



City Administrator's Monthly Report

Published March 11 2020

Current Updates to the Mayor and Board of Aldermen from the Office of the City Administrator

The following report is respectively submitted to the Mayor and Board of Aldermen and highlights a variety of updates and details from the previous month as well as a look ahead into the coming month.

The CA Report is provided and made available to the management team, media, general public, and other interested parties upon request.

Feel free to contact me if you have any questions or concerns.

Jeana L Woods, CPA, ICMA-CM
City Administrator

In case you missed it!!!

Be sure to check out the most recent [Osage Beach Community Connection](#) for additional information including important dates, notices, and events from the City of Osage Beach published for our citizens and visitors.

Click on picture below to download.

Osage Beach Community Connection

The  of Lake of the Ozarks



Financial Update

**Financial Statements/Budget
Reconciliation** February 29, 2020

Financial Statements are unaudited, but show we expended 10.2% of our \$29.5 million FY2020 Operating Budget and collected 14.3% of budgeted revenues for all funds.

Financial Reports

- [FY2020 Operating Budget](#)
- [FY2018 CAFR \(Comprehensive Annual Financial Report\)](#)
- [February 2020 Financial Statement](#)
- [March 2020 Sales Tax Report](#)

The FY2018 Financial Statement audit work was completed in June 2019. The City received a clean or unmodified opinion on the 2018 Financial Statements; the financial statements for the prior year are presented fairly and in respect to the financial position and are in conformance with GAAP.

FY2019 audit is in process with an estimated completion to be early June 2020.

Sales Tax Revenue represents a large portion of the City's revenue source, 47% projected in the FY2020 overall budget. Fees & Service Charges represent 30% of projected revenue in the FY2020 overall budget. Although used for only on-time expenditures, Grants & Reimbursements represent 17% of incoming revenues in FY2020; Other Income representing 6%.

MARCH 2020 Sales Tax receipts are \$30,258 (2.8%) less than 2019 receipts for the same period and \$42,791 (3.9%) less that projected in the FY2020 Budget.

Comparison to Missouri State Sales Tax: The State of Missouri is on a July - June fiscal year where as the City is a calendar year fiscal year. For comparison purposes, the City's sales tax collection for the same period as the State's fiscal year, was <0.8%> less from the previous period. As of January, State Sales Tax collection was up 2.1%. **Source: The Moody Report LLC, November 2019 General Revenue Update.*

Retail / Commercial Recruitment Update

The City contracted with Buxton Company to provide the City with a set of objectives to assist us with tools and data in growing our economic development as well as our attraction and retention efforts.

Staff is currently working on the marketing packages, materials/information, available site inventory, and the recruitment plan (specific retailers/commercial targets).

[The Mobile Analysis](#) and [The Roadmap to Retail](#) outlines the market data received from Buxton and where the partnership is to date. Additionally, the following top 5 segments make up our Osage Beach Residents, Second

Homeowners, and visitors to Osage Beach and Tri-County wide. Chart data is in the Mobile Analysis document. (Segments listed in alphabetic order)

Osage Beach Visitor Top 5 Segments:

- E21 – Unspoiled Splendor – (age 51-65) Price-conscious, Politically Conservative, Do-it-Yourselfers, Racing fanatics, outdoor enthusiasts, Domestic travelers,
- I30 – Stockcars and State Parks – (age 51-65) Country Living, Outdoors activities, Blue-collar jobs, Non-environmental, Conservative views, Motor sports fans,
- J35 – Rural Escape – (age 76+) County living, Modest educations, Risk averse, outdoor activities, Traditional media, Satellite TV,
- L41 – Booming and Consuming – (age 51-65) Rural lifestyles, Diversified investments, Balanced shoppers, Home and garden enthusiasts, Disposable income, Trendsetters,
- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,

Tri-County Visitor Top 5 Segments:

- C11 – Aging of Aquarius – (age 51-65) Affluent, Highly Educated, Upscale Housing, Nearing retirement, Philanthropic, Savvy investor,
- E21 – Unspoiled Splendor – (age 51-65) Price-conscious, Politically Conservative, Do-it-Yourselfers, Racing fanatics, outdoor enthusiasts, Domestic travelers,
- I30 – Stockcars and State Parks – (age 51-65) Country Living, Outdoors activities, Blue-collar jobs, Non-environmental, Conservative views, Motor sports fans,
- J34 – Aging in Place – (age 66-75) Retired, Financially secure, AARP members, Fine arts appreciation, Avid newspaper readers, Republican households,
- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,

Second Homeowners Top 5 Segments:

