

Budget Msg & Intro Tab



October 12, 2020

Honorable Mayor Clint Folsom and Members of the Board of Trustees:

I am pleased to submit to you the 2021 budget for the Town of Superior and its component units of \$51.5 million. The budget continues to, in a cost effective and efficient manner, incorporate a balanced and responsible approach to meeting the Town's short and long-term services and programs. The budget also supports the Town's values, goals and objectives established by the Trustees, with input from the individuals who live and work in the community.

Municipal revenues continue to be generally stable. Sales tax revenues, which fund most of the Town's operating and capital activities, require continual monitoring because of:

- Retail competition from neighboring jurisdictions,
- An aging population who typically spend more on services (non-taxed transaction such as health care and travel) and less on tangible products (taxable transaction)

Superior is further exposed to a situation where relatively few, but large, retailers generate most of the Town's sales tax revenues. By example, Superior's five largest retailers generate 75% - 80% of sales tax revenues. If something would happen to one of these retailers (drop in sales, store closure, opening of a competitor store in a nearby municipality), Town revenues could materially decrease.

The COVID-19 pandemic continues to dramatically impact the Town's finances. 2020 was a positive year financially for Superior, with COVID related and internet purchases generating double digit sales tax growth. This growth will moderate in 2021 as vaccines are widely distributed. The Town will continue to closely monitor COVID events and their impacts on Superior's revenues.

Over the past decade, the Town financially supported our utility operations, in the form of an annual, material, sales and use tax transfers. Through 2015, the average 10-year annual transfer payment was \$1.5 million. Beginning in 2016, this transfer payment began to decrease. In 2021, and through the five year planning period, this transfer will be \$0. These monies, previously used to support the utility operations, now are invested in general Town operating programs and capital projects. The Town has worked for decades to make these utilities financially self-sufficient through:

- Responsible utility rate increases (sewer service charges increasing 5% in 2021, 0% increase for water and storm drainage). On average, Superior's monthly residential utility bill (water, sewer, storm drainage) is 14 – 23% lower than neighboring municipalities.
- 2016 utility debt refinancing (saving \$750k - \$1 million annually)
- Active solicitation and receipt of grant revenues to assist with capital maintenance projects
- Cost containment efforts (examples include (1) installation of solar arrays at the water and wastewater treatment plants to reduce electric costs, (2) replacement of aged pumps, motors and fans with state of the art equipment)
- Targeted and smart growth in Superior (resulting in the receipt of material, one-time and on-going revenues).

In spite of these risks and exposures, the 2021 budget and 2021 – 2025 financial plans are balanced, sustainable and responsive to our community's needs and wants. ***In fact, 2021 will be the 18th consecutive year that the Town has been able to reduce one or more of our controlled property tax rates.*** Town controlled sales tax rates have also not increased during this time. Additionally, the Town's capital programs continue to aggressively address our material on-going maintenance needs while allowing the Town to fund new capital amenities. With smart, targeted growth, such as Downtown Superior, the Town's overall financial situation will continue to strengthen and diversify.

2021 WORK PLAN

The primary goals which have been identified by Trustees to be incorporated in the Town's 2021 work plan and budget are as follows:

- **Enhance Financial Stability and Business Retention** – Ensure the Town's long term financial stability by diversifying revenue streams, reducing and restructuring of existing debt, pursuing financial self-sufficiency of utility operations, and supporting local businesses.

Downtown Superior and other select/limited developments generate new one-time (**\$31.5 million**) and net on-going revenues (**\$4.9 million**) over the 5 year planning horizon. This new high quality in-fill construction helps ensure long-term financial stability, utility fiscal independence and continuing revenue diversification, while only minimally increasing operating and capital costs.

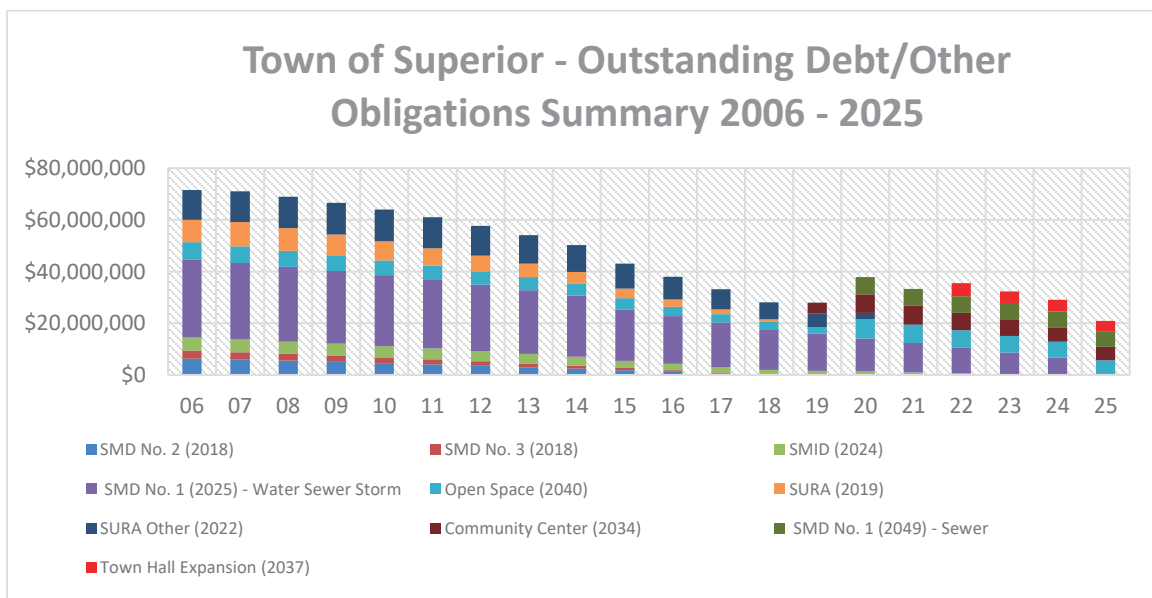
The Board and staff continue work on revenue diversification, including analysis through the budget review process of the Town's long-term financial models and reserve policies. The Town's general property tax mill levy will remain at 7.93 (**which represents a continuing mill levy credit of 4.197 mills – or 34% below the property tax rate the Town could impose**). Superior/McCaslin Interchange Metropolitan District's (SMID) property tax mill levy will decrease in 2021 to 22.97 mills (a 34% tax decrease since 2012). This is the **eighteenth consecutive year** that at least one Town controlled property tax rates have been reduced.

Financial self-sufficiency of the utility operations is an on-going objective. No sale/use tax transfers from the General Fund to the Town’s utilities have been needed since 2017, and only \$23k that year. Longer term financial plans (2021 – 2025) also anticipate no transfers to the Superior’s utilities. This transfer has materially decreased from prior years – typically in the range of 30 – 35% of utility operating revenues, or roughly \$1.5 million annually. Included in the 2021 budget is a 5% fee increase for wastewater service charges and inflationary increases to Superior’s one-time utility connection fees. There is no rate increase for water or storm water in 2021 - 2025. The 5% increase for wastewater is planned annually from 2021– 2025. On average, Superior’s monthly residential utility bill (water, sewer, storm drainage) is 14 – 23% lower than our neighboring municipalities.

The Board continues to consider the addition of targeted developments, to among other things add one-time and on-going fee revenues to the utility operations (which in turn moderate projected utility rate increases and keep the utilities financial self-sufficient). By reducing the monetary transfers to our utility operations, additional resources are available for critical Town operating and capital needs.

Annually the Board and staff review, and update where necessary, Town user fees. The Landscape Maintenance Fee, used for enhanced landscaping throughout Town, is increasing at a 3% inflationary rate in 2021 (the first rate increase since the Town took over this operation in 2004). The Town managed residential trash/recycling operation rate will increase to \$13/month, the first increase since 2012. Levels of service will be enhanced in 2021, with recycling pick-up increasing to weekly (from every two weeks).

Since 2006 the Town has aggressively reduced its outstanding debt and other long-term obligation balances (2006 balance of \$71.5 million has been reduced to \$38 million by the end of 2020). The 2021 budget reflects an additional principal reduction of over \$4.6 million.



