



Cedar Park *at a Glance*

The City of Cedar Park is a vibrant community of more than 80,000 people, located in the Austin metro area. The U.S. Census Bureau consistently ranks Cedar Park one of the fastest-growing communities in the country. Named for a popular park and rail stop in the late 1800s, Cedar Park is now home to two professional sports teams, the Texas Stars AHL hockey team and the Austin Spurs NBA G-League basketball team, as well as a growing number of high tech and major manufacturing employers. It has several rankings by a variety of sources as one of the **Best Cities for Families** and one of the **Safest Cities in Texas**. For more information about Cedar Park visit cedarparktexas.gov.



CEDAR PARK

JANUARY 2020



80,844¹

Population



34.75²

Median Age



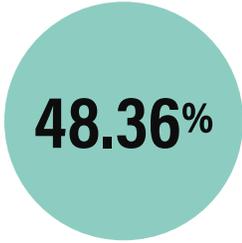
\$101,086²

**Median Household
Income**



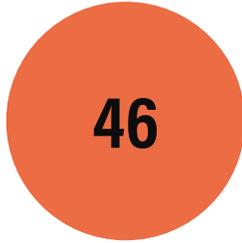
\$333,200³

**Median Home
Value**



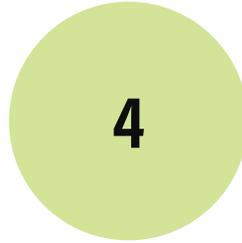
48.36%

**Bachelor's Degree
or Higher**



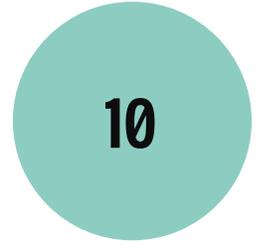
46

**City-maintained
Parks**



4

**City-maintained
Aquatics Facilities**



10

Hotels



2019 - 2020

City Council

Pictured from left to right: Council Members Tim Kelly and Rodney T. Robinson, Mayor Corbin Van Arsdale, Council Members Dorian Chavez, Michael Guevara and Anne Duffy and Mayor Pro Tem Mel Kirkland.

CORE VALUES

**Community • Service • Leadership • Innovation
Professionalism • Fiscal Responsibility**

2018-2020 STRATEGIC GOALS

**Distinctly Cedar Park • Open Here, Grow Here • Safety is Top-of-Mind
Operational & Fiscal Excellence • Link People, Places & Things
Strong Community Connections • Sustainable Future**

¹ City of Cedar Park Department of Development Services

² Applied Geographic Solutions 2019

³ Travis and Williamson Central Appraisal Districts. Taxable home values.

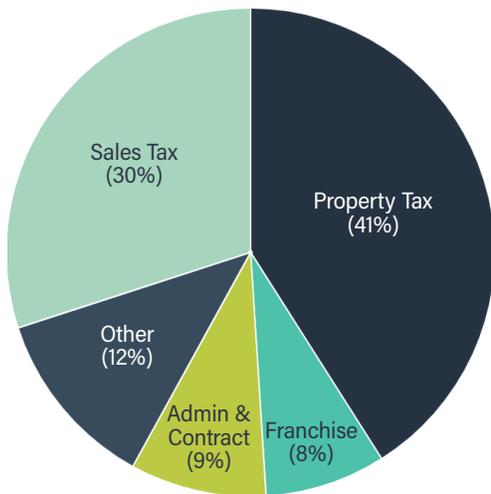


Brenda Eivens
City Manager

A MESSAGE FROM THE CITY MANAGER

“ The City of Cedar Park recognizes that the decisions made today in the management of the City's finances frame and guide the City's ability to provide exceptional service, safety, and infrastructure not only today, but into the future. As Cedar Park enters its 47th year as a city, we proudly reflect on how Cedar Park's steady growth over the years has transformed us into the vibrant community that we are today. It is our goal to deliver value to our community with continued public safety excellence and maintaining and enhancing our assets that make Cedar Park the best place for families and businesses. ”

GENERAL FUND REVENUE SOURCES TOTAL \$58.1 M

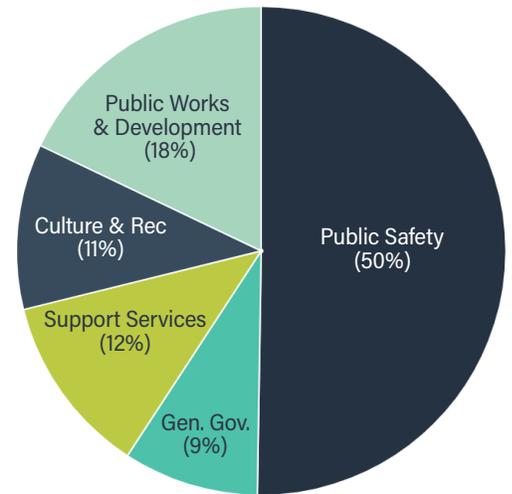


General Fund revenues come from various sources. The largest source is property tax. Property taxes are calculated by multiplying the City's tax rate by your assessed home value, which is assessed by the Central Appraisal District. The second largest source is sales tax, which is paid when a taxable purchase is made in Cedar Park.

