2020 Citizen Centric Report

OHIO HUDSON

Mission: To serve, promote and support, in a fiscally responsible manner, an outstanding community that values quality of life, a well-balanced tax base, historic preservation with a vision to the future, and professionalism in volunteer and public service.

Prepared by: Hudson Data Team | *Primary Creator:* Emily Fernandez | *Graphic Design:* Emily Fernandez and Emily Adams

Community Highlights

Click an image to be directed to its data source.

Top 1% of best school districts in the U.S.

Top 7 of intelligent communities *in the world*

#1 best place to live in Summit County

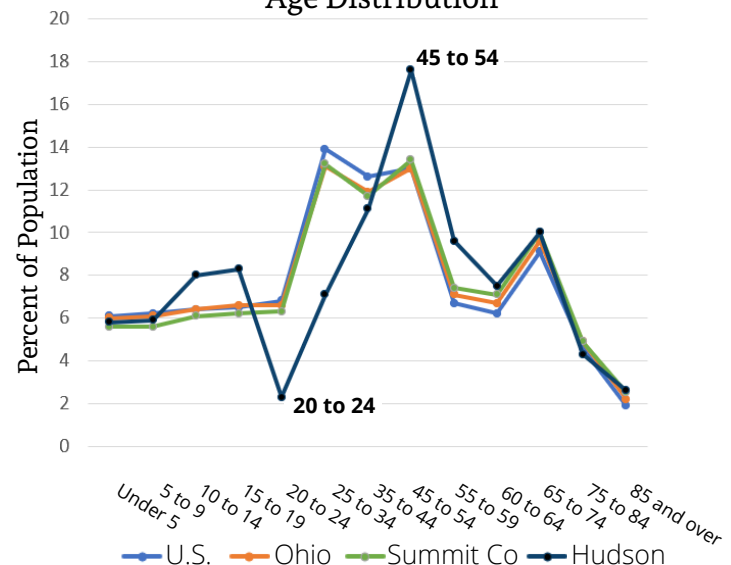**Top 10%** of safest cities in the U.S.

Top 10 highest median household incomes in Ohio

Community in Data

Source: U.S. Census Bureau: 2019 ACS 5-Year Estimates

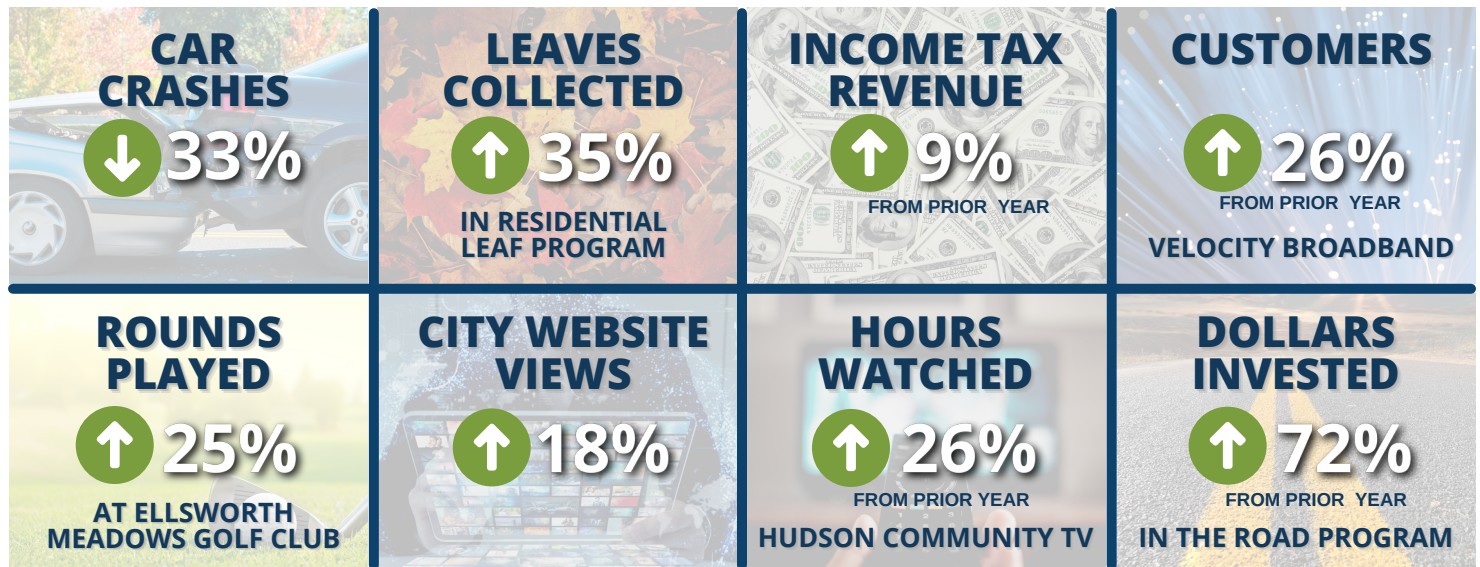|	Hudson	Summit County	Ohio
Median Age	46.1	41	39.4
Median Household Income	129k	59k	59k
Median Property Value	346k	147k	146k
Poverty Rate	2%	14%	13%
Bachelors or Higher	72%	33%	28%