The Board approved a new Economic Development Manager position. This staff member will work to retain and enhance local businesses as well as work to bring in new companies to improve the Town's financial stability. The Town will continue to work with both economic development and retail sales consultants to review and look for future development and business opportunities. Also, funding for the local Chamber of Commerce will be \$30k in 2021, with \$15k of these funds for economic development.

- **Provide Excellent Public Services and Public Infrastructure** – Continue to expand and improve services and infrastructure by prioritizing and funding infrastructure and service needs; and to pursue service-sharing opportunities and partnership for regional infrastructure improvements.

In addition to the current operating programs, enhancements budgeted in 2021 to achieve this goal include:

- Enhanced sustainability plans. The Town added a new Sustainability Analyst to assist with this program.
- Open Superior's new Community Center and hire part-time employees to staff this facility.
- On-going Jefferson Parkway, oil and gas drilling and Rocky Mountain Airport monitoring and oversight.

Investment in existing Town capital assets includes:

- \$5.7 million for the Town's annual street replacement and improvement program, focusing primarily on McCaslin (south of Coalton) and Sycamore. Included in this budget are a new road with the Promenade to 88th Street extension and continued traffic calming efforts.
- Replace original tennis court lights.
- Park, cemetery, pool and recreation infrastructure improvements.
- Town building capital improvements/maintenance.
- Additional trees, plants, shrubs and landscape enhancements (\$230,000 annually, increasing the yearly investment by \$100,000).
- Utility system capital maintenance at \$6.7 million. (Including a new potable water ultra violet disinfection system, sewer plant maintenance/odor control work, storm water channel improvements on Coal Creek between McCaslin and 2nd Avenue).

Funding for new projects includes:

- 2021 construction of a new Highway 36 trail extension from Avista Hospital, under 88th Street Bridge to Flatiron Crossing Drive. Total project costs at \$1.45 million with \$1.05 million in funding from DRCOG/Federal Government.
- New playground shade structures.
- Completion of 1500 Coalton (Community Center) site and building improvements.
- \$367,500 for final design/other costs of a new water storage reservoir.
- \$150,000 in continued funding for new cultural arts and events.
- Communication enhancements between facilities and equipment.
- Undergrounding of overhead electric lines in part of Original Town, to be funded by Xcel.

- **Engage Residents through Outreach and Marketing** – Explore and initiate methods that will continuously improve education, communication and meaningful dialog between the Town, its residents, homeowners’ associations, and advisory groups, in order to maintain and improve our quality of life and aid in decision-making that benefits the Town as a whole.

In a continuing effort to enhance communication with the Town’s many and varied constituent groups, the 2021 budget has a number of programs and projects intended to meet this objective. Programs include:

- Web streaming of public meetings occurs in real time, with on-line viewing and listening available following each meeting on the Town’s web page. Meeting archives are available indefinitely.
- Meetings are also broadcast live and repeated on the Town’s cable access channel.
- Many Town special events are taped and then broadcast.
- “1st Friday’s” coffees hosted by Town Trustees
- The Mayor and Town Manager’s annual “State of Superior” address.
- Real time information is provided to constituents through Superior’s electronic message board at Town Hall, e-mail discussion lists supported by the Town, Town Facebook page, e-mail “blasts”, individual mailings/flyers, Utility Billing messages and inserts and a Town wide telephone messaging service.
- SeeClickFix – a web and mobile application which allows residents to report and track non-emergency issues in the community.
- A monthly newsletter is distributed to interested parties electronically and is available on the Town’s web site.
- Financial information is available via the web page and at Town hall including monthly financial statements, a quarterly financial report, a weekly Accounts Payable detailed report and a minimum of the last five years of Town of Superior budgets and Comprehensive Annual Financial Reports.
- An annual report is provided to the Board and citizens on previous year’s accomplishments.
- Staff works with Superior’s advisory committees to develop and disseminate annual work plans. Town personnel also staff all advisory committee meetings and report back to the Town Board through meeting minutes.
- Continual planning and implementation of new Town events.
- Allow for a myriad of volunteering opportunities for youth and adults in the community.
- \$25,000 for an update of the Citizen Survey.

- **Strategically Manage and Enhance Open Space, Parks and Trails** – Augment natural and developed open space and parks within the Town through strategic acquisitions, development and management.

Town staff will work with the Town Board as well as the Open Space Advisory Committee to find high priority open space acquisitions that help achieve this goal. Funds are budgeted annually for on-going maintenance, coordination and education efforts for existing open space properties.

- **Promote and Manage Development Opportunities** – Review development opportunities in a timely manner, reconciling public and private interests so that growth achieves the Town’s long-term vision as stated in the Town’s Comprehensive Plan.

The Town has approved a new position (Economic Development Manager) to help with the retention on current Town businesses as well as working to bring in new development opportunities for the Town.

For two decades, Trustees and staff have worked on the development of Downtown Superior (DS). The Superior Urban Renewal Authority boundaries were expanded in 2006 to include the DS area, to use property tax increment revenues to assist with public infrastructure development. In 2008, the Board approved a plan/vision for this site including the creation of acceptable development parameters and adoption of a public sector investment policy. In 2012, the Town Board approved a Planned Development (PD) zoning for the Town Center site. This zoning designation and other activities have ultimately led to the Town Board’s approval of a project in 2013. Construction began in earnest in 2015 to realize the vision of Downtown Superior. Activity to-date includes the construction of over \$50 million in public infrastructure. Private construction development includes:

- (1) Sport Stable @ Superior - includes some of the following recreational amenities:
 - a. 2 ½ sheets of ice – skating, hockey, curling
 - b. Indoor synthetic turf and hardcourt surfaces
 - c. Esports/gaming club
 - d. Golf simulator
 - e. Recreational, personal, team, CrossFit and class fitness training through Impact Sports
 - f. Retail and restaurants
- (2) Medical office building including urgent care, imaging facility, Cornerstone Orthopedics, a urology practice and SCL Health Medical Group
- (3) In-line retail on McCaslin at Marshall
- (4) Tesla sales and service center
- (5) Element by Westin hotel (Superior’s first hotel)
- (6) High quality residential development

Additionally, a multi-million collaborative project between the Town and Mile High Flood District to improve Coal Creek and the trail system between McCaslin and Highway 36 was completed. This area will be enhanced over the next several years with the construction of two new parks, other recreation amenities and the extension of Marshall Road with a bridge over Coal Creek.

Town staff will continue to work with the Superior Marketplace property owner to pursue revitalization of this area and integrate the Marketplace with the Downtown Superior development. Work will also continue to oversee additional development interest including Discovery Office, Superior Shores/Resolute commercial properties, 76th Street and Zaharias.

- **Support Environmental Sustainability** – Continue implementation of this Goal through energy initiatives, promotion of water and energy conservation efforts, and possible expansion of Town program and incentives.

Efforts toward achievement of this goal include:

- New Sustainability Analyst position.
- Continued work with the Town Board and Superior’s Advisory Committee for Environmental Sustainability, to expand the community’s recycling and sustainability efforts.
- Town sponsored water conservation efforts including residential water irrigation audits and a rebate program intended to replace high water flow shower fixtures, toilets, dishwashers, washing machines, irrigation sprinkler controllers and sprinkler heads.
- New xeriscape enhancements. \$125,000 budgeted in 2021, and over \$500,000 in the five year plan.

In 2010 and 2011, the Town installed two phases of photovoltaic solar panels at the Town’s Water and Wastewater Treatment plants (375.87 kW in total). Through a combination of Federal Government tax credits and Xcel grants, the Phase I improvements generated a positive cash flow from day 1. The outstanding lease for Phase I improvements was paid in full in early 2016. Phase II improvements will recover their initial investment and provide a positive cash flow 50% through the equipment’s useful life. Phase II lease payments end in 2020. In addition to the Water and Wastewater plants, four additional Town facilities are equipped with solar panels.