- **TAX RATE 44.7¢/\$100 VALUATION**
- **LOWEST IN 22 YEARS**
- **TAX RATE LOWERED LAST 7 CONSECUTIVE YEARS**

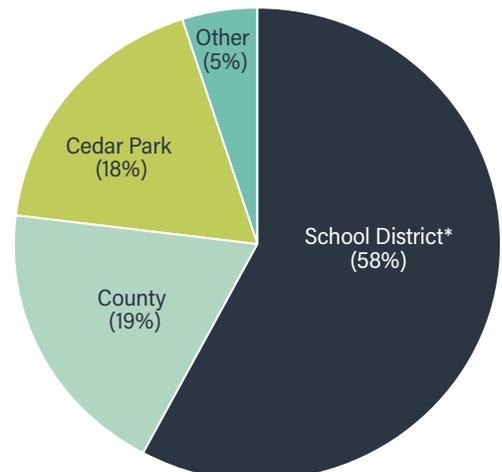
*Percentages are rounded and depend on in which county and school district the property is located. This chart represents where most Cedar Park properties located: in Williamson County and Leander ISD. The City portion is 18% for a property located in Leander ISD (58%) and Travis County (19%); the City portion is just under 20% for a property located in Round Rock ISD (55%) and Williamson County (20%) and the percentage going to other entities ranges from 4 to 6 percent. For more detailed information visit MyCedarParkBudget.com.

GENERAL FUND EXPENDITURES TOTAL \$58.1 M



General Fund expenditures are divided by function. About half of expenditures are spent on keeping Cedar Park safe!

OF OVERALL PROPERTY TAX BILL* APPROX. 18% GOES TO CITY SERVICES



Learn More at MyCedarParkBudget.com

CEDAR PARK GETS *Business*

Cedar Park is the next major job center for the region! Our demographics lend themselves well to corporate headquarters, the high tech industry and advanced manufacturing. **Here are just a few recent big wins:**



Big plans were announced in 2019 to bring the US Tennis Association Texas headquarters and facilities to Cedar Park. Will include approximately 40 tennis courts, with six to eight indoor tennis courts and a stadium court to anchor the Indigo Ridge North development. More exciting news on this project coming in 2020!



Second Headquarters will consist of a 35,000 square foot facility and create 102 jobs with an estimated annual payroll of \$7.65 million.



Up to \$2.4 million in capital expenditures on the rehab of 45,000 square foot facility. Will employ 269 by mid 2024.



City awarded the CEDA for this clean-tech company relocation to 80,000 square feet of space in Cedar Park. Will create 229 jobs with an estimated annual payroll of up to \$20.6 Million.



UK-based 3D printing equipment company will occupy 18,000 square feet of space. Plans to create 100 jobs with an annual payroll of \$8 Million.



Central Texas medical software company, moving headquarters to 9,500 square foot facility. Total estimated capital investment of \$2 million, creating 41 jobs.

Buy Cedar Park
Snack. Sip. Shop.



CedarParkShops.com

In Cedar Park, **2¢ of every dollar** you spend stays in the community. **1¢ goes to the City's General Fund.** It helps lessen the City's reliance on property taxes. **1/2¢ goes to Community Development** projects such as the Bell Redevelopment Project, parks and trails and road projects. **3/8¢ funds Economic Development** projects that help bring jobs,

industry and economic impact. **1/8¢ funds Stormwater Drainage** to help prevent and mitigate flooding. **Visit CedarParkShops.com for more information.**

1,000
acres of City-owned parkland

30 miles of trails

407,991
Website visits last year

333,287
Library visits last year

24,134
Social Media Friends & Followers

5 Billion +
Gallons of Water Treated

400+ Street repairs



CEDA Award for Hyliion Economic Development Project

10th Best Small City in America
-WalletHub

3rd Most Affordable City in Texas
-MarketWatch

7th Best City for Families in Nation
-ApartmentList

6th Safest City in Texas
-SafeHome

8th Best Small City for Families in Texas
-NerdWallet

A Connected Community

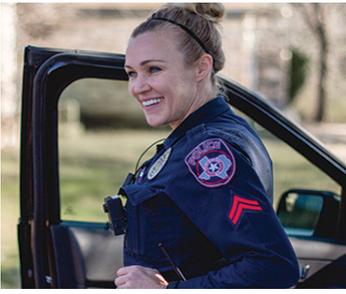
There's no better place to be than Cedar Park, Texas. It was true in 1887, when our founders named us for a popular park and rail stop, and it's still true today. Look no further than our first-ever Resident Survey Results from 2019 (view results at CedarParkTexas.gov/SurveyResults)! We find ourselves in the midst of a vibrant, bustling and growing community that's always full of new things to see and do. From recreational events such as our **July 4th Parade & Celebration** and our **Holiday Tree Lighting & Santa's Workshop**, to informational events such as **A Day in the Bell District**, there are so many great opportunities to connect with one another.



