

State of the Town



TOWN OF
SPEEDWAY

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**ANNUAL
REPORT
2024**



A COMMUNITY DRIVEN BY TRADITION
WELCOME TO SPEEDWAY



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TOWN COUNCIL



Town of Speedway Mission Statement

The Town of Speedway is a small, safe, and diverse community rich in tradition which is striving to create vibrant neighborhoods by excelling in Education, Industry and Progress.

A community that embraces opportunity for positive change by encouraging redevelopment and working to build a strong quality of life for families.



Jason DeLisle

Town Council President



Nick Sturgeon

Town Council Vice President



Sarah Gardner

Town Councilor



Sean Harrold

Town Councilor



Vince Noblet

Town Councilor

TOWN LEADERSHIP



Grant Kleinhenz
Town Manager



Philip Foust
Clerk-Treasurer



Chief Robert Fishburn
Speedway Fire Dept.



Asst. Chief Chris Millhorn
Speedway Fire Dept.



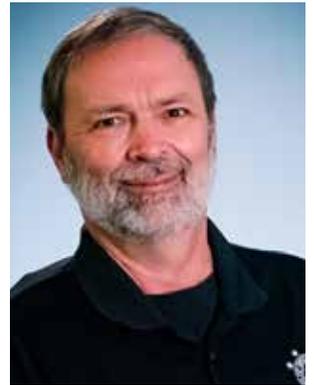
Chief Charles Upchurch
Speedway Police Dept.



Deputy Chief Sam Alexander
Speedway Police Dept.



Deputy Chief Jason Dierdorff
Speedway Police Dept.



John Merritt
Building Commissioner- SPD

Each year, Town Council establishes goals, priorities, and objectives. Town departments are mindful of carrying out these focuses through every investment made, initiative launched, and project implemented.



Cheryl McElroy
Director of
Communications



Tammy Smith
Parks & Recreation
Director



Nikki Parker
Human Resources
Manager



Rob Wetnight
Street Superintendent



Brad Sloan
Wastewater Superintendent



Ronnie Smith
Water Superintendent



Brian Pearce
SCTV Station Manager



Bill Pea
SCTV Promotions Director



Eder Lopez
Executive Assistant

Collectively, we work to maintain our small-town character while focusing to building a dynamic and vibrant future for the Town of Speedway community.

MESSAGE FROM THE TOWN MANAGER

GRANT KLEINHENZ



Speedway Town Council establishes goals, priorities, and a budget that support planned objectives. The Town Manager Budget incorporates four key Town functions including administration, event planning, communications and human resources. The budget is designed with intentional elements that enhance the quality of life in Speedway for residents, businesses, and visitors.

The Town continues to make improvements in priority areas such as connectivity, economic development, public safety, and the overall quality of life in Speedway. We invite you to be involved in future conversations that will help drive our continued growth and progress.



WHAT HAPPENED IN 2023

- Finalized Landscape Maintenance RFP for Crawfordsville Road and selected new vendor saving \$36,000 annually.
- Connected with the community during three Casual Conversation engagements.
- Bid Gateway Signage Project for High School Road & Crawfordsville Road saving nearly \$500,000 under engineer's estimate.
- Council adopted Short Term Rental Ordinance.
- Held inaugural class of the Town Resident Academy graduating 28 members.



LOOKING AHEAD TO

TOWN MANAGER GOALS *2024*

- Commence implementing the Town of Speedway Comprehensive Plan.
- Commence with launch of Town University through HR manager to provide customized training programs for staff and department leadership.
- Complete Gateway Signage Project
- Complete RFP for engineering for proposed 10th Street Force Main and begin process of finalizing SRF funding for 2024 construction start.
- Initiate update of Town Zoning Code and Code of Ordinances.
- Complete RFP for engineering for 25th Street from Lynhurst to Parkwood.
- Complete final design for Crawfordsville Road Pedestrian Improvement Project and apply for funding through the Indianapolis Neighborhood Improvement Grant.
- Complete comprehensive benefit analysis with comparisons to other similarly situated municipalities.

