



THE CITY OF ATHENS

FY20

YEAR IN REVIEW

LETTER FROM THE CITY MANAGER



Howdy Friends!

A few years ago, I charged my staff with celebrating the remarkable stories of their service to our community, to identify and highlight the incredible difference that Team Athens is making here in our hometown. From that challenge, an infographic was developed and is now delivered annually to our fellow citizens. I am pleased to share the latest Annual Year-In-Review Infographic for the Fiscal Year ending June 30, 2020 with you. Within these pages you will see the culmination of the hard work my staff has accomplished this past year and the success stories that our community can share together since last summer.

Our McMinn County Economic Development Authority has scored our second Tax-Increment Financed Project in three years with the up-and-coming Athens Marketplace. The first TIF project three years ago was the installment of the new Food City in downtown Athens. The Athens Marketplace will be a multi-venue retail development encompassing over 100,000 square feet of new retail space and anticipating apparel shops, cosmetics, discount retail, bath & beauty, and restaurants.

Early in the fiscal year, we were paid a special visit by Tennessee Governor Bill Lee as we broke ground on what will become the state model for higher education with the completion of the McMinn County Higher Education Center. This center will house TCAT-Athens, Cleveland State Community College, the University of Tennessee's Agricultural Extension Services, and Adult Education all under one roof. This center will drive workforce development in collaboration with local industries and is well underway in construction for the entire region. Athens will become the center for workforce development in the southeast Tennessee corridor.

The Main Street Athens program, that merged with the Downtown Business Association the year prior, has made great strides in the revitalization of our historic commercial core district, downtown, the heart of our community. Along with the development of an Historic Walking Tour, Main Street Athens partnered with the Southeast Tennessee Development District to complete grant funded façade improvements for downtown businesses. Main Street Athens also embarked on a visioning process and is developing new plans to reinvigorate downtown.

On to city finances, Fiscal Year 2020 marked 28 years of Excellent Financial Reporting, an award presented by the Government Finance Officers Association heralding our exemplary management of taxpayer funds and the transparency of our financial stewardship of the public's trust. This makes Athens one of the best fiscally managed cities in the entire United States. Athens is in a very stable and sound fiscal position, maintaining among the lowest tax rates in Tennessee for our service level.

Finally, another success story that has been more than fifteen years in the making, the Athens City Council and the Athens Board of Education worked to reach an agreement on approaching the needs of our school system and the future of our children regarding our school buildings. The citizens of Athens voiced their desire and willingness to pay for the consolidation of our four elementary schools by approving the referendum to raise the local option sales tax by 0.75% last summer. Groundbreaking on the new school building is set for December 21, 2020.

All in all, we have had a tremendous year here at the City of Athens and we look forward to another year of progress in the Friendly City. May God bless you and may God bless the City of Athens!

Genuinely,

A handwritten signature in blue ink, reading "C. Seth Sumner". The signature is fluid and cursive, with a long horizontal line extending to the right.

C. Seth Sumner
City Manager

FY2020 YEAR-IN-REVIEW

City Manager
C. Seth Sumner

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Amber Cross

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Main Street Athens
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MCEDA
Kathy Price

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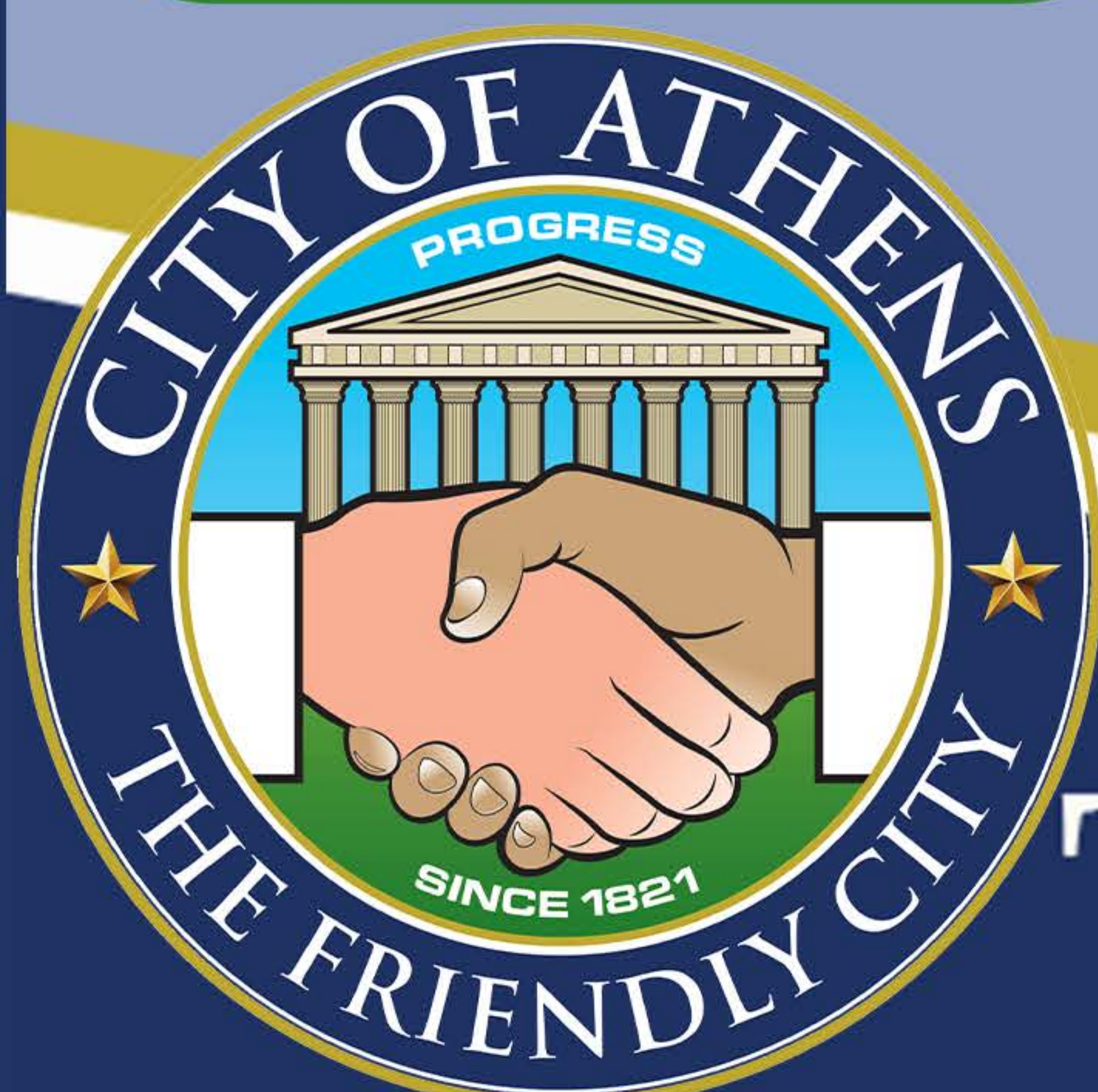
- 4.....City's Vision
- 5.....City's Flag
- 6-7.....City's Agenda
- 8.....Economic Development
- 9.....Community Development
- 10-11...Main Street Athens
- 12-13...City Finance
- 14.....Parks & Recreation
- 15.....Public Works
- 16.....Police Department
- 17.....Fire Department
- 18.....Human Resources
- 19.....Veterans
- 20.....#TeamAthens

ON THE COVER



Denso Eco Park
Features:
Nature Walking Trail
Community Orchard
Walk-Out Pier
Covered Bridge
and more...!

Pavilion at Denso Eco Park
130 Private Brand Way
Athens, TN 37303



TEAM ATHENS

OUR WHY

We believe in improving the human condition. We afford all citizens and guests a higher quality of life by providing the infrastructure and services that lead to a safer, happier, healthier, and more economically vibrant environment where people can succeed.

The Athenian Oath

We will never bring disgrace on this our City by an act of dishonesty or cowardice. We will fight for the ideals and Sacred Things of the City both alone and with many.

We will revere and obey the City's laws, and will do our best to incite a like reverence and respect in those above us who are prone to annul them or set them at naught.

We will strive unceasingly to quicken the public's sense of civic duty. Thus, in all these ways, we will transmit this City not only, not less, but greater and more beautiful than it was transmitted to us.

* Based on the Ephebic Oath, a statement of civic virtue from Ancient Athens, Greece



OUR CITY FLAG

The official flag has the city's logo standing upon a field of three equal vertical columns. The Eastern and Western columns are azure, while the central column is argent in color. The logo incorporates the Parthenon, representing the ancient Athenian city-state, for which Athens, Tennessee, is named; due to its resemblance of the Athens, Greece, landscape with its rolling hills, knobs, and mounts in the distance.

Shaking hands signify the true character of the "Friendly City": the hands are purposefully abstruse as to gender and race, representing the strength that lies in the diversity and inclusiveness of our community. The motto, "Progress since 1821," has been included on all previous logos and has characterized the forward thinking of the community since its inception. The blue field represents a clear, open sky; open to fresh, innovative ideas and speaks to the aspiration and courage of citizens and public servants to affect a cause greater than themselves. The green field represents a lush, bountiful land full of fruitful, natural resources whereby the significance of proper stewardship of resources are paramount.

The argent column is symbolic of purity and peace: purity of our spirit and our cause to achieve, ultimately, the egalitarian virtues of justice and liberty, as well as our intentions as a citizen-led government to work tirelessly to transmit the city greater and more beautiful than it was transmitted heretofore. The single argent column is placed in the center of the field, representing the heart, or core, of the community, wherein resides an inherent desire to achieve peace, in our time, as a community that works together to accomplish unified goals.

The pale azure columns hearken to the city's past. Historically referred to as Athens City Blue, it distinctly recalls a period of time when all city vehicles were branded with the color, with the exception of the city manager's vehicle and the fire apparatus. Azure also represents freedom, and with that freedom, the responsibility and duty of citizens to revere and obey the City's laws; and, to that end, the fortitude of citizens to fight for the ideals of the city, both alone and as many.

THE TEAM ATHENS AGENDA

Strengthen Internal Culture

Make Athens the best place to work, where the best people want to work. All employees are ambassadors for the city and are expected to set the example in civil behavior and customer service. Create an internal culture that nurtures and strengthens our team members' capabilities. Family first; we must take care of our people.

Reinvent human resources.

Revamp antiquated policies and practices.

Build a brand that tells the great story of public service.

Focus on talent management, leadership development, and succession planning. Create a culture that values and engages employees in meaningful ways. Leverage technology, data, and automation to improve operations and provide employees with the tools they need to be highly productive and successful.

Become a Quality of Life Community

Create a community where our best and brightest want to stay or return to raise a family. Enhance and establish lifestyle amenities that are attractive and useful for people of all ages and abilities. Think long-term.

Intergovernmental Round Table

Regular (in)formal visits with all other entities to co-opt relationships. County, nearby cities, regional, and state authorities; maintain good working relationships to take best advantage of what each can offer in advancing the goals of our citizens.

Business Forward Thinking

Develop retail and commercial recruitment programs.

Meet with existing businesses to determine best ways to help them grow. Create a business atmosphere that nurtures entrepreneurship. Emphasize sharing resources to create efficiencies in service delivery and resource allocation.

Strengthen the bottom line to aid in the creation of prosperity.

Revamp antiquated policies and practices throughout the organization. Working with private, state, and regional partners, develop a retail and commercial toolbox of analytical, developmental, and financial tools to aid in economic expansion.

THE TEAM ATHENS AGENDA

Town and Gown

Strengthen bonds between higher education institutions (TWU, CCCC, TCAT) and City. TWU campus/downtown development as a partnership for economic revitalization.

Funding

Find and utilize all possible efficiencies, focus on technology.

Pay debts, only borrow when necessary and when we have the capacity. Do no harm to service delivery or internal culture.

