



2013 Budget

Economic Development Division

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Prepared for City Council Review
August 6, 2012



Division Structure

Deputy City Manager
of External Services

4 FTE



2011-2012 Division Accomplishments

- ED Citizen and Business Advisory Committees
- Mile High Greyhound Park redevelopment team
- NAIOP Challenge
- Business & Investor Appreciation Event – Resource Fair
- Regional Site Selection Conference
- Incentive Program
- Business and Development Summit
- Business Retention & Expansion Success
- Successful ICSC trip
- King Soopers Marketplace grand opening
- Business Retention Taskforce
- Workforce Subcommittee





Division Goals

1. Implement a targeted marketing and business development campaign
2. Expand support to existing industries and entrepreneurs
3. Help put appropriate real estate options and infrastructure in place
4. Ensure workforce training and skills meets employers needs



Primary Objectives of Economic Development:

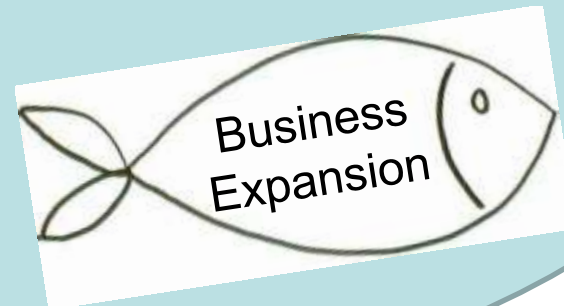
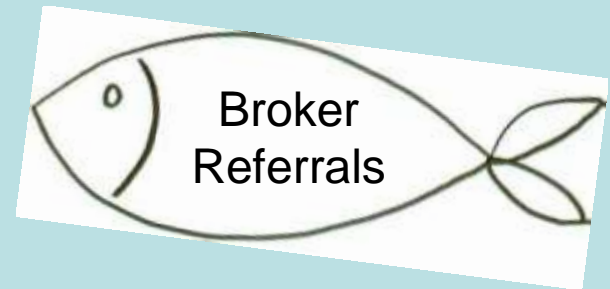
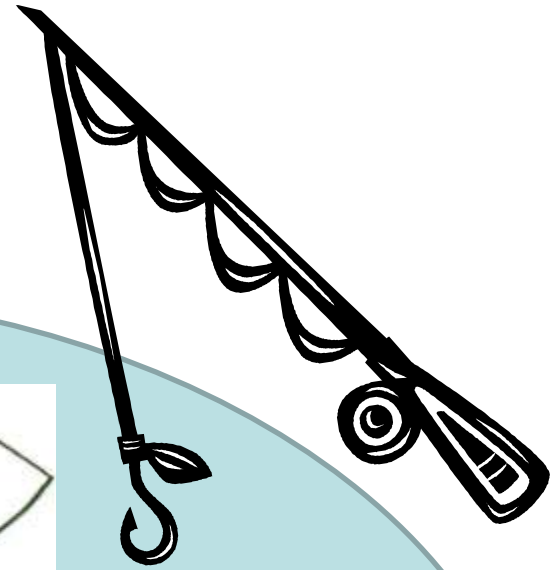
- Generate tax revenues
- Create jobs



Economic Development Prospects

Let's go fishing!

