

Broadview Heights Banner

A publication of the Joe Price for Mayor Campaign

Spring 2007

Joe Price announces candidacy for Mayor, new ideas for City

On May 24, Joe Price filed petitions to become a candidate for Mayor of Broadview Heights. After consultation with family and friends, prayer, and advice-seeking from neighbors and others close to him, Joe decided in late 2006 that he wanted to improve the city by being elected Mayor.

"I've lived here for nearly 12 years, and our city has seen and lot of growth in that time. Sadly, we don't have leaders or a system of working together at City Hall that's up to the challenges we face as a growing community," Joe says. "I want to change that, and with the consent of the voters,

God willing, change will happen."

Joe and Denise Price live in the small Cherry Hill subdivision off Royalton Road, less than a mile east of Broadview Road. Their son Kevin is graduating from



**Mayoral
candidate
Joe Price**

Brecksville-Broadview Heights High School in June. Joe also has four other children as well as a granddaughter. Joe, who's 50, is a lifelong resident of Northeast Ohio. He graduated from Brooklyn High School, and went on to attend Cuyahoga Community College's West Campus.

MANAGEMENT PAIRED WITH FAITH AND EXPERIENCE

Joe has 30 years of experience in business management. While attending college he entered the business world in the area of automotive service management. In 1979 he was promoted to retail stores management, becoming the youngest store manager in the continental U.S. for General Tire and Rubber Company.

In 1983 Joe was recruited by Firestone Tire & Rubber to join its retail store operations. Two years later, General Tire recruited Joe back to work in territorial commercial sales management, and later again in local store management. Joe worked in many different aspects of management with both corporations.

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*It's Time
for a Change*

Elect
JOE PRICE
for Mayor of Broadview Heights

Visit: www.joepriceformayor.com

Local author writes about Joe

(Editor's note: local author and political commentator Roy Thornton originally wrote this story for a magazine. Mr. Thornton agreed to let the Broadview Heights Banner print the story.)

Meet Joe Price. Joe is a Broadview Heights resident and local businessman. Joe is not particularly happy with the current economic and political direction of Broadview Heights. In fact, Price is sure he can do a better job than the current Mayor, and the few candidates considering a bid for the city's top leadership position, although he is quick to point out that he would step aside if a better candidate stepped forward. Price's ideals and vision for the city are quickly summed up in a mock ad he originally posted on his web site: JoePriceforMayor.com

HELP WANTED BROADVIEW HEIGHTS OFFICE OF MAYOR

We the residents of Broadview Hts. are seeking new leadership in our city, in the office of Mayor. Qualified candidate must apply in person with resume in hand. Be willing to undergo intense public scrutiny while keeping a positive presence and a true desire to serve. We are currently seeking a Mayor who will:

The list, which follows, outlines Joe's ideal qualifications for candidacy, and range from the unification of city government to the strengthening of city finances. It can be viewed in its entirety on the web.

In conversations with Price and in reviewing his website, **Joe has identified the issues** which he thinks can be improved in city government.

The biggest and first he lists is the lack of unity between council and the mayor, and a sense of condescension. Price is determined to unify the body to achieve common goals for the good of the city.

His next two major issues deal with city finance. ***"We need to develop economic growth and build partnerships with development and***



"Leadership + reasonable risk = growth and success."

-- Joe Price

commerce." Price points out that our residents are not likely to approve a tax increase, therefore, all economic growth for the future is dependent on current and future business development. Price also states that while surrounding cities have seized economic opportunities, Broadview Hts. lags behind, ***"We have increased a great deal in residential expansion without a proportional increase in business growth, a condition which increases the financial burden on our taxpayers. Aggravating the situation is businesses going to surrounding cities which will discourage growth here."***

This is where Price thinks his experience as a business entrepreneur will aid him as a city leader, although he also states, ***"This isn't all that qualifies me for the position."*** Price

has studied the City Charter and urges others to do the same. Working within the charter guidelines, Price feels it is time for the city to take a few calculated risks, ***"Leadership + reasonable risk = growth and success."***

"There are checks and balances in place no matter where you are," Price adds. "In business it is my customers. At home it is my wife. If I am elected Mayor, it will be the residents. Ultimately, God will hold me accountable."

