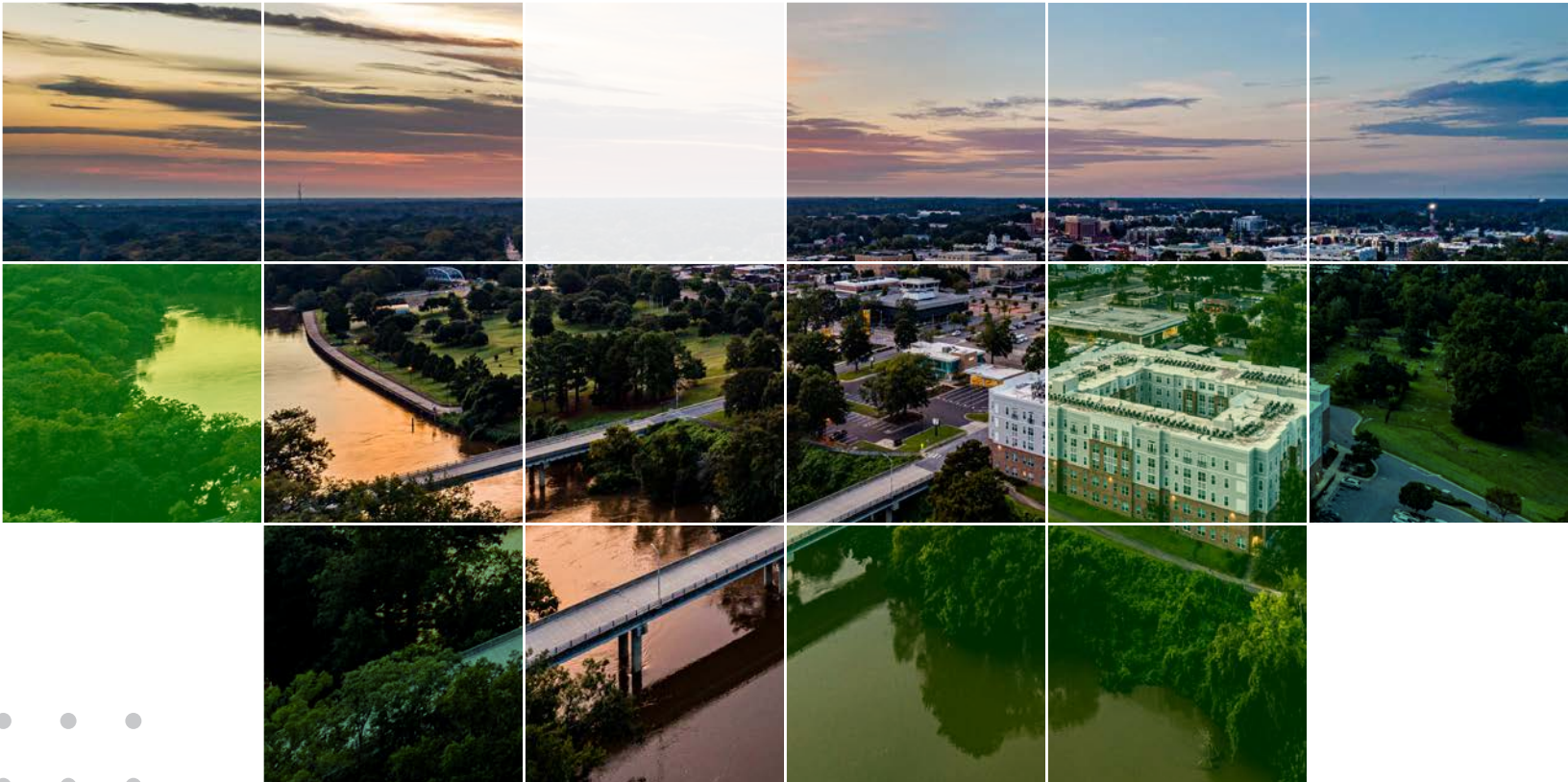




Find yourself in good company®



Popular Annual Financial Report

Year Ended June 30, 2021

CONTENTS

City Council & Districts	04
Our Community	06
FY 2021 Financial Results	08
Net Position	10
Sources of City Funds	12
Uses of City Funds	13
Property Tax Breakdown	14
Capital Improvements	15
Bond Referendum	16
Understanding City Debt	17
General Government	19
Community Development	20
Public Safety	23
Public Works	24
Recreation & Parks	27



The Government Finance Officers Association of the United States and Canada (GFOA) presented a **Distinguished Budget Presentation Award** to the City of Greenville, North Carolina for its biennial budget for fiscal year July 1, 2020–June 30, 2021, a **Certificate of Achievement for Excellence in Financial Reporting** for its commitment to financial transparency for fiscal year ended June 30, 2021, and an **Award for Outstanding Achievement in Popular Annual Financial Reporting** for its Annual Financial Report for the fiscal year ended June 30, 2020.

The City’s Budget documentation and Comprehensive Annual Financial Reports can be accessed through GreenvilleNC.gov.



FINANCIAL TRANSPARENCY TOOL

Access real-time financial information any time online through the Financial Transparency Tool at greenvillenc.gov.

