



# RIVERSIDE, MISSOURI

*2009* PROGRESS REPORT

# MEANINGFUL MOMENTUM

Riverside, Missouri has always been a city with enormous potential. All it took was the right vision, a smart plan and the willingness and resources to put them in motion. In 2009, the community witnessed a year filled with tangible signs that transformation is in progress.

## RESULTS? AS PROMISED. MOMENTUM? IT'S UNDENIABLE.

- Key, finished infrastructure projects improve access and promote efficiency.
- Completed capital improvements reshape the City's landscape.
- Public Safety improves with the formation of Riverside's first full-time fire division, while community policing and youth outreach efforts are reflected in the City's low crime rates.
- A new branding initiative captures our character, raises our profile and communicates our potential.
- An updated Master Plan will chart a course for continued growth, smart development and more exciting opportunities and amenities in the new decade and beyond.





# COMMUNITY CHARACTER



What are the marks of a vibrant city? When a spirit of optimism and community permeates throughout. Where residents share a proud history and take part in shaping a brighter future. When a town is committed to serving its citizens and merchants, and continually invests in a better quality of life. Welcome to life in Riverside, circa 2009.



“Riverside is truly one of the region’s most proactive and engaged communities. In the coming years, Riverside will continue to impress us with its dedication to improving the quality of life for its citizens.”

— Bob Berkebile, FAIA, Principal at BNIM Architects and Heinz Award recipient

# COMMUNITY CHARACTER



## WELCOMING STREETS

An initiative to enhance the appearance of the City's streetscape kicked off in 2008, the first elements of which took shape this year:

- The new Welcome Plaza at Vivion and Gateway invites visitors and residents alike to see Riverside in a new way, and provides valuable open public space downtown.
- Irrigation systems were installed to support landscaping efforts along the City's main thoroughfares.
- Through a public/private partnership with Briarcliff Development, landscaping was completed at the trailhead and waterfall near the bluff at the City's southern gateway.

## A DIFFERENT BRAND OF CITY

What separates Riverside from other communities in Greater Kansas City? With everything we have going for us, some call us the region's best-kept secret. The secret is starting to get out, thanks to an aggressive new branding initiative. The City engaged Trozzolo Communications Group of Kansas City

to create a unique, memorable identity, including a new Riverside logo and theme line: "Upstream from Ordinary." New marketing materials were built around this new brand identity, part of a multiyear, comprehensive strategic marketing communications initiative launched in 2009.



## CONTINUING WHAT WORKS

With Riverside's 2006 Master Plan now more than 60 percent complete, the City and BNIM began work on an update that further defines the plan's development goals relating to downtown, sustainability and Horizons.

When complete, the Master Plan Update will build on the accomplishments made to date and chart the next course for creating enduring, cutting-edge regional destinations and maximizing the City's precious natural capital.



## CAN'T-MISS COMMUNITY EVENTS



Residents, neighbors and visitors flocked to Riverside for a number of events hosted by the City in 2009:

- **BBQ Blast Off:** The City kicked off fireworks season and the Independence Day holiday with a barbecue contest and music festival at E.H. Young Park.
- **Trunk or Treat:** With help from the Riverside Area Chamber of Commerce, local businesses and organizations decorated trunks for Halloween and provided a safe, festive environment (and candy) for more than 400 children.
- **Annual Favorites:** Through the Tourism Tax Fund, Riverside continued popular events like Riverfest, the Kansas City Scottish Highland Games & Celtic Festival, a variety of car shows and, new for 2009, Robot Chicken.
- **Happy Holidays:** Carrying on a tradition of reaching out to residents during the holiday season, the City again hosted Shop with a Cop/Firefighter, the Senior Holiday Lunch at the Community Center and the Mayor's Holiday Lighting Ceremony.