Also on the subject of accountability, ***"In the last election, we were promised changes which never happened in the current administration,"*** Price adds. "That may be one of the best promises, which was broken. There is a lot of city knowledge divided between our department heads and their staffs....It is my belief that we have many talented Directors. The shortfall is a lack of strong leadership. Some change will be necessary, some may need a little nudge, others may need to go. There is a need for stability in our city. Most of our leadership is professional and would work well within my administration."

On what sets him apart from the current Mayor and those he thinks will run, Price says, ***"I have a plan, which includes a timeline, a strategy, and the drive to com-***



Roy Thornton's book ***The Apostle***, is a suspense thriller with a hard-edged religious twist centered around characters

from Cleveland. It's available at local book stores and at Amazon.com

Brooklyn gains millions in freeway development; why not Broadview Hts?

One way Broadview Heights could generate many millions of revenue to fund badly-needed improvements in services and recreation would be to better develop its land at the intersection of Interstate 77 and Royalton Road/Route 82.

All four corners of this intersection are in the city of Broadview Heights. The Northwest corner has the greatest potential, with about 100 acres of land that could be used for economic development. The Southwest corner, where the BP now sits, also has development potential.

Northwest of us, the city of Brooklyn took advantage of the completion of I-480 by commercially developing the land at the intersection of Tiederman Road and the interstate. The Plain Dealer's print production facility sits at the northwest corner of that intersection. On the southwest corner is a major KeyBank operations center, and several restaurants (including Panera Bread, Cracker Barrel and Chipolte's).

On the southeast corner is a T.G.I. Friday's, other restaurants, and two hotels, a new Hampton Inn and an Extended Stay Hotel. Hotels generate revenue three ways: income taxes from the employees, property taxes on the value of the land, and a tax on the guests staying each night.

Why not have this type of development in Broadview Heights, especially on the Northwest and Southwest corners of the intersection?



Summer Festival

Our City's **Summer Festival** returned in 2006 after a year's absence due to a budget shortfall. This year's Summer Festival is scheduled for July 12-15. Hours are 5 to 11 pm on Thursday, 5 pm to midnight Friday, noon to midnight on Saturday, and 1 to 10 pm Sunday. Admission is free to this volunteer-driven, family event. If you can assist, call Annette Phelps at 440-526-3651.

2nd GO SHOW is set for Oct. 13-14

SHOW, sponsored by both the Brecksville and Broadview Heights Chambers of Commerce, will be twice the size and the length of its very-successful 2006 inaugural.

The GO SHOW is a community fair displaying and offering all of the goods and services that are available in Broadview Hts., Brecksville and the surrounding communities. There is food, shopping, family entertainment, door prizes, and more.

Last year's show was a one-day event. The 2007 show will be on Saturday and Sunday, October 13 and 14, at Brecksville-Broadview Heights High School. More than 40 exhibitors have already signed up for the event. For more information and details about the Go Show, visit: <http://www.ssgoshow.com>

How to contact City Hall:

Joe Price - Candidate for Mayor
City of Broadview Heights 2007

Uniting the Community by Restoring Trust with a Professional Business Approach to Municipal Government, Residential Needs and Economic Growth.

CLIP AND SAVE

ACCESSING CITY SERVICES

Police Department:

Non-Emergency calls (440) 526-5400

Fire Department:

Non-Emergency and fire prevention calls: (440) 526-4493

How to contact City Hall:

Phone: (440) 526-4357

9543 Broadview Road

Fax: (440) 526-3654

Broadview Heights, Ohio 44147

E-Mail:

cityhall@broadview-heights.org

Mayor's Office

(440) 717-4021 Fax: 717-4004

Departments and Department Heads

Building Department

Dave Kaminski

(440) 526-6864 Fax: 526-3091

Council Office

Sandra Hudack, Clerk

(440) 526-3865 Fax: 717-4044

Courts Office

Jean Mazer - Clerk

(440) 526-4895 Fax: 717-4002

Engineering Department

Dennis Seifert (440) 838-4705

Finance Department

Linda Pertz

(440) 526-3786 Fax: 526-3654

Fire Department

Lee Ippolito

(440) 526-4493 Fax: 526-6153

Human Services Department

Lee Scholle

(440) 526-4074 Fax: 717-1256

Law Director

Vince Ruffa (440) 746-1000

Police Department

Robert Lipton

(440) 526-5400

Recreation Department

Dale Alexander

(440) 838-4522 Fax: 717-4009

Service Department

Raymond Mack

(440) 717-4022 Fax: 717-4068

A Tale of Four Cities

Analyzing the “Bs” shows we’re behind others

Broadview Heights is a city of about 17,000 residents. Its raises and spends a lot of money – about \$21 million in total revenue, in calendar year 2005.

Like many other cities in Northeast Ohio, Broadview Heights has struggled to maintain services while bucking the recession, employment trends and a housing market with larger numbers of foreclosed homes – generating fewer revenues for cities. Unfortunately, our city doesn’t compare well to some of its alphabetical neighbors.

The *Broadview Heights Banner* has obtained the most recent copies of the CAFR – or Comprehensive Annual Financial Report – that each charter city in the State of Ohio is required to submit to the Auditor of State. We also obtained some comparative data from the office of Cuyahoga County Treasurer James Rokakis for the cities of Berea, Brooklyn, Brecksville, and our city. Here is what the statistics tell us:

- On a per person basis, *Broadview Heights brings in less tax dollars* than the cities of Berea, Brooklyn, or Brecksville.
- On a services per person basis, *Broadview Heights provides the least amount* compared to the same three “B” suburbs.
- On a “head to head” comparison with Brecksville, *Broadview Heights comes in second in most fiscal categories.*

INCOME NUMBERS

Each suburb is different. Brooklyn gains about 90% of its revenue from income taxes, much of it generated from out-of-city residents that work at some major employers (such as American Greetings). Berea has Baldwin Wallace College. Both suburbs are experiencing flat to slight dropping populations. Brecksville and Broadview Heights have growing populations, with our city growing faster due to some major new developments in the last few years (such as the Hamptons).

On a per-person basis, Broadview Heights generated the least revenue per person among four suburbs in 2005. It raised \$815.48 per person, only 56% as much as neighboring Brecksville’s \$1,462.42 in total general revenue per person. (See table one below).

Broadview Heights’ numbers are lower due to our tax mix. According to the CAFR reports, our city collected just over \$9 million in income taxes in Calendar Year 2005. That’s 45 percent less than Brecksville’s \$13.845 million in income tax collected. Brooklyn collected over \$12.14 million in income taxes in 2005. Berea collected \$9.49 million in income taxes.

