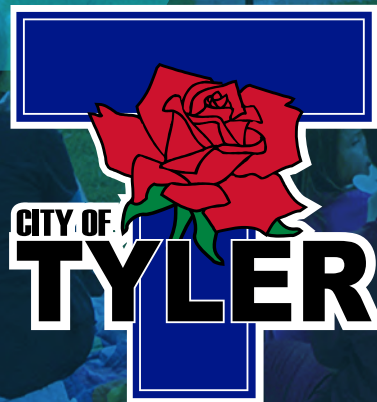


CENTENE STAGE

#TimeToBuild

*The future won't wait. Neither can we.*



2017  
ANNUAL REPORT

**City of Tyler Vision:**  
To be the standard for performance  
excellence in local government.

---

**City of Tyler Mission:**  
To SERVE our community to make  
a positive difference.



Tyler Morning Telegraph  
TylerPaper.com

Special thanks to Tyler Morning Telegraph for  
providing photos and content for this publication.



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Welcome From Our Mayor

**MARTIN HEINES**

Dear Tyler Citizens,

Like the year prior, 2017 challenged us. We are a lean organization, and while we were able to balance our budget in 2016 and 2017 through hiring freezes and budget cuts, we can no longer sustain these practices and provide the same level of vital services to you, our citizens. I will say again how proud I am of the City staff who have succeeded in finding new ways to continue services during economic uncertainty. This report is a testament to their training, dedication and ongoing commitment to the citizens of Tyler.

As we look forward, our focus continues to be our City's infrastructure. Tyler's legacy is one of innovation, change and growth. It is up to us to honor this past by strategically planning for the future. We have spent much of the last year implementing studies, drafting plans and reorganizing key departments to prepare for what must be done.

### **Now it is Time to Build.**

Do not mistake, capital improvements have been ongoing. In 2017, 13 percent of the City's overall budget, \$20 million dollars, was paid in cash toward repairs, maintenance and capital improvements to Tyler's infrastructure. In 2016, city officials pledged \$100 million dollars on 100 projects over the next 10 years to rebuild Tyler's aging water and sewer systems, much of which dates back to the early 20th century. The City projects that 65 to 75 percent of these projects will be paid for in cash from the Tyler Water Utilities Fund. We must also make strategic capital improvements to parks and public spaces. These are the quality of life amenities that attract and build new business, while keeping Tyler a wonderful place to live and raise a family.

Tyler has a long history of collaboration between the public and private sector. In 2017, the City of Tyler, in partnership with UT Tyler, opened a small-business incubator and makerspace to spur business innovation and foster collaboration within our community. To build our community, we must strengthen the relationships that will continue build a vibrant 21st century economy.



1

### LINDA SELLERS

A Tyler native, Linda Sellers' commitment to the community runs deep. Her experience in the many facets of the City exemplifies her dedication to its continued improvement.



2

### DARRYL BOWDRE

A resident of Tyler for more than 30 years, Darryl Bowdre is known to be vocal on issues affecting our community. He has been instrumental in leading community efforts for effective change.



3

### ED MOORE

A native of Tyler, Ed Moore is a passionate and dedicated civic and community leader. He has a stellar record as a champion for growing the economic tax base to provide enhanced services to citizens.



### DON WARREN

Don Warren wants to ensure that Tyler remains a great place to live, work, raise a family and retire. He believes that with good relationships and friendships comes the ability to make decisions to move the City forward.



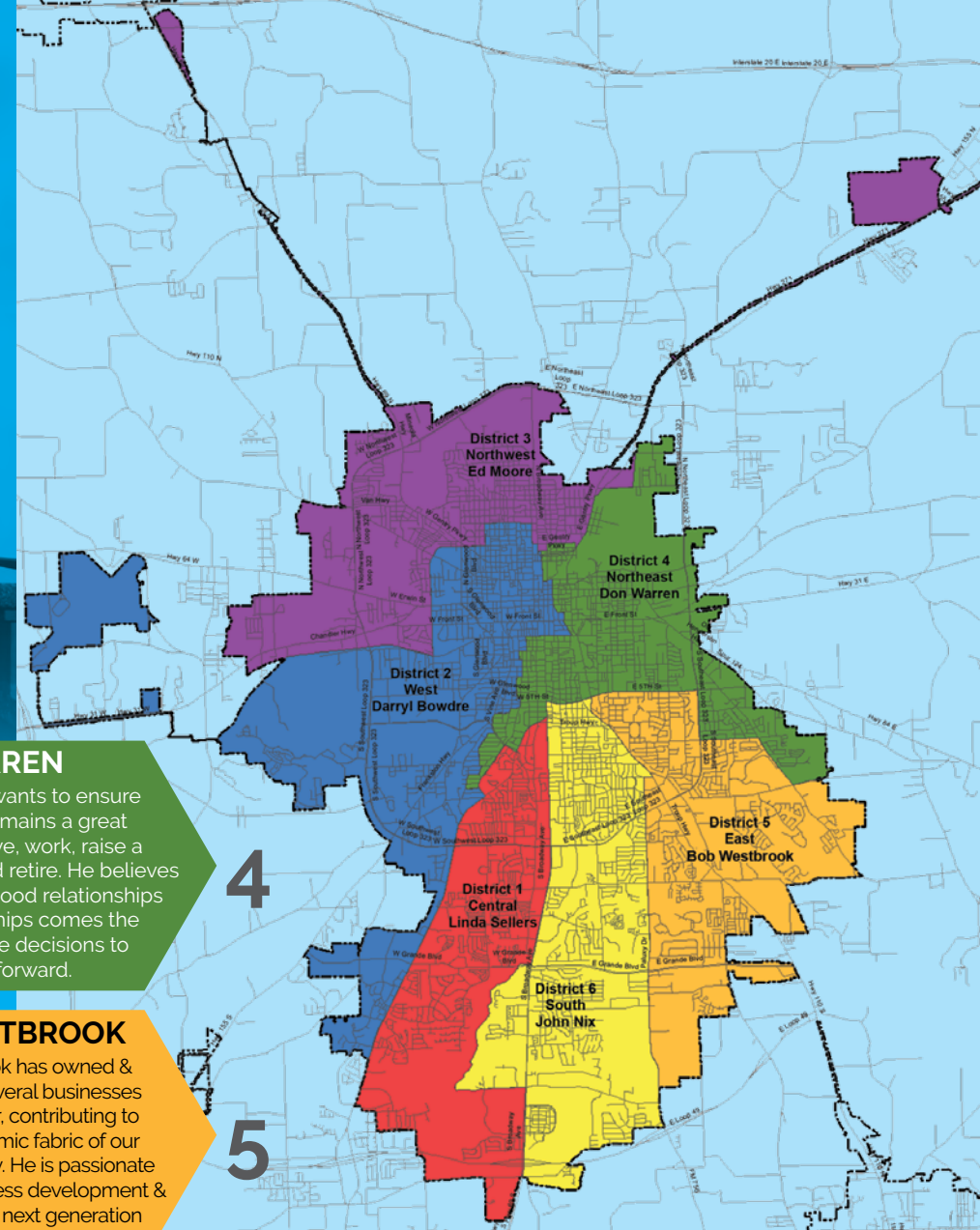
### BOB WESTBROOK

Bob Westbrook has owned & operated several businesses within Tyler, contributing to the economic fabric of our community. He is passionate about business development & cultivating the next generation of Tyler's entrepreneurs.



### JOHN NIX

John Nix has worked passionately over the years mentoring young up-and-coming leaders to give them confidence and the necessary tools to make a positive impact on Tyler for years to come.



4

5

6

Tyler City

# COUNCIL



Honorable Mayor, City Council Members and Citizens of Tyler,

Once again, the City of Tyler staff proved their resilience by working through a budget cycle even more challenging than the last. Unfortunately, sales tax remained stagnant over 2017 as the costs to provide essential services rose. Through the hard work and sacrifice of each City staff member, we ended this fiscal year without a deficit and without cutting services. I can tell you with absolute certainty that there are no finer public servants in the state of Texas than the ones that have been Called to Serve in Tyler.

We know, as we move forward in 2018, that we must **build our capacity to provide essential services** by decreasing our dependency on sales tax, increasing our property tax revenue and strategically reinvesting in our infrastructure.

As City Manager, I am excited about Tyler's future. I believe in our "Called to SERVE" motto. As always, the City of Tyler team is called to serve our community through **Streamlining** processes, **Empowering** employees and customers, **Responding** to the needs of external and internal customers, **Venturing** to find the best solutions to problems and **Evaluating** our overall performance. We are ready. **It is Time to Build!**

A handwritten signature in grey ink that reads "Edward Broussard". The signature is written in a cursive, flowing style.