200 West Fifth Street • Greenville, NC 27858
(252) 329-2489 • GreenvilleNC.gov

OVERVIEW

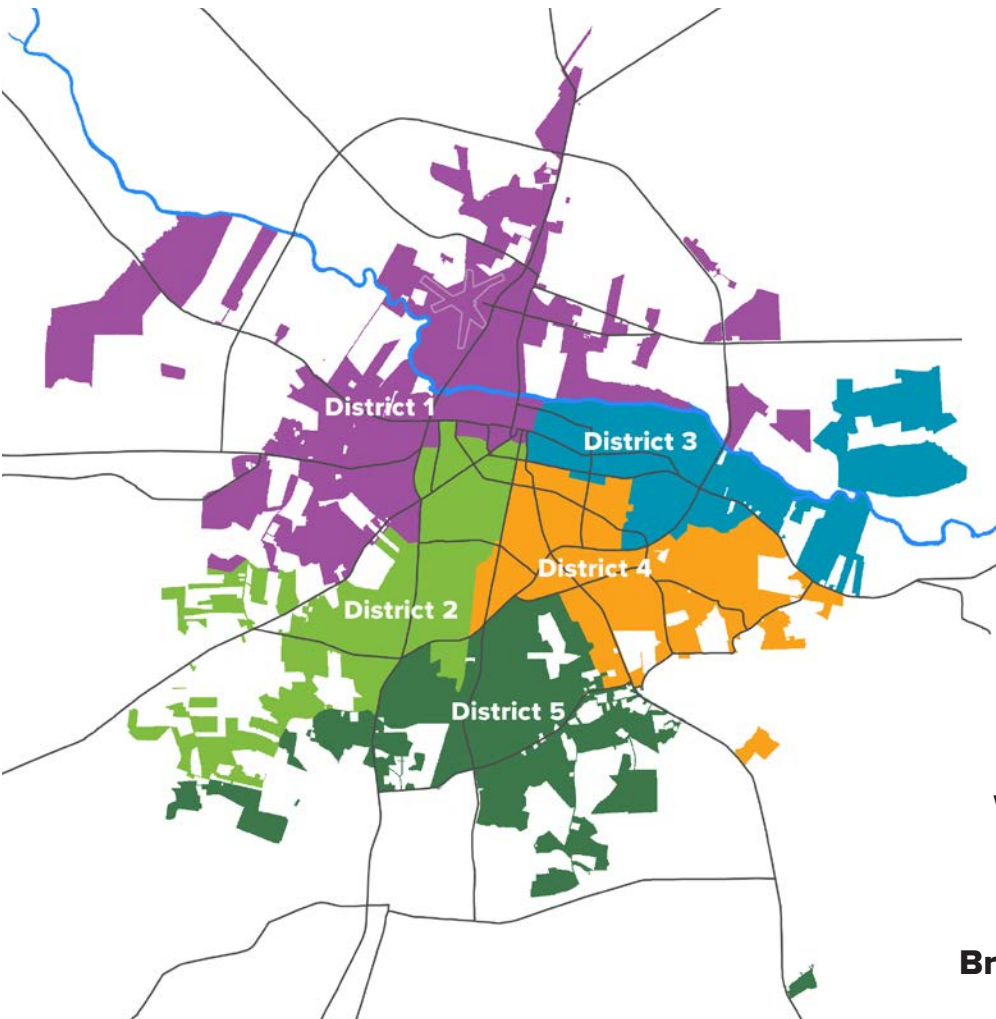


The City of Greenville financial cycle begins on July 1 and ends on June 30. During this time frame, two major processes take place: the Annual Operating and Capital Budget process and the Annual Audit. The 2021 Popular Annual Financial Report (PAFR) provides an overview of the City’s financial results and is intended to increase awareness throughout the community of the City’s financial operations.

The financial information is obtained from the audited financial statements in the City’s 2021 Comprehensive Annual Financial Report (CAFR). The PAFR is not required to present the same level of detail as the CAFR and, therefore, may not fully conform to generally accepted accounting principles (GAAP).

This report highlights the overall financial condition and trends of the City. The 2021 CAFR is audited by Cherry Beckaert LLP and has received an unmodified or “clean” audit opinion. This report may be viewed on the City’s website, located at GreenvilleNC.gov.

CITY COUNCIL & DISTRICTS



P.J. Connelly
Mayor



Rose Glover
Mayor Pro-Tem
District 2



Monica Daniels
District 1



Will Bell
District 3



Rick Smiley
District 4



William Litchfield
District 5



Brian Meyerhoeffer
at-Large



MANAGER'S MESSAGE

I am pleased to present, on behalf of the City Council and the Management of the City of Greenville, the City's Popular Annual Financial Report (PAFR) for the fiscal year ending June 30, 2021. Provided in this report are the financial highlights from the previous fiscal year. The City provides significant financial detail through the Comprehensive Annual Financial Report (CAFR) which is available to you on the City's website, greenvillenc.gov.

Analyzing financial statements can be challenging, especially for those who do not do so on a regular basis. The PAFR is designed to address that issue by providing a summary of the City's financial position in a user-friendly format. The PAFR is intended to be a supplement to the CAFR, not a replacement.

The City of Greenville prides itself on its comprehensive and quality services, all provided while maintaining a sound financial position. It is an important part of our financial mission at the City of Greenville to be transparent in providing you with complete information on the finances of our programs. We hope that you find it to be informative and understandable. As you review this PAFR, please feel free to share any questions, concerns, or recommendations you may have with us.



