

Annual Report to the Citizens of Alpharetta for Fiscal Year 2012,
July 1, 2011 through June 30, 2012

Alpharetta

G E O R G I A • U S A

Governmental Structure
Performance Highlights
Financial Review





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Dear Fellow Alpharetta Citizens

Mayor David Belle Isle



On behalf of the Alpharetta City Council, I am pleased to present our Annual Citizens' Report for Fiscal Year 2012. The purpose of this document is to provide you with information on how your tax dollars have been managed. We understand that you may have additional questions beyond the scope of this report, and I would like to emphasize that I, as well as your city staff, shall continue to make ourselves available for any questions or concerns you may have.

I could not be more proud of all Alpharetta has accomplished this year. In addition to delivering ongoing city services effectively and efficiently while maintaining a very low tax rate, your Council and city staff have been working diligently:

- We have completed and opened Westside Parkway ahead of schedule;
- With a great deal of citizen input, we are nearing the completion of the decision process for your new downtown. The public portion of the project is scheduled to be complete by the summer of 2014. Once complete, it will serve to energize and enhance our community and identity;
- We approved the \$600 million Avalon project in a way that will allow it to be successful while not adding to the city's current permissible residential density;
- We sought, pursued and won the privilege of being the newest home to Gwinnett Tech. This is a success that will help us educate, retain and attract technology companies to Alpharetta for years to come;
- We launched Georgia's first technology commission (the Alpharetta Technology Commission or ATC)

comprised of our leading technology companies. The ATC will help Alpharetta to brand ourselves as the "Technology City of the South," explore an accelerator program for technology startups; make long range plans for technology infrastructure and tax incentives, and engage and strengthen our entire technology community within the city;

- We have expanded our special events to offer more opportunities for citizens, visitors and businesses;
- We added to the quality of our leadership this year with the addition of two new directors in Economic Development and Community Development;
- We have increased our budget for road resurfacing to maintain city roads; and
- We have made an unprecedented partnership with our neighbor, the City of Milton, to obtain increased efficiencies and cooperation in the areas of public safety and parks.

There is more in the works and we look forward to sharing those successes with you in the months and years to come. Your City Council, your professional city staff, and I thank you for your continued trust and faith in us. We are proud to report to you that in the midst of national and regional hardships, Alpharetta shines!

Sincerely,

A handwritten signature in black ink, appearing to read 'David Belle Isle'.

David Belle Isle, Mayor
dbelleisle@alpharetta.ga.us
678-297-6020 (office)

REPORT TO THE CITIZENS OF ALPHARETTA

As part of our commitment to provide citizens information about our city, the City of Alpharetta presents this Citizens Report. The following pages provide descriptive information about the organizational structure, city departments, financial condition, and services of our city.

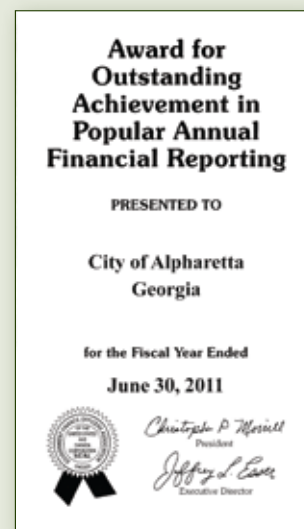
The financial information contained within this document is extracted from the city's Comprehensive Annual Financial Report (CAFR). Financial statements are presented in conformity with Generally Accepted Accounting Principles (GAAP). City funds, which are presented within the Financial Review section, disclose the appropriate fund in which the detail was derived. Component units are not presented within this section.

The city's CAFR has been awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of the United States and Canada (GFOA) for 23 consecutive years.

The Certificate of Achievement is the highest form of recognition for excellence in state and local government financial reporting. In order to be awarded a Certificate of Achievement, a government must publish an easily readable and efficiently organized comprehensive annual financial report. This report must satisfy both generally accepted accounting principles and applicable legal requirements.

A Certificate of Achievement is valid for a period of one year only. We believe that our current CAFR continues to meet the Certificate of Achievement Program's requirements and we are submitting it to the GFOA to determine its eligibility for yet another certificate.

You may obtain a copy of the CAFR on our city website at <http://www.alpharetta-ga.gov/index.php?p=66> or by contacting the Finance Department at 678-297-6094.



The Government Finance Officers Association of the United States and Canada (GFOA) has given an Award for Outstanding Achievement in Popular Annual Financial Reporting to the City of Alpharetta for its Citizens Report for the fiscal year ended June 30, 2011. The award is a prestigious national honor, recognizing conformance with the highest standards for preparation of state and local government popular reports.

In order to receive this award, the published report must reflect the program standards of creativity, presentation, understandability, and reader appeal.

OUR GUIDING PRINCIPLES

City of Alpharetta's Mission Statement

TO MAKE A POSITIVE DIFFERENCE in the community by efficiently managing public resources and providing effective services and leadership that exceed the expectations of our citizens.

City of Alpharetta's Vision Statement

Our Community Vision serves as the guiding principles for the planning and operation of our city government and each department structures its mission, goals and objectives to facilitate achievement of our vision.

Our Community Vision is to advance Alpharetta as a Signature City by:

- Offering the highest quality of environment for our residents and businesses;
- Fostering strong sense of community including safety and security; and
- Providing a business climate that attracts the top echelon companies.



ELECTED OFFICIALS



Mayor of Alpharetta

David Belle Isle
678-297-6020
Email: DBelleIsle@alpharetta.ga.us
Term: Jan. 1, 2012 to Dec. 31, 2015



City Council, Post 1

Donald Mitchell
678-297-6003
Email: DMitchell@alpharetta.ga.us
Term: Nov. 16, 2011 to Dec. 31, 2013
Completing term of previously vacated post



City Council, Post 2

Mike Kennedy
678-297-6003
Email: MKennedy@alpharetta.ga.us
Term: Jan. 1, 2010 to Dec. 31, 2013



City Council, Post 3

Chris Owens
678-297-6003
Email: COwens@alpharetta.ga.us
Term: Jan. 1, 2010 to Dec. 31, 2013



City Council, Post 4

Jim Gilvin
678-297-6003
Email: JGilvin@alpharetta.ga.us
Term: Jan. 1, 2012 to Dec. 31, 2015



City Council, Post 5

Michael Cross
678-297-6003
Email: MCross@alpharetta.ga.us
Term: Jan. 1, 2012 to Dec. 31, 2015



City Council, Post 6

Mayor Pro Tem
D. C. Aiken
678-297-6003
Email: DCAiken@alpharetta.ga.us
Term: Jan. 1, 2012 to Dec. 31, 2015



Municipal Judge

Jim Matoney
678-297-6250
Email: JMatoney@alpharetta.ga.us
Term: Jan. 1, 2010 to Dec. 31, 2013

CITY MEETINGS

For more information about what is happening in your local government, all residents and interested parties are invited to attend any of our city meetings as listed below. All meetings are subject to change. Please call ahead to confirm the meeting time and place.

City Hall is located at Two South Main Street, Alpharetta, GA 30009.

City Council

Business Meetings: First and third Mondays of the month, 7:30 p.m.

Public Hearings: Fourth Monday of the month, 7:30 p.m.

City Hall, 678-297-6000

Board of Zoning Appeals

Third Thursday of the month, 5:30 p.m.

City Hall, 678-297-6070

Code Enforcement Board

Fourth Thursday of the month, 3:30 p.m.

City Hall, 678-297-6080

Design Review Board

Third Friday of the month, 8:30 a.m.

City Hall, 678-297-6070

Natural Resources Commission

Third Tuesday of the month, 7:00 p.m.

City Hall, 678-297-6200

Planning Commission

First Thursday of the month, 7:30 p.m.

City Hall, 678-297-6070

Recreation Commission

Second Thursday of the month, 7:30 p.m.

