

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.

**2013
Budget
Priorities**

- Facilitate major economic development activities along the City's major commercial corridors
- Continue working with City Council to identify strategies for the long-term financial sustainability of the community
- Implement the full-extent of Priority Based Budgeting into the 2014 Budget

City Manager's Office



City Manager Patrick Goff



**City Manager's
Office**

City Manager

Economic Development



City Manager's Office

Core Business

- Provide overall administration for City in accordance with City Council policies and issues
- Manage and supervise departments, agencies, and offices to achieve goals with available resources
- Provide oversight in preparation and execution of budget
- Manage and direct economic development programs within the City of Wheat Ridge
- Provide effective communication with City Council and citizens
- Ensure organizational expectations are incorporated into daily work processes

2012 Strategic Accomplishments

- Initiated implementation of 38th Avenue Redevelopment Plan
- Received the 2012 International City and County Management Association (ICMA) Program Excellence Award in the category of Strategic Leadership and Governance
- Transitioned the City's budgeting process from the traditional incremental budgeting to the ICMA best-practice Priority Based Budgeting
- Negotiated the Renewal Wheat Ridge property sale to Wazee Partners at 44th and Wadsworth for an 88-unit, aged-restricted apartment building
- Received more than \$10.0 million in grant funding for street, trail, and park projects

2013 Strategic Priorities

- Facilitate development of Clear Creek Crossing
- Continue working with Applewood Shopping Center to assist in the revitalization of the Center
- Coordinate the redevelopment of 38th and Wadsworth into a quality mixed-used development
- Monitor and build on the success of the 38th Avenue Main Street initiative
- Market and sell remaining Renewal Wheat Ridge property at 44th and Wadsworth to quality end-users to complete the revitalization of Town Center North
- Implement the full extent of the Priority Based Budgeting system into the 2014 Budget process
- Continue working with City Council to identify strategies for the long-term financial sustainability of the community

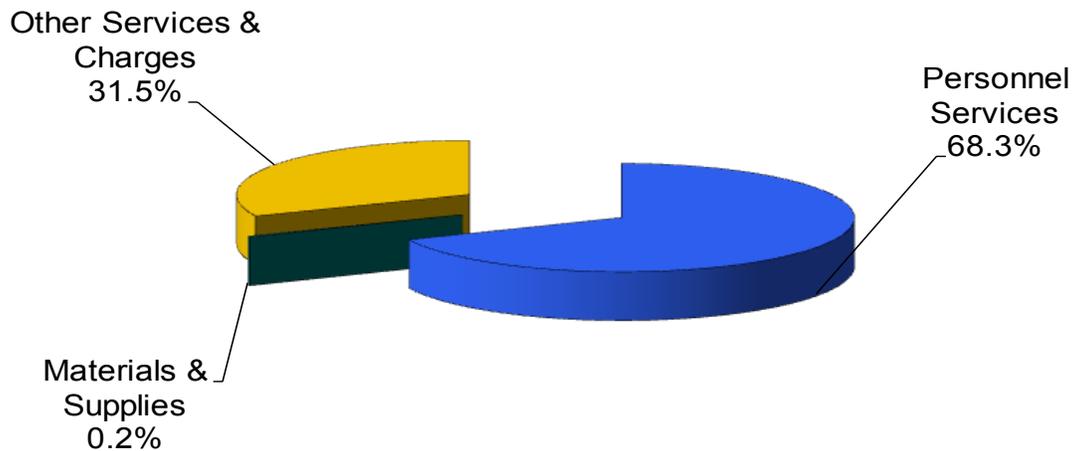
City Manager's Office

Staffing and Financial Summary

	2010 Authorized	2011 Authorized	2012 Authorized	2013 Authorized
City Manager	1	1	1	1
TOTAL	1	1	1	1

	2011 Actual	2012 Adjusted	2012 Estimated	2013 Adopted
Personnel Services	\$168,479	\$172,337	\$172,337	\$172,457
Materials & Supplies	-\$58	\$600	\$600	\$600
Other Services & Charges	\$88,214	\$80,615	\$79,115	\$79,615
Capital Outlay	\$2,696	\$0	\$0	\$0
TOTAL	\$259,330	\$253,552	\$252,052	\$252,672

Total 2013 Budget by Object



**City Manager's
Office**

City Manager

Economic Development



Economic Development

Core Business

- Assist new and existing business with development, expansion and retention
- Manage business retention, expansion and attraction
- Serve as the City's business information resource
- Partner with Wheat Ridge 2020, Wheat Ridge Business Association and other county and state agencies to recruit new business and promote existing business
- Administer incentive programs such as ESTIP and BDZ

2012 Strategic Accomplishments

- Managed the development of the Town Center North Project
- Hosted Annual City Business Appreciation Awards Ceremony
- Conducted the first-ever City of Wheat Ridge Business Walk
- Worked extensively on the 38th Avenue Corridor Plan and all the subcommittees
- Recruited and assisted new business development that enhanced sales tax revenues
- Improved internal services offered by the City through a 'team approach' to development
- Negotiated a development incentive with King Soopers and worked with the property owners to enhance the center
- Served on the boards of the Economic Development Council, Jeffco EDC, and volunteered as on the Strategic Planning Committee
- Marketed and assembled available properties
- Completed BDZ programs for Reglera and Walrus 5560
- Developed a New Business Guide for small business start-up

2013 Strategic Priorities

- Expand the Business Retention Walk
- Implement packages for ESTIP, BDZ and other business related incentives
- Continue to make 38th Avenue the destination location for Wheat Ridge by recruiting new businesses and creating incentives
- Develop housing incentive programs to improve housing stock
- Continue working with WR2020, the WRBD and the WRBA to promote Wheat Ridge as 'Open for Business'
- Develop a key economic development messaging program to include website, social media, messaging, and advertising materials
- Market available sites in Wheat Ridge and help create the bonds between land owners and developers

Economic Development

Staffing and Financial Summary

	2010 Authorized	2011 Authorized	2012 Authorized	2013 Authorized
ED Manager	0	1	1	1
ED Specialist	1	0	0	0
TOTAL	1	1	1	1

	2011 Actual	2012 Adjusted	2012 Estimated	2013 Adopted
Personnel Services	\$97,332	\$111,486	\$111,447	\$111,447
Materials & Supplies	\$5,069	\$8,850	\$8,100	\$7,350
Other Services & Charges	\$700,739	\$653,891	\$645,249	\$986,035
Capital Outlay	\$0	\$0	\$0	\$0
TOTAL	\$803,140	\$774,227	\$764,796	\$1,104,832

Total 2013 Budget by Object

