



- I. Financial Report 6:00 p.m. – 6:15 p.m.**  
Revenue and Budget Manager Jennifer Nolan will present the finance report.
- II. Neighborhood Character Comparisons 6:15 p.m. – 7:00 p.m.**  
Senior Planner Harold Stitt and Planner Brook Bell will discuss a comparison of zoning regulations related to setbacks, bulk plane and lot coverage.
- III. Branding Recommendation 7:00 p.m. – 7:30 p.m.**  
City Manager Eric Keck, Communications Coordinator Leigh Ann Hoffhines and representatives from Slate Communications will be present to offer branding recommendations to Council.



City of Englewood

**To:** Mayor Randy Penn and City Council  
**Through:** Eric Keck, City Manager  
**From:** Jennifer Nolan, Revenue and Budget Manager  
**Date:** September 4, 2015  
**Subject:** August 2015 Financial Report

**GENERAL FUND REVENUES:** The calendar year is approximately **67%** complete. YTD revenues received are **74.94%** of the revenue estimate budgeted. The revised yearend revenue estimate of **\$42,981,652** is **3.26%** or **\$1,355,954** more than the 2015 budget revenue estimate.

Revenues	2015				2014			2015 vs 2014	
	Budget	Aug-15	% Budget	YE Estimate	Dec-14	Aug-14	% YTD	\$ Diff	% Diff
Property Tax	2,900,000	2,867,392	98.88%	2,900,000	2,892,433	2,844,065	98.33%	23,327	0.82%
Specific Ownership Tax	260,000	181,478	69.80%	260,000	291,670	167,954	57.58%	13,524	8.05%
Sales & Use Taxes	24,200,000	18,218,213	75.28%	26,081,262	24,839,297	16,637,386	66.98%	1,580,827	9.50%
Cigarette Tax	179,000	117,329	65.55%	179,000	188,652	122,656	65.02%	(5,327)	-4.34%
Franchise Fees	3,017,550	2,058,902	68.23%	3,148,550	3,207,978	1,857,715	57.91%	201,187	10.83%
Hotel/Motel Tax	12,000	9,758	81.32%	12,000	11,948	7,989	66.86%	1,769	22.14%
Licenses & Permits	1,107,122	1,086,692	98.15%	1,168,222	1,576,299	968,971	61.47%	117,721	12.15%
Intergovernmental Revenue	1,400,924	1,054,648	75.28%	1,624,318	1,869,045	874,639	46.80%	180,009	20.58%
Charges for Services	3,335,262	2,054,671	61.60%	2,905,192	3,215,032	2,097,610	65.24%	(42,939)	-2.05%
Recreation	2,556,900	2,076,351	81.21%	2,485,500	2,466,421	2,128,177	86.29%	(51,826)	-2.44%
Fines & Forfeitures	1,396,844	717,796	51.39%	1,008,350	1,350,164	929,521	68.85%	(211,725)	-22.78%
Interest	88,164	55,016	62.40%	88,164	68,340	63,778	93.32%	(8,762)	-13.74%
EMRF Rents	858,882	576,943	67.17%	858,882	684,683	442,712	64.66%	134,231	30.32%
Miscellaneous	313,050	120,252	38.41%	262,212	210,531	121,211	57.57%	(959)	-0.79%
<b>Total Revenues</b>	<b>41,625,698</b>	<b>31,195,441</b>	<b>74.94%</b>	<b>42,981,652</b>	<b>42,872,493</b>	<b>29,264,384</b>	<b>68.26%</b>	<b>1,931,057</b>	<b>6.60%</b>

**Sales and Use Tax by Business Area:**

Business Area	\$ YTD Variance CY vs PY	% YTD Variance CY vs PY	YTD New Businesses	YTD Closed Businesses	YTD Net New (Closed) Businesses	Comments
Area 1	12,946	0.56%	17	(9)	8	In Jan 2014 we received additional tax dollars from a tax remitter that did not occur in Jan 2015. If we adjust for the timing of these receipts, Area 1 would report a favorable variance of \$136,937 or 5.9% increase in 2015 over 2014.
Area 2	63,133	5.14%	20	(15)	5	Variance is due to better economic conditions experienced in 2015 versus 2014.
Area 3	200,171	19.14%	21	(13)	8	Variance is due primarily to better economic conditions in 2015 versus 2014.
Area 4	50,542	5.12%	7	(3)	4	Variance is due primarily to better economic conditions in 2015 versus 2014.
Area 5	36,082	6.54%	4	(3)	1	Variance is due primarily to better economic conditions in 2015 versus 2014. Please note the Littleton King Soopers reopened 1/28/2015 after being closed for a year during their reconstruction project at Broadway and Littleton Blvd.
Area 6	311,411	14.49%	35	(40)	(5)	Variance is due primarily to better economic conditions in 2015 versus 2014.
Area 7	590,963	11.60%	241	(152)	89	Variance is due primarily to better economic conditions in 2015 versus 2014.
Area 8	(35,506)	-3.16%	-	-	-	Variance is due in part to mild temperatures that led to lower energy usage in 2015 versus 2014 and to more customers switching from landlines to cellphones in 2015 as compared to 2014.
Area 13	21,885	10.81%	-	-	-	Variance is due primarily to better economic conditions in 2015 versus 2014.
Regular Use	283,709	14.58%	N/A	N/A	N/A	Use tax revenue fluctuates depending on the timing of when businesses replace large ticket items such as operating machinery and equipment. If items purchased outside of Englewood at a local tax rate less than 3.5%, then the tax payer is liable for the difference between the local tax paid and 3.5% tax due.
Totals	1,535,338	9.23%	345	(235)	110	

**Outside City (Business Area 7):**

- Outside City sales tax receipts (cash basis) were up **\$590,963** or **11.6** percent compared to last year.
- At this time potential refunds total approximately \$1,500,000 for claims submitted to Englewood but not completed; the balance of the account to cover intercity claims is \$1,150,000.

**City Center Englewood (Business Area 1):**

- Sales tax revenue collected through August 2015 were **\$2,318,300** or **\$12,946** more than last year during the same period of time.

**GENERAL FUND EXPENDITURES:** YTD expenditures are **69.41%** of the budget appropriation. The 2015 yearend expenditure estimate of **\$44,058,211** is anticipated to be approximately **1.14%** or **\$508,498** less than the 2015 budget appropriation.

Expenditures	2015				2014			2015 vs 2014		Variance comments updated each quarter (Jan, Apr, Jun and Oct)
	Budget	Aug-15	% Budget	YE Estimate	Dec-14	Aug-14	% YTD	\$ Diff	% Diff	
Legislation	357,575	184,152	51.50%	356,381	329,738	195,543	59.30%	(11,391)	-5.83%	Variance due in part to the 2014 Citizen Survey professional services contract that was not incurred in 2015.
City Attorney's Office	869,106	463,498	53.33%	886,605	726,377	466,223	64.18%	(2,725)	-0.58%	Variance is due to a combination of a reduction to benefits relating to full time salaries and a reduction in outside attorney fees.
Municipal Court	1,085,494	648,700	59.76%	1,038,709	942,264	613,648	65.12%	35,052	5.71%	Variance is due to anticipated increases and the timing of the software maintenance fee payment in 2015 versus 2014.
City Manager's Office	731,307	531,423	72.67%	735,410	673,402	469,815	69.77%	61,608	13.11%	Variance due to PT wages that were not present in 2015. FT wages are also slightly higher. Professional Services for Lunch on the Lawn (grant offsets the cost) and 4th of July. Retirement assistance did not exist in prior year. Membership and dues is higher than prior year.
Human Resources	482,893	336,489	69.68%	628,079	441,956	264,997	59.96%	71,492	26.98%	Variance is due in part to the salary and benefits of 1.6 FTE reclassified from the Employee Benefits and Risk Management Funds to the General Fund (\$45,000) and to the NEOGov and Perform Software Maintenance Agreement (\$22,100)
Finance and Administrative Services	1,805,052	1,098,769	60.87%	1,811,926	1,566,733	1,019,938	65.10%	78,831	7.73%	Variance is due in part to the Director's annual leave payout (\$26,500), the vacancy of the Sales Tax Auditor Position from February 1 to November 3, 2014 and the Revenue Technician Position from 6/27/2014 to 10/20/2014 (2015 increase in salary and benefits from February through June is approx \$32,000), and a \$7,000 YTD increase in banking fees associated with the usage of the online MUNIRevs business licensing and tax collection system (2014 first full
Information Technology	1,425,389	879,324	61.69%	1,438,163	1,348,275	857,071	63.57%	22,253	2.60%	The variance is due in part to changes in benefit coverage in 2015 versus 2014 (\$7,500), unanticipated increase to software and hardware maintenance fees in 2015 versus 2014 (\$27,600) and unplanned Council Chambers upgrade in 2015 (\$16,8000).
Public Works	5,790,091	3,657,584	63.17%	5,730,645	5,440,975	3,539,298	65.05%	118,286	3.34%	
Fire Services	9,139,834	7,709,862	84.35%	8,534,799	9,176,241	5,402,759	58.88%	2,307,103	42.70%	Variance due to firefighter payout and closure of department.
Police Services	12,157,100	8,301,577	68.29%	12,236,555	11,872,226	7,754,382	65.32%	547,195	7.06%	\$267,418 in new employees added (salary/benefits), \$12K increased ammo costs, \$102,774.78 reimbursable POST costs Kevin Engels fiscal agent, \$18,468.74 Maintenance fees, \$83,059 reimbursable radio costs from E911.
Community Development	1,288,781	842,853	65.40%	1,237,019	1,128,034	705,223	62.52%	137,630	19.52%	Variance is due in part to the cost related to the Comprehensive Plan which were not occur in 2014.
Library Services	1,317,657	756,051	57.38%	1,283,016	1,165,446	750,385	64.39%	5,666	0.76%	We have filled 2 positions that were vacant in the first half of 2014.
Recreation Services	6,053,116	3,800,002	62.78%	6,027,588	5,574,428	3,912,783	70.19%	(112,781)	-2.88%	The variance is due in part to a 2015 insurance reimbursement credit from a significant hail storm last year and we had vending supplies left over from last year so our beginning of the season big purchase had not occurred.
Debt Service	1,863,314	1,567,899	84.15%	1,863,316	1,869,902	1,548,271	82.80%	19,628	1.27%	
Contingency	200,000	156,268	78.13%	250,000	211,623	96,072	45.40%	60,196	62.66%	Variance is due to an increase in annual leave payouts in 2015 versus 2014 for employees separating from the City.
<b>Total Expenditures</b>	<b>44,566,709</b>	<b>30,934,451</b>	<b>69.41%</b>	<b>44,058,211</b>	<b>42,467,620</b>	<b>27,596,408</b>	<b>64.98%</b>	<b>3,338,043</b>	<b>12.10%</b>	

**GENERAL FUND REVENUES OVER/UNDER EXPENDITURES:**

YTD revenues exceed expenditures by **\$260,990** compared to revenues exceeding expenditures by \$1,667,976 in 2014.

The **two graphs on the right** show how closely the revenue and expenditure amounts track on a monthly basis. Fund Balance reserves help to stabilize operations for unexpected adverse fluctuations in revenue or expenditure amounts.

**GENERAL FUND TRANSFERS:**

Net 2015 transfers-out to date of **\$1,475,740** were made by the end of August 2015 (please refer to page 18). Please note this includes a transfer of \$1,500,000 to the Public Improvement Fund for the Dartmouth Bridge (Reso 43, 2015), \$361,516 Recreation Center HVAC (Reso 43 and 53, 2015), \$10,000 for the Council Chambers Improvements (Reso 50, 2015) Projects, \$51,450 and \$50,000 transferred in from the Donors Fund for the City’s Branding/Marketing Initiative (Reso 54, 2015) and Commercial Catalyst Program (Reso 58, 2015) respectively.

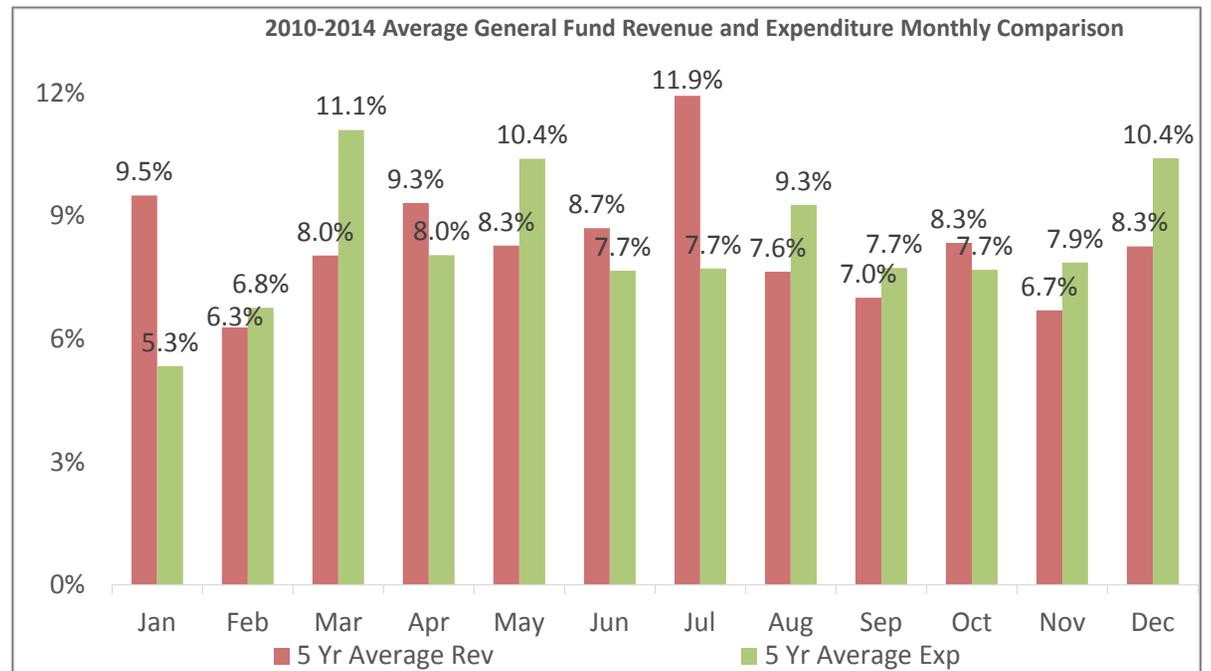
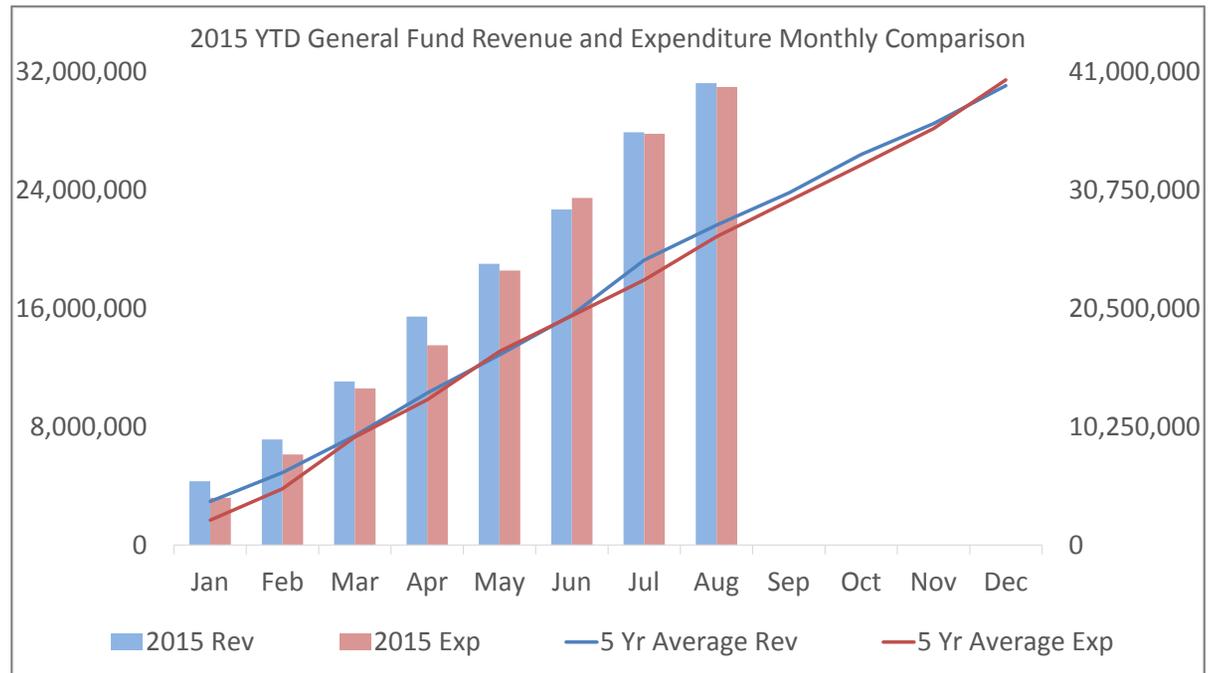
**GENERAL FUND - FUND BALANCE:**