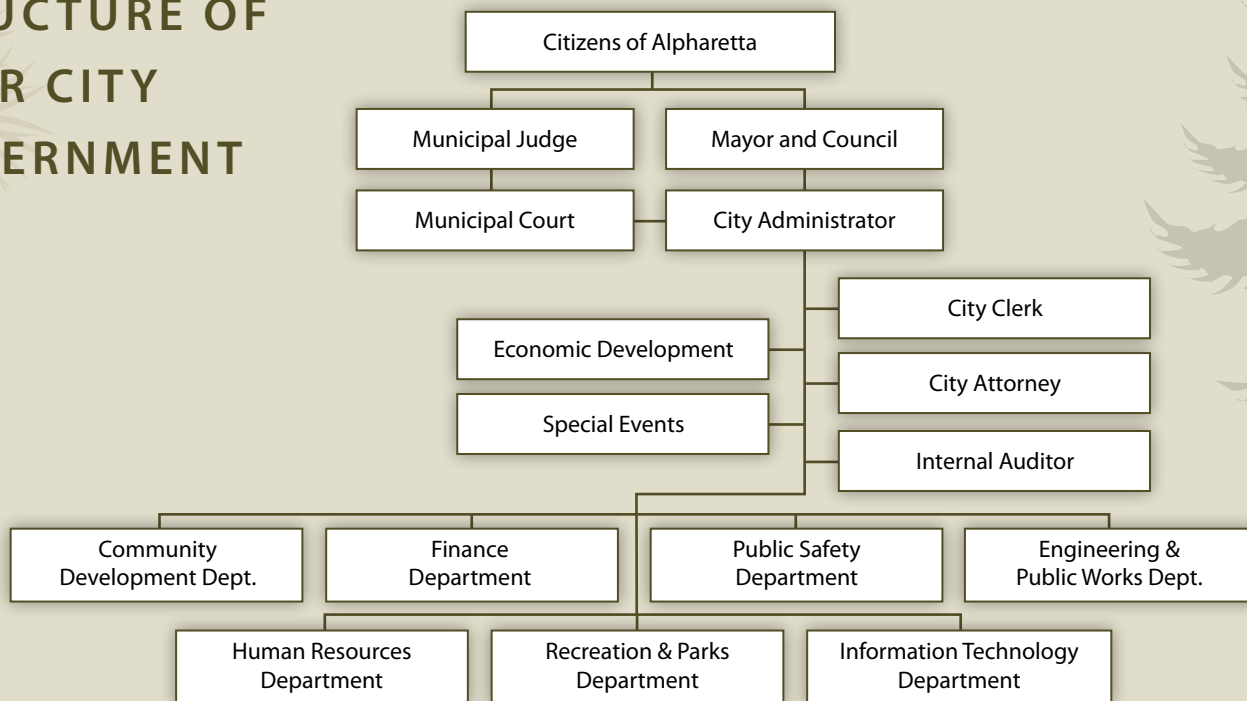
City Hall, 678-297-6100

DIRECTORY OF CITY OFFICIALS



City Administrator			
Robert J. Regus	<u>City Hall</u> : Two South Main Street, Alpharetta, GA 30009	678-297-6010	bregus@alpharetta.ga.us
City Attorney			
Sam Thomas	<u>City Hall</u> : Two South Main Street, Alpharetta, GA 30009	678-297-6010	sthomas@alpharetta.ga.us
City Clerk			
Coty Ervin	<u>City Hall</u> : Two South Main Street, Alpharetta, GA 30009	678-297-6003	cervin@alpharetta.ga.us
Community Development Director			
Richard McLeod	217 Roswell Street, Alpharetta, GA 30009	678-297-6072	rmcleod@alpharetta.ga.us
Economic Development Director			
Peter Tokar, III	<u>City Hall</u> : Two South Main Street, Alpharetta, GA 30009	678-297-6075	ptokar@alpharetta.ga.us
Engineering & Public Works Director			
Pete Sewczwicz, PE	1790 Hembree Road, Roswell, GA 30009	678-297-6219	psewczwicz@alpharetta.ga.us
Finance Director			
Thomas G. Harris, CPA	2970 Webb Bridge Road, Alpharetta, GA 30009	678-297-6094	tharris@alpharetta.ga.us
Assistant City Administrator and Human Resources Director			
James Drinkard	<u>City Hall</u> : Two South Main Street, Alpharetta, GA 30009	678-297-6014	jdrinkard@alpharetta.ga.us
Information Technology Director			
Randy Bundy	<u>City Hall</u> : Two South Main Street, Alpharetta, GA 30009	678-297-6030	rbundy@alpharetta.ga.us
Court Services Director			
Elizabeth Sahlin	<u>Crabapple Government Center</u> : 12624 Broadwell Road, Second Floor, Alpharetta, GA 30004	678-297-6250	esahlin@alpharetta.ga.us
Public Safety Director			
Gary George	<u>Police Department Headquarters</u> : 2565 Old Milton Parkway, Alpharetta, GA 30009 <u>Fire Station 1</u> : 2970 Webb Bridge Road, Alpharetta, GA 30009 <u>Fire Station 2</u> : 3070 Market Place, Alpharetta, GA 30005 <u>Fire Station 3</u> : 9600 Westside Parkway, Alpharetta, GA 30009 <u>Fire Station 4</u> : 525 Park Bridge Parkway, Alpharetta, GA 30005 <u>Fire Station 5</u> : 1475 Mid Broadwell Road, Alpharetta, GA 30004 <u>Fire Station 6</u> : 3275 Kimball Bridge Road, Alpharetta, GA 30022	678-297-6302	ggeorge@alpharetta.ga.us
Recreation & Parks Director			
Mike Perry, CPRE	<u>Administrative Office</u> : 1825 Old Milton Parkway, Alpharetta, GA 30009 <u>Alpharetta City Pool</u> : 1815 Old Milton Parkway, Alpharetta, GA 30009 <u>Alpharetta Community Center</u> : 175 Roswell Street, Alpharetta, GA 30009 <u>Crabapple Government Center</u> : 12624 Broadwell Road, First Floor, Alpharetta, GA 30004 <u>North Park and Adult Activity Center</u> : 13450 Cogburn Road, Alpharetta, GA 30004 <u>Rock Mill Park</u> : 3100 Kimball Bridge Road, Alpharetta, GA 30022 <u>Union Hill Park</u> : 1590 Little Pine Trail, Alpharetta, GA 30005 <u>Webb Bridge Park</u> : 4780 Webb Bridge Road, Alpharetta, GA 30005 <u>Wills Park Equestrian Center</u> : 11915 Wills Road, Alpharetta, GA 30009 <u>Wills Park Recreation Center</u> : 11925 Wills Road, Alpharetta, GA 30009 <u>Windward Soccer Complex</u> : 6435 Windward Parkway, Alpharetta, GA 30005	678-297-6100	mperry@alpharetta.ga.us
Special Events Manager			
Kim Dodson	<u>City Hall</u> : Two South Main Street, Alpharetta, GA 30009	678-297-6078	kdodson@alpharetta.ga.us

STRUCTURE OF YOUR CITY GOVERNMENT



SELECTED AWARDS FROM JULY 2011 – JUNE 2012



Distinguished Budget Presentation Award
for Fiscal Year 2012 from the Government Finance Officers Association of the United States and Canada (GFOA).



CREATE Community 2012
Honorable Mention for the North Park Retrofit Water Quality & Flood Control Project from the Atlanta Regional Commission (ARC).



Award for Outstanding Achievement
in Popular Annual Financial Reporting for Fiscal Year 2011 from the GFOA.



Stormwater Management Program of the Year – Phase I Community
from the Georgia Association of Water Professionals (GWPCA).



Certificate of Achievement
for Excellence in Financial Reporting for Fiscal Year 2011 from the GFOA.



President's Circle Award
from Keep America Beautiful, recognizing exemplary performance to reduce litter, minimize waste and recycle, and beautify local communities.



Accredited Center of Excellence
from the National Academies of Emergency Dispatch (NAED)



Tree City USA
from the National Arbor Day Foundation for the 22nd consecutive year.



Commission on Accreditation for Law Enforcement (CALEA) Certification Renewal



Green Communities Gold Certification
from the ARC, which is the highest level of certification for conserving energy, investing in renewable energy, conserving water, conserving fuel, reducing waste, as well as protecting and restoring the community's natural resources.

Alpharetta is the first city in the State to receive the Gold Level Green Communities certification.

PUBLIC SAFETY

The Alpharetta Public Safety Department is a modern and proactive law enforcement agency, combining police, fire, and emergency-911 services in a consolidated command and administrative structure. Responding with a coordinated emergency response, the Public Safety Department is committed to providing a safe, secure and livable city for our residents, businesses and visitors.

Included below are a sampling of fiscal year 2012 workload and performance measures for the Public Safety Department that track our efforts and corresponding results toward keeping Alpharetta safe.

In addition to public safety response services, the Public Safety

Department is actively engaged with our community. Public Safety personnel conducted informative crime prevention, identity theft, child safety, loss prevention, and various other presentations at 71 Police and Citizens Together (PACT) neighborhood meetings, 24 Business Watch meetings, 176 fire safety events, 51 business fire drills, 120 car seat inspections, and 71 scout/school/other meetings.

Through strong partnerships with our community, we can ensure Alpharetta remains safe, secure, and an excellent place to live, work and play for the present and into the future.

Public Safety Performance Summary for the 12 months ending 6/30/12

Sworn Police Officers 105

Top priority calls ¹ 1,780

Violent/Property crimes:

Arrests ² 415

Cleared cases ² 346

Other crimes:

Drug arrests 130

DUI arrests 369

Other arrests ³ 332

Certified Firefighters 96

Fire Incidents:

Residential structure 31

Commercial/Industrial structure 4

Non-structure ⁴ 81

Non-Fire incidents ⁵ 3,921

Rescue/Recovery incidents 69

EMS incidents 3,102

Hazardous material incidents 44

911 calls 31,744

Top Priority Calls per 1,000 residents

Actual Number: **30.82**

Alpharetta Target: 128.76

Benchmark⁶: 128.76

Total Arrests per 1,000 residents

Actual Number: **21.57**

Alpharetta Target: 62.64

Benchmark⁶: 62.64

% of Single Family and Two Family Structural Fires Contained to the Room of Origin

Actual Number: **78.95%**

Alpharetta Target: 63.00%

Benchmark⁶: 63.00%

Fire Total Response Customer Time in minutes ⁷

Actual Number: **6.18**

Alpharetta Target: 7.00

Average Number of Seconds 911 Phone Rings

Actual Number: **5.30** ◀ See note below

Alpharetta Target: 5.00

¹ Calls requiring immediate police response.

² Arrests made and cases cleared may not occur in the same period as the reported crime.

³ Includes simple assault, counterfeiting, disorderly conduct, stolen property, etc.

⁴ Includes vehicle, trash, and vegetation fires, etc.

⁵ Incidents that require the dispatch of fire suppression equipment or personnel.

⁶ The benchmark represents performance data from governmental entities (both local and national) comparable in population/scope to the City of Alpharetta. While not applicable to all measures, benchmarks enable the city to assess its performance relative to its peers.

⁷ Represents total response time from when the call is received in the call center to when fire personnel arrive on the scene.

► How are we addressing it?

Variance is minor and due to multiple factors including call volume/severity. Current procedures are sufficient to meet the 5.00 second target.

LEGEND

Green = meets or exceeds target; Yellow = approaches target; Red = needs improvement



CodeRED SERVICE

As part of the City of Alpharetta's emergency preparedness plan and our commitment to keeping Alpharetta a safe, secure and livable city, we are pleased to offer CodeRED® service to our citizens. CodeRED is a geographically based high-speed telephone, email, text and social media emergency notification service that delivers targeted (by location) pre-recorded messages alerting the public in the event of emergency situations or critical community alerts such as severe weather, evacuation notices, boil water notices, missing child reports, floods or other situations that may affect people's safety or health.

To enroll/verify enrollment in CodeRED, please visit:

<https://cne.coderedweb.com/Default.aspx?groupid=CJGBWQtJxqtQ1OeW3Kok3g%3d%3d>.

For more information about our CodeRED service or other public safety programs, please contact the City of Alpharetta's Public Safety Department at 678-297-6300.