## A Word From Our City Manager

# EDWARD BROUSSARD

- 1. David Coble**  
Managing Director of Emergency Services
- 2. Stephanie Franklin**  
Managing Director of Culture, Recreation & Tourism
- 3. Scott Taylor**  
Managing Director for Utilities & Public Works
- 4. Heather Nick**  
Managing Director of Planning & Economic Development
- 5. Jimmy Toler**  
Managing Director of Public Safety
- 6. ReNissa Wade**  
Managing Director of Administration & Human Resources
- 7. Deborah Pullum**  
City Attorney
- 8. Russ Jackson**  
Parks Director
- 9. Jimmie Johnson**  
Utilities Director
- 10. Keidric Trimble**  
CFO Executive Team
- 11. Benny Yazdanpanahi**  
Chief Information Officer
- 12. Dan Allee**  
GIS
- 13. Davis Dickson**  
Airport
- 14. Lisa Crossman**  
City Engineer
- 15. Chris Lennon**  
Code Enforcement
- 16. Shawn Markmann**  
Animal Services
- 17. Sherry Pettit**  
Purchasing
- 18. Robin Smart**  
Streets
- 19. Amber Rojas**  
Main Street
- 20. Gary Smith**  
Facility Services
- 21. Mary Vernau**  
Library
- 22. Nicole Johnson**  
Municipal Court
- 23. Veronica Brady**  
City U / Innovation Pipeline
- 24. Jim Yanker**  
Water Business Office
- 25. Julie Goodgame**  
Communications / Downtown
- 26. Kate Dietz**  
Environmental Compliance
- 27. Leroy Sparrow**  
Vehicle Services / Solid Waste
- 28. Kristi Boyett**  
Performance Excellence
- 29. Raynesha Hudnall**  
Neighborhood Services



**City of Tyler**

# LEADERSHIP TEAM

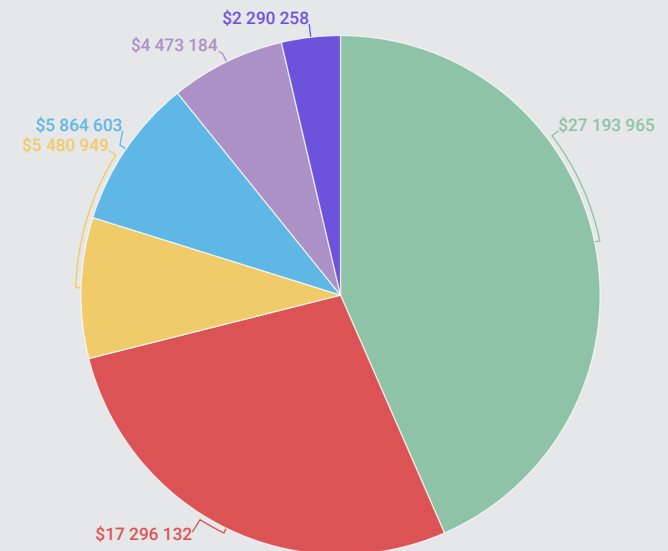
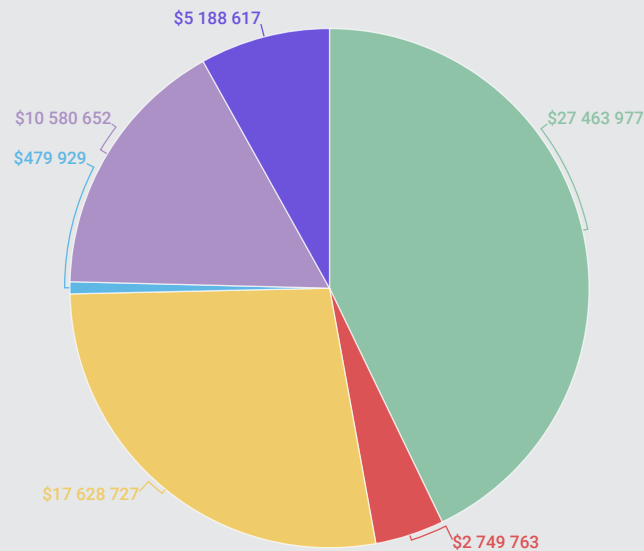


# EXCELLENCE IN FINANCE

- Awarded 30th consecutive Certificate of Achievement for Excellence in Finance from the Government Finance Officers Association of the United States and Canada
- Awarded 11th consecutive Distinguished Budget Presentation Award from the Government Finance Officers Association of the United States and Canada

**2017 General Fund Revenues**  
**\$64,091,665**

**2017 General Fund Expenditures**  
**\$62,599,091**



**#TimeToBuild**  
**TRUST**

● Sales & Use Taxes 
 ● Use of Property & Money, Misc. 
 ● Property Taxes  
● Intergovernmental Funds & Grants 
 ● Franchise Fees  
● Licenses, Permits, Fees, Fines

● Police & Municipal Court 
 ● Fire  
● Engineering, Streets, Traffic, Animal Services 
 ● City Government Services  
● Parks & Library 
 ● Transfers

City Finance employees are tasked with work that encompasses the past, current and future fiscal years. They balance accounts and budgets daily and make adjustments according to trends seen with the City budget and revenue sources. In addition, they are responsible for ensuring the City lands in the “black” each fiscal year, especially when revenue funds are lower than previous years.

Finance employees **build trust** with the community through transparency. Visit [CityofTyler.com](http://CityofTyler.com) and click on the Open Data tab to access links to our graphs, charts and financial information.

Go to the Finance Department's webpage at [cityoftyler.org/Departments/FinanceDepartment.aspx](http://cityoftyler.org/Departments/FinanceDepartment.aspx) to look at current and past financial reports to see why Tyler Finance is a winning team.



**24¢  
TAX  
RATE**

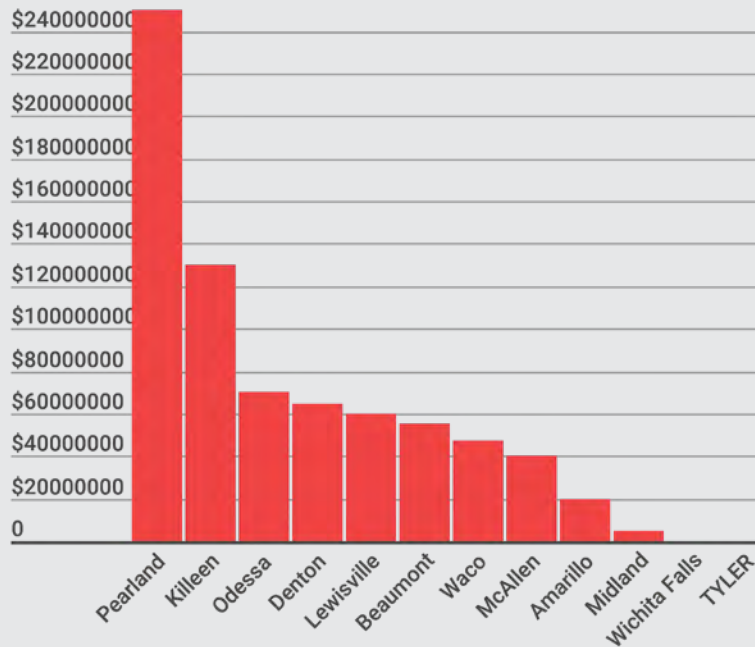


**AAA  
BOND  
RATING**

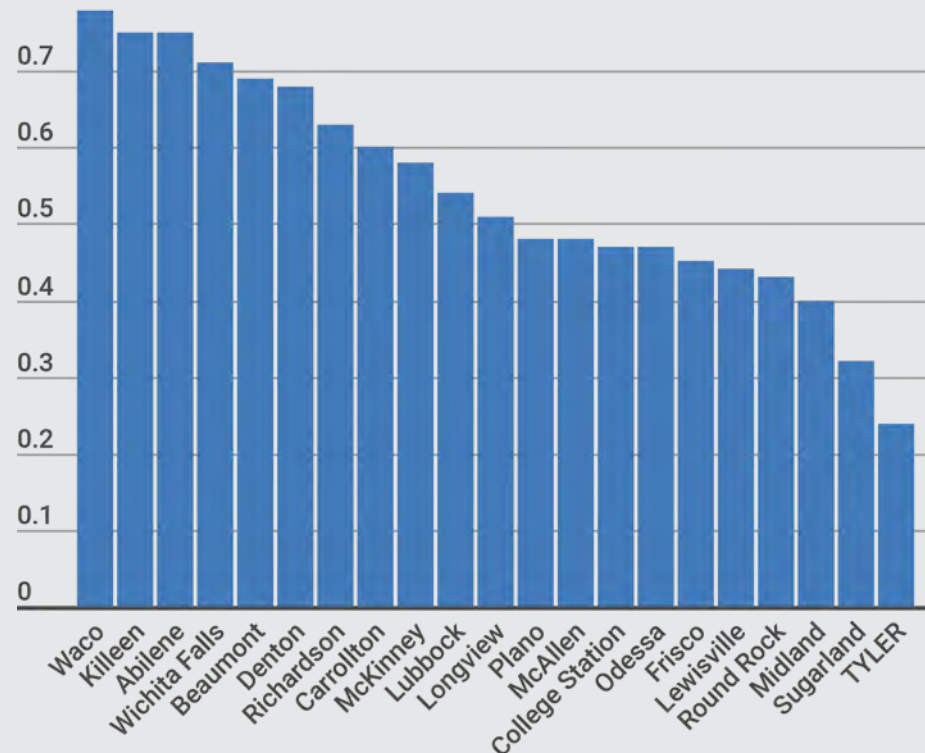


**ZERO TAX  
SUPPORTED  
DEBT**

## Debt Comparison (General Obligation)



## 2017 Property Taxes (Similar Sized Cities)





# TYLER CELEBRATES BLACK HISTORY

In February 2017, the City's Communications Team focused on **building community** through storytelling. They produced and hosted Tyler's annual Black History Program at Liberty Hall.

