



**PRESERVING
THE PAST,
INVESTING IN
THE FUTURE**



THE CITY OF
ROCKWALL

2013 ANNUAL REPORT

LEADING THE WAY

THE ROCKWALL MAYOR & CITY COUNCIL



"The City Council knows that leadership is nothing without the support and involvement of residents, the key to our success. We believe that 'Rockwall's time is now!' and with residents' continued support and help, we will successfully meet future challenges head-on. The momentum of 2013 will continue. We want Rockwall to remain the place to be – but still with that friendly, small town feeling."

David Sweet
Rockwall Mayor



Jim Pruitt



Mike Townsend



Scott Milder



Dennis Lewis



Bennie Daniels



David White
Mayor Pro-Tem

2013 was a good year for Rockwall. The economy remained steady as residential and commercial development increased from the previous year and continued to improve; a balanced budget required no tax increase; and leadership decisions continued to ensure that Rockwall remained one of the best cities in Texas.

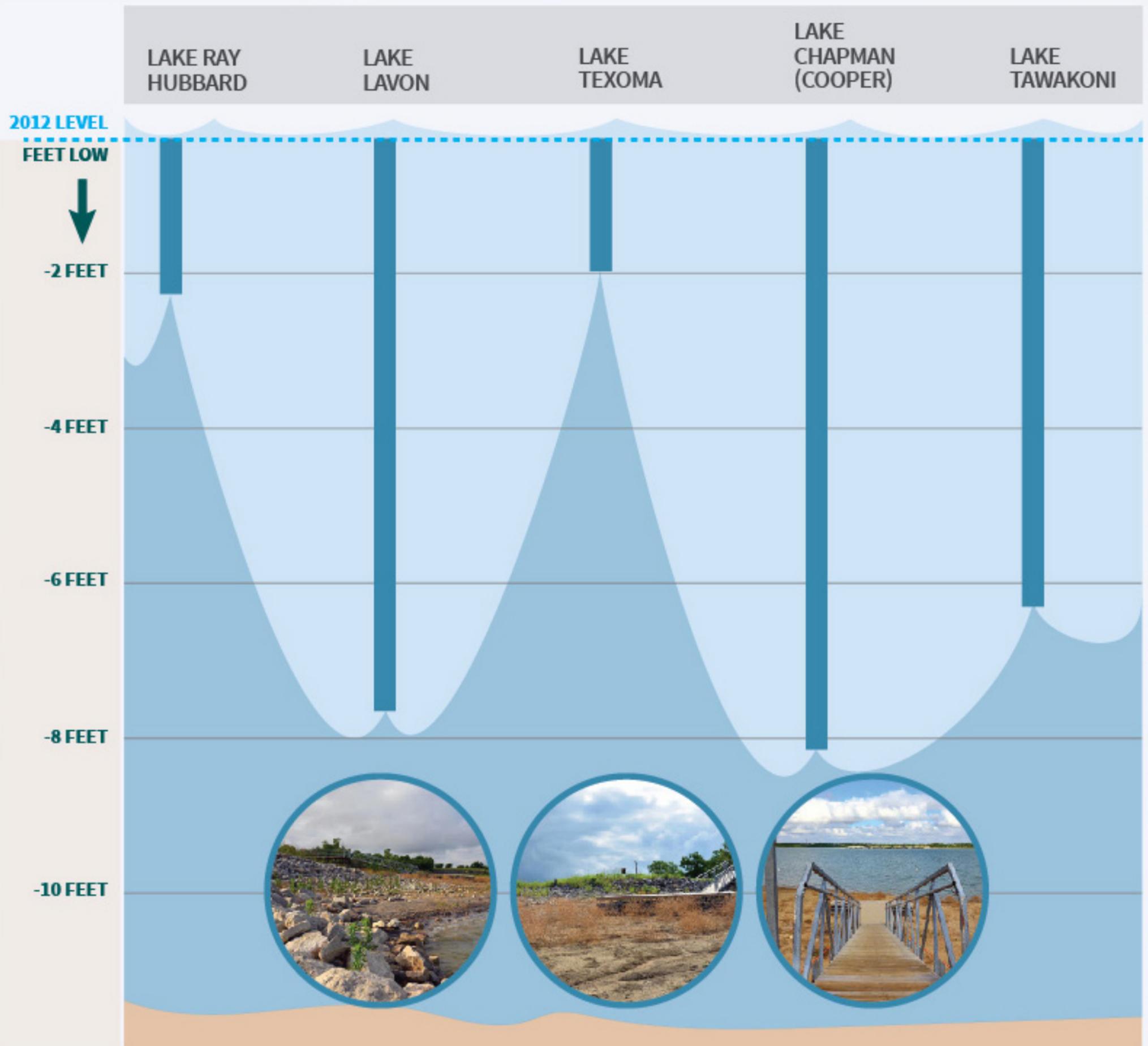
Fast growing and friendly, the family-centered, energized city offers residents a high quality of life with big city conveniences and small town charm - the best of both worlds.