Increase revenues by finding alternate sources, growing property values, and actively aiding in business growth and recruitment. Use grants to match or increase funding of meaningful projects. Watch for changes in revenue streams, such as hall income, state-shared, fuel.

Service Delivery

First class service start to finish, do more than is expected always.

Be polite, be helpful. We exist to serve. Maintain current facilities to be the example of property maintenance in the community.

Community service driven, solution-oriented approach.

Education

Attend to the needs of primary education students and their families. Develop a facilities improvement plan that meets the future and long-term needs of the community.

Work to educate customers of processes and how they can play a role in bettering the community.

Housing

Work with developers to rehabilitate, redevelop, or build new quality housing to meet the 21st century needs of families.

Utilize zoning and building codes to create a stronger housing market.

Infrastructure

Plan for appropriate maintenance and improvement of current infrastructure. Seek betterments for traffic alleviation and intermodal transportation methods. Use natural flora to create a pleasant landscape for citizens and visitors.



- * **NEW LOGO**
- * **NEW WEBSITE**
- * **NEW TIF PROJECT:**
ATHENS MARKETPLACE
2ND TIF PROJECT IN 3 YEARS

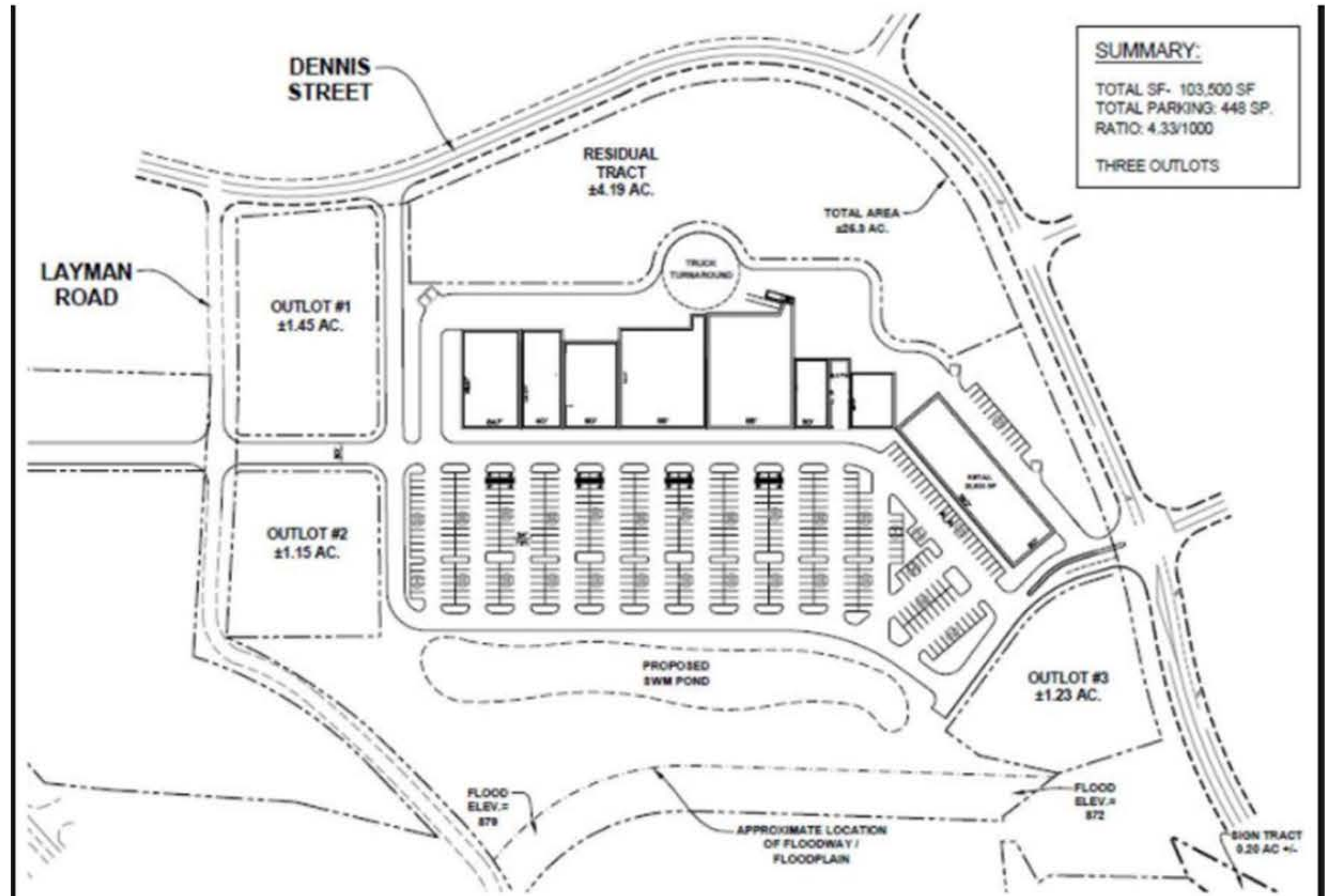
ATHENS MARKETPLACE

Joint Venture between The Fletcher Bright Company of Chattanooga and Meyers Brothers Properties, based in Atlanta. Estimated to bring in 331 to 400 jobs to the community.

Total Investment: ~\$19 Million

WHAT IS TAX-INCREMENT FINANCING (TIF)?

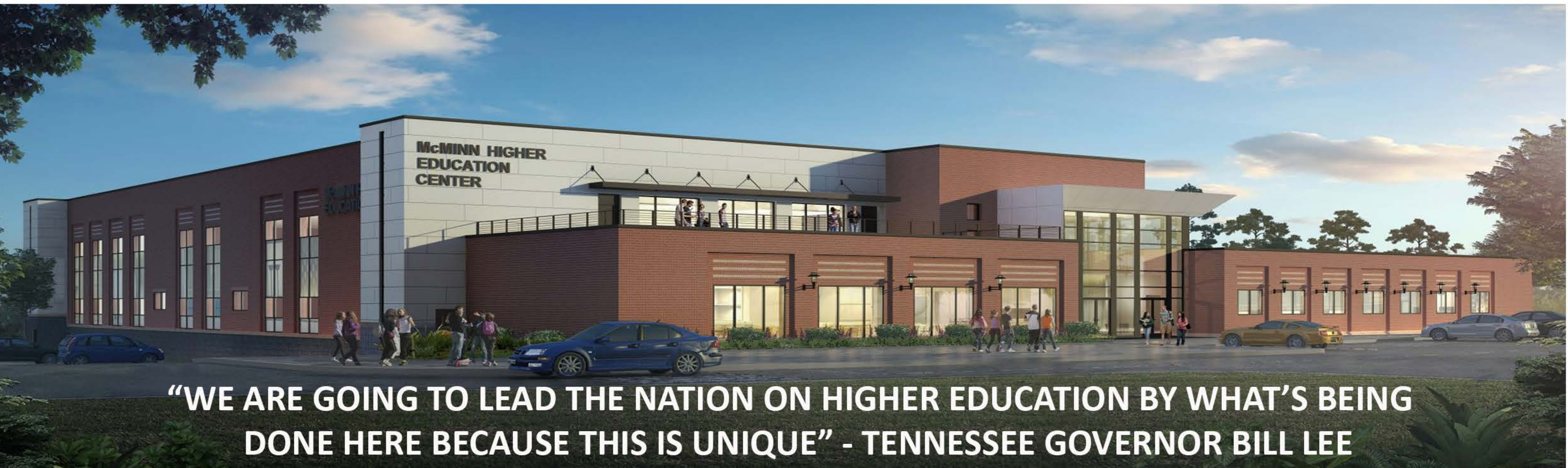
TIF is a tool used by municipal governments to stimulate economic development in a targeted geographical area. TIF offers a strategy for municipalities to “self-finance” a redevelopment project without having to raise or impose new taxes.



MCMINN HIGHER EDUCATION CENTER

Collaborative among the Tennessee College of Applied Technology-Athens, Cleveland State Community College, the University of Tennessee Institute of Agriculture's Extension Services, Adult Education, McMinn County, City of Athens, and local industry. **Currently under construction!**

Total Investment: \$17.75 Million



“WE ARE GOING TO LEAD THE NATION ON HIGHER EDUCATION BY WHAT’S BEING DONE HERE BECAUSE THIS IS UNIQUE” - TENNESSEE GOVERNOR BILL LEE

COMMUNITY DEVELOPMENT



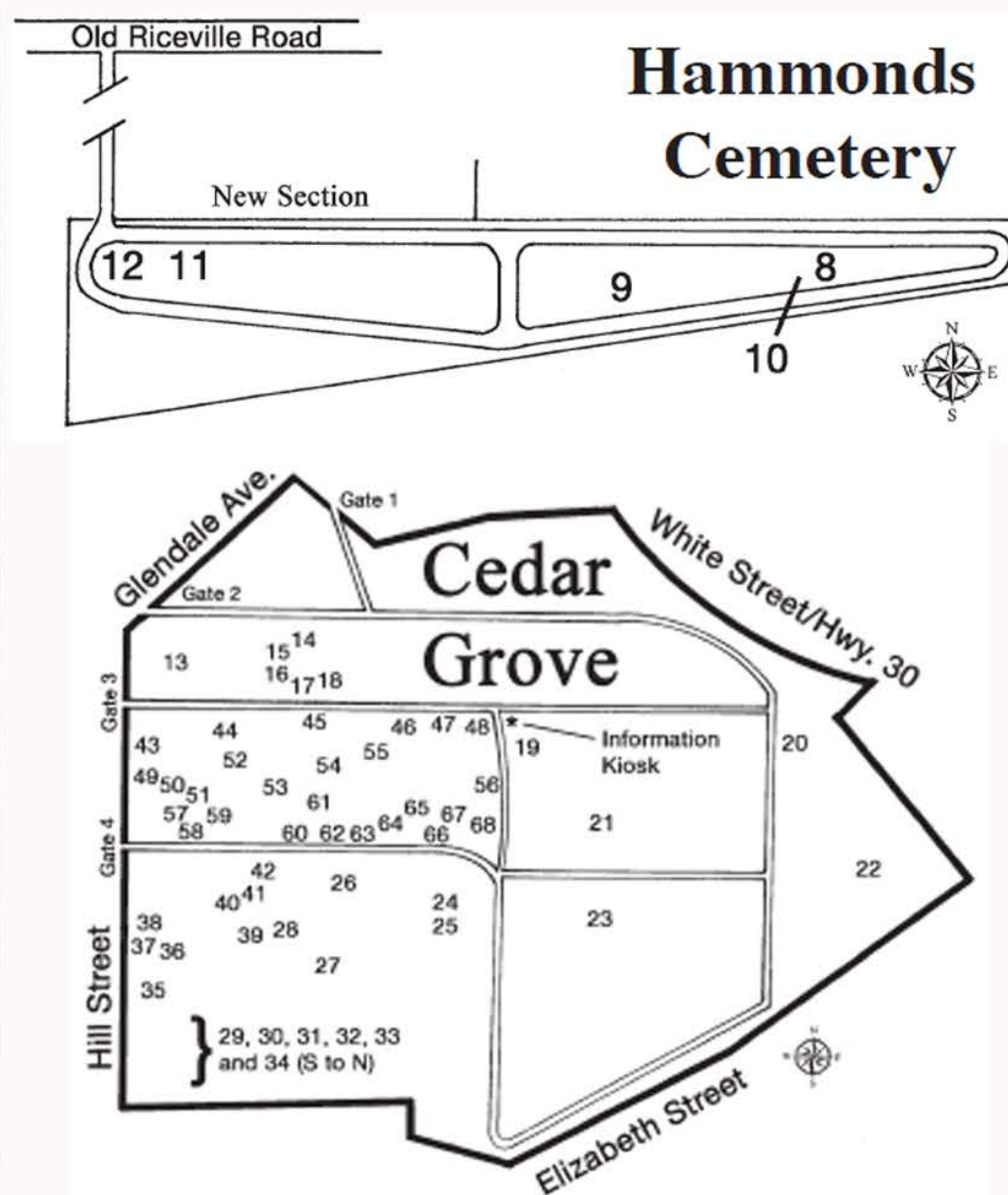
*Civil War
Veterans at Rest*

**A Guide to Civil War Veterans
and Soldiers Buried in the
Athens City Cemeteries**

**Cemeteries of Athens
Preservation Association**

Athens, Tennessee

**TENNESSEE
CIVIL WAR
NATIONAL HERITAGE AREA**



A stylized illustration of a small, single-story house. The house has orange walls, a red gabled roof, and a single brick chimney on the right side. It features several windows with blue frames and a central door with a small porch. The house is set on a patch of green grass under a light blue sky with a few white clouds. The entire illustration is enclosed within a rounded rectangular frame.