BUDGET HIGHLIGHTS

Superior has a complicated governance system. Numerous governmental entities provide services to the residents of Superior. This document contains budgets for four governmental entities located in Superior: the Town of Superior, Superior Metropolitan District’s No. 1, Superior/McCaslin Interchange Metropolitan District and the Superior Urban Renewal Authority. Each entity is a legally separate governmental body performing specific functions for the residents of Superior and individually authorizing

the enclosed budgets. This document combines the budgets of these four entities, totaling over \$51,500,000 in 2021, and allows the interested reader to gather information in one place about the governments of Superior.

Town of Superior (Town) - The Town's 2021 budget of \$26,158,986 includes seven separate and distinct funds as follows:

General	\$15,289,574
Capital Improvement	7,722,000
Conservation Trust	150,000
Open Space	260,764
Open Space Debt Service	661,218
Landscape Fee	1,855,430
Trash and Recycling	<u>220,000</u>
	<u>\$26,158,986</u>

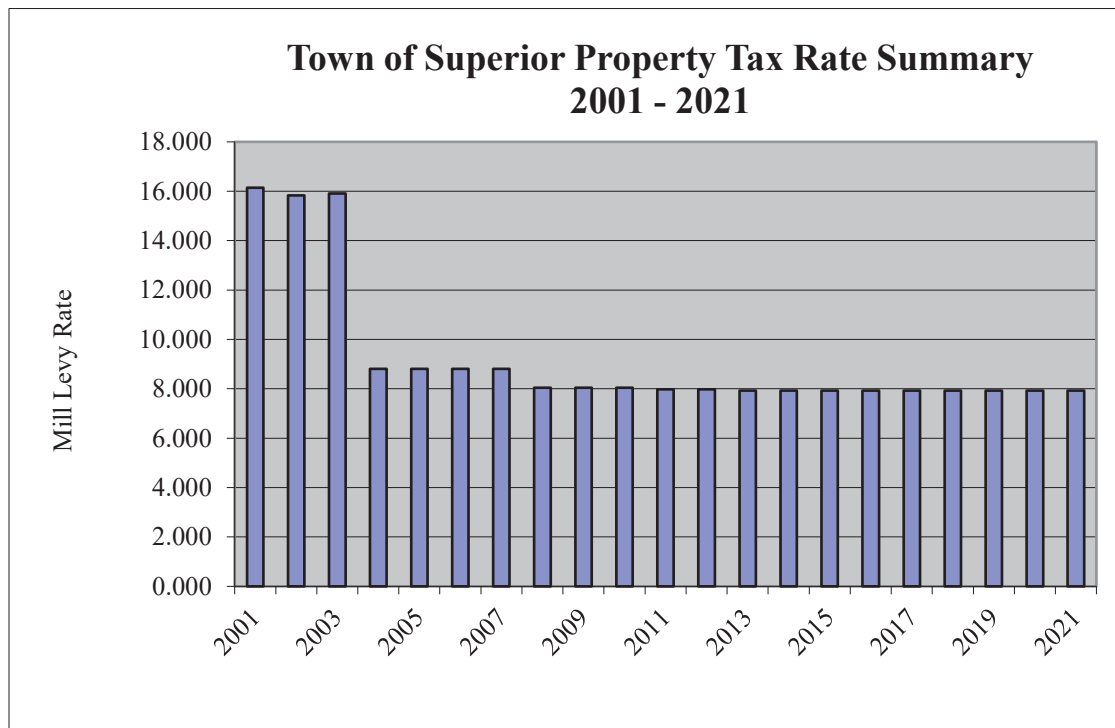
In addition to the core governmental services of police protection, public works, parks and recreation, library services, municipal court, building inspection, code enforcement, planning, engineering, legislation, legal, finance and administration, service level enhancements in 2021 include:

- Addition of Economic Development Manager.
- New Sustainability Analyst position.
- Part-time staffing needed to open Superior's new Community Center.

The Town and its component units have been able to enhance service levels, while continuing to reduce property tax rates (or mill levy) in Superior. The 2021 mill levy for SMID is decreasing to 22.97 (from 23.85). ***The Town has been able to reduce at least one Town controlled property tax mill levies each of the last eighteen years.*** These property tax reductions have taken place in spite of trends over past years and expectation in the next several years of:

- Continued competition from neighboring municipalities to expand their sales tax revenue base – many times through financial incentives to businesses that directly compete with our existing retailers (i.e. City of Longmont's recent announcement of the opening of a new Costco store).
- A continued focus on the Town's capital infrastructure maintenance program, which includes increased spending for critical street rehabilitation and other infrastructure projects.
- Downtown Superior public space staffing (2024, 3 FTE) and programming.

Find below a summary of Town’s general property tax rate over the past two decades. The 2021 tax rate includes a **continued 4.197 mill levy credit** passed on to all Superior property owners:



Major capital programs include:

- (1) \$3.8 million for street rehabilitation, maintenance and improvements (another \$400,000 is budgeted in SMID)
- (2) \$1.5 million for new Promenade to 88th Street extension
- (3) Recreation, cemetery, pool, existing park/trail and maintenance facility improvements
- (4) Trees, plants, shrubs and landscaping enhancements
- (5) Continued cultural arts and events funding
- (6) Highway 36 trail extension – construct 2021
- (7) Community Center site and building improvements – to be completed in 2021
- (8) Downtown Superior Parks 1 & 2 construction and extension of Marshall Road over Coal Creek (to be paid by the master developer)
- (9) Underground of overhead electric lines in Original Town (to be paid by Xcel)

Sales tax revenue, the primary revenue source for Town operations, is projected to decrease in 2021 by 4.0%, to more historic levels. This is the result of panic buying and the continued purchasing of necessity items in 2020 during the COVID-19 stay at home and safer at home orders, which increased sales tax revenues by an estimated 12% during 2020. Recent new construction of the Element hotel, Tesla, Ethan Allen and other Superior Marketplace infill, combined with taxes generated from on-line sales, will help maintain this sales tax growth. Staff will continue to closely monitor these revenue trends in 2021 and make budget adjustments as needed.

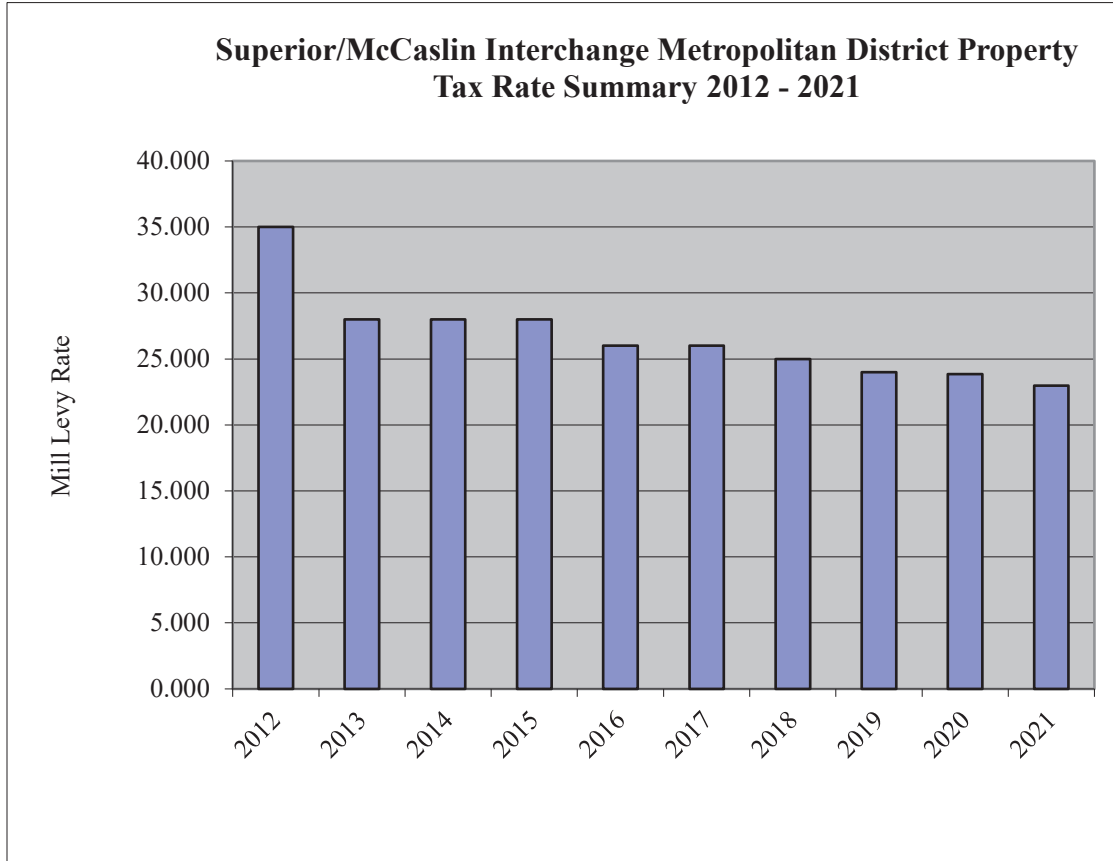
Superior Metropolitan District No. 1 (SMD No. 1) - SMD No. 1 supplies water, waste water treatment and storm water services to the entire Town of Superior. The Board of Trustees also serves as the Board of Directors for SMD No. 1. The 2021 SMD No. 1 budget is \$12,243,488 as follows:

Water Operating	\$ 3,456,000
Water Capital	2,712,750
Sewer Operating	1,723,488
Sewer Capital	3,481,750
Storm Drainage Operating	365,000
Storm Drainage Capital	<u>504,500</u>
	<u>\$12,243,488</u>

Water, waste water and storm projects include continued firming of the Town’s long term water supply (through the building of a regional water storage reservoir) and extensive capital maintenance to the Town’s water/wastewater plants and distribution systems. Sewer fees will increase 5% in March, 2021. Potable and non-potable water and storm drainage fees will not increase. The five-year utility financial plan calls for 5% sewer rate increases each year, but a 0% increase for water and storm drainage fees. One-time utility connection fees will increase at an inflationary level.

Superior/McCaslin Interchange Metropolitan District (SMID) - SMID was created in 2000 to fund improvements to and maintain the McCaslin Boulevard/US 36 interchange. Phase I construction improvements (primarily a new southwest interchange loop) were completed in 2006. Phase II improvements (construction of a Diverging Diamond interchange) were substantially completed in 2015. A new trail from the interchange to the regional Coal Creek trail system was completed in 2017. A trail from the RTD park-n-ride to Davidson Mesa was completed in 2019. The 2021 SMID total operating/capital budget is \$983,112. The 2021 SMID Debt Service budget is \$344,947. There are two revenue sources to fund these improvements and debt service: (1) a 22.97 mill levy on property within SMID (which is down 34% from 2012), and (2) a dedicated Town-wide sales tax of .16% which is scheduled to end after 2022.

A summary of SMID property taxes (reflecting decreasing rates) is noted below:



Superior Urban Renewal Authority (SURA) - SURA was initially created in 1994 to facilitate development of an eighty-acre retail center, known as the Superior Marketplace. The SURA boundaries were expanded in 2006 to include the 150+ acres that are known as Downtown Superior. SURA is composed of three funds, a Marketplace Sales Tax Revenue Fund, a Marketplace Debt Service Fund, and a Downtown Superior Property Tax Revenue Fund budgeted in 2021 at \$6,360,000, \$2,350,000 and \$3,105,500 respectively. All non-dedicated sales tax revenues generated in Superior Marketplace are deposited in the Marketplace Sales Tax Revenue Fund. These monies are then distributed to the SURA Debt Service Fund, SMD No. 1 (as needed) and the Town based on tax sharing finance agreements. The Marketplace Debt Service Fund is for payments to the property owner (through 2022) for reimbursement of public improvement expenses. The Downtown Superior Property Tax Revenue Fund collects tax increment financing (TIF) property taxes within this area. These monies are then distributed to the developer, Superior Town Center Metropolitan Districts, Rocky Mountain Fire, Boulder Valley School District and Boulder County based on a cost sharing agreement.

Staffing Plan

The 2021 budget includes two new full-time Town of Superior position, an Economic Development Manager and Sustainability Analyst.

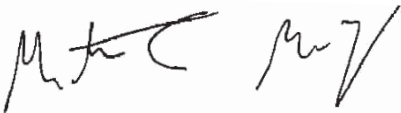
Summary and Conclusion

Presented to you, in this letter, is a brief summary of the many initiatives and programs which will continue in the 2021 budgets. This summary by no means begins to cover all of the services the Town provides, nor does it adequately describe all of the programs provided to our community.

The Government Finance Officers Association of the United States and Canada (GFOA) awarded a Distinguished Budget Presentation Award to the Town of Superior, Colorado for its annual budget for the fiscal year beginning January 1, 2020. This was the 19th consecutive year that Superior has achieved this prestigious award. A Distinguished Budget Presentation Award is valid for a period of one year only. We believe that our 2021 budget continues to meet the Program's requirements and we are submitting it to the GFOA to determine its eligibility for another award.

I would like to thank the Mayor and Board of Trustees for the attention and energy you have devoted to reviewing the details of the budget, both on your own time and at public meetings. I also want to thank all Town staff members who worked diligently in preparing not only the 2021 budget but also the 2021 – 2025 financial plans. Overall, I believe this budget meets the goals and objectives of the Board and will serve to benefit the citizens of this Town.

