

State Of The City Update

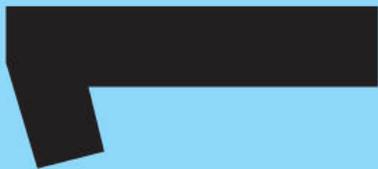
C O V I N G T O N

Kentucky

June 26, 2012

We will build a stronger public/private partnership.

- Visited 17 of 19 neighborhood organizations
- Formed Business & Community Advisory group
- Considering best ways to leverage private partnerships to accelerate economic development opportunities





We will conduct independent reviews of all areas of city operations.

- Completed reviews of Police, Fire, Code Enforcement, Community Development, Department of Public Improvements and organizational structure
- Launched review of Finance
- Soon to begin review of Human Resources and Legal



We will get the three union contracts settled.

- Settled Fire contract
- Settled Police contract
- Settled AFSCME



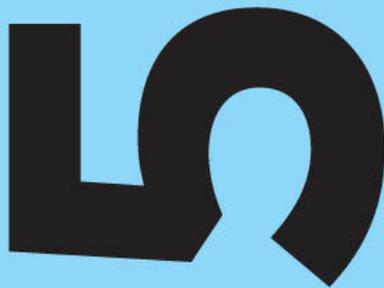


We will implement a zero-based budget.

- Developed 2012-2013 using modified zero-based budget approach



$$C + V = G$$



We will think regionally and consider shared services or privatization if there is a significant cost/benefit.

- Announced decision to transfer responsibility for dispatch to Kenton County at an annual savings of about \$1 million/year



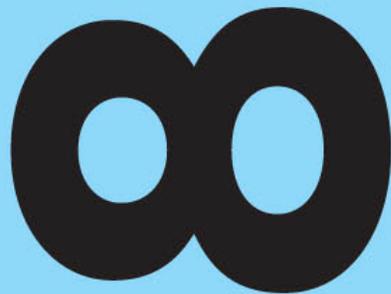
We will get optimum value out of the city owned properties to fund infrastructure.

- Working on several major projects involving dozens of properties owned by the City
- Working with Center for Great Neighborhoods on a pilot project working with neighborhoods to determine best opportunity for a city-owned property in their respective neighborhood



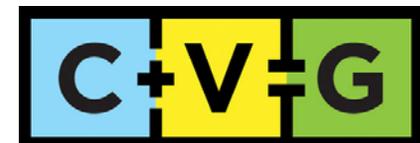
We will make it easier to do business with the city.

- Launched barrier removal team to help identify impediments in doing business with the City.
- Working with Gateway Community College to develop a customer service program for City employees.



We will form a marketing team to help brand and market **CVG**.

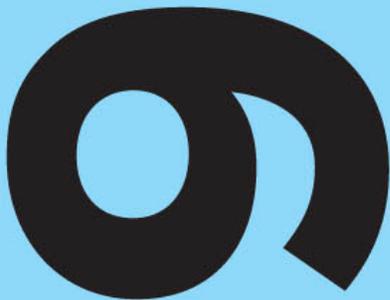
- Launched Marketing Team consisting of 12 individuals from the community with requisite marketing talent
- Launched C+V=G pins to help brand new image for Covington
- Developing banners for display during World Choir Games

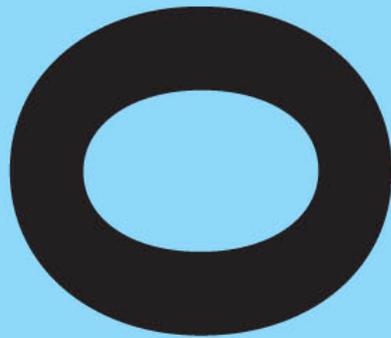


We will reduce our payroll tax rate.



- 2012-2013 budget includes a 5BP reduction in the payroll tax rate effective January 1, 2013





We will enhance incentives to help fill our empty store fronts.

- Developed marketing materials for CREZy program including specific flyers for 29 targeted empty storefronts
- We have proposals for 13 residential units in upper floors in core business district

CREZy

THANK YOU

