



2015 Collierville Photo of the Year
Mark Porada

2015 Citizens' Report

TOWN OF COLLIERVILLE





Dear Fellow Collierville Resident,

It is with great pride that I introduce you to our 2015 Citizens' Report. Although a year-end report is often a look back at the successes of the year, I can't help but feel that annual successes also represent a gaze into our future. Good organizations take advantage of every opportunity to plan for the future and much of what we accomplished in 2015 is a foundation for future growth and improvements.

One of my top priorities as Mayor is to provide disciplined stewardship of your tax dollars. The primary way we achieve this is through our long range fiscal plan. I am pleased that we funded Town operations in 2015 from a comprehensive balanced budget that enabled us to deliver consistent quality service while adding new infrastructure to be positioned to meet future growth demands.

The total FY 2015-16 General Fund Budget was \$48,494,698. The FY 2015-16 budget was developed with a philosophy that the Board of Mayor and Aldermen (BMA) must continually look for opportunities to maintain and improve existing services while minimizing long-term costs. The BMA and Town Administration take great pride in the fact that Moody's Investor Service affirmed the Town's Aaa bond rating. This excellent bond rating will enable the Town to obtain lower interest rates to finance capital projects which in turn helps save taxpayer dollars. The FY 2015-16 Budget continued our strong commitment to public safety with nearly half of the General Fund Budget going towards keeping Collierville one of the safest communities in Tennessee. Approximately, over \$70 million dollars went towards schools, education and the public library which is over half of the total Town expenditures for the fiscal year.

During 2015 we continued to see positive growth trends in both residential and commercial construction. New single family building permits continued to track at encouraging levels and there are new subdivisions breaking ground that will provide more opportunities to drive the local economy. To prepare the way for both new commercial growth and investment, construction continued on the Byhalia Road widening project which will spur interest in the Byhalia Commons Office Corridor and will give nearby residents' easier access to Town amenities. In November, I-269 to Hwy 302 opened which will create new business development opportunities along Collierville's Highway 72 logistics corridor. We also celebrated the opening of the new 108 acre Hinton Park, located at Holmes Road and Fleming Road, which is a "destination park" that will draw both Collierville residents and tourists.

For the past several years, the Town has been focused on securing a quality education system for Collierville. That effort achieved another major milestone in September when the Town issued \$93.5 million dollars in general obligation bonds which clearly established the funding for the construction of a new high school. The new high school will alleviate student overcrowding and is an investment by the Town in the future of our children's education.

This 2015 Citizens' Report captures the highlights of our accomplishments during the year. The scope of work we accomplish is a tribute to our employees who I believe are some of the very best municipal employees in the country. Whether a Public Services employee is responding to a water main break at midnight, a Police or Fire representative is responding to a citizen in need or an employee at the Morton Museum is giving a tour to a group of seniors, our employees all take great pride in serving the citizens of Collierville. I appreciate their dedication and professionalism and I encourage you to extend a "thank you" to them the next time you see them working nearby.

Mayor, Town of Collierville

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"It is my privilege to serve as Town Administrator of one of the most attractive communities in America. There are so many new and exciting opportunities on the horizon that I can't help but believe that Collierville's best days are ahead of us. The strength of Collierville is in our people, families and values. I consider it an honor to work to preserve and enhance the quality of life we all enjoy in Collierville."

James Lewellen, Town Administrator

New Residential Permits By Year

2011	2012	2013	2014	2015
103	170	150	135	152

Memphis Area Home Sales Median Sales Price

	2012	2013	2014	2015
Collierville	\$276,812	\$275,000	\$294,247	\$289,625
Germantown	\$265,000	\$275,000	\$285,000	\$282,000
Shelby County	\$85,000	\$103,000	\$117,075	\$124,000

City	Memphis	Bartlett	Germantown	Millington	Collierville
Current Property Tax Rate	\$3.40	\$1.62	\$1.93	\$1.53	\$1.78
Date of Last Property Tax Increase	2013	2013	2013	2013	2015
Number of Employees	6,575	485	388	131	475
Population	656,861	58,264	39,267	11,080	48,655
Employee to Citizen Ratio	1 to 100	1 to 120	1 to 101	1 to 85	1 to 102



“Collierville is about family and by placing Public Safety and Education as a priority, we are investing in the future of Collierville children and providing them a safe place to call home.”

Alderman Billy Patton

Comparisons to Neighboring Cities

Prudent Conservative Governance

Each year the Board of Mayor and Aldermen (BMA) place a high priority on maintaining Collierville’s enviable financial position. The Town’s financial performance is a testament to our strategic planning capabilities, the discipline of the management team and the dedication and expertise of more than 480 committed employees. The Town’s budget is the driver of the strategic planning process. To a large degree, the annual budget is a forecast of the goals and plans the BMA wants to accomplish.

In a year of financial challenges, the Town of Collierville continued to focus on improving the Town’s infrastructure, maintaining a safe environment for people to live and work, strengthening the quality of education and managing the vision for Town development that reflects quality architectural style blended with historic charm.

The Town’s conservative approach to developing an annual balanced budget has enabled the Town to operate four consecutive years without a property rate tax increase to fund Town operations. Looking ahead to the 2015-16 fiscal year the BMA did implement a .25 cent property tax rate increase specifically to fund the construction of a new high school. The decision to fund a new high school followed months of discussions with the Collierville Schools Board of Education and numerous work sessions. The new high school is needed to address and alleviate student overcrowding at Collierville High School. The new high school will accommodate 3,000 students and is planned to open in August of 2018.