Respectfully submitted,



Matthew G. Magley
Town Manager



GOVERNMENT FINANCE OFFICERS ASSOCIATION

*Distinguished
Budget Presentation
Award*

PRESENTED TO

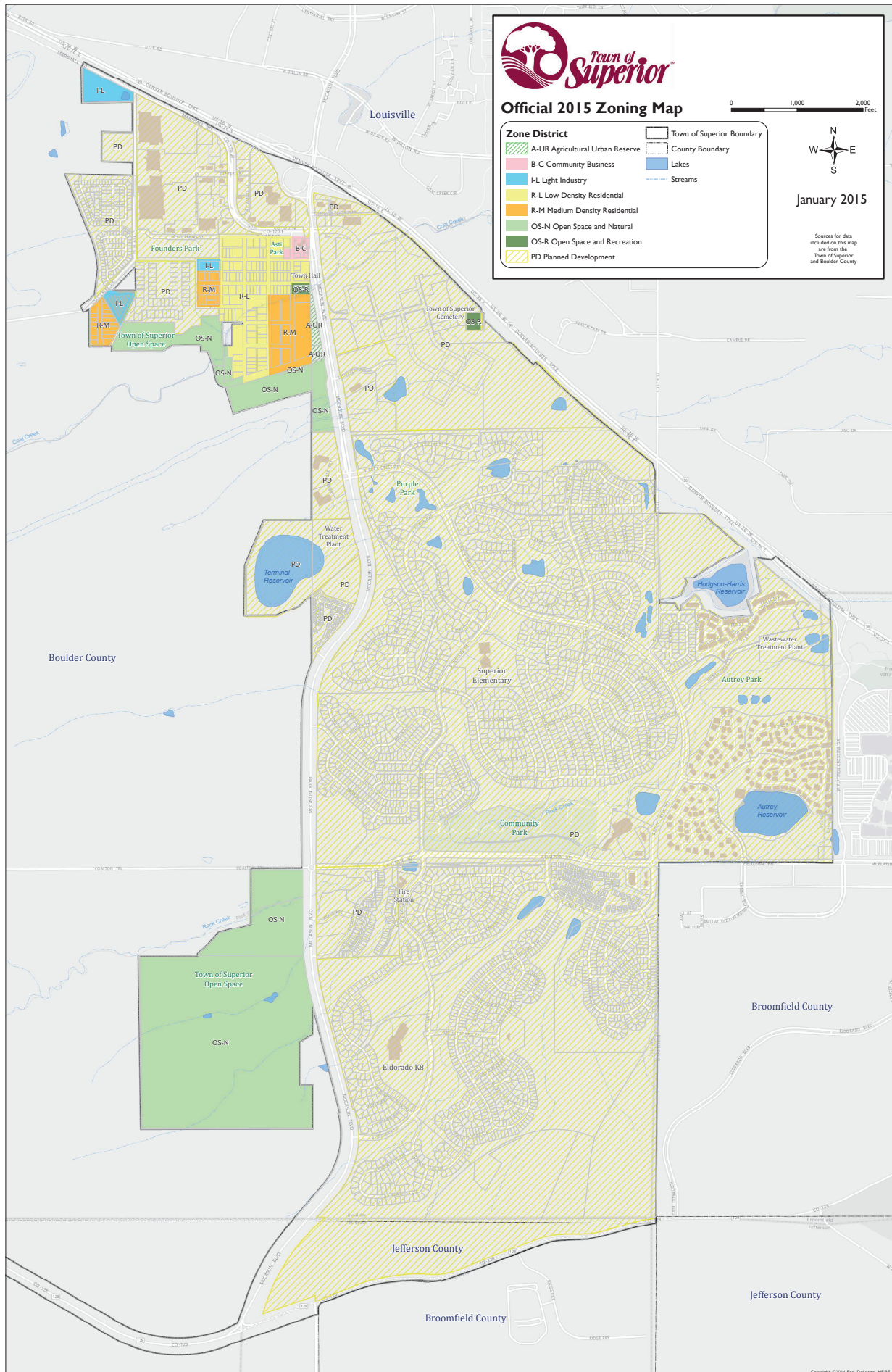
**Town of Superior
Colorado**

For the Fiscal Year Beginning

January 1, 2020

Christopher P. Morill

Executive Director



TOWN OF SUPERIOR GENERAL INFORMATION

History

Superior's history is one of coal mining. The first mines in the area were developed in the late 1800's. The Town itself was founded in 1896 and incorporated in 1904. The Town reportedly was named after the "superior" quality of coal found in the area. Mining was the major force in Superior's history until the Industrial Mine closed in 1945. Subsequently, many people moved out of the area and the Town evolved into a quiet ranching and farming community. The population of the Town remained around 250 until the most recent developments occurred.



During the mid-1980's, the Town's wells and septic systems began to fail. In 1987, the Town approved a proposed development southeast of the original town that would allow for new residential development and the creation of both water and sewer treatment plants. The treatment plants would have the capability of providing clean water and sewer service for the entire Town. This major new growth area is known as Rock Creek Ranch and helped to increase the population to almost 11,000 by 2004. Today's population is over 13,000.





The Town has focused on retail and commercial developments to not only provide local shopping and office amenities for our residents but also to help fund a high level of services for our community. The Town has continued to mature and expand amenities to its residents through the construction of two public schools, one elementary and one K-8, in addition to new and improved parks, open space and trail systems. Within the Superior Marketplace are a Super Target, Costco, OfficeMax, PETsMART, TJ Maxx, Michaels, Whole Foods, Ulta Beauty, Ethan Allen, Stickley Furniture and several smaller shops and restaurants.

Construction continues in Downtown Superior. In addition to high quality residential units, other existing buildings includes the Sport Stable, a Medical Office Building, the Element Hotel (Superior's 1st hotel), a Tesla sales/service center and other retail. Planned projects included a mixed use development, additional stand-alone residential, office buildings and expanded public amenities such as a municipal building/civic space, parks, open space and trails.



Location

The Town of Superior planning area is approximately 4.26 square miles in area and neighbors several other cities including Louisville, Broomfield (city and county), Westminster, and Boulder. Located between the Boulder-Denver Turnpike (U.S. 36) to the north and State Highway 128 to the south, the Town sits mostly in Boulder County with a small southern portion in Jefferson County. Downtown Denver is thirty minutes to the southeast and Denver International Airport a thirty-minute drive to the east. The City of Boulder as well as the University of Colorado at Boulder are also only a short distance away.

Government/Organizational Structure

The Town of Superior is a statutory town with a trustee-manager form of government. The Board of Trustees consists of six trustees and a mayor all elected by popular vote of the residents. The Mayor is elected separate of the Board. The Mayor Pro-tem is an elected Trustee and is appointed by a majority vote of the Board.

The Board of Trustees meets at the Town Hall located at 124 East Coal Creek Drive on the second and fourth Mondays of each month. Three Trustees are elected in November of each even numbered year and serve four-year terms. The Mayor is elected every four years and is a full voting member of the Board of Trustees.

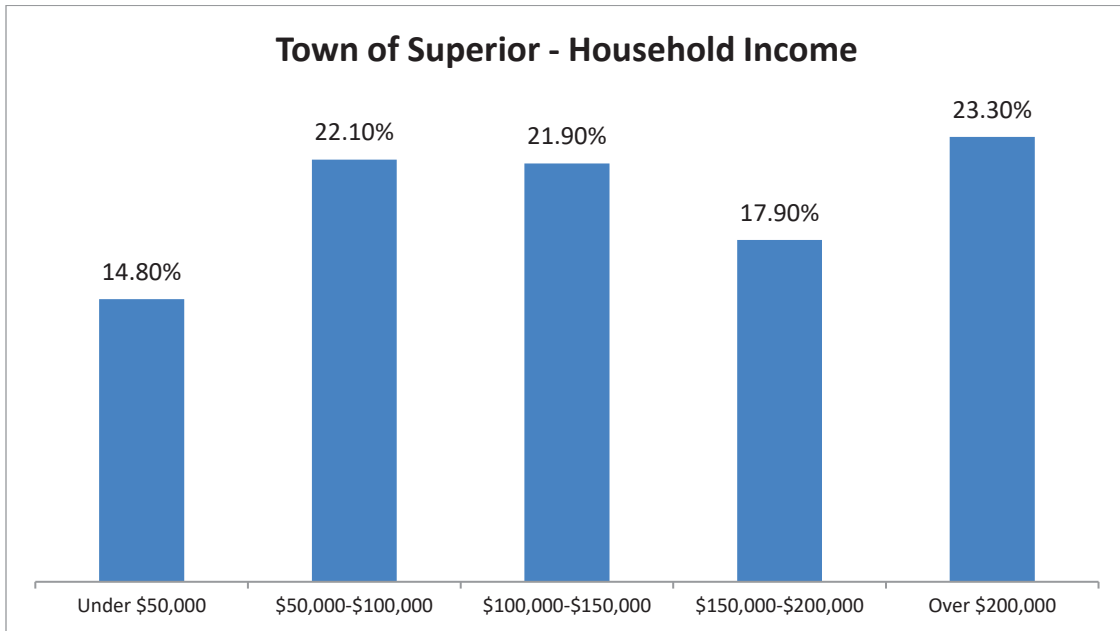
Population Demographics

The majority of the homes in Superior are single family homes. According to the 2010 United States Census, the average family size is 3.31 persons where the average household size is slightly smaller at 2.78 persons. They are, however, both above Colorado's average household size of 2.49 persons.