# ECONOMY & DEVELOPMENT





In a difficult economic year for most cities, the City of Riverside made tremendous strides in developing an economy that positively impacts the lives of our residents and businesses. Rather than retreat and wait for recovery, Riverside pressed on in pursuit of strategic, sustainable and exciting new development. **The result is a city positioned for takeoff, and poised for continued growth and progress – right now.**

*“It is a real pleasure to work in a city like Riverside where there is outstanding leadership and a real vision for the City’s future. Riverside stands as a model of good government; a city that is responsive to its citizens and a city that works in cooperation with the private sector to make its vision of the future a reality.”*

— Charles Garney, CEO, Briarcliff Development Co.

# ECONOMY & DEVELOPMENT

## REVITALIZING, REDEVELOPING

The completion of the Welcome Plaza at Vivion and Gateway ushered in a new era of redevelopment aimed at making downtown Riverside the heart and soul of our vibrant community. The City continued to invest in key areas of town, including

downtown and the Horizons area. Working under the Master Plan guidelines with BNIM, the City set the tone for more mixed-use development, enhanced land- and streetscapes, pedestrian-friendly amenities and quality architecture.



## DESTINATION: EXTRAORDINARY

Riverside Horizons remains the most exciting and attractive development opportunity in Greater Kansas City. In 2009, the City worked to ensure the opportunity attracts the right proposals for the property. Accelerated marketing efforts focused on Horizons'

extensive acreage, healthy funding, its close proximity to downtown Kansas City and Kansas City International Airport, and superb access to major interstates and highways – all key factors in attracting cutting-edge, sustainable development.



## RESIDENTIAL RENAISSANCE

With a healthy mix of new and existing homes, a highly rated school district, lots of open space, extensive walking/ biking trails and no property, real estate or earnings taxes, Riverside is in position for a residential boom. It's also why, in the midst of a deep freeze in the

national housing market, 2009 saw plenty of positive developments in Riverside, especially in our newest neighborhoods. The first phase of the Gatewoods Development is complete and occupied, and development in Briarcliff Hills and Montebella is under way.

## PARTNERS IN PROGRESS

Employers continue to see the benefits of doing business in Riverside, as evidenced by the Platte County Economic Development Council's 2009 Job Development Awards.

- **Capital Electric Line Builders** took home Community Business of the Year honors after relocating its headquarters and bringing 170 skilled jobs to Riverside.
- **Briarcliff Development Company** received a Job Development Award for expanding its Northland presence in Riverside with a \$24 million investment in the 100,000 sq. ft. Briarcliff Professional Plaza and 300-unit Briarcliff Hills residential development.
- **Sunflower Food and Spice** also claimed a Job Development Award. The Riverside gourmet/specialty food provider employs 30 full-time workers year round, and as many as 50 during peak holiday production.



# INFRASTRUCTURE





**Fifteen minutes from almost anywhere.**

Excellent access to regional transportation networks makes Riverside's central location an even stronger asset. Metro-area amenities are an easy drive away for residents, while employers and retailers can draw business and workers from any direction. Few cities the size of Riverside can boast such strong infrastructure, and the City continued to enhance it in 2009.



*“We’re fortunate to have a great partner in our host city, Riverside, that shares the same long-term vision for a stable business environment for the community. Argosy is proud to work in tandem with the city on projects that will position Riverside for future success as they continue to develop the surrounding area.”*

— Ameet Patel, General Manager, Argosy Casino

# INFRASTRUCTURE

## ANNUAL INFRASTRUCTURE MAINTENANCE PROGRAM

This City program continued to address and complete needed improvements to streets and sidewalks, and adding trails, curbs and gutters.



## VIVION ROAD WEST

A gateway to the Civic Campus was created with the construction of Vivion Road west of QuikTrip to the dead end, a project that included elevating the road and adding sidewalks.

## WEST PLATTE BRIDGE

Removed during construction of the L385 levee, the new West Platte Bridge now allows easy access to levee-protected areas and serves as a second means of access to adjacent residential areas.





## **HORIZONS PARKWAY & 9 HIGHWAY**

Construction of the second half of Horizons Parkway, a tie-in with 9 Highway and additional highway improvements all make the 800-acre Horizons area more accessible and serve as a gateway to development in southwest Riverside.

## **ARGOSY CASINO PARKWAY**

Another critical component to the Horizons development, Argosy Casino Parkway intersects with the new Horizons Parkway just south of the I-635 interchange and provides a means of easy access to Argosy Casino from the west (Kansas).



