

# CITY OF SHERWOOD

Close to the action, far from the noise

## STATE OF THE CITY

### 2020 Year-In-Review

“

The year 2020 was a year of new challenges throughout the world, our nation, state, and city. The Covid-19 pandemic mandated many adjustments, cancellations, and new ways of approaching meeting our community's needs. We faced many challenges as a team and continue to do so.

Despite the many challenges, we not only survived, but we also thrived! Our employees and staff demonstrated real teamwork. It was not always easy, but each met the challenge. The year 2020 was certainly an opportunity to experience unity and flexibility.”

- MAYOR VIRGINIA YOUNG

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## ANIMAL SERVICES

8

YEARS WITHOUT  
EUTHANIZING  
ADOPTABLE PETS

FRANNIE FUND  
DONATIONS

\$6,715

39

PET OWNERS WHO  
USED DISCOUNT  
VOUCHER PROGRAM  
FOR SPAY/NEUTER  
ASSISTANCE

Our Animal Services Department met the challenge with an increase in pet adoptions. Many families reached out to our shelter desiring pets as a result of being home for extended periods. Our department experienced the eighth year without euthanizing adoptable pets. The department offers many programs to continue placing animals, including the barn cat program, trap-neuter-return program, and numerous adoption events and opportunities. Due to the Covid-19 pandemic, we completed all adoptions outdoors in the gazebo or mobile adoption unit.



Through the department's caring supporters' generous donations, the Frannie Fund is now in its 14th year. In 2020, the fund provided financial assistance for four dogs and two cats to receive treatment for heartworms, injuries, and treatable illnesses. Supporters of this lifesaving program donated \$6,715, and the fund paid out more than \$1,435 for the above listed medical treatments. The discount voucher program for spay/neuter assistance provided 39 low-income pet owners with low or no-cost spay/neuter services for their pets.

## SENIOR CENTER



Covid-19 greatly impacted our programs and opportunities for our seniors. The Jack Evans Senior Center was closed from spring until early summer. Participation was naturally low once the facility reopened. We were still able to provide transportation for our seniors throughout the year and maintain contact with our participants via telephone.

\$25,000

### CONTRIBUTIONS TO MEALS ON WHEELS PROGRAM

Despite the challenges, some seniors even participated in the Friday night music and bingo, and other games. We look forward to resuming to a regular program. The city continues to contribute \$25,000 to Meals on Wheels for our seniors who benefit.

## PARKS & RECREATION



### PARKS DIRECTOR DARREN AUSTIN

Darren Austin, who had served for many years as assistant director, was appointed Parks Director after Sonny Janssen's retirement. Our Parks embraced the year as they navigated many changes along with COVID-19 response, layoffs, closures, increased outdoor park use, separation, new ideas, events canceled, events modified, etc. Revenues in most all facets of Parks were not able to meet expectations. All programs and services experienced some form of modification or cancellation. For example, the Arkansas Department of Health determined that residents can play golf because they can achieve social distancing; therefore, our golf course has experienced a good year. This distancing does come at a cost, though. The carts have seen double use since only one person is allowed per cart. This increases grounds maintenance because of more frequent cart use. The banquet hall received a major remodel starting early in 2020, including interior paint, new lighting, renovated restrooms, and carpet.

Open space and outdoor parks have seen an exponentially increased usage. The pools and Splash Pad opened late due to Covid but saw increased patronage even



17,075

### OUTDOOR AQUATIC VISITORS

with reduced capacity mandates. There was an increase in summer outdoor pool pass sales and patron attendance. The outdoor aquatic facilities had 17,075 visitors and sold 165 family pool passes. Thornhill and Fairway pools shared 5,527 visitors this summer, while the Splash Pad hosted 11,548 patrons. There were no swim meets, swimming parties,

## PARKS & RECREATION

or group lessons this summer.

This summer, a joint training exercise was held at Thornhill Pool for the first time. This included Sherwood Parks administration staff, lifeguards, Sherwood Police, Sherwood Fire, NLR Police, and MEMS. This exercise was a simulated spinal injury in the deep end of Thornhill Pool. Only the supervisors of each department knew this was for training. An actor dove into the deep end and simulated an injury that needed immediate attention by lifeguards. This scenario played out from injury to transport by MEMS. It was a valuable tool and was a great success with every department.