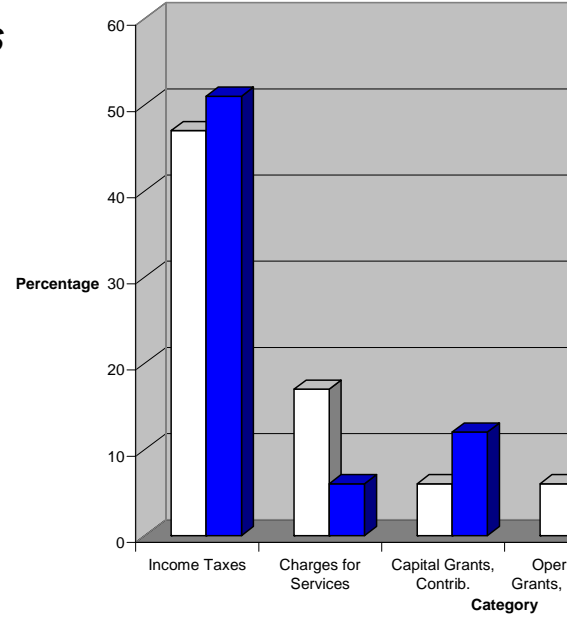


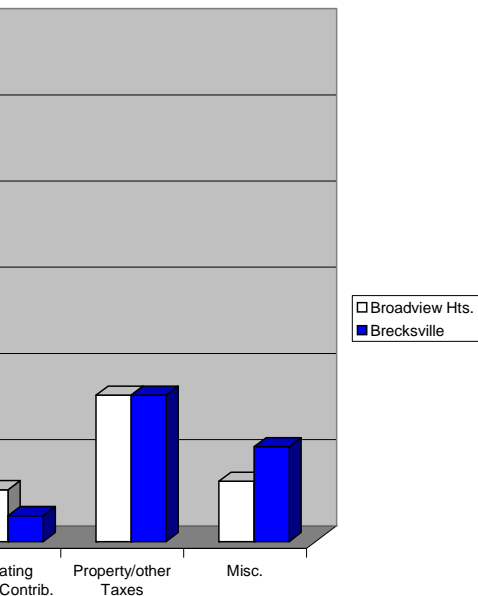
TABLE ONE: Comparing some “B” suburbs by revenue

CITY	POP. (NOACA 2005 est.)	INCOME TAX (millions)	TOTAL REVENUE (millions)
Berea	18,587	\$9.49	\$25.70
Brooklyn	11,291	\$12.14	\$18.78
Brecksville	14,533	\$13.85	\$26.88
Broadview Heights	16,758	\$9.03	\$19.33

Viewing income tax as a percentage of total revenue, Broadview Heights trails the “Bs” again. Brecksville obtains 51% of its total revenue from income taxes. Income taxes are even more important in Brooklyn where the city obtains nearly 65% of its total revenue from the income tax. Berea gets only 37% of its revenue from income tax, but Berea

ome by Percentages

RISON



also collects additional millions every year by having its own water plant. Broadview Heights obtains 46.7% of its total revenue from income tax. That’s not bad; however, about half of the property parcels in Broadview Heights zoned for commercial or office land are sitting vacant. Vacant land cannot generate income tax revenues for a city.

Revenue and population

TOTAL GEN. REVENUE PER PERSON	MEDIAN HOUSEHOLD INCOME (2000 Census)
\$ 828	\$55,205
\$ 1,453	\$43,541
\$ 1,462	\$92,002
\$ 815	\$68,844

Perhaps the most telling statistic is the one of total revenues. We rank third – just about a half million in revenues in 2005 ahead of Brooklyn – among these four suburbs in

total revenues. But we have 50 percent more residents than Brooklyn. If you compare recreational opportunities and services provided of the four cities, we have the least amount. Why? It all stems from lower per-person revenues.

NET ASSETS

Again Broadview Heights trails the “Bs” in this category Brecksville has a whopping \$76.34 million in net assets in governmental activities– the net value of everything the city owns. By comparison, we have \$31.41 million in net assets. Brooklyn has \$22.31 million, but it also has more than 5,000 fewer residents than Broadview Heights. Berea is at \$49.5 million, or almost 50% more than Broadview Heights. It has about 20% more residents than our city.

BRECKSVILLE AND BROADVIEW HEIGHTS – WHERE THE MONEY COMES AND GOES

The same CAFR documents paint an accurate comparison of income and expenses for Broadview Heights and our neighboring city Brecksville. Brecksville’s financial picture is so healthy that the city purchased 102 acres of undeveloped land, along the south side of Oakes Road, from the City of Cleveland in 2005.

Some of the other capital assets Brecksville had funds for in 2005 include roads (\$13.83 million); sanitary sewers (\$10.12 million); storm sewers (\$5.02 million); and construction of the new Human Services Building (\$12.99 million) **See Page Six for a chart comparing expenses.**

HOW TO IMPROVE OUR CITY’S FINANCES

Mayoral candidate Joe Price has a simple prescription for Broadview Heights’ economic condition. “We must do more in the area of development, attracting businesses that will bring good jobs to the city,” he says. “In addition, we need to unify City Hall under a more pro-business environment that will make it easier for existing businesses to grow, more helpful for new businesses to begin here and easier for businesses seeking new quarters to relocate to Broadview Heights.”