## **VIVION ROAD & WAUKOMIS DRIVE**

The City secured American Recovery and Restoration Act (ARRA) funding for much-needed improvements at the intersection of Vivion Road and Route AA (Waukomis Drive), with work set to begin in early 2010.

# QUALITY OF LIFE





There is more to life than the houses we live in, the roads we drive on or the neighborhoods we pass through every day. Life in a community is measured by the quality of the city's educational, cultural and recreational offerings. Riverside remains committed to enriching the lives of residents and enhancing the City's image in the region, a pledge reflected on many fronts in 2009.



*“ In the Park Hill School District, the expectation from our community, including the residents of the City of Riverside, is excellence. That’s why it means so much to us to receive major awards for our high performance, for the quality of our educators and especially for our student achievement.”*

— Dr. Dennis Fisher, Superintendent of the Park Hill School District

# QUALITY OF LIFE

## HEALTHY CITIZENS

Resident participation in Riverside's Healthy Citizens initiative surpassed 25 percent, thanks to the City's 75 percent subsidy on membership fees at three area community and fitness centers.

## CONNECTED NEIGHBORHOODS

Riverside completed significant portions of the planned trail system that will soon loop around the entire community and link with Platte County, Kansas City and Parkville trails. Walkers and bikers welcomed the extension of Line Creek Trail from the Briarcliff development to St. Joe Boulevard and the completion of the connector at Renner Brenner Park.

## STRONG SCHOOLS

Riverside is part of the Park Hill School District and home to Park Hill South High School. Park Hill received the Missouri Quality Award in 2009 for its dedication to providing exceptional service, the first school district to ever receive the award.

## SAFETY AND SECURITY

The Public Safety Department completed its transition to a full-time police division and a full-time fire division, allowing faster response times and an even higher level of service to residents and merchants.





## HEROES AT HOME

Through the Fire/Police Athletic League, Riverside police and firefighters teamed up to connect with children and teens by offering free youth activities throughout the year, including skate and swim parties, National Night Out and Shop With a Cop/Firefighter.