The Fourth of July Family Celebration was abbreviated to just fireworks and was met with great enthusiasm. People stayed distanced, and attendees appreciated the show.

While Parks buildings were closed, a large amount of deferred maintenance was completed to include painting all hallways, meeting rooms, and restrooms at the Harmon Recreation Center and Sherwood Forest. Full-time staff stripped and waxed floors and replaced ceiling tiles. The brush was cut and removed from Sherwood Forest; most parks were high-limbed, vehicles were cleaned and sanitized inside and out, staff purged closets of un-needed items, all buildings were high dusted, sanitized, and re-organized.

Upon reopening, our facilities reduced

room rental rates to encourage rentals. This helped some in the smaller rooms, but larger rooms have suffered due to large group restrictions from the Arkansas Department of Health.



The new Henson Tennis Center opened in November with great success. There are six lighted courts and a pro shop located at 420 Dee Jay Hudson Drive. This is the culmination of an Advertising & Promotions bond issue.

The Enchanted Forest Trail of Christmas Lights opened ten days early since this can be done while socially distancing. It was a great success. Visitation exceeded 27,000 cars. The extra ten days totaled 4,283 cars. The previous record was in 2019 with 20,095 cars.

27,000+

**CARS THAT VISITED  
THE ENCHANTED  
FOREST TRAIL OF  
LIGHTS**

## INFORMATION TECHNOLOGY

Our Information Technology Department continues to make improvements. The IT Department replaced approximately one-third of the workstations in our environment. We had some additional machines with issues, and we ended up replacing the hard drives in those machines with solid-state drives, improving the workstation speed significantly. Overall, we are on track with keeping up to date with our workstation rotation schedule of replacement every three years. This is new for the city, and we are noticing the results of having newer computers. The Virtual Justice Server 2003 in our Courts Department was updated to the latest available.

The Collier building's build and configuration were completed, including setting up enterprise-level Wi-Fi with a VOIP solution for our phone system. This has provided us a very stable network and reliable call quality for this new facility. Migration is complete to a new backup solution that allows for multiple daily backups, allowing for quick restoration. Implementation of some new servers for our computer and user authentication brought about room for much more secure integration with third-party applications and vendors. This will provide us the ability to grow and improve our business safely and securely.

## PUBLIC WORKS



Our Public Works Department experienced an increase in some services due to residents working from home and schools closed for extended periods. Household garbage collection increased as well as new service requests from new homes. A joint partnership with Sherwood, Jacksonville, and Pulaski County replaced the Oneida bridge.

Josh Penland was promoted to assistant director, and a full-time operations assistant was filled. Approximately six miles of existing streets were overlaid. Sidewalks on Mohave, Pembroke, and Calva were constructed. The dirt work for the new Public Works facility was approximately 70 percent complete by the end of the year.

## HUMAN RESOURCES

37

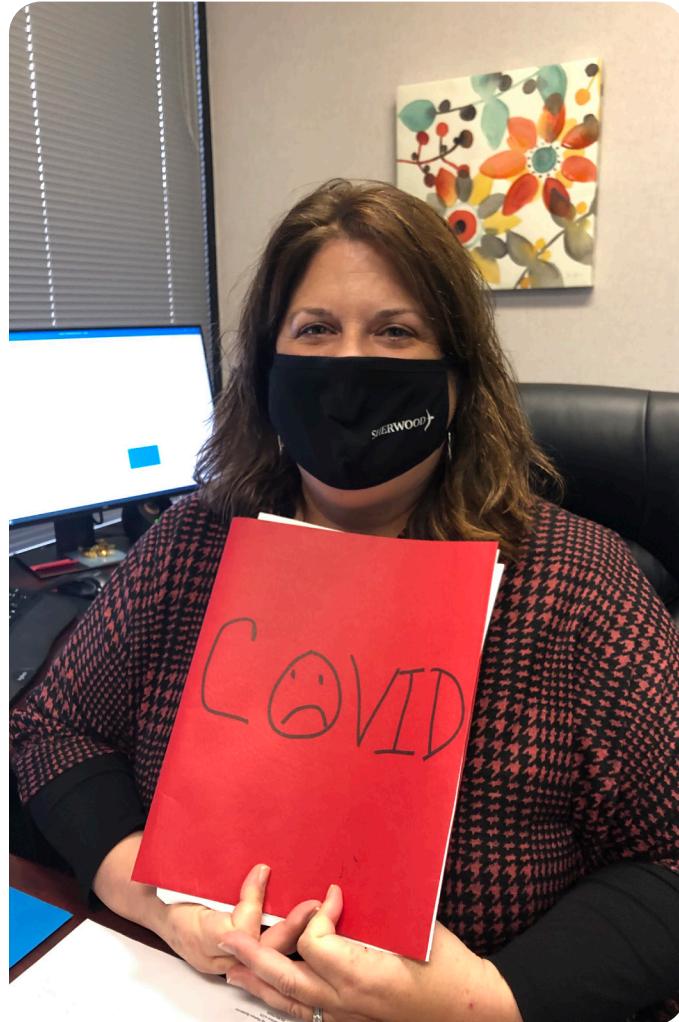
24 NEW FULL-TIME  
AND 13 NEW PART-  
TIME EMPLOYEES  
PROCESSED BY HR

