



2011 PRIORITY

A. BUDGET REVIEW, FINANCES AND DEBT ANALYSIS

- ✓ Provide annual analysis of Broomfield's debt. Provide balance sheet showing assets and debt as part of analysis.
- ✓ Post information on City's web site to explain debt and asset status.
- ✓ Continue to provide monthly revenue reports to City Council. Highlight updated information.
- ✓ Continue to postpone selected capital improvement projects until revenues have demonstrated stability. Confer with City Council on proceeding with projects that protect public safety, protect an asset, or take advantage of extraordinary pricing opportunities.
- ✓ Analyze and review use tax opportunities and potential ballot question.

B. COMPLETION OF FACILITIES

- ✓ Update plan for financing, scope and timing of City and County facility improvements, including:
 - Health and Human Services Building
 - Library
 - Public Works Service Center
 - Community Center
 - Cemetery Building
 - Combined Courts
 - Large dog park/trail
 - Broomfield County Commons athletic fields
 - The Bay
 - Review range of potential funding sources.
 - Provide priority ranking of improvements.

C. COMPREHENSIVE WATER USE PLAN

- ✓ Provide options and financing plan for Broomfield Reservoir.
 - Provide options for funding with water licenses and monthly consumption charges including license fee projections.
 - Include analysis of factors affecting size of project and decision on when to start project.
- ✓ Provide update to Broomfield's Long Range Financial Plan with most current financial plans for Broomfield Reservoir and Windy Gap storage reservoir projects. Include updated graphic depicting when facilities are needed based on license sales.
- ✓ Complete operational audit.
- ✓ Following completion of operational audit, determine if rate study will be completed.

D. MAINTAIN EFFECTIVENESS THROUGH CITY AND COUNTY MANAGER AND DEPARTMENT HEAD RETIREMENTS

- ✓ Work with new City and County Manager to establish an effective transition.

E. MANUFACTURING JOBS

- ✓ Together with the Broomfield Economic Development Corporation, prepare and implement plans and policies to retain and pursue manufacturing and industrial employment.
- ✓ Assess and facilitate infrastructure availability.
- ✓ Review best practices.
- ✓ Identify, and to degree feasible, remove impediments to manufacturing and industrial businesses locating in Broomfield.

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F. Monitor 1ST BANK CENTER (Formerly Broomfield Event Center)

- ✓ Provide funding plan for event center bonds.
- ✓ Provide plan for permanent parking for events.
- ✓ Continue to build relationships with community groups and businesses for use and support of facility.
- ✓ Develop metrics to measure success of efforts to establish community relationships
- ✓ Have Peak Entertainment provide quarterly updates at City Council meetings. Focus updates on new information.
- ✓ Circulate report updates from BURA's consultant to BURA Board.

G. PRESERVATION OF PROPERTY VALUES – QUALITY OF NEIGHBORHOODS

- ✓ Prepare draft ordinance for registration of rental property owners.
- ✓ Prepare alternatives for on-street parking requirements for discussion at Study Session
- ✓ Enhance efforts to maintain housing stock.
- ✓ Implement residential rehabilitation program.
- ✓ Provide quarterly reports to the City Council on compliance efforts for Public Nuisance Ordinance.

H. REDUCE LOCAL GOVERNMENT BURDENS ON LOCAL BUSINESSES

- ✓ Identify and examine ordinances and regulations that burden local businesses and take actions as appropriate.
- ✓ Evaluate state modifications to personal property tax exemptions and possible Broomfield modifications.
- ✓ Work with Chamber of Commerce to confer with local businesses to gather suggestions to reduce government burdens. Implement those suggestions that are feasible.
- ✓ Review best practices in other communities, propose appropriate programs

I. SMALL BUSINESS RETENTION / ATTRACTION

- ✓ Prepare, review, and begin to implement a plan and policies to retain/attract small businesses to Broomfield. Possible plan options may include elements such as:
 - Continuing education stipends for small business owners;
 - "Broomfield Bucks;"
 - Criteria for tax reimbursements.
 - Review best practices from other communities in preparing options.
 - Work with BEDC and Broomfield Chamber in preparing plan.
- ✓ Look to grow/harvest from existing local small businesses
- ✓ Analyze use of Asset Protection Fund as source of funding for possible incentive programs.
- ✓ Continue program with Broomfield Chamber to provide training through Front Range Community College.
- ✓ Develop program to strengthen and preserve existing retail centers.
- ✓ Work with Flatiron Crossing Village ownership to encourage completion of redevelopment.
- ✓ Continue to support THINK Broomfield program. Develop metrics to assess program success (ROI).

J. TRANSPORTATION PROJECTS

- ✓ Secure funding, complete design, acquire right-of-way for Phase 2 of West 120th Avenue Connection. Construction scheduled to start 2013.
- ✓ Complete plan for remainder of Wadsworth Parkway/US 36 interchange improvements
- ✓ Continue to update overall plan for transportation projects affecting Broomfield, including planning with Westminster and DRCOG for West 144th Avenue improvements. Make incremental improvements to West 144th Avenue as possible.
- ✓ Provide status of Transportation Funding Plan approved by City Council on September 26, 2006, and assess the potential for funding and constructing additional transportation system improvements, including W. 144th through Broomfield.
- ✓ Continue participation in the Jefferson Parkway Public Highway Authority.
- ✓ Coordinate plans for the Jefferson Parkway with the Northwest Parkway Public Highway Authority.
- ✓ Continue to monitor internal traffic flow in Broomfield. Identify and propose additional improvements to improve traffic flow.
- ✓ Begin improvements to Lowell Boulevard from West 136th to Midway Boulevard in 2011, complete in 2012..
- ✓ Begin improvements to Lowell Boulevard from Midway Boulevard to West 120th Avenue in 2013.
- ✓ Continue street maintenance and reconstruction program.
- ✓ Make interim improvements to northbound Lowell Boulevard north of Crofton Park in 2011.
- ✓ Review school crossing areas, especially Midway Boulevard west of Perry Street and Aspen Street from Sheridan to Aspen Street.

K. UNIQUE RETAIL IN BROOMFIELD

- ✓ Bring unique retailers to Broomfield in locations throughout the community that can become regional destinations.
- ✓ Establish program to articulate tools and strategies to bring unique retail to Broomfield.
- ✓ Perform "gap analysis" to identify priority for unique retailers.
- ✓ Look to existing Broomfield businesses to provide unique experiences.

L. VALUE CAPTURE AREA LEGISLATION

- ✓ Accomplish adoption of value capture area bill by Colorado legislature and signature by Governor in order to accelerate state funding in urban infill areas.