

A photograph of two young girls smiling at the camera. The girl on the left has red hair and freckles, wearing a grey tank top with the word 'BORN' in pink and yellow letters. She has colorful floral face paint on her right cheek and bright pink lipstick. The girl on the right has brown hair and is wearing a light blue tank top. She has orange and black fox-like face paint on her face and red lipstick. The background is a blurred outdoor setting with a white tent and a blue flag. A pink semi-transparent banner is overlaid on the top half of the image, containing the text 'CITY OVERVIEW'.

## CITY OVERVIEW



## City Profile

### THE COMMUNITY

Just south of the faint boundaries of Omaha, everyday priorities are clearer. The newest city in the greater Omaha region, La Vista is a special place experiencing remarkable growth and flourishing with opportunity. From modest beginnings in 1960 as a subdivision of 335 homes, La Vista has grown to become a dynamic and progressive community of more than 18,000 and one of the fastest growing cities in Nebraska. La Vista is in the middle of a metro area bordered by Omaha and Ralston on the north, Papillion on the south, Bellevue on the east, and by Interstate 80 on the west.

La Vista is a thoughtful, ambitious, family-friendly community, with tight-knit relationships and timeless traditions, while also offering the opportunities of a large city. Its inviting neighborhoods feature well-kept homes abutting tree-lined streets. The City offers an exceptional quality of life in a great suburban environment, and the people who live and work in La Vista are truly proud of their community.

Driven by a reputation for progressive thinking, La Vista always keeps an eye on what's next. And this vision amounts to more than a plan on paper – it leads to action in the real world. La Vista's commercial and industrial districts, with solid infrastructure and a convenient location, are undergoing impressive development and redevelopment.

In recent years, La Vista has grown into a regional destination by welcoming Cabela's, Costco, Alamo Drafthouse, and the Embassy Suites Hotel & Conference Center to Southport. Soon, the City will have another gathering space – a modern and inclusive town center – as 84th Street is reimagined with the mixed-use City Centre and Civic Center Park. La Vista's corporate community also includes Verizon Media (Yahoo!), PayPal, Streck Laboratories, Oriental Trading Co., Rotella's, and Securities America, among many others.

For everyone in this fast-changing community, opportunities to build social connections and business ideas are materializing at the perfect time. La Vista is a community that strives for those new ideas and solutions for each of us while never forgetting those small gestures that connect all of us.

La Vista's diverse and high-quality housing stock provides a wide range of residential options. With 17 parks, a premier 62-acre sports complex, swimming pool, community center, youth and senior recreation programs, and an outstanding public library, leisure opportunities abound.

Elementary and secondary education is provided through the Papillion La Vista Community Schools, the fourth largest school district in the State, and the Omaha Catholic Archdiocese, which operates schools in adjoining Ralston and Papillion. Pre-kindergarten education is available through the private Primrose Academy and two Montessori Schools.

La Vista residents enjoy exceptional higher education opportunities as well. The University of Nebraska at Omaha (UNO), Creighton University, and Bellevue University are easily accessible locally. Metro Community College's Sarpy Center is located in La Vista, and the University of Nebraska at Lincoln is only 45 minutes away.

The overall quality of life in the City of La Vista was rated as "excellent" or "good" by 90% of respondents to the 2020 National Citizen Survey, and 94% of respondents reported that they plan to remain in La Vista for the next five years.

## City Profile

## LA VISTA CITY GOVERNMENT

The City of La Vista operates under the Mayor-Council form of government. The Mayor is elected at large to a four-year term, and eight City Council members are elected from four dual-member wards to staggered four-year terms. The Mayor, with confirmation from the City Council, appoints a professional City Administrator and certain other officials as provided in the La Vista Municipal Code.

The City Administrator manages the day-to-day operations of the City. The organization is streamlined under four senior directors, who have responsibility for the Public Safety, Public Works, Community Services, and Administrative Services function areas.

The elected and appointed leadership is long-tenured and experienced. The current Mayor has served since 2006 and has previous experience as a member of the City Council and on appointed advisory boards. The average tenure of the current members of the City Council, many of whom also have previous board and commission experience, is 17 years, with three members having served in excess of 22 years. The City Administrator joined the City as Assistant City Administrator in 1997 and was appointed to the City Administrator position in 2006. The senior directors are all also long-term members of the La Vista City staff.

