



2025 Budget Summary

October 14, 2024

Public Hearing

2025 Budget Summary

- \$36,938,871 Town of Superior
- 2,555,320 Superior/McCaslin Interchg
- 6,847,000 Superior Urban Renewal
- 22,328,108 Superior Metro District #1
(Town Utilities)
- \$68,669,299 Total

2025 Budget and Town Board Goals

The budget document:

- Critical communications tool
- Reflects policy decisions, goals and priorities of the Town Board.

Following is a summary of each Board goal with specific 2025 budget items identified to address these goals

Enhance Financial Stability and Business Retention

- Downtown Superior and other select/limited developments generate new one-time (**\$13 million**) and net on-going revenues (**\$2.5 million**) over the 5 year planning horizon. Helps ensure long-term financial stability, utility fiscal independence and revenue diversification.

Enhance Financial Stability and Business Retention

- Diversifying revenues, operating efficiencies, debt refinancing, strong property valuations and growth have allowed the Board to **maintain or lower one of the Town property tax mill levy/rate for twenty-two (22) consecutive years** (including 2025).

Enhance Financial Stability and Business Retention

- Property tax (credits) and the 2025 budget:
 - General Fund mill levy at 12.127 mills.
 - Superior/McCaslin Interchange
 - From 21.55 to 21.47 (**down 38% from 2012**)
- Special Session House Bill 24B-1001
 - Impact on Town Property Tax Revenue starting in 2026
 - Reduce property tax revenue by (8%-10%) (budget has this factored in)

Enhance Financial Stability and Business Retention

- Financial self-sufficiency/stability of the Town's utility operations (SMD1) is ongoing objective. From 2006 – 2015, the **average annual transfer** from the General Fund to SMD1 exceeded **\$1.5 million**, or 1/3 of SMD1's revenues.
- **TOTAL** five year transfer (2025 – 2029) from GF to SMD1 is **\$0** (and therefore more investment in Town needs).

Enhance Financial Stability and Business Retention

- Continuing in 2025 funding for economic development efforts, including :
 - Economic Development Manager position
 - 3rd party consultants
 - Business retention incentives and business recruitment
 - PR and community marketing
 - Chamber of Commerce financial support, increased in 2025

Provide Excellent Public Services

- **Operating Program Maintenance and Enhancements (keep existing programs, plus):**

New Full Time Positions

- Admin – Human Resources Coordinator
- Public Works – Inspector

Provide Excellent Public Services

- **Operating Program Maintenance and Enhancements (keep existing programs, plus):**

New Part Time Positions

- PROS – Events Coordinator (P/T)

Maintain and Improve Excellent Public Infrastructure

- **Capital Programs:**

- **Focus 1st on Existing Asset**

- Street maintenance/rehabilitation – Over \$3.75 million, (Rock Creek Parkway, Sagamore, Slurry Seals and Maint.)
- Playground/shading/park improvements/xeriscape projects of \$275,000
- \$310k for continued tree enhancements and care
- Rock Creek Parkway Pedestrian Underpass
- Over \$400k for continued maintenance of parks, buildings, irrigation systems, fences and vehicle replacements

Maintain and Improve Excellent Public Infrastructure

- **Capital Programs (Continue):**
 - **Focus 1st on Existing Asset (Continued)**
 - Utility system capital maintenance - \$10.3 million in 2024
 - McCaslin New Transmission Water Main
 - Water Pump Station Upgrades
 - Water Treatment Plant (WTP) Start Solids Handling Facility
 - Wastewater Treatment Plant (WWTP) Finish Aeration Basin Improvements (\$2.8 Million)

Maintain and Improve Excellent Public Infrastructure

- **Capital Programs (Continued):**
 - **Focus 1st on Existing Asset (Continued)**
 - Utility system capital maintenance - \$10.3 million in 2024
 - Wastewater Treatment Plant (WWTP) Sludge Removal Equalization Ponds
 - Storm Drainage reservoir and ponds maintenance

Maintain and Improve Excellent Public Infrastructure

- **Capital Programs (Continued):**
 - Windy Gap Firming project (2025 - \$1.46 million, continuation of construction efforts) – Town’s long term water storage reservoir (estimated completion Summer 2025)(project allotment payments through 2055)