**"Black history is America's history, black history is Texas' history and black history is Tyler's history," Mayor Martin Heines said in his opening remarks to the crowd before introducing the speakers and videos.**

The presentation focused on African-American history in Tyler, with an emphasis on businesses and early opportunities for higher education, along with a history of African-American music and the Chitlin' Circuit, which is the name given to performance venues throughout the United States that were safe and acceptable for African-American musicians, comedians and other entertainers to perform in during the segregation era.

Speakers included Tyler City Councilman Darryl Bowdre and Tyler ISD board member the Rev. Orenthia Mason.

Bowdre talked about the business contributions of African-Americans in Tyler, most notably Henry M. Morgan, who founded Morgan Barber College in 1934. "Adversity breeds strength," Bowdre noted as he talked about Morgan's efforts in starting the only African-American barber college in the country at the time.

Rev. Mason spoke about the impact of Texas College and Butler College on the community over the years. "There's a reason for us to be proud and thankful for the foundation we received from those educational institutions," she remarked.


"This is a very special event and we are privileged to be a part of this tribute," said Mayor Heines.

#TimeToBuild

## COMMUNICATION

# #TimeToBuild: COMMUNICATION

Earned **\$29,606,939**  
in media placement



Download the  
**City of Tyler's**  
App for iOS & Android



Placed or Contributed to

**4,307**



News Stories About the City of Tyler  
Organization With Local Media



**30k**

We joined **Nextdoor**! We  
also engaged with more  
than 30,000 followers  
across our social channels

Launched

**"Called to  
SERVE"**

VIDEO PRODUCTION TO HIGHLIGHT  
PUBLIC SERVICES & THE INDIVIDUALS  
WHO PROVIDE THEM



# COMMUNICATION

# #TimeToBuild: INFRASTRUCTURE



15

NEW OFFICE  
BUILDINGS



ISSUED

43

NEW  
COMMERCIAL  
PERMITS

98



19

New Planned  
Developments

NEW  
DUPLEXES &  
TOWNHOMES

287

Acres Annexed

257

New Single-Family Homes



## PLANNING & DEVELOPMENT

# #TimeToBuild: INFRASTRUCTURE

**6** **Districts**  
**& 22** **Buildings**  
Listed in the National  
Register of Historic Places

RECEIVED  
**3rd** **PLANNING  
EXCELLENCE  
AWARD**  
FOR THE HISTORIC PRESERVATION  
STRATEGIC PLAN


**19,588**  
Inspections performed on electrical,  
plumbing and building constructs

**eTRAKiT** made  
operational for  
public access

Anice B. Read  
**Award of  
Excellence**  
in Community Heritage  
Development

**124**  
LOCALLY DESIGNATED  
**LANDMARKS**

## PLANNING & DEVELOPMENT



# 26<sup>th</sup>, PALACE & GRAND DISTRICT IMPROVEMENTS

For generations, 26th Street dead-ended into Tenneha Street. Instead of walking half a block around to get to Dogan Middle School, students “walked the branch.” That is, they walked across a drainage pipe over a creek to get from one street to another. That pipe was about 12 inches in diameter and extended 20 to 24 feet across a drainage channel.

“When they say we walked the pipe, we really walked across the pipe instead of going down 29th Street,” said the Rev. Orenthia Mason, a longtime neighborhood resident, Texas College graduate and community leader.

It was **time to build** a way so that future generations wouldn’t have to tell the same tales. A concrete box culvert now sits where the old pipe was, and 26th Street flows in one continuous piece from Broadway Avenue into the Texas College campus.

The 26th, Palace and Grand project also included adding sidewalks, street lighting, decorative retaining walls and colorful banners to the area, giving the newly formed Texas College District a distinctive look and feel. Construction took more than a year and

cost \$1.57 million. This project set the stage for developing the Texas College District for generations to come.

On Friday, Sept. 1, the community celebrated with a block party full of fanfare.

The Texas College Choir harmonized hymns, and the Texas College Stampede Marching Band belted out energetic numbers.

The college’s Golden Girls Dance Team danced along in harmony with the college’s twirlers, flag squad and the cheer team. A few cymbal players also got into the groove, dancing as they played without missing a beat.

Community leaders spoke about the past and how much progress has been made - and of future possibilities for the neighborhood and the college at its epicenter.

**“It’s more than a ribbon cutting,” said Dr. Dwight Fennell, president of Texas College. “It’s a celebration of the revitalization of this community.”**

**#TimeToBuild**

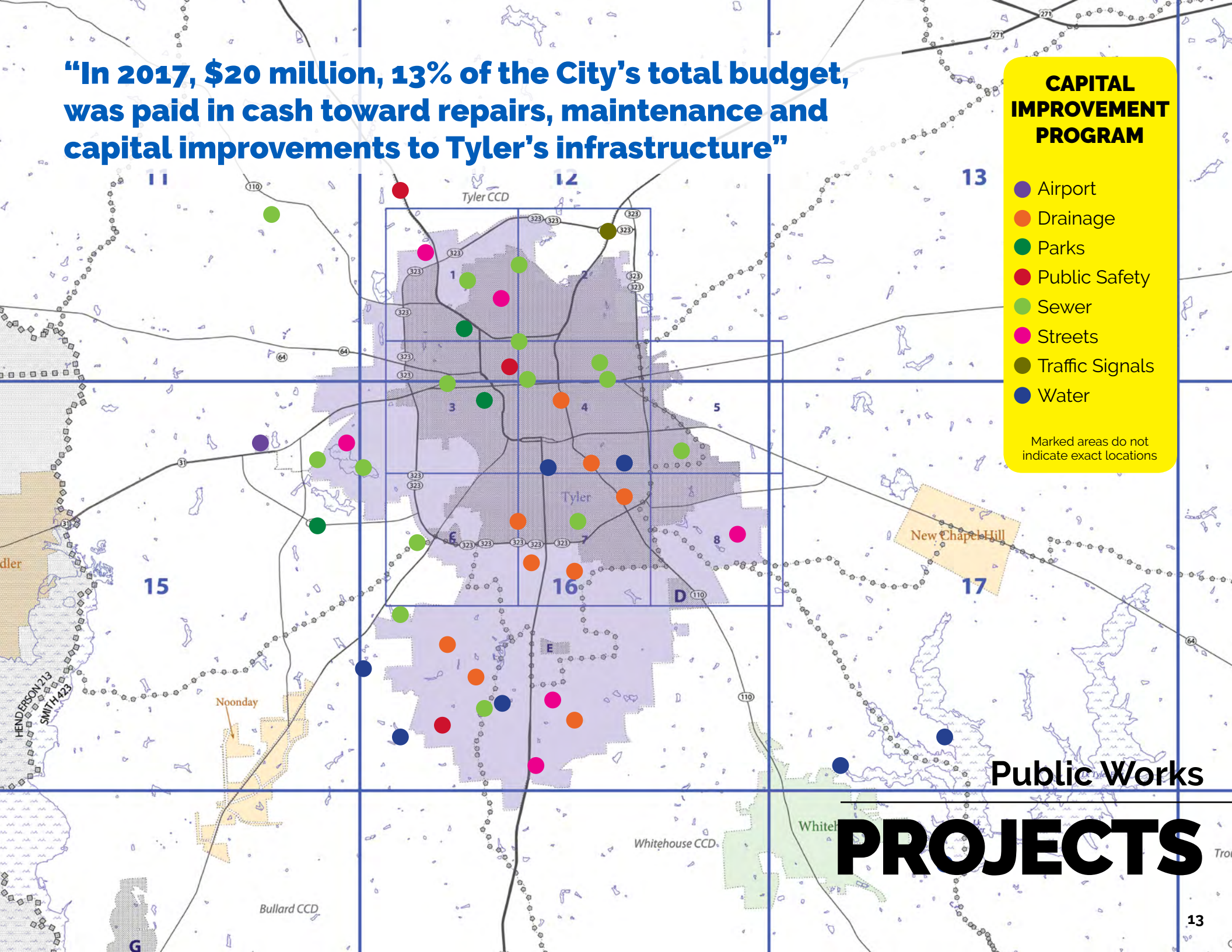
# INFRASTRUCTURE

**“In 2017, \$20 million, 13% of the City’s total budget, was paid in cash toward repairs, maintenance and capital improvements to Tyler’s infrastructure”**

**CAPITAL  
IMPROVEMENT  
PROGRAM**

- Airport
- Drainage
- Parks
- Public Safety
- Sewer
- Streets
- Traffic Signals
- Water

Marked areas do not indicate exact locations



**Public Works**

**PROJECTS**



# 6 MILES OF SIDEWALKS

A project to **build** nearly six miles of sidewalks along Beckham Avenue, Loop 323, Gentry Parkway, Martin Luther King Boulevard, East Fifth Street and other areas was completed.

