



2012 Progress Report

Keeping You Informed About Your City

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Parks & Recreation: Programs & Events There's Something Fun for Everyone at Denison Parks

Thanks to the citizens of Denison, Waterloo Pool is open, providing year-round opportunities and access to aquatic needs for everyone from five years old to senior citizens.

In the past year, we have seen increased participation throughout our programs. Through our group and private lesson programs, many folks have learned to swim, plus many young adults have qualified as Lifeguards and Water Safety Instructors.

Whether you want to swim laps, exercise, or just have fun Waterloo Pool has it all.

The pool is available for private rentals or table rentals for Birthday or Team parties.

Thanks to your support, Waterloo Pool will continue to provide the opportunity for fitness, fun, and water safety programs for our community.

Youth Leagues & Programs

Participation in our swim team, the Denison Dolphins, has increased dramatically with 75 current members. This past year the Denison Dolphins Swim Team set three State Records!

Our Girls Softball program joined Texas Teen-Age Softball this year, and we will be hosting the 8U State Tournament in July of 2013 at Culpepper and Waterloo fields.



Recent improvements and upgrades to these ballparks will welcome both participants and visitors to a first-class experience.

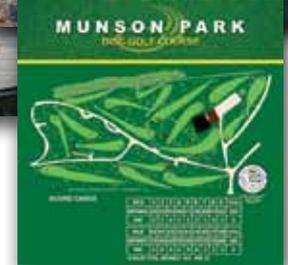
Our Denison P&R Youth Track Team had a great season as well with nearly 25 runners qualifying for the Regional Meet in Garland. Nine runners qualified for the State Meet in Corpus Christi.

Adult Leagues

Denison Parks & Recreation hosts several successful leagues and tournaments in our Adult Athletics division, including basketball, volleyball, and softball.

Annual Events

Several different recreation events were held this past year. Fish derbies at Waterloo Lake Pond, the 5th Annual "I Like Ike" 5K in Forest Park, and the 1st Annual Denison Parks & Recreation Open Disc Golf Tournament at the new Disc Golf Course at Munson Park were all fun for all participants.



Upcoming Parks & Rec Events

Watch for information about these upcoming events on our web page on the City of Denison website.

- Girls Softball League
- Adult Spring Softball Leagues
- Fitness Classes
- Waterloo Pool—Extended Hours for Spring Break
- Swim Lessons
- Denison Track Team
- Denison Dolphins Swim Team
- Disc Golf Tournament
- Kick Ball Mini-Leagues

For more information, go online to: www.CityofDenison.com (click "Departments" and select "Parks & Recreation"), "Like" us on our Facebook page, "Denison Parks & Recreation", or call the Denison Parks & Recreation office at (903) 465-2720, ext. 8.

State Comptroller Honors Denison

Denison Earns Top Award for Financial Transparency

The City of Denison Finance Department has earned the 2012 Gold Leadership Circle Award – the highest award level conferred – from the Texas Comptroller of Public Accounts.



"The Texas Comptroller's Leadership Circle program recognizes local governments across Texas that are meeting the highest standards for financial transparency online,"

said Renee Waggoner, Denison Finance Director.

Denison's Finance Department met the high standards and received the Gold Level status by posting their budgets, financial reports and check register on the City of Denison website.

The City of Denison has received the prestigious award three years in a row.

City Manager, Robert Hanna said, "The Gold Circle Award is the recognition that the citizens of Denison have easy access to the information they need to better understand how their tax dollars are being spent by the city."

Visitors to the City of Denison website, www.CityOfDenison.com, can easily find the financial information posted on the Financial Department page by clicking "Open Government/Transparency".

Fire Department Gets New Equipment

Denison Gets New Custom State-of-the-Art Fire Truck

The Denison Fire Department took delivery of a new, custom, state-of-the-art E-One stainless steel pumper in mid-December.

According to Fire Chief Gordon Weger, the new fire engine has several special features, including an improved integrated communications system. This system provides a headset for each passenger and allows the officer to communicate with the dispatch center or with the firefighters giving all responders a better knowledge of what they are facing upon arrival.

The pumper also carries extra water, pumps 1500 gallons per minute and can carry two types of foam for either structure or chemical fires.

The cab is larger, allowing the firefighters more room to be completely decked out with air packs on arrival and features an improved tool mount system.

A key reason for choosing this pumper is all the built-in safety features for the firefighters riding in the cab. It features a computer safety system that can detect an accident as it's happening and automatically tighten seat belts and, if a rollover is sensed, will activate airbags around the cab interior.