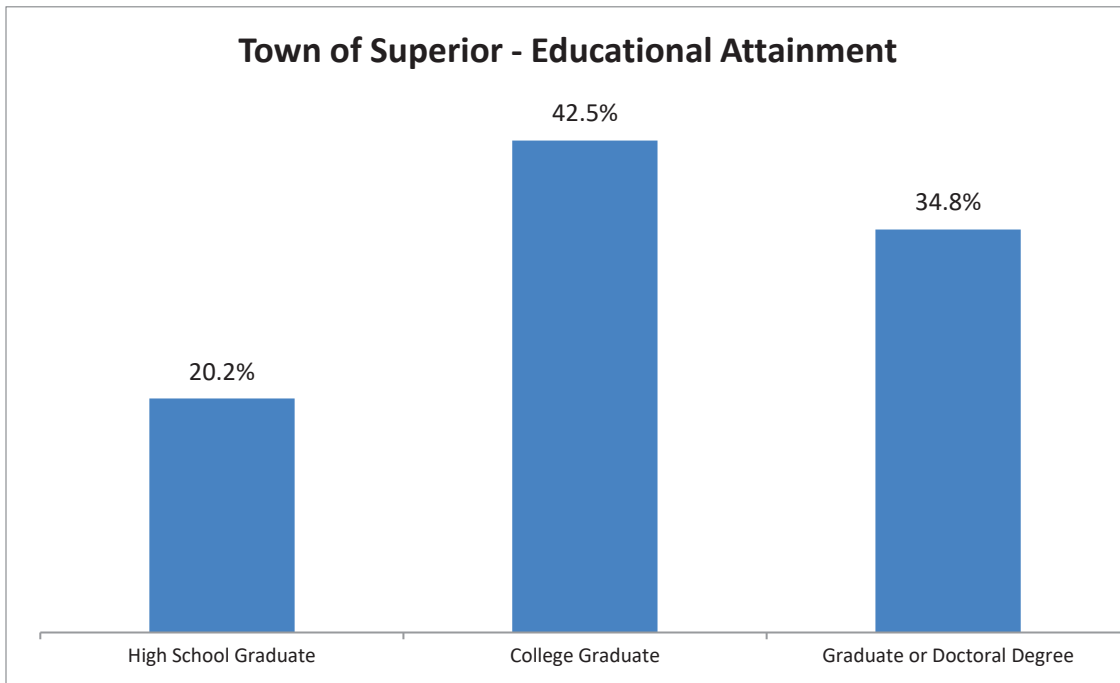
Year	Town of Superior	% Increase/ Decrease	Boulder County	% Increase/ Decrease	State of Colorado	% Increase
1950	134	-	48,296	-	1,325,089	-
1960	173	29.1%	74,254	53.7%	1,753,947	32.4%
1970	171	-1.2%	131,889	77.6%	2,209,596	26.0%
1980	208	21.6%	189,625	43.8%	2,889,735	30.8%
1990	255	22.6%	225,339	18.8%	3,294,394	14.0%
2000	9,008	3,432.5%	291,288	27.1%	4,301,261	30.6%
2010	12,483	38.6%	294,567	1.1%	5,029,196	16.9%
2011	12,611	1.0%	300,383	2.0%	5,118,526	1.8%
2012	12,781	1.3%	305,251	1.6%	5,188,683	1.4%
2013	12,796	0.1%	309,628	1.4%	5,266,317	1.5%
2014	12,788	-0.0%	313,108	1.1%	5,352,866	1.6%
2015	12,932	1.1%	319,009	1.9%	5,454,707	1.9%
2016	13,115	1.4%	322,285	1.0%	5,542,951	1.6%
2017	13,051	-0.8%	323,467	0.4%	5,616,567	1.3%
2018	13,174	0.9%	325,637	0.6%	5,696,897	1.4%
2019	13,078	-0.7%	327,164	0.5%	5,763,976	1.2%

Source: Figures for 1950 through 2000 and 2010 were obtained from the US Dept. of Commerce, Bureau of Census; figures for 2011-2019 are estimates provided by the Colo. Dept. of Local Affairs, Division of Local Govt., and are subject to periodic revision.

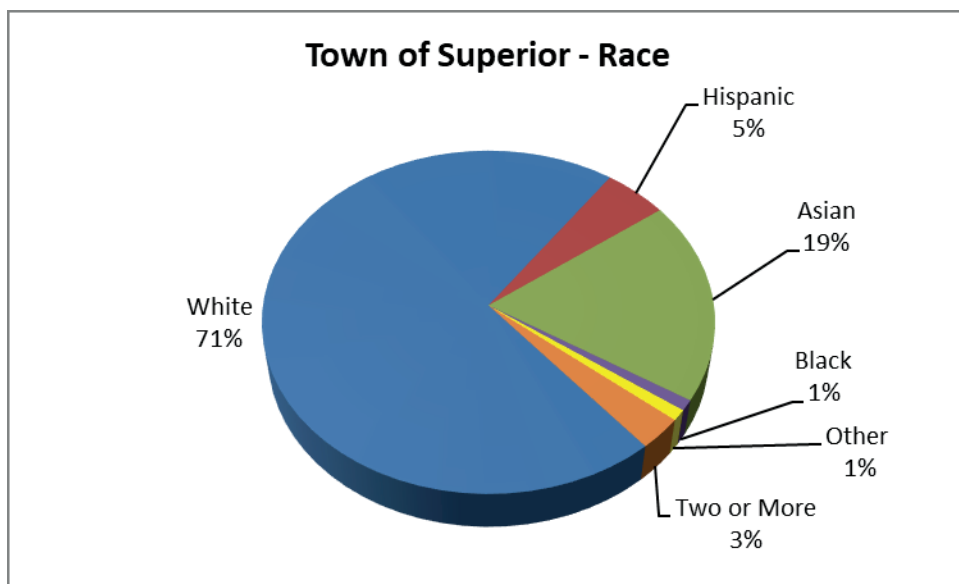
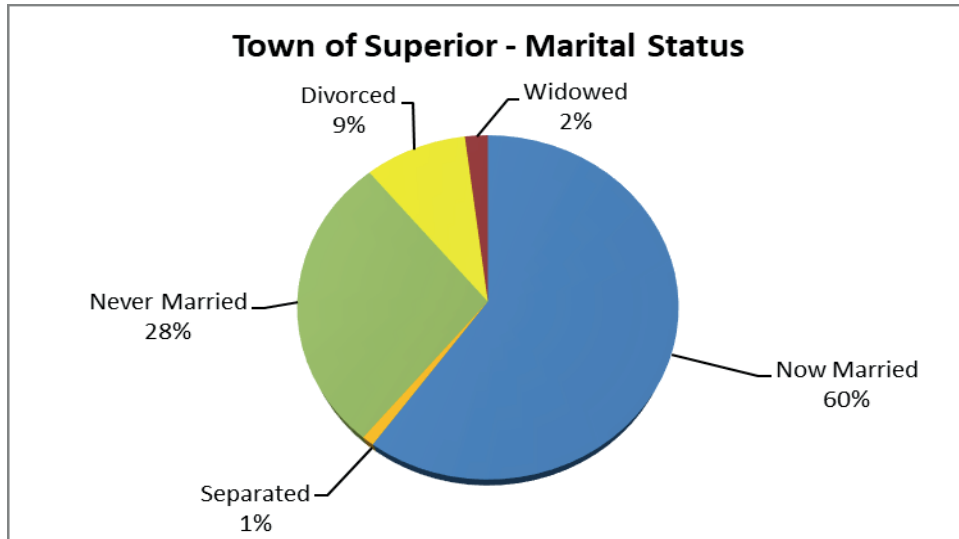
63% of Superior’s households earn on average of over \$100,000 annually. This is substantially above the state’s average of \$68,811 a year. 14.8% of Superior’s household income is less than \$50,000 a year.



Town residents are also very well educated. Over 77% of adult Superior residents have a minimum of a Bachelor’s Degree.



As the following charts illustrate, the majority of Superior’s residents are Caucasian and 60% are married.



Climate and Environment

With over 300 days of sunshine, Superior provides an ideal playground for residents to use their time outdoors. The western boundary of Superior borders Boulder County open space providing a beautiful view of the Flatirons from countless locations. The Town currently has over 35 miles of trails, 14 playgrounds, tennis/basketball/pickle ball courts, baseball/softball fields, full sized synthetic turf field, dog park, 2 skate parks, mountain bike course, disc golf, 600 acres of parks and open space, two outdoor pools and a new community center.

APPOINTED POSITIONS

Planning Commission

The Planning Commission is a nine-member board appointed by the Board of Trustees. This quasi-judicial board is responsible for developing recommendations for the Town Board regarding the Superior Comprehensive Plan. It is also responsible for the review of development proposals within the Town of Superior.

Board of Adjustment

The Board of Adjustment is the Board of Trustees. This board hears and rules on written appeals concerning the Town Building Official's decisions regarding interpretation of the Town Building Code and building permit refusals, permit exceptions and variations to the Town Zoning Regulations.

Other Committees

Ad hoc advisory committees are periodically formed for specific purposes, such as open space, parks, recreation and trails, environmental sustainability, youth advisory, local history and art in public places.

Staff

The Town Board appoints four staff members. These include the Town Manager, Town Clerk, Town Attorney, and Municipal Court Judge.