CITY CENTER UPDATE

In November 2011, the voters of the City of Alpharetta approved the issuance of \$29 million in General Obligation Bonds to fund the redevelopment of 22-acres in the heart of Downtown Alpharetta (the “City Center” project). The city’s vision is of a vibrant environment of parks and civic space that will serve as a gathering place for citizens and attract business and investment to this important area of our community.

As proposed the first phase of the development will include:

- New Fulton County Library (funded separately through Fulton County);
- 5-acre Public Park;
- Town Square;
- New Alpharetta City Hall; and
- 450+/- space Public Parking Garage.

These components will create a place and an atmosphere where people naturally want to be; drawing residents and visitors to the heart of our community to read a good book, enjoy a family picnic, attend a community event, and enjoy the company of friends and neighbors. While there, many will also patronize the unique shops and restaurants that call Downtown Alpharetta home.

The environment created through these civic elements will also attract private investment that will drive the second phase of the development. Contained within the City’s vision are four future development sites that will be sold or ground leased to private-sector developers. For more information about the City Center project, please contact the City of Alpharetta at 678-297-6075.

PUBLIC WORKS

The Engineering and Public Works Department has the responsibility to protect, preserve and maintain the City of Alpharetta's infrastructure with a focus on traffic control, city streets, stormwater, sidewalks and conservation.

Included below is a sampling of fiscal year 2012 workload and performance measures for the Engineering and Public Works Department that track our efforts and corresponding results toward optimizing the ability of our infrastructure to meet community needs.

In addition to focusing on the city's infrastructure, the Engineering and Public Works Department is dedicated to environmental sus-

tainability. During fiscal year 2012, Engineering and Public Works coordinated 32 environmental education events/workshops that included 1,018 volunteers and over 2,000 attendees. Additionally, the Department hosted 5 recycling events that facilitated the recycling of over 23,100 pounds of paper, electronics, etc.

The Engineering and Public Works Department is committed to the protection, preservation and improvement of our city's infrastructure and guiding quality growth to ensure a productive and bright future for our community.

Engineering and Public Works Performance Summary for the 12 months ending 6/30/12

Capital projects ¹:

Total projects managed	38
Total construction value	\$15,939,458

Roadways:

Total paved miles.	523
Paved miles resurfaced ²5
Roadway repairs ³	49
Pothole repairs ⁴	154
Total traffic signals	1,729
Traffic signal repairs	126

Sidewalk repairs 63

Stormwater and erosion control:

Development/construction site inspections	6,491
Stormwater structure inspections	1,606
Private development plans reviewed	133

Drainage repairs and maintenance 99

Tree permits issued 745

Utility permits issued 155

Average Time to Repair a Roadway in weekdays ³

Actual Number: **3.18**
Alpharetta Target: 10.00

Average Time to Repair a Pothole in weekdays ⁴

Actual Number: **1.00**
Alpharetta Target: 2.00
Benchmark⁵: 3.05

Avg. Time to Repair a Traffic Signal in weekdays

Actual Number: **1.11** ◀ See note below
Alpharetta Target: 1.00

LEGEND

Green = meets or exceeds target; Yellow = approaches target; Red = needs improvement



► How are we addressing it?

This measure tracks repairs to multiple signal types (e.g. traffic, flashing, etc.) as well as traffic signal replacements completed as part of larger intersection improvement projects. Traffic signals were generally repaired within the one day target. Traffic signal replacements averaged slightly over the one day target due primarily to several large intersection improvement projects that involved complete traffic signal change outs.

¹ Includes traffic control and maintenance/improvements to roadways, stormwater, sidewalks, facilities, etc. (design and construction components).

² Approximately \$4.4 million has been invested in the milling and resurfacing program between fiscal years 2011-2013. This equates to \$1.5 million annually which is the targeted funding threshold to ensure city streets are maintained at acceptable levels. However, the funding over the three year period was not flat. Funding in fiscal year 2011 was augmented to \$2.6 million to take advantage of lower asphalt costs. Fiscal year 2012 funding totaled \$250,000 and was intended to target several roads not completed during the 2011 program year. Fiscal year 2013 funding totals \$1.5 million and represents the desired annual funding level.

³ Repair of pavement damage less than 2" deep.

⁴ Repair of pavement damage greater than 2" deep.

⁵ The benchmark represents performance data from governmental entities (both local and national) comparable in population/scope to the City of Alpharetta. While not applicable to all measures, benchmarks enable the city to assess its performance relative to its peers.

CULTURE & RECREATION

As a livable city with a nationally accredited recreational program, the City of Alpharetta's Recreation and Parks Department provides excellent active and passive recreational, educational and cultural opportunities for all members of our families and community in an outstanding park system.

Included below is a sampling of fiscal year 2012 workload and performance measures for the Recreation and Parks Department that track our efforts and corresponding results toward providing the highest quality recreational programs and facilities for our citizens and visitors.

The city is committed to continually improving its recreational opportunities and providing safe, functional, and beautiful park amenities to residents and visitors. Improvements completed during fiscal year 2012 include: drainage improvements at North Park; upgraded ball field lights at Wills Park (fields 1-4); resurfacing of the tennis

courts at North Park (courts 1-7); electrical system upgrades at the Equestrian Center; etc.

In addition to our current facilities and programs, future plans include the construction of new park and green space as part of the voter approved City Center development, construction of a splash pad play area at the Alpharetta pool at Wills Park, replacement fencing at various baseball fields within Wills Park, recreation management software upgrade, recreation and parks 5-year Master Plan update, and continued maintenance of city recreational facilities (e.g. reroofing, multi-purpose floor replacement, insulation, etc.).

Our outstanding park system, diverse recreational programs and excellent staff help ensure the City of Alpharetta remains the Signature City of our region. For the latest Recreation and Parks Department news, please "Like" us on our Facebook page at <http://www.facebook.com/alpharettarecreation>.

Recreation and Parks Performance Summary for the 12 months ending 6/30/12

Total park acres.	764
Total greenway miles	8
Total program participants ¹	18,789
Breakdown by residency:	
Residents	10,426
Non-residents ²	8,363
Breakdown by program/camp:	
Athletics/instructional sports.	10,347
Aquatics	1,168
Cultural arts.	378
Dance	471
Gymnastics	1,991
Other ³	4,434
Pool attendance	20,836
Equestrian Center events	68
Parks Maintenance:	
Emergency requests.	12
Non-emergency requests	334

Park Acres per 1,000 residents

Actual Number: **13.23**

Alpharetta Target: 10.45

Benchmark⁴: 10.45

% of Program Participants who are Residents

Actual Number: **55.49%** ◀ See note below

Alpharetta Target: 60.00%

Average Time to Complete Emergency Request in minutes

Actual Number: **45.00**

Alpharetta Target: 120.00



► How are we addressing it?

Resident participation is a priority. Measures aimed at protecting and encouraging resident participation include advance registration and lower registration fees (non-residents pay a minimum of 150% of resident fees).

¹ Programs include athletics, aquatics, cultural arts, etc. Does not include Senior activities.

² Non-residents program fees are 50% higher (minimum) than resident fees.

³ Includes summer programs at the Wills Park Recreation Center, dog shows at Wills Park, etc.

⁴ The benchmark represents performance data from governmental entities (both local and national) comparable in population/scope to the City of Alpharetta. While not applicable to all measures, benchmarks enable the city to assess its performance relative to its peers.

LEGEND

Green = meets or exceeds target; Yellow = approaches target; Red = needs improvement



Did You Know?

RECREATION AND PARKS MASTER PLAN

The Recreation and Parks Master Plan is intended to help meet the needs of current and future residents by positioning Alpharetta to sustain and improve our community's vast and unique parks and recreation assets. This citizen-driven plan will establish a clear direction to guide city staff, advisory committees and elected officials in their efforts to enhance our community's parks and recreation services/facilities.

Alpharetta's Master Plan was developed in June 2008 and is in need of updating to match the current needs of our community both now and into the future. For more information about the Recreation and Parks Master Plan, please contact the Recreation and Parks Department at 678-297-6100.



TOP 10 EMPLOYERS

Providing a strong economic foundation for our community, the City of Alpharetta is pleased to recognize the top 10 Employers (based on the number of employees, effective July 1, 2012).

<i>Employer</i>	<i>No. of Employees</i>	<i>Employer</i>	<i>No. of Employees</i>
MCKESSON TECHNOLOGIES INC	2,050	HEWLETT-PACKARD CO906
ADP INC	1,463	VERIZON BUSINESS NETWORK823
LEXISNEXIS RISK SOLUTIONS INC	1,289	E*TRADE FINANCIAL765
COMCAST OF GEORGIA	1,000	COX COMMUNICATIONS, INC.726
UPS SUPPLY CHAIN SOLUTIONS.941	RED PRAIRIE CORPORATION672

COMMUNITY DEVELOPMENT

The Community Development Department guides the growth and development of the City of Alpharetta to enhance the quality of life of our community while recognizing the city's historic and natural features.

Included below is a sampling of fiscal year 2012 workload and performance measures for the Community Development Department that track our efforts and corresponding results toward maintaining and enhancing the outstanding quality of life for which Alpharetta is well known.

The Community Development Department led the city's efforts in achieving a Gold Level certification through the Atlanta Regional Commission's Green Communities program. Alpharetta was the first city in the State of Georgia to achieve this accomplishment. This highest level certification demonstrates Alpharetta's commitment to resource conservation and sustainability. This is just one of the many ways the Community Development Department is dedicated to facilitating a livable and sustainable future for the City of Alpharetta.

