



2024

STATE OF THE CITY

SHERWOOD'S YEAR-IN-REVIEW

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COURTS

Below is data outlining court activity for 2024, including a comparison of activity from 2023.

END OF YEAR REPORT FOR 2024 ALL SHERWOOD COURTS

<u>CASES FILED BY DEPARTMENT</u>	2024 TOTALS	2023 COMPARISONS
<u>TOTAL NUMBER OF CASES</u>		
COURT - CRIMINAL	2,901	5,068
COURT - ORDINANCE	341	485
COURT - TRAFFIC	3,740	4,797
COURT - DWI	148	475
SMALL CLAIMS	75	69
CIVIL	5,075	5,058
COURT - JUVENILE	117	157
TOTAL	12,397	16,109

Note; In the old system each charge was a case but that does not apply to the new system so while it may look like less cases it in fact is not.

DEPARTMENTAL INFORMATION

WARRANTS ISSUED BY COURT	2,638	3,214
WARRANTS SERVED BY POLICE DEPARTMENT	2,175	2,215

MONIES PAID TO GENERAL FUND

ALL COURTS	\$ 701,703.85	\$ 880,603.50
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COURT COST COLLECTED

ALL COURTS	\$ 575,246.21	\$ 658,356.76
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*A PORTION OF THE COURT COST ARE RETAINED BY THE CITY PAID TO THE GENERAL FUND
PLEASE SEE CITY TREASURER FOR PORTION RETAINED TO THE GENERAL FUND

RESTITUTION PAID OUT

TOTAL	\$ 51,159.79	\$ 57,534.95
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*THESE ARE MONIES PAID OUT TO VENDORS AND VICTIMS

TIME PAY CASES

CASES ON TIME PAY*	4,544	4,343
TOTAL OWED TO SHERWOOD COURT	\$ 5,269,824.29	\$ 45,869,981.27

* THIS IS NOT AN ACCURATE COUNT AS IT DOES NOT DEPICT THE CASES NOT MOVED FROM VJ TO CONTEXTE TO DATE



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ECONOMIC DEVELOPMENT

The office of Economic Development is responsible for planning, designing, and implementing economic development strategies, as well as acting as a key liaison between public and private sectors of the community, resulting in the attraction and retention of businesses that will provide a positive economic impact via sales of goods and services, the creation of products, and employment opportunities.

In 2024, the city saw transformative changes that now have us positioned as an attractive destination for businesses, residents, and investors. This report outlines our demographic profile, highlights of the year, and strategic goals for 2025.

Sherwood's population has grown steadily, with the latest estimates placing the number over 33,000 residents. The median age is 37 years, and the median household income is \$63,000. With a diverse and educated workforce, Sherwood remains well-positioned to support businesses across various industries. The city's strategic location, housing infrastructure, and community-oriented atmosphere make it an appealing place to live and work.

SUPPORT
Act 4
Sherwood
#SIGHTODAY

Changing of Wet-Dry Laws

A major milestone in 2024 was the successful revision of the wet-dry laws, which will catapult growth in the northern portion of Sherwood. This change will make the area more attractive for retail and restaurant establishments. These changes will soon show improved sales tax revenue and enhanced performance metrics for stores in the region. These positive indicators are expected to encourage further investments by retailers and developers.

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ECONOMIC DEVELOPMENT

Aldi Announcement

Last fall, the City celebrated the announcement that Aldi will break ground on a new store in 2025. This development is a testament to Sherwood's appeal as a retail destination and will provide residents with more shopping options while generating additional sales tax revenue.



Harps Food Collaboration

The City has been in productive talks with Harps Food, resulting in an agreement to complete necessary road projects to support their new store location. These infrastructure investments demonstrate Sherwood's commitment to fostering business partnerships and creating a supportive environment for growth.

Targets for 2025

Looking ahead, Sherwood aims to: Attract at least one fast-casual restaurant and one sit-down restaurant in the northern portion of the city. Additionally, we will focus on other growth areas such as:

- **Residential Density** - Multi-family housing is essential for building the residential density that makes areas attractive to businesses. Increasing housing options will not only support population growth but also enhance the city's appeal to retailers and restaurants seeking a strong customer base.



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- **Attracting Technology Firms** - As the next industrial revolution, driven by artificial intelligence, takes shape, Sherwood has an opportunity to position itself as a hub for technology firms. These companies, with their smaller and leaner footprints, align well with Sherwood's size and resources. To attract these businesses, the city will need to:
 - Invest in high-speed broadband and advanced telecommunications infrastructure.
 - Develop coworking spaces and innovation hubs.
 - Work with the state to offer targeted incentives to support startups and tech-driven enterprises.
 - Partner with educational institutions to create a skilled workforce tailored to the needs of the tech industry.

