

City Manager's Office

About the City Manager's Office
01-106

The City of Wheat Ridge functions within a Council-Manager form of government, which combines the strong political leadership of elected officials with the strong managerial experience of an appointed manager. The Council-Manager form of government was created to fight corruption and unethical behavior by fostering professionalism, transparency, responsiveness and accountability. It promotes citizen representation and supports the political direction of an elected City Council through the administrative guidance of an appointed City Manager. The City Manager supervises the delivery of public services and implements 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.



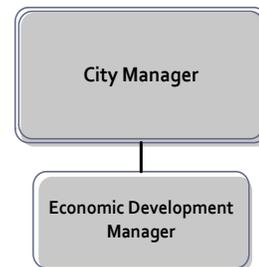
City Manager Patrick Goff



**2014
Budget Priorities**

- Facilitate economic development activities along the City's major commercial corridors
- Market and promote Wheat Ridge as a community in which to invest, live and work
- Direct the implementation of the 38th Avenue Corridor Plan to build on the successes of Ridge at 38

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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

2013 Strategic Accomplishments

- Initiated redevelopment opportunity at the S.W. corner of 38th and Kipling through property owner and developer meetings and coordination
- Entered into Purchase and Sale Agreements for the two remaining Renewal Wheat Ridge properties at the S.E. corner of 44th and Wadsworth to complete the Town Center North project
- Implemented a new pay-for-performance employee compensation plan and performance management program to facilitate and support a positive organizational culture
- Negotiated the purchase of a key parcel of property for the redevelopment of the S.W. corner of 38th and Wadsworth and facilitated the environmental remediation of the property with the Colorado Department of Public Health and Environment
- Received the Distinguished Budget Presentation Award from the Government Finance Officers Association

2014 Strategic Priorities

- Continue to work with developer and property owners to revitalize the S.W. corner of 38th and Kipling into a mixed-use, sales tax generating commercial development
- Facilitate and monitor the redevelopment of the S.W. corner of 38th and Wadsworth
- Market Clear Creek Crossing as a prime commercial development site
- Continue working with the City Council to identify strategies for the long-term financial sustainability of the community
- Build on the City's marketing efforts to brand the City as a great place to live, work and play
- Work with WR2020 and other entities to redevelop 38th Avenue as the City's mainstreet

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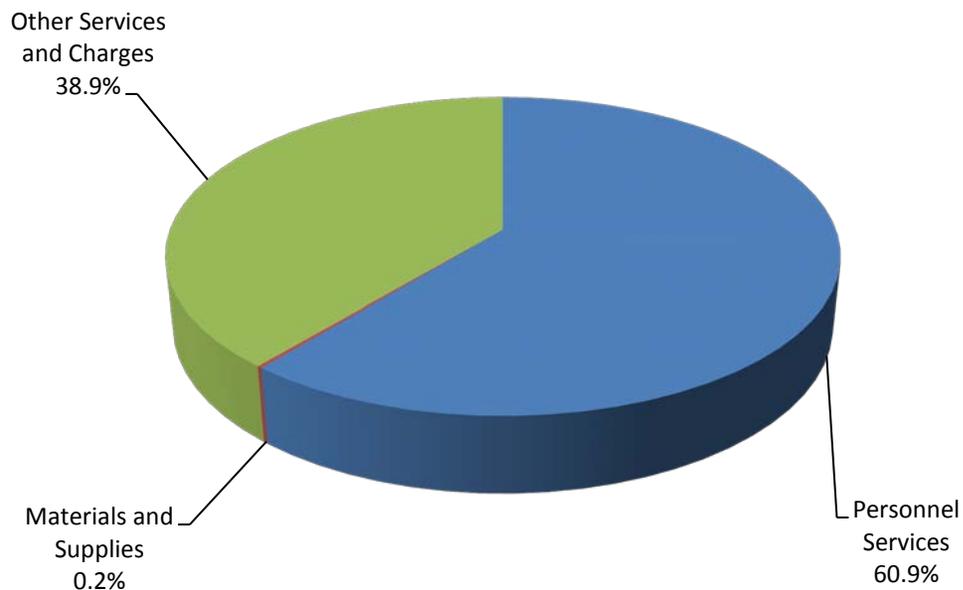
Staffing and Financial Summary

01-106

	2011 Authorized	2012 Authorized	2013 Authorized	2014 Authorized
City Manager	1	1	1	1
	1	1	1	1

	2012 Actual	2013 Adjusted	2013 Estimated	2014 Adopted
Personnel Services	\$173,940	\$172,457	\$172,457	\$177,278
Materials and Supplies	\$119	\$600	\$600	\$600
Other Services and Charges	\$75,043	\$79,615	\$47,765	\$113,265
Capital Outlay	\$0	\$0	\$0	\$0
	\$249,102	\$252,672	\$220,822	\$291,143

Total 2014 Budget by Object



Economic Development

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Core Business

- Retention, expansion and attraction of business
- Assist in site location, development, and building requirements
- Marketing of City and its economic development programs

2013 Strategic Accomplishments

- Provided assistance to more than 1,000 new or existing businesses
- Development of key corridors in the community including 38th and 44th Avenues
- Conducted the first annual Business Walk visiting more than 150 businesses
- Strengthened the City's economic incentive programs
- Strengthened the City's standing in regional and state economic development
- Strengthened partnerships between the City and other agencies such as WR2020, WRBA, JCBRC, Jefferson County EDC and others

2014 Strategic Priorities

- Continue to develop programs and offer enhanced incentives to attract new business to the City
- Continue to develop opportunities and vision for the Gold Line TOD site
- Strengthen communications and contact with Wheat Ridge business via the annual Business Walk, awards ceremony, welcome letter, and personal site visits
- Work with developers on 38th and Wadsworth site and 38th and Kipling site

Economic Development

Staffing and Financial Summary

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	2011 Authorized	2012 Authorized	2013 Authorized	2014 Authorized
Economic Development Manager	1	1	1	1
	1	1	1	1

	2012 Actual	2013 Adjusted	2013 Estimated	2014 Adopted
Personnel Services	\$111,750	\$111,447	\$110,947	\$111,447
Materials and Supplies	\$4,803	\$7,350	\$6,504	\$7,350
Other Services and Charges	\$674,119	\$986,035	\$927,101	\$959,535
Capital Outlay	\$0	\$0	\$0	\$0
	\$790,672	\$1,104,832	\$1,044,552	\$1,078,332

Total 2014 Budget by Object