The estimated fund balance is **\$9,658,951** or **22.5** percent of estimated revenue.

- The estimated unassigned fund balance for 2015 is projected at **\$5,595,852** or **13.02** percent of estimated revenues.
- The Long Term Asset Reserve (LTAR) balance is **\$2,663,099** (please refer to page 18).
- The TABOR Emergency Reserve is **\$1,400,000**.

**PUBLIC IMPROVEMENT FUND (PIF):**

The PIF has collected \$5,114,455 in revenues and spent \$3,991,217 year-to-date. Prior to adjustments to budget estimates, the estimated year-end **unappropriated fund balance** is **\$1,392,161**.



# City of Englewood, Colorado

## August 2015 Financial Report

The annual budget serves as the foundation for the City’s financial planning and control, and provides a comprehensive plan to provide high quality services to the Englewood community. Based upon conservative revenue estimates, the budget quantifies in dollars the many services and amenities the citizens of Englewood receive. The City has prepared a balanced budget and it is one where revenues plus beginning fund balance are equal to or exceed expenditures.

The financial report provides on a periodic basis the review of the actual revenues and expenditures as compared to the budget. This point in time analysis compares the current year to the prior year and determines if the revenues and expenditures are on track with the budget. By monitoring the financial condition of the City, City staff and Council can work together to take action, if necessary, to maintain service levels, employees, and fiscal health of the City.

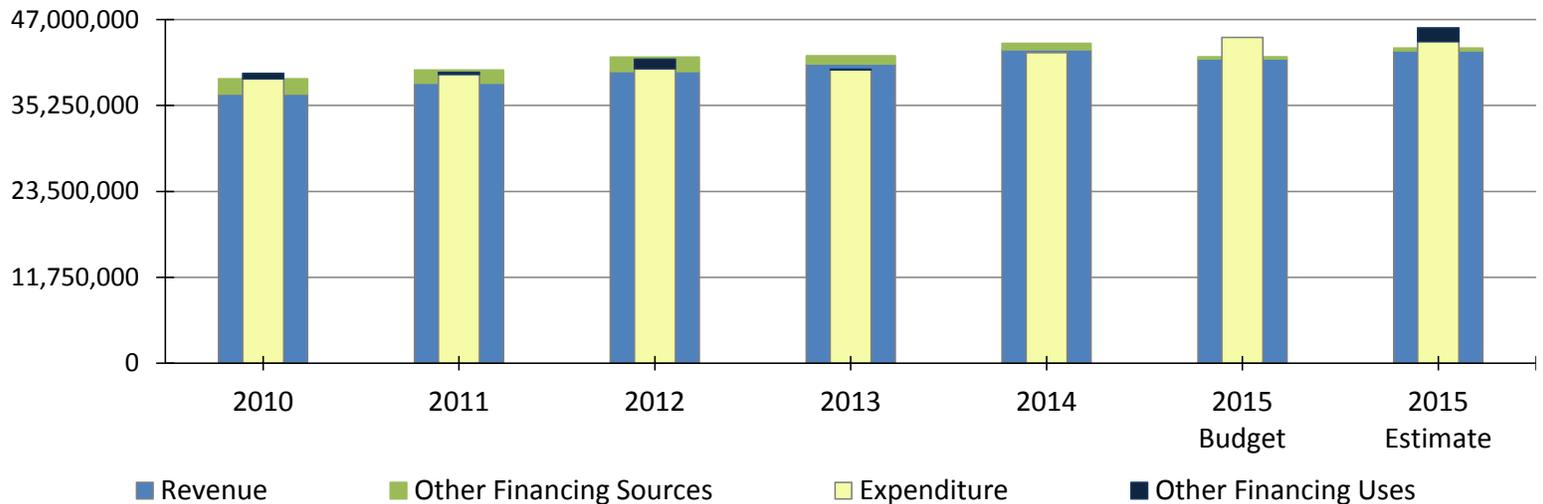
### GENERAL FUND OVERVIEW AND ANALYSIS

The General Fund accounts for the major “governmental” activities of the City. These activities include “direct” services to the public such as police, fire, public works, parks and recreation, and library services. General government also provides administrative and oversight services through the offices of city manager and city attorney; the departments of information technology, finance and administrative services, community development, human resources, municipal court and legislation. Debt service, lease payments, and other contractual payments are also commitments of the General Fund.

#### General Fund - Surplus and Deficit

The graph below depicts the history of sources and uses of funds from 2010 to 2015 Estimate. As illustrated, both surpluses and deficits have occurred in the past. The gap has narrowed over the past few years by reducing expenditures, freezing positions, negotiating lower-cost health benefits, increased revenue collections. Continued efforts will be required to balance revenues and expenditures, especially with persistent upward pressure on expenditures due to increases in the cost of energy, wages and benefits.

**General Fund: Total Sources and Uses of Funds**



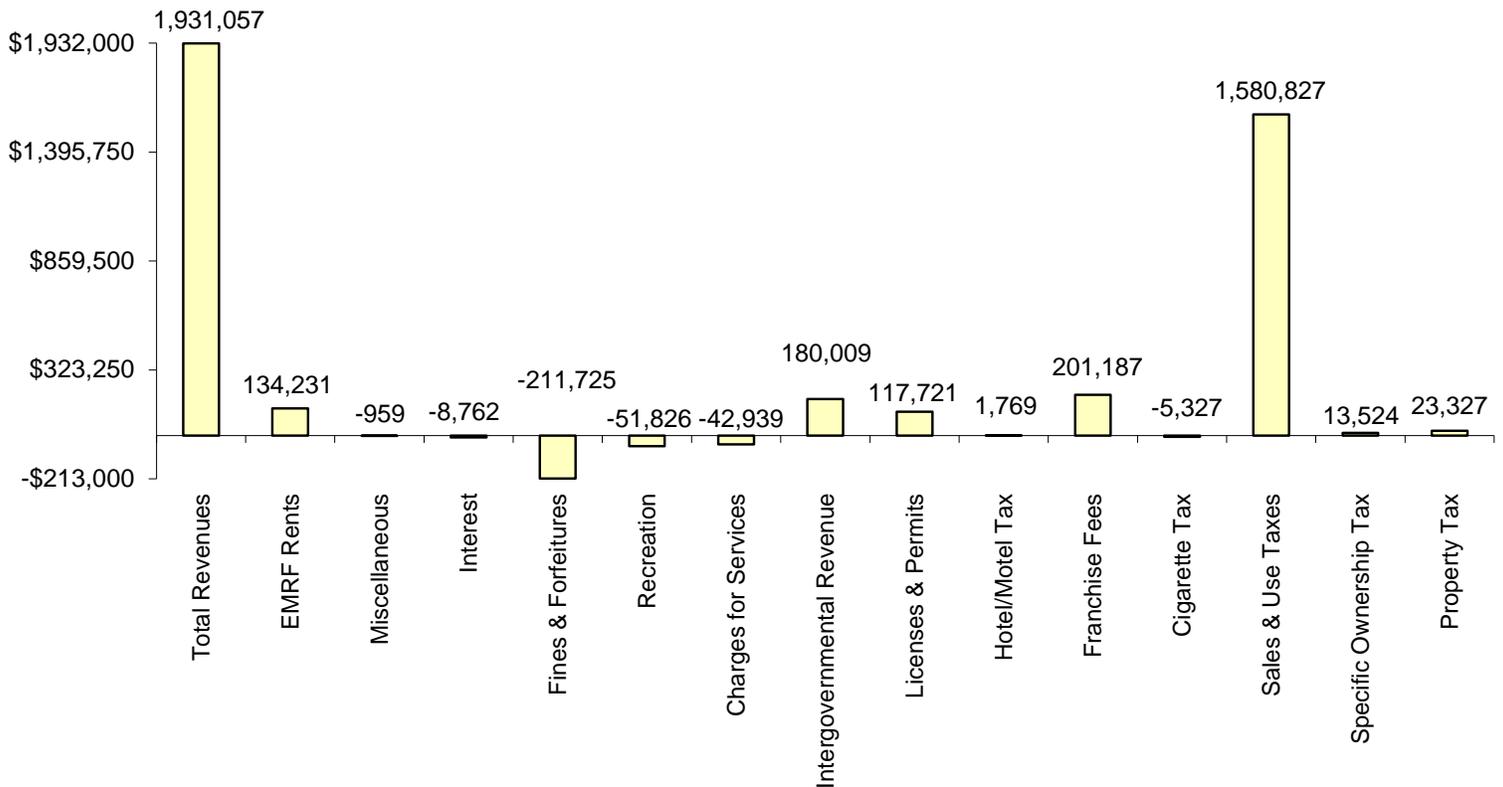
The following table summarizes General Fund Year-To-Date (YTD) Revenue, Expenditure, Sales & Use Tax Revenue and Outside City Sales & Use Tax Revenue for the month ended August, 2015. Comparative figures for years 2014 and 2013 are presented as well. The table also highlights the dollar and percentage changes between those periods.

	Aug-15	2015 vs 2014		Aug-14	2014 vs 2013		Aug-13
		Increase (Decrease)			Increase (Decrease)		
<b>General Fund</b>							
Year-To-Date Revenue	\$ 31,195,441	\$ 1,931,057	6.60%	\$ 29,264,384	\$ 898,882	3.17%	\$ 28,365,502
Year-To-Date Expenditure	30,934,451	\$ 3,338,043	12.10%	27,596,408	\$ 407,862	1.50%	27,188,546
Net Revenue (Expenditure)	\$ 260,990	\$ (1,406,986)		\$ 1,667,976	\$ 491,020		\$ 1,176,956
Unassigned Fund Balance	\$ 5,595,852	\$ (2,552,299)	(31.32%)	\$ 8,148,151	\$ 1,272,446	18.51%	\$ 6,875,705
Sales & Use Tax Revenue YTD	\$ 18,218,213	\$ 1,580,827	9.50%	\$ 16,637,386	\$ 1,112,725	7.17%	\$ 15,524,661
Outside City Sales Tax YTD	\$ 5,687,246	\$ 590,963	11.60%	\$ 5,096,283	\$ 436,736	9.37%	\$ 4,659,546

### General Fund Revenues

The City of Englewood's total budgeted revenue is \$41,625,698. Total revenue collected through August 2015 was \$31,195,441 or \$1,931,057 (6.6 percent) more than was collected in 2014. The chart below illustrates changes in General Fund revenues this year as compared to last year.