Community Development Performance Summary for the 12 months ending 6/30/12

Permits and plan review:

Total permits issued	3,178
Residential permits issued	346
Construction permit applications received	424
Inspections performed	10,042
Development plans reviewed.	41

Code Enforcement:

Total cases	182
Resolved by voluntary compliance	175
Resolved by forced compliance	7
Removal of illegal signs.	4,845

Business Licenses:

Total business licenses	4,198
Renewals	3,524
New.	674

Average Time from Customer Submittal to Permit Issuance in calendar days

Actual Number: **13.13** ◀ See note below and to the left

Alpharetta Target: 13.00

Benchmark¹: 12.76

% of Residential Permits Issued within 2 calendar days

Actual Number: **73.70%**

Alpharetta Target: 66.00%

Benchmark¹: 66.20%

% of Construction Permits Completed (initial code review) within 14 calendar days

Actual Number: **98.35%**

Alpharetta Target: 87.00

Benchmark¹: 86.53

Average Time to Review a Development Plan in calendar days

Actual Number: **10.00**

Alpharetta Target: 11.00

Benchmark¹: 11.19

% of Inspections Completed Same Day as Request

Actual Number: **100.00%**

Alpharetta Target: 100.00%



► How are we addressing it?

Variance is minor and due primarily to delays in customer pickup/payment of underlying permits. Current procedures are sufficient to meet the target (e.g. for those process components within the city's control).

LEGEND

Green = meets or exceeds target; Yellow = approaches target; Red = needs improvement

¹ The benchmark represents performance data from governmental entities (both local and national) comparable in population/scope to the City of Alpharetta. While not applicable to all measures, benchmarks enable the city to assess its performance relative to its peers.

GENERAL GOVERNMENT

The Public Safety, Engineering and Public Works, Recreation and Parks, and Community Development Departments are the recognizable city services as they have the most direct impact on our community. However, the success of these services is reliant upon the dedication and innovation of numerous internal departments/divisions. These internal departments/divisions form the general government function of our city.

Fiscal year 2012 general government performance highlights include:

- **6 Grant Applications Awarded and Approved for Funding**, resulting in grant funding of \$654,725 to support city initiatives such as: handheld oximeters for our firefighters so they can quickly and accurately test the carbon monoxide levels of people in fire situations; construction of a major roadway thoroughfare (Westside Parkway between Webb Bridge Road and Old Milton Parkway); construction of a children's splash pad at our Wills Park pool facility; etc.
- **30 City/142 Community Sponsored Events Offered**. The city directly sponsors and manages over 30 special events throughout the year aimed at enhancing our community's quality of life. An additional 142 events were held within the city that, while not directly managed by the city, did utilize city resources. For

upcoming events, please refer to the Calendar of Events (pages 16-17) or visit the city website at www.alpharetta.ga.us

- **Over 580,000 Site Visits and 1.8 Million Page Views on City Website**. The city website is a great source of information on city meetings, special events, recreational offerings, etc.
- **Over 23,000 Online Payments Accepted**, totaling \$3.2 million. The city website offers our customers the convenience of online bill payment for many services including: property taxes, business license renewals, sanitation fees, traffic citations, etc.
- **28 Formal Solicitations Issued**, including requests for bids, proposals, qualifications, etc. culminating in over 220 vendor responses. Formal solicitations assist in maximizing competition for goods and services thereby ensuring a competitive price.
- **Over 15,100 Sanitation Accounts**, resulting in 36,900 tons of trash and 6,300 tons of recyclables collected.

The support of our internal departments is the foundation upon which the City of Alpharetta provides the outstanding services to our community that distinguishes us as the Signature City of the region and a great place to live, work, play, and retire for now and into the future.

General Government Performance Summary for the 12 months ending 6/30/12

% of Construction Bids with a Purchase Order Issued within 4 months

Actual Number: **100.00%**

Alpharetta Target: 85.00%



% of Non-Construction Bids with a Purchase Order Issued within 4 months

Actual Number: **75.00%** ◀ See note below

Alpharetta Target: 85.00%



Total Tons of Recycled Material Collected per Residential Account (single/multi-family)

Actual Number: **0.42**

Alpharetta Target: 0.35

Benchmark¹: 0.35



Recycled Pounds per Household

Actual Number: **615.69**

Alpharetta Target: 564.00



► How are we addressing it?

The variance is isolated to two solicitations that exceeded the target. The first solicitation was a bid for Landscape Maintenance of all City Property which involved a complex scope of services and appendix requirements (e.g. detailed maps of all park land and right-of-ways) that resulted in significantly more document preparation time than what was allotted; all other portions of the process were within target. Overall, the Landscape Maintenance bid

exceeded the target by 15 days. The second solicitation was a bid for an Ammunition Storage Facility which experienced delays between the bid opening and recommendation of award to City Council. The main cause for the delays related to staff resource issues (e.g. temporary reprioritization of staff time to other initiatives). Overall, the Ammunition Storage Facility bid exceeded the target by 5 days.

LEGEND

Green = meets or exceeds target; Yellow = approaches target; Red = needs improvement

¹ The benchmark represents performance data from governmental entities (both local and national) comparable in population/scope to the City of Alpharetta. While not applicable to all measures, benchmarks enable the city to assess its performance relative to its peers.

ALPHARETTA TECHNOLOGY COMMISSION

As part of the city's effort to continue to attract and retain technology companies for Alpharetta, Mayor David Belle Isle and the City Council have created the Alpharetta Technology Commission (ATC), the first organization of its kind in Georgia. ATC's mission is to identify and pursue top investment opportunities and assist in the creation of policy to facilitate the strongest possible climate for Alpharetta technology companies.

High-level goals for the ATC include:

- Branding – create/implement a branding strategy for Alpharetta as the “Technology City of the South”.
- Incubation – facilitate funding opportunities for Alpharetta's technology startup companies.
- Infrastructure – develop and maintain a 15-year strategic infrastructure and incentive plan for the attraction/retention of Alpharetta's technology companies.

ATC members represent a cross section of Alpharetta's most talented technology companies and include:

- Legacy Firms – Amdocs, Hewlett-Packard Co, InFor Global Solutions, McKesson, Microsoft Corporation, RedPrairie Corp, Siemens Industries, ThyssenKrupp Elevator Corp, Verint Systems Inc, and Verizon Business Networks.
- Emerging Firms – Edge Solutions, Jackson Healthcare, Lancope, Pyramid Consulting Inc, and Priority Payment Systems.
- Strategic Partners – Advanced Technology Development Center, Greater North Fulton Chamber of Commerce, Georgia Power Company, and Technology Association of Georgia.

For more information about the Alpharetta Technology Commission, please contact Peter Tokar, the City's Economic Development Director, at 678-297-6075.

2013 CITY OF ALPHARETTA CALENDAR OF EVENTS



All events are subject to change. Please confirm the event at the appropriate phone number. Events are open to the public.
For more information and additional city events, please visit www.alpharetta.ga.us

JAN	1	Holiday		
	8	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	15	Golden Age Club Luncheon	Alpharetta Adult Activity Center	678-297-6142
	21	City Holiday		
FEB	5	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	6	Spring/Summer Program Registration - Priority Registration	Mutiple	678-297-6100
	8	Father/Daughter Valentines Dance	Alpharetta Community Center	678-297-6154
	9-10	Alpharetta Ambush Academy Soccer Tournament	City Parks	678-297-6063
	12	Love Birds for Valentine's Day	Crabapple Government Center	678-297-6165
	13	Spring/Summer Program Registration - City of Milton Registration	Mutiple	678-297-6100
	19	Golden Age Club Luncheon	Alpharetta Adult Activity Center	678-297-6142
	20	Spring/Summer Open Registration	Multiple	678-297-6100
MAR	5	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	12	Open House for Seniors	Alpharetta Adult Activity Center	678-297-6142
	19	Golden Age Club Luncheon	Alpharetta Adult Activity Center	678-297-6142
	21	Celebrate Spring Art Workshop	Crabapple Government Center	678-297-6165
	23	Children's Easter Egg Hunt	North Park Softball Fields 1-4	678-297-6142
	26	Wills Park Day Camp Registration - Priority Registration	Wills Park Recreation Center	678-297-6133
	29	City Holiday		
APR	2	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	2	Wills Park Day Camp - City of Milton Registration	Wills Park Recreation Center	678-297-6133
	6	City Holiday		
	9	Wills Park Day Camp - Open Registration	Wills Park Recreation Center	678-297-6133
	13-14	Alpharetta Arts StreetFest	Historic Downtown: Milton Ave	678-297-6078
	16	Golden Age Club lunch	Alpharetta Adult Activity Center	678-297-6142
	20	Community Yard Sale	Alpharetta Adult Activity Center	678-297-6142
MAY	27	Annual Touch A Truck	Wills Park	678-297-6133
	1	North Fulton Golden Games Opening Ceremony*	TBD	678-297-6142
	2	Alpharetta Sharks Parent Meeting	Alpharetta Community Center	678-297-6153
	7	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	9	Annual Taste of Alpharetta	Historic Downtown: Milton Ave	678-297-6078
	11	Mother/Daughter/Granddaughter Luncheon	Alpharetta Adult Activity Center	678-297-6142
	21	Golden Age Club Luncheon	Alpharetta Adult Activity Center	678-297-6142
	25	City Pool Opens	Wills Park Pool	678-297-6100
	27	City Holiday		
	28-30	Alpharetta Ambush Soccer Tryouts*	TBD	678-297-6163
	30	Alpharetta Sharks Swim Meet*	Wills Park Pool	678-297-6153
	30	Camp Happy Hearts Parents Meeting	TBD	678-297-6154
	TBD	Dance Recital	TBD	678-297-6154
	TBD	Alpharetta Sharks Mock Swim Meet	Wills Park Pool	678-297-6153
JUN	3	Senior Swim/Water Aerobics Begin	Wills Park Pool	678-297-6154
	3	Summer Day Camps Begin	Multiple	Various
	4	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	4	Swim Lessons Begin	Wills Park Pool	678-297-6153
	4-6	Alpharetta Ambush Soccer Tryouts*	TBD	678-297-6163
	8	Youth Fishing Derby	Brookside Office Park Lake	678-297-6133
	9	Alpharetta City Band Concert	Alpharetta Adult Activity Center	678-297-6142
	14	Freaky Friday Pool Party	Wills Park Pool	678-297-6153
	18	Golden Age Club Luncheon	Alpharetta Adult Activity Center	678-297-6142
	TBD	Alpharetta Sharks Home Swim Meet	Wills Park Pool	678-297-6153
	TBD	Art Camp begin	Crabapple Government Center	678-297-6165

* At the printing of this publication, these dates or events are tentative. Please call to confirm.