A stylized illustration of a small orange shop with a red and white striped awning. The shop has two windows; the left one shows a red apple and the right one shows a red apple. To the right of the shop is a green tree. In front of the shop is a grey road with white dashed lines.

A cartoon illustration of a yellow dump truck with its bed raised, dumping a pile of brown material onto a green field. The background is blue with yellow and orange geometric shapes.

REMODEL/REPAIR PERMITS
NUMBER: 18
VALUE: \$326,275



Athens
A Main Street Community
T E N N E S S E E



Main Street Athens designated as a 2020 Accredited Main Street America program. Evaluated by the Tennessee Main Street Program in partnership with Main Street America to identify local programs that meet ten rigorous performance standards.

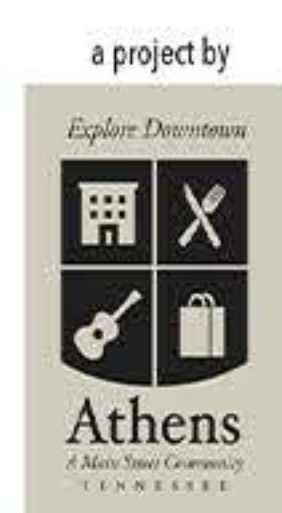
4 Years Certified Since 2016

“WHEN WALLS TALK”

An historical, educational, and fun walking tour showcasing 32 properties in downtown Athens. Developed and funded by the East Tennessee Foundation, the Y-12 Community Investment Fund, DENSO Manufacturing, and the McMinn County Tourism Fund.

When Walls Talk a tour of Athens past to its present

- 1 1st National Bank
- 2 African-American Barbers
- 3 Athens Outlet
- 4 Boyd House
- 5 Burkett Witt
- 6 Bus Stop
- 7 Cher-O-Kee
- 8 Fire Department
- 9 Cleage Corner
- 10 Crawford Corner
- 11 Crow Corner
- 12 Daily Post-Athenian
- 13 Esenkay Tire store
- 14 Evans Building
- 15 Fire Hall
- 16 Foster-Rowan House
- 17 G.I. Headquarters
- 18 Golden Rule Store
- 19 Hotel Magill
- 20 M Goodfriend
- 21 McGaughey Corner
- 22 McKeldin Block
- 23 Old Jail
- 24 Nankivell-Walthall
- 25 Planters Bank
- 26 Rice House
- 27 Riddle & Wallace
- 28 R.E. Lee Hotel
- 29 Strand Theatre
- 30 Post Office
- 31 Water Works / Precinct 11
- 32 WLAR



Sponsored in part by
Y-12 Community Investment Fund

DENSO
Crafting the Core

EAST TENNESSEE
FOUNDATION

McMINN COUNTY
TOURISM FUND

Bus Station

2 S. White St.

William E. Newton was the owner of a cab service and decided to open a bus station across from the Robert E. Lee Hotel. He later moved the bus station to this location during the 1930s. The business was managed by William's wife, Frances Louis and son, Estus. The bus station included a cafe and apartments and was a midway point for travelers. Tennessee Coach Company picked up passengers traveling to and from Knoxville and Chattanooga. The company was eventually taken over by Continental Trailways and in 1983, Continental closed this location and opened a new one on Decatur Pike near Interstate 75.

A Main Street Athens Project. Sponsored by Y-12 Community Investment Fund and DENSO Manufacturing.

Burkett Witt

215 N. Jackson St.

Burkett developed a relationship with Tennessee Wesleyan starting in 1949 when he ran the "Soda Shop" for many years. He and his wife Mildred eventually owned their own restaurant and catering service with the most recent being "Burkett's Bar-B-Que" which was located on East Madison Avenue.

Witt served the community for 33 years on the Athens City Council and held the positions of Mayor from 1983 to 1985 and Vice-Mayor from 1991 to 1993. His dedicated service to the community has earned him much recognition, including an Honorary Doctorate of Public Service from Tennessee Wesleyan University. He is well known throughout the region and described as "A Man of Positive Tenacity".

A Main Street Athens Project. Sponsored by Y-12 Community Investment Fund and DENSO Manufacturing.



Athens
A Main Street Community
 T E N N E S S E E

Partnering with the City of Athens, Main Street Athens supported 13 business owners with facade improvements through a \$100K Community Development Block Grant administered by the Southeast Tennessee Development District.



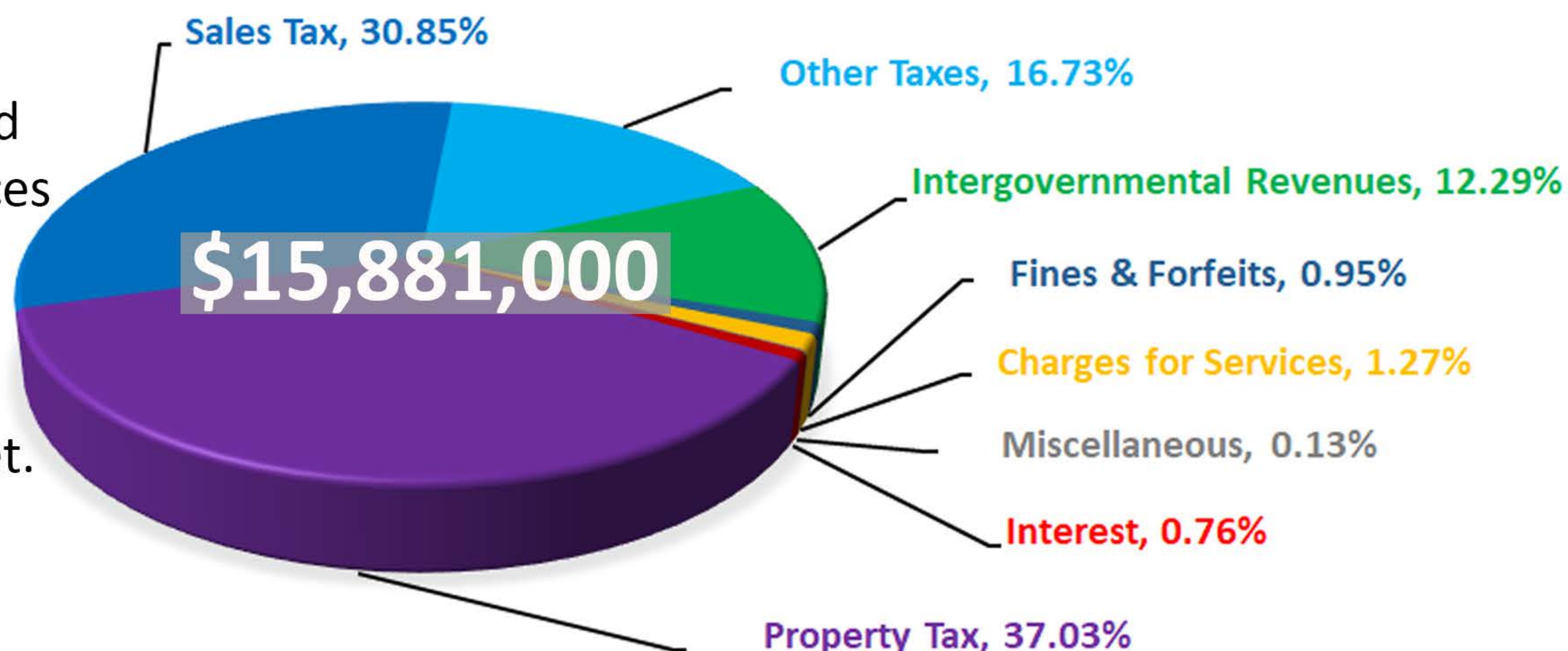
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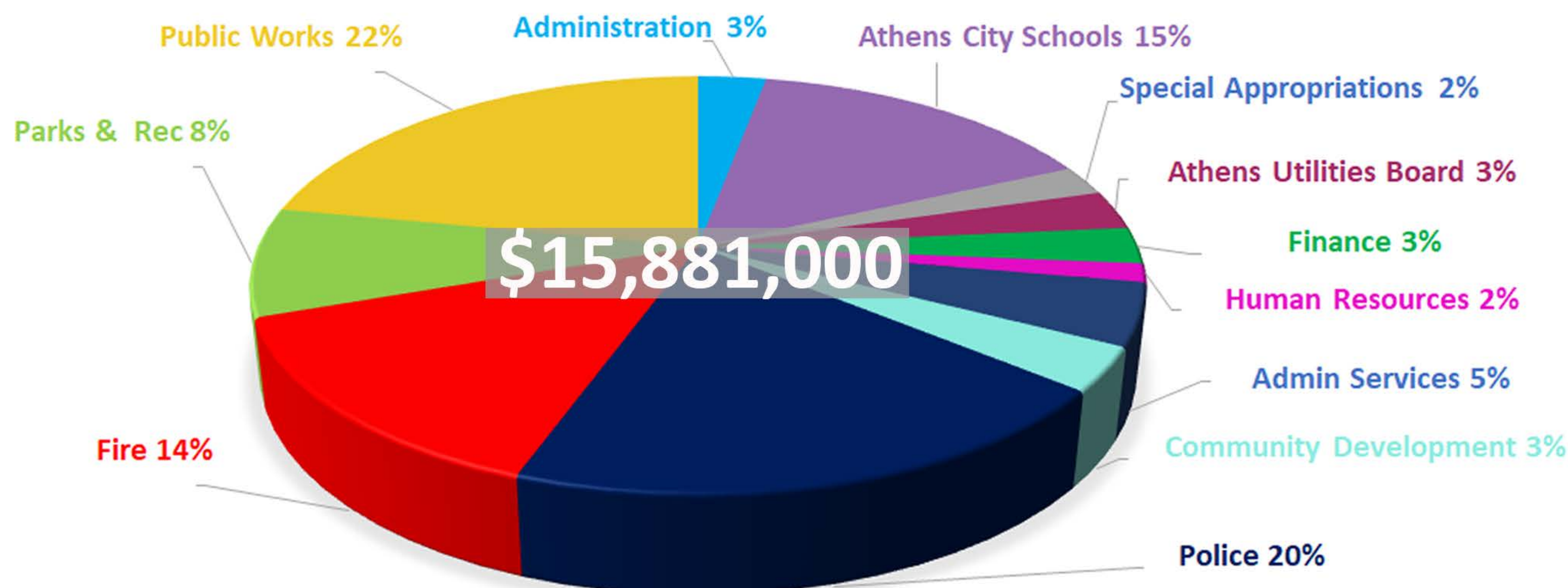
BUDGETED REVENUES, FY20

Revenues are money received from taxes and non-tax sources that enable government to undertake government expenditures as allocated within a government's budget.



