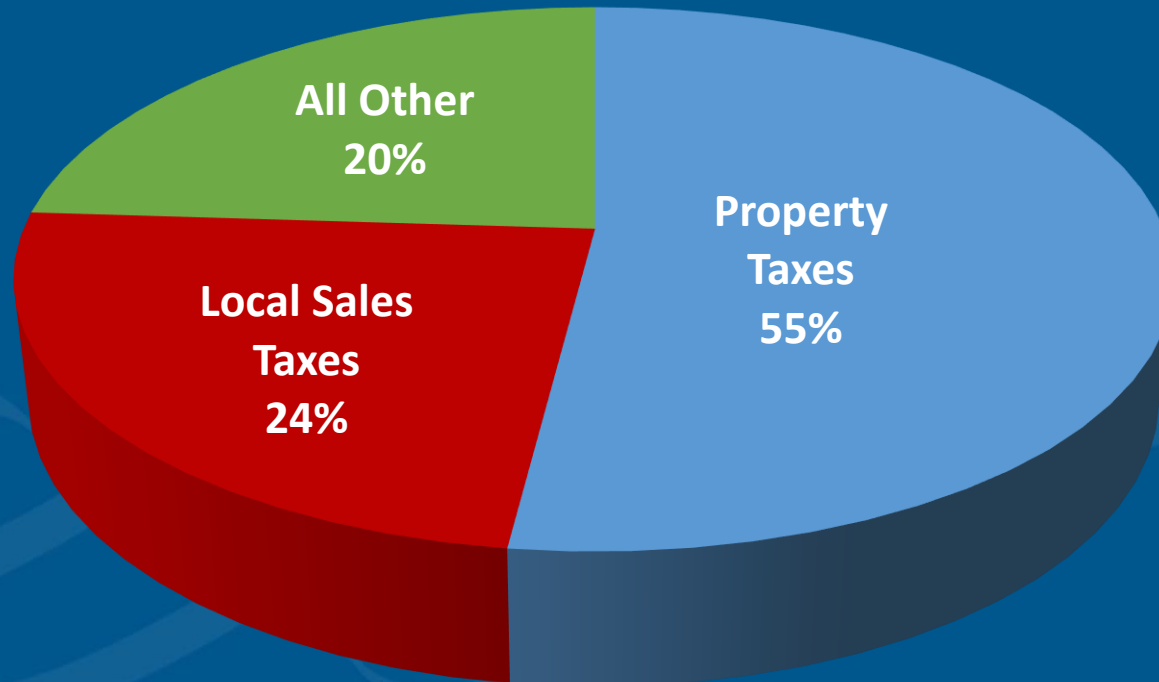
- General Fund (property taxes)
- Enterprise Funds (user fees)
 - Solid Waste Stormwater
 - Golf Course Parking
- Internal service funds
- Debt Reserve Fund
- Capital Improvements Program

What \$ pays for



In FY 2019-20, public safety and debt will consume almost 100% of the city's property tax collection

Where \$ comes from



Local sales taxes have increased as economy has improved

Economic Reality

- Slow economic growth continues
 - Expanding local economy
 - Creative class/entrepreneurial businesses
 - Increasing sales tax revenues

Budgetary challenges

- Loss of \$2.3 million privilege license tax revenue
- Other potentially damaging legislation under consideration in Raleigh (sales tax distribution)
- Limited revenue choices

Property taxes

- **FY 19-20 – 49.84¢ per \$100 assessed value**
 - Dedicates 2¢ for transportation bond projects
 - Dedicates 5¢ to five-year infrastructure improvement plan
 - Dedicates 2.1¢ for parks bond projects
 - Funding for city's portion of River Place project
 - Increased funding for affordable housing
 - Expanded funding for programs for at-risk youth

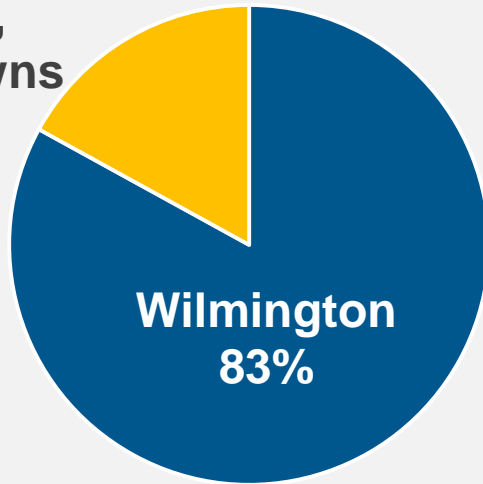
Property taxes

- Property taxes: primary source of funding for General Fund at 55%
- Value of 1¢ on property tax rate = approximately \$1,551,093
- Public safety + debt consumes about 90% of city's property tax collection