JUL	1-5	Summer Camp Skip Dates - Summer Camps will not be offered this week		
	2	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	4	City Holiday		
	4	July 4th Celebration and Fireworks	Wills Park	678-297-6142
	16	Golden Age Club Lunch	Alpharetta Adult Activity Center	678-297-6142
	26-27	Georgia Recreation & Parks State Swim Meet*	TBD	678-297-6153
	TBD	Alphartta Sharks League Championship Meet	Georgia Tech	678-297-6153
AUG	TBD	Movies on Milton	Historic Downtown: Milton Ave	678-297-6078
	2	Friday Night Dive In	Wills Park Pool	678-297-6153
	2	Summer Day Camps End	Various	Various
	3	Annual Old Soldiers Day Race	Wills Park: 6am on-site registration; 7am start	678-297-6173
	3	Annual Old Soldier's Day Parade	Alpharetta City Hall	678-297-6078
	6	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	7	Fall/Winter Program Registration -Priority Registration	Multiple	678-297-6100
	14	Fall/Winter Program Registration - City of Milton Registration	Multiple	678-297-6100
	17	Midsummer Night's Mayor's Run and Fun	Historic Downtown: Milton Ave	678-297-6078
	20	Golden Age Club lunch	Alpharetta Adult Activity Center	678-297-6142
SEP	21	Fall/Winter Program Open Registration	Multiple	678-297-6100
	2	City Holiday		
	2	Pool Closes	Wills Park Pool	678-297-6153
	3	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	7	Fall Youth Athletics Leagues Begin	All City Parks	678-297-6100
	17	Golden Age Club Lunch	Alpharetta Adult Activity Center	678-297-6142
	TBD	IronKids Triathlon	Wills Park	678-297-6078
	TBD	Mother/Son Sports Night	Alpharetta Community Center	678-297-6153
OCT	TBD	Movies on Milton	Historic Downtown: Milton Ave	678-297-6078
	1	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	5	Scarecrow Harvest	Historic Downtown: Milton Ave	678-297-6078
	15	Golden Age Club Lunch	Alpharetta Adult Activity Center	678-297-6142
	26	Halloween Event at Wills Park	Wills Park	678-297-6133
NOV	26	Indoor Craft Sale	Alpharetta Adult Activity Center	678-297-6142
	5	Election Day		
	5	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	19	Golden Age Club Lunch	Alpharetta Adult Activity Center	678-297-6142
	26	Santa's Mailbox	North Pole	678-297-6133
	28-29	City Holiday		
	TBD	Restless In Resthaven Cemetery Tour	29 South Main St to Resthaven Cemetery	678-297-6078
	TBD	Spring Youth Sports Registration	Multiple	678-297-6100
DEC	TBD	Vintage Corks & Gourmet Trucks	Historic Downtown: Milton Ave	678-297-6078
	1	Alpharetta City Band Concert*	Alpharetta Adult Activity Center	678-297-6142
	3	Golden Age Club Meeting	Alpharetta Adult Activity Center	678-297-6142
	6	Annual Christmas Tree Lighting	Historic Downtown: Milton Ave	678-297-6078
	7	Breakfast with Santa	Alpharetta Adult Activity Center	678-297-6142
	14	Pet Photos with Santa Claws	Will Park - Event Lawn	678-297-6133
	17	Golden Age Club Luncheon	Alpharetta Adult Activity Center	678-297-6142
	25	City Holiday		
	31	City Holiday - Half Day		
	TBD	Cookies with Clauses	Alpharetta Community Center	678-297-6154
	TBD	Snow on the Square	Historic Downtown: Milton Ave	678-297-6078

* At the printing of this publication, these dates or events are tentative. Please call to confirm.

PROPERTY TAXES

City of Alpharetta's property tax rate remains competitive

The City of Alpharetta has historically acknowledged the need to provide a taxation rate commensurate with the government's level of service. Over the last ten years, the city has experienced significant growth in its population, service delivery responsibilities, and tax base. As the tax base has grown, the city's fiscally conservative, long-term approach to government has resulted in a prudent reduction in its property tax rate.

The adopted property tax rate for calendar year 2012 (fiscal year 2013) totals 5.750 mills and represents a tax reduction as the value of property is anticipated to decline. Alpharetta's homestead exemption totals \$40,000 and saves our homeowners over \$2.6 million annually (e.g. equates to a 1.6 mill reduction for the average homeowner). The city's homestead exemption is more than double the amounts offered from our companion cities.

The accompanying chart includes a millage rate survey of cities in our area and adjusts for the effect of homestead exemptions on the average homeowner.

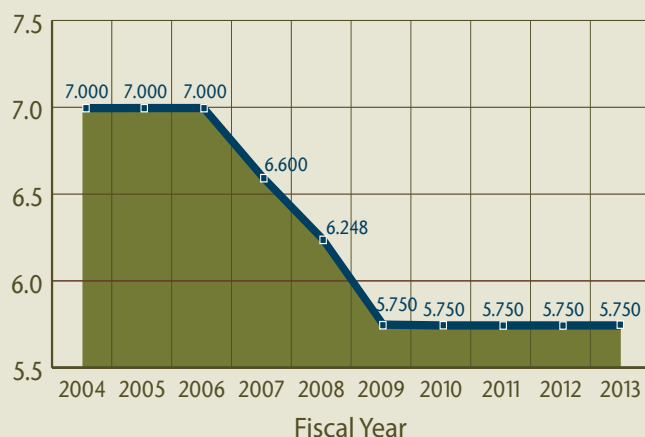
The city's competitive property tax rate, coupled with a substantial homestead exemption goes great lengths in keeping Alpharetta not only an affordable place to live and raise a family, but also strategically positions us relative to neighboring areas.

Fiscal Year 2013 Millage Rate Survey and Homestead Exemption

	Adopted Millage Rates			Effective Millage Rates for Average ¹ Homeowner		
	Operations	Debt Service	Total	Operations	Total	Homestead Exemption
Alpharetta	4.820	0.930	5.750	3.213	4.143	40,000
Johns Creek	4.614	—	4.614	4.037	4.037	15,000
Roswell	4.059	1.396	5.455	4.059	5.455	—
Milton	4.731	—	4.731	4.140	4.140	15,000
Sandy Springs	4.731	—	4.731	4.140	4.140	15,000
Duluth	5.991	—	5.991	5.891	5.891	2,000
Norcross	6.424	—	6.424	5.942	5.942	9,000
Woodstock	7.862	—	7.862	7.862	7.862	—

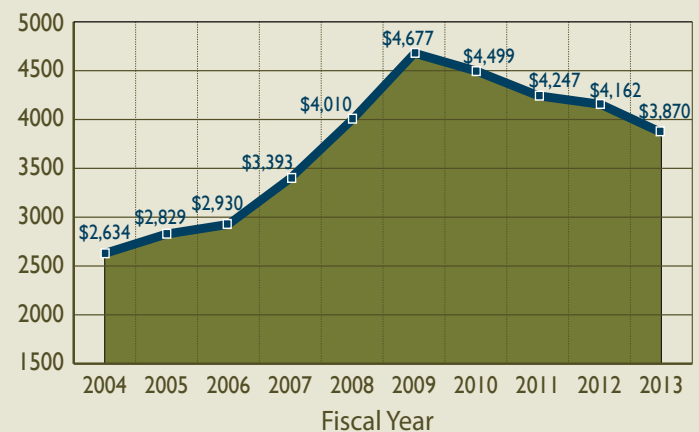
¹ The intent of this information is to highlight the effect of homestead exemptions on the tax rate of our homestead property owners. Homestead exemptions reduce the tax burden on our homeowners and Alpharetta's exemption is more than double all of the other cities at \$40,000. Homestead Exemption tax-reduction calculations are based on an average home value of \$300,000

City Property Tax Rate (in Mills)



The property tax rate has declined 18% since 2004.

History of Assessed Valuation (in \$Millions)



Includes taxable values from the following property types: Real, Personal, and Motor Vehicles. Estimated Digest for 2012 and 2013.

PROPERTY TAXES

Residents receive city services at an affordable price

In 2012, the average Alpharetta homeowner paid approximately \$41.43 each month for City services (based on an average home value of \$300,000).

Average Homeowner
City of Alpharetta, GA

6096

DATE January 1, 2012

PAY TO City of Alpharetta \$ 41.43

Forty one dollars and 43/100 DOLLARS

FOR Monthly Property Tax for City Services John Doe

<i>Monthly Average Payment</i>	
General Government:	
City Administration	\$1.18
Finance	1.96
Information Technology	0.90
Other*	2.26
Community Development	1.35
Engineering & Public Works	4.62
Public Safety	15.56
Recreation & Parks	4.30
Debt Service on Voter-Approved	
Capital Improvements	9.30
TOTAL	\$41.43

* Includes the following departments/divisions: Mayor & City Council; Legal Services; Human Resources; Municipal Court; and non-departmental.

The above chart is included for illustrative purposes only. City services are funded through a diversified portfolio of revenues of which property taxes represent one component. Individual departments, depending on their service type, may offset operational costs through charges for services (e.g. user fees in Recreation and Parks) and would therefore be less reliant upon other revenue sources such as property taxes.

WHERE DOES MY PROPERTY TAX DOLLAR GO?



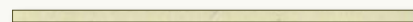
53¢ Fulton County
School District



30¢ Fulton County
(Operations and
Debt Service)



16¢ City of
Alpharetta



1¢ State of Georgia

BOND RATING

What the AAA bond rating means to our citizens

A bond rating is a grade given to bonds that indicates their credit quality. Alpharetta is one of only 199 cities in the United States (and one of two in Georgia) to earn an AAA bond rating (Moody's Investors Service). The AAA rating represents the highest credit rating available to municipalities and translates to significant savings to our citizens and stakeholders through reduced borrowing costs (e.g. lower interest rates).