In late 2013 work started on the \$8.625 million voter-approved capital improvement project that will transform Downtown into a beautiful, visitor-friendly destination while maintaining its small-town charm to complement the great business community. At The Harbor, the new seven-story Trend Tower was under construction – the first major construction project in the planned development destination.

The City of Rockwall is a business friendly, safe, family-centered city with strong community spirit that offers a variety of retail shops and restaurants, well-maintained parks and trails and an array of entertainment opportunities.

CONSERVING WATER

In May, 2013, city officials agreed to implement stringent water restrictions due to low lake levels as advised by Rockwall's water supplier, the North Texas Municipal Water District. The district also set a goal of reducing water consumption by 10% to prevent further restrictions that would prohibit any outdoor watering. City residents responded and overwhelmingly surpassed the goal. Water conservation continues to be a central issue for the city and the region.



 2013 LAKE LEVEL



HONORING THE PAST... ENHANCING DOWNTOWN ROCKWALL

Downtown Rockwall is rich in tradition. With thoughtful planning and focused energy by the city, merchants and residents over the last several years, downtown once again became a primary destination filled with activity. People rediscovered its historic charm and its locally owned restaurants, unique retail shops and an eclectic collection of businesses. The voter approved \$8.625 million renovation project started in late 2013 and is scheduled for completion in 2015. This investment in the future will further transform the area into one of the city's main destinations.



200 NEW JOBS
ADDED

108M ADDED TO
TAX ROLLS

56 ACRES ADDED TO
ROCKWALL
TECHNOLOGY PARK



EXPANDING THE TAX BASE... THROUGH ECONOMIC DEVELOPMENT

2013 was a great year for the Rockwall Economic Development Corporation. Bimbo Bakeries USA, Hatfield & Company, Nolan Power Group, Whitmore Manufacturing (expansion) and Texas A&M University at Commerce located at the REDC Technology Park. It was also announced that Channell Commercial Corporation was relocating to Rockwall.

SERVING THE COMMUNITY

Rockwall is committed to enhancing and expanding its services and programs for residents, which help cultivate a sense of community. In 2013, the Parks and Recreation department made significant strides in that direction.

The City Council agreed to make an investment in parks and recreation programs and activities, including \$380,000 for renovation of the Tuttle Sports Complex. A new position was created to coordinate youth sports programs. Changes were made in the youth baseball program to better serve residents, with improvements to the city's ball fields.



City of Rockwall

UNDERS DAY FESTIVAL

HISTORIC DOWNTOWN ROCKWALL

THE DONAHEW BAND

CONCERT BY THE LAKE SERIES

City of Rockwall

Thursdays, Free at 7:30 pm
At The Harbor 2047 Summer

Presented by: ROCKWALL Ford

May 9	Josh Weathers Band
May 16	Me & My Monkey
May 23	SoundHouse - C
May 30	Escape - Journe
June 6	Live 80 - 80's Hi
June 13	Petty Theft - Top
June 20	Moving Colors
June 27	Walkin' The Lin
July 4	NO CONCERT
July 11	Chinatown - P
July 18	Hanna's Reel
July 25	Big Mouth - C
Aug 1	Blaze of Glo
Aug 8	Hunter Sulliv

OCTOBER 5TH
DOWNTOWN ROCKWALL 9am - 6pm

Community Bank
More than you ever expected.