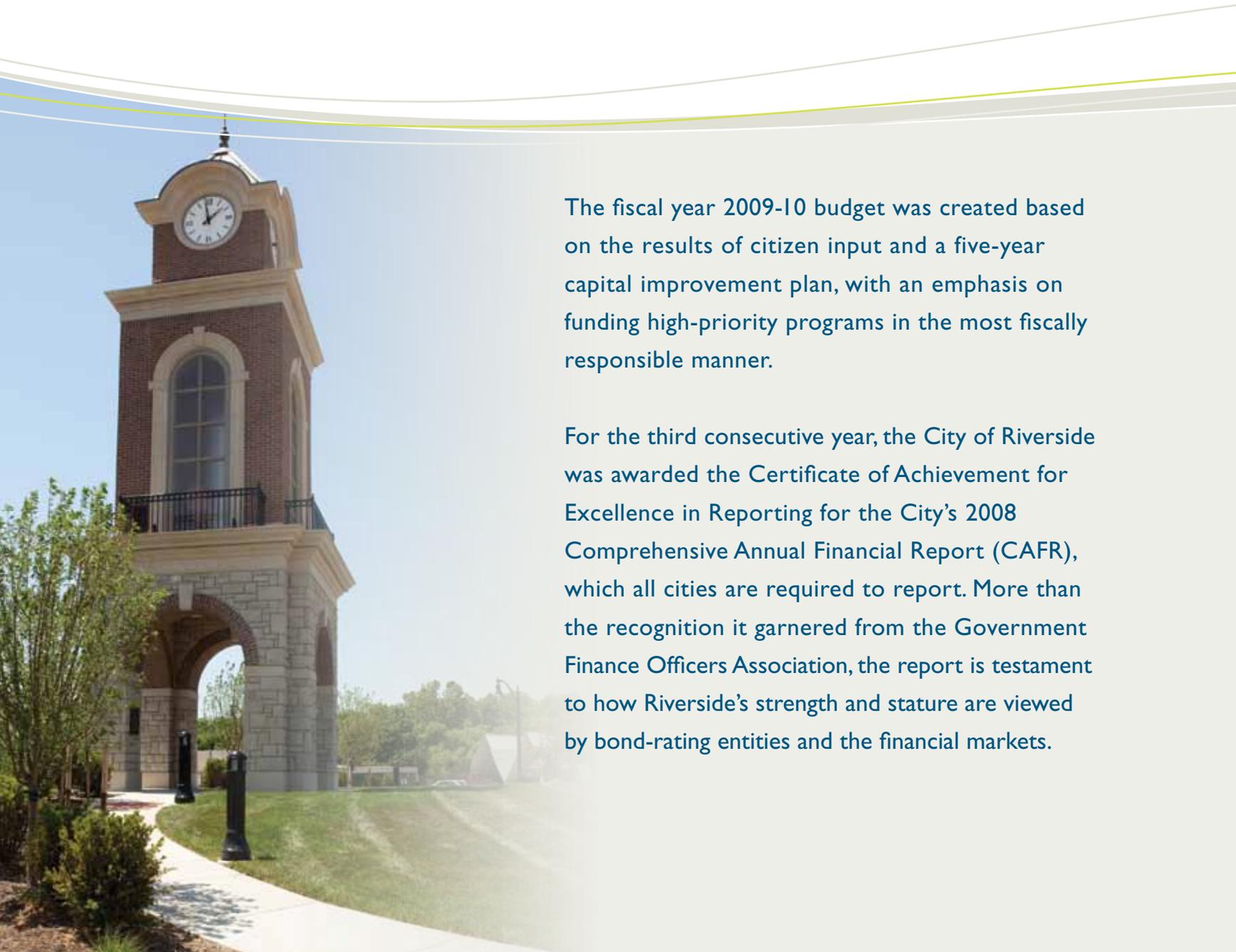
## SUSTAINABILITY

- *More than 70 percent of single-family homes in Riverside participated in the City's free curbside recycling program. Drop-off bins on the City Hall campus help more citizens recycle paper, cardboard, plastic, aluminum and glass.*
- *The Riverside composting program was launched in 2009, allowing residents to drop off yard waste at no charge.*
- *The City earned second place in the Mid-America Regional Council's "Clean Your Files Day," part of the metrowide initiative to create greener city offices.*

## SATISFIED STAKEHOLDERS

In the most recent ETC DirectionFinder Survey, 85 percent of Riverside residents told us they're satisfied with their overall quality of life, which exceeds the national average of 77 percent.

# FINANCE



The fiscal year 2009-10 budget was created based on the results of citizen input and a five-year capital improvement plan, with an emphasis on funding high-priority programs in the most fiscally responsible manner.

For the third consecutive year, the City of Riverside was awarded the Certificate of Achievement for Excellence in Reporting for the City's 2008 Comprehensive Annual Financial Report (CAFR), which all cities are required to report. More than the recognition it garnered from the Government Finance Officers Association, the report is testament to how Riverside's strength and stature are viewed by bond-rating entities and the financial markets.

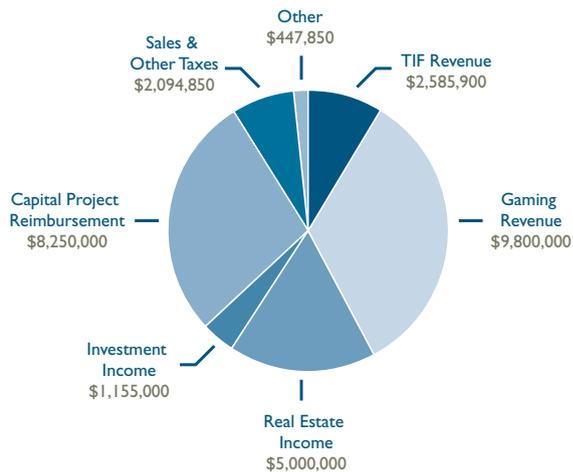


## REVENUES

Total budgeted revenues of \$29,333,600 are \$12,292,272 lower than in the 2008-09 budget due to the loss of anticipated land sale proceeds projected in the FY08 budget.