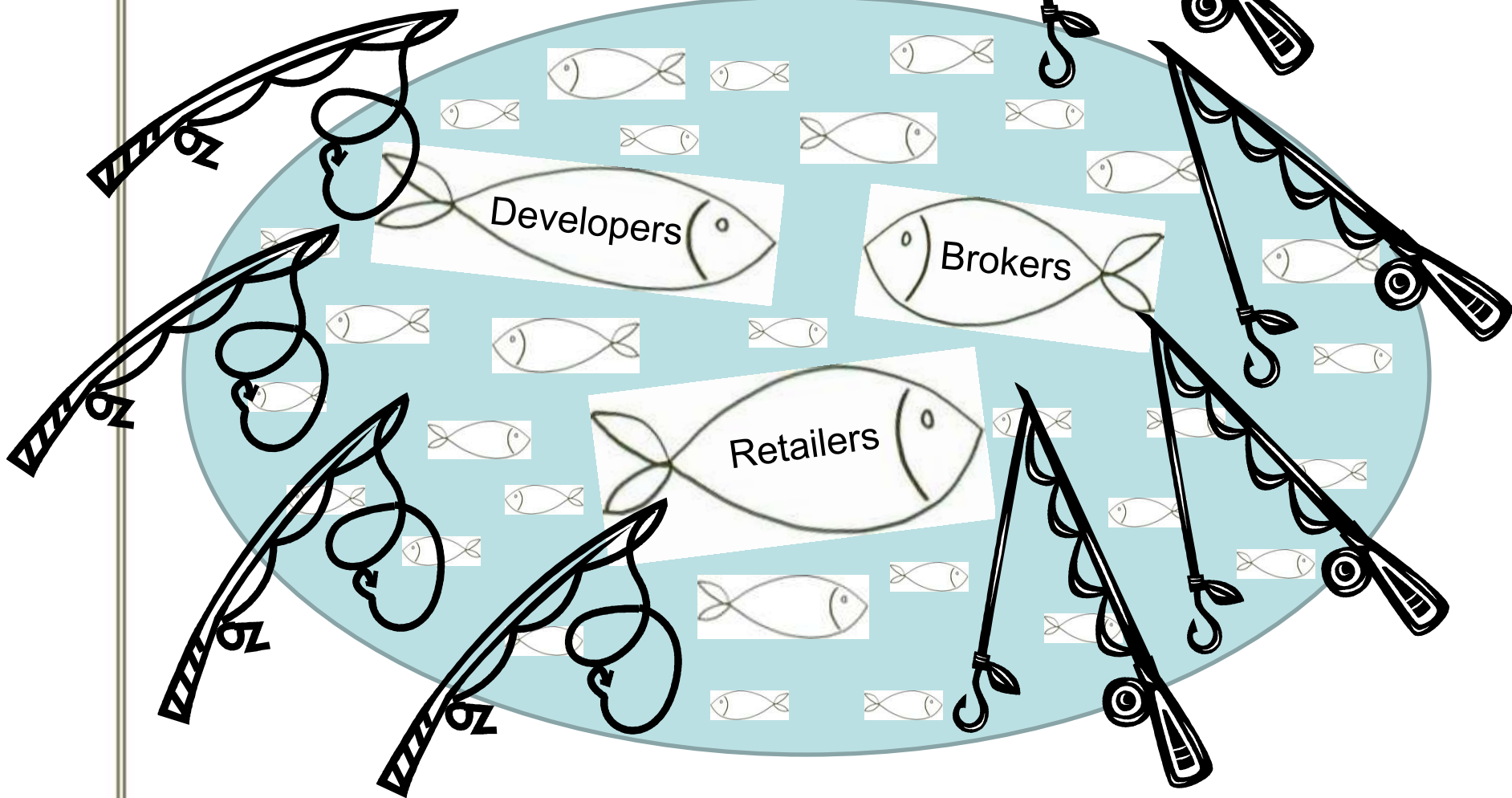
Favorite fishin' hole





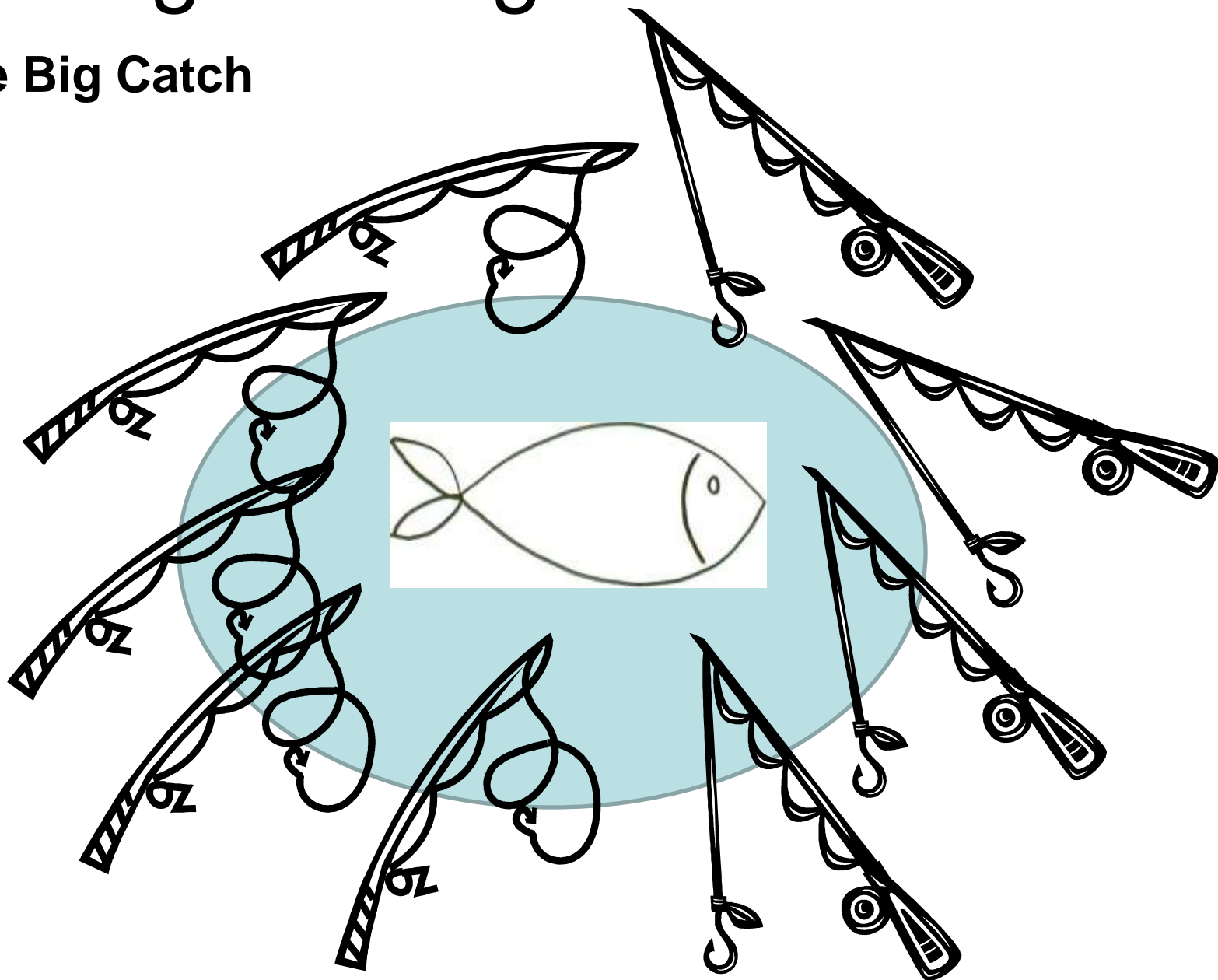
Let's go fishing!

