



# September 2025 City Manager Updates

Hello Geneva! August has been a busy month filled with new staff, major infrastructure progress, community events, and strong partnerships. Here's a summary of the key updates across our City goals.

## Fiscal and Organizational Stewardship

**Highlights:** New Assistant City Manager announced · \$200K savings achieved from hiring freeze · 2026 Budget in progress · \$50K Farmers Market grant · Major infrastructure projects advancing

Our rolling hiring freeze has saved the city over \$200,000, while recruitments continued for key positions, including Police Officers and the Assistant City Manager. We are excited to welcome Taylor Youngs on board as our new Assistant City Manager as well as Jared Sanders as our Highway laborer.

The 2026 Budget process is underway. Departments submitted requests with careful cost reductions, and the Comptroller and I are reviewing budgets to ensure alignment with our priorities. The proposed budget will be presented to City Council on September 9, with a public hearing scheduled for October 1 and adoption expected by November 1. For more information on the City Budget process, you can view the presentation from our August 18 Community Presentation here. [It provides a great overview of "what does my taxes really pay for."](#)

The City was awarded funding by New York State Ag and Markets to create an engineering and design report around a Farmer's Market and Friends of the Farmer's Market program based on findings in the 2023 Farmer's Market study. This grant of \$50,000 will provide funding via RFP for this work by a local engineering firm.

On the infrastructure and safety front, the Castle Street Reconstruction Project has been awarded to Villager Construction, and the Wastewater Plant ATAD Expansion Project is moving forward pending Council approval, with contracts totaling approximately \$13.5 million. We are also collaborating with NYSDOT to explore pedestrian safety improvements, including flashing crosswalk beacons along Route 14 South, and conducting a Water and Sewer Rate Study with the help of consultants.

## Economic Development

**Highlights:** Goodwill store opens · Dunkin' project resumes · STR enforcement underway · Multiple development projects moving · New BID Executive Director begins September 8

August brought positive momentum for business and development in Geneva. The Goodwill Store officially opened on August 8, employing approximately 35 people, and construction has resumed at Dunkin' Donuts located on North Street, following environmental cleanup.

The City continues to enforce compliance with short-term rentals. Of the 85 applications received, 48 properties passed safety inspections, while 37 remain non-compliant and are working with our Code team to achieve compliance. Code Enforcement is following up, with the remaining 12 properties and may pursue legal enforcement measures, including fines for not registering the property.

Housing development projects are moving forward at multiple sites throughout the City. While the comprehensive plan, zoning ordinances and the zoning and planning boards guide the processes, development and private property sales are not always in the city purview. Here are a few updates on projects in the City of Geneva:

- 585 S. Exchange (Former OEO Site): Public meetings are being scheduled for September and October to review preliminary site designs. A charette is being planned for an October Farmer's Market event.
- Middle Street & Hallenbeck Ave.: Cook Properties have secured funding for phase 2 environmental review on their site.
- Crystal Street: The Habitat for Humanity Crystal Street project is seeking variance approval for their housing site.

The Business Improvement District will welcome Sydney Schumacher as the new Executive Director on September 8.

The City also received ~20 applications for the Home Rehabilitation Program, which are currently under review. This CDBG funded grant program will allow property owners with limited income to maintain their properties.

We have received notice that we have met all requirements to maintain our status as a Pro-Housing Community for 2025. This compliance allows us to continue to be able to access the \$750 million in State discretionary funding programs that are available exclusively to Pro Housing Communities, including municipal grant funding and grant funding being sought by developers in the City.

## Partnerships and Regional Collaboration

**Highlights:** Love Geneva Tour hosted ~500 students · Campus safety walk planned · Regional sewer & water study advancing · Composting kits distributed · Fire departments strengthening coordination

City staff joined other City businesses in welcoming ~500 students from Hobart and William Smith Colleges for the Love Geneva Tour. Chief Eveland and HWS staff will be conducting a community walk, in early September meeting with campus neighbors to talk about public safety.

The City is also working with neighboring municipalities on regional projects, including the Sewer and Water Fee Study, funded with support from the Town of Geneva, Town of Waterloo, and a proposed agreement with the Town of Fayette.

Geneva partnered with Ontario County to distribute composting kits to residents. The Resource Recovery park remains open on Thursdays and Saturdays for composting needs.

Our regional fire department leaders met in July to improve our sharing of services on training, grant access, and communications.

Residents should be aware that railroad improvement projects by Norfolk Southern and Finger Lakes Railway may temporarily impact traffic. These organizations have federal oversight and work under federal regulations (not state or local).

## Communications and Community Engagement

**Highlights:** Budget forum draws input · Next community conversation Sept. 16 · Residents can sign up for Notify Me

Community conversations remain a priority. On August 14, we hosted a discussion at the Welcome Center, with IT Director Premyslovsky and City Clerk Tillotson. The next session is planned for September 16 at 6pm at the Bozzuto Center with ACM Taylor Youngs.

The Budget Community Forum was held on August 18, giving residents an opportunity to ask questions and provide input. The 2026 Budget will be presented to City Council on September 9, with a public hearing on October 1.

In addition to the above communications, our City updates continue via Finger Lakes Radio on the last Wednesday of each month at 7:50am.

Residents can also stay informed through the Notify Me system, which provides weekly updates ([sign up here](#)).