The city's AAA bond rating was reaffirmed by Moody's and Standard & Poor's during March 2012 in conjunction with the sale of \$29 million (par) of General Obligation Bonds, Series 2012, for the City Center project. The true-interest cost of the Series 2012 Bonds approximates 2.98% which is among the lowest our financing team has witnessed for bonds carrying a 20-year term. According to Moody's, the assignment of the agency's

highest-quality rating reflects the city's sizeable and diverse local economy and wealthy demographic profile, in addition to a strong financial position that is supported by conservative management and ample fund balance levels. Alpharetta's long-term operating stability and low direct debt burden were also highlighted as being keys to the rating decision.

FINANCIAL REVIEW OF FISCAL YEAR 2012

The Financial Review section is designed to provide details on the financial health and stability of the City of Alpharetta. Included within this section are discussions of major revenue sources and major expenditure allocations, analysis of fund balances, analysis of net assets, significant financial trends, etc. Departmental specific information (e.g. activities, performance measures, etc.) is included within the *Departmental Reviews by Function* section of this report. Information contained within this section is intended to provide the reader with an increased level of understanding of how available resources are utilized to provide city services.

The tables below depict the sources of revenues and expenditures for the government as a whole on a fund-level basis of accounting, highlighting how the government received its funding and where the funds were spent. Fiscal years 2010-2011 are presented to highlight financial trends.

During fiscal year 2012, the city's governmental funds reported a combined ending fund balance of \$61 million which represents an increase of \$23.1 million from the prior year. The increase in fund balance is primarily attributable to the issuance of \$29 million (par) in General Obligation Bonds for the City Center project (see pages 8 and 19 for more information on this project). For information on major variances in revenues and expenditures, please refer to pages 21 and 22 respectively.

The city's proprietary funds reported combined ending net assets of \$1.8 million which represents an increase of \$413,398 over the prior year. The increase in net assets is primarily attributable a transfer from the General Fund to the Risk Management Fund to cover future claims/judgments. The Solid Waste Fund experienced similar increases in revenue (refuse collection charges) and program expenses pursuant to the city's sanitation/recycling hauler contract that resulted in an increase in net assets of \$20,856.

Governmental Funds (e.g. General Fund, E-911 Fund, etc.)

Figures presented in millions. Totals subject to rounding.

	FY 2012	FY 2011	FY 2010
Revenues:			
Property Taxes	\$23.2	\$25.2	\$25.9
Sales and Use Taxes	12.2	11.2	11.2
Other Taxes	16.0	14.3	13.8
Licenses and Permits	2.2	1.8	1.5
Charges for Services	5.2	5.2	4.6
Impact Fees	0.5	0.3	0.1
Fines and Forfeitures	3.9	4.2	3.9
Intergovernmental	5.4	1.4	1.0
Contributions and Donations	—	0.1	1.0
Investment Earnings	0.1	0.1	0.4
Other Revenues	0.2	0.4	0.3
Total Revenues:	\$69.0	\$64.3	\$63.8
Expenditures:			
General Government	\$8.9	\$7.8	\$7.4
Public Safety	24.7	24.5	23.9
Public Works	6.6	6.3	7.0
Community Development	3.9	3.8	3.6
Culture and Recreation	6.1	6.1	6.2
Capital Outlay	17.7	20.2	4.7
Debt Service	8.1	10.1	9.9
Total Expenditures:	\$76.1	\$78.9	\$62.7
Excess (deficiency) of Revenues over (under) Expenditures	\$(7.1)	\$(14.6)	\$1.0
Other Financing Sources (Uses)	\$30.2	\$0.2	\$(1.2)
Net Changes in Fund Balances	\$23.1	\$(14.4)	\$(0.1)
Beginning Fund Balances	\$37.9	\$52.3	\$52.4
Ending Fund Balances	\$61.0	\$37.9	\$52.3

Proprietary Funds (Solid Waste Fund and Risk Management Fund)

Figures presented in millions. Totals subject to rounding.

	FY 2012	FY 2011	FY 2010
Operating Revenues:			
Charges for Services			
Refuse Collection Charges	\$3.2	\$3.1	\$2.6
Risk Management Charges	0.8	0.5	0.4
Other Revenues	0.1	0.1	0.0
Total Operating Revenues:	\$4.0	\$3.7	\$3.1
Operating Expenses:			
Program Administration	\$3.2	\$3.2	\$2.7
Claims and Judgments	0.2	0.3	1.0
Premiums	0.5	0.5	0.6
Total Operating Expenses:	\$4.0	\$4.0	\$4.3
Operating Income (Loss)	—	\$(0.3)	\$(1.3)
Non-Operating Revenues	—	\$0.0	\$0.0
Transfers-in	\$0.4	\$0.7	\$1.2
Changes in Net Assets	\$0.4	\$0.4	\$0.0
Beginning Net Assets	\$1.4	\$1.0	\$1.0
Ending Net Assets	\$1.8	\$1.4	\$1.0

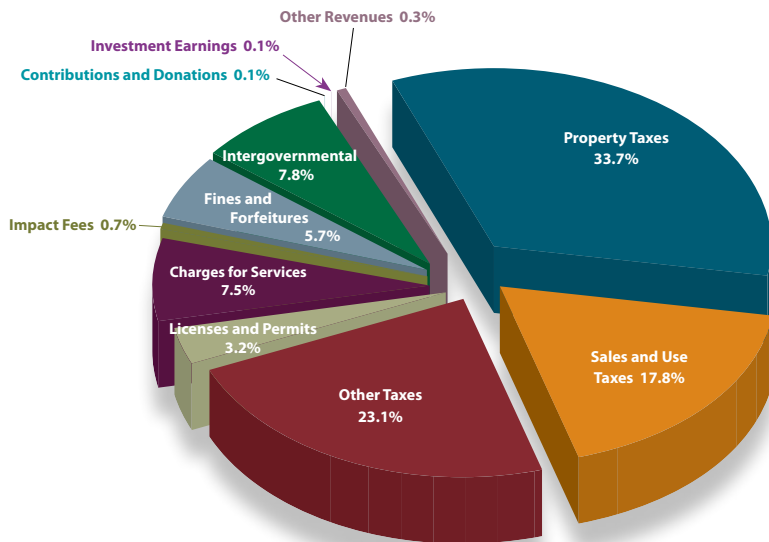
Sources:

City of Alpharetta, Comprehensive Annual Financial Report for the respective Fiscal Year
Statement of Revenues, Expenditures & Changes in Fund Balances (Governmental Funds)

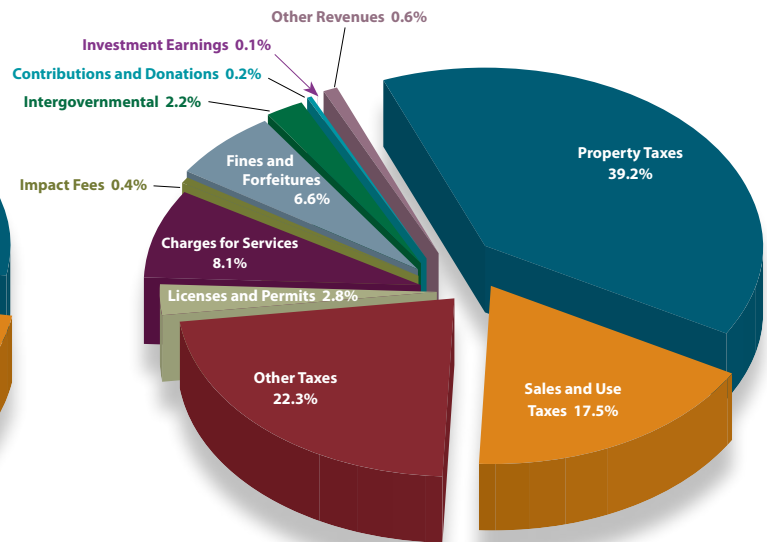
City of Alpharetta, Comprehensive Annual Financial Report for the respective Fiscal Year
Statement of Revenues, Expenditures & Changes in Net Assets (Proprietary Funds)

REVENUES & RESOURCES

2012 City Revenues



2011 City Revenues



The City of Alpharetta maintains 11 individual governmental funds. The governmental funds reflect the city's basic services, including public safety, public works, culture and recreation, community development, general government, etc. For fiscal year ended June 30, 2012, the city's revenues for all governmental funds totaled approximately \$69 million. The four largest sources of revenues are *Property Taxes*, *Other Taxes*, *Sales and Use Taxes*, and *Intergovernmental Revenues*. As detailed in the above charts, the city is focused on maintaining revenue diversification to mitigate the effects of fluctuations in a given revenue source.

Revenues within the Governmental Funds increased \$4.7 million between fiscal years 2011 and 2012. Major revenue variances include the following: reduction of \$1.9 million in property taxes due to a weakened real estate market coupled with a \$5,000 increase in the homestead exemption (i.e. from \$35,000 to \$40,000); increase of \$1.6 million in other taxes due to increased consumer and business spending (e.g. local option sales taxes and franchise fees) and revised distribution formulas based on population growth identified within the 2010 Census (e.g. insurance premium tax distribution from the State); and an increase of \$4.0 million in intergovernmental revenue due to partnerships with other governmental entities on multiple capital projects (e.g. Fulton County pass-thru funding for various water main projects, Alpharetta Business Community funding for various sidewalk improvement projects, North Fulton Community Improvement District funding for the Westside Parkway roadway project). The following section provides a brief description of the city's revenue sources by category:

Property Taxes

Taxes collected from property owners based upon an assessed valuation and tax rate. The dollar amount received is to be used to fund governmental services and debt service on voter approved general obligation bonds.

Sales and Use Taxes

Taxes imposed on the purchase, sale, rental, storage, use, or consumption of tangible personal property and related services. Specifically represents the city's portion of the 1% sales and use tax collected in Fulton County.

Other Taxes

Represents various other taxes such as franchise fees, insurance premium taxes, alcohol beverage excise taxes, intangibles taxes, business and occupational taxes, hotel/motel taxes, etc.