**Overall, 5.9 miles of sidewalk were added along City streets.**

**“The objective is to create accessible routes for the high-use areas in town,” said Project Engineer Kyle Dykes. “The project itself is intended to create better connectivity between parks, schools and hospitals and areas that get a lot of traffic. We can leverage grant dollars and that helps us extend our dollars.”**

The work was done by a single contractor, but the funds came from two pots of money: a Texas Department of Transportation grant and City funds.

A \$1.9 million construction project funded by the TxDOT grant (80 percent) and the City funds (20 percent) focused on putting sidewalks along TxDOT-owned roads.

A second set of City funds - \$88,130 - completed two stretches of City-owned right of way on the south side of Garden Valley Road in District 3, and on Blanco Drive in District 5.

Apart from sidewalks, the City is working on two other mobility projects.

Those include the Legacy Trails project, which is the first leg of a regional trail system. That project is funded with the help of a state grant, and includes turning an abandoned railroad corridor into a trail, from Old Jacksonville Highway, near Fresh, to Gresham.

The other project is a partnership between the City and The University of Texas at Tyler to study the City's road infrastructure and look for places to add bike lanes.

Both are ongoing.

#TimeToBuild

# INFRASTRUCTURE

# #TimeToBuild: INFRASTRUCTURE

**MAINTAINED**   
**1,122**  
...MILES of asphalt streets

**19.9**  
...MILES of concrete streets


**33.41**  
...MILES of brick streets

Completed crack sealing on   
**84** CITY STREETS

 **\$670k**  
INVESTED IN  
ASPHALT SEAL COAT PROGRAM

**\$3 Million**  
Invested in the  
Asphalt Enhancement  
Pavement Program 

**ADDED**   
**6** MILES of  
SIDEWALKS

 **\$18 Million**  
Invested in the  
Cumberland Road Extension

## STREET & SIDEWALK IMPROVEMENTS

## #TimeToBuild: INFRASTRUCTURE

**\$8 Million**  
Did you know?  
in drainage projects  
are slated for completion  
over the next 2 years

**\$2 Million**  
Began the design phase of  
Drainage improvements to **Courtney/Miller**

**\$1.5 Million**  
BEGAN WORK ON A  
COMPREHENSIVE  
STORM WATER  
MASTER PLAN


**12**  
DRAINAGE  
CONSTRUCTION  
PROJECTS  
IDENTIFIED

**\$400k**  
Began the design phase of  
drainage improvements to  
**BRYNMAR  
COURT**

Completed construction of the  
**Lake Street**  
Drainage Culvert

## DRAINAGE IMPROVEMENTS

# #TimeToBuild: INFRASTRUCTURE

Maintained More Than  
**690** **MILES** of  
Sanitary Sewer Mains  
& More Than **9**   
**Manholes**

NEW HWY 31  
LIFT STATION & FORCE MAIN  
CONSTRUCTION COMPLETE

**\$715k+**

SLUDGE PROCESSING FACILITY AT  
THE SOUTH SIDE WATER TREATMENT  
PLANT EXPANSION COMPLETE

**\$1.94m**

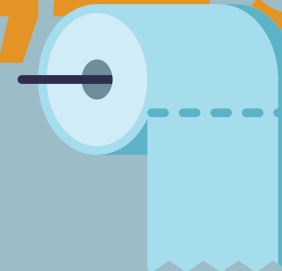
SEWER EXTENSION  
ON SOUTH PALUXY &  
SEWER EXTENSIONS  
AND NEW LIFT STATION  
ON EAST GRANDE COMPLETE

**\$1.5m**

**32,297**

TOTAL TREATED WASTEWATER

**2,741,144,000**  
GALLONS

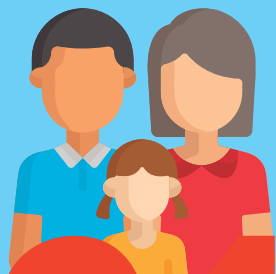


Sanitary  
Sewer  
Customers


## SEWER SYSTEM IMPROVEMENTS


## #TimeToBuild: INFRASTRUCTURE

Served  
**36,940**  
**WATER CUSTOMERS**

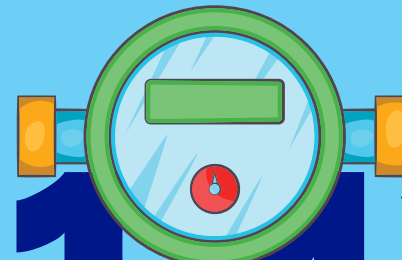


Maintained  
**742**  
MILES OF WATER  
DISTRIBUTION MAINS

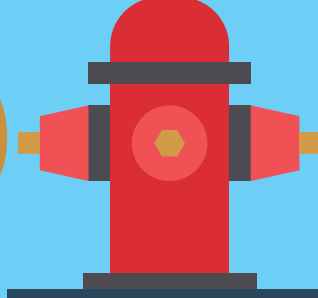


 **Operated & Maintained**  
2 Water Treatment Plants

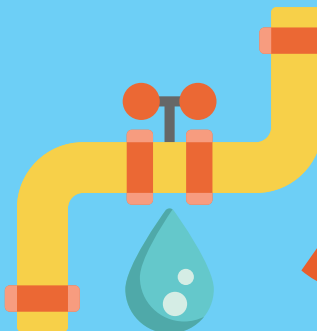
Replaced  
**1,439**  
**METERS**



Flushed  
**3,159**  
**HYDRANTS**



REPAIRED  
**310**  
**MAIN LEAKS**



## WATER SYSTEM

# #TimeToBuild: INFRASTRUCTURE

**\$4.74 Million**

Golden Road Water Treatment Plant

Construction in progress of **Backwash Pump Station** for filter and **Clearwell Baffles**

**\$3.3 Million**

Troup Hwy Booster Pump Station

CONSTRUCTION OF **NEW BOOSTER STATION** IN PROGRESS AT TROUP HWY STANDPIPE LOCATION TO IMPROVE WATER PRESSURE

Did you know...

**28 Million Gallons** of water per day

Golden Road Water Treatment Plant treats up to

**30 Million Gallons** of water per day

Lake Palestine Water Treatment Plant treats up to

**\$206k**

Lake Palestine Water Treatment Plant

Completed Construction of Automatic **Chlorine Shutoff System**

## WATER SYSTEM IMPROVEMENTS



# HOLIDAY TRAVEL IS EASY WHEN YOU FLY TYR

For the past two years, Tyler Airport has partnered with the nonprofit Therapet, an animal assisted therapy organization, to bring human-animal teams to the airport during the Thanksgiving and Christmas holidays.

"This partnership allows us to **build our business** and good faith with our travelers," said Davis Dickson, airport manager. "If we can offer them a service to make traveling out of Tyler a better and enjoyable experience, we want to do it."

This past Thanksgiving, those animals included Ted, a five-year old male Golden Retriever mix owned by Emily Hardy, and Abbie, a full-blooded female Golden Retriever owned by Paula Patterson.

**"It is so nice to see people have a moment where they kind of just exhale in the stress of their day,"** Therapet Executive Director

**Carianne Fisher said. "To have that kind of impact particularly when you see little kids who are traveling that you can tell aren't really sure about all this yet. Maybe it's their first time on a plane."**

Each Therapet is required to go through at least a year of training before being able to become a certified therapy animal. In addition to dogs, Therapet has cats and a bird named Cuddles.

Fisher reminisced about a time last year when a soldier was being deployed overseas right before the holiday.

"The family really appreciated having the opportunity to ease their stress of having to say goodbye to him right at the holidays," Fisher said. "It is just nice to know that you make a difference in some small way."

#TimeToBuild

# OUR ECONOMY

RECEIVED

**\$10,361,858**



INSTALLED ALL NEW  
**FULLY-AUTOMATED  
PARKING EQUIPMENT**  
PACKAGE IN THE AIRPORT  
PUBLIC PARKING LOTS



In **FAA GRANTS**

To Continue Runway  
Rehabilitation Project

Updated & Approved the

**Airport  
Security  
Plan**

Per New TSA  
Requirements



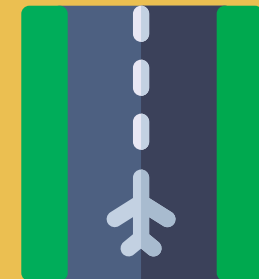
Completed Rewiring  
and Updates to the

**RUNWAY  
LIGHTING  
SYSTEM**



Partnered with  
**Therapet**  
to provide stress relief  
during Holiday Travel

UPDATED **AIRFIELD GUIDANCE SIGNS**  
& **MARKINGS** ON RUNWAYS AND  
TAXIWAYS FOR ADDITIONAL SAFETY



**TYLER AIRPORT**



# TYLER INNOVATION PIPELINE WINS STATE- WIDE AWARD

## WE ARE BUILDING AN INNOVATION ECONOMY!

The Tyler Innovation Pipeline received the statewide award for Best Public Improvement in the 2017 Texas Downtown Association President's Awards Program.

