

**CITY OF VISTA**  
STATE OF THE CITY

VISTA

**VISIONARY | CUSTOMER SERVICE | VALUES DRIVEN**



# 2018 AT A GLANCE

## ECONOMIC INDICATORS



**VISTA JOB GROWTH**  
**2%**



**VISTA**

STATE of  
CALIFORNIA

SAN DIEGO  
COUNTY

**3.7%**

**3.2%**

Vista  
Business  
Park



**900+**  
companies

**24,000**  
employees  
(36% Vista residents)

## CITY OPERATIONS



Local Road  
Investments  
in 2018

**\$3.5M**

Property Tax  
Revenues  
Over 2017

**5%**



**Emergency  
Reserves**

**30%**

**Business  
Licenses**

**6,216**

**2018/19  
Total Operating Budget ▶ \$139M**

## CITY SERVICES



Recreation  
Events/Sports  
Attendance

**2,300**

Code Issues  
Managed

**49,000**

**1,660**  
**Potholes Filled**



Meals Delivered  
Homebound  
Seniors

**12,154**

**2018 Total Grant Funds ▶ \$7M**

***This list highlights some of the City's many accomplishments in 2018.  
As a community we celebrate these successes.***

**Fiscal Sustainability | Strong City**

- City's emergency reserves are 30%
- Vista's unemployment rate is 3.4%
- Vista job growth | 2%
- Property tax revenues increase | 5%
- Vista Business Park 900+ companies
- Vista Business Park employees 24,000

**Traffic Flow | Street Improvements**

- Bi-annual slurry seal completed | \$1.5M
- Sealed/restriped 65 lane-miles of streets
- Repaved/refurbished 69 miles of streets
- Paseo Santa Fe Improvements Phase II & III continued
- Downtown new public parking spaces added
- New sidewalks Townsite | Bobolink | Indian Rock Road
- Completed E. Vista Way medians | Added new 3rd NB lane
- Construction on Inland Rail Trail in Vista
- Pothole repairs 1,660 | Install/replace street signs 4,129

**Remove Blight | Improve City Image**

- Code Enforcement resolved 2,300 issues
- Code managed 471 blight-related cases | Closed 423
- Graffiti removal | 146,606 square feet
- Removed 6,062 illegal signs from city right-of-ways
- Removed 654 abandoned vehicles
- Purchased property/demolished building | Michigan Avenue
- Installed landscape/fence | Civic Center Dr and Hwy 78

**Economic Development | Downtown Vitality**

- Improved 10 storefronts with Business Facade program
- New Ayres Hotel under construction
- Business Walks: Vista Business Park | Downtown
- Honda dealership broke ground and began construction
- Downtown Opportunity Zone Status acquired
- Breweries 17 | Distilleries 2 | Wineries 2 | Meadery 1
- Pacific Premier Bank opening in Paseo Pointe Building
- New restaurants: Shaks | Pub980 | Swami's | Dog Haus  
Mother's Provisions | Raising Cane's | Wildwood Crossing

**Public Safety | Fire & Emergency**

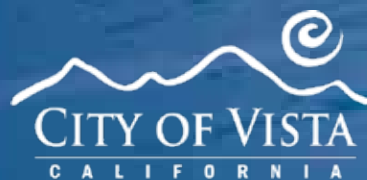
- Calls for service | 14,793
- Added Homeless Outreach Paramedic
- Fire investigator response | 37
- Fire & Life Safety inspections | 486
- Weed Abatement inspections | 561
- Construction Inspections 328 | Plan Checks 610
- Public Education | Fire safety 2,463 reached

**Public Safety | Law Enforcement**

- Crime rate at all time low
- Calls for service \*53,929 includes 21,068 deputy initiated
- Junior Deputy program | 120 graduates
- Senior Sheriff Volunteer Program | 34 volunteers | 16,505 hours
- Neighborhood Watch program meetings | 24
- Safety presentations | 41

**Parks | Recreation**

- Bub Williamson Park improvements approved
- Movies in the Park 4,400 | July 4th event 8,000
- Increased adult softball teams 7%
- Local youth leagues in City fields | 5,000 youth total played
- Volunteer youth basketball coaches | 120
- Recreation Events/Sports attendance 49,000
- Increased after school/drop off at Linda Rhoades Rec Center
- Free after-school sports program at LRC | 252 attended
- Early childhood development class | 288 registered
- Wave Waterpark | new spray park/splash pad
- Wave Waterpark users 75,000 | season passes sold 1,100
- Senior Out and About trips | 7,480 | Volunteer hours 4,328
- Senior meals served and delivered | 25,154
- Implemented new senior 'Adopt a Mobile Home Park'
- Facility rentals 369 facility rentals serving 35,316
- Park rentals 501 | serving 22,240
- Moonlight Summer attendees | 84,940
- Moonlight Presents | 10,075
- Moonlight Summer | 5 SD Critic's Circle Craig Noel Awards
- Six new Kites Over Vista | Hosted 10th Anniversary
- Civic Gallery 8 exhibits | New murals 4





# CITY OF VISTA

## Stay Connected with **Weekly News Updates**

*Stay connected to the latest updates on road and traffic projects, recreation for kids and family, senior activities, cultural arts happenings, and more news online.*



**VistaNewsCenter.com**



### MISSION STATEMENT

The City of Vista is dedicated to providing exceptional services, to improving Vista's quality of life, and to enhancing the uniqueness of the Vista community.

**Judy Ritter**, Mayor

**John B. Franklin**, Deputy Mayor

*Council Members*

**Amanda Young Rigby** | **Joe Green** | **Corinna Contreras**

**Patrick Johnson**, City Manager

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