Licenses and Permits

Fees collected for the issuance of licenses and permits by the city. Several of the larger revenue components include building permit fees, alcohol beverage permit fees, development permit fees, occupancy permit fees, etc.

Charges for Services

Fees collected for general government services. Several of the larger revenue components include recreation and park activity fees, planning and development fees, plan review and inspection fees, etc.

Impact Fees

Fees collected from land developers to ensure proportionate cost sharing of necessary city improvements including roads, parks, and public safety improvements.

Fines and Forfeitures

Revenue derived from fines and penalties imposed for the commission of statutory offenses, violation of lawful administrative rules and regulations, for the neglect of official duty, etc. Several of the larger revenue components include municipal court fines and red light camera violations.

Intergovernmental

Revenue from other governments in the form of operating grants, shared revenues, etc.

Contributions and Donations

Revenue provided by private contributors.

Investment Earnings

Revenue derived from the investment of city assets.

Other Revenues

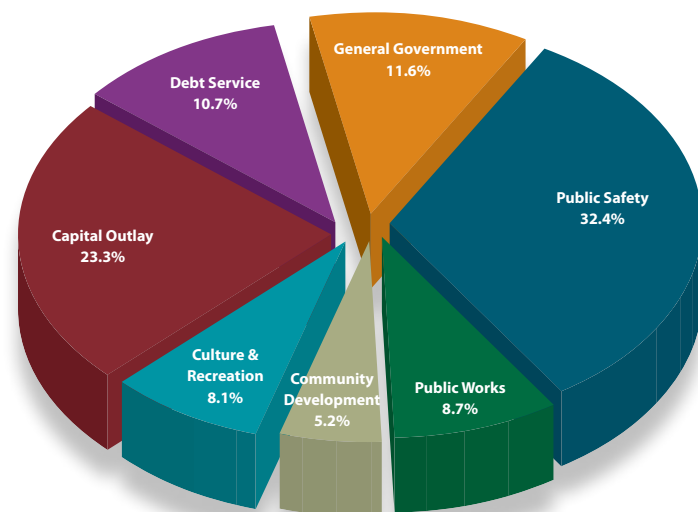
Revenues received that are not otherwise classified.

Sources:

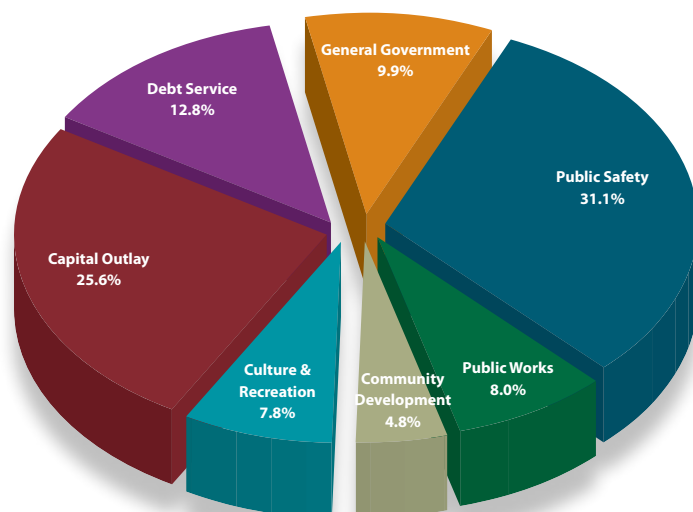
City of Alpharetta, Comprehensive Annual Financial Report for the respective Fiscal Year
Statement of Revenues, Expenditures & Changes in Fund Balances (Governmental Funds)

EXPENDITURES & SERVICES PROVIDED

2012 City Expenditures



2011 City Expenditures



For fiscal year ended June 30, 2012, the city's expenditure for all governmental funds totaled approximately \$76 million. The city incurs various expenditures in providing services to its citizenry and stakeholders. The four largest expenditure categories are *Public Safety*, *Capital Outlay*, *Debt Service*, and *General Government*.

Expenditures within the Governmental Funds decreased \$2.8 million between fiscal years 2011 and 2012. Major expenditure variances include the following: reduction of \$2.4 million in capital outlay (while lower than 2011, fiscal year 2012 included in excess of \$17.7 million in capital investment - please refer to page 24 for more information); reduction of \$2.0 million in debt service; and an increase of \$1.1 million in general government that is primarily related to the establishment of an Other Post Employment Benefit trust fund.

The following section provides a brief description of the city's expenditures by function:

General Government

Expenditures incurred for general administrative offices including the Mayor and City Council, City Administration, Finance, Human Resources, Information Technology, etc.

Public Safety

Expenditures incurred for public safety activities including police and fire services.

Public Works

Expenditures incurred in providing engineering, transportation, and public works services.

Community Development

Expenditures incurred in providing community development, permitting, and inspection services.

Culture and Recreation

Expenditures incurred in providing cultural and recreational services.

Capital Outlay

Expenditures incurred for capital improvements throughout the city (please refer to page 24 for detailed information on our capital investment activities).

Debt Service

Expenditures incurred through the retirement of the city's debt obligations.

Sources:

City of Alpharetta, Comprehensive Annual Financial Report for the respective Fiscal Year
Statement of Revenues, Expenditures & Changes in Fund Balances (Governmental Funds)

NET ASSETS

For fiscal year ended June 30, 2012, the City of Alpharetta's net assets totaled approximately \$246 million with the breakdown as follows:

Invested in Capital Assets, Net of Related Debt

The largest portion of net assets (85% or approx. \$210 million) is invested in capital assets (e.g., land, buildings, infrastructure, machinery, and equipment); less any related debt used to acquire said assets that is still outstanding. Capital assets are used to provide services to citizens; consequently, these assets are not available for future spending. As highlighted on page 24, the city focused on capital outlay in fiscal year 2011 and 2012 to take advantage of historically low construction costs (i.e. labor and materials).

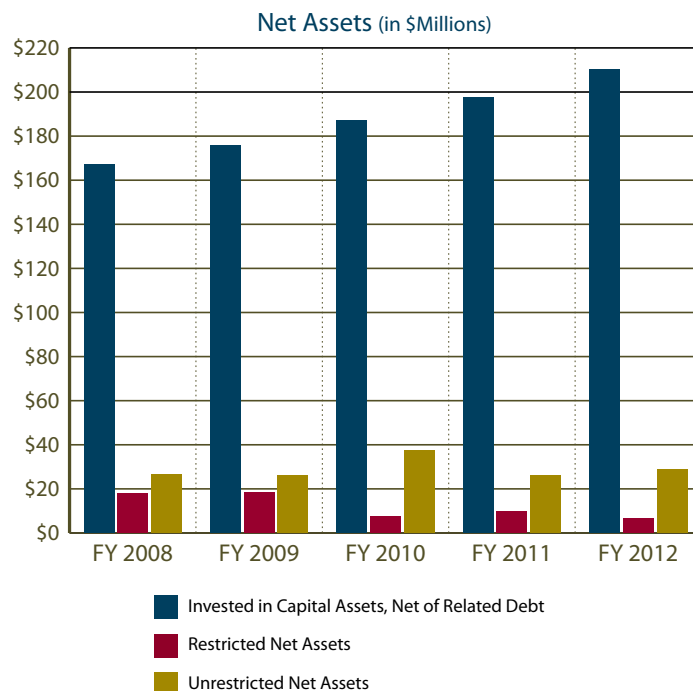
Restricted Net Assets

The portion of net assets (3% or approx. \$7 million) that is restricted for specific uses (e.g. debt service, capital projects, law enforcement, and emergency telephone activities).

Unrestricted Net Assets

The portion of net assets (12% or approx. \$29 million) which may be used to meet the government's ongoing obligations to its citizens and creditors.

Over time, the increases or decreases in net assets may serve as a useful indicator of the city's financial position and stability.



Source:
City of Alpharetta, Comprehensive Annual Financial Report for the respective Fiscal Year
Statement of Net Assets

FUND BALANCE OF THE GENERAL FUND

A key measure of the City of Alpharetta's overall financial health is the fund balance. For fiscal year ended June 30, 2012, the city's Fund Balance for the General Fund totaled approximately \$21million and can be further segmented as follows:

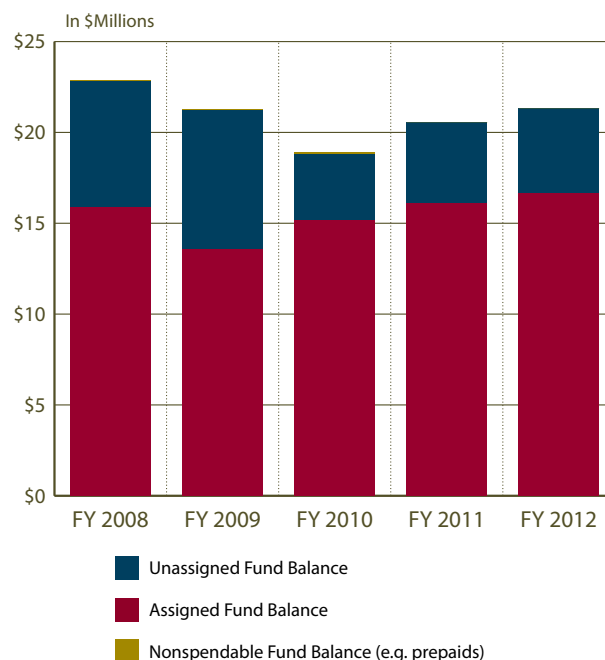
Assigned Fund Balance \$4.7 million

This balance represents appropriations included in the fiscal year 2013 budget for pay-as-you-go capital projects and one-time, non-recurring expenditures.

Unassigned Fund Balance \$16.7 million

Approximately 78% of total fund balance or \$16.7 million constitutes unassigned fund balance. This balance represents approximately 32% of fiscal year 2013 budgeted expenditures. By ordinance, the city has mandated that such balance not be less than 16% of budgeted expenditures. This requirement allows the city to maintain an adequate reserve to cover unforeseen emergencies and/or revenue shortfalls. However, the current budgetary practice has been to reserve at least 21% for such purposes, representing \$11 million at fiscal year-end. The surplus after such emergency reserve will allow the city to fund one-time future capital in the amount of \$5.7 million as part of the annual budget to be developed for fiscal year 2014.