The following graph displays total budgeted revenues, excluding inter-fund transfers.

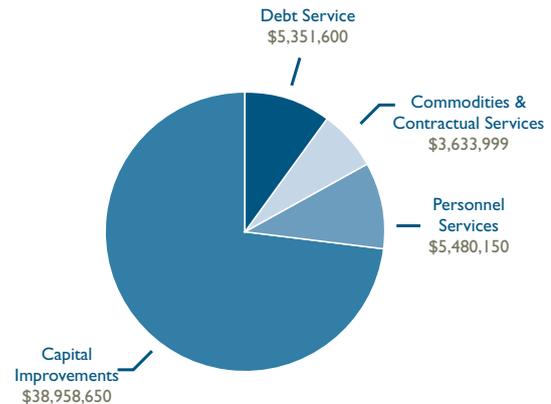
### Where it Comes From



## EXPENDITURES

After reviewing budgets from each City department, the Board of Aldermen approved expenditures totaling \$53,424,400 for the 2009-10 fiscal year, nearly a 23 percent decrease compared to FY08.

### Where it Goes



# GAMING REVENUE



During the 2008-09 fiscal year, the City of Riverside utilized more than \$21 million in gaming revenues from Argosy Casino to make a positive impact on the City and to provide assistance to our neighbor communities and organizations.



## ASSISTANCE TO OTHER ENTITIES

Northland Healthcare Access .....	\$30,000
Miles of Smiles .....	\$15,000
United Community Services .....	\$15,000
Platte Senior Services .....	\$15,000
Fire/Police Athletic League .....	\$8,118
American Red Cross .....	\$5,000
Synergy .....	\$5,000
MOCSA .....	\$1,000

## EQUIPMENT GIVEN TO OTHER GOVERNMENTS

7' Rhino Flair Mower .....	unknown
1984 Rhino Brush Hog Mower.....	unknown
1997 Scag Mower.....	unknown
1984 Ford 4610 Tractor .....	unknown

1989 Pickup, Plow and Spreader.....	unknown
Blade for 4610 Tractor .....	unknown

## MAJOR THOROUGHFARE/ INFRASTRUCTURE

Vivion Road .....	\$660,899
Street Maintenance Program .....	\$1,214,475
Scour Hole Repair .....	\$26,226
West Platte Road and Bridge .....	\$2,958,144
Northwood Road .....	\$117,230
Downtown Improvements.....	\$1,495,100

## EQUIPMENT PURCHASES

GIS .....	\$9,200
Wayside Horns.....	\$15,456
Storm Sirens .....	\$9,653
Codes Enforcement Vehicle.....	\$13,130
Speed Trailer.....	\$9,490

Public Safety Equipment.....	\$14,758
Public Safety Vehicles .....	\$105,991

## PARK IMPROVEMENTS

Park/Trail Improvements.....	\$63,971
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## COMMUNITY SERVICES

Ambulance Services for Residents.....	\$48,946
Transit Services for Residents.....	\$38,062
Citywide Trash Collection .....	\$87,771
Resident Community Center Memberships .....	\$134,010

## HORIZONS DEVELOPMENT COMMITMENT

900-Acre Industrial Park.....	\$14,454,957
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**Total for FY 2008-09..... \$21,571,587**

# RIVERSIDE BOARDS & COMMISSIONS 2009

## BOARD OF ALDERMEN



Kathleen Rose  
Mayor



Mike Fuller  
Ward I



Ron Super  
Ward I



Bernie Bruns  
Ward II



Aaron Thatcher  
Ward II



David Hurt  
Ward III



Brad Cope  
Ward III

“Our city is quickly emerging as a vibrant, fresh and cutting-edge place to live and work, and we’re truly on the cusp of an economic boom.”