Sherwood's economic development successes in 2024 are a testament to the city's strategic vision and collaborative approach. By focusing on residential density, supporting key infrastructure projects, and preparing for the technological advancements of the future, Sherwood is well-positioned for continued growth and prosperity. Together, we can build a city that offers unparalleled opportunities for businesses and residents alike.


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ENGINEERING, GIS, PERMITS, PLANNING & INSPECTIONS & WASTEWATER

Engineering

The Engineering Department is fully engaged in the construction of Jacksonville Cato Phase I. Phase I is projected to be complete around August 2025. Right of way acquisition negotiations have been completed on Phase II. Environmental studies and utility relocations are on the schedule. Summit utilities has been permitted to start relocation activities in March. The Bike/Ped Powerline Easement Trail has progressed to the final stage of right of way acquisitions.

GIS Metrics 2024

- Fulfilled 105 requests for various PDF maps.
- Issued 18 new addresses.
- Submitted 189 GIS data additions/edits to PAgis.
- Created and deployed 6 new interactive web maps and applications.
- Captured 391 new manholes and 348 new sewer lines and submitted to PAgis.
- Captured 1,240 new stormwater features and submitted to PAgis.
- Mapped 386 right of way and easements.

2024 Permit Summary Report

- Commercial Building and Remodeling: 50 permits; \$10,442,993.00 value.
- Fences: 201 permits; \$1,031,610.00 value.
- Home Remodels: 140 permits; \$4,216,490.00 value.
- New Houses: 115 permits; \$29,394,585.00 value.
- Storage Buildings: 44 permits; \$264,061.00 value.
- Swimming Pools: 13 permits; \$513,020.00 value.



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2024 Planning Commission Review

Site Plans (5)	Rezoning (7)	Conditional Uses (2)
231 Newman Drive	508 Sherwood Avenue, R-1 to R-2 (Withdrawn)	8801 Highway 107, Gasoline Service Station
10023 Highway 107 (Sylvan Hills Learning Center)	10023 Highway 107, R-1 to C-3 (Sylvan Hills Learning Center)	8900 Highway 107, Residential Care Facility (Denied)
401 W. Maryland (Withdrawn)	1010 Lantrip, R-1 to C-4	
Lot 20A, Sylvan Hills Addition	300 Trammel Road, R-1 to I-1	
9215 Highway 107 (ALDI)	Lot 19RR Meriwood Addition, C-2 to C-3	
	8900 Highway 107, R-1 to R-3, amended to C-3	
	7800 Highway 107, R-1 and C-1 to C-3	

Preliminary Plats (2)	Final Plats (6)	Replats (2)
WP Subdivision	Lot 20A, Sylvan Hills Addition	Lot 2, Block 9 Sylvan Hills Addition (Sylvan Hills Learning Center)
Trammel Woods Subdivision	Reed Estates	Lot 16R, Block 9 Sylvan Hills Addition (Denied)
	Trammel Loop Addition Phase 2A	
	Trammel Loop Addition Phase 3	
	Lots 1 & 2, ALDI Addition	
	Lot 13, Hum Addition	

Wastewater

- Sherwood treated a total of 386.7 million gallons of water in 2024.
 - North Plant treated 216.5 million gallons of water.
 - South Plant treated 170.2 million gallons of water.
- 2,403 locates were processed from Arkansas One Call in 2024.
- Thirty-one (31) customer complaints worked in 2024.
 - Twenty-four (24) were service line issues.
 - Seven (7) resulted from blockage in the main.
- 27,700 linear feet of sewer main were hydro-cleaned in 2024.
 - North Plant Collection System – 3,309 linear feet of sewer main hydro-cleaned.
 - South Plant Collection System – 16,079 linear feet of sewer main hydro-cleaned.
 - Satellite Collection System – 8,312 linear feet of sewer main hydro-cleaned.
- There were eleven (11) point repairs made in 2024.

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FINANCE & CITY CLERK

The Finance Department is responsible for all the city's financial activities, including accounts payable, payroll, accounting and financial reporting and budgeting. The Finance Department is also responsible for revenue collection and investment activities. Additionally, the Finance Department issues business/privilege licenses on behalf of the City Clerk and handles all financial activities for the Advertising & Promotion Commission.



With an increased focus on accounting and financial reporting, the department added a new accountant position in 2024. The department's accountant is responsible for reconciliation of bank accounts and general ledger accounts and assists the Finance Director with special projects.