The Town continues to make improvements in priority areas such as connectivity, economic development, public safety, and the overall quality of life in Speedway.

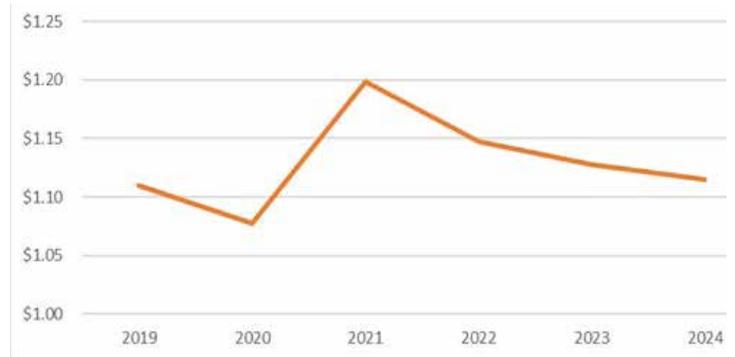


FINANCIAL MANAGEMENT

2024 PROPERTY TAX RATES GO DOWN AS ASSESSED VALUES GO UP AND DEBT PAYMENTS DECREASE

The State of Indiana sets the maximum levy (the dollar amount of property taxes that can be collected) for a town in a year, but certain debt funds are exempt from the maximum. Tax rates are tied to assessed values and the levy. This year the biggest factors leading to the lower tax rate are higher assessed values and lower debt payments, including the retirement of debt service on the 2013 street improvement bond.

TOWN OF SPEEDWAY TAX RATE*



**Does not include the redevelopment commission or separate taxing units (school, library, and public transportation board.)*

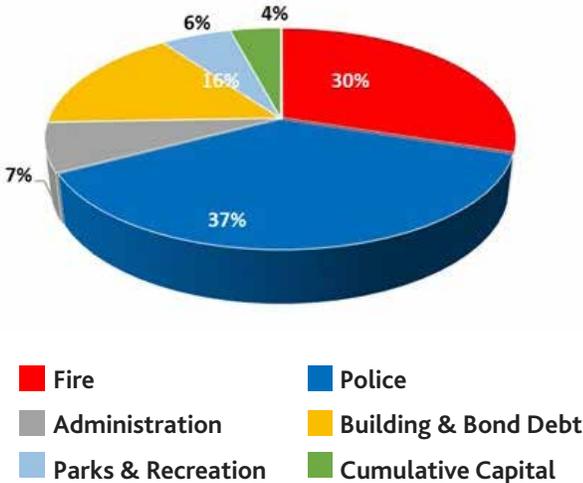


FINANCIAL MANAGEMENT

WHERE PROPERTY TAXES ARE ALLOCATED FOR 2024

Fund	Approved 2024
General Fund	\$ 6,805,726.00
Debt Service (2013 Street Improvement Bond)	\$ 41,137.00
Debt Payment (Speedway Municipal Center)	\$ 555,351.00
Bond #2 (2022 General Obligation Bond: road improvements and gateway signage)	\$ 858,943.00
Recreation	\$ 383,398.00
Park Bond	\$ 146,448.00
Cumulative Capital Development (CCD) Fund	\$ 381,753.00
Total	\$ 9,172,756.00

PROPERTY TAX FUNDED FUNCTIONS



OTHER REVENUE SOURCES:

Local income taxes, excise taxes, and various other tax distributions provide additional funding for the general fund, the street department, and parks. The Town’s utilities are largely funded by user fees and charges.



COMPREHENSIVE PLAN

A comprehensive plan is a strategic outline of what the community wants to accomplish in the future. It acts as a guide for the growth and development of Speedway over the next 20 years, providing a foundation for decision-making on such topics as public services and infrastructure management. It is designed to aid communities in assessing assets and identifying opportunities to address current needs in the areas of land use, government capacity, public services, placemaking, economic development, housing, transportation, agriculture, natural resources, broadband access, and historic resources.