Seizing Opportunities To Save Dollars

To finance the construction of the new school, the Town issued \$93.5 million in general obligation bonds on September 29 at a 3.376 interest rate. This favorable interest rate can be largely attributed to the fact that Collierville holds a Aaa rating from Moody’s Investor Service. Moody’s recently affirmed Collierville’s rating noting Collierville’s “strong financial management, a sizable growing tax base with favorable wealth levels and a solid financial position supported by comprehensive formal policies.” Only three other towns/cities in Tennessee have the Aaa bond rating, the highest rating assigned by Moody’s.

The BMA also took advantage of an opportunity to save money by approving the refunding of \$13.8 million of general obligation and water and sewer bonds issued in 2005, 2006, and 2008 that were originally issued to fund Town capital projects and water and sewer infrastructure improvements. In this case, the Town took advantage of favorable interest rates that are significantly lower than the rates on the original bonds which will generate a savings of \$1.4 million. The Town will experience an average of \$97,000 in savings annually over the 14 year period. Savings realized from bond refunding can be used to lower expenses or be redirected to fund additional capital projects.

Investing in Quality Infrastructure

The Town’s FY 2015-16 Capital Investment Program (CIP) was \$9,253,500. The CIP budget had an emphasis on continuing to invest in the design and construction of capital projects and major infrastructure. Some areas of focus within this year’s CIP include: park improvements, equipment and vehicle replacement, drainage improvements, traffic signal improvements, street repairs, street widening, storm water upgrades and expansion of Town facilities that serve the public.

The Town of Collierville Finance Department earned national recognition from the Government Finance Officers Association earning the Distinguished Budget Award for the FY 2015 Town budget. This prestigious award is presented by the non-profit professional association to a Government entity that has “pioneered efforts to improve the quality of budgeting and provide an excellent example for other governments throughout North America.”



Collierville Police Professional, Proactive, Prepared

There were national events that occurred in 2015 which led to breakdowns in relationships between the general public and law enforcement. The Collierville Police Department (CPD) responded to these developments by continuing to take a proactive approach in establishing a relationship with the citizenry that's built on respect, trust, and the goal of keeping our town safe.

The department upheld Collierville's reputation for being one of the safest communities in the nation by continuing patrols of every square inch of Collierville, enforcing traffic safety laws consistently to ensure safe streets, and deploying every tactic necessary to deter criminals from even thinking about committing crime in Collierville. Those are the basics, and the CPD does them extremely well, but they also took their efforts to another level by engaging the community.

CPD's officers made the rounds of neighborhoods participating in the National Night Out Against Crime on August 4. There were 25 registered Neighborhood Watch parties in Collierville neighborhoods. The police officers were accompanied by the Mayor and Aldermen to greet and thank neighbors for banding together to work with the CPD to keep neighborhoods safe.

The Citizen's Police Academy is a CPD program that allows residents to experience a police officer's job from the inside out. This year's class was the 18th group of citizens to be "police officers" during summer classes and they graduated from the Academy on July 21. The program has been in effect since 2000.

Cop Stop is an emerging initiative with the goal of building positive relationships between police officers and citizens. This is done by hosting gatherings where police officers can "stop by" residents' homes and interact on a casual level; something other than "just the facts." Collierville's Cop Stop program was started in late summer by residents in the Tara Oaks community and the response from numerous Town families wanting to be a part of the program was immediate.

The Collierville Police Department has also enhanced their means of communicating with citizens of all cultures and ethnicities. This year they started using ELSA, a black box that clips to the belt of a police officer. The official name of this new tool is Enabling Language Service Anywhere, and by pushing a button, an officer is able to get assistance from a live operator in translating between 180 languages and dialects.

The CPD's school resource officer unit continued to make a difference in the daily lives of Collierville school children and served in the Tennessee School Resource Officer Association. Officer Michelle Savage was vice president of the association for 2015, and she has served with the association for 12 years. Officer Len Landers and Officer Jay Reese served as West Tennessee advisors.

To provide the highest levels of protection and safety for the community, the CPD provides a broad scope of training to keep members of the department current on the latest investigative techniques, law enforcement trends, and agency leadership. In 2015, CPD personnel participated in 5,557 training hours. These training evolutions included sniper marksmanship, forensic tracking, hostage negotiations and executive development to name a few.

Shelby County Crimes Reported to TBI 2014 TBI* Statistics by Agency

City	Memphis	Bartlett	German- town	Millington	Shelby Co. Sheriff	Collierville
Aggravated Assault	7,576	116	25	35	477	54
Arson	350	2	3	11	25	5
Burglary	11,257	162	63	109	780	74
Robbery	3,325	25	6	16	82	9

(*As published in the TBI's Crime in Tennessee 2014 Report.)

CPD Fast Facts

- Total Budget FY2015-16 \$11,748,069
- 141 Full Time Employees & Sworn Officers
- 16 Part-Time Employees

In the spring of 2015, CPD was re-accredited for the seventh time by the Commission on Law Enforcement Agencies (CALEA). CPD undergoes this intense accreditation process every three years. CALEA examiners reviewed and assessed all aspects of the CPD's operations, support services, policies, procedures and management to ensure that the department is in compliance with 460 performance standards. The CPD also earned their second certificate of Accreditation from the Tennessee Law Enforcement Association.