5TH ANNUAL RIB RUB RUN & RO

Downtown Rockwall

OLD TOWN CHRISTMAS Market

HALLOWEEN EXTRAVAGANZA AT THE HARBOR

DECEN FROM 9

PARKS & RECREATION

275

ACRES OF
DEVELOPED PARK
LAND

990

TOTAL ACRES OF PARK LAND
INCLUDING GREENBELTS, DEVELOPED
AND UNDEVELOPED PARKS.

21

TOTAL
DEVELOPED
PARKS



10

NEIGHBORHOOD
PARKS



1

PUBLIC BOAT
RAMP



1

MOUNTAIN BIKE TRAIL
(SQUABBLE CREEK
MOUNTAIN BIKE TRAIL)



1

DISC GOLF
COURSE AT HARRY
MYERS



7

“GREENBELT”
AREAS

4900

PARTICIPANTS
IN FEE BASED
PROGRAMS

391

PROGRAMS
OFFERED
IN FY 13



IMPROVING NEIGHBORHOODS

Big changes were made in 2013 to code enforcement, beginning with a new name: **Neighborhood Improvement Services**. But the most important change was its focus – from enforcement to improvements.

The department's goal shifted to empowerment of neighborhoods through resident participation. Residents were asked to work with the department to establish neighborhood priorities and tell NIS what they wanted regulated, making resident input the key to making NIS effective.