Maintain and Improve Excellent Public Infrastructure

- **Capital Programs (Continued):**
 - **Funding for New Projects**
 - Public Works and Parks Maintenance and Operations Building
 - Smart Meters (50% Grant funded)
 - Downtown Superior Community Space – furniture, fixtures and equipment

Engage Residents through Outreach and Engagement

Continue/Expand existing outreach efforts:

- Managing Town websites
 - SuperiorColorado.gov
 - SuperiorCommunityCenter.com
 - Superior-Business.org (Led by Economic Development)
 - ShapeSuperior.com (Community Engagement Platform)
- Social Media Promotions and Engagement
 - Facebook, Instagram and X (formerly Twitter)
- Digital Communications
 - Weekly Happenings email (meetings, recaps and projects)
 - Superior Community Center weekly update
 - Superior Sentinel monthly newsletter
 - Parks, Recreation & Open Space monthly newsletter
 - Superior Seniors monthly newsletter
 - Historical Commission Corner monthly newsletter
 - Stand-alone comms and campaigns (various departments)

Engage Residents through Outreach and Engagement

Continue/Expand existing outreach efforts:

- SMS/text messaging (extension of email service)
- Print Media
 - *Hello Superior* quarterly newsletter/magazine
 - Mailings, fliers and postcards
 - Promotional signage (indoor & outdoor)
- Town Message Board in front of Town Hall
- Screens at Superior Community Center
- YouTube Channel
- Channel 8 programming and announcements through Comcast
- Provide communications support to all departments (notices, project updates, road work, volunteer opportunities, job announcements, emergency notices, advisory committees)

Engage Residents through Outreach and Engagement

Continue/Expand existing outreach efforts:

- Community partner support and cross-marketing
- Town Board Support (First Fridays, State of Superior)
- Media Relations (press releases, tv, radio, newspaper liaison)
- In-person community engagement work with consultants
- Annual Town reports and publications (budget, utilities, etc.)
- Streaming services for Town Board meetings (through Town Clerk and Advisory Committees staff)
- Various outreach efforts by departmental staff depending on projects, programs or events.
- Photography and video

Strategically Manage and Enhance Open Space, Parks, Trails

- Increased open space coordination, maintenance and education efforts with Boulder County and contractors
- Master Plan Implementation
- Property Acquisitions

Promote, Manage and Identify Development and Redevelopment Opportunities

- Superior Marketplace revitalization and infill
- Integrate/compliment the Marketplace with the development of the Downtown Superior
- Oversee additional development activity
- Economic Development and current business outreach programs

Realize the Town Sustainability Action Plan

- Continued work with the Advisory Committee for Environmental Sustainability (ACES)
- Existing Town sponsored water conservation efforts (i.e. residential water irrigation audits, replace high flow devices, rain barrels and irrigation drip conversion kit reimbursements)

2025 Budget – Revenue Assumptions

- Property tax revenues to be similar in 2024
- House Bill 24B-1001
 - Impact on Town Property Tax Revenue starting in 2026
 - Reduce property tax revenue by (8%-10%) (budget has this factored in)