TOWN STAFF

Town Manager

The Town Manager serves at the pleasure of the Town Board, implements their policies, provides organizational leadership for addressing major issues, directs business and administrative procedures and appoints department directors. The following departments work for the Town Manager:

Administrative – The Administrative Department provides management assistance and professional support for the Town including media/publications and communications, Code Enforcement, Economic Development, Library Services, Trash/Recycling, Green/Renewable Energy Programs and Planning and Development. It also serves as the Town’s representative for meetings with federal, state, county and municipal organizations. The department includes the following positions: Town Manager, Assistant Town Manager, Planning and Building Manager, Economic Development Manager, Court Clerk/Executive Assistant, Multi-Media Graphics Specialist, Management Analyst, Sustainability Analyst and Code Enforcement Officer.

Finance – The Finance Department is responsible for all Town human resource, building maintenance, information technology, channel 8/web stream broadcast and financial activities including accounting, financial reporting, fiscal policy development, forecasting, budgeting, capital financing/debt issuance and management, payroll, accounts payable, accounts receivable, sales/use tax collections, audits and administration, cash/investment management, utility billing, utility rate setting, insurance/risk management, purchasing oversight, fixed asset management and administrative support/receptionist functions. The department includes the following positions: Finance Director, Accounting Manager, Administrative Services Manager, Accounting Technician, Administrative Clerk/HR Assistant and Utility Billing Clerk.

Parks, Recreation, Open Space – The Parks, Recreation and Open Space Department is responsible for town-wide services including community events, volunteer programs, the promotion of recreation, art, culture, historic preservation, parks, open space and landscape management, staffing five citizen advisory committees, marketing and maintaining a dedicated website for recreation program registration and community volunteer programs and programming of parks and open space facilities. The department is led by the Parks, Recreation and Open Space Director. Additional departmental staffing includes: Superintendent of Parks and Open Space, Parks, Recreation and Open Space Management Analyst II, Recreation Manager, Recreation Supervisor, Recreation Coordinator, Cultural Arts and Events Supervisor, Community Relations Manager, and four Parks Technicians. In addition, the department has part-time lifeguard, community center and community relations positions.

Public Works and Utilities – The Public Works and Utilities Department is responsible for the planning of and service to the drinking water supply, irrigation, wastewater services, storm water planning and maintenance, street maintenance, as well as traffic circulation planning and design. The department includes the Public Works and Utilities Director, Civil Engineer, Utilities Superintendent, Senior Construction Inspector, Public

Works and Utilities Coordinator, Field Maintenance Superintendent, four Field Maintenance Technicians and seasonal part-time Field Maintenance Technicians.

Town Clerk

The Town Clerk's Office provides services to the Town such as preparing agendas for the Board of Trustees, the Superior Metropolitan District #1, the Superior/McCaslin Interchange Metropolitan District, Superior Urban Renewal Authority and Planning Commission meetings; preparing Town Board agenda documents to be posted on the Town's webpage; posting agendas for the Board of Trustees and the Planning Commission, posting notices for the Transportation and Safety Committee meetings, and special meetings and work sessions; attending Board of Trustees meetings, preparing minutes of the Board of Trustees and Planning Commission meetings; processing business licenses, liquor license applications and renewals and peddler's licenses; preparing documents for codification in the Superior Municipal Code; record documents at the Boulder County Clerk & Records office, and at Jefferson County as well; and keeping accurate records of ordinances, resolution and minutes as well as all contracts or agreements approved by resolution. The Town Clerk also serves as the Town Treasurer. Other related services include conducting elections and processing development applications. Current positions include the Town Clerk.

Town Attorney

The Town Attorney's Office serves as legal advisor to the Town Board, SMD No. 1 Board, SMID Board, SURA Board, the Town Manager, and other departments of the Town through the Town Manager. The Town Attorney services include issuing oral and written opinions, the drafting of legislation, contracts, and other formal documents and reviewing all contracts and legal instruments to which the Town is a party. The Attorney is under contract for these services and is not officially a member of Town Staff.

Municipal Court Judge

The Town Board appoints the Municipal Court Judge. Court is conducted through the Judicial Division. The Court Clerk handles the day-to-day functions of the Court and customer service for Town offices. Generally, three sessions of Municipal Court are held on the second Thursday of each month at Town Hall. Ordinance violations are addressed during the morning session and traffic and juvenile violations are heard during the afternoon session. An additional monthly session is added as necessary for arraignments and trials, typically on the third Thursday of the month.

Town Consultants

The Town consults with outside parties for several municipal services. Law enforcement services are provided through contract with the Boulder County Sheriff. Library Services are currently provided by the City of Louisville. Planning, Engineering, Trash and Recycling and Building Inspection services are provided through contract with outside consultants. The Town Manager's Office oversees these consultants and contracts.

OTHER LOCAL GOVERNMENTS

The Town of Superior works in conjunction with other independent local governments to provide a complete level of services to Town of Superior residents. Other local governments working to serve Superior include Boulder Valley School District, Mile High Flood District, Mountain View Fire Rescue (previously Rocky Mountain Fire District), Louisville Fire, SMD No. 1, SMID, SURA, City of Louisville, Metropolitan Districts throughout Town and Boulder County. These governments are independent of the Town of Superior and have their own elected officials and taxing authorities.

Superior Metropolitan District No. 1

Of the independent local governments in Superior, the Superior Metropolitan District (SMD) No. 1 has the most impact on the daily lives of Superior's residents. A metropolitan district is a local government independent of municipal government, but like a municipality is a legal subdivision of the State of Colorado. Unlike fire protection, water, or recreation districts, a metropolitan district is a special district that provides more than one service to residents. SMD No. 1 is located solely within the boundaries of the Town of Superior.

SMD No. 1 provides water (drinking and irrigation), sewer and storm water service to users within the Town. The District operates the water and wastewater treatment plants and has secured water rights sufficient for the need of Superior residents into the future. SMD No. 1 has issued debt to finance the treatment plants and water rights which enables users to have state of the art facilities and a secure water source, primarily through the Northern Colorado Water Conservancy District. In 2000, the members of the Town Board of Trustees began serving as members of the Board of Directors of SMD No. 1.

Superior / McCaslin Interchange Metropolitan District

Superior/McCaslin Interchange Metropolitan District (SMID) was created to fund improvements to the McCaslin Boulevard/U.S. 36 interchange. The District consists of most of the commercial retail and office property south of the interchange. A portion of the property taxes from these developments is used for interchange improvements and maintenance of public improvements. The City of Louisville and the Town of Superior entered into an intergovernmental agreement to fund the interchange improvements.

Superior Urban Renewal Authority

Superior Urban Renewal Authority (SURA) was initially designed to facilitate the development of an eighty-acre retail center that would diversify the revenue base of the Town. Superior Marketplace was developed on the land earmarked by SURA for retail development. Superior Marketplace includes Costco, Michael's, Office Max, PETSMART, Super Target, TJMaxx, Whole Foods, Ulta Beauty, Ethan Allen, Stickley Furniture and several smaller shops and restaurants. Superior Marketplace is within the Sales Tax Increment Financing (TIF) portion of SURA. The TIF area enables public funds to be utilized for the cost of public improvements. This reimbursement is capped and can only be repaid if the shopping center generates sales tax revenue sufficient for reimbursement.

The boundaries of SURA were expanded in 2006, to the roughly 150+ acres of land east of Town Hall and McCaslin Boulevard, to encompass what is commonly known as Downtown Superior. Property TIF revenues are being used to reimburse a portion of public improvements with the STC. This reimbursement is capped and can only be repaid if new, incremental property taxes are generated within the Downtown Superior boundaries.

Mountain View Fire Rescue (previously Rocky Mountain Fire District) and Louisville Fire.

The Town of Superior is within the boundaries of Mountain View Fire Rescue (MVFR) and Louisville Fire. Both entities provide emergency response, fire protection, fire suppression and ambulance services within the Town of Superior boundaries as well as areas outside the Town. MVFR has one fire station in Superior.