**2014 Year-To-Date Change in General Fund Revenue as Compared to Prior Year**

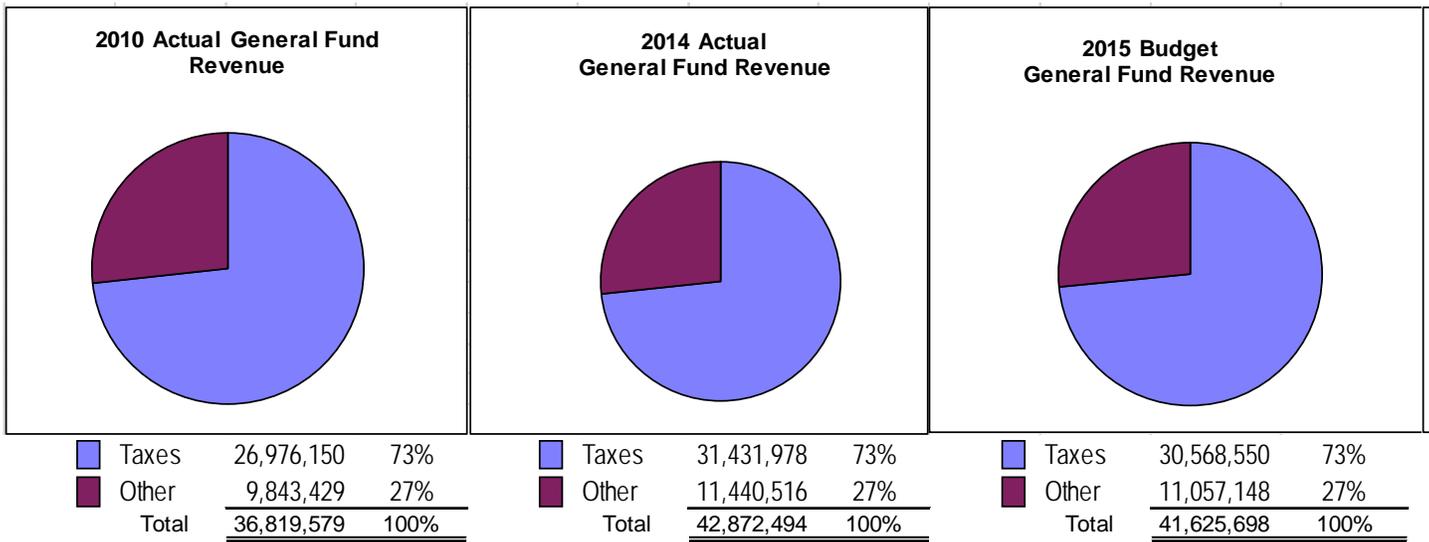


### General Fund - Taxes

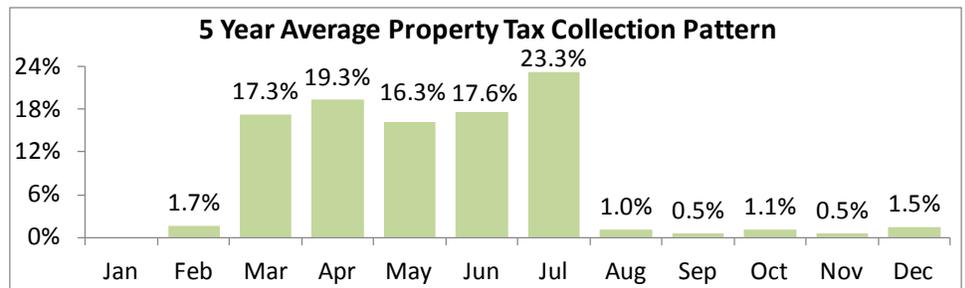
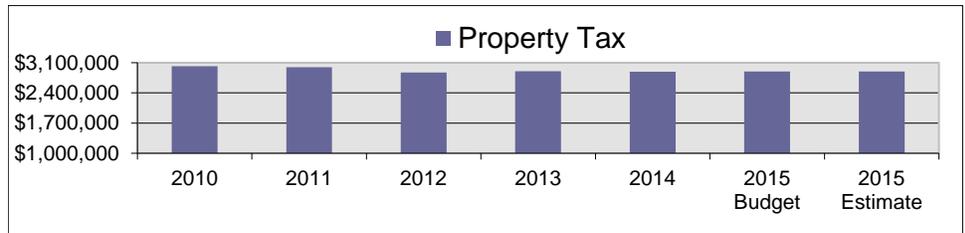
The General Fund obtains most of its revenue from taxes. In 2014 total revenues were \$42,872,494 of which \$31,431,978 (73.3 percent) came from tax collections. Taxes include property, sales and use, specific ownership, cigarette, utilities, franchise fees,

and hotel/motel. The pie charts on the next page illustrate the contribution of taxes to total revenue for 2009, 2013 and 2014 Budget. Taxes as a percentage of total revenue have declined slightly as other fees and charges have been increased to help offset rising costs and relatively flat tax revenues.

### General Fund Revenues - Taxes vs. Other

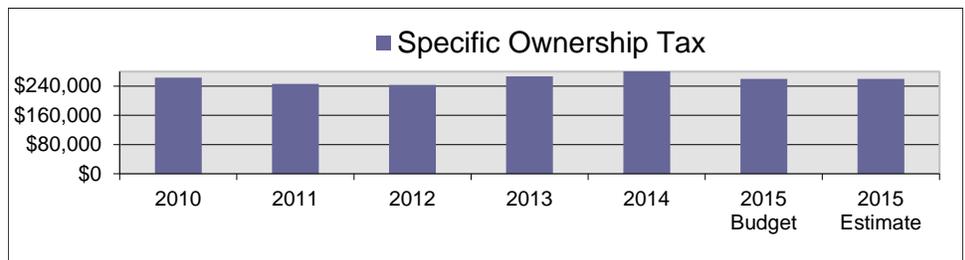


**Property taxes:** These taxes are collected based on the assessed value of all the properties in the City and the mill levy assessed against the property. The City's total 2014 mill levy collected in 2015 is 8.124 mills. The 2014 mill levy for general operations collected in 2015 is 5.880 mills. Voters approved a separate, dedicated mill levy for principal and interest payments on the City's general obligation debt for the construction of parks and recreation projects. This dedicated general obligation debt mill levy is accounted for in the Debt Service Fund. Property tax collections declined from \$3,020,884 in 2010 to \$2,892,433 in 2014. This was a decrease of \$128,451 or 4.2 percent. In 2014 the City collected \$2,892,433 or 9.2 percent of 2014 total taxes and 6.8 percent of total revenues from property taxes. The City budgeted \$2,900,000 for 2015; and collected \$2,867,392 through August 2015. The estimate for the year is \$2,900,000.



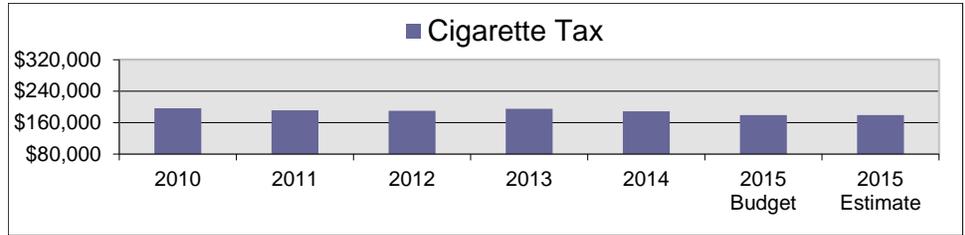
Property Tax Mill Levy	2009	2010	2011	2012	2013	2014 Budget	2014 Estimate	2015 Budget
General Fund	5.880	5.880	5.880	5.880	5.880	5.880	5.880	5.880
Debt Service Fund	1.947	2.031	2.130	1.741	1.914	2.244	2.244	2.244
<b>Total Mill Levy</b>	<b>7.827</b>	<b>7.911</b>	<b>8.010</b>	<b>7.621</b>	<b>7.794</b>	<b>8.124</b>	<b>8.124</b>	<b>8.124</b>

**Specific ownership:** These taxes are based on the age and type of motor vehicles, wheeled trailers, semi-trailers, etc. These taxes are collected by the County Treasurer and remitted to the City on the fifteenth day of the following month. The City collected \$263,434 in 2010 and \$291,670 in 2014 which is an increase of \$28,236 or 10.7 percent. The



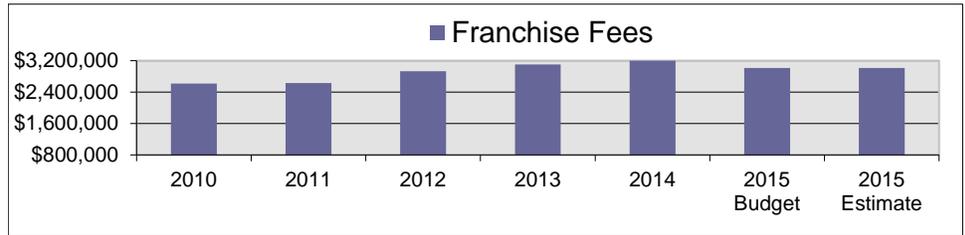
City collected \$291,670 in 2014 which is less than one percent of total revenues and total taxes. The City budgeted \$260,000 for 2015 and collected \$181,478 through August 2015. The estimate for the year is \$260,000.

**Cigarette Taxes:** The State of Colorado levies a \$.20 per pack tax on cigarettes. The State distributes 46 percent of the gross tax to cities and towns based on the pro rata share of state sales tax collections in the previous year. These taxes have fallen significantly in the past and continue to fall after the 2009

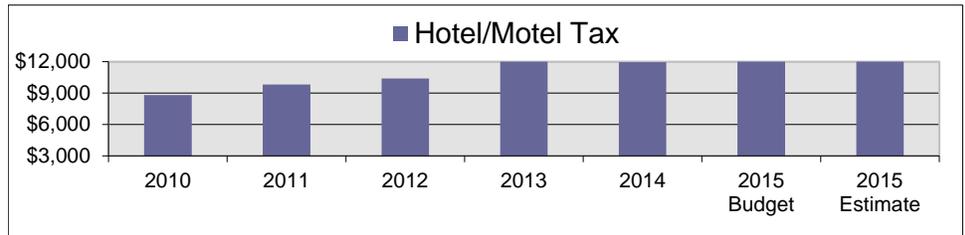


federal tax increase of approximately \$.62 per pack went into effect. This federal tax increase will fund the State Children's Health Insurance Program (CHIP). In 2010 the City collected \$196,320, but in 2014 the City collected \$188,652, which is a decrease of \$7,668 or 3.9 percent. These taxes accounted for less than one percent of total taxes and less than one percent of total revenues in 2014. The City budgeted \$179,000 for the year and collected \$117,329 through August 2015, which is \$5,327 or 4.34 percent less than the \$122,656 collected in same period last year. The estimate for the year is \$179,000.

**Franchise Fees:** The City collects a number of taxes on various utilities. This includes franchise tax on water, sewer, and public services, as well as occupational tax on telephone services. The City collected \$2,620,191 in 2010 and \$3,207,978 in 2014, an increase of \$587,787 or 22.4 percent. These taxes accounted for 10.2 percent of taxes and 7.5 percent of total revenues in 2014. The City budgeted \$3,017,550 for the year; collections through August totaled \$2,058,902 compared to \$1,857,715 collected during the same period last year. The estimate for the year is revised from \$3,017,550 to \$3,148,550

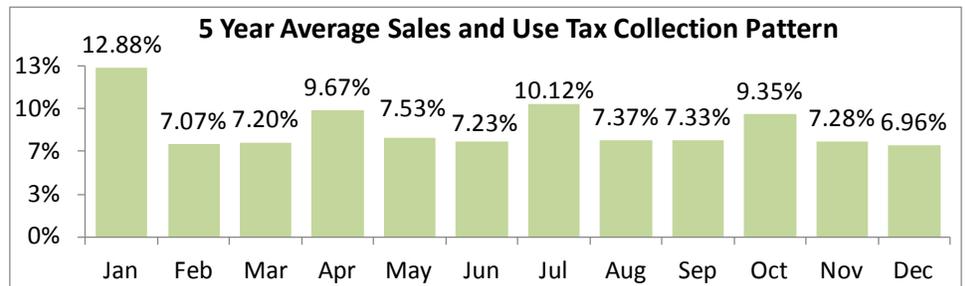
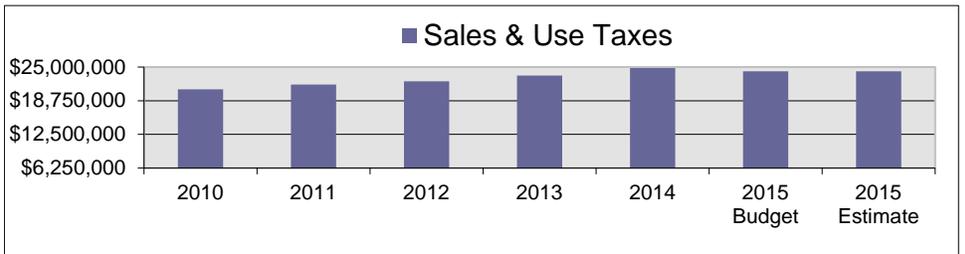


**Hotel/Motel Tax:** This tax is levied at two percent of the rental fee or price of lodging for *under* 30 days duration. The City budgeted \$12,000 for the year and has collected \$9,758 through August 2015. The estimate for the year is \$12,000.



### Sales and Use Taxes Analysis

Sales and use taxes are the most important (and volatile) revenue sources for the City. Sales and use taxes generated 79 percent of all taxes and 58 percent of total revenues collected in 2014. In 2010, this tax generated \$20,866,515 for the City of Englewood; in 2014 the City collected \$24,839,297, an increase of \$3,972,782 (19 percent). This tax is levied on the sale price of taxable goods. Sales tax is calculated by multiplying the sales price of taxable goods times the sales tax rate of 3.5 percent. Vendors no longer receive a fee for collecting and remitting their sales/use taxes. Taxes for the current month are due to the City by the twentieth day of the following month. The City budgeted \$24,200,000 for 2015. Sales and Use Tax revenue (cash basis)



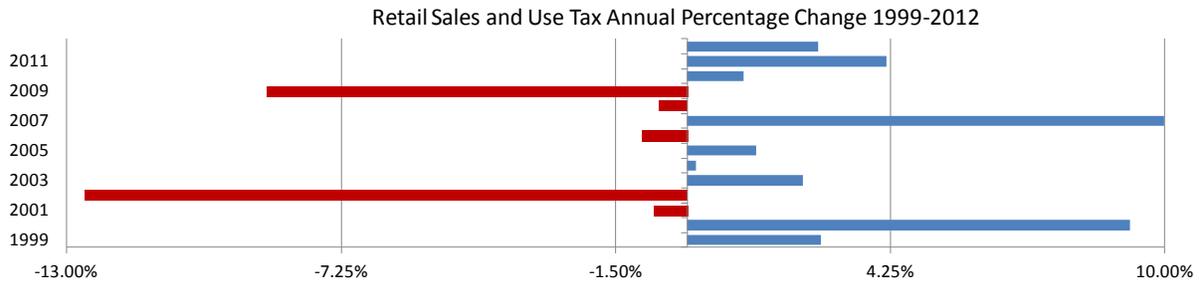
through August 2015 was \$18,218,213 while sales tax collected year-to-date for August 2014 was \$16,637,386 an increase of \$1,580,827 or 9.5 percent.

*In 2013, the City partnered with MUNIREns to provide the City's business licensing and tax collection system. The system more accurately reports the sales versus use tax collections. In the former system, if an account was coded as a sales tax account, both sales and use tax remitted by the account was reported as sales tax. This was also the case with an account coded as use tax, both use and sales tax remitted by the account was reported as use tax. In total the amount of sales and use tax collections is the same, the allocation between sales and use has changed. This month we have restated 2013 to match the restated 2014 reporting. The revised Sales and Use Tax Collections Year-To-Date Comparison (Cash Basis) report is located on page 24.*

Collections (cash basis) for August 2015 were \$1,883,571 while collections for August 2014 and August 2013 were \$1,875,010 and \$1,786,081 respectively. August 2015 collections were .46 percent or \$8,561 more than August 2014 collections and \$97,490 or 5.5 percent more than August 2013 collections.