A handwritten signature in black ink that reads "Ann E. Wall". The signature is fluid and cursive, written in a professional style.

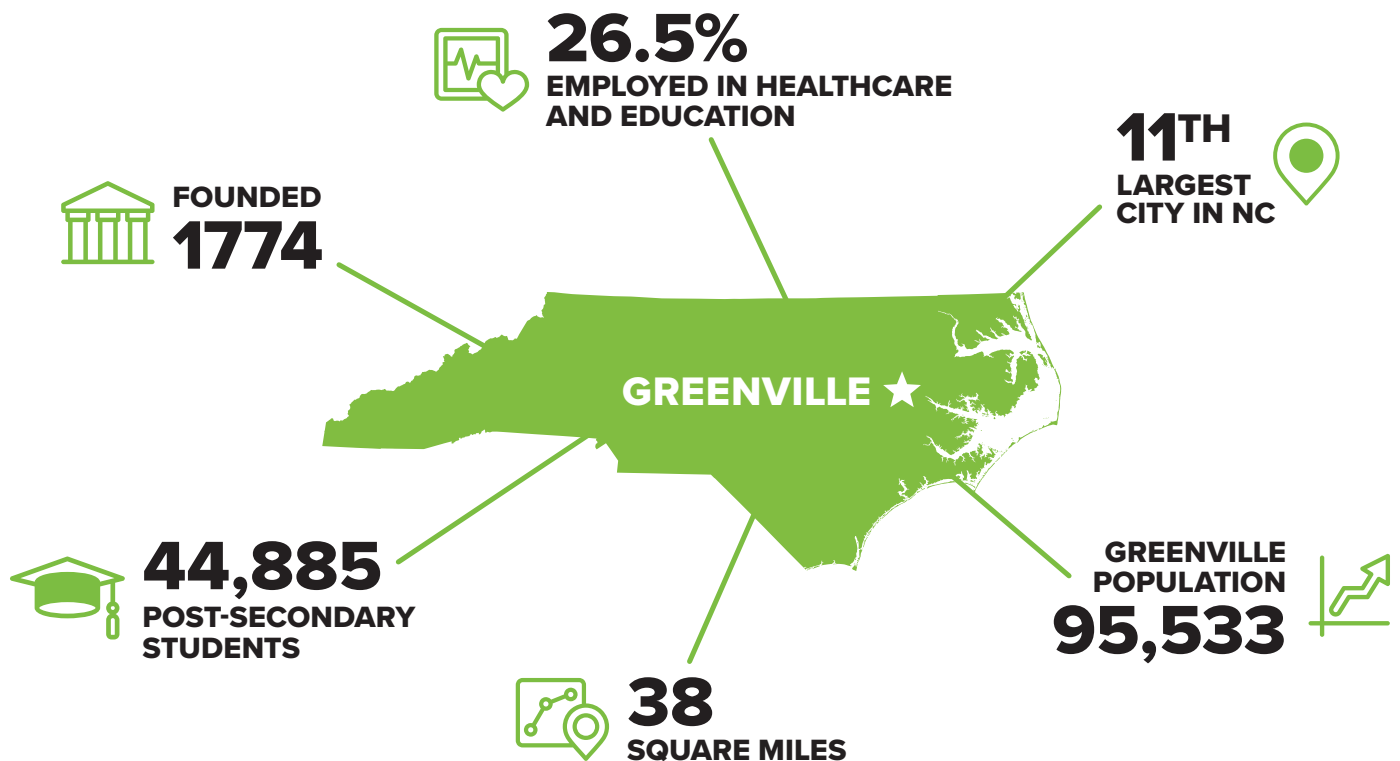
Ann E. Wall
City Manager



Find yourself in good company[®]

OUR COMMUNITY

Anchored by East Carolina University and Vidant Health (Uni-Med), Greenville is the medical, education, retail and entertainment hub of Eastern North Carolina. It's also the 11th largest city in North Carolina, with a population of 95,533 (2022 U.S. Census Estimate). The City of Greenville is ranked in the top ten of the nation's "Best Small Places For Business And Careers" by Forbes Magazine, top ten of the nation's "Micro Cities of the Future" by Financial Times, and top 100 of the nation's "Best Communities for Young People" by America's Promise Alliance. Reasons for Greenville's accolades include a business friendly atmosphere, low cost of living and an educated population (37.8% City residents over the age of 25 have a bachelor's degree or higher, based on 2021 U.S. Census estimates).



MAJOR EMPLOYERS

In a community where healthcare and education thrive, it is no surprise that the Greenville's top employers would be from one of those fields. Vidant Health, which includes the East Carolina Heart Institute and the James and Connie Maynard Children's Hospital, leads the way in jobs. Here is a look at the number of employees at a few of the city's major employers:



6,400



5,600



3,700



1,250

FY 2021 FINANCIAL RESULTS

GOVERNMENTAL ACTIVITIES

The Governmental activities section in the City's financial statements includes programs normally supported by taxes and allocations/grants from federal and state governments. Governmental revenue sources cover various services including public safety (Fire, Police, and Emergency Communications), public infrastructure (Planning, Inspections, and roadways) and the Parks, Recreation and Community Development Departments, as well as general government administration (Human Resources, Information Technology, and Finance). Governmental activities also include special revenue activities, such as grants, and capital project activities, such as road resurfacing, that support general infrastructure activities across the city.