David Blackburn  
City Administrator

## CITY CONTACT INFORMATION

### City Hall

816.741.3993

### City Administrator

816.741.3993

### Mayor and Board of Aldermen

816.741.3993

### Police/Fire Emergency

911

### Non-Emergency

816.741.1191

City of Riverside, Missouri



@RiversideMo



[www.RiversideMo.com](http://www.RiversideMo.com)

[www.RiversideMo.com/blog](http://www.RiversideMo.com/blog)

### PARK BOARD

Ron Carlson, *Ward I*  
Jim Frakes, *Ward I*  
Terri Dwyer, *Ward II*  
Norma Parrot, *Ward II*  
Deborah Leader, *Ward III*  
Julie Rule, *Ward III*

### BOARD OF ZONING ADJUSTMENT

Fred Buckley, *Ward I*  
Marvin Pool, *Ward I*  
Gale Perkins, *Ward II*  
Jeff Warren, *Ward II*  
Jerry Hackenberg, *Ward III*  
Dean Lefstad, *Ward III*

### TOURISM COMMISSION

Jerry Pietsch, *Ward I*  
Deana Winter, *Ward I*  
Dirk van der Linde, *Ward II*  
Randy Rose, *Ward III*  
Jason Rule, *Ward III*

### PLANNING AND ZONING COMMISSION

Al Bowman, *Ward I*  
Aaron Locke, *Ward I*  
Harold Snoderley, *Ward I*  
Tyson Spire-Sweet, *Ward I*  
Ray Uhl, *Ward I*  
Steve Kaspar, *Ward II*  
Cheryl Melton, *Ward II*  
Evelyn Poe, *Ward II*  
Art Homer, *Ward III*  
Stephen King, *Ward III*  
Barbara Snyder, *Ward III*

### TAX INCREMENT FINANCING COMMISSION

Kip Crawford, *City of Riverside*  
Leland Finley, *City of Riverside*  
Cy Houston, *City of Riverside*  
David Hurt, *City of Riverside*  
Kathy Rose, *City of Riverside*  
Ron Super, *City of Riverside*  
Kathy Dusenberry, *Platte County*  
Betty Knight, *Platte County*  
Dennis Fisher, *Park Hill School District*  
Bob Weidt, *Park Hill School District*  
Kent Jackson, *Jackson Animal Clinic*

### INDUSTRIAL DEVELOPMENT AUTHORITY

Leland Finley, *Ward I*  
Cy Houston, *Ward I*  
Harold Snoderley, *Ward I*  
Pamela Darata, *Ward III*  
Wayne Snyder, *Ward III*

# MAYOR'S LETTER

Dear Residents and Stakeholders,

Despite the economic conditions in our area and around the world, 2009 continued to be a year of progress on many fronts for the City of Riverside. Looking back, it was the year of the three “C’s” – Communication, Completion and Change.

**Communication** – The Board and I were able to better access each of you, and your ability to access us, city staff and individual departments has never been greater. We continue to receive good feedback for our monthly newsletter and informative Web site, and opportunities to stay informed have greatly expanded through our blog, Twitter and Facebook social media services. Also, the City’s reverse 911 system is now in place, providing an automated system to inform you about citywide concerns that affect each of us. The city is committed to continue strengthening our communication efforts, and we invite you to help us communicate our success.

**Completion** – Many projects were completed that contribute to the overall appearance of our city landscape: the West Platte Bridge, Welcome Plaza, Vivion Road West, Briarcliff Professional Plaza, 9 Highway/Horizons Parkway, West Platte Linear Trail, Briarcliff Hills waterfall and the

Montebella ruins. These projects also enhance the quality of life for each of you by providing better access and recreational opportunities.

**Change** – The projects we have invested in have certainly brought physical change to our city. However, the change I notice on a daily basis runs much deeper and is far more gratifying. I speak of the positive perception, attitude and opinion that you express in creating a beautiful place to live, work and play, as well as your appreciation for the services we provide through Public Safety, Public Works, Parks and Recreation, Community Development and Administration.

These are exciting times for our city. What Riverside accomplished in 2009 is a reflection of years of planning and commitment, and it’s paving the way for greater things to come. The Board and City staff are working hard to ensure there is no pause in our progress, and with your continued support, we’ll have even more to be proud of in the years ahead.



**Kathleen Rose**

Kathy Rose  
Mayor