

City Manager's Office

About City Manager's Office

The City of Wheat Ridge functions within a Council-Manager form of government. The Council-Manager form of government promotes citizen representation. This method of government supports the political direction by elected officials in the framework of a Council, along with the administrative practice of an appointed City Manager. The Council hires a professional City Manager to supervise the delivery of public services and implement public policy approved by the Council. The Economic Development Manager reports to the City Manager and serves as the Executive Director to Renewal Wheat Ridge. The City Manager, Director of Community Development and Economic Development Manager work collectively to promote and market Wheat Ridge, retain and attract retail activity, rehabilitate underutilized commercial corridors and increase primary job opportunities.



**2011
Budget
Highlights**

- Continued coordination and investment in Cabela's project
- Implementation of new Performance Management Program
- Continued implementation of the Customer Service Action Plan
- Initiation of redevelopment project at SE corner of 44th and Wadsworth



City Manager's Office

City Manager

Economic Development



DID YOU KNOW

Patrick Goff was appointed City Manager in June 2010 after working for the City since 2002 as the Administrative Services Director, Deputy City Manager and Renewal Wheat Ridge Executive Director?

City Manager's Office

Objectives

- Provide overall administration for City in accordance with City Council policies and issues
- Manage and supervise departments, agencies and offices to achieve goals within available resources
- Provide oversight in preparation and execution of budget
- Provide direction for redevelopment and development programs within the City
- Provide effective communications with City Council and citizens
- Ensure organizational expectations are incorporated and practiced
- Manage special projects

2010 Achievements

- Reorganized the economic development function and conducted a search for a new Economic Development Manager
- Continued negotiations for the redevelopment of 44th and Wadsworth
- Presented new comprehensive plan to City Council for adoption
- Created mixed use zoning districts
- Established new mission statement and values for City employees
- Facilitated strategic planning process with City Council
- Created new brand and marketing materials for Renewal Wheat Ridge, formerly Wheat Ridge Urban Renewal Authority
- Created Economic Development Strategic Plan

2011 Objectives

- Develop a long-term financial sustainability plan
- Facilitate development agreement for Crossing at Clear Creek
- Facilitate redevelopment of 38th and Wadsworth parcels
- Continue the redevelopment of 44th and Wadsworth parcels
- Develop vision and redevelopment options for 38th Avenue
- Establish "Town Center" strategy, definition and boundary
- Partner with Jefferson County School District to develop a Wheat Ridge neighborhood schools improvement strategy
- Develop and propose a multi-family and commercial property maintenance inspection program
- Design and install City boundary entryway signage

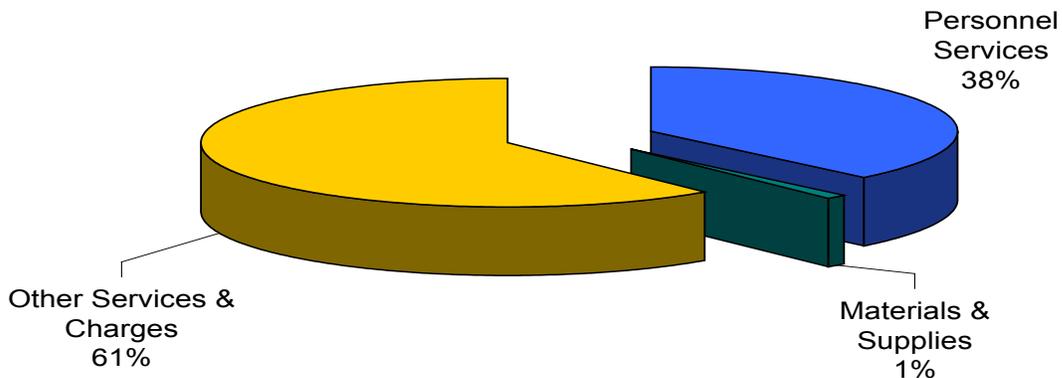
City Manager's Office

Staffing and Financial Summary

	2008 Authorized	2009 Authorized	2010 Authorized	2011 Authorized
City Manager	1	1	1	1
TOTAL	1	1	1	1

	2009 Actual	2010 Adjusted	2010 Estimated	2011 Adopted
Personnel Services	\$174,623	\$171,873	\$191,195	\$266,737
Materials & Supplies	\$462	\$850	\$750	\$8,100
Other Services & Charges	\$82,152	\$85,440	\$39,165	\$563,815
Capital Outlay	\$0	\$0	\$0	\$0
TOTAL	\$257,237	\$258,163	\$231,110	\$838,652

Total 2011 Budget by Object



**City Manager's
Office**

City Manager

Economic Development



DID YOU KNOW

The Business Education Series Training (BEST) program was the 2010 winner of a national marketing award for local governments – a 3CMA Savvy Award?

Economic Development

Overview

- Partner with the business community to help new businesses succeed and established businesses to expand
- Manage the business retention program
- Serve as City's information resource for new and existing businesses
- Partner with Wheat Ridge 2020 to recruit new businesses and facilitate development projects through the City's regulatory processes
- Administer incentive programs, (ESTIP, Enterprise Zones, BID's, Property Tax Rebates, Small Business Administration)

2010 Achievements

- Developed Economic Development Strategic Plan
- Assisted in development of Renewal Wheat Ridge Strategic Plan and Incentive Policy
- Hosted City's annual business award recognition program
- Increased business retention and expansion program visits
- Strengthened relationship with local media to foster positive coverage
- Instrumental in development and implementation of the multi organization Business Education Series Training (BEST) program
- Hosted City's first Economic Development "Connecting the Dots" Summit
- Organized and supported several grand openings / ribbon cuttings
- Produced an Economic Development Top of the Hour video

2011 Objectives

- Implement Economic Development Strategic Plan
- Market Economic Development Incentive Policy to developers and brokers
- Partner with Wheat Ridge 2020 to help implement strategic goals
- Host annual business recognition and awards program
- Develop strong relationships with regional Economic Development partners
- Work with local media to highlight business successes and opportunities
- Expand the Scope of the Business Retention and Expansion (BRE) program
- Work with local business associations to help strengthen their capacity
- Advocate for redevelopment in Wheat Ridge
- Educate the community and City departments and divisions on Economic Development issues

Economic Development

Staffing and Financial Summary

	2008 Authorized	2009 Authorized	2010 Authorized	2011 Authorized
ED Manager	0	0	1	1
ED Specialist	0	1	0	0
TOTAL	0	1	1	1

	2009 Actual	2010 Adjusted	2010 Estimated	2011 Adopted
Personnel Services	\$73,353	\$69,840	\$51,962	\$100,485
Materials & Supplies	\$4,303	\$9,450	\$5,134	\$7,250
Other Services & Charges	\$867,065	\$470,216	\$360,115	\$476,375
Capital Outlay	\$0	\$0	\$0	\$0
TOTAL	\$944,721	\$549,506	\$417,211	\$584,110

Total 2011 Budget by Object