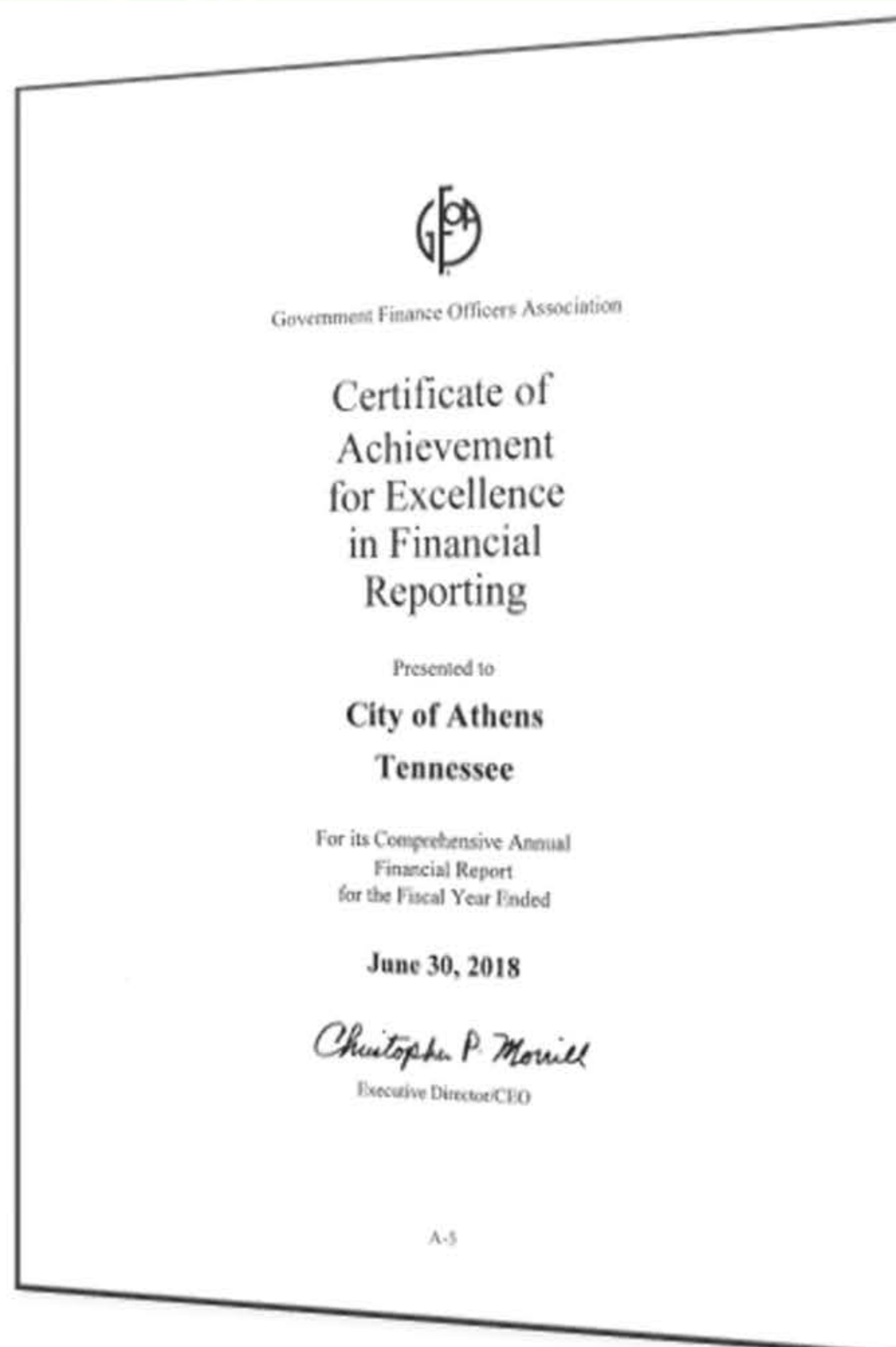
Government revenues and spending are components of the government budget and are important tools of the government's fiscal policy.

BUDGETED EXPENDITURES, FY20



On August 20, 2019 a sales tax referendum was approved by the citizens of Athens to increase the local option sales tax rate by 0.75%, raising the city sales tax to 9.75%. McMinn Countians then voted to make the 9.75% rate applicable to the entire county. The new rate is anticipated to generate \$1.7 Million in additional sales tax revenue each year for the City of Athens, of which \$1 Million is allocated to help pay the debt service toward the school building program.

**61
Business
Licenses
Issued**

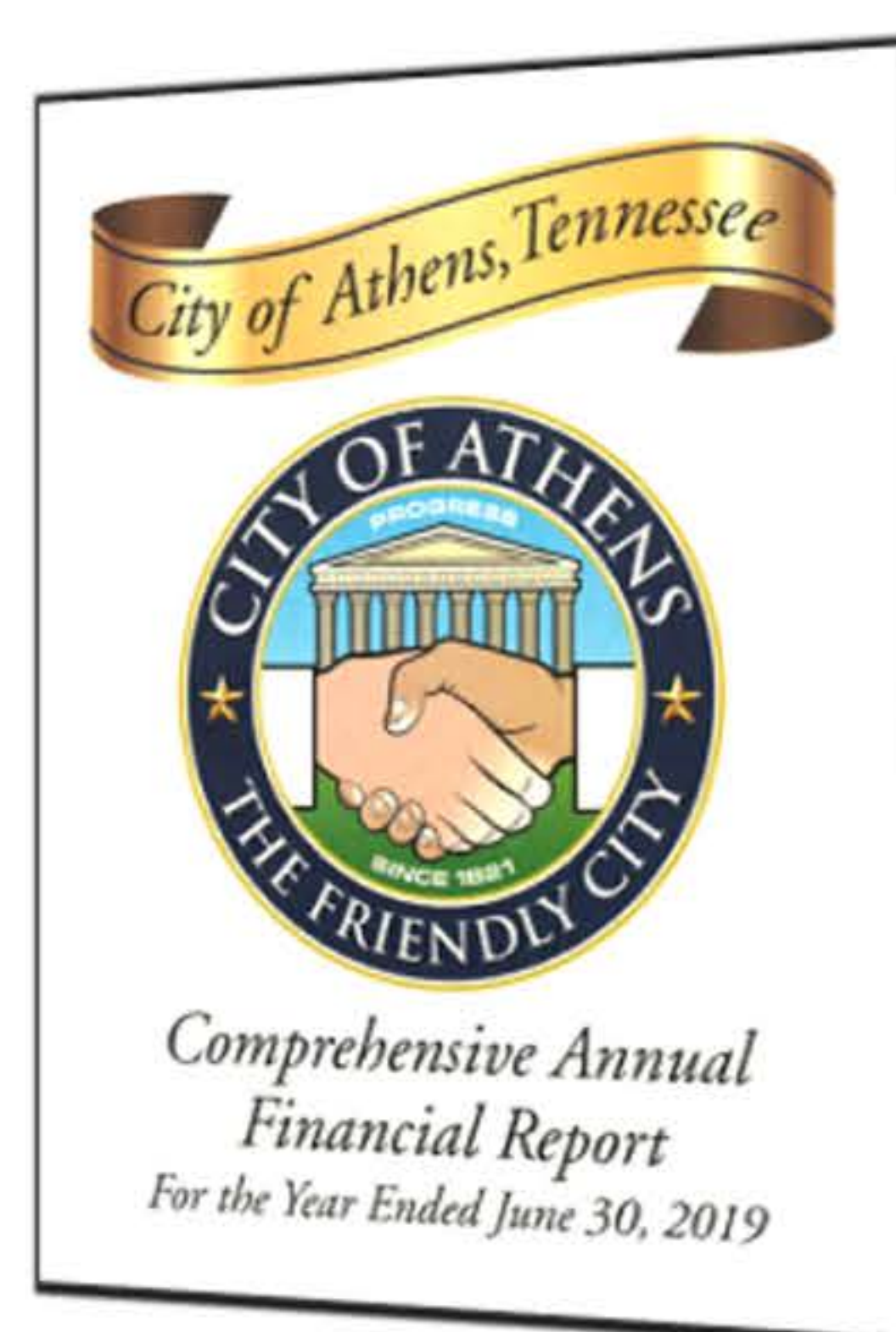


Government Finance
Officers Association

**28 years of Excellent
Financial Reporting**

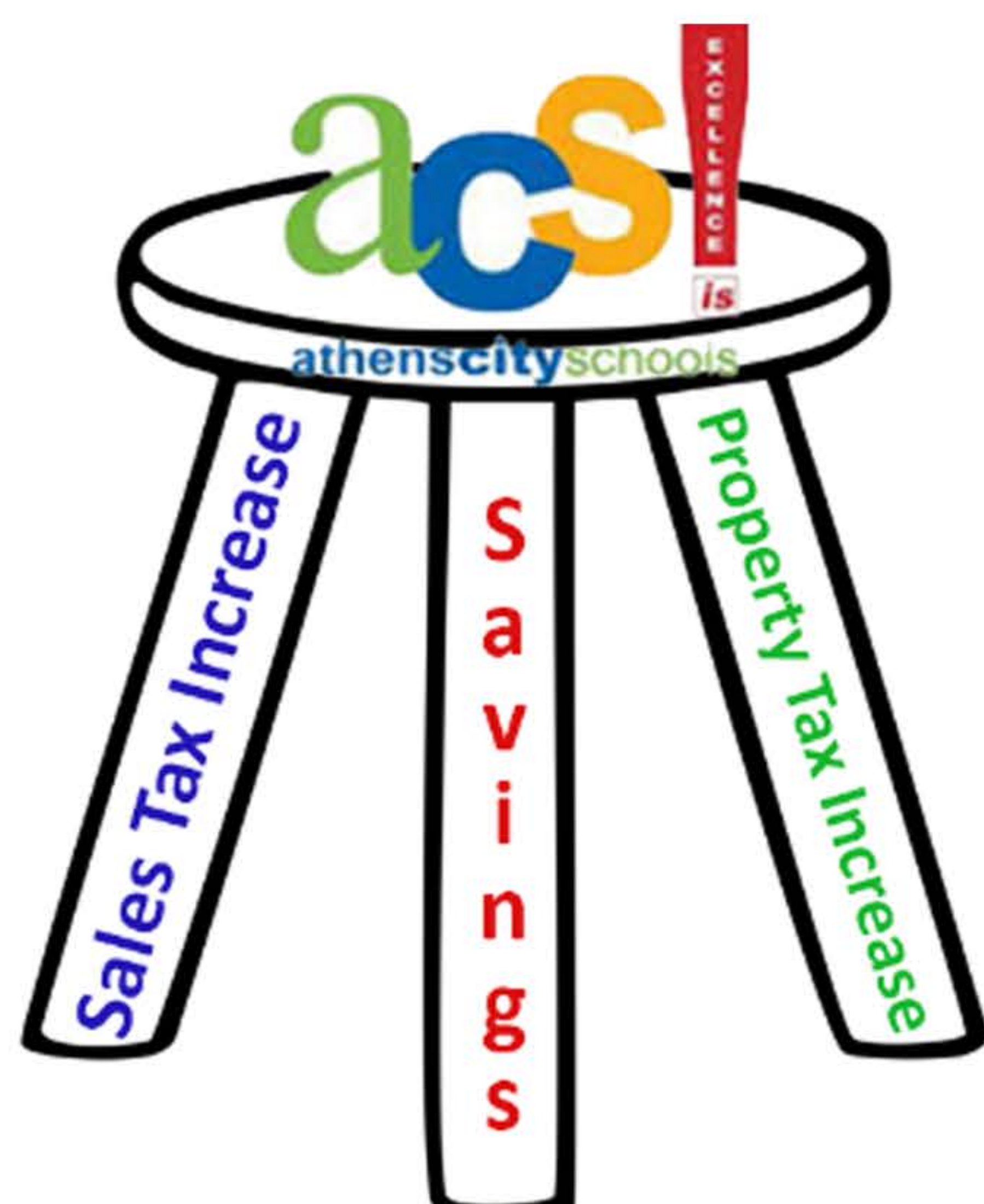
THE CITY OF ATHENS, TENNESSEE

COMPREHENSIVE
ANNUAL
FINANCIAL REPORT



The Comprehensive Annual Financial Report provides a thorough look into a municipality's finances through the reporting of its financial statements.