Age Distribution

Compared to other geographies, Hudson's population has a large percentage of middle-aged residents (45-54) and a low percentage of college-aged residents (20-24). Nearly 18% of Hudson's population is between the ages of 45-54.

Perseverance in 2020

Great Results!

CAR CRASHES ↓ 33%	**LEAVES COLLECTED** ↑ 35% IN RESIDENTIAL LEAF PROGRAM	**INCOME TAX REVENUE** ↑ 9% FROM PRIOR YEAR	**CUSTOMERS** ↑ 26% FROM PRIOR YEAR VELOCITY BROADBAND
ROUNDS PLAYED ↑ 25% AT ELLSWORTH MEADOWS GOLF CLUB	**CITY WEBSITE VIEWS** ↑ 18%	**HOURS WATCHED** ↑ 26% FROM PRIOR YEAR HUDSON COMMUNITY TV	**DOLLARS INVESTED** ↑ 72% FROM PRIOR YEAR IN THE ROAD PROGRAM

*Percent change for the indicators above is measured against a **3-year average** unless otherwise noted.*

Community Coming Together

Hudson organizations hosted several drive-thru events to safely engage the community. Examples are donuts for seniors, food drives for families, and a Halloween-time toy collection that benefited Akron Children's Hospital.

The City supported businesses by adding outdoor tables, allowing increased outdoor dining, implementing a Designated Outdoor Refreshment Area downtown, relaxing sign restrictions, and offering a Small Business Utility Relief Program.

Our wonderful residents came together to support our small businesses by ordering take out from local restaurants, participating in distanced events like a snowmen contest and the Hudson Fairy Doors, and visiting other merchants.

The City installed flashing beacons at the crosswalks on College St. & Hudson St. to provide safer pedestrian crossings. The existing traffic signal at Hudson Dr. & Terex Rd. was also upgraded to include a right-turn signal.

Hudson Fire Department received a $46,342 FEMA grant for the Fire Safe Seniors program to provide free Knox boxes (holds house key for fast emergency access) and carbon monoxide detectors for seniors 65 and older.

Hudson is Financially Strong — *The General Fund*

Despite the challenges we faced in 2020, the City of Hudson ended the year financially strong. **Income tax revenue was 9% higher than in the previous year** thanks to strong business attraction & retention efforts, as well as the resiliency of our Hudson business community. The City was able to spend less money than expected because we successfully applied for federal grant money related to COVID-19. The improved financial position allows us to move forward with major improvements (ex. sidewalks) while still maintaining our targeted 40% fund balance to cover unexpected expenses if needed.

Revenues: $28,314,343

Income Tax	Other Taxes, Interest & Fees	Property Tax
73%	11%	16%

The largest contribution to City operations is Hudson's 2% income tax.

Only those who both <u>live & work</u> here pay the full 2% to Hudson.

If you work in a city where the tax is *lower than* 2%... **<2% tax** you pay the *difference* to Hudson

If you work in a city where the tax is *equal to* or *higher than* 2%... **≥2% tax** you pay *nothing* to Hudson

Income Tax Example

Bob lives & works in Hudson | He makes **$100,000** a year | He pays **$2,000** in income tax