APPLICATIONS  
PROCESSED

692

\$36,216.94

FAMILIES FIRST  
CORONAVIRUS  
RESPONSE ACT  
FUNDS PAID TO  
APPROXIMATELY 80  
EMPLOYEES



The Human Resources office manages employment-related matters for over 300 full and part-time employees. In 2020, we processed 24 new full-time employees and 13 new part-time employees, 112 terminations, most of which were seasonal and part-time positions. Additionally, Human Resources processed 692 applications. HR could not have the annual health fair and benefits but conducted a successful “drive-by” flu clinic, where more than 100 employees were vaccinated. Jill Ross joined our city in the late fall as our Human Resources Director.

Covid-19 was the over-riding theme for the Human Resources Department. Every department within the City was affected by Covid. The City paid \$36,216.94 in Families First Coronavirus Response Act pay due to employees requiring quarantine, positive test results, or required time off from work due to their child's daycare/school being closed. The City of Sherwood had roughly 80 employees who were able to benefit from the FFCRA. Those employees who remained at work and whose health or family's health was not affected did a great job of maintaining City services even with decreased staff.

256

**PERMITS ISSUED -  
249 NEW HOUSING  
AND 7 NEW  
COMMERCIAL**

Engineering/GIS and Permitting, Planning and Inspections Department began the year 2020 in their new offices at the Barbara Collier Municipal Complex. The well-designed lobby and office spaces, along with a digital phone system and modern computer server equipment, allowed staff to work through the challenges of the COVID-19 pandemic with no loss of service to city administration or the public. Staff used the fully interactive Engineering Conference Room frequently to support the Planning Review Committee, Planning Commission, and public information meetings. This allowed engineering and planning operations to continue uninterrupted. Otherwise, it would have been severely limited due to restrictions on the number of people allowed to meet in person due to the pandemic.

Permits continued to use iWorq, a permit management software, during the year to issue and manage permits totaling \$312,578.41. There were 249 new housing permits issued and seven new commercial permits.

A pilot program began within the department, utilizing iPads to record and report inspection data in real-time during

inspections. Eventually, paper processes will give way to digital operations, with continued digital conversion anticipated in 2021.

Code enforcement performed 4,453 inspections and re-inspections during 2020, an increase of 21% over 2019 totals. Nine structures were declared unsafe during the year, 12 structures were demolished, and 166 citations were issued. There were 49 “contractor cut/clean” orders issued to mow and clean yards neglected by owners, costing the city \$7,131.91, of which \$1,148.82 has been reimbursed to the city to date.

“Sherwood Vision 2040” is the Comprehensive Plan’s name, including the Land Use Plan, Master Street Plan, and Comprehensive Plan Map. Vision 2040 was adopted at the end of 2019 and was referenced regularly throughout 2020 to guide the Sherwood Planning Commission and Planning Staff’s decisions. Professional consultants were selected and placed under contract to develop a “Bike and Pedestrian Master Plan,” and revise and update the Sherwood Master Parks Plan. The Planning Commission approved five Preliminary Plats, eleven Final Plats, three Site Plans, and one Conditional Use. The Commission recommended to the City Council six Land Use Plan revisions, seven Zoning Code revisions, and seven rezonings.