The City of Athens' finances undergo a financial audit annually by independent auditors.



THREE-LEGGED STOOL APPROACH TO FUNDING THE ACS SCHOOL CONSOLIDATION PLAN



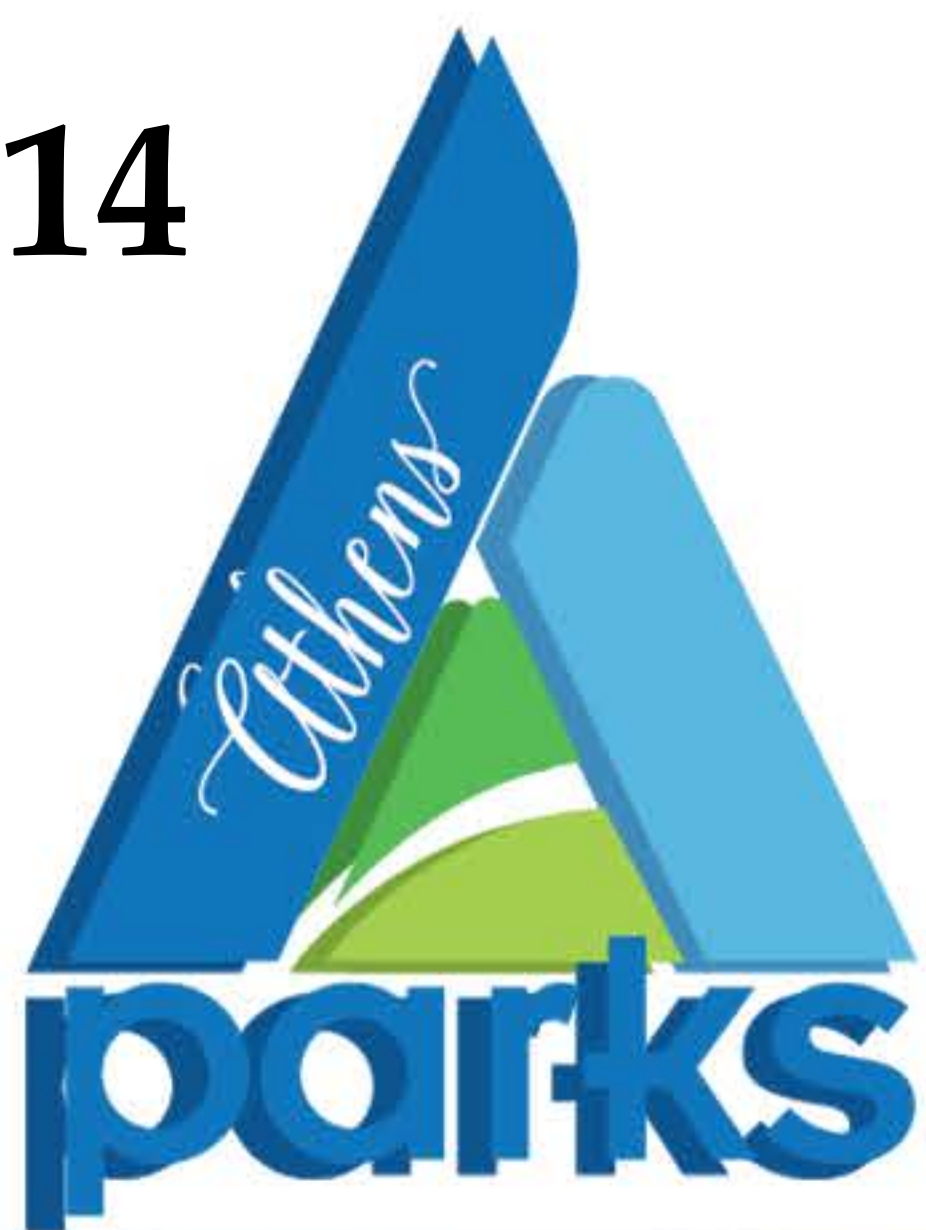
Leg 1: Sales Tax Increase; From 9.00% to 9.75%, approved by the citizens of Athens on August 20th, 2019.



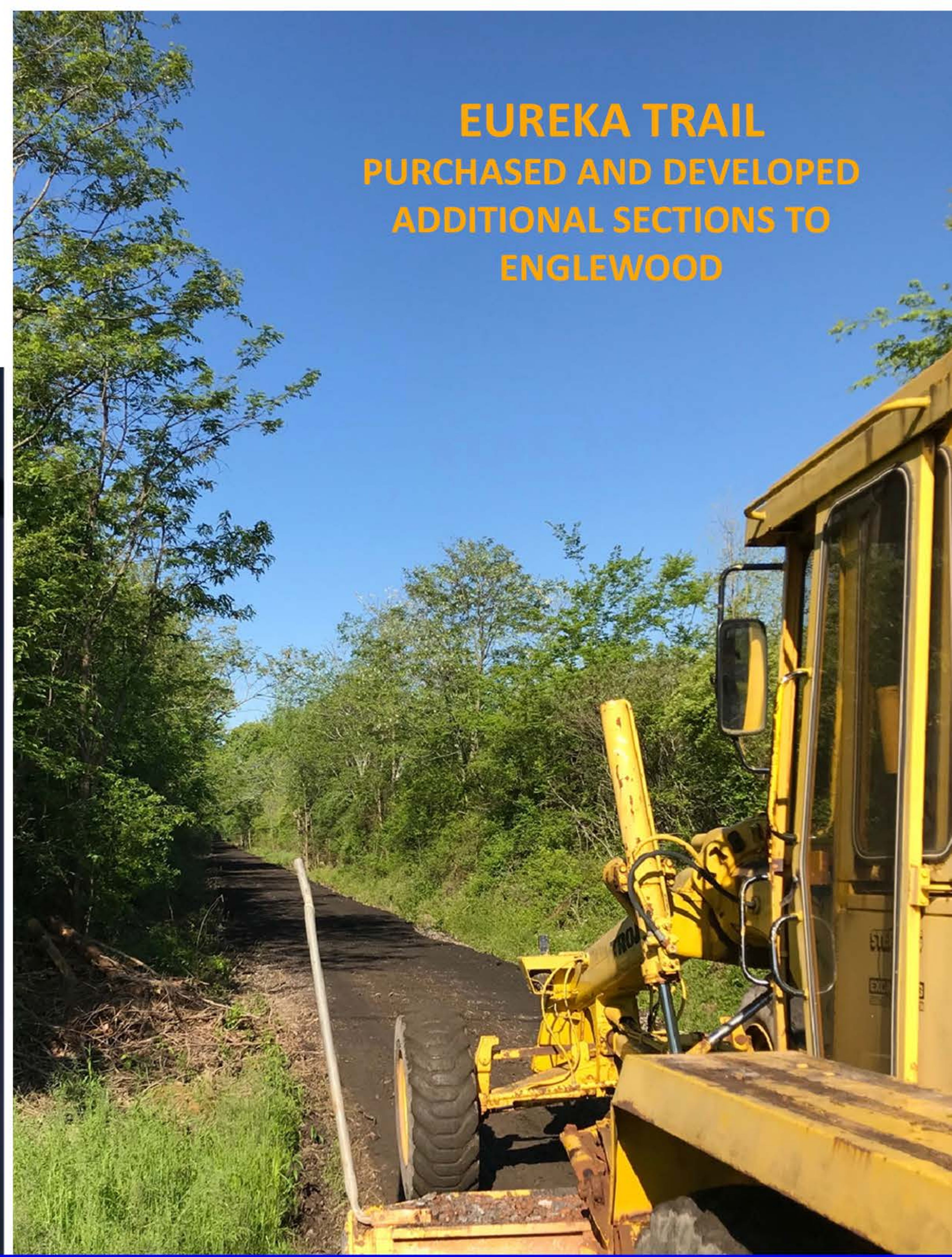
Leg 2: Savings; Consolidation of schools estimates approx. \$700K in operational savings to be fully remitted towards paying debt service for the school project.



Leg 3: Property Tax Increase; Final leg for funding of the school project. Determined by need after bids are opened for the school project.



11 PARKS = 293 ACRES
324,455 PARK ATTENDANCE
OVER 1,400 FACILITY RESERVATIONS
OVER \$17,000 IN PRIVATE DONATIONS
TO ATHENS PARKS FOUNDATION



EUREKA TRAIL
PURCHASED AND DEVELOPED
ADDITIONAL SECTIONS TO
ENGLEWOOD



ATHENS PARKS FOUNDATION
2019 4TH OF JULY FIREWORKS
OVER 4,900 VIEWERS IN PARK
OVER 10,000 TOTAL VIEWERS

DAILY POST-ATHENIAN'S BEST OF THE BEST 2020

PARKS & RECREATION DIRECTOR AUSTIN FESMIRE BEST OF THE BEST PUBLIC SERVANT - 3RD YEAR IN A ROW
PROGRAM COORDINATOR BRIANNA BAKER - BEST OF THE BEST COMMUNITY INVOLVED