## MISSION, VISION, VALUES

<b>Mission</b>	The City of La Vista is dedicated to providing exceptional municipal services with the highest level of integrity, professionalism, and excellence.
<b>Vision</b>	La Vista's vision is to be a place where community isn't just a word, but a way of life; where strong leadership and diverse economic base have built a great city; where passion and pride will ensure a bright future. The vision for La Vista is based on how we experience the City every day; a place where it is possible to Live Long, Work Hard, Shop Local, Have Fun, Move About, and Prosper.
<b>Values</b>	<p><b>Accountability</b> We will be responsible for our decisions and actions as stewards of the financial, informational, physical, environmental, and human resources entrusted to us.</p> <p><b>Integrity</b> We will maintain high ethical standards in our personal and professional conduct.</p> <p><b>Public Service</b> We are committed to provide high quality public services to the citizens through communication, teamwork, professionalism, dedication to duty, courtesy, and respect.</p>

## City Profile

### 2020 - 2021 STRATEGIC PLAN SUMMARY

#### Quality of Life & Community Identity

The City will provide programs, gathering places and events where the community can come together to participate in opportunities of learning, recreation and celebration in a clean, well-maintained and safe environment. Sustainable relationships with the community will be cultivated through citizen engagement, outstanding customer service and clear, accessible communication.

- Goal 1.1** Engage Citizens
- Goal 1.2** Deliver Outstanding Customer Service
- Goal 1.3** Provide unique, high-quality community events & cultural services for residents and visitors
- Goal 1.4** Ensure the availability & effectiveness of recreational, athletic, and educational services
- Goal 1.5** Promote life learning through reading programs, materials circulation, support for area schools, and specialized programs
- Goal 1.6** Maintain safe, accessible, and healthy City parks and trails
- Goal 1.7** Create new public spaces and connections
- Goal 1.8** Raise awareness of what makes La Vista a great place to live, work, play, shop, visit, and do business

#### Economic Vitality

La Vista's business community is diverse and robust, encompassing a wide range of commercial and industrial activity. The City will promote economic vitality and a business environment that encourages private investment and job growth, positioning the City for a healthy, sustainable economic future. The City will support growth that provides economic stability while enhancing the quality of life in La Vista, including the development of distinct, enduring, and walkable mixed-use shopping, residential, entertainment and recreation destinations.

- Goal 2.1** Create a readily identifiable downtown core that is unique and vibrant
- Goal 2.2** Invest in infrastructure, facilities, services personnel, and equipment
- Goal 2.3** Strengthen and maximize the sales and property tax base
- Goal 2.4** Strengthen local and regional coordination and collaboration related to business and economic development
- Goal 2.5** Maximize Relationships with Business

#### Infrastructure Investment

La Vista supports a reliable, safe and connected community through well-planned, well-maintained and sustainable public infrastructure. The City will prioritize and invest in strategic infrastructure improvements that support the City's economic development vision and goals.

- Goal 3.1** Meet growing infrastructure and facilities demands
- Goal 3.2** 84th Street Redevelopment
- Goal 3.3** Strengthen Environmental Stewardship
- Goal 3.4** Provide a safe, efficient, and well-connected multimodal transportation system that contributes to a high quality of life

#### Safe Community & Thriving Neighborhoods

La Vista strives to be a safe, secure and welcoming place to live, work, play, learn and do business. If help is needed at any time of the day, the response from well-trained staff is timely, courteous & professional. Preventable problems are avoided. The City will promote the preservation and stability of older residential neighborhoods and ensure that buildings are up to code.