Increases or decreases in net position may serve as a useful indicator of whether the City's financial position is improving or declining. The City's revenue increased slightly over the prior year. Increases in operating expenditures year over year are due to continued investment in capital improvement projects.

BALANCE SHEET

A balance sheet provides a snapshot of what the City owns (assets) and owes (liabilities). Net position represents the City's investment in the assets it uses in providing services to its citizens.

BALANCE SHEET	FY 2019	FY 2020	FY 2021
Assets	\$ 289,650,955	\$ 305,267,761	\$ 320,414,980
Deferred Outflows	\$ 13,385,445	\$ 12,545,683	\$ 53,394,621
Liabilities	– \$ 109,165,419	– \$ 119,214,268	– \$ 167,772,372
Deferred Inflows	– \$ 6,918,890	– \$ 5,621,727	– \$ 4,583,583
Total Net Position	\$ 186,952,091	\$ 192,977,446	\$ 201,453,646

INCOME STATEMENT	FY 2019	FY 2020	FY 2021
Revenues	\$ 96,301,733	\$ 92,230,304	\$ 99,570,425
Transfers	\$ 6,195,920	\$ 6,114,174	\$ 6,500,141
Expenditures	– \$ 89,293,128	– \$ 92,319,121	– \$ 97,594,369
Change In Net Position	\$ 13,204,525	\$ 6,025,358	\$ 8,476,197

ENTERPRISE ACTIVITIES

Enterprise activities rely mostly on fees charged to customers for services rendered, with subsidies often being covered by general governmental funds. The City maintains four operations as Enterprise activities not counting Greenville Utilities Commission. Those operations include Public Transportation (Transit), Stormwater Utility, Enterprise Capital Projects, and Sanitation. *Note: Financial results presented below do not include Greenville Utilities Commission.*

BALANCE SHEET	FY 2019	FY 2020	FY 2021
Assets	\$ 45,405,764	\$ 58,305,803	\$ 61,724,921
Deferred Outflows	\$ 1,201,302	\$ 1,111,519	\$ 4,826,443
Liabilities	– \$ 29,032,039	– \$ 37,967,056	– \$ 42,692,556
Deferred Inflows	– \$ 621,262	– \$ 485,215	– \$ 413,522
Total Net Position	\$ 16,953,765	\$ 20,965,051	\$ 23,445,286

INCOME STATEMENT	FY 2019	FY 2020	FY 2021
Revenues	\$ 16,246,929	\$ 17,050,931	\$ 17,533,728
Transfers	\$ 2,485,327	\$ 540,551	\$ 0
Expenditures	– \$ 15,015,406	– \$ 13,580,196	– \$ 14,481,312
Change In Net Position	\$ 3,716,850	\$ 4,011,286	\$ 3,052,416

INCOME STATEMENT

An income statement provides a summary of amounts received (revenues) and amounts spent (expenditures). The difference between revenue and expenditures shows the City's net position.

FY 2021 NET POSITION

When revenue exceeds expenditures, the City's net position improves. Approximately 88% of the City's net position is invested in capital infrastructure. Another 10% is restricted for specific projects. The remaining 2% is available for investment back into the community.

NET POSITION

A positive net position means the City's assets exceed liabilities and a negative net position means the City's liabilities exceed its assets.