The cutting edge radio system purchased in 2014 was fully implemented this year and proved to be a valuable and timely investment. The new system extends the signal reach across the entire Collierville jurisdiction, enables communication in dense public buildings and is operated with law enforcement agencies outside of Collierville. This capability alone was utilized during numerous crime fighting initiatives and investigations during the year.

Raising the Bar

There were honors for CPD Officers Justin Weaver and Ben Wardlow. Weaver was named Officer of the Year by the local Optimist Club, and Lieutenant Ben Wardlow graduated from the FBI National Academy in Quantico, Virginia. In August, Lieutenant Norm Dixon retired after 26 years with the CPD.

Collierville Fire Department

In 2015, The Collierville Fire Department (CFD) maintained its reputation as a provider of the very best in life safety and property fire protection. The services that the CFD provide include fire suppression and protection, advanced emergency medical services, specialized technical rescue operations, and hazardous materials incident control. Technological advancements, intensive training, updating equipment and programs for educating the public were all a part of the CFD keeping their level of service one that citizens can count on, and that reflects the high standard for public safety that Collierville citizens expect.

Board Invests in State-of-Art Equipment

The Collierville Board of Mayor and Aldermen authorized the purchase of a new state of the art ladder truck for the CFD. The new truck has an edge over older trucks in that it has a 100 foot aerial platform. This platform serves many purposes, all of which make the investment a wise one. A key feature of the platform will be the ability for firefighters to strategically place up to 2,000 gallons of water per minute where it is needed to quickly confine and extinguish the fire. The same feature ensures effectiveness even in high winds. These two factors alone increase the odds that the firefighters will win the battle, but the extra high platform has other advantages: the ability to rescue people at high and low angle situations, the ability to place a ventilation crew on the roof of a structure, use as a light tower during night time emergency operations, and use as an elevated command post.

All of the benefits of the elevated platform add up to one major advantage: the increased safety of the firefighters and the property they are trying to protect.

The CFD also upgraded some of their processes with new technology. The Mobile Fire Inspector Program is used on iPads and allows personnel to perform occupancy/property inspections, update premises and pre-plan information, and enter that information into the department's system while in the field. The CFD Paramedics and Advanced EMTs began using several new tools, including the iTClamp, a wound closure device, and new temporal thermometers to read body temperature when swept across a patient's forehead. The department also upgraded its medical personal protective equipment in accordance with The Centers of Disease Control and Prevention's recommendations. The department's use of a new resuscitation system, the ResQCPR, made headlines locally. The CFD was the first fire department in Tennessee to use the system, which significantly increases the survival rate for heart attack victims when compared to using conventional CPR.

Continual Training Equals A Safe Collierville

Collierville Fire Chief Jerry Crawford has said, "Collierville firefighters do three things – train, train and train." Every year, the CFD provides its firefighters with new forms of training. In 2015, they tackled vehicle extrication and Smoke Divers training. Vehicle extrication is the process of removing a wrecked vehicle from around the person trapped inside. In addition to learning how to methodically remove the different parts of a vehicle, the training addressed vehicle stabilization and protecting and treating the driver and any passengers during the extrication process. The firefighters were able to practice what they learned on actual donated cars.

The Smoke Divers training took place at the Tennessee Fire and Codes Academy. As the name indicates, this training prepares firefighters for working in particularly intense situations. The mentally stressful and physically demanding exercises and simulations are designed to hone the firefighters' fire suppression and victim rescue skills in an interior structure fire; all the exercises are performed in full firefighting gear. On average, CFD firefighters train about 245 hours per year to ensure the highest level of safety for Collierville.

The Town of Collierville's Safety Committee started an initiative to train all of the Town's employees in cardiopulmonary resuscitation (CPR) and automated external defibrillator (AED). The purpose behind this initiative is to equip all Town employees – not just the firefighters and paramedics – with the basic skills to prevent a tragedy. Collierville is fortunate in that we have firefighter-paramedics who are trained at a level that allows them to teach the classes in-house. The cooperative actions of the Safety Committee and the CFD have worked to ensure that the Town's employees are ready to respond in an emergency situation both in the work environment and in the general public.

Part of the CFD's job is to provide to the citizens in Collierville the opportunity to learn basic fire prevention. The CFD takes any opportunity they can to train the public in how to prevent fires and the potential tragedies that accompany them. For the past twenty years, Collierville firefighters have held "Kid Safe" classes for all the Town's preschoolers. This program lasts nine months, so there is opportunity to slowly build the children's knowledge base about what to do in the event of a fire, and how to prevent one from happening.



CFD Fast Facts

- Total Budget FY 2015-16 \$7,511,771
- 70 Full Time Employees
- 1 Part-Time Employee
- 18,065 Total Training Hours
- Average Response Time: 4:53
- 3,350 Number of Calls
- 5 Number of Air Wing Calls
- 1.3 Firefighters Per 1,000 population
- 2,884 Fire Prevention Inspections
- 34,731 Total Miles Driven on Fire Engines in 2015



"With many communities in our nation struggling with expanding crime issues, I am proud to be associated with a Board who is committed to empowering our Police to work to prevent crime from establishing a foothold in Collierville. Investing in the training, equipment and technology that the men and women of the Police and Fire departments need to maintain Collierville as one of the safest communities in the nation will continue to be a top priority."