Chief Weger adds, "We are very thankful for the support we receive from the city staff and the city council and appreciate the commitment they've made to the citizens of Denison to provide the best service with the most up-to-date equipment available."



FROM THE MAYOR'S DESK

Jared Johnson
Mayor, City of Denison

Let's Stay Connected!

Welcome to the first issue of "Denison CONNECTIONs"! Denison is full of connections. We are connected to each other by our physical environment – streets, highways, sidewalks, schools, etc. More importantly, we are connected by the bonds we share as citizens of a city richly steeped in history and blessed with a future that is growing brighter.

These shared connections create a community in which we share each other's hopes and dreams for a better life for our children and grandchildren. We work together as a community to make these hopes and dreams a reality.

This newsletter is your city's attempt to better inform you about our services, activities and accomplishments as a community.

Denison is changing. You can feel it all around you. We are moving forward to better days as we connect and work together as a team with our community partners and our citizens.

A handwritten signature in black ink that reads "Jared Johnson".



- **Install a Working Smoke Alarm**
on every level of the home, outside sleeping areas and inside bedrooms near ceiling level – follow manufacturer's instructions.

- **Make a "Family Escape Plan"**
"Once you are out of the home, never re-enter the home," advises Bill Ray, Assistant Chief of the Denison Fire Department. "Once out – STAY OUT!"

- **Need Help with a Smoke Alarm?**
We have a limited supply of ionization smoke alarms to install for the citizens of Denison. Please contact the Denison Fire Department at (903)464-4427 Ext 2009 if you need a smoke alarm installed.

Denison Development Alliance Highlights

2012: Growth in New and Existing Industries Points to a Good Sign for Denison Moving Forward

Several Denison Businesses Adding New Jobs – Leaders Optimistic for 2013

Looking back at 2012 successes, there is good reason for the Denison Development Alliance to be optimistic as they look forward to what appears to be another year of economic and job growth for the city.

“All of our industries are in great shape,” says Denison Development Alliance President Tony Kaai.

Here are the companies who topped the list of Denison businesses with major growth in 2012:

Champion Cooler Expands

Since 1954, Champion Cooler has been a strong part of the Denison community, making it Denison’s oldest manufacturer still in operation. Presently, they employ over 130 full-time employees and 70 temporary employees during peak production seasons.

In June, they announced an expansion with the relocation of their New Mexico operations to Denison. New construction has been completed and equipment added to their existing location on Interurban Road. Total capital investment for the new facility is projected to be about \$500,000. Due to the expansion, they will add 30 highly skilled employees to their Denison workforce.

The Texas Workforce Commission named Champion Cooler the 2012 Texas Workforce Solutions Employer of the Year. Champion Cooler also was recognized with a Local Employer of Excellence Award from Workforce Solutions Texoma.



Visionary Industrial Insulation Starts U.S. Operations

Visionary Industrial Insulation, with exclusive U.S. and global distribution rights to ESLIN, a revolutionary new industrial insulation product, started construction on their first manufacturing facility, located in Denison in an existing 46,900 s.f. building.

Since July, they have invested approximately \$500,000 renovating a portion of the former Safeway Building and installed approximately \$2,000,000 in new equipment.

To staff their operations they will have up to 30 employees.

Cigna Adds Over 100

In August, Cigna announced plans to hire more than 100 new employees in Denison over the coming months.

“We have an overall strategy of growth for the company by moving into new markets overseas, said Customer Service Senior Manager, Shane Spriggins. “As a result of that growth, it’s providing employment opportunities.”

In making the announcement, Mayor Johnson praised Cigna as a key segment of Denison’s growth, especially on the city’s south side, by going from 758 employees in 2007, when the new office was opened, to more than 1,200 in 2012.

NOVO 1 Ramps Up

In early fall, NOVO 1, an outsource customer call center, acquired several new contracts and began hiring additional associates. They raised their total employment from just under 100 to almost 300.

“The fact that the high school graduation rate here is 95% makes Denison much more desirable than many major cities,” said Mary Murcott, CEO, adding,

“The Denison Development Alliance helped us every step of the way in becoming a proud part of the Denison community.”

Caterpillar Experiences Rapid Growth

Caterpillar marked their one year anniversary of being in Denison in July. In that year, growth has been outstanding, with over 200 new highly skilled manufacturing positions as well as added professional staff.

The growth in professional staff caused them to look off-site for more office space, choosing a location in downtown Denison. Currently, they have moved over 50 employees to the new location.

“CAT’s move to downtown was a blessing for our city. It’s given our downtown a significant boost and is helping revitalize our community,” said Harry Kirshman, Chairman, DDA.