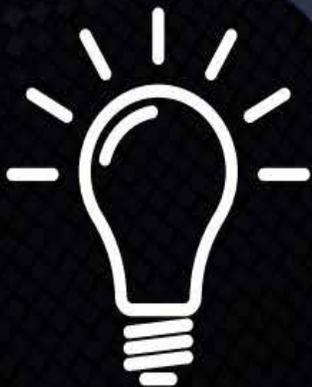
The planning process for the Town of Speedway Comprehensive Plan began in March 2022, and was funded in part through a \$60,000 Indiana Office of Community and Rural Affairs planning grant.

During the planning process, top priorities were identified, goals were outlined, strategies were discussed, and a community vision was created. To ensure that the planning process incorporated the ideas, concerns, and desires of the community, the planning process included public engagement

opportunities February - September in the form of public events, open houses, conversations with community stakeholders, and online surveys. The process was overseen by a Review Team and a Project Team comprised of community leaders, local business owners, healthcare providers, schools, major employers, organizations, and Speedway residents.

A public hearing was held August 14, 2023, to discuss the proposed comprehensive plan and public comments were invited to be heard. At this meeting, the Plan Commission certified that the Town of Speedway Comprehensive Plan met the necessary requirements in state statutes.

On August 28, 2023, Speedway Town Council adopted the Town of Speedway Comprehensive Plan in the Resolution No. 2023-05B.



VISION

Known for its schools, industry, and the IMS, the Town of Speedway balances its small-town charm with the amenities of the larger Indianapolis urban region. The town will continue to secure Main Street as a regional attraction while developing additional housing and economic opportunities.

GOALS

This plan seeks to enhance and propel Speedway into the next 20 years through the following goals:



CRITICAL PATH STRATEGIES



TOWN GROWTH & DEVELOPMENT

ECONOMIC DEVELOPMENT

The Speedway Economic Development Department sets forth the core objectives, strategies, and actions for the future economic growth and development of the Town of Speedway.

WHAT HAPPENED IN 2023

INVESTMENTS INTO SPEEDWAY

- Hampton Inn & Conference Center
 - \$17M investment
- 1300 Block - \$6M investment
 - 12 Condominiums
 - The Bev Shop
 - Le Peep
 - B. Erin Designs
- Valvoline Instant Oil Change
- First Financial Bank
- Founders Square Senior Housing

RIBBON CUTTINGS

- HealthNet, Inc.
- Brittany Wells State Farm Agency
- B. Erin Designs
- Le Peep
- Miss May Designs

ECONOMIC DEVELOPMENT FOR 2024

- Founders Square Senior Living
 - \$13.5M investment
- Borage Restaurant & Bakery
 - \$2M investment
- Residence Inn
- Gateway Signage Project

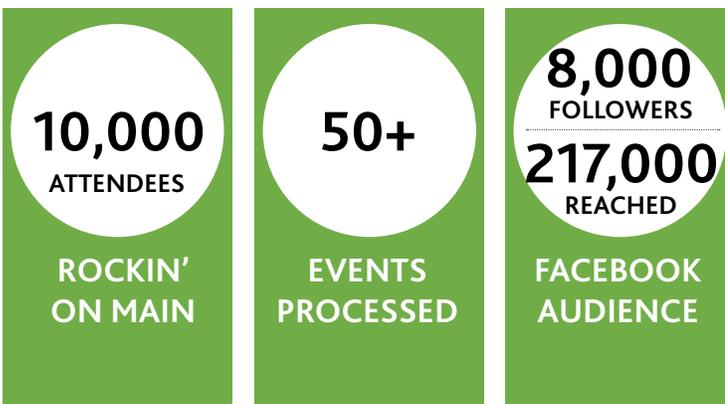


COMMUNITY ENGAGEMENT



COMMUNICATIONS & EVENT PLANNING

Speedway Communications serves as the hub for Town news and information by delivering clear & concise communications, purposeful event experiences, and sharing the Town of Speedway story.