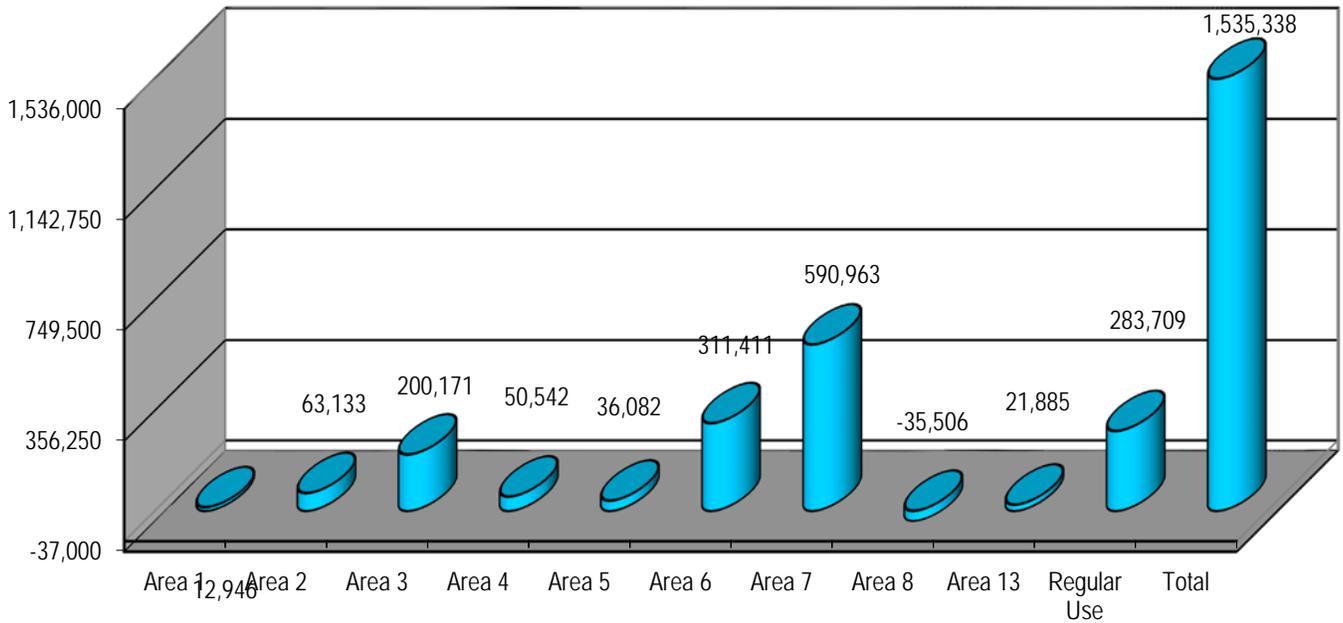
Based on the last five years of sales tax collection data, August contributes 68.2 percent of total year's sales tax collections; if this pattern holds this year, 31.8 percent is left to collect over the remainder of the year. Based on year-to-date collections, the City will collect an additional \$8,461,799 over the remainder of the year for a total of \$26,634,522. Collections through August were 109.23 percent of last August collections. If this were applied to the entire year, the total collected would be \$27,092,472. The average of the two forecasts is \$26,863,497 (\$2,663,497 or 11.01 percent over the amount budgeted for the year). The estimate for the year is revised from \$24,200,000 to \$26,863,699.

This revenue source tends to ebb and flow (often dramatically) with the economy, growing during economic expansions and contracting during downturns. The past several years (1999-2012) of sales tax collections have been exceptionally erratic making it extremely difficult to make accurate short or long term forecasts. It is important to continually review and analyze sales and use tax data including trends in the various geographic areas of the City.



The chart on the next page, “Change in Sales/Use Tax Collections by Area 2015 vs. 2014,” provides for the month the annual sales and use tax increases and decreases in the various geographic areas. Economic conditions, judged by sales and use tax collections, appears to be a “mixed bag” with some geographic areas increasing and some decreasing compared to the same period last year.

## Change in Sales/Use Tax Collections by Area 2015 vs 2014

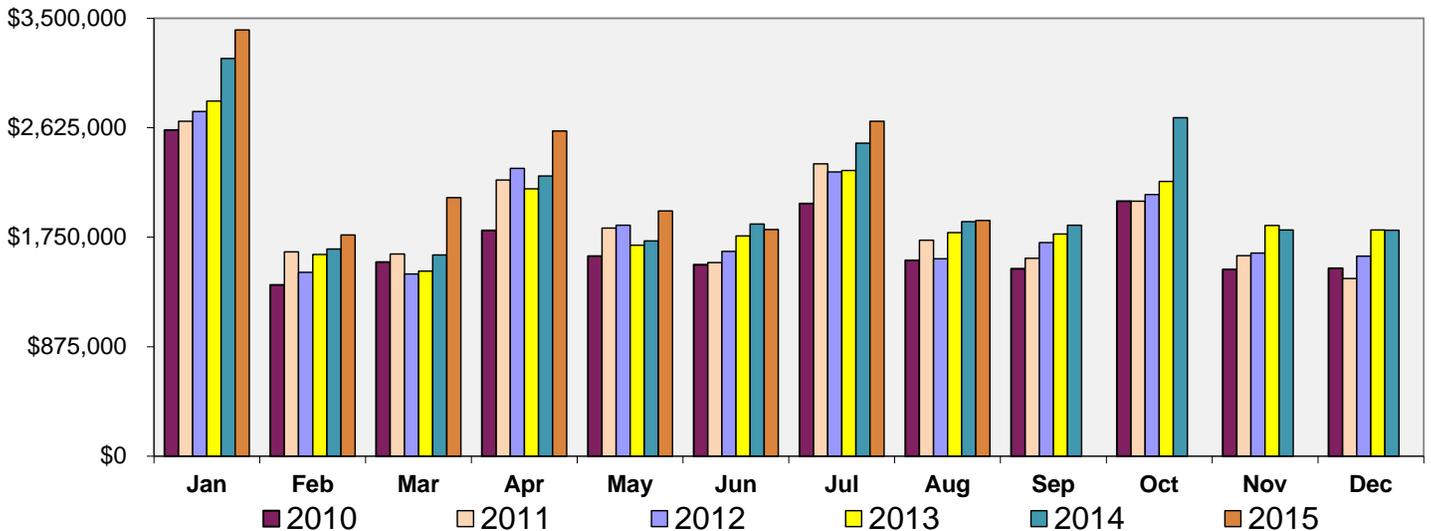


Please note that the geographic map of the sales tax areas was changed within the first quarter of 2012, and hopefully is more reasonable. Some of the areas will look skewed until more comparable data is available in 2013. EURA Areas 9 & 10 and EURA Areas 11 & 12 were incorporated into Areas 1, 2 and 6. Specific changes include:

- Area 1 east boundary will change at Bannock St/Englewood Pkwy east to Acoma St south to Jefferson Ave/Hampden Ave/US 285
- Split the address down the middle of the streets for Area 2 and Area 3: Bannock St and Sherman St
- Split the address down the middle of the streets for Area 3 and Area 4: Belleview Ave, Fox St and Logan St
- The north and south side of the street included in Area 1: Jefferson Avenue
- The north and south side of the street included in Area 2: Jefferson Ave/Hampden Ave/US 285

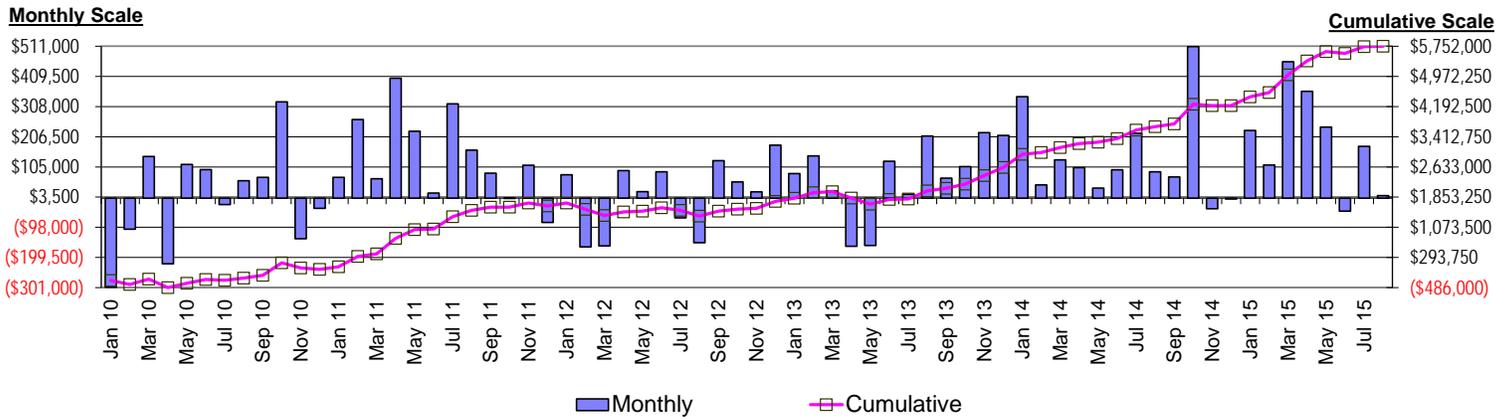
The bar graph below shows a comparison of monthly sales tax collections (cash basis) for 2010 through 2015.

### 2010-2015 YTD Sales/Use Tax Collections by Month - Cash Basis



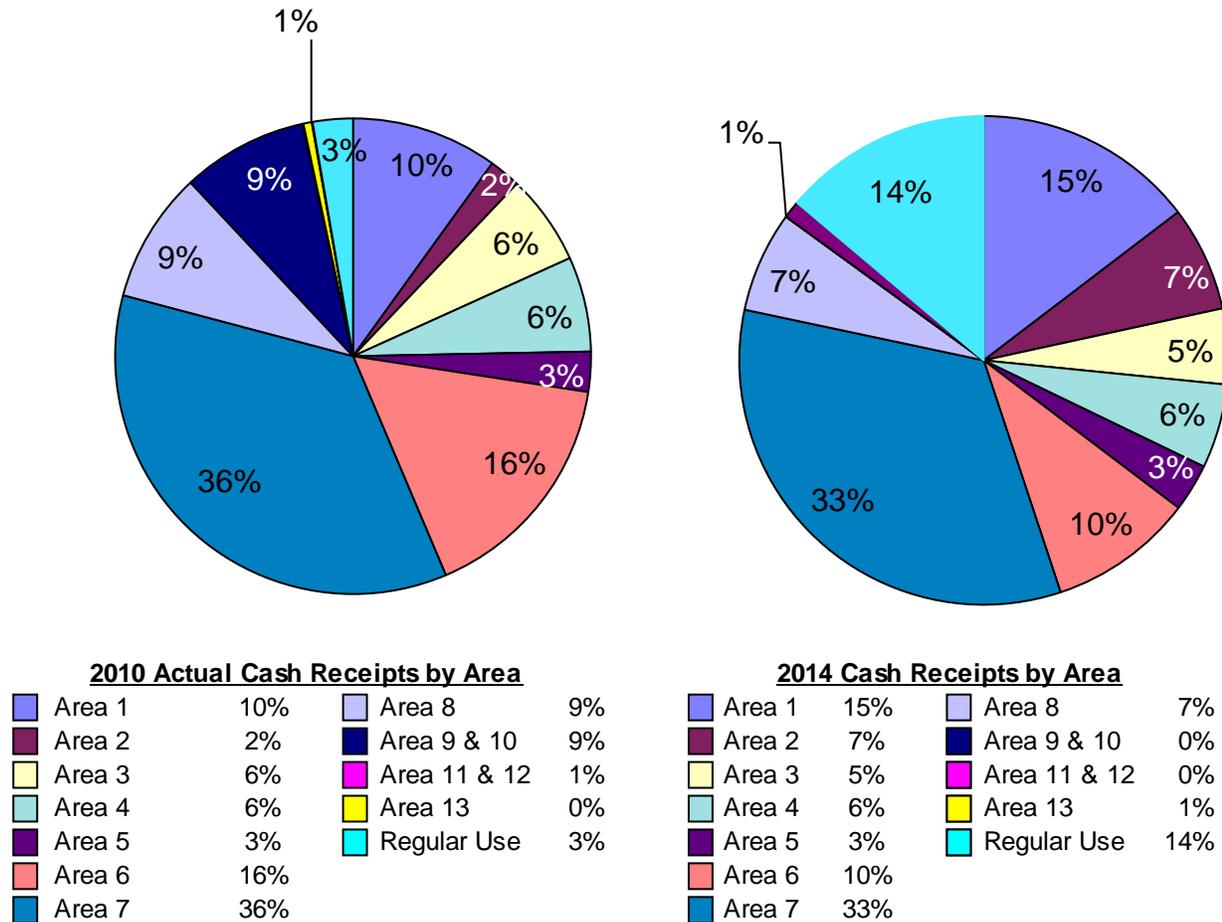
The next chart illustrates sales tax collections (cash basis) by month and cumulative for the years presented. For the period presented, the bar graph depicts the change in collections for a month as compared to the prior year, while the cumulative line graph is based on the beginning period monthly change in sales and use tax collections as adjusted by each consecutive month change.

**2010 - 2015 Monthly Change Sales and Use Tax Receipts**



Sales tax collections are reported by various geographic areas as illustrated in the following pie charts. These illustrate the changing collection patterns for 2010 and 2014.

**Geographic Sales Tax Collection Areas**



A brief description and analysis of the significant geographic areas follows:

**Area 1:** This geographic area accounts for the sales tax collections from CityCenter Englewood. CityCenter Englewood had collections of \$2,318,300 year-to-date or .56 percent more than was collected during the same period last year.

**Area 5:** This area includes the remodeled King Soopers. Year to date collections for August were \$587,661 or 6.5 percent higher than last year. Collections this year are ahead of collections in any year in the past five years. The closure of the Littleton King Soopers Store (Broadway and Littleton Blvd) has had a significant impact to the increased collections of this area. The Littleton King Soopers Store reopened in Jan 2015 so collections in the future might not grow quite as much as in the past.