Measurable performance data for 2024:

- Issuance of 126 business/privilege licenses
- Processing and payment of 11,452 invoices
- Timely completion of fiscal year 2023 financial statement audits
- Creation of 2025 budget and council approval of budget in November 2024

The city ended the year in a strong position. General fund interest revenue increased 22.75% over the prior year due to additional investments and high interest rates. General fund sales tax revenues exceeded budget expectations by 4.45% and increased by 1.21% over the preceding year. City sales tax revenues increased 2.37% over the prior year, while county sales taxes increased 0.07% during the same period.

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The Finance Department, with assistance from the Human Resources Department, implemented new city-wide timekeeping software, which aids with payroll processing and allows employees to see leave balances in real time. Along with the timekeeping system, the Finance Department assisted the Police Department with implementing an advanced scheduler system to better track shift schedules for uniformed employees.

Finance has worked to reduce paper usage within the department and move towards electronic means where possible. Moving to the electronic time-keeping system was a major contributor to reduced paper consumption. In 2024, the department saved approximately 20 reams of paper (10,000 pages).

The City Clerk, Charlotte Watson, prepares the agenda for monthly City Council meetings and notifies the media of meeting dates and times for boards, commissions, and council meetings. The City Clerk participates in City Council meetings and prepares minutes for each meeting. The City Clerk is responsible for recording all ordinances and resolutions adopted by the City Council.



In 2024, the City passed 59 resolutions and 26 ordinances. Also in 2024, the City Clerk, Finance Department, and Information Technology Department began a process to codify the City's ordinances into a searchable online database. This project will be completed in early 2025.



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GRANTS

2024 Grants = \$5,136,189.41			
Amount	Department	Grantor	Purpose
\$ 15,000.00	Courts (DWI)	Arkansas State Police	Personal Services
\$ 15,239.41	City of Sherwood	State of Arkansas	Baby Box
\$ 460,000.00	Engineering	Federal Aid	STBG Cen Ark Greenway Gap Creek - Oneida
\$ 4,000,000.00	Engineering	CARTS Surface Transportation Program Block Grant Funds by Metroplan	Jax-Cato Phase II
\$ 210,000.00	Parks & Recreation	Arkansas Dept of Parks, Heritage & Tourism	Inclusive Park Improvements - Lake Cherrywood Park
\$ 49,992.00	Police Department	Arkansas Public Safety Equipment Grant (PSEG)	10 body cams
\$ 16,958.00	Police Department	Department of Justice (JAG)	SWAT Team with equipment
\$ 69,000.00	Police Department	Selective Traffic Enforcement Program (STEP)	Overtime working with STEP enforcement, radars, and child safety seat purchases
\$ 300,000.00	Public Works	Arkansas Street Aid Committee	Overlay of 1.75 miles of Trammel Rd & Trammel Estates

HUMAN RESOURCES

The Human Resources (HR) Department is vital in ensuring that the city operates effectively by supporting a skilled and diverse workforce. This report outlines key achievements, challenges, and goals for the upcoming year, providing an overview of the current state of HR operations within the city.

As of December 31, 2024, the city employs approximately 320 employees across the following departments: administration, finance, courts, human resources, IT, finance, police, animal control, permits and planning, and parks and recreation.

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In 2025, our focus will be conducting “stay” interviews with employees and introducing an employee recognition program to celebrate years of service.

The city's Human Resources Department is committed to fostering a supportive workplace. By addressing current challenges and pursuing strategic goals, we aim to build a resilient workforce that reflects the values and diversity of our community. Together, we will continue to ensure that the city remains a great place to work and serve.



INFORMATION TECHNOLOGY

The state of I.T. within our city is strong and well-planted, and we are proud to share the progress we've made in the past year and our unwavering commitment to delivering the best for our city.

Security: In response to state-mandated cybersecurity requirements and an ever-evolving threat landscape, we have redoubled our efforts to secure all endpoints (mobile computers, phones, and tablets) while maintaining user privacy wherever possible. The concept of “rigid flexibility” guides our approach, ensuring we adapt swiftly to challenges without compromising the safety and privacy of our users.

Accessibility and Flexibility: Technology is most impactful when it is inclusive. We have prioritized tools and systems that are accessible to all users while remaining adaptable to meet a variety of needs across departments. By doing so, we empower our workforce and residents to interact with city systems more fluidly.



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Productivity and Mobility: Enhancements in productivity tools and mobile solutions have allowed our staff to work efficiently from anywhere, aiding in uninterrupted service to our residents. These improvements keep Sherwood moving forward, no matter the circumstances.