Knowledge to Go Places

Breaking ground in education has been a theme throughout Collierville in 2015, and will continue for years to come. Collierville Schools completed its first year as an independent school system, graduating 487 high school seniors who were awarded over \$30 million in college scholarships. Plans are in place to build a new high school on the corner of Shelby Drive and Sycamore to alleviate overcrowding at the current Collierville High School; the new facility is designed to accommodate a population of 3,000 students. On November 30, 2015 the Collierville Schools Board of Education signed the closing documents to set construction to begin in the spring of 2016. This state-of-the-art school will include 450,000 square feet of classroom and labs, a cafeteria designed to serve 900 students at a time as well as an auditorium to seat 1,000. The library will be two stories housing over 21,000 books and the grounds will include a 5,000-seat stadium. The plans encompass building a facility on 60 percent of the 155-acre lot, leaving room for future growth. The Collierville Schools Board of Education and Administration expect the first classes to be held in the new high school in the fall of 2018.

The University of Memphis Collierville Center held a ribbon cutting ceremony on January 8, 2015 to commemorate the construction completion of the facility and preparation to begin classes later that month on January 20, 2015. The Collierville Center consists of 27,000 square feet of smart classrooms, using audio and visual equipment, two computer labs and a student lounge.

Students may receive a Bachelor of Professional Studies in Organizational Leadership, Bachelor of Liberal Studies, Master of Arts in Liberal Studies or Master of Professional Studies in Human Resources Management entirely through courses offered at the Collierville Center.

Connecting the Community Through History

The growing popularity of programs and events offered at the Morton Museum of Collierville History sparked a needed parking lot expansion, which began in September of 2015, to add an additional 20 parking spaces. The expanded parking will not only allow further accessibility to the Museum for visitors, but will also allow Museum staff to provide more outdoor programs like the spring showing of "Night at the Museum," which attracted over 100 people. New programs for 2015 also included Lunch n' Learn, a senior educational and social opportunity that brings artists, authors and historians to the Museum for discussions over lunch, and Time Warp Wednesdays, a summer program for children which focused on local history. Returning programs and events like Spotlight Saturdays and Collierville Dairy Day continued in 2015, due to their success in the past. Not only are these Museum programs and events free, but they allow residents of all ages to learn first-hand about Collierville's rich history.

The Morton Museum also hosted numerous educational opportunities for local educators. Two workshops focused on various ways to teach the War of 1812, and gave teachers a chance to earn continued education credit. The Museum also launched a Civil War Traveling Trunk for educators to help teach the Civil War specific to Collierville; the trunk contains educational materials, collections and hands-on activities related to understanding the Battle of Collierville.

Exhibit highlights included "Collierville's Soil Soldiers: the Untold Story of the New Deal in Collierville." During research for an exhibit to focus on African American History, Museum Director, Ashley Carver, discovered an African American Civilian Conservation Corp camp was located in Collierville. Using National Archives, browsing past issues of the Collierville Herald, and reaching out to the community for photographs of relatives, the exhibit came together to teach a part of history that was largely unknown. In September, the Museum hosted a traveling exhibit from the Tennessee State Museum entitled "Becoming the Volunteer State: Tennessee in the War of 1812." In addition to the teacher workshop, the Museum held a symposium and curator's tour where state historians touched on various topics including the impact of the war on Native Americans and rebuilding West Tennessee.

In March of 2015, the Morton Museum was recognized by the Tennessee Association of Museums, a distinguished organization dedicated to preserving Tennessee's cultural, historical and scientific heritage. Three Awards of Excellence, the most prestigious award presented, were given to the Museum for Collierville Dairy Day, the Morton Museum Veteran History Project and for volunteer Michele Hyduke's dedication to the Museum. The Morton Museum also received the 2015 Award of Commendation for the Beverly Morton McCormack Memorial Garden Dedication and Flower Show.

The Morton Museum of Collierville History is located at 196 Main Street and is open Tue-Sat 10am-4pm; admission is always free. Visit colliervillemuseum.org or call (901) 457-2650.



"It takes many years of visionary planning to develop a community like Collierville into one of the most desirable areas in the nation to live and work. Our excellent school system, the small town atmosphere, award winning parks and recreation facilities, first rate office and retail developments and beautiful neighborhoods all represent a holistic approach to successfully blending the amenities of a large metropolitan area with charm and character."

Alderman/Vice Mayor Maureen Fraser



Morton Museum Fast Facts

- Visitors -7,255
- Volunteer Hours - 185
- Visitors attending programs - 4,205
- Students attending school programs - 691
- Off-site program participants - 869



Collierville Burch Library Fast Facts

- 119 Adult Programs, 2,322 Attended
- 72 Young Adult Programs, 789 Attended
- 331 Children Programs, 11,201 Attended
- 6,938 Volunteer Hours (Equal to 3 Full-Time Employees)
- 331,481 Circulation Totals
- 26,527 Digital Downloads

The Collierville Library Community Information Hub

The Collierville Burch Library experienced a significant change in 2015 as the Town began managing the Library in July. The transition began with retaining the entire Library staff and taking suggestions from patrons on the types of books and materials they want to see at their community Library. With the new ownership, the Town of Collierville has been able to maximize tax dollars invested in the Library and focus on the overall customer experience. The Board of Mayor and Aldermen, Library Board, Staff and other Library supporters celebrated the Town's management of the Library with a ribbon cutting ceremony on July 21, 2015.