Winners were announced during the President's Awards Gala in November, held in conjunction with the 2017 Texas Downtown Conference.

The Best Public Improvement category recognizes excellence in public projects and planning in downtowns or commercial districts.

Public projects are improvements of public space or spaces by public or private entities. Improvement may be accomplished through parks/ green space, enhancements or additions of streetscapes, sidewalks, landscaping, public art, banners and lighting, as well as downtown master planning. Public improvement projects should be compatible and complementary to the existing downtown or commercial district.

Since 1988, the awards program has recognized more than 150 projects, events and people. Each of the categories has two separate population divisions – under and over 50,000 residents. Downtown Tyler has received 24 awards since the beginning of the program.

#TimeToBuild

# OUR ECONOMY

# #TimeToBuild: OUR ECONOMY

**125**  
**Members**



**501C3**



Nonprofit status  
established in **April '17**

**After Hours Party**  
Welcomed Over  
**400**



COMMUNITY MEMBERS & OUR **RIBBON**  
**CUTTING SAW ANOTHER PACKED TURN OUT**



Offered several programs  
from **ADOBE SOFTWARE**  
**TRAINING** to **BUILDING**  
**A MICRO-COMPUTER**

Participated in the successful

**TYLER**  
**HACKATHON**



**Hosted 2**  
**TIP Talks**

Bringing in successful  
entrepreneurs to  
speak & encourage  
other entrepreneurs

RECEIVED A

**GENEROUS**  
**DONATION**

TO PROVIDE ADDITIONAL  
PARKING FOR MEMBERS



EVERY EVENT HAS

**SOLD**  
**OUT**

# TYLER INNOVATION PIPELINE

# DOWNTOWN TYLER FILM FESTIVAL

**Grayson Lackey** has been making films most of his life - if you count the videos he shot with his iPhone when he was younger.

By the time the 19-year-old Lindale resident was in high school, he was making films that touched on personal struggles.

In 2015, "Don't Run Away," his film about a father and son, was selected Audience Favorite and Best Texas Film at the Downtown Tyler Film Festival. His 2017 entry in the festival was titled "Counting Up."

**The Downtown Tyler Film Festival takes place annually at Liberty Hall and was founded to introduce audiences to new filmmakers, especially those based in East Texas.**

"Counting Up" was shot inside the abandoned Smith County Office Building in Tyler. Lackey received permission to go inside the building but only had four hours to film.

He said the building's rundown interior provided the perfect setting for the only character, a young woman who faces inner demons and discovers new truths.

"It is abstract but grounded in reality," Lackey said of the story.

Lackey, who works at Lightbox Collective, a Tyler firm that makes videos for commercial clients, said he hopes to one day film and direct longer projects.

Tyler filmmaker **Dawn Burgess's** entered her short film, "Limbs."

Her film explores how a father and daughter forge a new relationship after the mother dies in an accident.

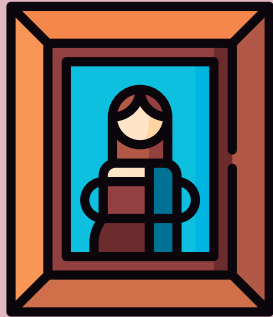
"It is about mending and moving on ... and reconnecting in a different way," she said. "It's a glimpse of what happens when someone loses a loved one."

She praised the Downtown Tyler Film Festival for giving exposure to independent filmmakers and **building** a foundation for the business of filmmaking in East Texas.

#TimeToBuild

# OUR ECONOMY

# #TimeToBuild: OUR ECONOMY



Held a New Exhibit  
of Juried Original Art  
Approximately Every

**8 Weeks**

Liberty Hall Reveived

**Locals  
Love Us**



Award

PRODUCED SPECIAL EVENTS INCLUDING:



**6x6  
@110**

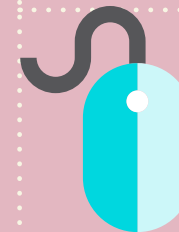
**Downtown Tyler  
Film Festival**



ESTABLISHED SMALL  
RETAIL OPERATION TO SELL  
**SMALL WORKS OF  
ART & SOUVENIRS**  
AT GALLERY MAIN STREET  
& WITHIN LIBERTY HALL



MAINTAINED MAIN ST.  
PROGRAM STATUS BY  
PERFORMING  
**HIGHER THAN  
10 SELECT  
CRITERIA**  
ESTABLISHED BY STATE  
& NATIONAL OFFICES



LAUNCHED NEW WEBSITE FOR  
**Liberty Hall  
& Downtown**

## MAIN STREET & LIBERTY HALL



# HIT THE BRICKS

Downtown Tyler is **building** new experiences for citizens and visitors. New businesses have begun popping up in service of more people who are choosing to live, work and play there. With its ongoing revitalization, Downtown Tyler is brimming with new faces, energy and ideas.

**"We started asking ourselves 'how do we harness all this new entrepreneurial energy?'" says Holli Fourniquet, assistant vice president of marketing for Visit Tyler. "How do we work together to consistently put Downtown Tyler in the spotlight?"**

Visit Tyler, the City of Tyler and Downtown businesses, organizations and enthusiasts came together to brainstorm and, ultimately, organize activities on the second Saturday of every month. Hit the Bricks: 2nd Saturday offers an opportunity for the community to come together in the heart of the city for a day

of food, fun and family... rain or shine. "What makes an event like this successful is that, no matter what, it happens," says Holli.

Hit the Bricks officially launched April 8. From 2 PM until midnight on the second Saturday of every month in Downtown Tyler, it is guaranteed to be bursting with entertainment, music, food and tours. "This is just the beginning," adds Holli. "As the event continues to grow, we hope to see more businesses opening and more people enjoying the heart of the city."

This grassroots effort is a concept that may be familiar to some, as communities across the nation have organized similar events to breathe new life into their aging Downtown cores. "I've seen other areas do this with great success, and it's something I've had multiple buyers moving from other states ask about," says Vanessa Griffin, owner of Griffin Realty on the corner of Erwin and Spring Street. "We're excited to see this happening and to be part of it."

#TimeToBuild

# OUR ECONOMY

# #TimeToBuild: OUR ECONOMY



986

DOWNTOWN RESIDENTS

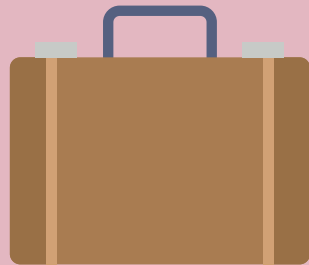


76

Business Startups,  
Expansions or  
Relocations

261

NEW JOBS



PARTNERED WITH  
VISIT TYLER TO ESTABLISH,  
PLAN AND PROMOTE THE

**“Hit the Bricks”**

SECOND SATURDAY EVENT



494

DOWNTOWN HOUSING UNITS

TOTAL REINVESTMENT TO DATE:

**\$104,015,254**

**DOWNTOWN**

# MORE THAN A DOG CATCHER



Miss B., Old Jacksonville Hwy · 8 Dec

I'd moved here 2 years ago from outta state. 6mos later, walking my own pup, another meandered up to us. We were about 3 miles from home as he continued to pounce and play with my kid, all the way to our door. Brought him in to provide water and food, not certain, in a new place, how to get his family notified. I posted on here with pics, several informed me of other social media sites regarding lost pets. After 4 days with no responses, I called Animal Control to come get him. They took care in taking him away as they noticed, along with me the separation anxiety going on tween the 2. My pup went into a massive depression. 3 days later, when the lost one was due to be adoptable, called Animal Control and inquired if we could come for a visit. Upon arrival, they'd an area set up for them to roam and play. Alright, alright, talking to my kid, he can be your buddy. Hence, a week later, we adopted him. If not granted an opportunity to work with them in a meeting of the 2 pups again, working with my schedule and theirs for accommodation reasons, my 2 hearts may not be together today. They've come by a few times to check if all well with the newbie...he's been with us 1.5 years now and at age 2.5, the question is more if WE'RE ok, me and pup #1, LoL, looking forward to the maturing years now



Johnny W., Andy Woods · 5 Dec

Officer De Leon is one of the most caring and compassionate men I have came in contact with. I had the opportunity to meet him when my late wife's cocker spaniel was hit and killed on S Broadway. He stayed with "Spencer" until I arrived and then helped me load him in my vehicle. He expressed true sorrow in the "hit and run" of my wife's baby. His caring is genuine and I applaud him in his efforts and wish for the very best in his life. Thank you again officer De Leon. I, for one, appreciate you and the job you do. Johnny Williams.....



Vicki B., Holly Tree · 5 Dec

Oh my, so happy to have such an animal caring heart taking careful care of our furry friends here in Tyler! #TylerProud



Linda P., Holly Tree · 5 Dec

Twice I have called on Animal Control to my home to rescue possums stuck between our back fence. Both times the officers were so helpful and very careful with the animals. Their service gets high marks!