Support and Care: The heart of our work is the people we serve. The city's staff, residents, and elected officials inspire our efforts daily. We are dedicated to providing prompt, knowledgeable, and empathetic support to everyone who depends on our systems.

Our mission is simple: To deliver secure, accessible, adaptable, and innovative technology solutions that improve productivity and mobility while prioritizing the interests of our users. As a public entity, privacy cannot always be assured; however, we are steadfast in our commitment to responsible data management and robust safeguards.

Your trust motivates us to equip Sherwood with the technology infrastructure it needs to thrive. Thank you for allowing us to serve this incredible community. Together, we will continue to meet the challenges ahead with resilience, innovation, and care.

PARKS AND RECREATION

Bill Harmon Recreation Center (BHRC)

- Maintained steady revenue in 2024.
- Introduced Limited Senior Memberships, now with 382 members.
- Reintroduced Yoga to fitness classes with strong attendance.
- Installed a new gym floor.
- Indoor pickleball grew in popularity during cooler months, with weekday morning sessions.
- Launched new summer programs, including "Lil Bears Sports" for preschoolers.
- Hosted successful Youth Volleyball and Basketball League seasons.
- Supported Rollin' Razorbacks Basketball practices and a tournament in March.
- Hosted 7 blood drives for the Arkansas Blood Institute.

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Greens at North Hills Golf Course

- 20,403 rounds of golf, an increase of 2,920 from 2023.
- Total revenue: \$472,701.32 (up from \$418,307.29 in 2023).
- Improvements: Replaced cart paths, removed trees, added sod, and maintained high standards with increased traffic.

Sports Complex

- Hosted successful spring and fall leagues for baseball, softball, and soccer.
- Scheduled to manage baseball/softball programs in 2025.
- Held 19 baseball/softball tournaments, 14 of which were youth events.
- Hosted 50 high school games.
- Completed major upgrades, including asphalt renovations and concession stand improvements.

Youth Programs

- After-School Program: 49 enrolled.
- Summer Day Camp: 172 enrolled.
- Youth Basketball: 263 players.



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Sherwood Forest

Sherwood Forest hosted over 100 events in 2024, showcasing its popularity as a community event space.



Special Events

- Annual Easter Egg Hunt: 2nd year at City Hall Park. Very well attended with 12,500 eggs.
- 3rd of July Celebration: Full capacity at Greens Banquet Hall event. Outdoors featured food trucks, bounce houses, and a larger fireworks show.
- 3rd Thursdays in the Park and Winter Fest: Well-attended; Winterfest included 54 vendors, 10 food trucks, and 74 Christmas parade entries.
- Pumpkin Bash: Featured a floating pumpkin patch, games, and costumes for all ages.
- Noon Year's Eve: Included games, cookie decorating, and a balloon drop.



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Sherwood Senior Center

- Total miles driven: 13,385.
- Total people transported: 3,924.
- Monthly meal attendance: 125+.
- Bingo participation: 120+.
- Mackinac trip participants: 45.



Aquatics

- Party Revenue: \$13,600 from splash pad and pool rentals.
- Summer Pool Pass Revenue: \$13,375.
- Swim Lessons: \$15,830 total revenue.
- Launched Sherwood Sharks swim program with 117 participants.

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Major Park Projects

- Stonehill Park: Installed a new swing set.
- Storer Park: Improved walking trail connectivity.
- City Hall Park: Added two Pickleball courts and an inclusive playground.
- Lake Cherrywood Park: Added a basketball court, restrooms, lighting, and parking (\$210,000 grant Ark Dept Parks, Heritage and Tourism).
- Sports Complex: Built new soccer restrooms and renovated multiple baseball/softball fields.
- BHRC: Installed a new gym floor.
- Indianhead Park: Added a new walking trail (\$27,000 from a previously awarded RTP Grant through ARDOT).



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POLICE DEPARTMENT

The Sherwood Police Department had an exceptional year, thanks to our dedicated officers and civilian personnel. We are also fortunate to have strong leadership in City Hall and a supportive City Council. The 4% salary increase for officers this year, along with the 3% cost-of-living adjustment for 2025, has significantly helped us maintain our current staff and attract potential candidates for employment. The department is deeply grateful for the support of all the elected officials.

This year, we begin 2025 with:

- 8 open Police Officer positions.
- 3 open Dispatch positions.
- 1 full time Animal Control position.
and 1 open part time position.
- 1 open Code Enforcement position.
- 0 open Civilian positions.