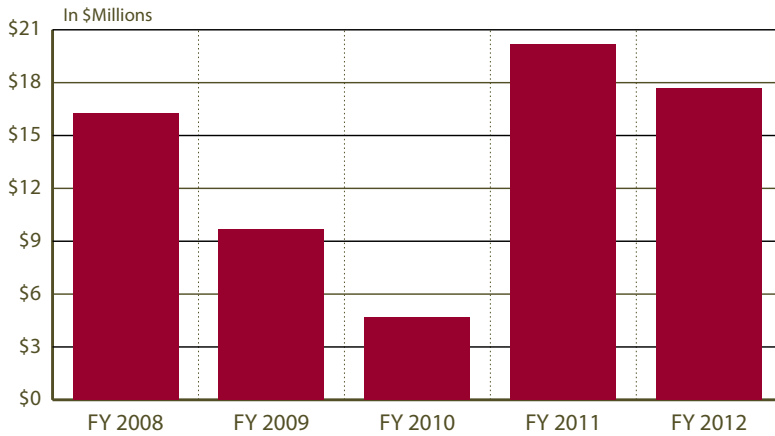
The accompanying chart depicts a 5-year history of the fund balance of the General Fund. The Fund Balance components are further defined within the *Definitions of Key Terms* on the inside back cover of this report.



Source:
City of Alpharetta, Comprehensive Annual Financial Report for the respective Fiscal Year
Balance Sheet (Governmental Funds)

Note: Governmental Accounting Standards Board Statement No. 54 (GASB 54), which was implemented by the city in fiscal year 2011, changed how fund balance is classified/reported. Fund balance data for fiscal years 2008-2010 has been restated accordingly.

COMMUNITY/CAPITAL IMPROVEMENT PROJECTS



Substantial investments in community/capital improvements are made each year. The chart to the left depicts a 5-year history of the capital expenditures to purchase, construct, and renovate the capital assets and infrastructure of our city. For fiscal years 2011 and 2012, the city focused on capital investment to take advantage of historically low construction costs (i.e. labor and materials). Specifically, the City of Alpharetta's investment in capital outlay (parks, roadways, buildings, etc.) totaled approximately \$17.7 million, demonstrating our on-going commitment to provide a quality of life that ensures the success and vitality of the area for the present and the future.

Sources:

City of Alpharetta, Comprehensive Annual Financial Report for the respective Fiscal Year
Statement of Revenues, Expenditures & Changes in Fund Balances (Governmental Funds)

CAPITAL PROJECTS COMPLETED DURING FISCAL YEAR 2012

Sidewalk Improvements:

- Cumming Street Sidewalk
- Devore Road Sidewalk
- Douglas Road Sidewalk (City Limits to Nasser Avenue)
- Maxwell Road Sidewalk (Hembree Road to Encore Parkway)
- Windward Parkway Sidewalk

Other Projects:

- Abatement and Demolition:
 - Brook Street
 - Thompson Street
 - Various Other Locations
- Bethany Road Curb and Gutter
- Communications/Signal Interconnection Projects:
 - North Point Parkway Communications
 - Windward Parkway Communications
- Douglas Road Roundabout and Bridge
- Drainage Projects:
 - Alpha Park Subdivision Drainage Improvements
 - Webb Bridge Park Drainage Study
- Facility Renovations:
 - Alpharetta Adult Activity Center Building Renovations
 - Equestrian Center Electrical Upgrades
 - Fire Stations # 1 - # 4 Roof Replacements
- Intersection Improvements:
 - Kimball Bridge Road to Waters Road Intersection Improvements
 - Webb Bridge Road to Shirley Bridge Road Intersection Improvements
- Park Improvements:
 - North Park Field # 1 Slope Stabilization
 - North Park Water Quality Enhancement and Forebay
 - Wills Park Ball Field Light Upgrades (fields 1-4)
- Rucker Road over Foe Killer Creek Tributary Bridge Repair
- Sidewalk Design:
 - Church Street Sidewalk Design
 - Douglas Road Southern Sidewalk Design (Oak Tree Hollow to City Limits)
- Westside Parkway (Old Milton Parkway to Webb Bridge Road)





DEFINITIONS OF KEY TERMS

ASSESSED VALUATION	The Fulton County Board of Assessors determines the fair market value of all real and personal property in Fulton County for property tax purposes. The Board then applies a statutory 40% to the fair market value to generate the assessed valuation on which property taxes are levied.
FUND	A grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The city, like other state and local governments, uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements. All of the funds of the city can be divided into three categories: governmental funds, proprietary funds, and fiduciary funds.
FUND BALANCE	<p>Fund equity for governmental funds which reflects the accumulated excess of revenues and other financing sources over expenditures and other financing uses. Fund Balance can be further segmented as follows:</p> <ul style="list-style-type: none">• Nonspendable – Represents fund balance not available to be spent or legally/contractually required to be maintained intact (e.g. prepaids).• Assigned – Represents fund balance utilized in subsequent periods for pay-as-you-go capital projects and one-time, non-recurring expenditures.• Unassigned – Represents fund balance that is available for any purpose. However, the city has allocated this fund balance as follows: (a) The City Council adopted a minimum Fund Balance Reserve of approximately 16% for the General Fund to cover the cost of unforeseen emergencies, cover shortfalls by revenue declines, etc. In keeping with the best practices of a AAA rated city, Alpharetta currently maintains a Fund Balance Reserve of approximately 21%; (b) funding for Other Post Employment Benefit liability; and (c) funding for future one-time capital investment or other city initiatives.
GOVERNMENTAL FUND	These funds are, in essence, accounting segregations of financial resources. Expendable assets are assigned to the various governmental funds according to the purposes for which they may or must be used; current liabilities are assigned to the fund from which they are to be paid; and the differences between governmental fund assets and liabilities is referred to as “Fund Balance”. The primary measurement focus is “flow of current financial resources”. In other words, are there more or less resources that can be spent in the near future as a result of transactions of the period? Increases in spending are reported in the operating statement as revenues or other financing sources, and decreases are reported as expenditures or other financing uses. The General Fund is the city’s primary governmental fund.
MILLAGE RATE	The amount of property tax stated in terms of a unit of the tax base. For example, each mill generates \$1.00 of tax for every \$1,000 of assessed valuation on real and personal property. The millage rate is the total number of mills assessed against the assessed valuation.
NET ASSETS	Total assets minus total liabilities of either the city as a whole or for a specific fund (e.g. Solid Waste Fund).
PROPRIETARY FUND	These funds are used to account for a government’s on-going activities which are similar to those often found in the private sector. The primary measurement focus is the economic condition of the fund as a result of the events and transactions of the period. Events and transactions that improve the economic position are reported as revenues or gains in the operating statement. Those events and transactions that diminish the economic position are reported as expenses or losses. The difference between fund assets and liabilities is referred to as “Net Assets”.



The City of Alpharetta's website is your source for information about city policies, services and events, available 24 hours per day, seven days a week. Log onto www.alpharetta.ga.us and find information about public meetings, press releases, employment opportunities, community events and much more.

In addition to being a great source of valuable information about our city, residents can also take advantage of many online services through our website. Online services include:

- **Business License Renewals**
- **Property Tax Accounts**
- **TicketViewer – Red Light Cameras**
- **Municipal Code Online**
- **Public Hearing Notices**
- **Traffic Ticket Payments**
- **Permit Manager Online**
- **Recreation Registration**
- **Trash Service Payments**
- **Procurement (Bid) Opportunities**
- **Report a Crime Tip Online**
- **Vendor Registration**

webdirectory

Alpharetta Ambush Soccer League	www.alpharettaambush.org
Alpharetta Athletic Programs	www.arpdathletics.org
Alpharetta Business Association	www.downtownalpharettradeassociation.com
Alpharetta City Band	www.alpharettaband.com
Alpharetta Convention & Visitors Bureau	www.awesomealpharetta.com
Alpharetta Police Athletic League	www.alphapal.org
Alpharetta Public Safety Foundation	www.apsfoundation.org
Atlanta Regional Commission (ARC)	www.atlantaregional.com
ARC Green Communities Program.	www.atlantaregional.com/environment/green-communities
Alpharetta Youth Baseball Association and Wills Park Youth Baseball Association	www.wpyba.org
Alpharetta Youth Football Association	www.alpharettayouthfootball.com
Alpharetta Youth Softball Association	www.alphettasoftball.com
City of Alpharetta	www.alpharetta.ga.us
Federal Dept. of Homeland Security	www.dhs.gov
Federal Emergency Management Agency.	www.fema.gov
Fulton County Animal Services.	www.fultonanimalservices.com
Fulton County Schools	www.fultonschools.org
Fulton County Tax Assessor	www.fultonassessor.org
Georgia Bureau of Investigation	www.gbi.georgia.gov
Georgia Dept. of Community Affairs	www.dca.state.ga.us
Georgia Dept. of Drivers Services	www.dds.ga.gov
Georgia Dept. of Education	www.doe.k12.ga.us
Georgia Dept. of Transportation's Intelligent Transportation System	www.georgia-navigator.com
Georgia Emergency Management Agency	www.gema.state.ga.us
Georgia Environmental Protection Division (Watershed Protection Branch)	www.georgiaadoptastream.org
Georgia Online Vehicle Registration Renewal.	https://mvd.dor.ga.gov/tags/
Georgia Urban Forestry Council	www.gufo.org
Metropolitan N. GA Water District	www.northgeorgiawater.com
N. Fulton Community Improvement District	http://northfultoncid.org
North Metro Miracle League	www.nmml.net
State of Georgia	www.georgia.gov
State and Ordinance Codes/Definitions	www.municode.com
Verizon Wireless Amphitheatre at Encore Park	www.vzwamp.com
Wills Park Youth Baseball Association	www.wpyba.org