**Area 6:** This geographic area is up 14.5 percent or \$311,411 from last year.

**Area 7:** This geographic area records the outside city sales tax collections (Outside City). Outside City has been the geographic area responsible for much of the sales tax growth (and decline) in past years. Outside City collections have increased 11.6 percent from the same period last year. The chart below illustrates this area's contribution to total sales and use taxes (cash basis) as well as YTD revenues since 2011. The importance of Outside City has declined as a percentage of sales and use tax collections but it continues to remain an important impact on the City's General Fund as illustrated by the following:

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Total Sales and Use Tax Revenue	14,977,952	15,313,404	15,524,661	16,637,386	18,218,213
Outside City Collections	5,800,128	5,228,301	4,659,546	5,096,283	5,687,246
<b>Percentage of Total</b>	<b>38.7%</b>	<b>34.1%</b>	<b>30.0%</b>	<b>30.6%</b>	<b>31.2%</b>
Total General Fund Revenues	27,193,170	27,903,398	28,365,502	29,264,384	31,195,441
Outside City Collections	5,800,128	5,228,301	4,659,546	5,096,283	5,687,246
<b>Percentage of Revenues</b>	<b>21.3%</b>	<b>18.7%</b>	<b>16.4%</b>	<b>17.4%</b>	<b>18.2%</b>

The City records the proceeds of some returns from Outside City into an unearned revenue (liability) account. The criteria staff uses to decide if proceeds should be placed in the unearned account is if a reasonable probability exists for another municipality to claim the revenue. This account currently has a balance of \$1,150,000 to cover intercity claims. The City paid \$63,298 in sales/use tax claims through August 2015 compared to \$75,718 through August 2014. At this time *potential* refunds total approximately \$1,500,000 for claims submitted to Englewood but not completed.

**Area 8:** This geographic area consists of collections from public utilities. Collections through August were 3.2 percent less than last year. Weather conditions, energy usage conservation, and rising energy prices play an important role in revenue collections. Collections could increase or decrease if the remainder of the year is significantly hotter/colder than normal.

**Area 13:** This geographic area encompasses the Kent Place Development. Collections through August were \$224,334 compared to \$202,449 last year.

### **Other Sales Tax Related Information**

Finance and Administrative Services Department collected \$154,747 in sales and use tax audit revenues and general collections of balances on account through the month of August 2015, this compares to \$140,750 collected in 2014 and \$93,781 collected in 2013.

Of the 81 sales tax accounts reviewed in the various geographic areas, 61 (75 percent) showed improved collections and 20 (25 percent) showed reduced collections this year compared to the same period last year.

The Department issued 345 new sales tax licenses through August 2015; 280 and 270 were issued through August 2014 and 2013 respectively.

City records indicate that year-to-date 235 businesses closed (152 were outside the physical limits of Englewood) and 345 opened (241 of them were outside the physical limits of Englewood).

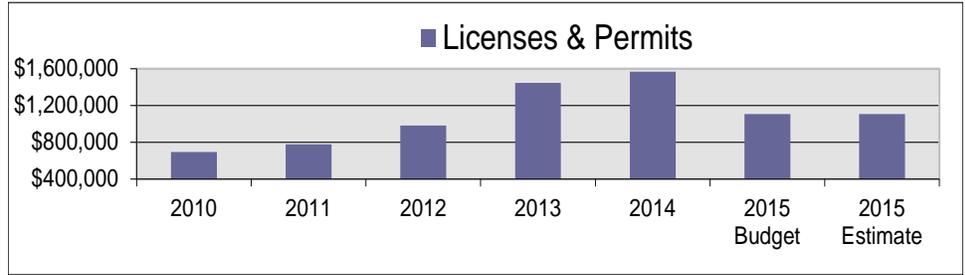
### **General Fund - Other Revenue**

Other revenues (including McLellan rent) accounted for \$11,440,516 or 26.7 percent of the total revenues for 2014. The City budgeted \$11,057,148 for 2015 and the revised estimate is \$10,400,840.

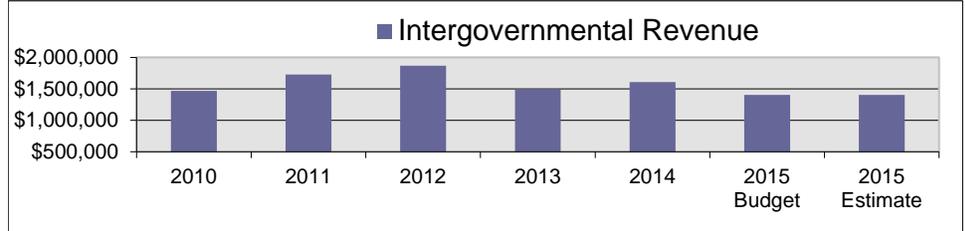
The next page provides additional information on the significant revenue sources of the General Fund:

**Licenses and Permits:** This category includes fees from business and building licenses and permits. This revenue source generated \$1,576,121 during 2014 or 3.7 percent of total revenue and 13.8 percent of total other revenue. This revenue source totaled \$695,563 in 2010 and increased to \$1,576,299 in 2014, a 126.6 percent increase.

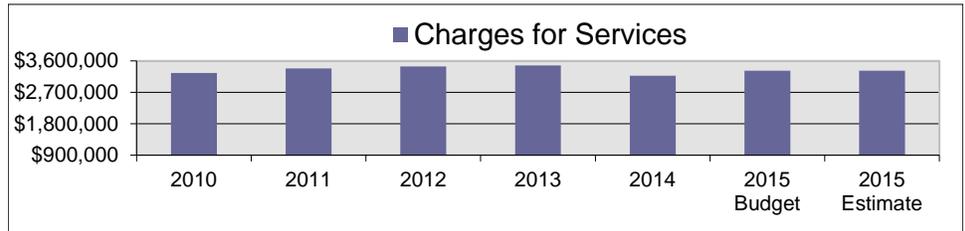
The City budgeted \$1,107,122 for 2015 and year-to-date collected \$1,086,692 or \$117,721 (12.2 percent) more than the \$968,971 collected through August 2014. The estimate for the year is revised from \$1,107,122 to \$1,168,222.



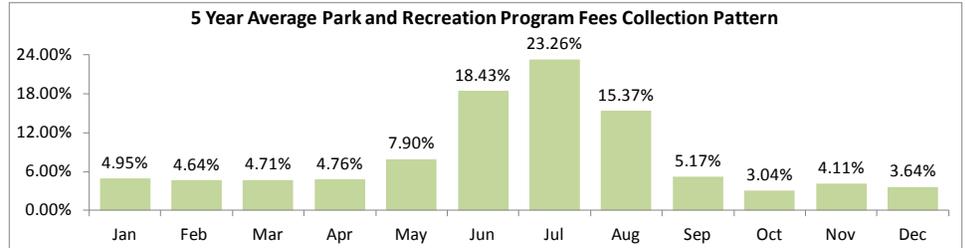
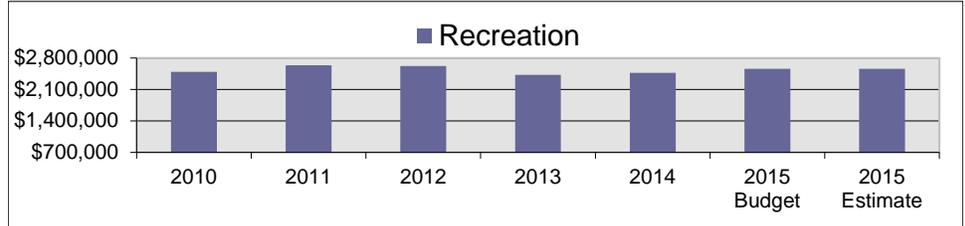
**Intergovernmental Revenues:** This revenue source includes state and federal shared revenues including payments in lieu of taxes. These revenues are budgeted at \$1,400,924 for 2015. This revenue source totaled \$1,465,970 in 2010 and the City collected \$1,869,045 in 2014, a 27.5 percent increase. The City collected \$1,054,648 through August 2015 this is \$180,009 more than the \$874,639 collected in the same period last year. The estimate for the year is revised from \$1,400,924 to \$1,624,318.



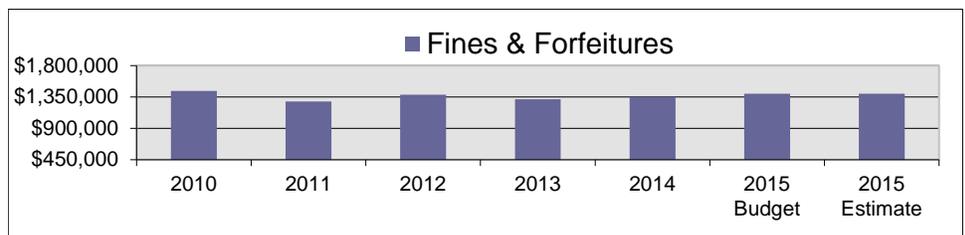
**Charges for Services:** This includes general government, public safety, fees for the administration of the utilities funds, court costs, highway and street and other charges. This revenue source is budgeted at \$3,335,262 for 2015. This revenue source totaled \$3,254,830 in 2010 and decreased to \$3,125,032 in 2014, a 1.2 percent decrease. Total collected year-to-date was \$2,054,671 or \$42,939 (2.1 percent) less than the \$2,097,610 collected year-to-date last year. The estimate for the year is revised from \$3,335,262 to \$2,905,192.



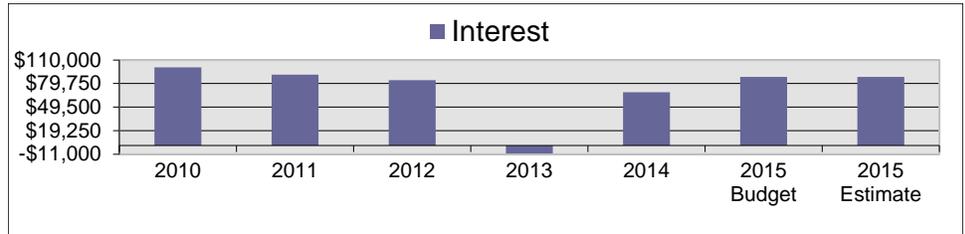
**Recreation:** This category of revenue includes the fees and charges collected from customers to participate in the various programs offered by the Parks and Recreation Department. This revenue source is budgeted at \$2,556,900 for 2015. This revenue source totaled \$2,489,781 in 2010 and decreased to \$2,466,421 in 2014, a .9 percent decrease. Total collections through August 2015 were \$2,076,351 compared to \$2,128,177 collected year-to-date last year. The estimate for the year is revised from \$2,556,900 to \$2,485,500.



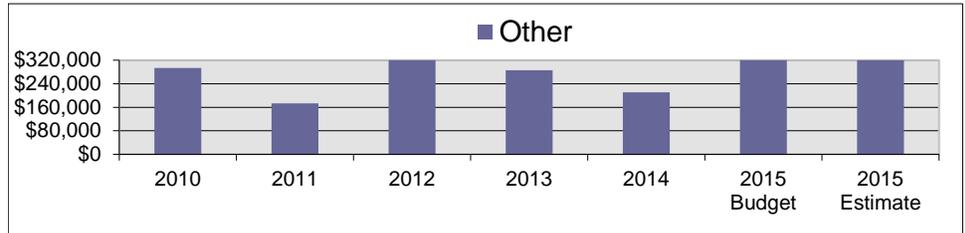
**Fines and Forfeitures:** This revenue source includes court, library, and other fines. The 2015 budget for this source is \$1,396,844. This revenue source totaled \$1,437,957 in 2010 and decreased to \$1,350,164 in 2014, a 6.1 percent decrease. Total collected year-to-date was \$717,796 or \$211,725 (22.8 percent) less than the \$929,521 collected in the same time period last year. The estimate for the year is revised from \$1,396,844 to \$1,008,350.



**Interest:** This is the amount earned on the City's cash investments. The 2015 budget for this source is \$88,164. This revenue source totaled \$100,545 in 2010 and decreased to \$68,342 in 2014, a 32 percent decrease. The City earned \$55,016 through August 2015; compared to \$63,778 through the same period last year. The estimate for the year is \$88,164.



**Other:** This source includes all revenues that do not fit in another revenue category. The 2015 budget for this source is \$313,050. This revenue source totaled \$293,658 in 2010 and decreased to \$210,530 in 2014, a 28.3 percent decrease. Total collected year-to-date is \$120,252 (.8 percent) less than the \$121,211 collected last year during the same period. The estimate for the year is revised from \$313,050 to \$262,212.



**Economic Incentives**

The City of Englewood uses economic incentives to attract and maintain businesses. Businesses are the City's lifeblood, not only do they generate sales and property taxes but they provide employment and shopping opportunities for citizens.

<b>Business</b>	<b>Public Use of Incentive Funds</b>
King Soopers (Federal and Bellevue)	Storm sewer replacement, water line improvements, access modifications and electrical line undergrounding.
Oxford LCP	Construct sidewalk enhancements in the public right of way.
Flood Middle School	Relocate City Ditch and sanitary sewer line, upgrade water line and underground electrical lines.
Restaurant at Englewood Market Place	Landscaping, maintenance and ADA ramp.
Cadence dba Broadbell LLC for Sprouts Farmers Market	Intersection and signalized intersection.
KRF II LLC (dba Kentro Group) for the Rite Aid Pharmacy	Underground/relocation of current overhead utility lines; Relocation and demolition of existing sewer line; Construction of underground detention/water quality; and Potential relocation of city ditch (depending on the development plan of northern parcel).