Linda M., Holly Tree · 5 Dec

Thanks to our city services we have a beautiful place to live and helpful representatives. I appreciate all of them!



Connie W., Cumberland Estates · 5 Dec

Thank you for the service you perform, I realize some of it may be very difficult or sad.

#TimeToBuild

# COMMUNITY

# #TimeToBuild: COMMUNITY



## ANIMAL SERVICES

# #TimeToBuild: COMMUNITY

Inspected  
**2,193**  
Weed & Debris Lots

Partnered with  
**Streets & Solid Waste**  
to clean up two abandoned  
homeless camps



ISSUED  
**441**  
JUNKED VEHICLE  
VIOLATIONS



**94%**

COMPLIANCE RATE FROM  
THOSE ISSUED CITATIONS



Partnered with **Solid Waste & Keep Tyler Beautiful** to clean  
up illegal dumping at Vine Street

COSTS PER CALL REDUCED BY  
**\$24.68**  
FROM LAST YEAR



Responded to  
**8,061**  
Cases



Conviction Rate of

**100%**

On Issued Citations

## CODE ENFORCEMENT

# #TimeToBuild: COMMUNITY



PROVIDED INSPECTION OF

**1,030**

RENTAL UNITS TO  
GUARANTEE MINIMUM  
HOUSING QUALITY  
STANDARDS



Housing Choice  
Voucher Program  
Awarded

**7 Additional  
VASH Project-  
Based Vouchers**  
to Assist Homeless  
Veterans

Provided Mortgage  
Assistance to

**12**

**Housing Choice  
Voucher Clients**



Completed  
Reconstruction  
on New **Single  
Family Homes**  
**4** for **Families**



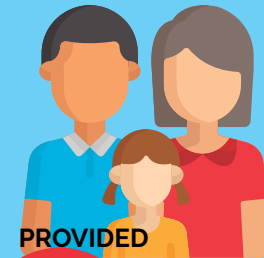
Awarded  
**Section 8 Management  
Assessment Program  
High Performer Rating**  
from HUD

Provided Housing, Rental &  
Utility Cost Assistance to

**\$1,000+**

**Housing Choice Voucher  
Clients Monthly**

Provided public service  
financial assistance to PATH for  
**REHABILITATION OF  
AFFORDABLE RENTAL HOUSING**



PROVIDED  
RESOURCES TO

**84**

FAMILIES  
THROUGH THE  
**FAMILY SELF  
SUFFICIENCY  
PROGRAM**



## NEIGHBORHOOD SERVICES



# INNOVATIVE TRANSITION HUB: 1<sup>st</sup> OF ITS KIND

On Aug. 26, Hurricane Harvey made landfall in Texas, devastating more than 20 counties in Southeast Texas. The Houston Metroplex area alone saw more than 50 inches of rain. As the storm system moved north and crept into

Once registered, evacuees had access to resources through the state and federal government. In addition, a list of local resources like meals, clothing, toiletry needs and pet supplies was **built** out for evacuees to utilize.

**"The Transition Hub was the first of its kind in the state of Texas and streamlined the process for registration of evacuees into the shelter system"**

Northeast Texas, Tyler Fire Chief David Coble activated the Emergency Operation Center (EOC) on Aug. 29.

Chief Coble, Command staff along with City leaders and community partners made the decision to set up a Transition Hub, a place where self-evacuated people could register with both FEMA for travel and hotel support and the Texas Emergency Tracking Network (ETN) for sheltering and resource support.

The Transition Hub was the first of its kind in the state of Texas and streamlined the process for registration of evacuees into shelters. The Hub was open from Aug. 30 to Sept. 7 and assisted 713 visitors in need.

Additionally, the Fire Department sent their command trailer, morgue trailer and eight staffed firefighters to Southeast Texas to help with the relief efforts. Additionally, more than 20 of Tyler's firefighters volunteered their own time to assist in boat rescues and home repair.

#TimeToBuild

# COMMUNITY

# #TimeToBuild: COMMUNITY

## UPDATED UNIFORMS

TO MEET SAFETY GUIDELINES



Taught

# 394

Citizens Hands Only CPR



## Doubled the Capacity

OF OUR REGIONAL  
HAZARDOUS MATERIALS  
RESPONSE FORCE



## NEW EMS BAGS

PUT INTO SERVICE



Completed

## EMS Skills Enhancement TRAINING

Hosted FEMA  
**ALL HAZARDS  
INTEGRATED INCIDENT  
MANAGEMENT CLASS**  
for 80 organizations



## NEW EMS BAGS

PUT INTO SERVICE

Established  
**Duty  
Chief**

Program



# 17

**New Technicians**  
GAINED HAZMAT  
CERTIFICATION



Updated the

## Emergency Management

Base Plan

# FIRE DEPARTMENT

# TEXANS ♥ THEIR BIG RED & THE BLUE

A Tyler Police Officer used a can of Big Red to convince an elderly woman with health issues to go to the hospital.

The Tyler Police Department called paramedics Halloween night to check on a woman who was found on the floor. She said she had been crawling around on the floor because she didn't have the strength to stand up. The paramedics advised her that she should go to the hospital, but she refused.

**"She did not indicate any life-threatening injuries at the time, but I knew something wasn't right," a paramedic explained on the police department's Facebook page.**

The paramedics and the officers tried to convince her to go get checked out, but the woman was hesitant. She told them, "All I want is a Big Red and I will be fine."

In attempt to **build trust** with her, Sgt. Zack Noble promised the woman he would personally go to the store and buy her a can of the Texas favorite if she agreed to go to the hospital. So, a deal was struck. It was enough to finally convince her to get checked out.

The paramedic thought Noble was just bluffing, but the sergeant kept his word.

"I could hardly believe it when Sgt. Noble arrived minutes later at the hospital with an ice cold Big Red for her," the paramedic said.

Moral of the story: Never underestimate a Texan's love for Big Red and Tyler PD Blue's dedication to their community.

## POLICE DEPARTMENT



# #TimeToBuild: **COMMUNITY**



Through Community Partnerships  
Purchased & Provided

## Rifle Plate Vests

to Every Police Officer

WORKED TO ENHANCE  
COMMUNITY QUALITY OF LIFE  
ISSUES BY ADDRESSING

## Gambling Rooms



&

## Golf Cart Usage

UTILIZED GRANT FUNDS &  
DONATIONS FROM THE SMITH  
COUNTY DISTRICT ATTORNEY TO

## UPGRADE

THE BALLISTIC HELMETS AND  
COMMUNICATIONS (RADIO)  
FOR TACTICAL OFFICERS.



INCREASED THE NUMBER OF  
INVESTIGATORS ASSIGNED TO THE

## Financial Crimes Unit

Began Process  
to Implement a

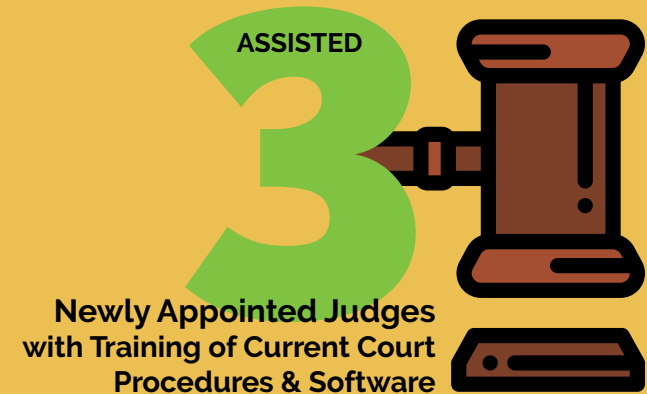
## "FIRST RESPONDER"

Classification for Officers



# POLICE DEPARTMENT

# #TimeToBuild: COMMUNITY



COMPLETED THE  
1ST YEAR OF THE  
**CITIZENS  
ROUNDTABLE  
COMMITTEE**  
TO INCREASE TRANSPARENCY  
OF COURT PROCEDURES



Implemented a  
**Citation  
Solution  
Program**  
That Allows Customers a  
Lower Cost Alternative to  
Handling Their Court Business



PLACED A CLERK IN THE  
**FAULKNER PARK  
POLICE STATION**

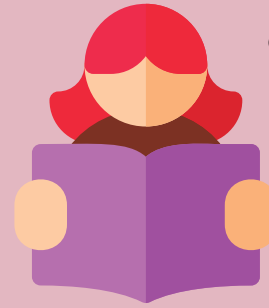


# MUNICIPAL COURT

# #TimeToBuild: COMMUNITY



Provided Year-Round Weekly  
**Early Literacy Programs**  
FOR TODDLERS &  
PRE-SCHOOL CHILDREN



CONDUCTED SUCCESSFUL

**Children's Summer Reading Program**

For Several Thousand Children Incorporating Guest Performers & Special Events

Scheduled  
**Numerous Programs**

For Adults on Current Topics of Interest



INCREASED NUMBER OF  
**ONLINE DATABASES**  
AVAILABLE TO THE PUBLIC:  
ZINIO AND COMICS PLUS

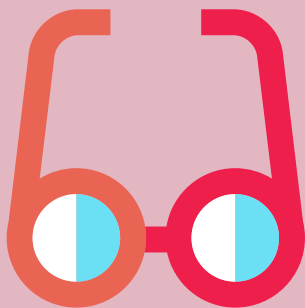


**REDUCED MATERIAL LOSS**  
DUE TO INVENTORY CONTROL &  
COLLABORATION WITH COLLECTION AGENCY



Provided Several Hundred Thousand Separate Loans of

**READING, VIEWING & LISTENING MATERIALS**



Created a  
**MAKER SPACE**

For Youth by Repurposing a Storage Area

RECEIVED

**\$11,750**

IN GRANT FUNDS FOR  
THE FAMILY PLACE LIBRARY

# LIBRARY



# BERGFELD AMPHITHEATER

On a sunny evening in June, hundreds of people came out to Bergfeld Park to celebrate the opening of the newly **built** Centene Stage and amphitheater.