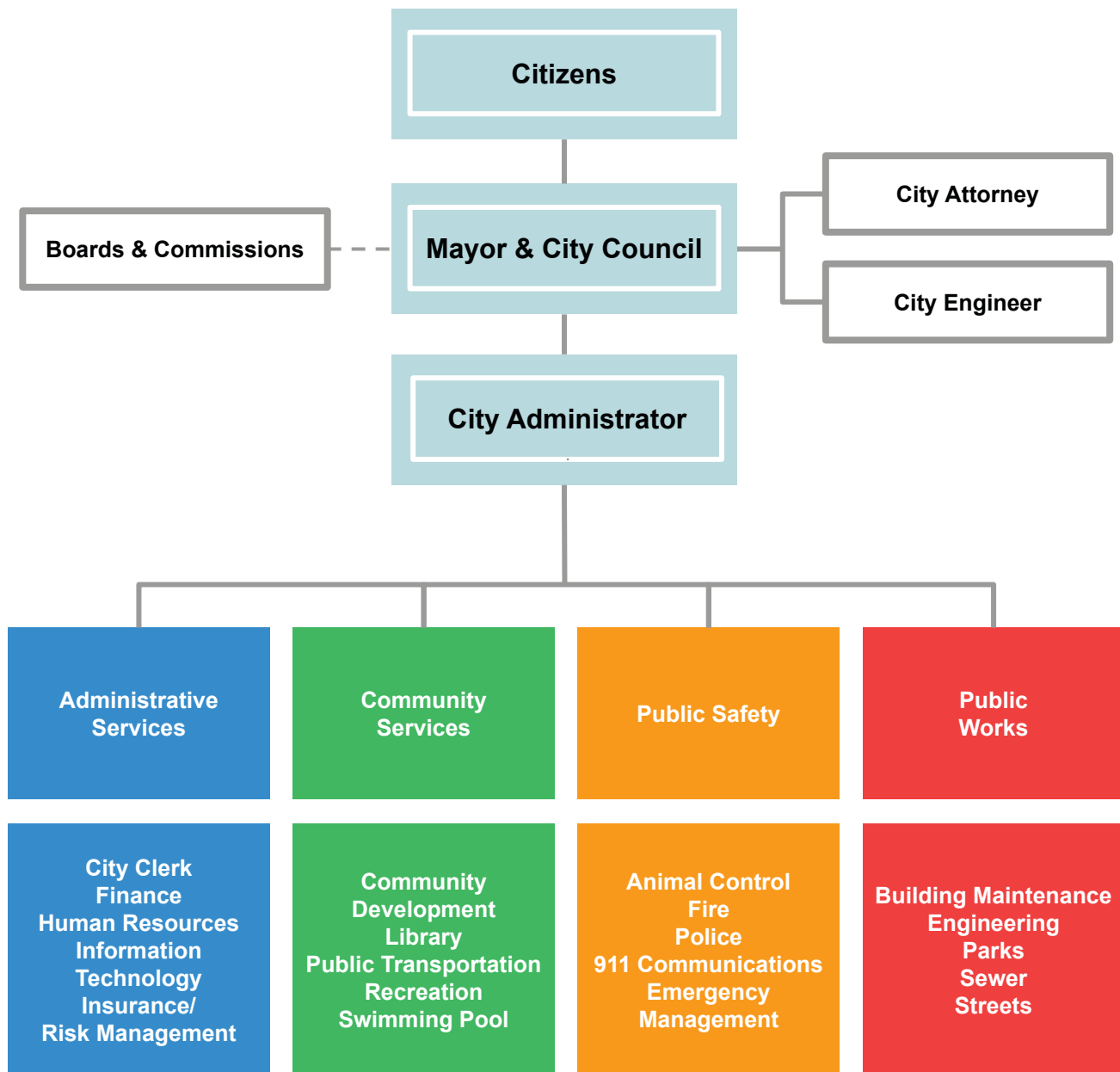
- Goal 4.1** Meet or exceed professional standards for police, fire & emergency medical services
- Goal 4.2** Ensure that City neighborhoods are safe, appealing, and enduring
- Goal 4.3** Increase employee efficiency through training and technology

#### Governance & Fiscal Responsibility

With an engaged work force, the City will provide responsible stewardship of public resources and deliver exceptional municipal services. Innovative and responsible policies and business practices will be implemented to effectively manage fiscal and human resources. The City will maintain a stable financial environment that is transparent and allows for an outstanding quality of life for our citizens. Public facilities will be maintained in a state of good repair so they can effectively support municipal operations and services.