Greater revenue would also make it possible for the city to contribute more funds to badly-needed improvement. Price points out that Brecksville invested more than \$15 million in sewer improvements in 2005. Most of Broadview Heights’ sewer improvement funds came from the additional tax assessed on homeowners.

Price’s prescription has one additional component – unity. “We need to get City Council and the Mayor’s office moving in the same direction when it comes to generating more revenue and providing additional income for important city services,” Price adds. “Residents in Broadview Heights have the right to expect superior services and recreational opportunities from their city. It is the elected officials’ responsibility to improve our revenue picture so we have the funds to do just that – make Broadview Heights a truly superior city.”

The Broadview Heights Banner is published by Friends of Joe Price, Elena Golsch, Treasurer, 2740 Timberwood Drive, Broadview Hts., OH 44147

ASK JOE

Dear Joe, I had some terrible flooding in my basement during the bad storms this past June. Now, almost a year later, nothing's been done to help alleviate the situation. If there's another severe storm, I'm worried about the flooding coming back. When is the City going to do something about this? MAD

Dear Mad: I sympathize with you. Several of my friends had flood damage after last summer's storms. Our Mayor and City Council have wrestled with this issue for several months now, but as of this writing (May 17) there STILL isn't a funding plan for storm sewers in place. The main reasons why, in my opinion are a lack of leadership, a lack of unity, and a lack of funds. All three contribute to paralysis. If I'm elected, one of my first priorities will be to put a funding plan in place. Unfortunately, the plan will have to include residents paying for a percentage of the storm sewers.

However, if our city begins to pursue economic development more successfully and gains more businesses (and income tax dollars), we'll be able to use those funds to make more infrastructure improvements. Did you know that Brecksville spent \$15 million in city funds for storm and sanitary sewers in 2005 alone? They have more to do there also, but they are in better financial shape so the burden to the homeowners is a lot less

Dear Joe, two years ago the Ward I lived in changed from Ward 4 to Ward 5. Now I read that the

Wards in the City are going to change again. What's up with all this? CURIOUS

Dear Curious: Voters have approved Charter amendments in 2003 and in 2006, changing the composition of our City Council. In the current alignment we'll have one fewer At Large and one fewer Ward council representative. My preference is to adopt one method and **KEEP IT THERE**. Don't confuse the voters with all these changes.

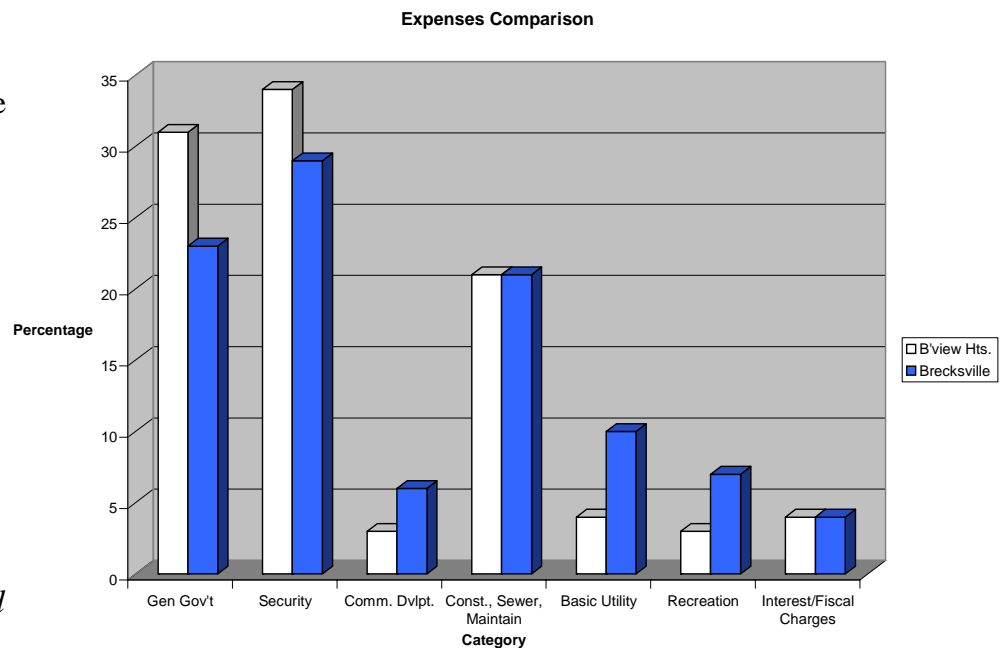
Dear Joe, out of nowhere comes a proposal to build a department store at the undeveloped quadrant of our Town Center at Route 82 and Broadview Roads. What do you think of this? Didn't voters turn down redevelopment proposals there twice in the past 15 years? Why won't voters get to decide about this development? PERPLEXED