The Library hosted over 500 special programs and activities to reach a wide array of ages and interests. Over the summer alone, there were 93 special adult and children's programs as part of Summer Reading, which hosted 4,467 patrons and logged 21,432 hours of reading.

Out of the 131 adult programs throughout the year, 2,569 patrons participated in Disney Vacation Planning, Yoga, Organizing Your Life Series and an Alzheimer's Series. The How to Become a Writer Workshop featured Susan Reichert, Editor-In-Chief of *Southern Writers Magazine* and Michael Thompson, Screenwriter and Novelist. Unkillable Mockingbirds led by Andrew Crank, a Professor from the University of Alabama, took a deeper look into Harper Lee's direction during the release of her new book *Go Set the Watchman*.

The teen activities at the Library continue to expand with 66 different programs offered, reaching 746 teenagers. Career Exploration Day and an Interview Skills Workshop provided students with insight into preparing for the future; teens also volunteered their time at LeBonheur playing games with patients. The Teen program recruited Disney Imagineer, Barry Snyder, to speak about his endeavors and hosted a Meet the Author event with Memphian Moriah McStay after the debut of her novel, *Everything that Makes You*. From story times to creative workshops, over 333 children's programs hosted 11,262 area children. Some of the special activities included the nationally recognized program, Babygarten, marionette shows from Tanglewood and Backwoods Ramblin' along with a puppet-making workshop, Story Time Chefs and Spanish Story Times, Family Tunes and Tales with the Memphis Symphony Orchestra, and an Experience the Magic of Harry Potter Party.

To accommodate the continued popularity of tablets and smart phones as a source of reading, the Collierville Library joined the Tennessee R.E.A.D.S program. Part of the Tennessee State Library and Archives, Tennessee R.E.A.D.S. (Regional eBook and Audiobook Download System) offers over 74,000 downloadable audiobooks and eBooks, as well as streaming video, for anyone with a Collierville Library Card. Participation in the program increased the Library's digital collection by 3,000%.

Community Partnerships continue to thrive through numerous events and services connected to the Collierville Library. An online system was created to alert Library staff about upcoming school assignments from Collierville Schools allowing better preparation for the students' needs. The Library hosted an afternoon tea with the Morton Museum of Collierville History focused on Britain during the time period of Downton Abbey. Working with the Collierville Literacy Council and the Collierville Chamber of Commerce, the Library assisted in the Collierville Reads program offering a day of STEM activities and participated in the Chamber's Business Expo and the Women's Leadership Network.

The Collierville Library is located at 501 Poplar View Parkway; a library card can be obtained for free by Collierville residents of any age. Library hours are Monday – Thursday 10am – 8pm, Friday and Saturday 10am – 6pm and Sunday from 1 – 5pm. For further information, visit colliervillelibrary.org or call (901) 457-2600.



Collierville Parks Fast Facts

- Total Budget FY 2015-16 \$4,984,498
- 50 Full Time Employees
- 5 Part Time Employees
- Maintained 589 Acres
- Used 900 Gallons of Paint for Seasonal Athletic Fields
- Managed 123,205 Square Feet of Landscape Beds
- Coordinated 77,220 Hours of Youth Sports Volunteer Hours
- Planted 16,336 Flowers
- Spread 4.3 Tons of Fertilizer for Parks and Athletic Fields
- Planted 6,048 Pansies
- Trimmed and Mulched 1,346 Trees
- Used 11,000 Pounds of Chalk Lining Fields
- Pruned 376 Crape Myrtles
- Maintained 43.40 Miles of Underground Irrigation Lines and 81 Miles of Right-of-Ways

Collierville Parks

The Collierville Parks, Recreation and Cultural Arts Department offers something for everyone. With 750 acres of parkland and over 275 acres of wetlands, among the 20 regional, community and neighborhood parks, there are 18.38 miles of greenbelt trails, 14 play structures, 2 spray parks, 6 concession and restroom buildings and 10 fishing lakes. The commitment to preserve Collierville's natural environment continues as well as providing residents with ample recreational opportunities.

Seniors

In 2015, Collierville Parks made sure Collierville seniors (55+) were at the top of the list. The Board of Mayor and Aldermen approved updates for the College Street Recreation Center to be used for senior programs. This 18,750-square-foot gymnasium, originally built in 1961, will undergo a conversion in the coming year to remove showers and locker rooms and add updated restrooms and a warming kitchen for special events. For now, seniors participate in weekly group exercise classes and daily walking on the indoor track at the Collierville Community Center as well as group games including Bingo, Mexican Train Dominoes and other various games. In 2015, the Senior Travel Group enjoyed vacations ranging from Mackinac Island in Northern Michigan to East Coast travel including NYC and Philadelphia. The group also enjoyed day trips to the Bass Pro Pyramid, Memphis Zoo and the Discovery Park in Union City, Tennessee.

Collierville Parks collaborated with the Morton Museum to establish the senior Lunch n' Learn program and the Collierville Library offered various continuing education programs for seniors including free computer classes and workshops covering various topics from finances to health.