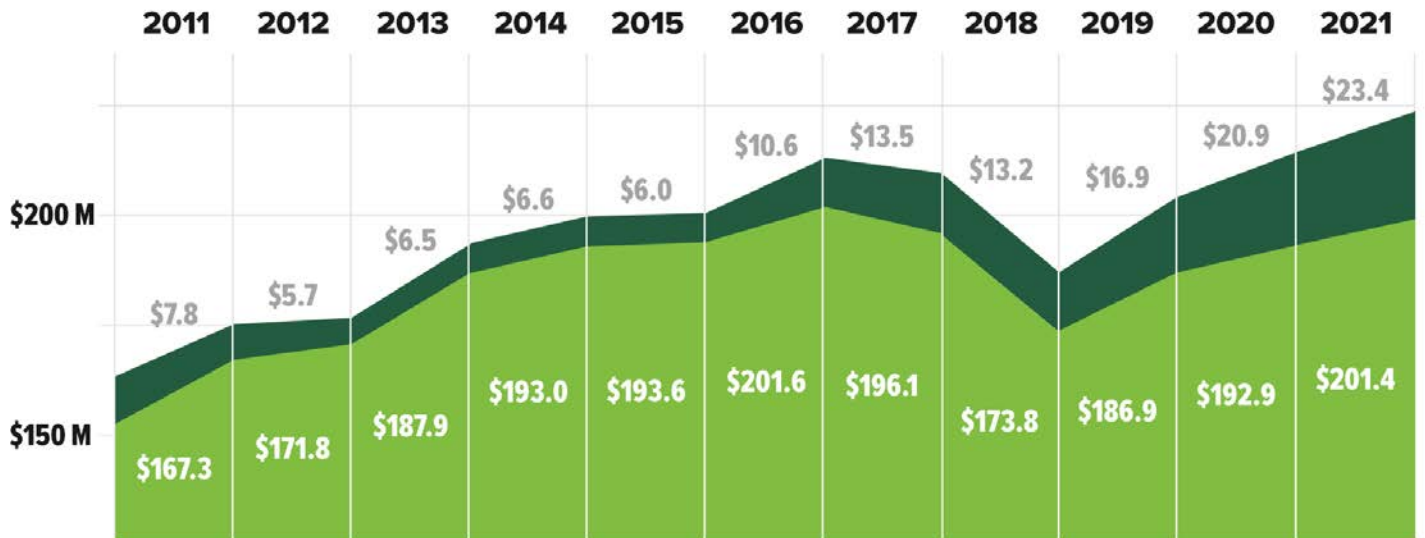
FY 2021 BALANCE SHEET

	Governmental Activities	Enterprise Activities	Total
Assets	\$ 320,414,980	\$ 61,724,921	\$ 382,139,901
Deferred Outflows	\$ 53,394,621	\$ 4,826,443	\$ 58,221,064
Liabilities	– \$ 172,355,955	– \$ 42,692,556	– \$ 210,464,928
Deferred Inflows	– \$ 4,583,583	– \$ 413,522	– \$ 4,997,105
Total Net Position	\$ 201,453,646	\$ 23,445,286	\$ 224,898,932

FY 2021 INCOME STATEMENT

	Governmental Activities	Enterprise Activities	Total
Revenues	\$ 106,070,566	\$ 17,533,728	\$ 117,104,153
Transfers	\$ 6,500,141	\$ 0	\$ 6,500,141
Expenditures	– \$ 97,594,369	– \$ 14,481,312	– \$ 112,075,681
Change in Net Position	\$ 8,476,197	\$ 3,052,416	\$ 11,528,613

NET POSITION BY FISCAL YEAR



GOVERNMENTAL FUNDS	
Beginning Net Position	\$ 192,977,446
Revenues	\$ 106,070,566
Expenditures	– \$ 97,594,369
Ending Net Position	\$ 201,453,646

ENTERPRISE FUNDS	
Beginning Net Position	\$ 20,965,051
Revenues	\$ 17,533,728
Expenditures	– \$ 14,481,312
Ending Net Position	\$ 23,445,286



FY 2021 NET POSITION INVESTMENT

- 88% Capital Assets**
- 10% Restricted (Specific Projects)**
- 2% Unrestricted (Community Investment)**

SOURCES OF CITY FUNDS

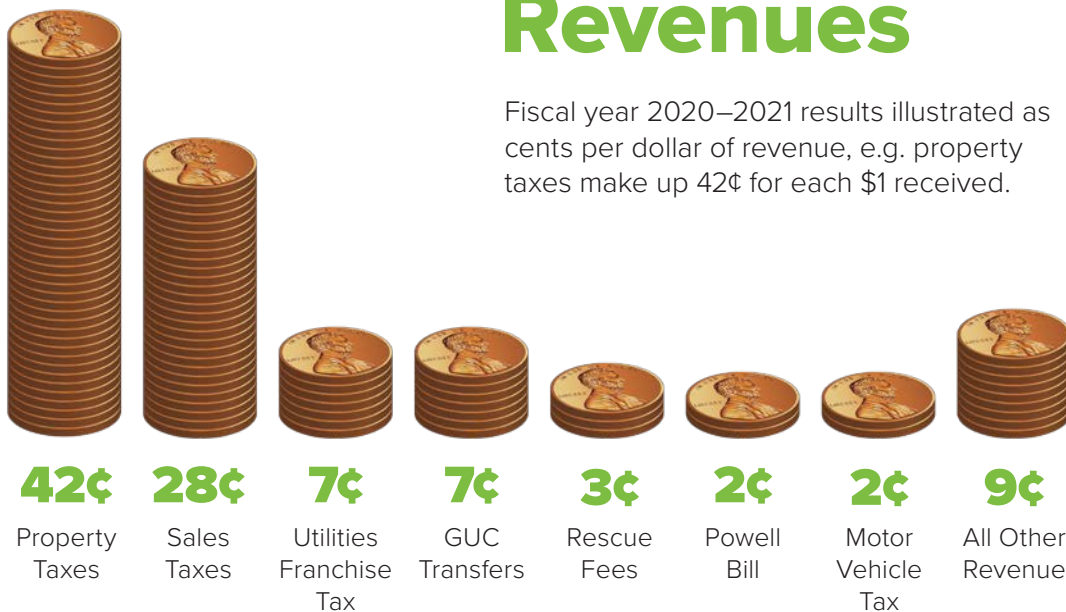
GENERAL FUND REVENUES

The General Fund is the City’s primary operating fund. It accounts for all financial resources of the general government, with the exception of those required to be accounted for in different funds, such as business type activities. The major sources of revenues for the General Fund are property tax, sales tax, utilities franchise tax, licenses, permits and fees, Greenville Utilities Commission transfer-in, rescue fees, investment earnings, and Powell Bill – State Allocation. The largest tax revenues of the City are property taxes and sales taxes. These taxes predominately fund basic government services including Recreation and Parks and Public Safety.