- Goal 5.1** Govern in a transparent, efficient, accountable, and responsive manner
- Goal 5.2** Ensure city's ability to meet service demands and obligations
- Goal 5.3** Strengthen the city's org. capacity and promote a talented and energized workforce
- Goal 5.4** Foster regional collaboration and partnerships to maximize mutually beneficial
- Goal 5.5** Foster meaningful public involvement
- Goal 5.6** Expand use of technology to improve services

# Organizational Chart



# LA VISTA AT A GLANCE

With small-town values and big-city opportunities, La Vista represents a friendly community in a safe and beautiful setting. Founded in 1960, **La Vista is one of Nebraska's newest and fastest-growing cities**, teeming with energy, creativity and all kinds of unique perspectives. We've built a progressive place for both businesses and families. And with convenient Interstate access, La Vista is a gateway to all areas of the Omaha metro—with more than 900,000 potential customers and employees. The following information highlights La Vista's attributes.

## GOVERNMENT

**MAYOR:** elected at large  
**CITY COUNCIL:** 8 members elected from 4 wards  
**CITY ADMINISTRATOR:** appointed by Mayor

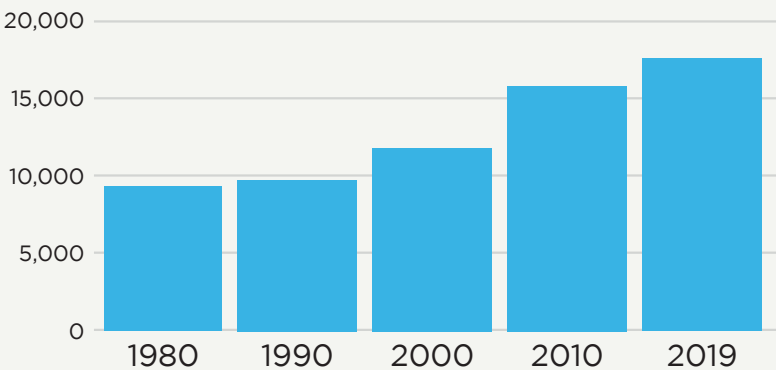


## POPULATION

### POPULATION GROWTH

La Vista's population has increased nearly 48% since 2000.

**17,170**  
(2019 est.)



### MEDIAN AGE

Residents 55-59 have grown at a rate of 187%, and La Vista's median age increased from 30 to 35 years old.

**30**  
2000

**32.1**  
2010

**35.7**  
2018

## COST OF LIVING

The cost of living index is below the national average.

**93 LA VISTA 100 U.S.**

## INCOME

Median household income:

**\$67,605**

## HOUSING

Median value of housing units: \$146,700

Total housing units: 7,272

Owner-occupied: 56%

Built after 1980: 59.5%

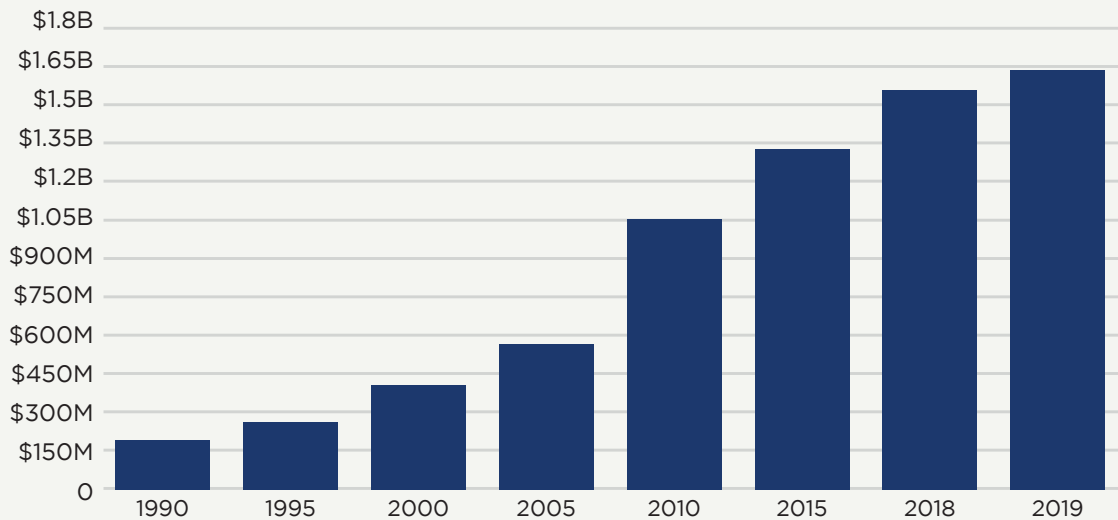
Value, owner-occupied above \$100,000: 85%