Collierville Parks programming also includes various summer camps, instructional workshops and Town-wide events. Driving school, babysitting workshops, Camp Smile for special needs, cheerleading, computer camp, and tennis workshops are a few of the instructional programs offered through the department. Camp Smile, hosted at WC Johnson Park, celebrated its 19th year in Collierville helping special needs individuals (6+) learn that life can be simple and enjoyable while visiting the water park, making crafts and spending time with friends. Special events in Collierville included the Youth Fishing Rodeo, Kollierville Kite Day, Movies in the Park, the Independence Day Celebration, Christmas Tree Lighting and Christmas Parade. Even with this year's unpredictable forecast for the annual Independence Day Celebration, over 15,000 people attended the night's festivities with music, food trucks and a spectacular fireworks display as the grand finale.

Recreation and Sports

The Recreation and Sports Division offers youth and adult programs including baseball, basketball, softball, soccer, volleyball, kickball, lacrosse and flag football.

There are 25 athletic fields and 10 tennis courts among Collierville's parks. Participation in the various sports is widely popular, as many of the leagues fulfill their team occupancy. Volunteers are vital to the success of the Recreation and Sports Division as they are used as coaches, officials, directors and instructors. This summer marked the fourth year for the annual Sportsmanship Awards Banquet, which not only commends the character of players, but team volunteers and parents. A total of 30 awards were given to participants, many being recognized for multiple seasons for their devotion to the sports programs.

All municipal grounds, including landscaping at all parks and Town facilities, all Collierville Schools, athletic field and turf management, roadway medians and right-of-ways are maintained by the Parks Maintenance Division. Seasonal decor including hanging baskets, gourd displays and the miles of Christmas lights on Town Square are also executed by Parks Maintenance crews. In 2015, the Tennessee Department of Transportation (TDOT) released the maintenance of Highway 72 to the Town. The Parks Maintenance Division brought the highway medians up to Collierville standards and added special landscaping to the Jimmy Lott Parkway sign for the stretch of highway dedicated to the late Alderman.

Harrell Theatre

Celebrating 25 years, the Harrell Performing Arts Theatre is dedicated to the pursuit of excellence in performing, musical and visual arts. With the goal of showcasing the community's talents and promoting the arts to Collierville and surrounding areas, the Theatre held 9 major productions in 2015. The season included *The Wizard of Oz*, *Hairspray!*, and *A Christmas Story – The Musical*, bringing over 30,000 guests to enjoy the shows. The Theatre stays active between productions hosting numerous events including the Mid-South Fair Youth Talent Contest and the Miss Collierville Pageant. Successful productions at the Harrell Theatre rely heavily on volunteers who, combined, work thousands of hours behind the scenes. To learn more about the Harrell Theatre or purchase tickets to an upcoming show, visit harrelltheatre.org.

Hinton Park

The opening of Hinton Park on November 11, 2015 was a long-awaited day of great celebration. The ceremony included entertainment, refreshments and a ribbon cutting by the Board of Mayor and Aldermen, Parks Advisory Board and Mrs. Francis Hinton. The Town first purchased the land in 2003 from Mrs. Hinton; at the time, it was 108 acres of soybean fields lined with thick forests. In 2014, construction for the first phase began by clearing much of the overgrown brush to reveal hundred-year-old Oak Trees and excavating 90,000 cubic yards of soil for the 5-acre fishing lake; the excavated soil was then re-used on site to fill in where needed.

The lake, which is 15 feet deep, will be fed off the natural wetlands connected to the park; a waterfall will cascade below the bridge connecting the paved trail around the lake's perimeter.

The first phase of development also included: the construction of cabana-style restrooms, two playgrounds - one surrounded by musical instruments, a 9-hole disc golf course meandering through the forest, a tiered performance lawn for outdoor events, 3.2 miles of asphalt trails including a pathway to the Fleming Gardens subdivision, and a hill with a spiraling path leading up to a full view of the park. With almost 30 acres still undeveloped, future phases of the park will include athletic fields, a stage for the performance lawn and further roadway access to the park.

In 2015, Collierville Parks also added a lit athletic field at Progress Road Park, an additional 2.5 miles of primitive trails in the Wolf River bottom at W.C. Johnson Park, started construction of a new Maintenance operations center and added new playground surfaces at several neighborhood parks.

Collierville Animal Shelter

The Collierville Animal Services' (CAS) staff is committed to providing humane, effective, courteous and responsive animal care and control services which enhance the quality of life for people and pets in Collierville.

Four CAS staff members are members of the National Animal Control Association (NACA), and three staff members have received their Animal Control Officer Certification.

CAS's director, Nina Wingfield, has served on the Animal Control Association Board of Directors for nine years.

CAS is involved in many outreach programs. These programs not only educate the public, but in some cases, they benefit both the animals and the participants. An example of this is the Mark Luttrell Women's Correctional Center's PAWS Prison Dog Program, where inmates are paired with a dog from the shelter for training.

The work that's done at the shelter by staff and faithful volunteers is to make each animal more adoptable. Another step towards that goal is making them visible to the public. To that end, a staff member from CAS has appeared on Channel 5's "Pet of the Week" segment every Saturday for the last 11 years.