WHAT HAPPENED IN 2023

- Executed new Town website Live January 2023.
- Managed social media & web content.
- Authored and distributed press releases and facilitated media interviews.
- Promoted Town events and initiatives.
- Designed and wrote mid-year and year-end Annual Report programs.
- eNewsletter reaching 500+ Speedway businesses.
- Events Planned:
 - Rockin' on Main, +10,000 attendees
 - State of the Town
 - Boards & Commissions Appreciation Event
 - Quarterly Casual Conversations (three)
 - Town Holiday Food Drive
 - Employee Events
 - Town Council President waving green flag to kick off Indy 500 Practice.
- Secured \$22,750 sponsorships that funded 100% of Rockin' on Main event expenses.
- Secured five-year partnership with Nashville artist, Clayton Anderson, to perform as Rockin' on Main headliner at \$0 cost. Contract includes stage, sound system, crew = \$50,000 value.
- Facilitated review & approval process for 28 events held in Speedway, including RUN(317), Hauler Parade, Community Hometown Parade.
- Coordinated ribbon cuttings/ground breakings.
- Light Up Main holiday lights & décor.
- Created & managed Fall Scarecrow Contest.
- Multiple positive media coverage opportunities, including Business View Magazine feature.
- Coordinated Main Street banner poles hardware replacement.

COMMUNICATION GOALS FOR 2024

- Develop workable Comprehensive Plan strategy.
- Design & develop 2024 Annual Report.
- Secure \$20,000 sponsorships that will fund Town's Rockin' on Main event.
- Secure intern or mentorship assistance.
- Elevate community communication efforts and engagement opportunities.



PUBLIC SAFETY

SPEEDWAY FIRE DEPARTMENT

Firefighters bravely fight fires. They also provide fire prevention education and are available 24-hours a day keeping the Speedway community safe.

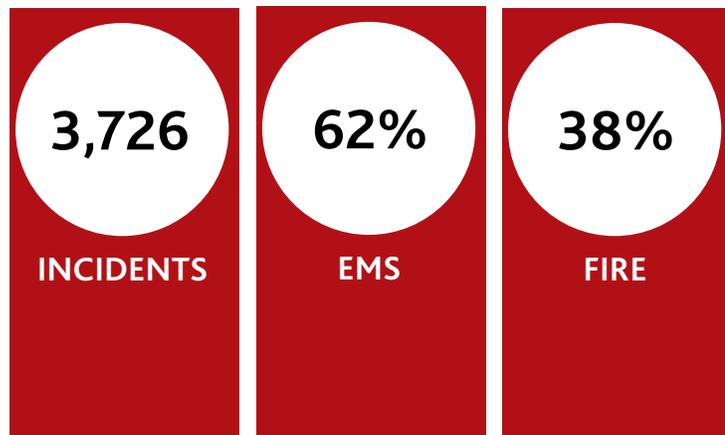
WHAT HAPPENED IN 2023

- Worked with Crystal Clean on new enclosed ground flair.
- Issued Certificate of Occupancy to Hampton Inn Hotel & Event Center.
- Tenant keys for Speedway Super Center organized as plan for fire or sprinkler issues.
- All personnel met ISO training requirements.
- Added three members as Rescue Task Force trainers.
- Purchased ballistic vests for all riding seats on fire apparatus.
- Successful promotion process—promoted three Lieutenants and one Battalion Chief.
- Successfully and safely managed the major racing events hosted by the Indianapolis Motor Speedway.
- Will take delivery of new fire engine mid to late 2024.



SFD GOALS FOR 2024

- Transition Fire Inspector to full-time position, supporting value and retention objectives.
- Continue to provide quality services to Speedway citizens and corporate partners.
- Continue to participate in Town's Citizen Academy.
- Prepare and implement rescue task force training effort in collaboration with SPD.
- Start specification process for new ladder truck.



PUBLIC SAFETY

SPEEDWAY POLICE DEPARTMENT

The Speedway Police Department proudly serves the Town of Speedway providing 24-hour protective service to the Speedway community. SPD is committed to maintaining quality and professional police services to ensure the safety and security of the residents and businesses.