Dear Perplexed: We need more commercial development in Broadview Heights. With gas costing over \$3 a gallon, it's ridiculous that we have to drive five miles each way for fresh vegetables, milk, prescriptions, and other basic needs.

I just heard about this department store proposal as this newsletter went to press. I want to know more, but based on what I've heard so far I tend to be in favor of the store but am very opposed to the back-room process by which this proposal emerged. We live in a democracy in the 21st century, and honest, two-way communication is the way that governments need to work to be successful. By keeping this a secret and then springing the proposal on the public through the Planning Committee, the developer and City Hall have both done the public a tremendous disservice.

If you have a question or a comment for Joe Price, email Joe at joeprice@aol.com.

CHART TWO Expenses by Percentages



ROY

Continued from Page 2

plete it.” In his opinion, “*planning and execution are the blueprints to success, whether in business or government.*” In my campaign, I also have a plan, I know what I need, week to week and month to month, along with the flexibility to adjust when necessary.

“In the first four years, I will give our residents considerable improvement in reaching our economic goals. Improvement, which I plan to show by the third year,” Price adds. “By the end of my term, I envision a city standing strong with unity, pride, and integrity.”

When asked what he would say about his candidacy, Price reiterates what he has posted in his web site: “*I have high expectations and unwavering hope for the future of our city and the people who reside there.*”

Finally, asked about recent negative media coverage the city has received, Price states, “**We as a city suffer the wounds of this public attention. Together we can bring about positive change, establish a government that will restore pride, share our vision, and support one another creating a better city. I will motivate and drive change in a planned and positive way.**

“I want to make a positive difference—I want to be your next mayor.”

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Chamber News

Broadview Heights is fortunate to have a good and growing chamber of commerce. Made up of more than 200 businesses, those who own and operate businesses and city officials work together to help commerce grow and prosper in Broadview Heights. Tom Craft, President of Artista Financial, LLP, is president of the Chamber, and Broadview Heights resident David Schroedel is the in-office Chamber manager. You can obtain information about the chamber by calling 838-4510 or visiting the Chamber web site at:

<http://www.broadviewhts.org>

Sunday, June 3 is Broadview Heights Family Fun Day at Jacobs Field. You can enjoy watching the Cleveland Indians take on the Detroit Tigers, save a couple of dollars on each ticket you purchase, and be with your friends and neighbors at the ball game. The Family Fun Day, sponsored by the Broadview Heights Chamber of Commerce, is the brainchild of Broadview Mini Storage owner John Klipfell.

There will even be a Catholic mass, celebrated in center field, beginning at 10:30 that morning. The buffet begins at 11:15 a.m., and the Brecksville-Broadview Heights High School choir will perform the National Anthem at about 12:50 p.m. Oh yes – game time is 1:05 p.m. For details, call the Broadview Heights Chamber office at (440) 838-4510.

On Thursday, May 17, the Chamber had its Scholarship of Entrepreneurial Engagement Program. This is a joint luncheon with the North Royalton Chamber of Commerce. The next



Broadview Heights chamber of commerce

regular luncheon meeting will be on Wednesday June 13 with BJ Wiberg, CCEO President and CEO. The Chamber’s annual *Meet The New Teachers* event will be on Wednesday, August 8.