In 2015, design work began on some significant improvements to the shelter. The covered front porch will be enclosed and made into a lobby area, and the existing surgery area will be made into a larger animal intake and processing area. A new surgery area will be included in the 1,300 square feet that will be added to eastern side of the building, along with laundry, mechanical and prep areas and a restroom. The western side of the building will get another 1,200 square feet, which will contain a cat habitat and office space. The heating and air conditioning system will be replaced throughout the building, which is located at 603 E. South Street. The shelter has been at this location since 1998.



"Collierville has a growing senior population and we have been in need of a place where seniors could hold meetings and conduct programs. I'm looking forward to the completion of the College Street Recreation Center in the spring of 2016 which will provide Collierville with a centralized location with space for more senior activities."

Alderman Tom Allen



Build It, and They Will Come

Statistics about Collierville often point to the significant growth that has transformed the Town during the last 40 years. For example: in 1970, the Town's population was 3,651, and at the close of 2015, it's nearly 50,000. As we look forward to 2016, the growth continues, but it is headed in a new direction.

Up and coming development is happening south of the historic town square; more businesses and residential developments are "following the pipe": the Town is preparing the way for new development with the necessary infrastructure, and the developers are responding. Another huge factor in multiplying the economic opportunities available to Collierville is Highway 72, a three state wide main artery that runs southeast through our Town.

Highway 72 emerged as the gateway (or portal, if you're talking 21st century speak) to new opportunities for Collierville in 2015. While the areas clustered along Poplar Ave have been alive with enterprise for years, and the streets connecting to Main Street are blessed by their association, the wide open spaces past Rowlett Road were open for new development. Highway 72 runs right through these areas that are ripe for commerce and community, and by way of its intersections with 385 and I-269, now it leads to what the world outside of Collierville has to offer and what we can give in return.

Two ventures creating the momentum of interest for the move south are the new high school and Hinton Park. Plans for the high school just got started this summer, but the park has been in development for a few years while residents waited for its unveiling.

Hinton Park, the largest park in the southwestern quadrant of Collierville, opened on Veteran's Day. The first day in Hinton Park's official history was only Phase 1 of the park's development, but the crowd that gathered enjoyed the walking trail and sand pit playground with a freestanding xylophone. Future phases will include the further development of a performance lawn for outdoor performances of plays and musical shows.

Plans for Collierville's new high school made for an interesting summer in 2015. The site for the school is also located in the southwestern quadrant of the Town, and construction will begin in 2016. Another sign of continued growth in Collierville, space was growing ever tighter in our schools. The discussion leading to a decision was long, but in the end, the approved plan was the best one to provide learning-friendly conditions for Collierville youth. The BMA approved a bond sale to fund the school, which resulted in more good press for the Town - Collierville was rated Aaa on Moody's Investors Services.

The Business Destination

The biggest business news in Collierville came towards the end of 2015. Orgill, Inc., a hardware and home improvement product distributor, announced that they would build their new world headquarters in Collierville. The \$21 million investment will bring 115 new jobs to Collierville and relocate 300 Orgill employees from other locations.

New Class A office buildings are in the beginning stages of construction in Collierville as 2015 drew to a close. Upscale office and medical office space has been scarce, but developers are changing that by adding a mixed use building of 52,000 square feet to the corner of Schilling Farms and Winchester. Helena Chemical will be taking up 30,000 square feet, but the rest is available for mixed use office and retail.

The addition of Class A office space introduces a new and welcome element to the Collierville business climate, but that doesn't mean that the Town is abandoning its roots. The amount of open space in Collierville is still plentiful and the warehouses that have been welcomed in the past are still being built for traditional warehouse needs and as "flex spaces" for more diverse business needs.

The Select Tennessee Property Evaluation Program chose two Collierville properties with significant acreage to be included in their project to identify and groom land for industrial economic development in September. Both properties are located near Highway 72.

New businesses are in the works for Collierville's Historic Town Square as well. A new specialty food store had its grand opening on October 8, and a local chef-driven restaurant will open in January of 2016. Main Street and the Town Square have always been jewels in the heart of Collierville's historic downtown, but a new wave of business owners is moving in to both refresh the Square's vibe and learn from its longevity as a favorite destination for residents and visitors alike.

Streets, Fleet & Administration

Total Budget FY 2015-16	\$4,827,459
Full Time Employees	46
Part-Time Employees	1

Water & Sewer

Total Budget FY 2015-16	\$12,289,987
Full Time Employees	36

Sanitation

Total Budget FY 2015-16	\$3,293,866
Full Time Employees	31



"Collierville is blessed to have an abundance of develop-able land. Having land as an asset, affords Collierville economic development opportunities to strategically incorporate residential, commercial and industrial growth in an intentional, comprehensive approach. The Town is already preparing the way by investing in infrastructure and facilities that will serve as the foundations to facilitate quality development."

Alderman John E. Stamps

Public Services Fast Facts

Streets and Drainage Division

- Paved 19.58 Lane Miles at a cost of (Total Cost for \$935,737 or \$47,790 per lane mile)
- Repaired 3,217 Pavement Failures
- Cut and Maintained 16 Miles of Drainage Ways
- Maintained 9,150 Street Signs
- Repaired/Installed 739 Street Signs

Sanitation Division

- Collected over 45,262 Tons of Solid Waste from Households (total Includes all tonnage below with the addition of green carts – 14,332 tons and recycling – 3,070)
- Collected 550 Tons of Appliances
- Collected 1,688 Tons of Loose Leaves
- Collected 16,969 Tons of Clean Brush
- Collected 8,653 Tons of Bagged Grass and Bagged Leaves



The Town of Collierville's Geographic Information Services (GIS) Department received an award from Esri, developers of GIS software. The Special Achievement in GIS award was given for Collierville's application of GIS software in the Town's storm water management process. Eliminating one full step in the process saved the Town approximately 118 labor hours. That time savings translates into financial savings as well – to the tune of \$20,000.00.