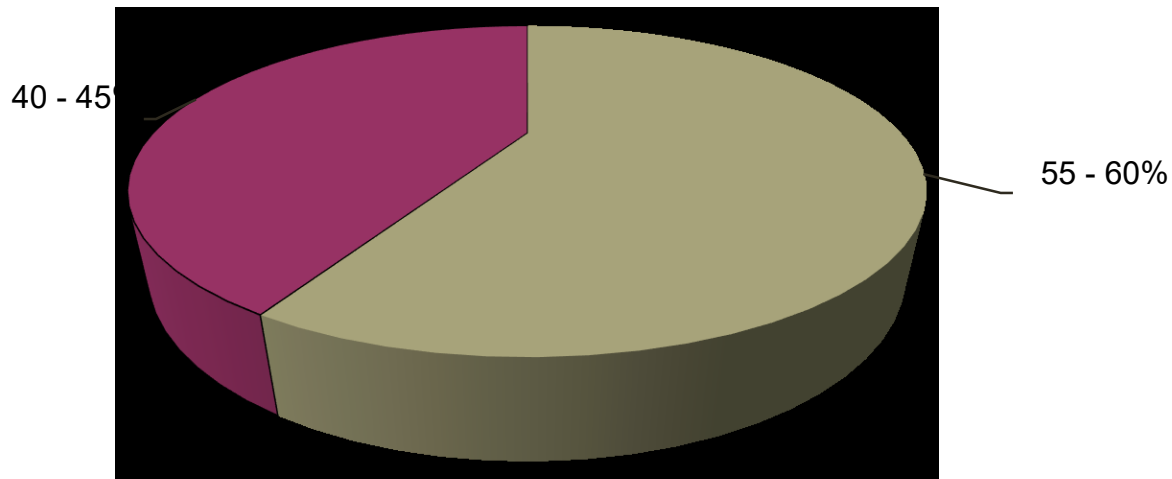
2025 Budget – Revenue Assumptions

- Total sales tax revenues – \$15.5 million
 - 2% increase from 2024
 - Sales tax revenues estimated to be up (7%) in 2024
 - The majority of sales tax (65-70%) is generated by five businesses (These percentages have dropped over past few years from over 75% with increased online sales)

REMEMBER: Sales tax funds the majority of Town operations

2025 Budget – Revenue Assumptions

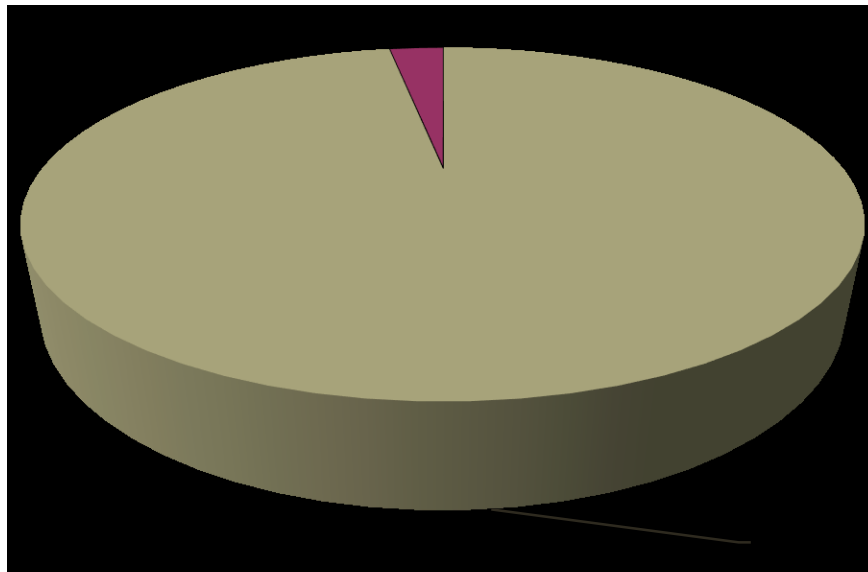
**Town of Superior - General Fund
Sales/Use Tax Dependency**



■ GF Sales/Use Revenues ■ GF Other Revenues

2025 Budget – Revenue Assumptions

Town of Superior - CIP/Open Space Sales/Use Tax Dependency



■ Sales/Use Revenues

■ Other Revenues

2025 Budget – Fee Changes

Governmental Fee changes -

- Landscape maintenance fee, for enhanced landscaping throughout Superior, up 4% (little more than \$1/month)
- Trash and recycling fee, contract being bid out, amount to be determined by the end of the year

2025 Budget – Fee Changes

Utility Fee changes

- Water fees – 7.5% (little more than \$4/month for average resident)
- Sewer fees – 7.5% (\$2.87/month for a resident)
- Storm Drainage fees – 0%

2025 Budget – Fee Changes

Utility Fee changes (Continued)

- One-time utility system connection fees increasing by construction inflation
- Superior's 2025 average utility bills are 16 – 31% lower than our neighbors (Erie, Lafayette, Louisville)

2025 Budget – Debt Summary

- Existing Debt
 - Debt principal payments - \$7.8 million
 - By 2026, two debt obligations paid off:
 - SMD1 (2025)
 - Open Space Series 2015 (2026) – thereafter can focus on paying off Coyote Ridge debt (issued in 2020)

2025 Budget – Debt Summary

Town of Superior - Outstanding Debt/Other Obligations
Summary 2009 - 2029