35th Annual
Daddy Daughter Dance
1,986 Participants



28th Annual
Mother Son Dance
452 Participants



2019 Opening Year
297 Rentals
Over 10,000 Attendees

PARKS & RECREATION
2019 CALENDAR YEAR
ECONOMIC IMPACT
\$6,725,901



2019 TRPA Four Star Award
For Innovative Program
Athens Farm Bucks

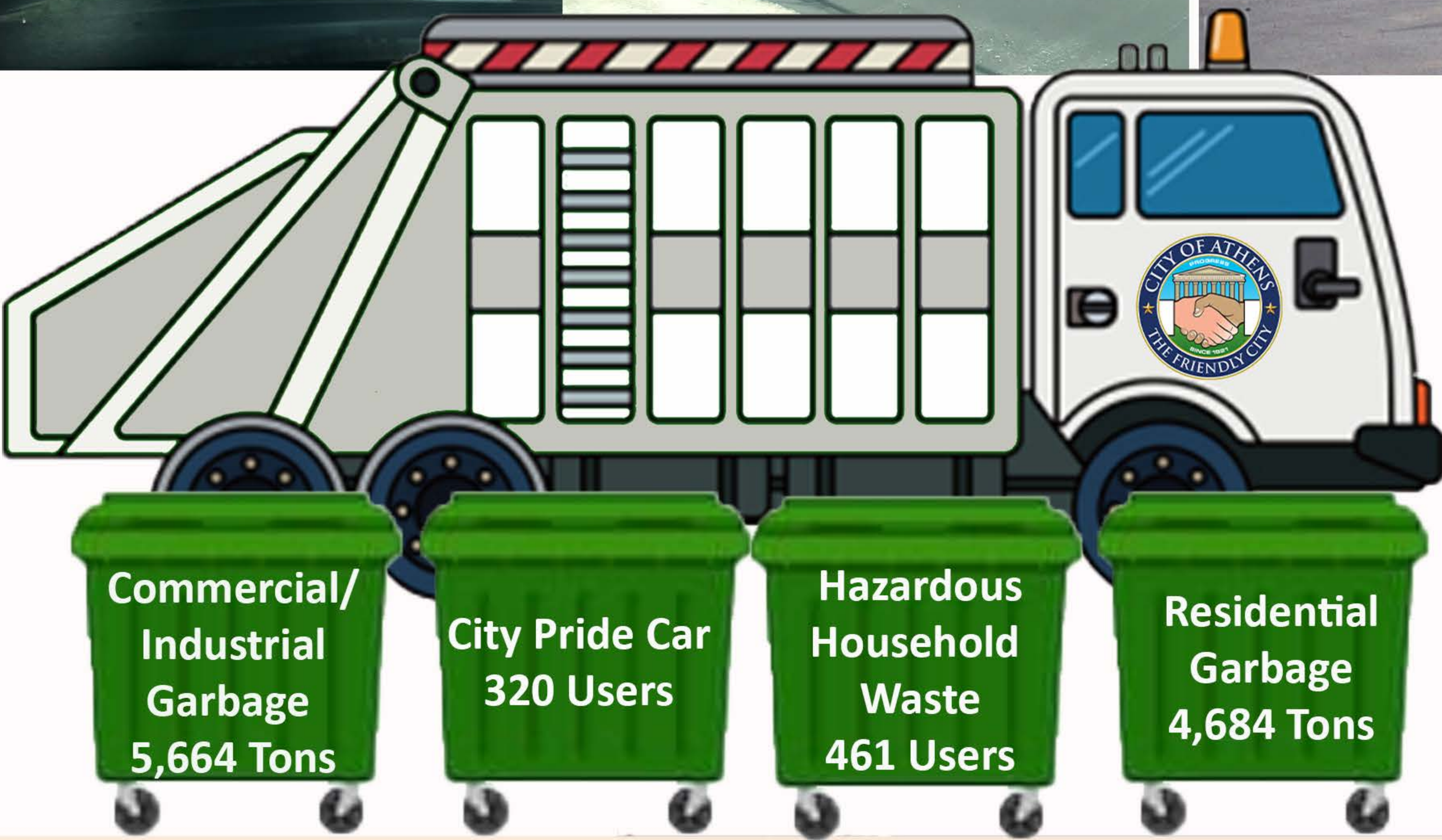
PUBLIC WORKS



**Community Transportation
Planning Grant
11.1 Miles Paved
29 Streets Total**



**HWY 30 Expansion
Completed**



**Markings
& Painting 147,718
Feet**

**Signs/Posts
Installed 280**

**Sidewalks
Poured 1,605
Feet**

**Pot Holes
Repaired 94**

ANIMAL CONTROL

502 Calls for Service
1,621 Received
503 Adoptions
117 Reclaimed
1055 Transported





Daily Post Athenian's 2020 BEST OF THE BEST LAW ENFORCEMENT

#2 - Officer Zac Hawkins

#3 - Detective Blake Witt



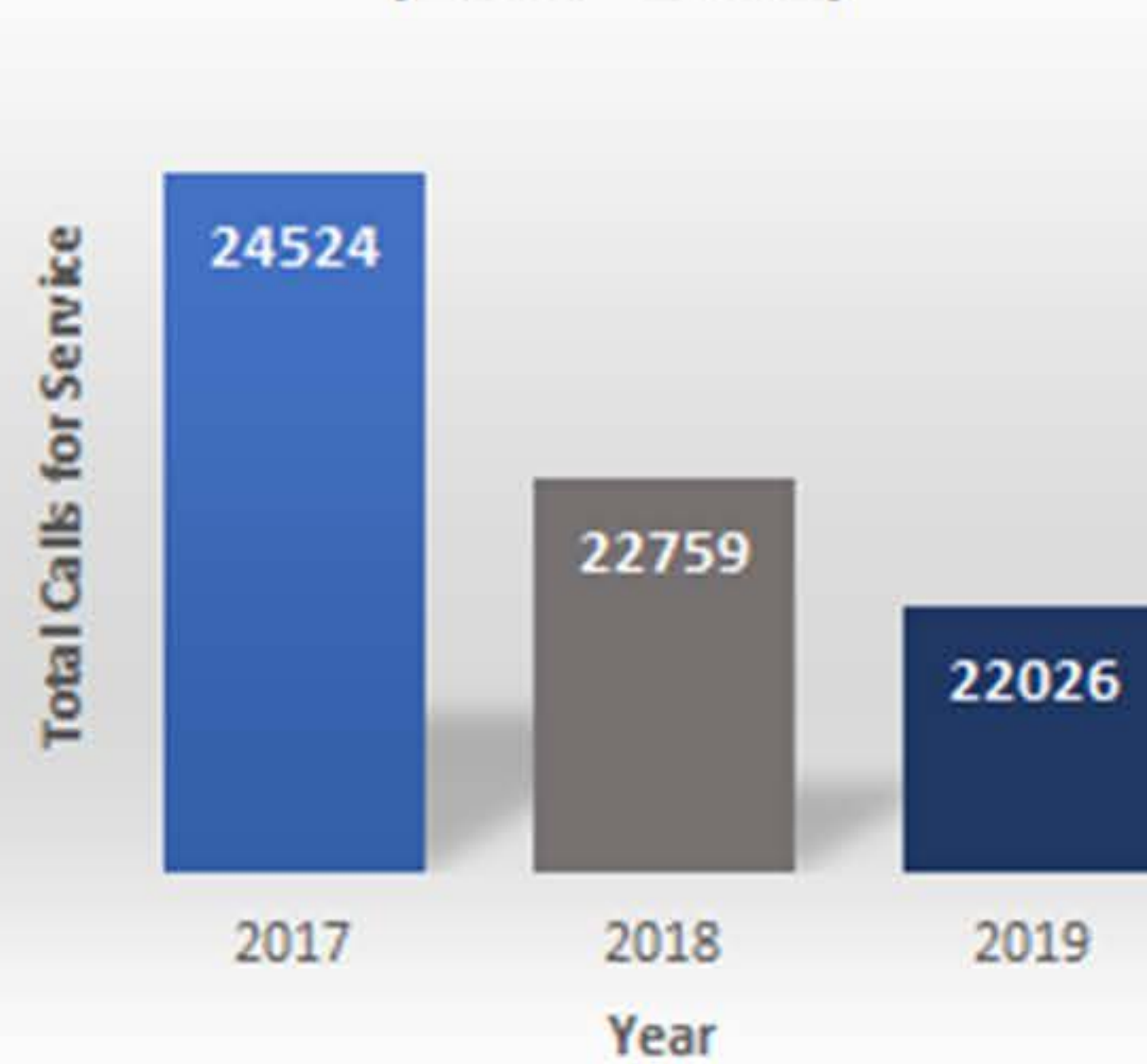
"A Conversation on Race & Community"

#BetterTogether

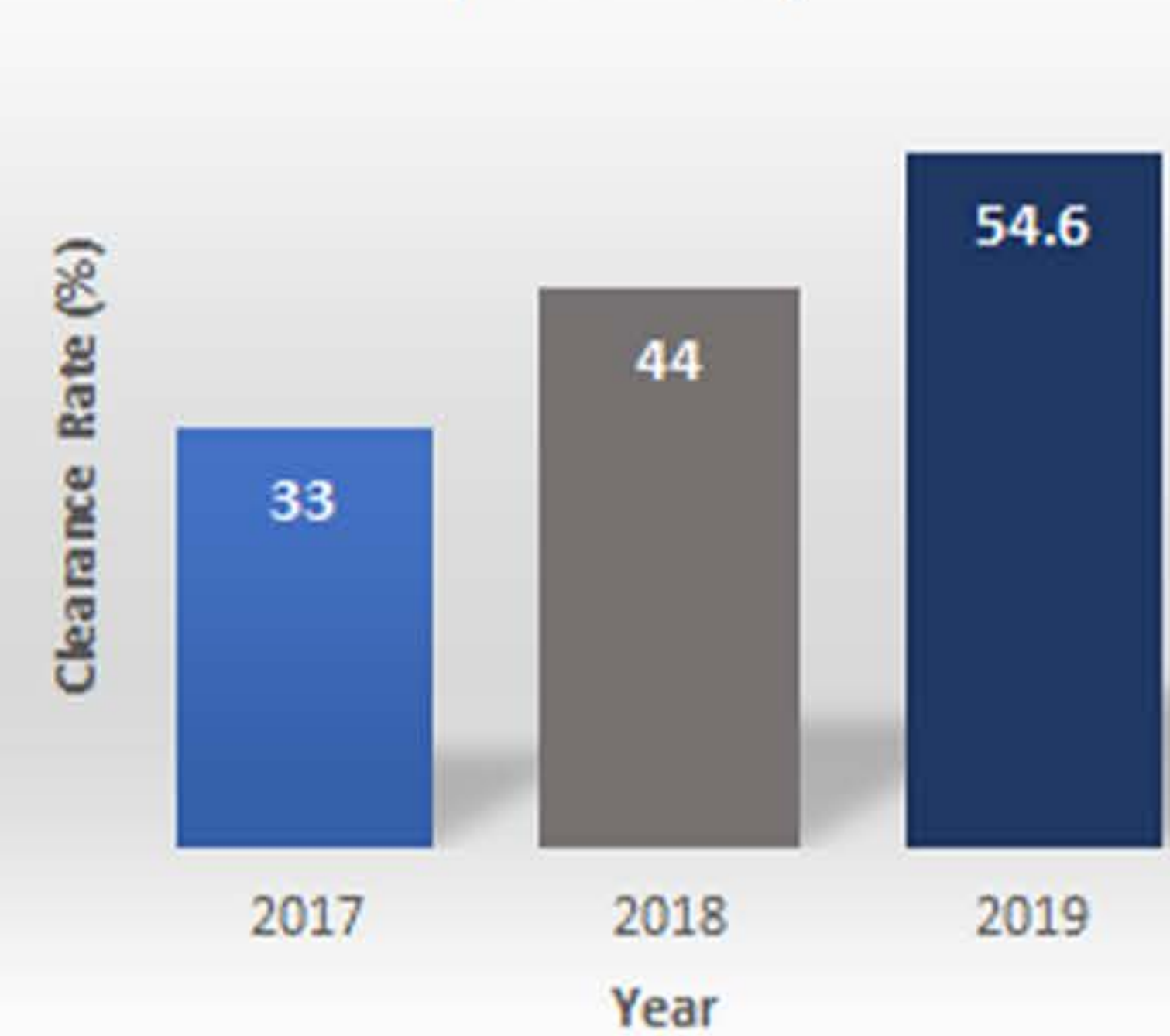
Total Arrests (2017-19)



Total Calls for Service (2017-2019)