City of Louisville

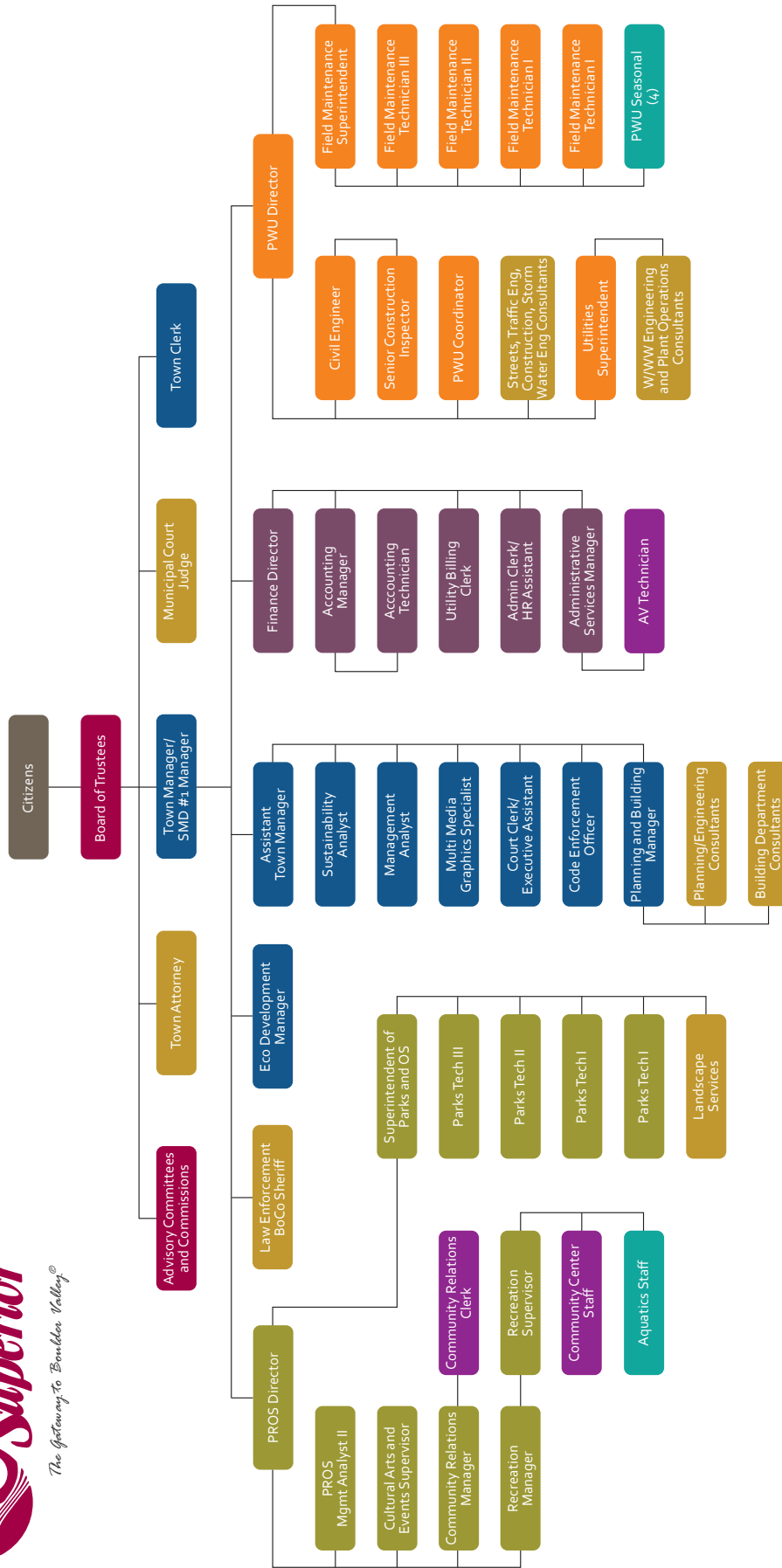
Access to current library services are provided by the City of Louisville through an Intergovernmental Agreement. In April, 2010 Superior residents approved a 1.5 mill property tax increase in order to fund library services and facility expenses.

Boulder County Sheriff's Department

In addition to working in conjunction with other independent local governments, the Town of Superior has a contractual relationship with the Boulder County Sheriff's Department to provide law enforcement services. The Town of Superior pays for an enhanced level of service relative to what the Sheriff's Department provides to unincorporated Boulder County. By having the Sheriff's Department serve as the Town's law enforcement the Town has a greater level of police service at a lower expense than would be possible with an independent Town of Superior police force. The contractual agreement for law enforcement services with Boulder County Sheriff's Department enables the Town to access the economies of scale, crime analysis expertise and recruiting ability of a large department while reducing training and equipment costs and liability exposure.



ORGANIZATIONAL CHART



Full-Time Positions
 Part-Time Positions
 Part-Time Seasonal
 Contracted Vendors

TOWN OF SUPERIOR STAFFING PLAN

The table below summarizes the Town’s full-time staffing plan. As the Town implements the Comprehensive Plan and fulfills development goals, the Board directed staffing levels grow accordingly to meet the service and administrative needs of the community. The Town’s six Departments and Divisions are listed below in the first column. The Public Works and Utilities Department is split to show the shared funding for these positions between the Town and Superior Metropolitan District No. 1.

	2019	2020	2021	2022	2023	2024	2025
Administration	6.4	6.4	8.4	8.4	8.4	8.4	8.4
Clerk	1.1	1.1	1.1	1.1	1.1	1.1	1.1
Finance	5	6	6	6	6	6	6
Judicial	.5	.5	.5	.5	.5	.5	.5
Parks, Recreation, Open Space	12	12	12	13	13	16	16
Public Works (Town)	5	5	5	5	5	5	5
Utilities (SMD No.1)	5	5	5	5	5	5	5
TOTAL FTE	35	36	38	39	39	42	42

SUPERIOR TOWN BOARD OF TRUSTEES

2021 GOALS

Each year, the Town Board of Trustees establishes a common set of goals for the Town to pursue during the current and upcoming years. Below are Town Board goals for 2021. The goals are not ranked in any order or priority, and not all are designed to be accomplished in a single budget year.

Enhance Financial Stability and Business Retention – Ensure the Town’s long term financial stability by diversifying revenue streams, reducing and restructuring of existing debt, pursuing financial self-sufficiency of the utility operations, and supporting local businesses.

Provide Excellent Public Services and Public Infrastructure – Continue to expand and improve services and infrastructure by prioritizing and funding infrastructure and service needs, and to pursue service-sharing opportunities and partnerships for regional infrastructure improvements.

Engage Residents through Outreach and Marketing – Explore and initiate methods the will continuously improve education, communication and meaningful dialog between the Town, its residents, homeowners’ associations and advisory groups, in order to maintain and improve our quality of life and aid in decision-making that benefits the Town as a whole.

Strategically Manage and Enhance Open Space, Parks and Trails – Augment natural and developed open space and parks within the Town through strategic acquisitions, development and management.

Promote and Manage Development Opportunities – Review development opportunities in a timely manner, reconciling public and private interests so that growth achieves the Town’s long-term vision as stated in the Town’s Comprehensive Plan.

Support Environmental Sustainability – Continue implementation of this Goal through energy initiatives, promotion of water and energy conservation efforts, and possible expansion of Town programs and incentives.

LONG-TERM VISION

In addition to the goals listed above, many of which are multiple fiscal year objectives, the Board has developed other long-term policies which address concerns and issues in the community. One of these documents is the Town's **mission statement** noted as follows:

The Town of Superior, in our continuous pursuit of EXCELLENCE, is committed to provide the highest quality of municipal services in a professional, cost effective manner through communication and interaction with the community.

Other long-term strategic objectives pursued by the Board include (1) revenue diversification - intended to ensure long-term financial sustainability for the Town, (2) utility independence – maintain the Town's utility operations as 100% self-supporting with no tax transfers from the General Fund, (3) creation of a Town center – build a “downtown” Superior where residences can enjoy a sense of community and place and (4) development, funding and implementation of a 20 year infrastructure maintenance plan.