**General Fund - Expenditures**

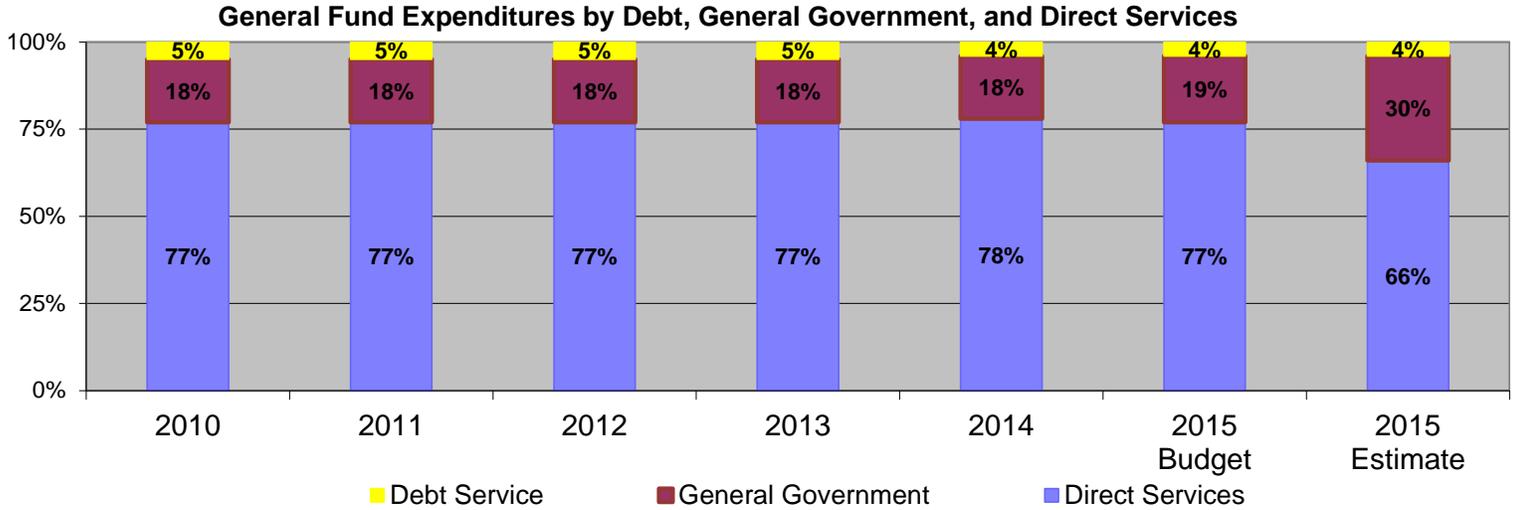
In 2006 the City adopted an outcome based budgeting philosophy. City Council and Staff outlined five outcomes to reflect, more appropriately, the desired result of the services delivered to the citizens of Englewood. The five outcomes identified are intended to depict Englewood as:

- ▶ A City that provides and maintains quality infrastructure,
- ▶ A safe, clean, healthy, and attractive City,
- ▶ A progressive City that provides responsive and cost efficient services,
- ▶ A City that is business friendly and economically diverse, and
- ▶ A City that provides diverse cultural, recreational, and entertainment opportunities.

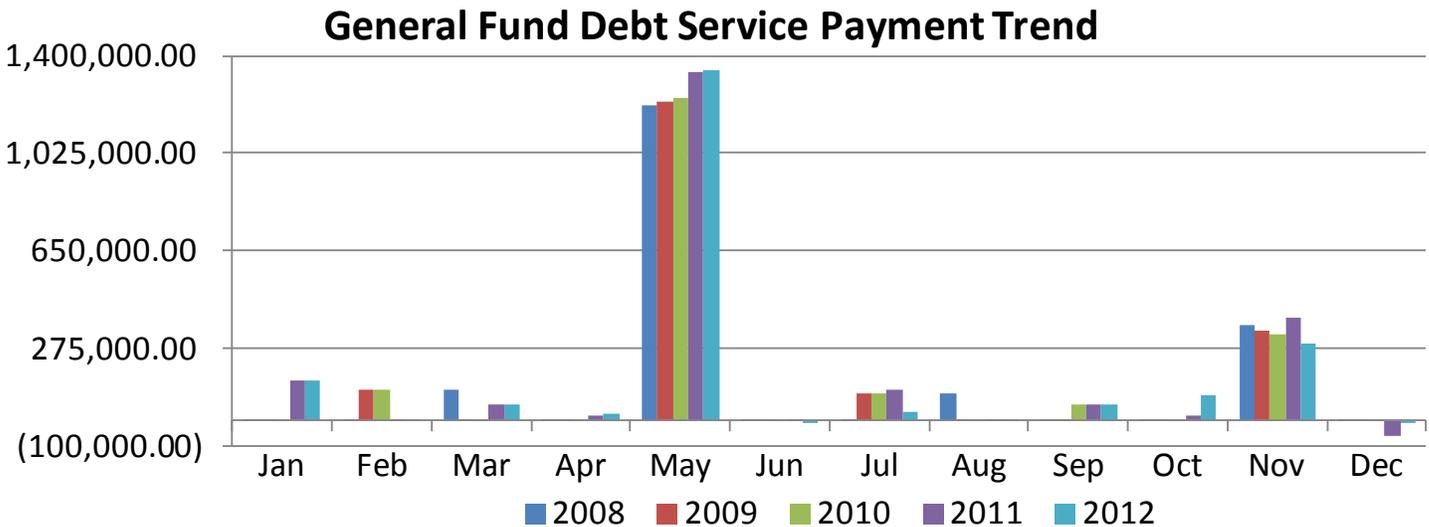
*The 2015 Budget will be the last year to incorporate the Outcome Based Budget philosophy. Beginning with the preparation of the 2016 Budget, the City will turn its direction to **Priority Based Budgeting** (PBB). **PBB** is a process used by cities to understand their larger community priorities/ values, and budget accordingly to those priorities/ values, while providing flexibility in order to meet the changing needs of the community. The PBB approach will help us develop a strategic budget that both reflects our community values and ensures that residents will continue to receive a high level of city services.*

The City budgeted total expenditures at \$44,566,709 for 2015, this compares to \$42,467,619 and \$40,125,364 expended in 2014 and 2013 respectively. Budgeted expenditures for 2015 general government (City Manager, Human Resources, etc.) totals \$8,245,597 or 18.5 percent of the total. Direct government expenditures (Police, Fire, etc.) are budgeted at \$34,457,798 or 77.3 percent of the total. Debt service (fixed costs) payments are \$1,863,314 or 4.2 percent of the total. Total expenditures through August were \$30,934,451 compared to \$27,596,408 and \$27,188,546 in 2013. The expenditure estimate for the year is revised from \$44,566,709 to \$44,058,211.

The following chart illustrates the breakdown of expenditures into debt service, general and direct government services.



For illustrative purposes and based on the five year period (2008-2012), the following graph depicts the debt service payments cash outflow. The majority of debt service payments are typically made twice a year.



The schedule on the next page provides the expenditure for each of the General Fund departments for the years 2010 through 2015 Budget.

Expenditure	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Budget
<b>General Government</b>						
Legislation	309,870	298,731	316,043	280,920	329,738	357,575
City Manager	659,882	639,184	658,047	675,844	673,402	731,307
City Attorney	702,228	706,841	712,036	719,781	726,377	869,106
Municipal Court	901,469	848,775	886,249	922,245	942,264	1,085,494
Human Resources	419,422	430,792	469,343	408,551	441,955	482,893
Finance & Administrative Services	1,445,581	1,446,313	1,464,305	1,533,061	1,566,733	1,805,052
Information Technology	1,280,660	1,332,766	1,373,943	1,336,590	1,348,275	1,425,389
Community Development	1,301,473	1,359,264	1,262,451	1,113,710	1,128,034	1,288,781
Contingencies	48,138	152,423	143,810	88,360	211,623	200,000
Contribution to Component Unit(s)	-	-	-	-	-	-
General Government Subtotal	7,068,723	7,215,089	7,286,227	7,079,062	7,368,401	8,245,597
<b>Direct Services</b>						
Public Works	5,137,364	5,259,875	5,202,903	5,234,382	5,440,975	5,790,091
Police	10,312,633	10,395,239	10,788,935	11,226,157	11,872,226	12,157,100
Fire	7,425,903	7,666,842	8,100,554	8,002,677	9,176,241	9,139,834
Library	1,284,083	1,145,613	1,180,771	1,174,656	1,165,446	1,317,657
Parks and Recreation	5,811,809	5,717,147	5,649,246	5,402,600	5,574,428	6,053,116
Direct Services Subtotal	29,971,792	30,184,716	30,922,409	31,040,472	33,229,316	34,457,798
<b>Debt Service</b>						
Debt Service-Civiccenter	1,570,705	1,658,857	1,570,921	1,565,625	1,434,082	1,568,988
Debt Service-Other	290,122	437,606	486,030	440,205	435,820	294,326
Debt Service Subtotal	1,860,827	2,096,463	2,056,951	2,005,830	1,869,902	1,863,314
Total Expenditure	38,901,342	39,496,268	40,265,587	40,125,364	42,467,619	44,566,709
% Expenditure Change	-2.25%	1.53%	1.95%	-0.35%	5.84%	10.68%
<b>Other Financing Uses</b>						
Transfers Out	750,000	301,246	1,339,330	73,006	-	0
Total Other Financing Uses	750,000	301,246	1,339,330	73,006	0	0
Total Uses of Funds	39,651,342	39,797,514	41,604,917	40,198,370	42,467,619	44,566,709
% Uses of Funds Change	-0.81%	0.37%	4.54%	-3.38%	5.65%	7.12%

The chart below provides per capita the General Fund expenditure information categorized into direct and general government services and debt service. Also provided is the per capita General Obligation Debt accounted for in the Debt Service Fund.

	2010	2011	2012	2013	2014	2015 Budget
<b>Population*</b>	30,375	30,799	31,286	31,675	31,675	31,675
<b>General Fund</b>						
General Government Services	\$ 233	\$ 234	\$ 233	\$ 223	\$ 233	\$ 260
Direct Services	\$ 987	\$ 980	\$ 988	\$ 980	\$ 1,049	\$ 1,088
Public Works	\$ 169	\$ 171	\$ 166	\$ 165	\$ 172	\$ 183
Police	\$ 340	\$ 338	\$ 345	\$ 354	\$ 375	\$ 384
Fire	\$ 244	\$ 249	\$ 259	\$ 253	\$ 290	\$ 289
Library	\$ 42	\$ 37	\$ 38	\$ 37	\$ 37	\$ 42
Parks & Recreation	\$ 191	\$ 186	\$ 181	\$ 171	\$ 176	\$ 191
Debt Service	\$ 61	\$ 68	\$ 66	\$ 63	\$ 59	\$ 59
Total Expenditure Per Capita	\$ 1,281	\$ 1,282	\$ 1,287	\$ 1,267	\$ 1,341	\$ 1,407
<b>Debt Service Fund</b>						
General Obligation Debt Per Capita	\$ 36	\$ 31	\$ 31	\$ 30	\$ 35	\$ 35

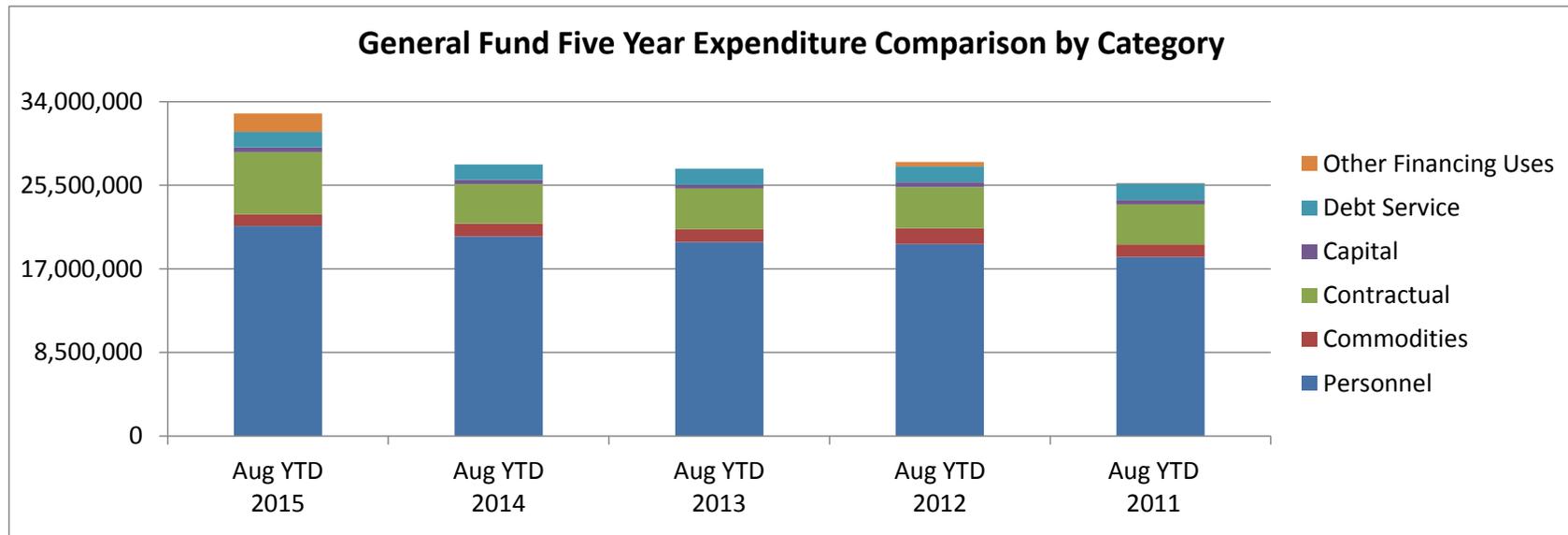
\* Source: Colorado Department of Local Affairs Municipal Population Estimates By County

City of Englewood, Colorado

General Fund - Five Year Expenditure Comparison by Category

	Aug YTD 2015	YTD % Change	% of Total	Aug YTD 2014	YTD % Change	% of Total	Aug YTD 2013	YTD % Change	% of Total	Aug YTD 2012	YTD % Change	% of Total	Aug YTD 2011	% of Total
Personnel services														
Salaries and wages	15,692,771	8.020%	35.212%	14,527,587	0.090%	34.209%	14,515,122	-0.430%	36.109%	14,577,574	7.040%	35.038%	13,618,519	34.220%
Overtime	451,173	-21.630%	1.012%	575,728	25.740%	1.356%	457,875	0.000%	1.139%	457,864	31.370%	1.101%	348,522	0.876%
Benefits	5,225,910	0.940%	11.726%	5,177,115	8.700%	12.191%	4,762,628	6.030%	11.848%	4,491,879	5.760%	10.797%	4,247,329	10.672%
Personnel services total	21,369,854	5.370%	47.950%	20,280,431	2.760%	47.755%	19,735,626	1.070%	49.096%	19,527,317	7.210%	46.935%	18,214,370	45.768%
Commodities total	1,189,448	-9.280%	2.669%	1,311,084	-0.100%	3.087%	1,312,334	-18.490%	3.265%	1,610,002	28.000%	3.870%	1,257,811	3.161%
Contractual services total	6,320,323	57.130%	14.182%	4,022,257	-2.570%	9.471%	4,128,166	-0.960%	10.269%	4,168,298	1.660%	10.019%	4,100,333	10.303%
Capital total	492,514	12.530%	1.105%	437,689	13.800%	1.031%	384,621	-24.550%	0.957%	509,769	16.470%	1.225%	437,672	1.100%
Total Expenditures	29,372,138	12.750%	65.906%	26,051,461	1.920%	61.344%	25,560,746	-0.990%	63.587%	25,815,387	7.520%	62.049%	24,010,185	60.331%
Debt service total	1,562,311	1.120%	3.506%	1,544,946	-5.090%	3.638%	1,627,800	1.320%	4.049%	1,606,672	-4.610%	3.862%	1,684,397	4.232%
Other financing uses total	1,871,516			0			0			434,000			52,815	
Total Uses of Funds	32,805,965	0.000%	69.412%	27,596,407	0.000%	64.982%	27,188,546	0.000%	67.636%	27,856,058	0.000%	65.911%	25,747,397	64.696%
Annual Total	44,566,709	4.943%		42,467,619	5.645%		40,198,370	-3.381%		41,604,917	4.541%		39,797,514	
YTD % of Annual Total	73.611%			64.982%			67.636%			66.954%			64.696%	