PROTECTING THE PUBLIC

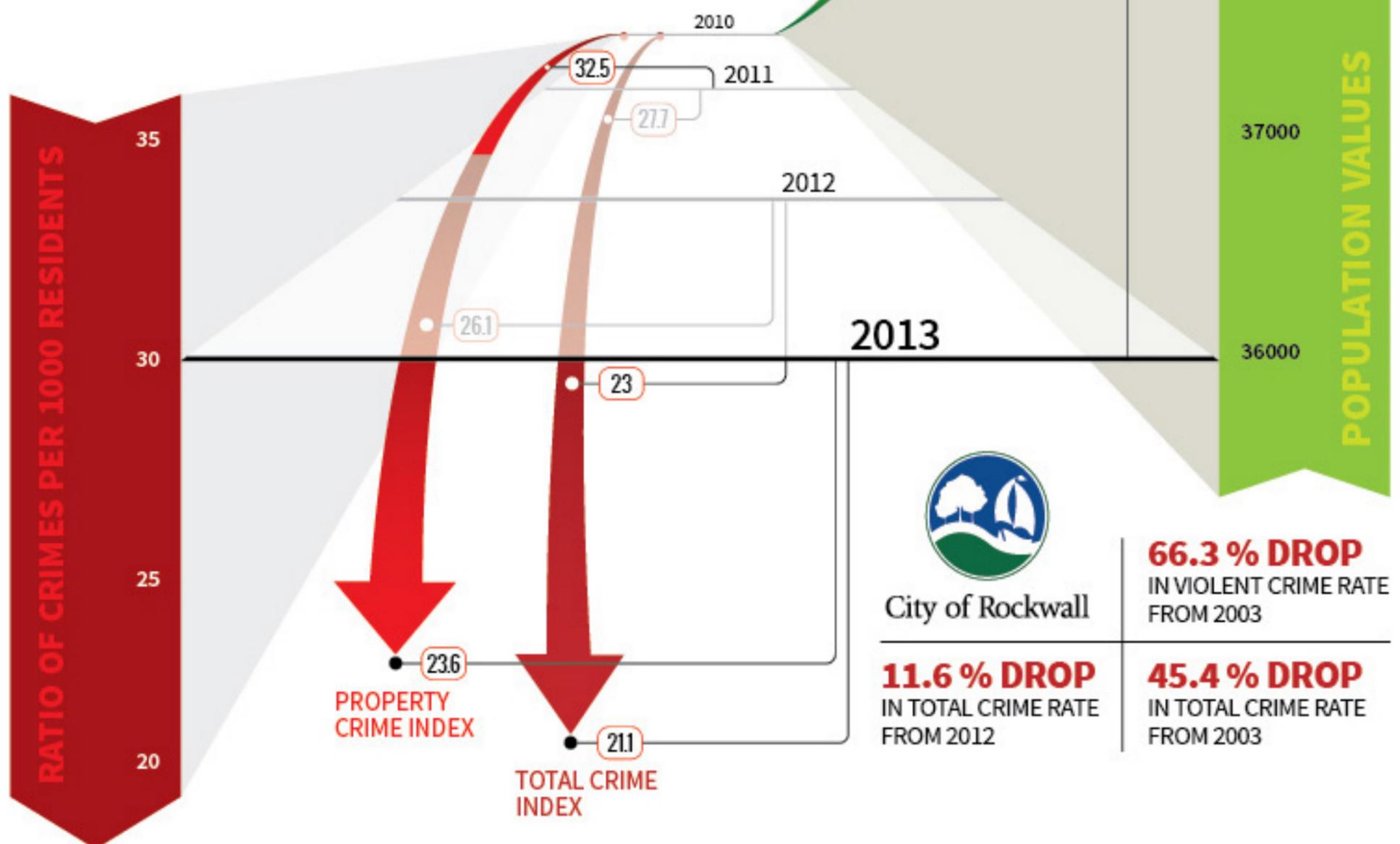
ROCKWALL POLICE DEPARTMENT

Rockwall is one of the safest cities in the Dallas Metroplex thanks to the extraordinary efforts of its police department. Promoting safety is a main focus of the city. The Police Department maintains a standard of excellence and are responsive to the public with the highest levels of integrity, honesty and trust.



Photo Credit: Jack Palmer

In 2013, the crime rate was 11.6 percent lower than in 2012. This was attributed to strong community interaction and a well trained, highly qualified and dedicated police force. One of RPD's top priorities remained good communication with residents and business owners. The crime rate decrease was directly attributable to the very active Citizens on Patrol volunteers and an engaged community's willingness to support the Neighborhood Crime Watch Programs and to report suspicious behavior.



City of Rockwall

KEEPING THE COMMUNITY SAFE



ROCKWALL FIRE DEPARTMENT

2013 was an exceptional year for the well-trained and highly qualified department: Rockwall firefighters kept losses to 4.5 percent, and the department earned a Class 2 Public Protection Classification from the Insurance Services Office.

The Rockwall Fire Department now ranks in the top 6 percent in Texas and the top 13 percent in the nation.

Contributing to the low loss percentage were fire inspections, expedient response time, the city's water system, public education and a community focused on safety.



PROPERTY / CONTENT
SAVED

95.5%

PROPERTY / CONTENT
LOSS

4.5%

\$17,245,787

TOTAL PROPERTY / CONTENT INVOLVED IN A FIRE INCIDENT IN 2013

16,438 ROCKWALL
POLICE DEPT

897 ROCKWALL
FIRE DEPT

2,585 HEATH DEPT OF
PUBLIC SAFETY

820 FATE DEPT OF
PUBLIC SAFETY



20,740

TOTAL CALLS
DISPATCHED

TOTAL FY 2013
REVENUES

\$37,680,256

WHERE DOES IT COME FROM?