The Fishing Derby (ICSC RECon)



Let's go fishing!

The Big Catch





2013 Budget



Division Summary- 2013

Budget Category	2012	2013	\$ Change	% Change
Salaries and Benefits	\$337,206	\$321,747	-\$15,459	-4.6%
Materials and Supplies	\$1,500	\$1,500	\$0	0.0%
Services and Charges (w/o allocations)	\$114,810	\$114,810	\$0	0.0%
Total	\$453,516	\$438,057	-\$15,459	-3.4%

*** Salaries and Benefits:** *Financial system currently reflects personnel budgeted in 2012; however, the vacant Director position's salary was calculated at mid-point amount.*



Additional Requests

732-001: Memberships and Dues

--- Increase \$11,285

- Request is the result of significant increases in membership dues to key economic development-related organizations.
 - Many of the division's membership dues are based on the city's population - Commerce City's population grew by more than 118% between the 2000 and 2010 Census.
 - Since the memberships are based on the city's population, they cannot be negotiated.
- Memberships with economic development-related organizations support the relationships and provide the resources needed to help Economic Development staff meet City Council and Economic Development Strategic Plan goals.
 - These memberships were under-budgeted in 2012 by the amount of the requested increase.



Additional Requests

732-003: Training

--- Increase \$2,150

- The budgeted amount for 2011 was \$5,500.
 - The total amount needed for 2013 is \$9,850
 - \$2,200 transferred from 732-002
 - For 3 Economic Development Institute (EDI) sessions + certification testing for 1 staff member.
- The requested training covers a broad range of economic development-related topics that will provide staff the knowledge and tools to help them more effectively meet all division goals. Education topics include:
- Marketing/Attraction (Goal 1)
 - Entrepreneurial and Small Business Development Strategies (Goal 2)
 - Real Estate Development and Reuse (Goals 3 & 5)
 - Workforce Development (Goal 4)



Proposed Budget Enhancements

Amount	Category	Description
\$11,285	Memberships & Dues	Significant increases in membership dues to key economic development-related organizations due to population growth (based on 2010 Census numbers)
\$2,150	Training	For 4 Economic Development Institute (EDI) sessions or 3 EDI + conference & certification for 1 staff member.
\$13,435	Total of Enhancement Requests	



Proposed Budget Reductions

The division is currently being reorganized.

The restructure will reduce total salary and benefits expenses, offsetting enhancement requests.



Additional Issues and/or Key Initiatives

- Total enhancement requests are \$13,435.
- Current salary and benefits savings are \$15,459.
- Additional division restructuring will yield significant additional salary and benefit savings.
- **Net result = reduced total budget**