"Thanks to each and every one of you for being here. This park is really the heartbeat of our community," Stephanie Franklin, City of Tyler managing director, said to the crowd seated in the new green seats and those sitting on the grassy lawn.

Music and theater also returned to the park with the casts of *Rock of Ages* and *Legally Blonde the Musical* performing live songs and scenes from their respective summer productions. Families enjoyed dinner and snacks from local food trucks and kids found a new place to play as they rolled down the small hill at the edge of the stage.

Larry Bunch, the project manager for the construction of the new amphitheater, sat with his family and said it was nice to simply enjoy the space after working on it for the past few months.

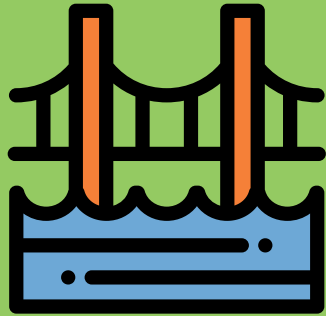
**"This project started in 2011 as a vision and a dream. It's amazing that six years later, it's proven that it's not just a dream and the stage is now here," City Councilman Don Warren said to attendees.**

"The goal has always been to bring people together and **build a unified community**. I'm glad we can do that here," he added.

---

## PARKS & PUBLIC SPACES

## #TimeToBuild: COMMUNITY



PARTNERED WITH THE

**EAGLE  
SCOUTS**

To Replace a Wooden Walking  
Bridge at Winters Park



PARTNERED WITH THE **LOCAL  
LIONS CLUB** TO **REFURBISH  
LION HEAD WATER FOUNTAIN** AT

**Bergfeld  
Park**

Added a new program  
co-sponsored with the  
Caldwell Zoo

**“Zoosday  
Tuesdays”**

FOR AGES 2-5



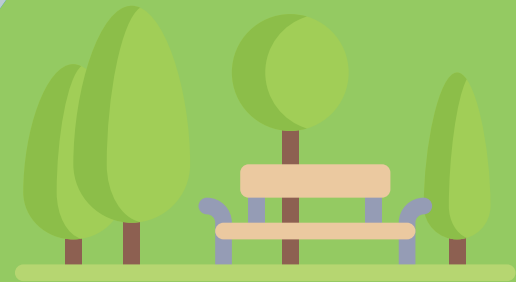
**RUGBY**

Was Added to Woldert Park



**\$116,470**  
DONATION

FOR NEW PLAYGROUND EQUIPMENT  
DONATED BY BOB FAULKNER TO BE  
INSTALLED AT **FAULKNER PARK, FUN FOREST  
PARK, POLLARD PARK, & WOLDERT PARK**



**A Parks  
Refresh Project**

Was Developed Utilizing Temp  
Agency Employees From the Solid  
Waste Department to Complete  
Repairs & Enhancements

## PARKS & PUBLIC SPACES



# KEEP TYLER BEAUTIFUL

For the 11th straight year, Keep Texas Beautiful recognized Tyler with its Gold Star Affiliate Award.

**Keep Tyler Beautiful has reached this status because of its continuous efforts in community building, beautification, litter reduction, maintaining positive partnerships with local organizations, educating youth and strong participation in events.**

The Keep Tyler Beautiful board members and staff liaisons presented the award to Tyler City Council and highlighted many of the programs and projects that have been implemented over the past year.

The group attributes its success as an organization to the support it receives from city leaders and the dedication of its board members.

Keep Tyler Beautiful runs many different programs focusing on community beautification, litter reduction and improving recycling efforts.

The programs include Adopt-a-Spot, annual Great Tyler Cleanup, Beauty and the Box program, Tyler Recycles Day and Tyler Against Graffiti (TAG).

More information about Keep Tyler Beautiful and its programs can be found at [KeepTylerBeautiful.com](http://KeepTylerBeautiful.com).

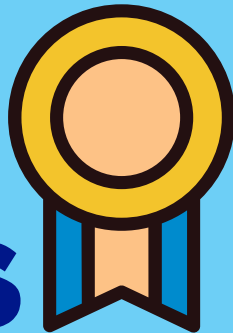
## PARKS & PUBLIC SPACES

RECEIVED  
**“Locals  
Love Us  
Award”**



Received State Award for

**Trees  
Committee**



Held Largest  
**Volunteer  
Tree  
Planting**



RECEIVED  
KEEP AMERICA  
BEAUTIFUL GRANT  
TO PURCHASE

**35**

CIGARETTE RECEPTACLES  
FOR DOWNTOWN TYLER

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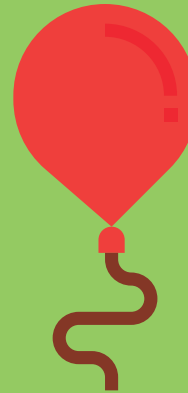
**KEEP TYLER BEAUTIFUL**

## #TimeToBuild: COMMUNITY



WITH GRANT FUNDS FROM  
**TEXAS PARKS AND WILDLIFE:**  
PURCHASED

**KAYAKS &  
CAMPING GEAR**



Partnered with the Chamber  
of Commerce to organize the

**10th**  
Annual

**SENIORS CELEBRATING LIFE EVENT**  
AT HARVEY CONVENTION CENTER

**8**

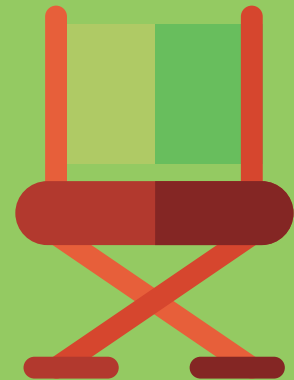
Added  
**FIELD TRIPS &  
SWIMMING  
OPPORTUNITIES**