WHAT HAPPENED IN 2023

- Implemented twelve-hour shift schedules for Operations Division.
- Implemented ten-hour shift schedules for Investigations Division.
- Increased minimum of patrol officers to four officers per shift.
- Increased reserve officers to seven officers.
- Successfully managed police planning and response for traffic, security, and safety for May racing events and Brickyard 200.
- Installed ten FLOCK ALPR cameras for added traffic and criminal enforcement.
- Increased traffic enforcement efforts - issued 34.7% more traffic citations and 20.5% more traffic warning citations.



SPD GOALS FOR 2024

- Continue to recruit the most highly qualified professional candidates to fill anticipated patrol officer vacancies.
- Continue efforts to attract candidates to fill reserve officer positions.
- Replace officers' body armor.
- Increase traffic enforcement efforts.
- Add additional Flock ALPR cameras to increase coverage throughout town.
- Continue efforts to successfully manage police planning and response for traffic, security, and safety for May racing events and Brickyard 400.
- Continue participation in the Town's Citizen Academy to help educate participants about police department operations and processes.



PUBLIC WORKS

SPEEDWAY STREET DEPARTMENT

The Speedway Street Department provides the community a wealth of services including keeping the Town clean & beautiful and maintaining roadways and infrastructure.

WHAT HAPPENED IN 2023

- Received \$417,522.00 in CCMG money for 2022 Asphalt Project that included new curbs, new sidewalks, driveway approaches and street resurfacing for North Whitcomb Ave., Hickorywood Ct, and Dr., Macarthur Lane, and a large portion of Patton.
- Applied for \$1,000,000.00 CCMG money for 2023 Asphalt Project
- Purchased Ford F-150 pickup for Streets.
- Worked with Transportation Committee for the completion of sidewalk project in the amount of \$280,480.28 and installation of new Radar Speed Limit Signs.
- Worked with SRC on the 1300 Block Project and Gateway Sign Project.



STREET DEPARTMENT GOALS FOR 2024

- Complete 2023 Asphalt project estimated to cost 2.2 million dollars including new curbs, new sidewalks, driveway approaches and street resurfacing on Beauport Rd., Maplewood Dr., Hollister Dr. from Patton Dr. to Moller Rd., Hickorywood Dr. from Parkwood to High School Rd.
- Continue working with Speedway Transportation Committee and SRC on any ongoing and future projects including all new Radar Speed Limit Signs.
- Purchasing of RC mower for all dangerous mowing inclines to eliminate the cost of renting special equipment and for the safety of personnel.
- Purchasing of new Asphalt Roller, sharing cost with the Water Department.
- Purchasing a Hilti Core machine for the replacement of street signs to eliminate the cost of each rental.
- Continue to maintain and serve the Town Residents with all Street Department duties.



PUBLIC WORKS



SPEEDWAY WATER WORKS

Water Works for the Town of Speedway is committed to enhancing water quality, keeping rates affordable, making continuous improvements to the drinking water system, and ensuring the Town of Speedway residents and businesses have sufficient water supplies for future generations.

WHAT HAPPENED IN 2023

- Replaced old water meters and added radio heads to meters.
- Replaced old broken valves to the distribution and water plant.
- New fluoride pump and one rebuilt pump.
- New loss of head gauge installed at ground plant.
- Added cell modems to all the wells and ground water plant.
- Intake structure for raw water pumps was added for the surface treatment plant to protect equipment. from the elements and to improve security and access to raw water supply.
- New garage for storage was completed and will help keep things protected from the elements.
- New lock and camera system installed for improved security.
- Received \$20,000 grant from the IFA and hired consultant to perform inventory of known lead service lines.

WATER WORKS GOALS FOR 2024

- Continue to update and improve distribution system per Capital Improvement Plan.
- Replace old dump truck for distribution.
- Continue to update and improve both surface treatment and ground water plant buildings.
- Continue to use the surface plants as much as possible as to replenish wells.
- Continue to update and improve well sites.