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**General Fund - Transfers**

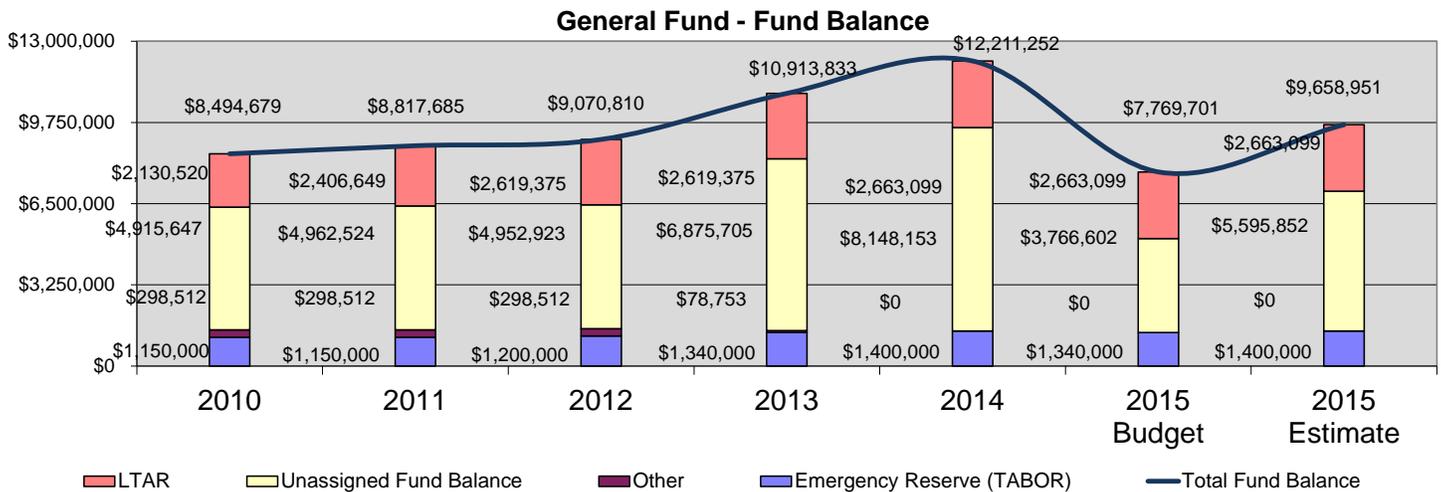
The General Fund has provided funds to and has received funds from Special Revenue Funds, Capital Projects Funds, and Internal Service Funds in order to buffer temporary gaps in revenue and expenditure amounts. The General Fund received the following net transfers:

<b>Source of Funds</b>	<b>2015 Budget Amount</b>	<b>2015 YTD Net Amount</b>	<b>2014 Net Annual Amount</b>
<b>Special Revenue Funds</b>			
Donors Fund	\$ -	\$ 101,450	\$ -
<b>Capital Project Funds</b>			
Public Improvement Fund (PIF)	294,326	(1,577,190)	\$ 479,544
<b>Enterprise Funds</b>			
Golf Course Fund	-	-	63,000
<b>Internal Service Funds</b>			
Central Services Fund	-	-	50,000
Servicenter Fund	-	-	300,000
Net Transfers In (Out) Total	<b>\$ 294,326</b>	<b>\$ (1,475,740)</b>	<b>\$ 892,544</b>

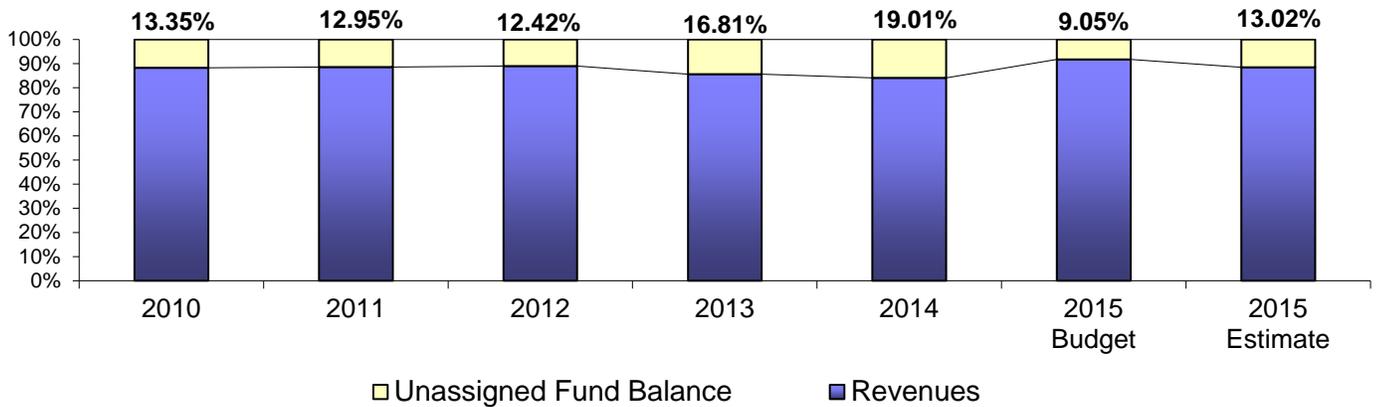
**General Fund - Fund Balance**

The City designates the fund balance into two categories, restricted and unrestricted. The portion of the fund balance which is restricted is referred to as the “Reserves” while the unrestricted portion is referred to as the unassigned fund balance. The unassigned fund balance represents funds the City sets aside for a “rainy day”. Another way to view these unrestricted funds is as a stabilization fund, the intent of which is to smooth over unexpected fluctuations in revenues and expenditures. The fund balance is normally built up when revenues exceed expenditures. In the past, excess funds have been transferred out, usually for capital projects identified in the Multiple Year Capital Plan (MYCP). The estimated unassigned fund balance is not adequate to provide for a transfer from the General Fund to the capital projects funds.

**Long Term Asset Reserve (LTAR)** At the 2008 Budget workshop, City Council discussed and directed staff to establish a General Fund reserve account to accumulate funds from the sale, lease, or earnings from long-term assets. It was also determined that these funds should be used in a careful, judicious and strategic manner. The funds restricted in this account are to be expended if the funds are appropriated in the annual budget or by supplemental appropriation. The balance at the end of December 2014 was \$2,663,099. The current and estimated year-end LTAR balance is \$2,663,099.



### Unassigned Fund Balance As A Percentage of Revenue



The City's General Fund ended 2014 with total reserves of \$12,211,252, and an unassigned fund balance of \$8,148,153 or 19 percent of revenues (19.2 percent of expenditures). The *budgeted* total reserves for 2015 are \$7,769,701 with an unassigned fund balance of \$3,766,602 or nine percent of budgeted revenues or 8.5 percent of budgeted expenditures. Estimated total reserves for 2015 are \$9,658,951 with an unassigned fund balance of \$5,595,852 or 13.02 percent of estimated revenue. The \$5,595,852 unassigned fund balance would allow the City to operate for approximately 46 days (using average daily projected expenditures) if all other revenues and financing sources ceased. In these times of economic uncertainty, it is more important than ever to maintain reserves to help the City make up for revenue shortfalls and unexpected expenditure increases given that the one-time transfers made to the General Fund to help maintain reserves are no longer available.

### PUBLIC IMPROVEMENT FUND OVERVIEW

The Public Improvement Fund (PIF) accounts for the City's "public-use" capital projects (e.g. roads, bridges, pavement, etc.). The PIF funding is from the collection of vehicle and building use taxes, intergovernmental revenues, interest income, and other miscellaneous sources.

The table on the next page illustrates the PIF Year-To-Date (YTD) revenues and expenditures for the years 2013 through 2015. The dollar and percentage change between each year is also provided. The Estimated Ending Fund Balance is included in order to account for the remaining PIF appropriation in addition to the remaining annual revenue anticipated for the fund.

Public Improvement Fund (PIF)	2015	2015 vs 2014 Increase (Decrease)		2014	2014 vs 2013 Increase (Decrease)		2013
YTD Revenues	\$ 5,114,455	\$ 2,332,921	83.87%	\$ 2,781,534	\$ (70,119)	(2.46%)	\$ 2,851,653
YTD Expenditures	3,991,217	\$ 802,303	25.16%	3,188,914	\$ 123,766	4.04%	3,065,148
Net Revenues (Expenditures)	\$ 1,123,238	\$ 1,530,618		\$ (407,380)	\$ (193,885)		\$ (213,495)
Beginning PIF Fund Balance	\$ 2,345,137			\$ 1,905,453			\$ 1,320,371
Ending PIF Fund Balance Before Remaining Annual Revenue and Appropriation	\$ 3,468,375			\$ 1,498,073			\$ 1,106,876
Plus: Remaining Annual Revenue	546,031			440,401			553,010
Less: Remaining Annual Appropriation	(2,622,245)			(1,863,605)			(915,043)
Estimated Ending Unappropriated Fund Balance	\$ 1,392,161			\$ 74,869			\$ 744,843
<b>Unappropriated Fund Balance as of December 31,</b>				<b>\$ 869,835</b>			<b>\$ 785,553</b>

The three main funding sources for the PIF are Vehicle Use Tax, Building Use Tax and Arapahoe County Road and Bridge Tax.

	2015 Estimate	2015 Adopted Budget	2015 YTD Actual	2015 Vs 2014 Amount	%	2014 YTD Actual	2014 Vs 2013 Amount	%	2013 YTD Actual
Vehicle Use Tax	\$ 1,600,000	\$ 1,350,000	\$ 994,851	\$ 78,869	9%	\$ 915,981	\$ 110,597	14%	\$ 805,384
Building Use Tax	\$ 1,985,000	\$ 1,550,000	\$ 1,935,792	\$ 368,676	24%	\$ 1,567,115	\$ 120,124	8%	\$ 1,446,991
Arapahoe County Road and Bridge Tax	\$ 195,000	\$ 199,000	\$ 174,753	\$ (749)	0%	\$ 175,502	\$ (3,173)	-2%	\$ 178,675

**Vehicle Use Tax** is based on the valuation of new vehicles purchased by City of Englewood residents. This tax is collected and remitted by Arapahoe County at the time the vehicle is registered. **Building Use Tax** is based on the valuation of building permits issued by the City of Englewood. These revenue sources are monitored periodically to determine the revision of the annual estimate. **Arapahoe County Road and Bridge Tax** is restricted to the construction and maintenance of streets and bridges. This tax is based on a mill levy established by Arapahoe County multiplied by 50% of the City's assessed property valuation.

#### **Governmental Fund Types (Fund Balance)**

<b>General Fund</b>	12,211,250	30,618,496	30,934,449	1,826,753	4,063,099	9,658,951
<b>Special Revenue Funds</b>						
Conservation Trust	1,491,458	166,806	62,010	(1,314,647)	-	281,606
Open Space	1,562,993	184,249	419,411	(1,156,997)	-	170,835
Donors	346,859	288,058	64,619	(101,450)	-	468,849
Community Development	-	168,627	169,734	1,108	-	-
Malley Center Trust	233,626	1,978	-	-	-	235,604
Parks & Recreation Trust	457,594	8,238	3,145	-	-	462,688
<b>Debt Service Fund</b>						
General Obligation Bond	61,105	1,096,131	131,457	-	-	1,025,779
<b>Capital Projects Funds</b>						
PIF	2,345,137	3,242,939	1,383,949	(2,811,966)	-	1,392,161
MYCP	972,799	174,117	682,912	(459,450)	-	4,554

#### **Proprietary Fund Types (Funds Available Balance)**

<b>Enterprise Funds</b>						
Water	11,237,162	4,919,934	5,503,849	-	-	10,653,246
Sewer	4,539,031	12,515,982	10,794,726	-	1,000,000	5,260,287
Stormwater Drainage	1,232,976	257,603	108,233	-	102,500	1,279,846
Golf Course	672,683	1,543,463	1,168,179	-	215,773	832,194
Concrete Utility	499,552	742,765	410,071	-	-	832,246
Housing Rehabilitation	1,455,047	386,899	460,006	-	-	1,381,941
<b>Internal Service Funds</b>						
Central Services	73,390	183,229	192,075	-	-	64,545
ServiCenter	1,450,471	1,523,068	1,275,751	-	-	1,697,788
CERF	1,621,229	645,054	285,441	-	-	1,980,842
Employee Benefits	33,719	4,355,251	4,459,296	-	-	(70,327)
Risk Management	8,722	1,530,152	1,075,006	-	-	463,868

## **CLOSING**

The Finance and Administrative Services Department staff works closely with the City Manager's Office and the various departments to help identify revenue and expenditure threats, trends and opportunities as well as strategies to balance revenues and expenditures. The City Council will be provided monthly financial reports. It is important to frequently monitor the financial condition of the City so City staff and Council can work together to take action, if necessary, to maintain service levels, employees, and fiscal health of the City.

This report will be reviewed with City Council at an upcoming study session. If you have any questions regarding this report, please contact me at **303.762.2409**.

## FUNDS GLOSSARY

**Capital Equipment Replacement Fund (CERF)** – Accounts for the accumulation of funds for the scheduled replacement of City-owned equipment and vehicles.

**Capital Projects Funds** account for financial resources to be used for the acquisition and/or construction of major capital facilities (other than those financed by proprietary funds).

**Central Services Fund** – Accounts for the financing of printing services and for maintaining an inventory of frequently used or essential office supplies provided by Central Services to other departments of the City on a cost reimbursement basis.

**Community Development Fund** – Accounts for the **art** Shuttle Program which is funded in part by the Regional Transportation District (RTD). **art** provides riders free transportation to 19 stops connecting CityCenter Englewood, businesses in downtown Englewood, and the medical facilities in and near Craig Hospital and Swedish Medical Center.

**Concrete Utility Fund** – Accounts for revenues and expenses associated with maintaining the City's sidewalks, curbs and gutters.