## Quality of Life

**Highlights:** Street work underway · Recreation Complex planning moves forward · Parks Collective leads volunteer projects · Parks upgrades continue · Safety and code enforcement addressed

Street Improvements are actively underway. Milling and paving began on September 2 and continue through September 15. Crews also completed targeted weeding along Route 5&20, repaired five catch basins, and cleared the Castle Creek outlet into Seneca Lake to improve water flow. In addition, the Department of Public Works is addressing 47 reported streetlight outages, with repairs ongoing across the city.

At the Recreation Complex, the Preliminary Design Draft Report has been released, providing initial cost estimates and outlining scenarios for future improvements. While this report does not include final engineering or design, it supports the City's BRICKS grant application, which is based on Scenario 2 detailed in Section 5 of the report. The grant application was submitted to New York State and included a partnership among the City, Hobart and William Smith Colleges, as well as other non-profit recreation providers.

Community partnerships are also making a visible impact on our parks. The Geneva Parks Collective hosted a volunteer-driven clean-up and improvement day at Richards Park, where neighbors painted, repaired, and built new features. This grassroots effort continues to grow, with the group planning additional fundraising, volunteer coordination, and collaborations with City staff to strengthen and beautify Geneva's parks.

Other parks also saw upgrades this month. Brook Street Park received new mulches and will soon add a tennis backboard, while Richards Park received new mulches and picnic tables. The Lakefront Park shade structure is progressing, and McDonough Park received new outfield wall sections. Parrott Hall tours were by the Friends of Parrott Hall held on August 23, and the Lakefront Concert Series wrapped up with rescheduled performance on September 3.

Public safety and community improvements remain priorities as well. Safety features were added to the Exchange Street Bus Hub, and vandalism at the Lakefront was quickly addressed by DPW and GPD. Code Enforcement is actively monitoring problem, while demolition of the Madias property moves forward with either final quotes and timeline received by the property owner or a city bid to be released in early September.

Finally, Geneva's infrastructure resilience continues to grow with storm ditch repairs, downtown flag replacements, and upgrades to EV charging stations at the Lakefront.

Geneva was also recognized as an AARP Age-Friendly Community, a designation that reflects the City's commitment to supporting residents of all ages.

#### Police Department July Statistics

- Calls for Service: 2,775 Year to Date: 21,651
- Mental Health Calls: 21 Year to Date: 118
- Domestic Incidents: 36 Year to Date: 293
- Overdoses: 6 Year to Date: 47
- Property Checks: 1,354 Year to Date: 10,381
- Parking Tickets Issued: 30 Year to Date: 1024
- Traffic Tickets Issued: 115 Year to Date: 1009
- Overtime Hours: 232 hours Year to Date: 1510.25

### Upcoming Meetings and Events

- September 3: City Council Meeting (Executive Session at 6 p.m., Public Meeting at 7 p.m.)
- September 9: Special Meeting – 2026 Budget Presentation at 6 p.m.
- September 23 & 30: Special Council Budget Meetings

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Thank you for reading this month's City update. I welcome your feedback on both the content and format of these newsletters so we can continue to provide timely, useful information. Let me know what updates you find most helpful and what you'd like to see more of.

I also encourage you to stay engaged with City government by attending upcoming meetings, including City Council sessions and public hearings. Your participation helps shape Geneva's future, and we value your input.

Amie Hendrix, City Manager  
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## September Monthly Data for the City of Geneva, NY

Item	Amount	Source
Population	12,573	2023 – 5-Year ACS
Number of Households	4,878	2023 – 5-Year ACS
Households with children	898	2023 – 5-Year ACS
Poverty rate	18.3% or 1,870 people	2023 – 5-Year ACS
Number of owner-occupied homes	49.2% or ~2,399 homes	2023 – 5-Year ACS
Number of commercial properties	714	Assessment Department
Number of rental units in the City	50.8% or ~2,476 units	2023 – 5-Year ACS
Number of homes sold in August 2025	13	Realty Trac
Number of Active Listings for Residential Sale as of 8/31/2025	26	RealtyTrac
Number of Active Listings for Commercial Sale as of 8/31/2025	11	LoopNet
Short Term Rentals as of 9/3/2025	97 (-21 since May '25)	Rentalscape
Active Short-Term Rental Permits as of 9/3/2025	85 total (48 complete, 37 in process)	Rentalscape
Number of STR not in compliance as of 9/3/2025	12	Rentalscape
2025 Total Assessed Value	\$729,466,885	Assessor's Office
2025 Tax Rate	\$12.16	2025 City Budget
2025 City of Geneva General Budget	\$20,898,780	2025 City Budget
General Fund - Fund Balance as of 9/1/2025	\$5,319,895	Finance Department
2025 City of Geneva Water Budget	\$3,316,999	2025 City Budget
Water Fund – Fund Balance as of 9/1/2025	\$1,665,667	Finance Department
2025 City of Geneva Sewer Budget	\$5,534,798	2025 City Budget
Sewer Fund – Fund Balance as of 9/1/2025	\$2,428,784	Finance Department
2025 Overtime Budget (All Departments)	\$452,100	2025 City Budget
Overtime Expended as of 9/1/2025	\$264,265	Finance Department
Total Cash (All Accounts) as of 8/1/2025	\$25,727,846	Finance Department
Sales Tax Revenue Received as of 8/1/2025	\$2,672,464	Finance Department
		Variance from 2024: -\$3,312