PUBLIC WORKS

SPEEDWAY WASTEWATER & STORM WATER

The Wastewater Department is responsible for the collection and treatment of wastewater generated by residential, commercial, and industrial users. Our goal is to protect human health and the environment while providing wastewater treatment service as efficiently as possible.

WHAT HAPPENED IN 2023

- Fully staffed WWTP operations.
- Adjusted final clarifiers flow for better settling to eliminate use of polymer in final clarifiers.
- Added a weir wolf to the No. 2 clarifier for better water quality and safety for employees.
- Replaced valves in the Return building.
- Three new certified operators at the WWTP. Two Class IV and one Class III. Currently five certified operators.
- Satisfactory rating on IDEM inspection.
- Closed Hampton Inn and Valvoline storm water Pollution Prevention Plans (SWPPP).
- Researching turning methane gas into an energy savings for the plant.



WASTEWATER & STORM WATER GOALS 2024

- Additional certified operators at the plant.
- Replace the old grit classifier for improved grit removal.
- Approving Allison Transmission's new pre-treatment plant to achieve better water quality to the WWTP.
- Add another weir wolf to the No.3 final clarifier.
- Replace the burner on the digester boiler for better operation and efficiency.
- Continuing education for both wastewater and storm water.
- More valve replacement in the Return building.
- Creating an SOP for Total Nitrogen removal in the plant's lab.
- Meeting NPDES parameters at the plants, while maintaining zero violations.
- Research energy saving options such as solar power for the plant.

1,315,371,000
GALLONS

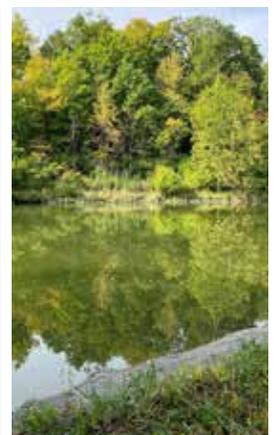
WASTEWATER TREATED
AND DISTRIBUTED INTO
BIG EAGLE CREEK

64
INCHES

RAINFALL IN
SPEEDWAY

**97% Carbonaceous Biochemical
Oxygen Demand**
91% Total suspended solids
89% Ammonia
83% Phosphorus

POLLUTANTS REMOVED
FROM TOTAL WASTEWATER



HOMETOWN TELEVISION

SPEEDWAY COMMUNITY TELEVISION

Speedway Community Television (SCTV) produces video to support government transparency through the broadcasting and streaming of public meetings as well as creating videos about Town projects, events, and initiatives.

SCTV is Speedway's hometown channel.

WHAT HAPPENED IN 2023

- Photographed head-shots of Speedway Police Department, value of \$3,000.
- Update head-shots of town leadership.
- Sold more copies of the Speedway High School graduation since 2018 and the second most in the time we've been producing the ceremony.
- Fixed issue in the Speedway Police Department training room by helping them connect both monitors to a single source.

SCTV GOALS FOR 2024

- Find new sources of revenue.
- Actively market "Production for Hire" services to local businesses.
- Provide on-camera training to Town leadership.
- Produce quarterly or semi-annual segments that report on current happenings and projects within Town departments.