The Communications branch of the police department took in 53,248 non-emergency calls in 2024, 12,733 emergency calls via 911, 35 calls via text 911.

Our supervisor, Ms. Beth Fletcher, has also been diligently working on the process of merging with the North Little Rock and Maumelle dispatch centers.

The Patrol Division made 949 arrests for both felonies and misdemeanor crimes in 2024, arrested 116 DWI's, wrote 3,157 citations, worked 813 accidents and made 6,848 traffic stops.



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POLICE DEPARTMENT

The Detective Division assigned 1,305 cases this year based on 5,035 written reports and 35,632 calls for service.

The Warrants Division issued 2,638 warrants in 2024 and served 2,174 warrants.

The COPPS Division was very busy and worked a total of 90 events in 2024, while also taking and working traffic complaints and assisting in planning city events and supporting school activities, charity drives and supporting the local schools through the SRO program and other community relations.

Our FOIA office filled 432 FOI requests in 2024 for the Sherwood Police Department and another 95 requests were filled for the City of Sherwood.

Our Code Enforcement office completed 2,461 inspections in 2024, completed 1,984 reinspection's, served 1,524 notices, issued 72 citations, and red tagged 29 structures. This was done with only two code enforcement officers for most of the year 2024.

Our Animal Control Department took in 610 animals in 2024, adopted out 348 animals and reunited 178 animals with their owners. They also sterilized 322 animals.



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PUBLIC INFORMATION

The role of the Public Information and Media Relations Officer involves facilitating communication to the public by utilizing diverse mediums such as media interviews, website updates, press releases, video productions, social media posts, advertisements, and print materials.

- 2024 Social Media Growth:
 - 4,000+ new followers; doubled from 2023
 - 459,000 accounts reached
 - 1.4 million post views
- The Talk of the Town Newsletter:
 - In 2024, the department assumed content and graphic design in-house; saving the city approximately \$3K annually
 - 10,000 printed newsletters distributed to residents and businesses
 - Digital copies distributed monthly on CityofSherwood.net and the City Facebook page
- Television Coverage: Six scheduled live appearances on THV 11's *The Vine*; numerous other interviews as requested by various television stations
- Advertising: Increased digital advertising due to the flexibility, precise targeting, measurable results and versatility
- Digital Advertising Results: Social Media/Precision Targeting Campaigns Through Local News Outlets/Billboards
 - 11 successful ad campaigns, designed in-house
 - 1.27M impressions (number of times the ads were seen)
 - \$3,310 spent; funded by the A & P Commission
 - Six digital billboards were utilized for eight events; secured for free
- Photography: Over 3500 photos taken throughout the year for use across all promotional outlets



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PUBLIC WORKS

In 2024, Sherwood gained 132 new residential sanitation customers. They delivered 103 additional garbage cans and 26 recycle cans. Yard debris, including leaves, garbage, and junk, was hauled to respective locations. The leaf vacs have covered the city five times and will run until January 31, 2025.

Equipment acquisitions included a 2024 28yd Knuckle Boom Truck, 2024 24 yd Rear Load Garbage Truck, Crew Cab 4x4 Pickup Truck for the Street Department, and a 2000 Gallon Water Truck for the Street Department. Over 5.5 miles of streets were overlaid, costing \$1,414,442.95. Potholes were repaired citywide.

The Laramie / Indianhead Drainage Improvement Project was completed.

On E. Kiehl, 3293 feet of sidewalk was installed.

Negotiated the extension of the Waste Management Recycle Contract until March 31, 2027.

Worked with Cromwell Architects and Engineers along with Baldwin Shell to design a new Public Works and Police and Fire Training Facility. In November, the City Council approved the funding of \$12,700,000.00 to construct the new Public Works and Police and Fire Training Facility.



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PUBLIC WORKS

Throughout the year, 980 loads of yard debris were hauled to American Composting for a total of 24,503 cubic yards. One hundred twenty compacted loads were leaves for a total of 3000 cubic yards. One thousand eight loads of garbage were hauled to Two Pines Landfill or a total of 9643.30 tons, and 588 loads of junk were hauled for a total of 2559.74 tons.

Various repairs and maintenance were performed on streets, sidewalks, and drainage systems. Street repairs and installations included culverts, collars, and drainpipes. Numerous street sections were repaired using asphalt, gravel, concrete, and other materials. Repairs were conducted at various addresses, covering a range of issues from culverts to sidewalks.

Ditches and drains were cleaned and cleared. Road repairs and installations were extensive, covering multiple locations and addressing issues like street failures, ADA ramps, French drainpipes, curbs, and more.