TO THE SUMMER CAMP  
PROGRAM. **80** YOUTH  
ATTENDED FOR **9** WEEKS



Added the  
**Counselor  
in Training  
Program**

for youth ages **14** to **17**  
to assist our  
summer program



**COMPLETED AN ADDITIONAL  
PARKING LOT AT THE GLASS  
RECREATION CENTER, PROVIDING**

**46** **NEW  
PARKING  
SPOTS**

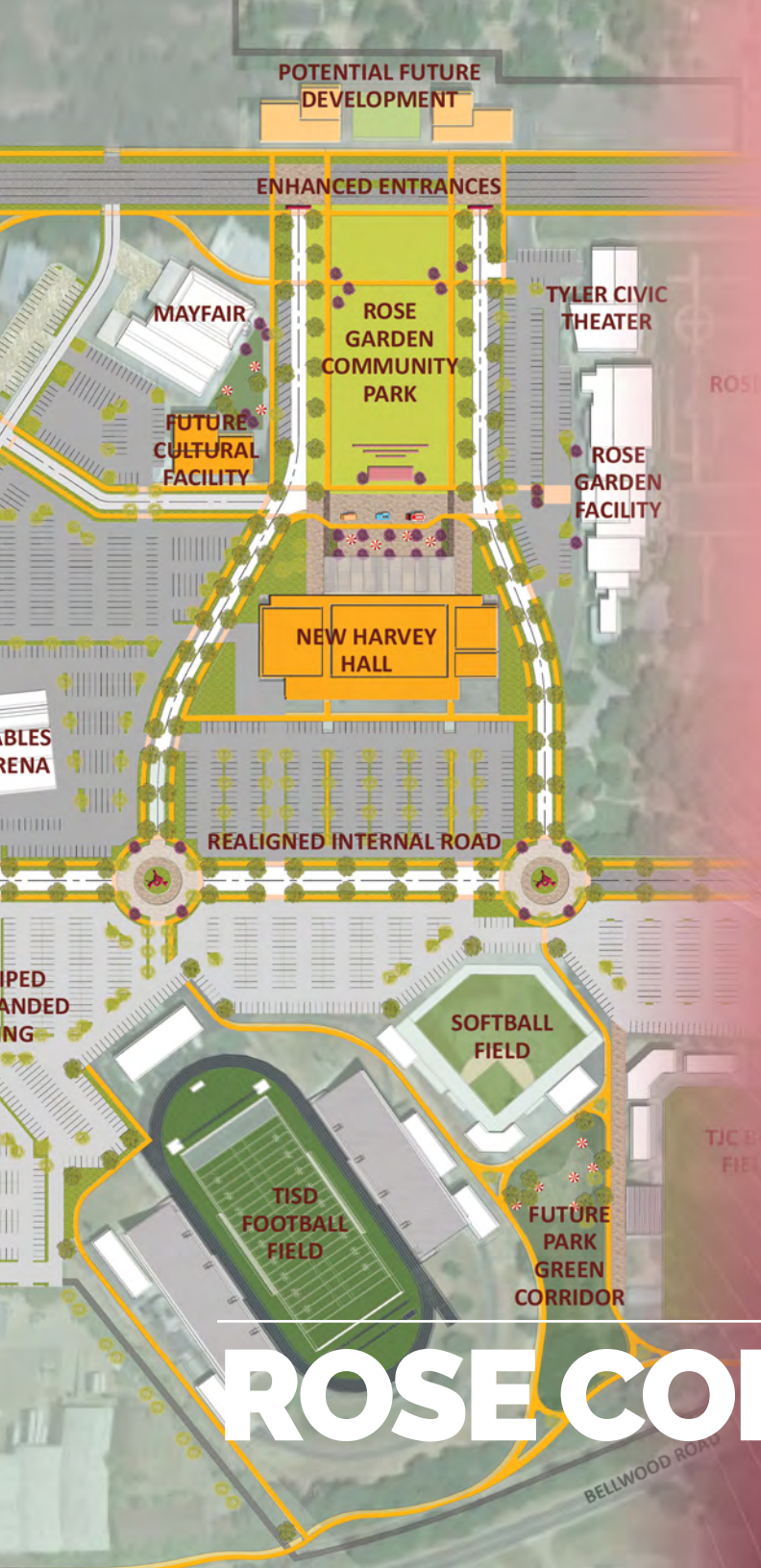


PARTNERED WITH THE CITY  
STREETS TEAM TO BUILD A

**NEW CONCRETE  
STORM WATER  
RUNOFF**

AT LINDSEY PARK'S  
SOFTBALL FIELD #3

## PARKS & PUBLIC SPACES



# KEEPING TYLER ROSY

With 32,000 rose bushes and more than 500 different varieties from all over the world, The Tyler Rose Garden is the number one tourist attraction for the City of Tyler. When a 2014 ice storm killed 60 percent of the famous flowers, City staff worked around the clock to bring back the blooms. In the process, the area surrounding the Garden, which had fallen into disrepair, was put under a microscope.

"It's amazing to think that all the property owners in this area had never sat down together before to figure out how we could, collectively, do a better job restoring and utilizing this space," said Franklin. "This process brought everyone to the table."

The City decided to commission an area master plan, a guiding document through which the community could dream and then do.

The City reached out for proposals from planners, finally selecting Half and Associates. They then developed a steering committee that could be a sounding board for the master

planning process. The committee is comprised of community leaders from different industries, experiences, and backgrounds and is led by former Senator Kevin Eltife (and former City of Tyler Mayor). They began by reaching out to community stakeholders through one-on-one interviews and charrettes.

Consultants held more than 20 meetings with stakeholder groups, as well as public meetings to review several different plan options for the area. Four concepts were developed and then narrowed to one. The penultimate design included greenspace, entertainment areas, ball fields, a food truck park, hiking trails and a new conference center. The Tyler Rose brand will be featured prominently spanning over 66 acres.

"It's our number one tourist attraction," Franklin explained. "This master plan re-focused us as a community on what makes Tyler unique and why people want to visit our city," said Franklin.

In 2017, Tyler had more than 5,300,000 visitors creating an estimated economic impact of \$336 million.

## ROSE COMPLEX MASTER PLAN

# CITY OF TYLER KEY PHONE NUMBERS

City Information Line  
(903) 531-1100

City Mayor  
(903) 531-1250

City Manager  
(903) 531-1250

Airport  
(903) 531-2343

Animal Control  
(903) 535-0045

Animal Shelter & Adoption  
(903) 426-7317

Communications  
(903) 531-1272

Environmental / Code Enforcement  
(903) 531-1312

Fire (Non-Emergency)  
(903) 535-0005

Gallery Main Street  
(903) 593-6905

Inspection / Permits  
(903) 531-1151

Liberty Hall  
(903) 595-7274

Library  
(903) 593-READ (7323)

Municipal Court  
(903) 531-1266

Neighborhood Services / Housing  
(903) 531-1303

Parks & Recreation  
(903) 531-1370

Planning  
(903) 531-1175

Police (Non-Emergency)  
(903) 531-1000

Solid Waste  
(903) 531-1388

Solid Waste (24 Hour Info Line)  
(903) 531-1392

Traffic Engineering  
(903) 531-1201

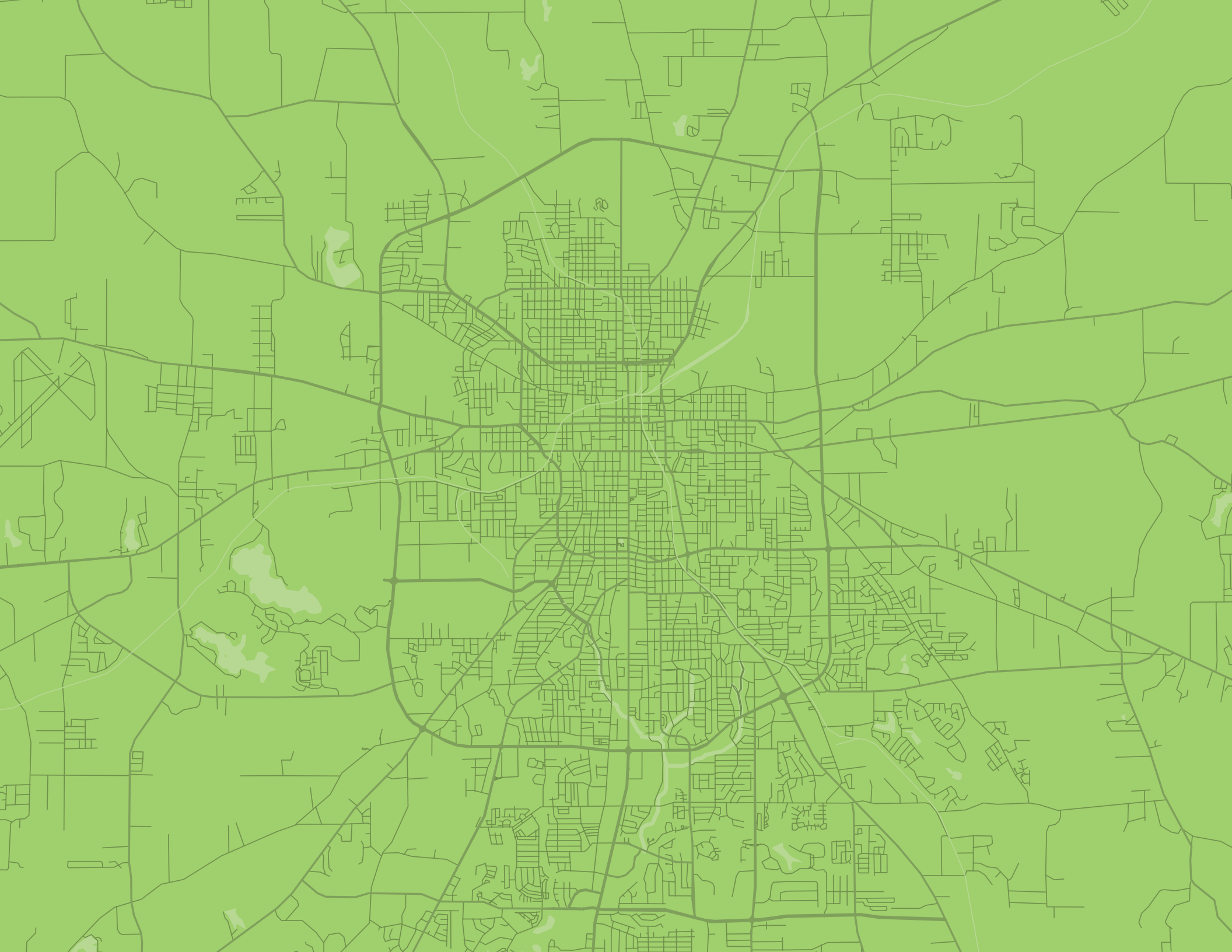
Tyler Transit  
(903) 533-8057

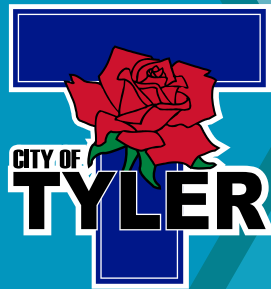
Water (Business Office)  
(903) 531-1230

Water (After Hours / Emergencies)  
(903) 597-6541

**EMERGENCY**

**911**





# #TimeToBuild

*The future won't wait. Neither can we.*

---

## 2017 ANNUAL REPORT



[www.CityOfTyler.org](http://www.CityOfTyler.org)

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