The Geographic Information System (GIS) was depended on heavily and regularly during 2020 to collect and process data

## ENGINEERING, PERMITS & PLANNING



and to produce maps and graphics to support engineering, wastewater, planning, public works, fire departments, street improvement projects, drainage studies and projects, 911 addressing, floodplain management, Emergency Warning Sirens propagation analysis, economic development, grant proposals, citizens' requests for information, and the city's website and social media platforms. The City of Sherwood received a grant for \$100,000 to develop the Power Line Trail this year. We connected Baring Cross Road (formerly called Kohl's Road) through to Lantrip. A contract for the construction of the Maryland Avenue widening project was awarded in December. Bids were opened for the Maryland Avenue extension project.

Flooding throughout Sherwood in January 2020 brought renewed awareness to floodplain management and a need for drainage improvements citywide. Two hydrology and hydraulics studies were completed that provide data to support the design of drainage improvements in the

upper Gap Creek area and the Cordelia Drive area. A new stormwater program manual was developed by the Sherwood Engineering staff and accepted on the first submittal by engineers at the Arkansas Department of Environmental Quality. ADEQ staff complimented Sherwood for having a complete submittal with no revisions or additions required. Sherwood Engineering earmarked professional fees in their 2021 budget to develop a stormwater utility plan to further stormwater studies and drainage improvements.

Emergency Management has continued to maintain professional development and certifications beneficial to the City of Sherwood. An Emergency warning siren at Beth Drive was replaced with a new siren and pole. Plans for 2021 include two additional sirens in Sherwood to serve developing areas.

The Sherwood Wastewater Department maintained regulatory compliance at the north plant, south plant, and in the satellite system. The north plant treatment process improvements were completed early in the year, including four new pumps, piping, valves, and controls automation. A five-year plan to clean and camera 82,300 linear feet of wastewater collection mains in the south collection system that began in 2016 was completed this year. Additional improvements to this system will continue in 2021. Long-range plans for expanding sanitary sewer service north of Kellogg Creek into unserved or underserved areas continue to be developed to support our city's growth.

## POLICE DEPARTMENT



# 5

**SUSPECTS ARRESTED  
IN HOMICIDE CASES  
OCCURRING IN 2019  
AND 2020**

The Sherwood Police Department had a good year in 2020, despite all of the many challenges produced by the Covid-19 issues. When the SPD building was closed to the public, we were able to remodel much of the Police Department building. We continued to provide the

residents of Sherwood with outstanding patrol service and investigative response. We maintained approximately the same crime rate as 2019. Unfortunately, we did have three homicides in 2020, and arrests were made in all three. Two arrests were made in 2020 on homicides that occurred in 2019 as well.

Along with serving our community, we also had the opportunity to serve the Central Arkansas community by sending our SWAT Team and SRT Team (riot control) to Little Rock to assist in the protests in July. We spent ten nights in downtown

## POLICE DEPARTMENT



**OFFICER RICHARD  
MCNEIL, PIO**

The Sherwood Police Department created a full-time Public Information Officer this year, Officer Richard McNeil, and we have been finding ways to be more active with the public. We have revamped our social media presence and have created a free mobile application for citizens to help them stay informed and up to date with the information that we provide to the community. This communication, along with the COPPS officers, radar carts, and directed traffic patrols, proves to be effective in reducing crime and traffic problems.

We currently have eight patrol officer positions vacant, as well as two dispatcher positions. We are continually looking for qualified candidates and are exploring new ways to recruit in our community.

Little Rock helping protect the Capitol grounds and other significant property in the downtown area from being damaged during the civil unrest incident. We were recognized and thanked by the director of the State Police, Bill Bryant, and the Governor of Arkansas, Asa Hutchinson.

As a result of our involvement in the civil unrest incident, our Mayor and City Council recognized the need, and they voted to approve the Police Department to purchase a Lenco Bear Cat armored vehicle. This is a considerable improvement to the fleet and will help protect officers and citizens of Sherwood for many years to come.

An advertisement for the Sherwood Police Department mobile app. On the left, a smartphone displays the app's interface with various icons and the text 'Integrity and Professionalism'. On the right, a dark background shows several police cars parked in a lot. Text on the right side reads: 'Download the Sherwood Police Department Mobile App Today', 'Use the Sherwood Police Department Mobile App to Report Issues, Find Community Resources, and Much More', 'Available on the App Store', and 'Get it on GOOGLE PLAY'.