## NET TAXABLE SALES

2015	\$353,164,968
2016	\$403,800,112
2017	\$390,219,827
2018	\$393,378,202
2019	\$485,886,563

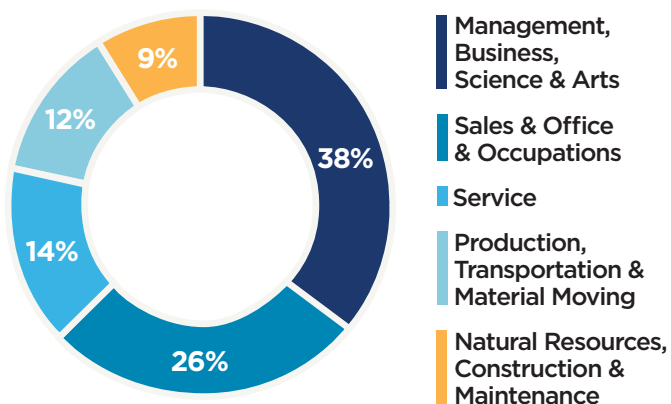
## ASSESSED VALUATION GROWTH

La Vista's assessed valuation has increased by more than \$1 billion since 1990.



## EMPLOYMENT BY OCCUPATION

The majority of La Vista residents work in blue collar or office job categories.



## MAJOR EMPLOYERS

- PayPal
- Securities America
- Embassy Suites/ La Vista Conference Center
- Rotella's Bakery
- Streck Laboratories
- Papillion-La Vista Community Schools

## Elected Officials



Mayor Douglas Kindig has served the City of La Vista in a variety of positions since 1994, ranging from the Park and Recreation Advisory Board to his current position as Mayor. He served on the City Council from 2000 to November 2005, when he was appointed mayor.

### MIKE CRAWFORD - Ward I



Mike Crawford was elected to the City Council from Ward I in 1980. He was elected to the City Council from Ward II in November 2008 and reelected in 2012 and 2016 from Ward I. His current term runs through 2020.

### KIM THOMAS, COUNCIL PRESIDENT - Ward I



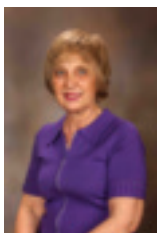
Kim Thomas was appointed to the City Council in February 2013. He was elected in 2014 and reelected in 2018. His current term runs through 2022.

### RON SHEEHAN - Ward II



Councilmember Sheehan was elected to the City Council from Ward I in November 1988. He has been reelected to the Council in 1992, 1996, 2000, 2004, 2008, 2012 and 2016. His current term runs through 2020.

### TERRILYN QUICK - Ward II



Terrilyn Quick served on the City's Planning Commission from 1983 through 1986. She was elected to the City Council in November 1986 from Ward II and has been reelected in 1990, 1994, 1998, 2002, 2006, 2010,

2014 and 2018. Her current term runs through 2022.

### DEB HALE - Ward III



Deb Hale was elected to the City Council from Ward III in November 2012 and reelected in 2016. Her current term runs through 2020.

### ALAN RONAN - Ward III



Alan Ronan was elected to the City Council from Ward III in November 1994. He was reelected in 1998, 2002, 2006, 2010, 2014 and 2018. His current term runs through 2022.

### JIM FREDERICK - Ward IV



Jim Frederick was appointed in June 2014 to fill a vacancy on the City Council. He was elected in 2016. His current term runs through 2020.

### KELLY SELL - Ward IV



Kelly Sell served on the City's Planning Commission and Board of Adjustment from 1985 through 1989. Sell was elected to fill a vacancy on the City Council from Ward I in December 1989 and reelected in 1990 and 1994. He was appointed to fill a vacancy from Ward IV in January 2006 and reelected in 2010, 2014 and 2018. His current term runs through 2022.