Revenue Sources	2018 Actual	2019 Actual	2020 Actual	2021 Actual
Property taxes	\$ 32,868,696	\$ 33,178,636	\$ 34,254,841	\$ 36,994,088
Sales taxes	\$ 19,117,701	\$ 20,736,258	\$ 20,465,509	\$ 24,555,869
Motor vehicle tax	\$ 1,505,430	\$ 1,560,990	\$ 1,573,790	\$ 1,713,410
Utilities franchise tax	\$ 6,846,549	\$ 6,948,992	\$ 6,832,754	\$ 6,612,710
GUC transfers	\$ 6,600,783	\$ 6,717,814	\$ 6,654,003	\$ 6,565,310
Powell Bill	\$ 2,185,760	\$ 2,180,451	\$ 2,174,190	\$ 2,124,843
Rescue fees	\$ 3,637,467	\$ 3,394,942	\$ 3,182,772	\$ 2,447,717
All other sources	\$ 9,134,244	\$ 10,120,498	\$ 11,768,693	\$ 8,023,747
Total	\$ 81,896,630	\$ 84,838,581	\$ 86,906,552	\$ 89,037,694

Revenues

Fiscal year 2020–2021 results illustrated as cents per dollar of revenue, e.g. property taxes make up 42¢ for each \$1 received.



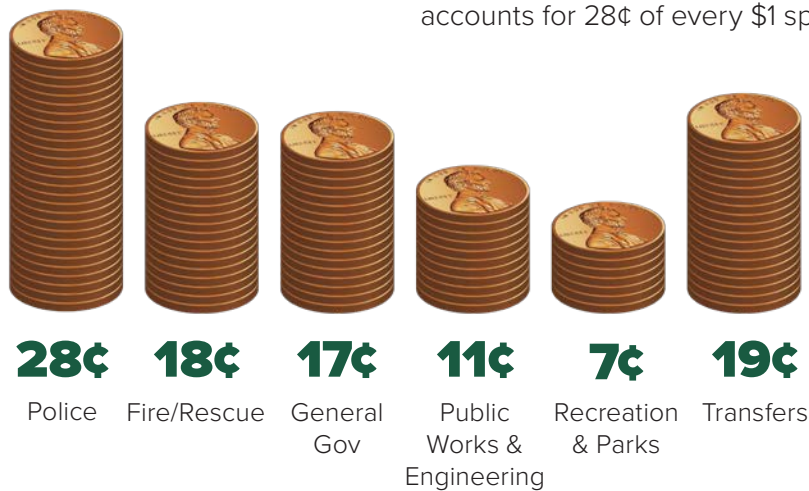
USES OF CITY FUNDS

GENERAL FUND EXPENDITURES

Each year, the City adopts its annual operating budget, which allocates limited dollars to the highest priorities as determined during the City Council planning retreat held each January. The General Fund is financed primarily by property and sales tax revenues, and supports core services such as public safety. The City provides many services to our citizens with the majority of our General Fund being dedicated to Public Safety, which includes Police at 28% and Fire/Rescue at 18% of the general government budget in fiscal year 2021.

Expenditures

Fiscal year 2020–2021 results illustrated as cents per dollar of expenditure, e.g. Police accounts for 28¢ of every \$1 spent.



Department Expenditures	2018 Actual	2019 Actual	2020 Actual	2021 Actual
Police	\$ 25,960,778	\$ 25,132,600	\$ 25,997,198	\$ 24,713,879
Fire/Rescue	\$ 14,610,394	\$ 14,891,338	\$ 13,722,127	\$ 15,041,336
Public Works	\$ 9,298,479	\$ 9,500,256	\$ 10,242,327	\$ 10,128,832
Recreation & Parks	\$ 7,535,695	\$ 7,014,081	\$ 7,184,198	\$ 6,541,020
General government	\$ 13,595,055	\$ 14,878,773	\$ 14,782,046	\$ 14,637,228
Transfers to other funds	\$ 19,418,927	\$ 12,366,880	\$ 13,167,334	\$ 17,065,754
Total	\$ 90,418,927	\$ 83,783,920	\$ 85,095,230	\$ 88,128,049

PROPERTY TAX BREAKDOWN

In order for the City of Greenville to provide the many services it does for citizens, it needs to generate revenue. One of the main sources of revenue is Ad Valorem (or property) tax. With the property tax rate being 49.45¢ per \$100 of valuation for FY 2021, it made up 42% of the total General Fund revenues.

Property tax revenues consist of real property values, personal property values, motor vehicles, and public service companies. For FY 2021, the valuation estimate provided by the Pitt County Tax Office was \$ 7,821,515,268. This represented a 13.18% increase in tax values from the previous year.



Property tax obligation for home values at the fiscal year 2021 tax rate of 49.45¢ per \$100 of valuation:

- \$ 100,000 – \$ 494.50**
- \$ 150,000 – \$ 741.75**
- \$ 200,000 – \$ 989.00**



42¢

Property Taxes

HISTORY OF GREENVILLE PROPERTY TAX RATES



CAPITAL IMPROVEMENTS

Infrastructure, transportation, parks, and buildings are the foundation of a community. The projects in the Capital Improvement Plan (CIP) provide basic necessities and amenities that make Greenville a desirable place to live, work, and play. To maintain a low tax rate, it is imperative that the CIP projects reflect the City’s Strategic Plan and that capital improvements are incorporated in the annual operating budget. A few of the projects included in the City’s CIP include street resurfacing, park and greenway development, information system infrastructure, as well as facility renovations and repairs.