## CITY CLERK'S OFFICE

The City Clerk's Office had an exceptionally busy year. The city applied and received CARES Funding reimbursement of \$1,169,634. The city also received a \$40,000 COVID reimbursable grant. Sales tax revenues were well above budget projections. The Clerk's Office implemented online payments for business license, liquor tax, and A & P restaurant taxes. Timekeeping software began and is expected to complete soon.

Our revenue projections exceeded our projections. We used no budgeted reserves for

the General Fund. At the close of 2019, our General Fund balance on deposit was \$5,702,910. At the close of 2020, our General Fund balance on deposit was \$8,586,469. We opened new facilities and upgraded existing ones.

\$8,586,469

**GENERAL FUND  
BALANCE ON DEPOSIT  
AT CLOSE OF 2020**

## ECONOMIC DEVELOPMENT

Our Director of Economic Development completed her third year and is working very hard to promote our city. As a result of the pandemic, federal and state funds were made available to business owners. Economic development worked one-on-one with many small businesses in Sherwood to assist in receiving the funds. In cooperation with the Sherwood Advertising and Promotions Commission, Sherwood's first mural was completed in 2020. The Skyscraper Arts & Entertainment District launched in 2020. The first event held included a ribbon-cutting for the mural along with a Mural Microfest. Due to Covid restrictions, the event was reduced to a smaller scale but was still enjoyed by those who attended. The Office of Economic Development and the Sherwood Chamber of Commerce continue to work together, along with business



and community leaders, to increase the opportunities and advantages of doing business in our city.

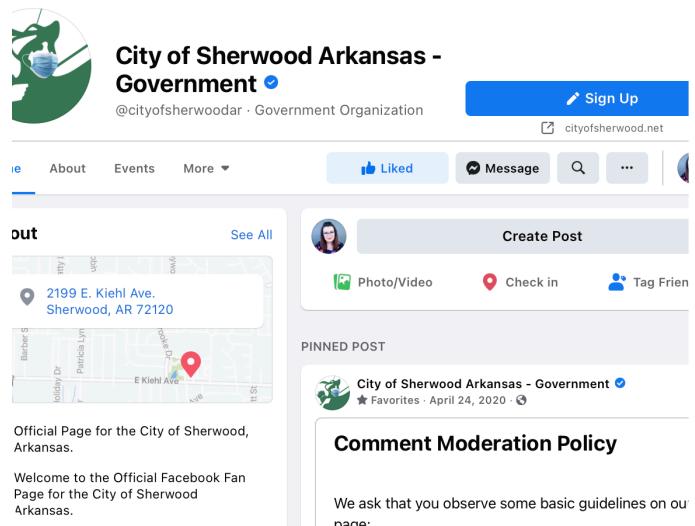
## PUBLIC INFORMATION

A new Public Information & Media Relations Officer position created during the December 2019 City Council meeting was filled on an interim basis in April and permanently in June 2020. Misty Raper has filled the new role and assists the City's many departments in informing the public about meetings, events, and general information through media interviews, website and app updates, press releases, video productions, social media posts, and ads, print materials, roadside banners and more.

In 2020, our primary Facebook page audience grew by more than 23 percent. The most recent advertisement for our annual Trail of Lights reached more than 65,000 people - more than twice the number of residents in our city. Together with the Public Information Officer for the Sherwood Police Department, this role assists more than 14,800 members of the Sherwood Neighborhood Watch public Facebook group.

This role helped the 2020 Complete Count Committee with the 2020 Census, helping produce an informative video about the impact of the Census on our city's funding. This role also worked closely with the Office of Economic Development to create a logo and write the mission and vision for the new Skyscraper Arts & Entertainment District. It also assisted with planning and implementing two brand new events to increase the city's quality of life.

The Public Information Office will



continue to provide much-needed information to our citizens in a transparent and more accessible and engaging way in the year ahead. The PIO Office will accomplish this with continued teamwork with department directors, website improvements, and more content on our social media platforms and research future ways to connect with our citizens. Because this is a brand new role for our city, we can expect to see much growth in this area.



**MISTY RAPER,  
PUBLIC INFORMATION  
OFFICER**

## 2020 CENSUS



After the 2020 Census, Sherwood was ranked 11th in Arkansas for self-response rates and 1st for cities with more than 30,000 residents with a final rate of 74.8 percent. We anxiously await the new Census results. Our new housing starts for 2020 continue to demonstrate that Sherwood is a great place to live. We continue to be a safe, affordable, and enjoyable place to live and grow our families.