The mission of the Denison Development Alliance is to stimulate growth of the local economy by locating, inducing and assisting businesses making investment decisions. This successful program creates job opportunities for local citizens and increases our tax base. Find out more about the DDA at www.DenisonTX.org.

Stay Connected to Us Online, too!

Check out our newly designed City of Denison webpage, “MyConnection” – there for you 24/7 – giving you access to even more information. It’s updated frequently with the latest news and information about your city. You can even pay your water bill online!



www.CityOfDenison.com

Common Sense Ideas for Crime Prevention

Some Simple Practices Can Keep You From Being a Crime Victim

Denison is fortunate to have a relatively low crime rate, but in every community there are always some who are looking to lie, cheat, or steal to take money and valuables from the good, honest, hard-working citizens.

Most Crime Prevention is Using Common Sense.

Denison Police officers see crime victims daily who have made things easy for the crook to make them a victim.

"It is still true that most criminals look for the easy target. Crooks don't like to work hard! Sometimes the simple things like locking a door will deter a thief from taking your property," says Denison Chief of Police, Jay Burch.

Here are a few tips to help prevent the common crimes reported to the DPD every week of the year:

- **Identity Theft:** The key to keeping your identity safe is to not give anyone your personal identifying numbers if at all possible. *Never give anyone your personal information over the phone if you didn't make the call or know whom you're dealing with.* Before discarding, shred any documents that could allow someone to steal your identity simply by going through your trash.
- **Auto Theft:** On cold days, the tendency is to start your vehicle and let it warm up before heading out. *This makes your vehicle an easy target for thieves.* So is leaving your

A Look at Denison's Budget Administrators Dedicated to Prudent Use of Your Tax Dollars

Goal: Provide the Best Services Possible to Make Denison a Great Place to Live

The City of Denison spends approximately \$29.6 Million dollars per year in providing you goods and services. Of that total number, \$19.8 Million dollars are spent on "general fund" operations.

Distribution Snapshot

As you can see from the image above, for every dollar the City receives for the General Fund, 44 cents goes directly to providing Police or Fire Services.

vehicle running while making a quick stop by the store, bank, post office, etc. – again, making it easy for thieves to just jump in and drive away.

- **Vehicle Burglaries:** Thieves love unlocked vehicles! *Always lock your vehicle – and never leave valuables in plain sight, especially in pickup truck beds.* It's a good idea to never leave any valuables in your vehicle, if at all possible.
- **Residential Burglaries:** Many home burglaries happen simply because a door or window was unlocked. *Install good locks on doors and windows – and use them!* Deadbolt locks on all entry doors provide an extra measure of security for your home. Don't hide keys in the mailbox, under planters or doormats. Instead, leave a set of keys with a trusted neighbor or friend.



General Fund expenditures make up the bulk of Denison's public services.

When you include Health and Safety related activities, Public Library, Parks and Solid Waste, 71 cents of every dollar the City collects for the General Fund is spent on public health, safety and welfare, with the remaining 29 cents spent on supporting those services.

Did you know...

The total City property tax for a taxable home value of \$100,000 is approximately \$55 per month. For an amount less than your monthly cable bill, the City of Denison provides:

- **24/7/365 Police and Fire Protection**
- **1,685 Street Lights**
- **129,839 Library Holdings** – 37% of which are electronic books and media
- **Building Inspection Services**
- **Code Enforcement Services**
- **13 Parks** – 346 acres of public parkland

For a detailed look at the entire City Budget, go to www.CityofDenison.com, click on "Budget & Annual Financial Reports".

"Sometimes the simple things like locking a door will deter a thief from taking your property."

– Chief Jay Burch
Denison Police Dept.

- **Scammers galore!** There are untold numbers of con artists gladly wanting to take your money. Even roadside "charities" asking donations have their scams. Many so-called homeless beggars make \$150-\$200 a day in donations – more than many of us make in our jobs! *Be wary of door-to-door salespeople, drive-up home repair offers, telephone solicitations, mail or online "specials" – anything offering something "too good to be true".* Take the time to check into these "unbelievable" offers.

If Someone Rips You Off

First, don't be embarrassed – some very astute people have been taken in by these pros!

Report crimes or con games to the police, district attorney's office, state consumer protection agency, or a consumer advocacy group.

For more about the Denison Police Department, visit their webpage on the city's website: www.CityofDenison.com, click on "Departments" and select "Police". To reach the DPD for non-emergency calls, use (903) 465-2422, option "1".