FY 2021 CAPITAL IMPROVEMENTS

54%	Public Works & Engineering	\$ 93,165,601
23%	BUILD Grant	\$ 39,799,945
19%	Recreation & Parks	\$ 32,324,590
4%	Other Projects	\$ 7,610,524

Total Capital Improvements **\$ 172,900,660**



BOND REFERENDUM



The citizens of Greenville voted in favor of a bond referendum on November 3, 2015, authorizing the City to raise funds through the sale of bonds for five identified street and pedestrian transportation improvement projects. The referendum totals approximately \$15.85 million in general obligation bonds over seven years, and the issuance of debt can occur at different times and amounts throughout the seven years. The bond referendum was required because the City’s current property tax rate does not have the capacity to fund all of the transportation improvements up front. Waiting to secure funding for repairs and improvements would be more costly due to continued deterioration of existing roadways and increasing interest rates, while certain improvements must be undertaken concurrently with other projects. The City issued approximately \$8 million in bonds in FY 2017 to fund the first phase of projects as included in the bond referendum.



STREET & PEDESTRIAN TRANSPORTATION IMPROVEMENTS BOND ALLOCATION

63%	Street Improvements	\$ 10,000,000
12%	West 5th Street Streetscapes	\$ 1,950,000
11%	10th Street Connector	\$ 1,750,000
9%	Sidewalks	\$ 1,400,000
5%	East Side Greenway	\$ 750,000
Total		\$ 15,850,000

UNDERSTANDING CITY DEBT

The City is subject to the Municipal Finance Law of North Carolina, which limits the amount of net bonded debt the City may have outstanding to eight percent (8%) of the appraised value of property subject to taxation. According to Pitt County Tax Assessor records, the City of Greenville has an estimated assessed value of \$ 7,821,515,268 for fiscal year 2021. Based on this, the City’s legal debt capacity is approximately \$ 625.7 million. This capacity covers the debt that would be subject to property taxation.

The following is a summary of the City’s outstanding debt as of June 30, 2021:

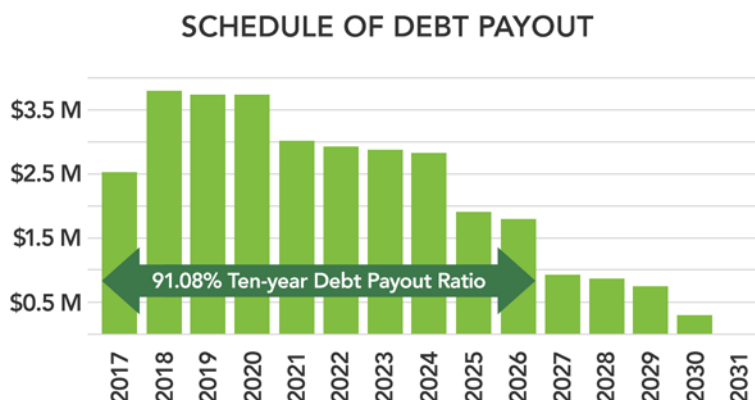


FY 2021 TOTAL OUTSTANDING DEBT

47% Note Payable	\$ 30,989,163
32% General Obligations	\$ 20,620,000
31% Installment Purchases	\$ 10,111,785
11% Special Revenue	\$ 3,680,000

Total Outstanding Debt **\$ 65,400,948**

The City’s policy is to maintain a ten-year debt payout ratio of 60% or higher. Approximately 90% of the City’s current outstanding capital debt as of June 30, 2017 will be retired in the next 8 years as shown in the following graph:



GENERAL OBLIGATION BOND RATINGS

MOODY’S **Aa2**
(very strong)

S&P Global **AA**
(very strong)

Bond ratings are a measure of a municipality’s credit risk and ability to pay its debt. The stronger the bond rating, the lower the credit risk. The City’s bond ratings reflect a very strong ability to fulfill its debt obligations on an annual basis.



GENERAL GOVERNMENT

Home to more than 95,500 people, the City of Greenville provides a multitude of services for residents, businesses, and visitors through its Police, Fire/Rescue, Public Works, Recreation and Parks, and Community Development Departments and a committed and knowledgeable staff in its internal departments and divisions.

More than 700 City employees played a part in the City's successes during Fiscal Year 2020–2021, and the City's commitment to inclusiveness and transparency in all areas of government is evident throughout the 38 square miles that make up Greenville.

Effective communication regarding City information and events is also a daily priority, and the City has reached thousands through its outreach methods of the City website, social media pages, cable television channel, mobile application, electronic newsletter, and various printed publications.



Some additional highlights from FY 2021 include:

- More than 6,500 applications for employment were processed and reviewed; over 1,100 job interest cards were received by the Human Resources Department.
- 8,641 payments were processed by the Collections Division.
- More than \$22 million was awarded to the City through federal, state, and local grants during Fiscal Year 2020–2021.



Find yourself in good company®

PLANNING & DEVELOPMENT



The mission of the Planning & Development Services Department is to administer and implement policies, programs, and services authorized by the Greenville City Council that shapes the physical environment of the city and provide services to the citizens of Greenville in a professional manner.

The Planning & Development Services Department is comprised of five divisions: Code Enforcement, Planning, Housing, Inspections, and Administration. Each play a vital role in guiding the growth and development of our city while also preserving its historic and natural features.