Fire & EMS $240
Schools $135
Parks $150
$1,475 into the **General Fund**

Did You Know? 55% of residents pay *no* income tax to Hudson. City services are largely funded by *non-residents*.
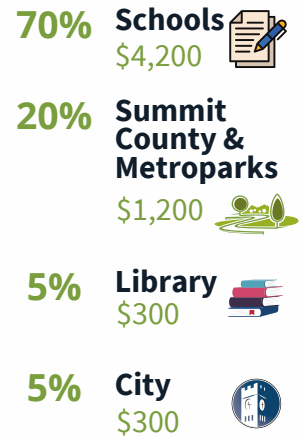
Did You Know? **The City of Hudson only receives 5% of your property taxes.** This money is primarily applied toward 1) public safety and 2) cemetery maintenance.
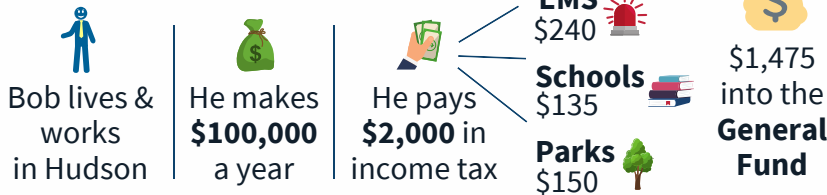
Property Tax Example

Sue pays $6,000 in property taxes

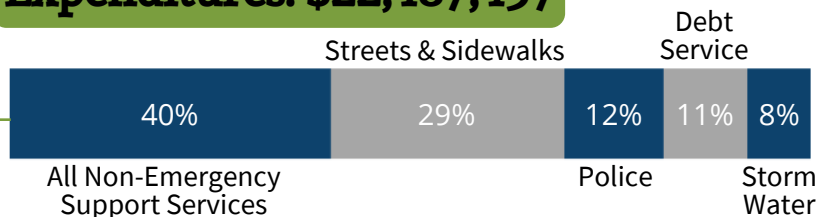|		
70%	**Schools**	$4,200
20%	**Summit County & Metroparks**	$1,200
5%	**Library**	$300
5%	**City**	$300

Expenditures: $22,487,437

All Non-Emergency Support Services	Streets & Sidewalks	Police	Debt Service	Storm Water
40%	29%	12%	11%	8%

Great News! The City received Coronavirus Aid, Relief, and Economic Security **(CARES) Act funding** from the federal government in 2020, which was used to help cover personnel costs. The money saved will be put toward road repairs and sidewalks/trails.

Accountability

AAA bond rating & **clean audits**. View our full <u>5-Year Financial Plan</u> for more details.

Good Things to Come in 2021

Solving the Connectivity Challenge

Trails & Sidewalks

City staff, City Council, and residents worked together to complete the **Sidewalks and Trails Master Plan** to increase **safe, non-vehicular connectivity** across Hudson over the next 5 years.

Click image to learn more.

Road & Sidewalk Improvements

The SR 91 N. Turn Lane Project includes: **adding left-turn lanes** at Valley View Rd., Herrick Park Dr., & Hines Hill Rd.; **resurfacing SR 91** from Brandywine Dr. to Middleton Rd.; and **installing an 8' sidewalk** on the east side of SR 91 along with **bike lanes** on both sides of the street.

Click image to learn more.

Connect with your local government!
We want to hear your questions and comments.

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DataTeam@hudson.oh.us

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EXPLORE THE AGA
This report is created in accordance with standards set by the **Association of Government Accountants.**

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Identifying Opportunities

With the brine well completed, operations began that allow the City to avoid costs for purchasing nearly 700 tons of salt for an estimated **savings of $125,000.** The salt brine is used to **soften drinking water** and will also be used to supplement the City's salt needs for **snow and ice control.**

The City secured **6 new companies** that have promised to bring more than **800 jobs** to Hudson in 2021.

Etactics — 91 Jobs
eia USA — 60 Jobs
DIEBOLD NIXDORF — 314 Jobs
FARMER'S RAIL — 30 Jobs
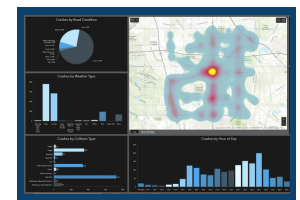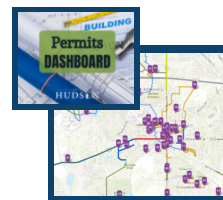Fleet response — 200 Jobs
option care health — 150 Jobs

Velocity Broadband continues to expand its business customer base. **Of the top 50 business income taxpayers, 24 businesses rely on Velocity Broadband Fiber** to power their businesses.

LeafFilter GUTTER PROTECTION
RG digital for a smarter network
ONE RED DOOR
CAMBRIDGE JEWELERS
First Congregational Church of Hudson
VCH THE VETERINARY CENTER of Hudson

...and many more!

The City created a new resource called the **Hudson Data Hub** where residents can view data about City operations in **interactive, visual formats** such as **dashboards.** Data is helping us make better informed, evidence-based decisions that will best prepare us for the future.

Visit hudson.oh.us/DataHub