Investing in Stormwater Solutions

The Town's Engineering Department provides a comprehensive storm water program to protect life and property from flooding and to minimize the impact on the environment from surface water runoff. With the growth of new businesses and homes, the Town faces continual maintenance of aging drainage infrastructure along with the need to construct new drainage infrastructure to meet the flood control needs of the future. Some of the drainage projects completed or in progress during 2015 are Powell at Peterson Lake Drainage Improvement, Cooper Street Drainage Improvement, Royal Pecan Drainage Improvement, Terry Dan Lake Bank Stabilization and Ailene Drive Drainage Improvement. The Town invested approximately \$1.8 million dollars in the storm water program in 2015. In July, Storm Water fees for residential and non-residential users increased. The nonresidential fee which includes business, retail, offices, churches and industries increased from \$4.25 per month to \$25.00 per month. The residential fee will increase by 40 cents per month to \$2.65 per month.

In addition to rising costs associated with maintaining effective drainage infrastructure, the Tennessee Department of Environment and Conservation requires the Town to maintain a program to manage runoff to minimize the level of pollutants and quantity of sediment flowing into the Wolf River and Nonconnah Creek. The increase, which is the first since 2004, will generate additional revenue to address future capital drainage projects and State environmental mandates.

The Town's Streets and Drainage Division of the Public Services Department is critical to the effective management of the Town's storm water program. They clear and maintain over 16 miles of drainage ditches to ensure that storm water flows unobstructed through the Town's flood control infrastructure.

Continually Paving the Way

In 2015, the Collierville Public Services Department devoted considerable resources towards keeping the Town's streets up to date. Public Services crews spent approximately \$935,737 dollars re-paving streets which enabled them to re-pave 19.58 lane miles of road. The Town's annual street re-paving program is not only an investment in valuable infrastructure but also serves as a means to keep the roads safe and aesthetically pleasing.

The Town of Collierville's Public Services Department's daily work is filled with all the maintenance that might be invisible to some, but like the food that doesn't just show up in the cupboard without someone going to the grocery store, the garbage wouldn't get collected, the streetlights wouldn't get repaired and the potholes wouldn't get filled without the work of this all-important department.

The array of services that the department provides includes streets & drainage, fleet services, solid waste/recycling, public utilities and environmental commission concerns.

Finding ways to save money is something that the staff of the Public Services Department does very well. An example of this is how the department handled the transport of the Town's recycling materials. The contract with the transport vendor was no longer making the best use of funds budgeted for that purpose, so a new plan using in-house equipment and labor for the majority of trips led to a savings of several thousand dollars per year. The department also found another way to save \$8,000.00 for the Town's Police Department by providing the labor to replace the engine from one patrol car with an engine from another patrol car.

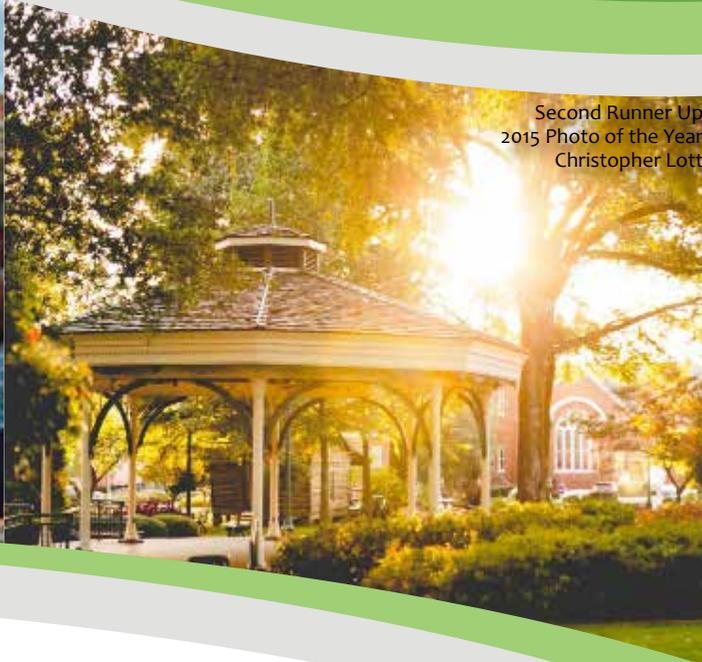
Besides equipment and manpower, the staff at Public Services knows how to make the most of resources in the natural environment. Their efforts at collecting loose leaves in the community turned into savings for Town residents. The natural degeneration process helped create a composting mix that was offered for residents' lawns and gardens at no cost. The same nature know-how was put to work when the department helped students at Collierville High School fight erosion in their outdoor classroom. The Public Services Department pitched in by delivering soil, mulch and compost, and by preparing the ground for rain gardens.



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First Runner Up
2015 Photo of the Year
Jake Ruth



Second Runner Up
2015 Photo of the Year
Christopher Lott

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