For more details, call the Chamber at (440)838-4510, or visit the Chamber web site at:

<http://www.broadviewhts.org>

Recreation update

Did you know that Broadview Hts.’ Recreation Department has its own web site? You can access information about the Rec. programs at:

<http://www.bhrec.org>.

At the end of May popular summer sports boys baseball and girls softball will begin play. The Price For Mayor Campaign is planning to update its web site during the summer with the Rec. Department’s schedule. Bookmark [joepriceformayor.com](http://www.joepriceformayor.com) and keep looking at it for updates.

The Rec. Department’s Summer Hours begin on Friday, June 1. The Department’s “School’s out party” is the last day of class, Thursday, June 7. The popular Summer Camp program provides great programs for students who are home for the summer. Camp runs from 9 a.m. to 3 p.m.

The Youth Golf League begins on Monday, June 11, which is also the night for the first Summer Concert and Ice Cream Social. There is also youth golf lessons, the All Star soccer camp, and the Joe Charboneau Baseball Camp, all beginning on June 18.. The 2007 South Suburban GO

JOE

Continued from Page 1

Joe began his own business in 1987. He owned and operated fleet specialties, and then a construction/remodeling business until 1990, when he purchased Midwest Marathon at State and Snow Roads. He's owned and operated this retail business for more than 17 years. He has had annual sales of up to \$6.5 million (combined operations) and an average of 15 to 25 employees on his payroll, depending upon seasonality. He oversees and manages all areas of operation, including human resources and general accounting.

Another important aspect of Joe Price is his "faith" side. Joe and the Price family are members of Cuyahoga Valley Church at I-77 and Wallings Road. There Joe is a greeter and has provides advice and services to the church's building and grounds committee. Serving the local church and neighborhood, he has also gained experience in international and multi-cultural communities by his service on the board of directors to *Teams to the Nations*, a short-term missions outreach at the church. Joe has traveled abroad more than 35 times over the past 14 years, many times visiting and helping improve the operation of an orphanage in El Salvador. He's also served in Ghana (West Africa) and Romania with *Teams to the Nations*.

Joe has many goals if elected Mayor of Broadview Heights. One of them is to improve two-way communication with the City's residents. This newsletter, the *Broadview Heights Banner*, is one example of how Joe Price would accomplish goals if elected.



PRICE FAMILY -- Joe and Denise Price (sitting) with Joe's five children, son-in-law, granddaughter, and two dogs.

Salute serving soldiers also on Memorial Day

Broadview Hts.' Memorial Day parade is on Monday, May 28, beginning at 9 a.m. The parade kicks off at Town Center Drive, just south of Royalton Road.

We invite everyone to send a post card to active duty members of the Army, Marines, Navy and Air Force serving in Iraq, Afghanistan, and elsewhere in the war on terrorism. The campaign will have stamped post cards.

All you'll have to do is write a brief message. Look for volunteers who will be handing out the cards.

Remember our soldiers, past and present, and the sacrifices they have made for our freedom.



The South Suburban GO SHOW is Oct. 13-14. See Page 3 for details.

CHANGE IS ON THE WAY! Want to help Joe Price become Broadview Hts.' next mayor? Complete the form below and mail it to our campaign, OR visit: <http://www.joepriceformayor.com>

Name _____ Address _____
Phone _____ Email _____

Count on me to help, Joe.....

- | | |
|---|--|
| <input type="checkbox"/> Literature Drop | <input type="checkbox"/> Address/stuff envelopes |
| <input type="checkbox"/> Make phone calls | <input type="checkbox"/> Stand at a polling location |
| <input type="checkbox"/> Door knocking | <input type="checkbox"/> Host a coffee hour |
| <input type="checkbox"/> Put up yard sign | <input type="checkbox"/> Volunteer at an event |

Mail to Friends of Joe Price, Elena Golsch, Treasurer,
2740 Timberwood Drive, Broadview Heights, OH 44147