- A02 – Platinum Prosperity – (age 51-65) High Income, Empty-nesters, Political donors, Master Degrees, Philanthropic, Investment Savvy,
- E21 – Unspoiled Splendor – (age 51-65) Price-conscious, Politically Conservative, Do-it-Yourselfers, Racing fanatics, outdoor enthusiasts, Domestic travelers,
- L41 – Booming and Consuming – (age 51-65) Rural lifestyles, Diversified investments, Balanced shoppers, Home and garden enthusiasts, Disposable income, Trendsetters,
- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,
- Q64 – Town Elders – (age 76+) Avid TV watchers, Rural lifestyle, Seniors, Home-center activities, Conservative values, Cautious money mangers,

Residents Top 5 Segments:

- J36 – Settled and Sensible – (age 51-65) Humble living, Stable lifestyle,

Limited financial savings, Modest spending, Retired, limited internet activity,

- L43 – Homemade Happiness – (age 51-65) Humble rural living, Blue-collar and agricultural jobs, Cash not credit, Hunting and fishing, Pragmatic shoppers, Traditional family values,
- O51 – Digital Dependents – (age 25-30) Ambitious, Video gamers, Eager to spend, Music lovers, Digitally savvy,
- Q64 – Town Elders – (age 76+) Avid TV watchers, Rural lifestyle, Seniors, Home-center activities, Conservative values, Cautious money managers,
- S68 – Small Town Shallow Pockets – (age 51-65) Modest spenders, Rural towns, Single empty-nesters, Modest educations, Frozen food fans, Basic Cell Phones,

What's on the horizon...

Mayor and Board of Aldermen Strategic Planning - SAVE THE DATE - Wednesday, August 5th.

This year's Mayor and Board of Aldermen Strategic Planning Session will be held Wednesday, August 5th, tentative time: 9 AM - 4:30 PM. Location will be determined in the upcoming month; lunch will be provided.

FY2020 will be the fourth year the Mayor and Board of Aldermen will participate in Strategic Planning.

Items to look for on upcoming Board of Aldermen Meeting Agendas...

- **Amendments to the Occupational License (carried over from February)**
- **Amendments to the Wastewater Regulations regarding Prohibited Discharge (i.e. Grease)**
- **IT Assessment and Recommended Changes**
- **Health Benefits Bid Outcome, Discussion, and Contract for upcoming plan year**

Citizen's Academy

This year's Citizen's Academy will be held in the fall. More details will be forthcoming. Tentatively the academy will be 5 session held between September 30 - October 21, 2020.

Department Highlights

Department Reports

- [City Treasurer Project Overview Report - As of March 5, 2020](#)
- [Building Official Construction Valuation Report - February 29, 2020](#)
- [Municipal Court Report - February 2020](#)
- [Cochran Engineering Monthly Report](#)

PUBLIC WORKS UPDATE

- Cochran Engineering Monthly Report can be downloaded from above. The following provides additional information.
- **Osage Beach Special Road District Partner Projects** - There are a few road projects in the FY2020 Budget that the City is partnering with financially to complete.
 - Ledges - Redesign will be presented to the Board of Aldermen on March 17, 2020.
 - Wren Rd - Redesign will be presented to the Board of Aldermen in an upcoming meeting.
 - Autumn Ln, Cove Rd - Defining scope currently. Intention is to apply for MODOT Cost Share to complete Executive Dr.
- **Beach Drive** entrance improvement project - pursuing the necessary easement with landowner.
- **Mace Rd Phase 2** - [Invitation to Bid](#) is active; due 3/31/2020.
- **Water Well Construction** - The [water main project to connect the well](#) is out for bids; due 3/17/2020. The well itself continues to be under construction. A few set backs have delayed work, including

PARKS UPDATE

- **Lake Access Closed** - Access to the Lake side at the OB City Park is temporarily closed due to road failure/erosion at the large culvert. Cochran Eng. is working on the issue with staff.
- **Easter Egg Hunt** - To be held Saturday, April 11 at the Osage Beach City Park. Volunteers needed.

AIRPORT UPDATE

- **LCF Apron Project** - Agreement the State Funds and the CMT Contract will be presented to the Board of Aldermen on March 17, 2020.

IT UPDATE

- **Forward Slash** - Numerous recommendations have been received and discussed internally. An update will be provided to the Board of Aldermen on the March 17, 2020 agenda along with a request to purchase items regarding said recommendations.

BUILDING UPDATE

- **Bullet Resistant Glass Installation** - The project was awarded to Bales Construction. Materials are on order and

electric utility move, drilling depths, and water testing needed as determined by MODNR. The well is expected to be online by spring/early Summer.

- **Swiss Village Water Tower Cleaning** - Invitation to Bid is active; due 3/19/2020.

contract states completion to be done in June, 2020.

- **Permitted Construction Valuation** - Year to date, valuation of construction permitted is \$1.5 million (33 projects permitted), down \$1.2 million (38 projects permitted) from this time last year. Details are in the report downloadable above.

Employee Service Awards



We recognize 5, 10, 15, 20, 25, and 30 year service awards. Congratulations to all those committed to serve!

Service Awards recognized...

No awards to be recognized in March.