

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.

**2012
Budget
Highlights**

- Facilitation of the Clear Creek Crossing Development
- Implementation of the 38th Avenue Redevelopment Plan
- Development of the NW Transit Oriented/Ward Road Station Plan
- Development of a City Sustainability Plan
- Development of a Ten-Year Infrastructure Plan



City Manager Patrick Goff

City Manager

Economic Development Manager



City Manager's Office

City Manager

Economic Development



DID YOU KNOW

Most sources trace the first city manager in the country to Staunton, Virginia in 1908? Wheat Ridge became a Council-Manager form of government in 1995.

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
- Manage and direct 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

2011 Achievements

- Restructured Economic Development Program and hired Economic Development/Urban Renewal Manager
- Continued negotiations for the redevelopment of the Town Center North Project at 44th and Wadsworth
- Adoption of mixed-use zoning districts
- Development of a 38th Avenue Redevelopment Plan
- Continued negotiations for Clear Creek Crossing Project
- Developed a Debt Policy and Unrestricted Fund Balance Policy as part of a long-term Financial Sustainability Plan

2012 Objectives

- Facilitate development of Clear Creek Crossing
- Facilitate redevelopment of 38th and Wadsworth parcels
- Continue to market the available Town Center North Project parcels
- Implement Redevelopment Plan for 38th Avenue
- Establish "Town Center" strategy, definition, and boundary
- Partner with Jefferson County School District for the acquisition of Martensen School property
- Develop a City Sustainability Policy and Plan
- Develop a ten-year infrastructure plan
- Develop a plan for the northwest transit oriented development/ Ward Road station project

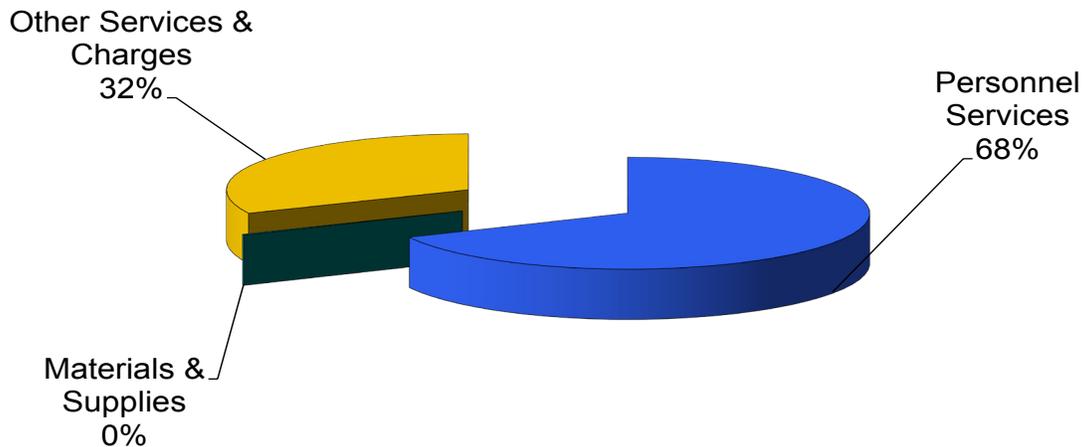
City Manager's Office

Staffing and Financial Summary

	2009 Authorized	2010 Authorized	2011 Authorized	2012 Authorized
City Manager	1	1	1	1
TOTAL	1	1	1	1

	2010 Actual	2011 Adjusted	2011 Estimated	2012 Adopted
Personnel Services	\$193,514	\$166,852	\$166,852	\$171,533
Materials & Supplies	\$312	\$850	\$600	\$600
Other Services & Charges	\$33,682	\$84,976	\$84,425	\$80,615
Capital Outlay	\$252	\$2,464	\$2,463	\$0
TOTAL	\$227,760	\$255,142	\$254,340	\$252,748

Total 2012 Budget by Object



**City Manager's
Office**

City Manager

Economic Development



DID YOU KNOW
More than 75% of new job creation occurs through existing business in a community, making it important to focus on business retention and expansion while developing new opportunities for employment and development?

Economic Development

Overview

- Partner with the business community to help new businesses succeed and established businesses 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
- Administer incentive programs, (ESTIP, Enterprise Zones, BID's, Property Tax Rebates, Small Business Administration)

2011 Achievements

- Executed a Master Development Agreement with Weston Solutions for oversight of Wadsworth and 44th project, demolished structures on site and sold a 2.2 acre parcel for development of an 88-unit apartment complex
- Hosted Annual City Business Appreciation Awards Ceremony
- Assisted Go-Green Recycling in receiving grant to expand their Wheat Ridge operations
- Improved accessibility for businesses to utilize City resources through the 'Key Development Team' approach
- Attracted new primary employer (Reglera) to the City utilizing the Business Development Zone Program
- Hosted first quarterly 'Business Roundtable Discussions' between Wheat Ridge businesses and City staff
- Implemented the creation of a Denver-based Urban Renewal Professionals Group
- Organized ribboned cuttings and grand openings
- Implemented the Shop Wheat Ridge site

2012 Objectives

- Create a Business Development Incentive Package
- Develop a Residential Home Improvement Incentive Package to encourage home improvement and additions
- Develop a small business guide to opening a new business
- Investigate TIF and work with all parties in the development of the 38th Avenue Corridor Plan
- Market the remaining sites on Wadsworth and 44th project
- Create new 'Top of the Hour' videos
- Expand the Shop Wheat Ridge site
- Evaluate and improve upon existing marketing materials and programs

Economic Development

Staffing and Financial Summary

	2009 Authorized	2010 Authorized	2011 Authorized	2012 Authorized
ED Manager	0	1	1	1
ED Specialist	1	0	0	0
TOTAL	1	1	1	1

	2010 Actual	2011 Adjusted	2011 Estimated	2012 Adopted
Personnel Services	\$43,074	\$100,485	\$100,485	\$110,947
Materials & Supplies	\$4,366	\$7,250	\$6,100	\$8,850
Other Services & Charges	\$583,597	\$531,375	\$523,088	\$346,630
Capital Outlay	\$5,894	\$0	\$0	\$0
TOTAL	\$636,931	\$639,110	\$629,673	\$466,427

Total 2012 Budget by Object