Permits	FY 2019	FY 2020	FY 2021
Total permits issued	7,136	6,968	7,523
Total value new construction	\$ 119M	\$ 298M	\$ 393M
Inspections performed	14,429	14,202	16,410
Commercial plan reviews	238	305	437
Residential plan reviews	452	629	712

Community Revitalization*	FY 2019	FY 2020	FY 2021
Clearance & demolition	\$ 26,239	\$ 0	\$ 0
Downpayment assistance	\$ 109,255	\$ 31,750	\$ 144,845
Owner-occupied rehabilitation	\$ 611,700	\$ 989,015	\$ 828,362

*These numbers reflect actual expenditures for these categories in community revitalization during FY 2019, FY 2020, and FY 2021.







PUBLIC SAFETY

The Greenville Police Department and Fire/Rescue Department exist to make our community a better place to live by responding to a wide range of emergencies and other calls for service. Each is committed to creating a safer city for residents, businesses, and visitors through a community-oriented approach.

The Greenville Police Department is a nationally accredited law enforcement agency that provides a full range of high quality law enforcement services through a departmental philosophy of community-oriented policing. The department continuously implements 21st Century policing techniques and methods to protect and serve the expanding community with 204 sworn employees and more than 50 civilian employees in the various bureaus, divisions, and units.

Greenville Fire/Rescue is an internationally accredited department serving the community through fire suppression and emergency medical services. Mission: At Greenville Fire/Rescue, we are a team of compassionate professionals committed to serving the diverse needs of our community through high-quality and timely response to a full range of emergency services, outreach and prevention programs.



Greenville Police	FY 2019	FY 2020	FY 2021
Sworn Police Officers	205	200	204
Number of calls dispatched	51,364	41,453	41,805
Crimes against person	445	440	433
Crimes against property	2,743	2,891	2,615
Reportable crashes	4,548	4,273	4,030

Greenville Fire/Rescue	FY 2019	FY 2020	FY 2021
Full-time Fire/Rescue positions	170	173	173
Number of calls dispatched	18,407	17,557	18,363
Fire incidents	338	303	325
EMS incidents	15,212	14,448	15,150
Technical rescue incidents	36	44	37
Hazardous material incidents	94	109	99
Inspections completed	3,399	3,061	4,012

PUBLIC WORKS & ENGINEERING

The Public Works Department is committed to providing our community with the highest level of customer service through a cost-effective, efficient, and environmentally responsible operation. The department aims to preserve and maintain the City’s infrastructure and natural resources for the benefit of all.

Public Works is composed of the following divisions: Engineering, Street Maintenance, Greenville Area Transit (GREAT), Sanitation, Fleet Maintenance, Building & Grounds, and Administration. Through these divisions, the Public Works Department provides a host of services to our citizens. In addition to the many services provided directly to the citizens, Public Works develops and maintains the City’s Facility Improvement Program (FIP), Vehicle Replacement Fund (VRF), and various Capital projects. The department is dedicated to maintaining and enhancing the infrastructure and appearance of the city.

During the third quarter of 2019, a standalone Engineering Department was formed to more effectively meet the current and future infrastructure needs of the city. The Engineering Department manages traffic services, transportation planning, land development, stormwater management, capital projects, and asset management.

Refuse Collection	FY 2019	FY 2020	FY 2021
Weekly routes	20	20	24
Refuse collected (tons)	27,128	33,630	29,522
Recycling routes	20	20	20
Recyclables collected (tons)	3,992	2,822	2,511
Roadways			
Total paved lane miles maintained	720	716	741
Bridges maintained	10	10	10
Fleet Maintenance			
Work orders	5,752	5,556	6,841
Building & Grounds			
Trees planted	150	20	100
Stormwater			
Total miles of drainage pipe	246	222	229
Structures (basins, culverts, etc)	17,900	17,666	15,396







RECREATION & PARKS

The Recreation and Parks Department provides a variety of athletic, recreational, and arts and crafts activities for all ages and special populations. The department maintains 37 parks and recreational facilities, including numerous gymnasiums, recreation and community centers, swimming pools, tennis courts, a soccer complex, softball and baseball fields, playgrounds, a greenway, as well as the Town Common and Greenville Toyota Amphitheater, River Park North, Bradford Creek Public Golf Course, the Aquatics & Fitness Center, the Extreme Park, River Birch Tennis Center, and Wildwood Park.

The department’s dedication to inclusiveness and a willingness to think “outside of the box” also make it unique and help to enhance Greenville’s overall quality of life while providing more reasoning for why Greenville was voted the state’s only “Sportstown USA” by Sports Illustrated.



Recreation & Parks	FY 2019	FY 2020	FY 2021
Parks and sites	32	33	37
Total park acres	1,467	1,589	1,634
Total Greenway Miles	9	10.5	11
Programs & camps offered	582	332	427
Total program participants	16,296	7,452	9,100

City Maintained Recreational Facilities

Indoor and outdoor pools	2	2	2
Recreation centers	7	7	9
Outdoor basketball courts	1	1	1
Outdoor tennis courts	20	18	18
Playgrounds	19	19	19
Diamond fields	16	16	17
Rectangular fields	6	6	7
Other athletic fields	2	2	3
Picnic shelters	24	24	25
Golf courses	1	1	1



Find yourself in good company®

200 W 5th Street • Greenville, NC 27858
(252) 329-2489 • GreenvilleNC.gov

Designed and published by the City of Greenville Public Information Office