New Hanover County Sales tax distribution

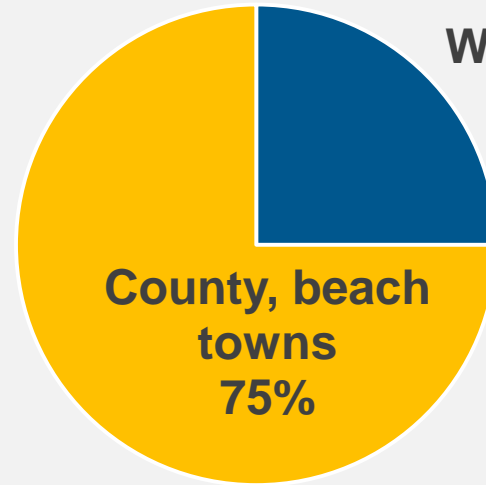
Who generates the revenue

County,
beach towns



Who receives the revenue

Wilmington



Outside Agency Funding

- Competitive application process
- Applications scored, ranked, selected by established criteria
- Total General Fund agency funding is up to 0.53% of the General Fund budget
- Biennial process – agency-awarded funding covers two fiscal years
- FY 19-20 budget = \$606,150

Fiscal accountability

- Expansive standards for fiscal accountability:
 - Balanced budget by July 1
 - Fund accounting standards
 - Annual financial report
 - Annual independent audit
 - Budget and Finance officers

Role of Local Government Commission

- Approves, sells all local debt
- Regulates local accounting & financial management
- Provides assistance to local governments
- Sets fund balance guidelines

Debt: Bond ratings

- General obligation (GO): secured by taxes; voter approval typically needed
- NC cities & towns generally have excellent ratings
- Rating agencies: Fitch, Standard & Poor's, Moody
- City's GO ratings: AAA

Debt: Bond ratings

- Rating criteria for GO bonds:
 - Local, regional and state economy
 - Budget & financial management practices
 - Debt burden and management
 - Governance: leadership and planning

Fund balance (reserve)

- City's goal is to maintain 15-20% in undesignated fund balance for:
 - Cash flow needs
 - Emergencies
- Approximately \$22.3 million savings in FY 19-20 budget, or about 20%

Priority city projects

- Northern downtown development, including North Waterfront Park
- 5-year infrastructure improvement plan
- River Place project
- Transportation & parks bond projects
- Comprehensive Plan/Land Development Code rollout

Priority city projects

- Neighborhood street resurfacing
- Riverwalk repairs, improvements
- Stormwater drainage improvements
- Haynes/Lacewell Public Safety Training Facility
- Hurricane Florence repairs

2014 Transportation Bond projects

- Love Grove access
- Greenville Loop Trail
- Kerr Avenue Trail
- South College Trail
- Masonboro Loop Trail
- Crosswalks (7)
- Sidewalks (14)
- Eastwood Rd medians
- Dawson & Wooster improvements
- Hurst Drive extension
- Carolina Beach Rd & N. Front St. streetscapes
- Roundabouts (3)
- Intersection improvements (3)

2016 Parks Bond projects

- North Waterfront Park
- Soccer & multipurpose fields
- Olsen Park Phase II
- MLK Comm Center expansion
- Derick Davis Comm Center expansion
- Municipal golf course improvements
- Greenfield Park improvements
- Halyburton Park
- Bradley Creek kayak/canoe launch
- Existing park upgrades

Additional information

- Information request – see form in packet
- City Manager
 - Phone: 341-7810
 - Email: sterling.cheatham@wilmingtonnc.gov
- Website: wilmingtonnc.gov
- Facebook: [cityofwilmington](https://www.facebook.com/cityofwilmington)
- Twitter/Instagram: [@cityofwilm](https://www.instagram.com/cityofwilm)