48% PROPERTY TAXES
\$17,231,200.00



35% SALES TAXES
\$13,439,088



7% FRANCHISE TAXES
\$2,748,707



6% INTEREST & MISC REVENUES
\$2,090,866



3% FINES & FORFEITURES
\$1,050,956



3% LICENSES & PERMITS
\$1,119,439

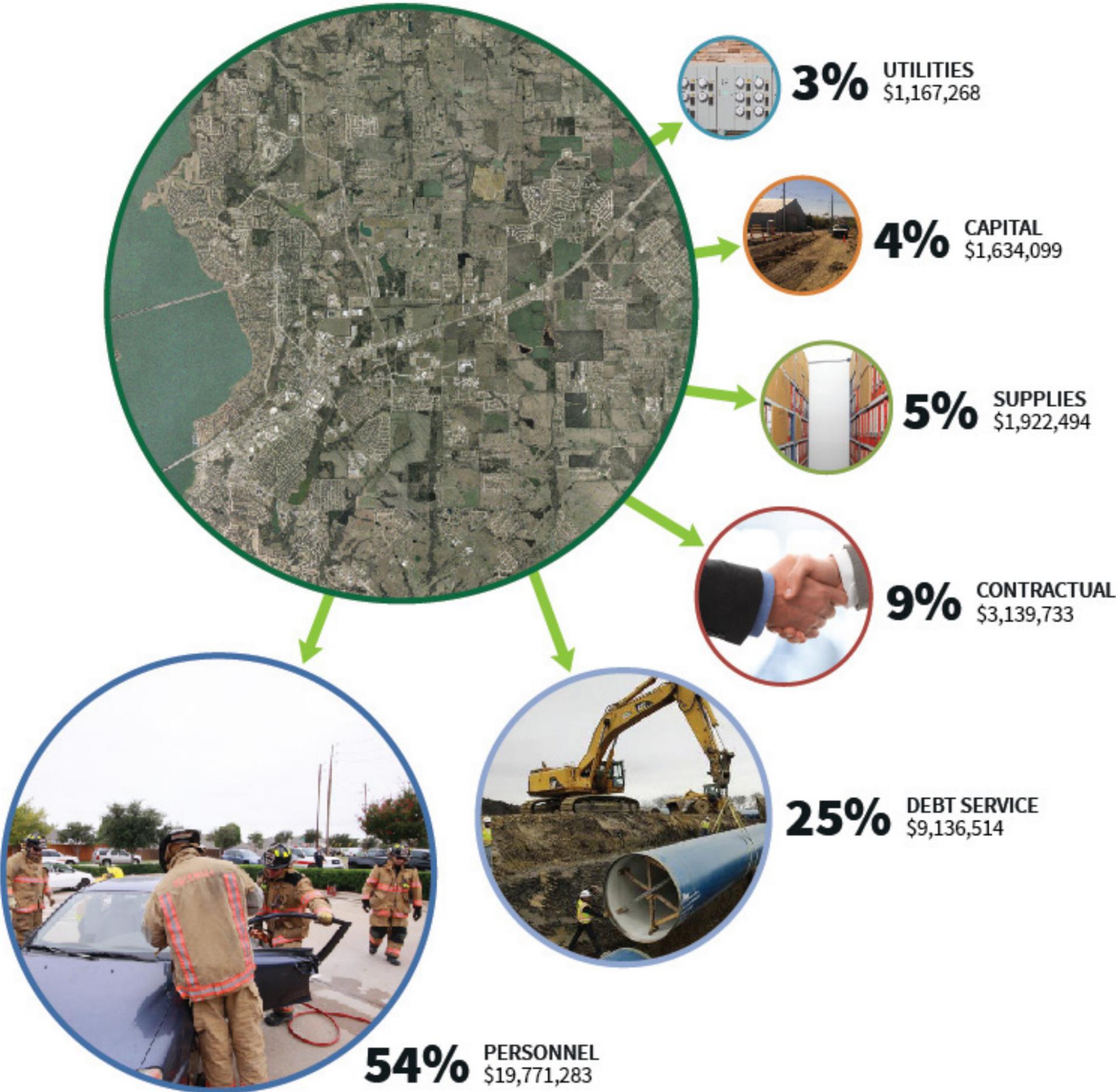
STRONG FOUNDATION... FINANCIAL RESPONSIBILITY

The city continued to support community needs for services, programs and infrastructure with a small tax decrease in the fiscal 2013-2014 budget. Solid leadership and cautious fiscal responsibility has made the financial outlook for 2014 even better.

TOTAL FY 2013
EXPENDITURES

\$36,771,392

WHERE DOES IT GO?





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