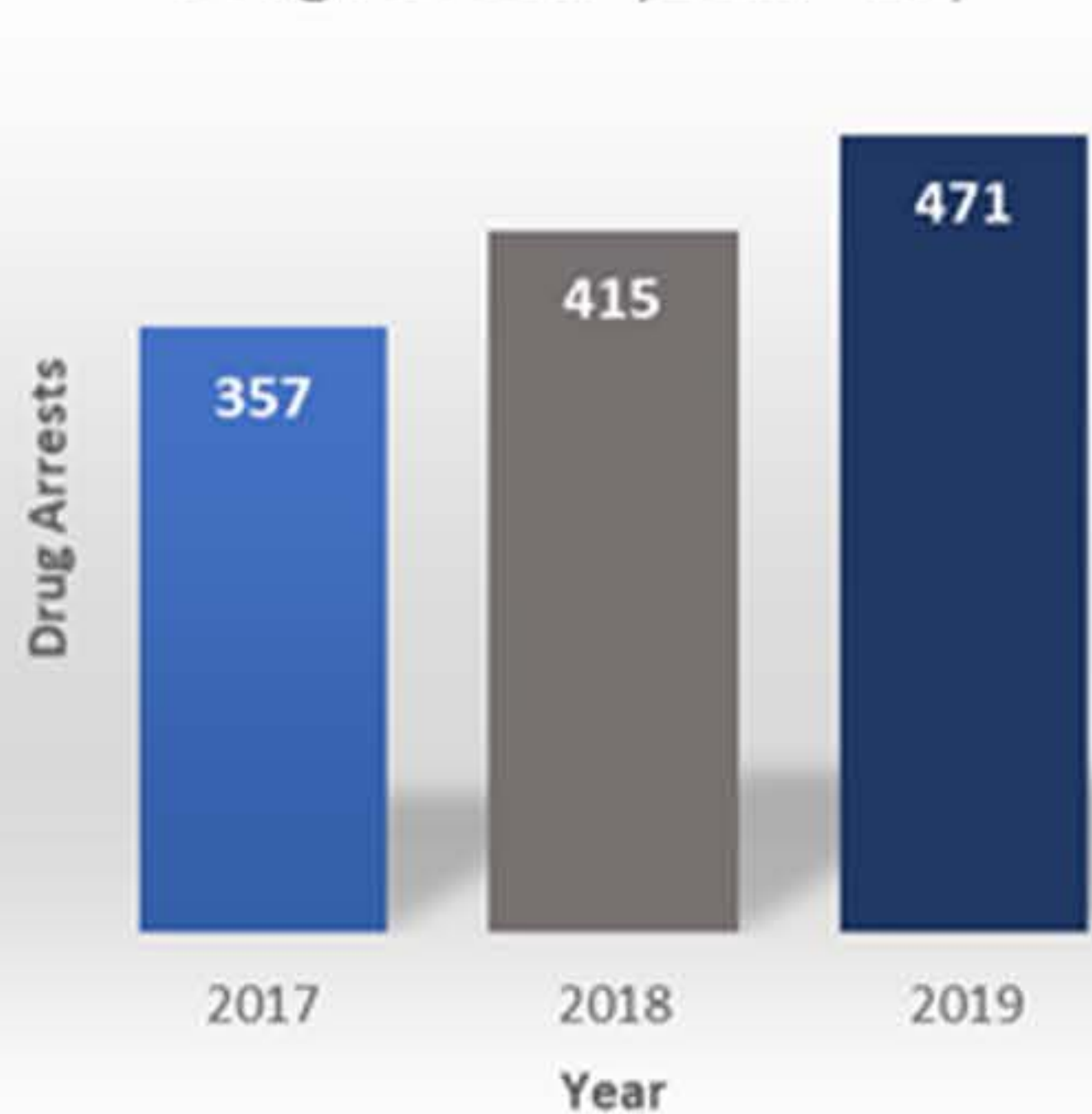


Case Clearance Rate (2017-19)



HIGHEST
CLEARANCE
RATE IN THE
HISTORY OF
ATHENS!

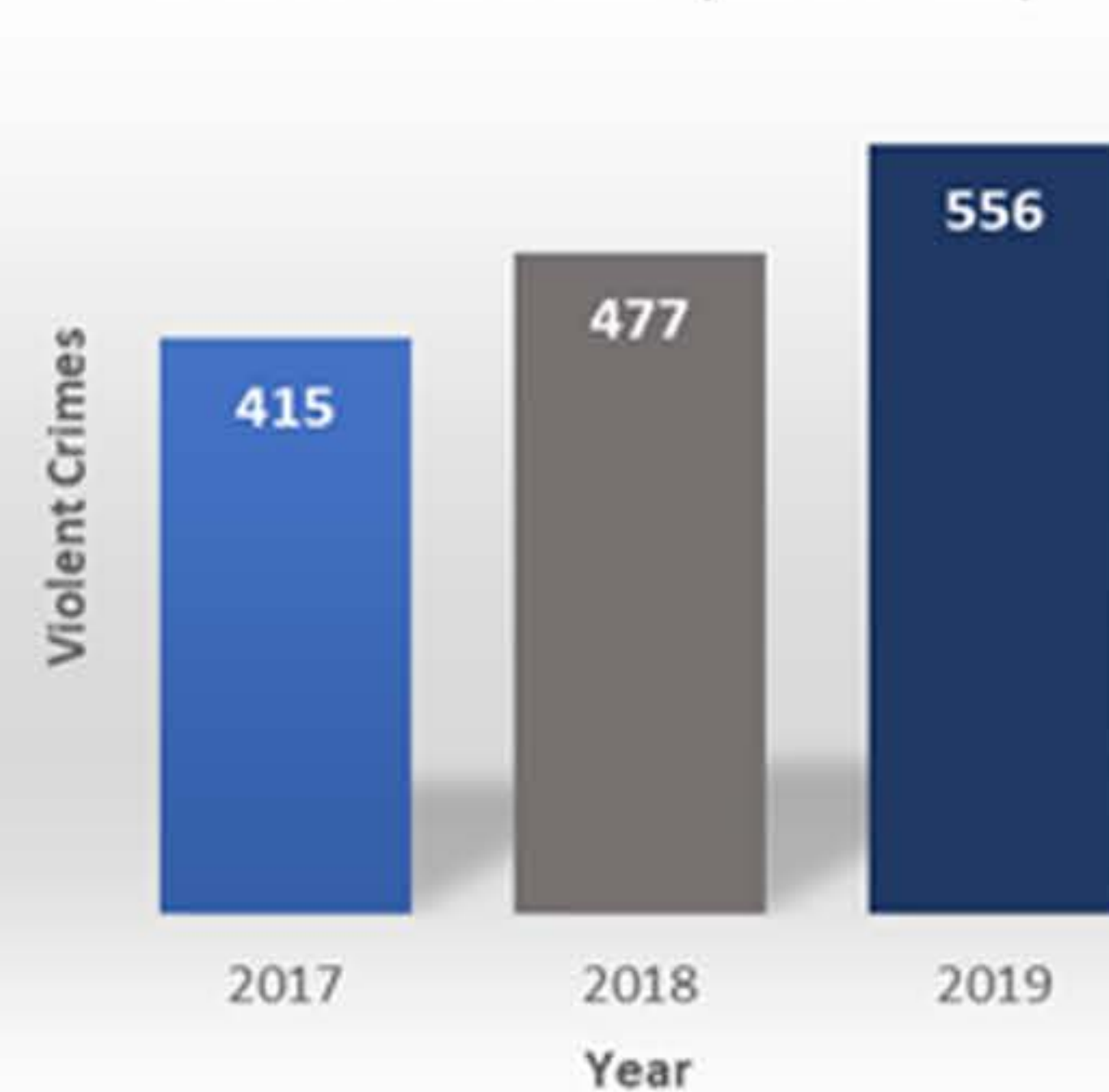
Drug Arrests (2017-19)



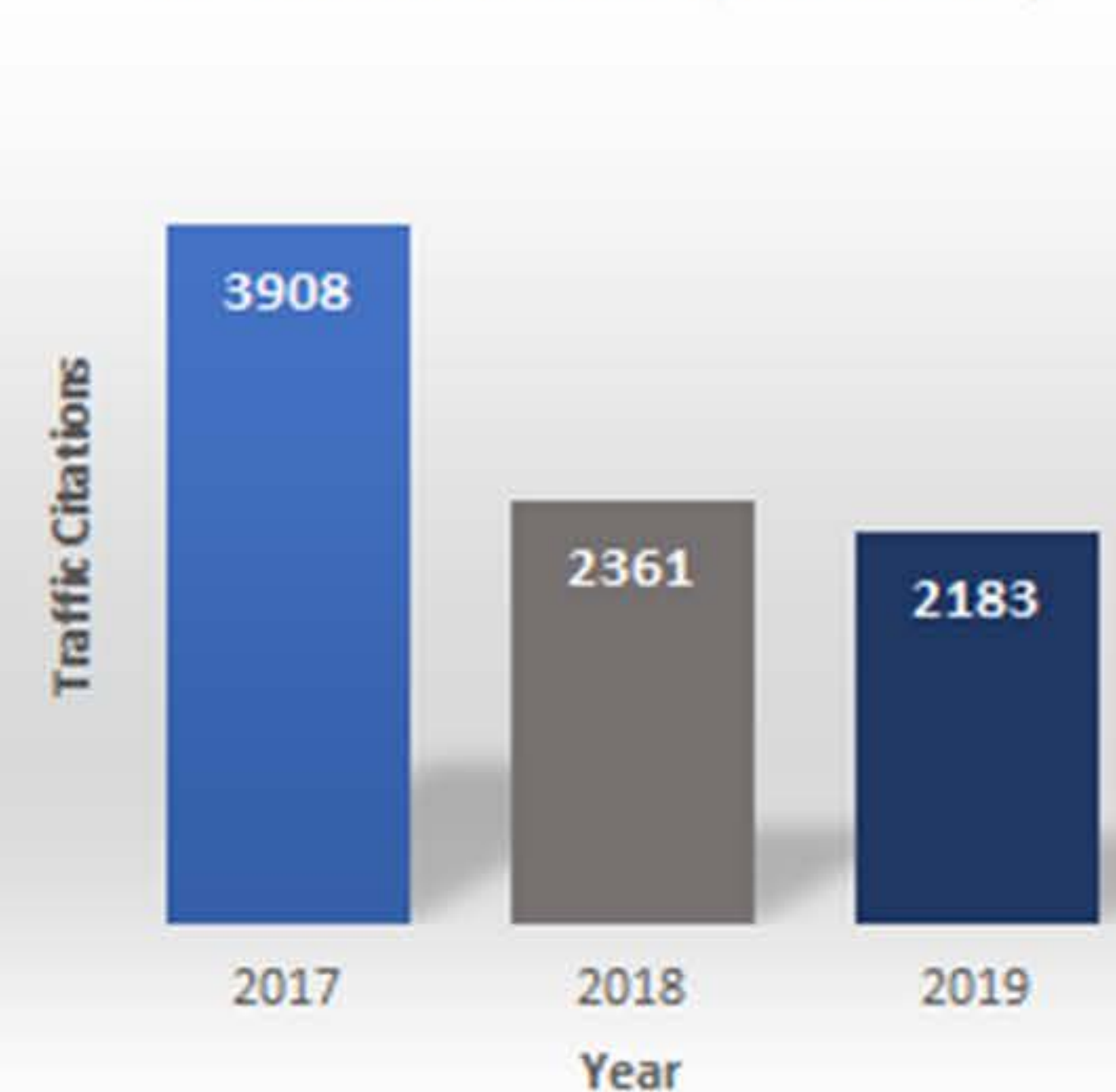
Property Crimes (2017-19)



Violent Crimes (2017-19)



Traffic Citations (2017-19)





ATHENS FIRE DEPARTMENT - 17 CERTIFICATIONS ACHIEVED

Firefighter 1	- 1	Fire Life Safety Educator	- 1	Aerial Operator	- 1
Firefighter 2	- 1	TN Licensed Fire Inspector	- 3	Fire Investigator	- 3
Fire Officer 3	- 2	TN Lic. Emerg. Medical Responder	- 2	Fire Instructor	- 1
		TN Lic. Emerg. Medical Technician	- 2		