TOP THREE VIDEOS

#1 1300 BLOCK MAIN STREET UPDATE - 1,548 views

#2 NASCAR HAULER PARADE PROMO - 1,165 views

#3 SHS FOOTBALL GAME vs SCECINA - 1,017 views

955 FOLLOWERS
17,000 REACHED

FACEBOOK AUDIENCE

117

VIDEOS PRODUCED

32,000 VIEWS

ON YOUTUBE

BUILDING A TEAM

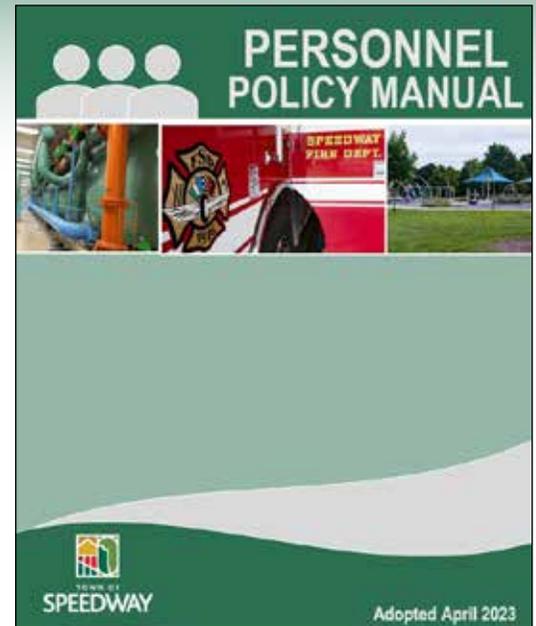
HUMAN RESOURCES

Human Resources facilitates hiring, administers employee benefits, and provides other employee-related resources for the Town of Speedway.

The Town of Speedway employs 150+ talented professionals who make a difference in the Speedway community every day.

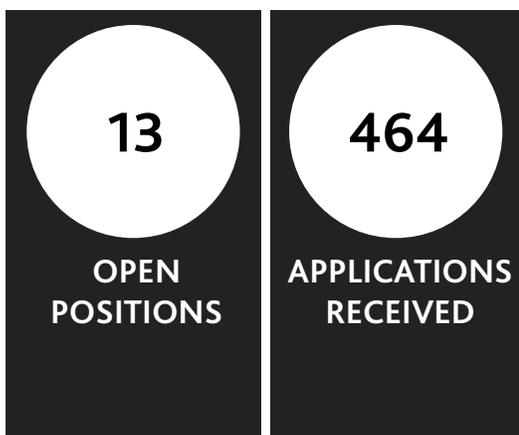
WHAT HAPPENED IN 2023

- Finalized the overhaul and update of the Town Personnel Policy Manual.
- Completed and implemented the updated Personnel Manual.
- Completed Total Compensation Statements for all Town staff.
- Conducted comprehensive employee on-boarding meetings with all new hires starting in 2023.
- Hosted five employee engagement events, including pancake breakfast, taco truck cook-out, and chili cook-off.



HUMAN RESOURCES GOALS FOR 2024

- Create and implement an employee wellness program, including incentives to employees for taking proactive care of their health.
- Provide training to staff and supervisors in key leadership areas.
- Send out a quarterly Employee Newsletter highlighting Town events, employee spotlights, birthdays and anniversaries, employee accomplishments and other information to create more employee engagement.
- Update and finalize salary benchmarking to all Town employees using other local and comparable municipalities.



ENHANCING COMMUNITY



PARKS & RECREATION

Speedway Parks & Recreation serves the community by providing beautiful, well-maintained park facilities and a wide range of events to enhance the lives of citizens and visitors alike.

WHAT HAPPENED IN 2023

- Engaged in process of Parks & Recreation Master Plan.
- Leonard Park improvements with \$250,000 reimbursement from the DNR's Federal LWCF Grant.
- Security cameras in both parks.
- Updated park ordinances with increase in violation fines and installation of additional signage in both parks informing of park rules and park hours.
- Month of May parking raised \$10,260.
- Summer Concert program funded with \$10,000 sponsorships.
- Two pickleball courts - Leonard Park.
- 381 participants in 2023 Summer Camps employing 29 high school students and staff.
- 100 participants in free swim lessons employing seven high school students, alum, and staff.
- Spring Volleyball Camp, Summer Senior Programs, Winter Boys & Girls Basketball Rec Leagues.
- Upgraded Ochs Garden in Leonard Park.
- Yarn Art Project in Leonard Park.
- Tribute Tree Program - four new trees.