### 2020 Census Response Rates

Responses received through: 10/27/2020

National Response Rate			Total Self-Responded																																																													
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<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <b>Population Range *</b>            30,000 <input style="width: 100px;" type="range" value="30000"/> 1,000,000         </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <b>Select State</b>            Arkansas         </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <b>City/Townships</b>            City         </div>			<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <b>Self-Responded by County</b> </div> <table border="1"> <tbody> <tr><td>1</td><td>Benton, Arkansas</td><td>69.4%</td></tr> <tr><td>2</td><td>Faulkner, Arkansas</td><td>69.3%</td></tr> <tr><td>3</td><td>Lonoke, Arkansas</td><td>68.9%</td></tr> <tr><td>4</td><td>Washington, Arkansas</td><td>67.3%</td></tr> <tr><td>4</td><td>Greene, Arkansas</td><td>67.3%</td></tr> <tr><td>6</td><td>Sebastian, Arkansas</td><td>66.2%</td></tr> <tr><td>6</td><td>Pope, Arkansas</td><td>66.2%</td></tr> <tr><td>8</td><td>Baxter, Arkansas</td><td>65.8%</td></tr> <tr><td>9</td><td>Boone, Arkansas</td><td>65.7%</td></tr> <tr><td>10</td><td>Saline, Arkansas</td><td>65.5%</td></tr> </tbody> </table> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <b>Self-Responded by City</b> </div> <table border="1"> <tbody> <tr><td>1</td><td>Sherwood, Arkansas</td><td>74.8%</td></tr> <tr><td>2</td><td>Rogers, Arkansas</td><td>71.8%</td></tr> <tr><td>3</td><td>Springdale, Arkansas</td><td>70.1%</td></tr> <tr><td>4</td><td>Benton, Arkansas</td><td>69.3%</td></tr> <tr><td>5</td><td>Conway, Arkansas</td><td>69.1%</td></tr> <tr><td>6</td><td>Bentonville, Arkansas</td><td>68.6%</td></tr> <tr><td>7</td><td>Fayetteville, Arkansas</td><td>66.5%</td></tr> <tr><td>8</td><td>Fort Smith, Arkansas</td><td>65.1%</td></tr> <tr><td>9</td><td>Jonesboro, Arkansas</td><td>64.7%</td></tr> <tr><td>10</td><td>Little Rock, Arkansas</td><td>63.9%</td></tr> </tbody> </table>		1	Benton, Arkansas	69.4%	2	Faulkner, Arkansas	69.3%	3	Lonoke, Arkansas	68.9%	4	Washington, Arkansas	67.3%	4	Greene, Arkansas	67.3%	6	Sebastian, Arkansas	66.2%	6	Pope, Arkansas	66.2%	8	Baxter, Arkansas	65.8%	9	Boone, Arkansas	65.7%	10	Saline, Arkansas	65.5%	1	Sherwood, Arkansas	74.8%	2	Rogers, Arkansas	71.8%	3	Springdale, Arkansas	70.1%	4	Benton, Arkansas	69.3%	5	Conway, Arkansas	69.1%	6	Bentonville, Arkansas	68.6%	7	Fayetteville, Arkansas	66.5%	8	Fort Smith, Arkansas	65.1%	9	Jonesboro, Arkansas	64.7%	10	Little Rock, Arkansas	63.9%
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Data includes responses collected on the Internet, by phone, by mail, and in person (total enumerated only) in the 2020 Census. Population Data: Annual Estimates of the Resident Population for Counties (2019) and Places (2018). Population Estimates, Population Division, U.S. Census Bureau. \*1,000,000" includes areas with populations greater than 1,000,000.

Shape your future **Census 2020** United States

## CONTACT US

### MAYOR'S OFFICE

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### ANIMAL SERVICES

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### CITY CLERK

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### HUMAN RESOURCES

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### INFORMATIONAL TECHNOLOGY

2199 East Kiehl Ave. .... 835-5319

### PARKS & RECREATION

51 Shelby ..... 835-6893

### POLICE DEPARTMENT

2201 East Kiehl Ave. .... 835-1425

### PUBLIC INFORMATION

2199 East Kiehl Ave. .... 835-5319

### PUBLIC WORKS, STREETS & SANITATION

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### SENIOR CITIZEN CENTER

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