Training Hours: 10,713.5



Downtown Athens
Flag Placement for
Memorial Day



2019 Nashville Stair Climb
in memory of the 343
Fallen Firefighters of 9/11



Fire Prevention Week
Educating Youth on
Fire Safety

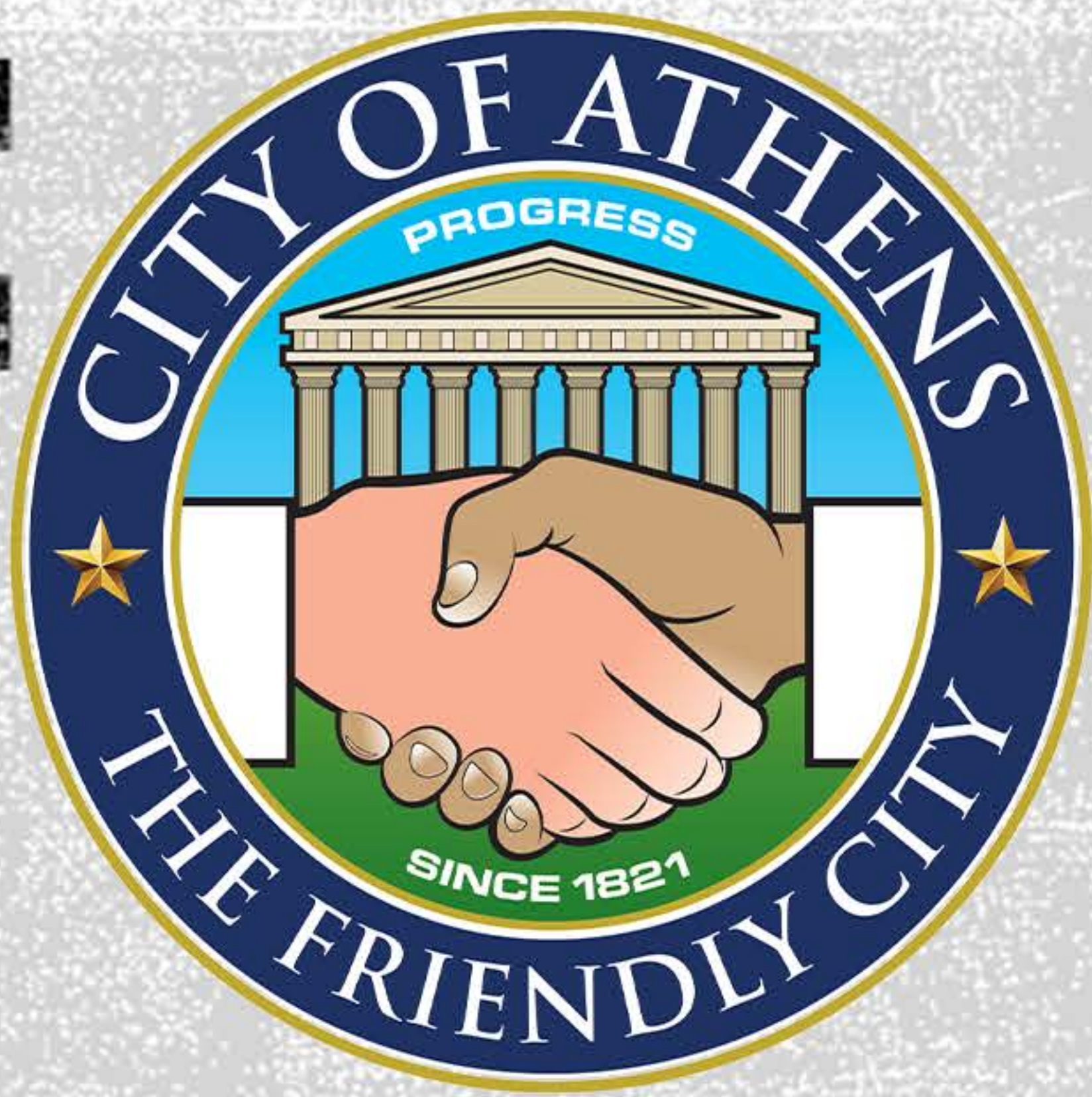
Contacts Educated on Fire Safety: 2,505



Aid Received: 3
Automatic Aid: 1
Aid Given: 13

83 Total Fires	70 Good Intent Calls	229 False Alarms/ False Calls	43 Hazardous Condition (No Fire)
56 Service Calls	365 Rescue & Emergency Medical Service	0 Special Incident Types	0 Severe Weather & Natural Disaster

CULTIVATE CULTURE



Respect, Leadership, and Excellence



Employee of the Year
Gene McConkey



United Way Day of Caring 2019



Chili Cook-off Fundraising Campaign for United Way



NEW HIRES

Josh Fulbright
Jeremy Bowman
James A. Gallup
Derek Phillips

Noah Cook
Heather Grueber
Donald Hoppel
Ashley Crabtree

Will Houston
Jeffrey Leinweber
Josh Watson

RETIREEES

DAVID NEWMAN

Jackie Holmes - Athens Police 30 YRS

Lee Cook - Public Works 25 YRS

CELEBRATING
PUBLIC SERVICE
MILESTONES 20 YRS

Fred Schultz - Athens Police 15 YRS

Eric Sauber - Public Works 10 YRS
April Johnston - Public Works

Angela Leitzel - Parks & Rec
Amber Cross - Athens Police
Dustin Martin - Athens Fire
Cole Patton - Public Works 5 YRS



HONORING OUR VETERANS... PAST, PRESENT, FUTURE



The City of Athens is the official home port of the USS Charles R. Ware, DD-865, naval destroyer, named in 1945 in honor of Lieutenant Charles Rollins Ware.

Lt. Ware was killed in action during the Air Battle of Midway after a successful dive bomb run against the Kaga, one of four carriers of the Japanese Imperial Fleet sunk during the battle leading to an American victory and a turning point in the naval war for the Pacific. Lt. Ware was honored with the Navy Cross.

On September 2, 2000, the City of Athens officially dedicated the Veterans Memorial Park in honor and memory of the armed services. The park has become a special place for veterans and their families and is home to an awe-inspiring brick walk with the names of thousands of veterans etched into individual bricks.

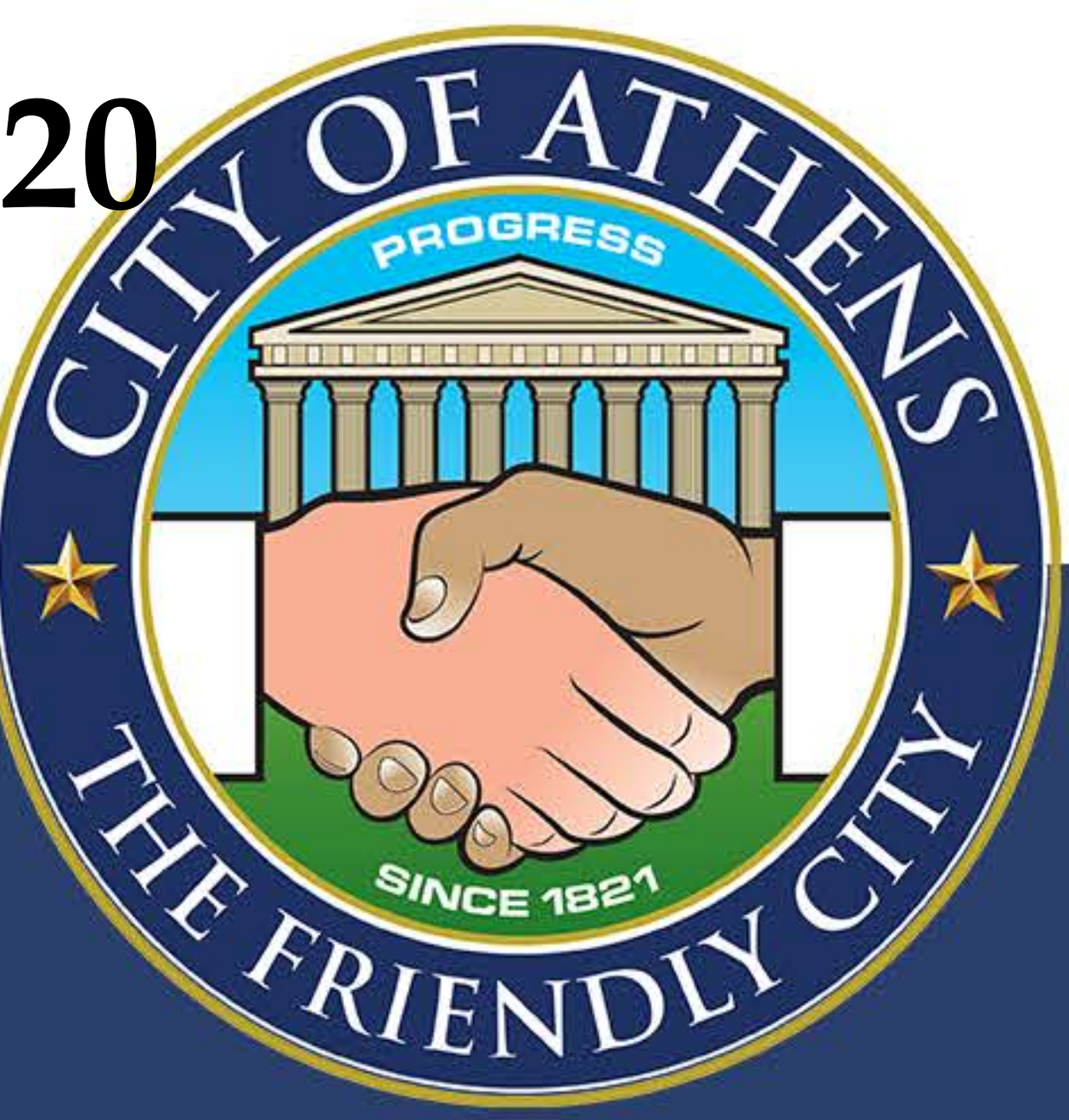
As of May 2020, there are now a total of 4,057 bricks on the walk.

"Heroes are defined not by how they die... but how they live. Never forget the sacrifices made by the heroes who wear the uniform today and in days gone by." - Honorable Susan M. Livingstone, June 8 2002



Initiated in 2018, the City of Athens Honor Guard has brought ceremony where necessary to properly honor patriotic events in and around the City of Athens, such as the City's POW/MIA table ceremony held annually.





PUBLIC RELATIONS OUTREACH TEAM

FOLLOW #TEAMATHENS ON SOCIAL MEDIA:

Now Over 16K Followers!

NOW ON
NEXTDOOR!



+



@CITYOFATHENSTN



@CITYOFATHENSPW | PUBLIC WORKS
@CITYOFATHENSPR | PARKS & REC
@CITYOFATHENSPD | ATHENS POLICE
@CITYOFATHENSFD | ATHENS FIRE

PLEASE SHARE YOUR HOPES AND DREAMS FOR A BRIGHTER FUTURE WITH US

VISIT THE CITY OF ATHENS  YOUTUBE CHANNEL AND SUBSCRIBE TO STAY UP TO DATE!

WWW.CITYOFATHENSTN.COM

DEVELOPING NEW TRADITIONS & RAISING AWARENESS



HALLOWEEN



CHRISTMAS



PATRIOTISM

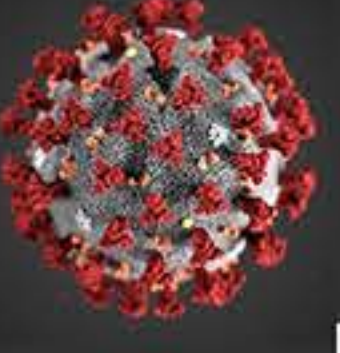


AUTISM
AWARENESS



BREAST CANCER
AWARENESS

Empowering people through information...



TENNESSEE DEPT. OF HEALTH COVID-19 ASSESSMENT SITES (SE Region)

Assessment sites will open from 9 A.M. to Noon local time, Monday through Friday, starting April 13

Bradley County Health Department:	201 Dooley Street, Cleveland, TN
Franklin County Health Department:	266 Joyce Lane, Winchester, TN
Grundy County Health Department:	1372 Main Street, Altamont, TN
McMinn County Health Department:	393 County Road 554, Athens, TN
Rhea County Health Department:	334 Eagle Lane, Evensville, TN
Sequatchie County Health Department:	16939 Rankin Avenue, Dunlap, TN

Additional information about Tennessee's assessment sites is available for each county on the TN Department of Health website at www.tn.gov/health/cedep/ncov/remote-assessment-sites.html

Providing Resource Assistance



DOWNTOWN WI-FI TRIAL RUN



City of Athens, Tennessee * 815 N. Jackson St. Athens, TN 37303 * (423) 744 - 2700

Increasing Public Access



Giving Community Support



ATHENS

CIVIC INPUT INTO CITY BUDGET

Your Community. Your Values. Your Voice.

March 12th - 6:00PM at the Living Heritage Museum
March 24th - 2:00PM at the McMinn Senior Center

AGENDA
A. Welcome
B. Introduction
- City's Budget Process
- Status of Current Goals
- General Fiscal Outlook
C. Facilitation of Public Input
- Post-Its Exercise
- Voting with Dots
D. Closing & Feedback Survey



Engaging the Citizens



Delivering Community News



Promoting Transparency

Contact the City of Athens at (423) 744-2700