PARKS & RECREATION GOALS FOR 2024

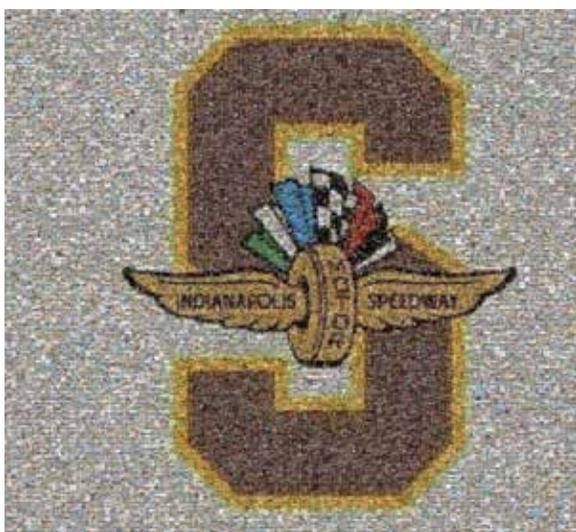
- Additional security cameras in parks.
- New playground surfacing material.
- Addition of a PT assistant to Parks Director.
- Increase FT grounds staff to two and decrease PT staff to one.
- Goal of \$10,000 in sponsorship donations for summer concerts.
- Continuation of partnership with schools for summer camps and free swim lessons.
- Continuation of Spring Volleyball camp and Winter Basketball leagues.
- Upgrade partitions in restrooms.
- Analyze budget numbers to determine when the next application can be submitted for the Federal LWCF grant for possible Meadowood Park improvements.
- Research feasibility of park splash pad.
- Continuation of annual events: West Indy Art & Music Festival, summer concerts, Trunk or Treat, Community Day, Light the Night on Main.
- Finalize Parks & Recreation Master Plan.

EVENTS in 2023:

- 3rd Annual West Indy Art & Music Festival
 - Record attendance
- Market in Meadowood
 - 13 weeks, 18 participants
- Public Safety & Service Community Day
 - Parks partnered with Speedway Police, Speedway Fire, and Speedway Town Depts
- Trunk or Treat
 - 600+ visitors and 21 participants
- Light the Night
 - Holiday Shoppe of 12 artists/vendors
 - 13 participating businesses/groups
- Elves Workshop

BOARDS & COMMISSIONS

Town of Speedway Boards & Commissions are independent bodies consisting of volunteer members, appointed by public officials, who work to make the community better.



WHAT HAPPENED IN 2023

- **SPEEDWAY ARTS COUNCIL**
Installed mural on entrance wall of Speedway Municipal Center. Mural included thousands of photos of residents, school events, get-togethers - capturing the faces of Speedway.
- **SPEEDWAY LIBRARY BOARD**
Installed security upgrades, improved inventory process, and redesigned outdoor landscaping. Continued maintenance of Meadowood Park Storywalk, and brought back the book cart drill team in the Hometown Parade!
- **SPEEDWAY COMMUNITY DEVELOPMENT**
Planted ten trees along 16th Street, as part of Tree-Line Streets Project. Plan to plant 100 trees along major thoroughfares throughout town by 2026. Launched Centennial Planning Committee to plan Town's 100 Year Anniversary in 2026. Partnered with Home Helpers and assisted with organization and day of events.
- **SPEEDWAY HOUSE ADVISORY COMMITTEE**
Partnered with Speedway Lions Club to bring back Speedway Home Helpers. The fall project included nearly 60 volunteers who completed 14 home projects.

BOARDS & COMMISSIONS

- **SPEEDWAY PUBLIC TRANSPORTATION CORPORATION**

Completed four bus stop projects, 12 new radar speed signs near bus stops to encourage the slowdown of traffic, and three new bus stop sidewalks at the following locations: next to the Speedway Municipal Center, Moeller Rd. and Beauport Rd., and 5135 W. 10th St.

- **SPEEDWAY REDEVELOPMENT CORPORATION**

Bid Gateway Signage Project for High School Road & Crawfordsville, which is to be completed in 2024. The 1300 Block Public Plaza started construction - this will be used as a community gathering space.

- **SPEEDWAY TRAILS**

The B&O Trail connector from Speedway to Haughville/ Fairfax was opened.



2024 State of the Town