BELL REDEVELOPMENT *update*



The City of Cedar Park is excited to announce RedLeaf Properties as its choice for Master Developer for the Bell Redevelopment Project. The City and RedLeaf Properties spent 2019 finalizing the Master Developer agreement. The year 2020 is sure to be an exciting one for this project, as construction begins on Phase I, the highway realignment, and the Master Developer begins implementing the plan – starting with architectural design and engineering, along with seeking partners for eventual construction of the development. **Visit DestinationBellBlvd.com for the latest information.**



The Cedar Park Police Department exemplifies community policing, with its engagement with citizens through programs such as Coffee with a Cop, the Citizens Police Academy, Junior Police Academy and its nationally- and statewide-recognized National Night Out each year. In 2019, CPPD's National Night Out won First Place in the State and 12th Place in the Nation for cities of similar size! The CPPD was accredited in 2019 through the Commission on Law Enforcement Accreditation (CALEA) and was recognized for Texas Best Practices.

The CPPD also holds Recognized Agency Status through the Texas Police Chiefs Association as well.



The Cedar Park Fire Department, with Emergency Dispatch and our water distribution system, have helped the City earn and maintain an ISO 1 Rating from the Insurance Services Office. The Cedar Park Fire Department is a full-time, professional fire department with 93 employees including 85 firefighters, and five fire stations strategically located throughout the City. The Cedar Park Fire Department has earned national and international accreditation and reaccreditation from the Commission on Fire Accreditation International. Through

educational programming such as their popular H.E.A.T.S. (Helping Educate About Today's Safety) performances at local elementary schools, the Cedar Park Fire Department is here to serve all facets of our growing city!



The City of Cedar Park is true to its namesake of a park. No matter where you are, you'll find a nearby park. We have 46 City-maintained parks, 1000 acres of parkland, 30 miles of trails, a doggone great dog park and one of the most stunning veterans memorials you'll find anywhere. In 2020 we're starting construction on our biggest park ever – the 200-acre Lakeline Park. The first phase will open in 2021 - 2022!



The Cedar Park Public Library mission is to the Library of Yes - engaging, exciting and entertaining families across our community. The Library is in its fourth year of participating in a national initiative called Family Place Libraries. The program is geared towards supporting young children and their families/caregivers by embracing the valuable role of play in early learning and early literacy. Cedar Park has so many young families who benefit from the program, which transitions the role of the library from a "quiet place just for books" to a community hub where

people can come for all kinds of educational and recreational resources.



The Public Works and Utilities staff really kept Cedar Park humming last year, pouring 5.2 million square yards of asphalt and 475 miles of sidewalks, treating 5.12 billion gallons of drinking water and building 291 miles of storm water pipe or improved drainage way! They do all of this, on top of maintaining more than a quarter million square feet of City buildings and all of the City's vehicles – including Police squad cars and Fire engines. Since July, we've seen a record 2,127 utility customers sign up for autopay to have the convenience of setting their own water

utility bill due date, plus a 71% increase in the number of people monitoring their water usage through our digital water metering portal. We now have more than 3,600 customers taking advantage of this insightful resource.

BOND PROJECT *updates*

Transportation - Streets and Roads

- New Hope Drive (Ronald Reagan to Sam Bass) in design
- Bell Boulevard road realignment engineering, utility relocation and ROW acquisition substantially complete, road construction begins in 2020
- Anderson Mill Road Phase II underway
- RM 1431 (Bagdad to Anderson Mill Road) design funded this fiscal year and will begin soon
- Brushy Creek Road (Arrowhead to Ranch Trail) improvements and widening funded this fiscal year and will begin soon
- Arterial overlay complete for now on several roads, seeking additional funding for more roads
- New Hope Drive (Cottonwood Creek to Ronald Reagan Boulevard) complete, ribbon cut in 06/2019

Library

- The new Cedar Park Public Library will be located in the future Bell Boulevard Redevelopment. Expect updates, coming soon!

Public Safety - Police & Fire

- Fire Station #5 complete and opened May 2019. On Cottonwood Creek Trail, on land donated by Cedar Park Regional Medical Center, serves the fast-growing north central and northeast portions of town, houses Firefighters and Williamson County EMS
- Fire Department Admin Building at City Hall finished in 2018
- Police Department Building Expansion complete in 2018

Parks & Recreation

- Lakeline Park construction set to begin on new more-than-200-acre park, project includes trails and bicycle facilities

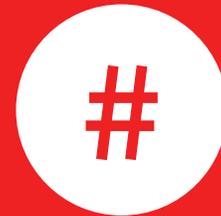
HOW DO YOU ♥ CEDAR PARK?



Upload
Photo.



Tag Us.
[@cedarparktx](https://www.instagram.com/cedarparktx)



Hashtag It.
[#iheartcedarpark](https://www.instagram.com/#iheartcedarpark)

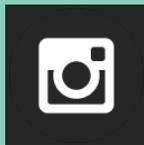
The I ♥ Cedar Park campaign is going strong, with residents using their “heart hands” and posting pictures on social media of what they love most about Cedar Park. Give it a try today, and be sure to include the hashtag, **#IHeartCedarPark**, in your post. Need some ideas for inspiration? Search **#IHeartCedarPark** and you’ll see what your friends and neighbors heart about Cedar Park.



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