**Conservation Trust Fund** – Accounts for the acquisition of parks and open space land not previously owned by the City and for improvements to existing park and recreation facilities. Financing is provided primarily from State Lottery funds.

**Debt Service Funds** account for the accumulation of resources and payment of general obligation bond principal and interest from governmental resources and special assessment bond and loan principal and interest from special assessment levies when the government is obligated in some manner for payment.

**Donors' Fund** – Accounts for funds donated to the City for various specified activities.

**Employee Benefits Fund** – Accounts for the administration of providing City employee benefit programs: medical, dental, life, and disability insurance.

**Enterprise Funds** account for operations that: (a) are financed and operated in a manner similar to private business enterprises where the intent of the governing body is that the costs (expenses, including depreciation) of providing goods or services to the general public on a continuing basis be financed or recovered primarily through user charges, or (b) where the City Council has decided that periodic determination of revenue earned, expenses incurred and/or net income is appropriate for capital maintenance, public policy, management controls, accountability or other purposes.

**Fund** is a grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The City, like other state and local governments, uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements.

**General Obligation Bond Fund** – Accounts for the accumulation of monies for payment of General Obligation Bond principal and interest.

**Golf Course Fund** – Accounts for revenues and expenses associated with the operations of the Englewood Municipal Golf Course.

**Governmental Funds** distinguish functions of the City that are principally supported by taxes and intergovernmental revenues (governmental activities) from other functions that are intended to recover all or a significant portion of their costs through user fees and charges (business-type activities). These funds focus on the near-term *inflows and outflows of spendable resources*, as well as on balances of spendable resources available at the end of the year.

**Housing Rehabilitation Fund** – Accounts for revenues and expenses associated with the City's housing rehabilitation program.

**Internal Service Funds** are used to account for the financing of goods or services provided by one department or agency to other departments or agencies of the City on a cost-reimbursement basis.

**MOA** – Museum of Outdoor Arts

**Malley Center Trust Fund** – Accounts for a trust established by Elsie Malley to be used for the benefit of the Malley Senior Recreation Center.

## FUNDS GLOSSARY

**Multi-Year Capital Projects Fund (MYCP)** - Accounts for the acquisition and/or construction of major capital improvements and facilities. Financing is provided primarily with transfers from other City Funds.

**Open Space Fund** – Accounts for the acquisition of parks and open space land not previously owned by the City and for improvements to existing park and recreation facilities. Financing is provided from the Arapahoe County Open Space Sales Tax of .25%. The Open Space Tax was created on December 1, 2004 and expires on December 31, 2023.

**Parks and Recreation Trust Fund** – Accounts for a trust established by the City, financed primarily by donations, to be used exclusively for specific park and recreation projects.

**Proprietary Funds** account for operations that are financed and operated in a manner similar to private business enterprises. It is the intent that the cost of providing such goods or services will be recovered through user charges.

**Public Improvement Fund (PIF)** – Accounts for the acquisition and/or construction of major capital improvements and facilities. Financing is provided primarily from building and vehicle use taxes.

**Risk Management Fund** – Accounts for the administration of maintaining property and liability and workers' compensation insurance.

**ServiCenter Fund** – Accounts for the financing of automotive repairs and services provided by the ServiCenter to other departments of the City, or to other governmental units, on a cost reimbursement basis.

**Sewer Fund** – Accounts for revenues and expenses associated with providing wastewater services to the City of Englewood residents and some county residents.

**Special Revenue Funds** account for the proceeds of specific revenue sources that are legally restricted to expenditure for specified purposes.

**Storm Drainage Fund** – Accounts for revenues and expenses associated with maintaining the City's storm drainage system.

**Water Fund** – Accounts for revenues and expenses associated with providing water services to City of Englewood residents.

# General Fund Comparative Revenue, Expenditure & Fund Balance Report as of August 31, 2015

**Percentage of Year Completed = 67%**

Fund Balance January 1	\$ 10,416,386	\$ 12,211,250	\$ 12,211,250	\$ 10,913,833	\$ 10,913,833	\$ 9,070,810	\$ 9,070,810			
	2015				2014			2013		
	Budget	Aug-15	% Budget	YE Estimate	Dec-14	Aug-14	% YTD	Dec-13	Aug-13	% YTD
<b>Revenues</b>										
Property Tax	2,900,000	2,867,392	98.88%	2,900,000	2,892,433	2,844,065	98.33%	2,900,715	2,835,631	97.76%
Specific Ownership Tax	260,000	181,478	69.80%	260,000	291,670	167,954	57.58%	266,881	155,152	58.14%
Sales & Use Taxes	24,200,000	18,218,213	75.28%	26,081,262	24,839,297	16,637,386	66.98%	23,433,775	15,524,661	66.25%
Cigarette Tax	179,000	117,329	65.55%	179,000	188,652	122,656	65.02%	195,088	125,059	64.10%
Franchise Fees	3,017,550	2,058,902	68.23%	3,148,550	3,207,978	1,857,715	57.91%	3,101,310	1,896,061	61.14%
Hotel/Motel Tax	12,000	9,758	81.32%	12,000	11,948	7,989	66.86%	12,039	7,918	65.77%
Licenses & Permits	1,107,122	1,086,692	98.15%	1,168,222	1,576,299	968,971	61.47%	1,446,578	1,189,712	82.24%
Intergovernmental Revenue	1,400,924	1,054,648	75.28%	1,624,318	1,869,045	874,639	46.80%	1,488,204	853,797	57.37%
Charges for Services	3,335,262	2,054,671	61.60%	2,905,192	3,215,032	2,097,610	65.24%	3,469,845	2,196,237	63.29%
Recreation	2,556,900	2,076,351	81.21%	2,485,500	2,466,421	2,128,177	86.29%	2,420,443	2,080,068	85.94%
Fines & Forfeitures	1,396,844	717,796	51.39%	1,008,350	1,350,164	929,521	68.85%	1,317,707	906,113	68.76%
Interest	88,164	55,016	62.40%	88,164	68,340	63,778	93.32%	(10,223)	2,099	-20.53%
EMRF Rents	858,882	576,943	67.17%	858,882	684,683	442,712	64.66%	573,526	380,562	66.35%
Miscellaneous	313,050	120,252	38.41%	262,212	210,531	121,211	57.57%	285,931	212,432	74.29%
<b>Total Revenues</b>	<b>41,625,698</b>	<b>31,195,441</b>	<b>74.94%</b>	<b>42,981,652</b>	<b>42,872,493</b>	<b>29,264,384</b>	<b>68.26%</b>	<b>40,901,819</b>	<b>28,365,502</b>	<b>69.35%</b>
<b>Expenditures</b>										
Legislation	357,575	184,152	51.50%	356,381	329,738	195,543	59.30%	280,920	149,994	53.39%
City Attorney	869,106	463,498	53.33%	886,605	726,377	466,223	64.18%	719,781	466,878	64.86%
Court	1,085,494	648,700	59.76%	1,038,709	942,264	613,648	65.12%	922,245	615,851	66.78%
City Manager	731,307	531,423	72.67%	735,410	673,402	469,815	69.77%	675,844	461,701	68.31%
Human Resources	482,893	336,489	69.68%	628,079	441,956	264,997	59.96%	408,551	261,037	63.89%
Financial Services	1,805,052	1,098,769	60.87%	1,811,926	1,566,733	1,019,938	65.10%	1,533,060	1,001,054	65.30%
Information Technology	1,425,389	879,324	61.69%	1,438,163	1,348,275	857,071	63.57%	1,336,591	902,578	67.53%
Public Works	5,790,091	3,657,584	63.17%	5,730,645	5,440,975	3,539,298	65.05%	5,234,383	3,462,369	66.15%
Fire Department	9,139,834	7,709,862	84.35%	8,534,799	9,176,241	5,402,759	58.88%	8,002,677	5,296,148	66.18%
Police Department	12,157,100	8,301,577	68.29%	12,236,555	11,872,226	7,754,382	65.32%	11,226,157	7,598,654	67.69%
Community Development	1,288,781	842,853	65.40%	1,237,019	1,128,034	705,223	62.52%	1,113,710	717,655	64.44%
Library	1,317,657	756,051	57.38%	1,283,016	1,165,446	750,385	64.39%	1,174,656	765,359	65.16%
Recreation	6,053,116	3,800,002	62.78%	6,027,588	5,574,428	3,912,783	70.19%	5,402,599	3,783,726	70.04%
Debt Service	1,863,314	1,567,899	84.15%	1,863,316	1,869,902	1,548,271	82.80%	2,005,830	1,629,625	81.24%
Contingency	200,000	156,268	78.13%	250,000	211,623	96,072	45.40%	88,360	75,917	85.92%
<b>Total Expenditures</b>	<b>44,566,709</b>	<b>30,934,451</b>	<b>69.41%</b>	<b>44,058,211</b>	<b>42,467,620</b>	<b>27,596,408</b>	<b>64.98%</b>	<b>40,125,364</b>	<b>27,188,546</b>	<b>67.76%</b>
Excess revenues over (under) expenditures	(2,941,011)	260,990	-8.87%	(1,076,559)	404,873	1,667,976		776,455	1,176,956	
Net transfers in (out)	294,326	(1,475,740)	-501.40%	(1,475,740)	892,544	892,544	100.00%	1,066,568	1,139,574	106.84%
<b>Total Fund Balance</b>	<b>\$ 7,769,701</b>	<b>\$ 10,996,500</b>	<b>141.53%</b>	<b>\$ 9,658,951</b>	<b>\$ 12,211,250</b>	<b>\$ 13,474,353</b>	<b>110.34%</b>	<b>\$ 10,913,833</b>	<b>\$ 11,387,340</b>	<b>104.34%</b>

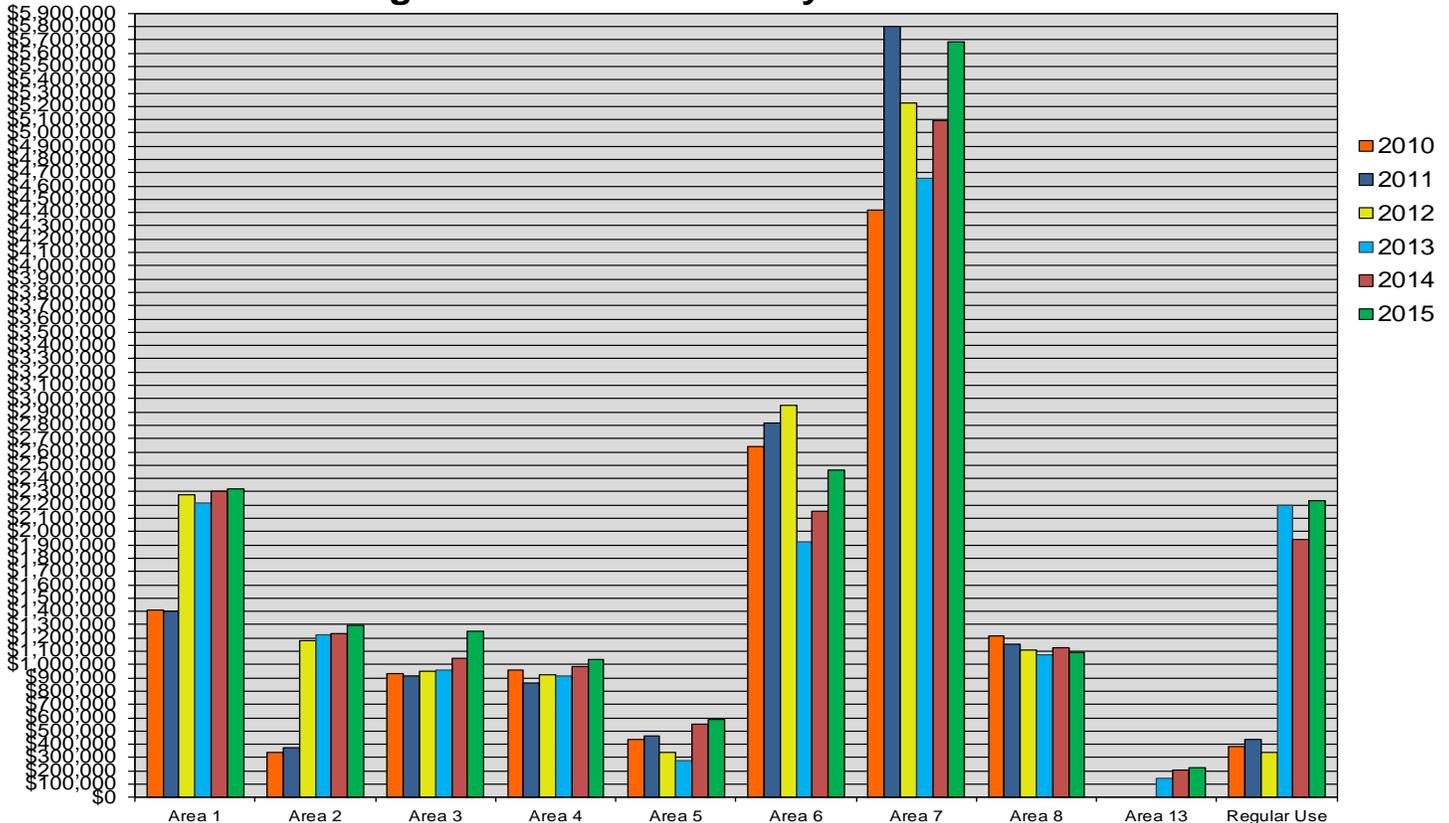
### Fund Balance Analysis

Total Fund Balance	\$ 7,769,701	\$ 10,996,500	\$ 9,658,951	\$ 12,211,250	\$ 10,913,833
Restricted Fund Balance					
-Emergencies (TABOR)	1,340,000	1,400,000	1,400,000	1,400,000	1,340,000
Committed Fund Balance					
-LTAR	2,663,099	2,663,099	2,663,099	2,663,099	2,619,375
-COPS Grant	-	-	-	-	78,753
<b>Restricted/Committed</b>	<b>\$ 4,003,099</b>	<b>\$ 4,063,099</b>	<b>\$ 4,063,099</b>	<b>\$ 4,063,099</b>	<b>\$ 4,038,128</b>
Estimated Unassigned Fund Balance	\$ 3,766,602	\$ 6,933,401	\$ 5,595,852	\$ 8,148,151	\$ 6,875,705
As a percentage of projected revenues	8.76%	16.13%	13.02%	19.01%	16.81%
As a percentage of budgeted revenues	9.05%	16.66%	13.44%		
Target	4,162,570	-	6,243,855		

**Sales & Use Tax Collections Year-to-Date Comparison (Cash Basis)  
for the month of August 2015**

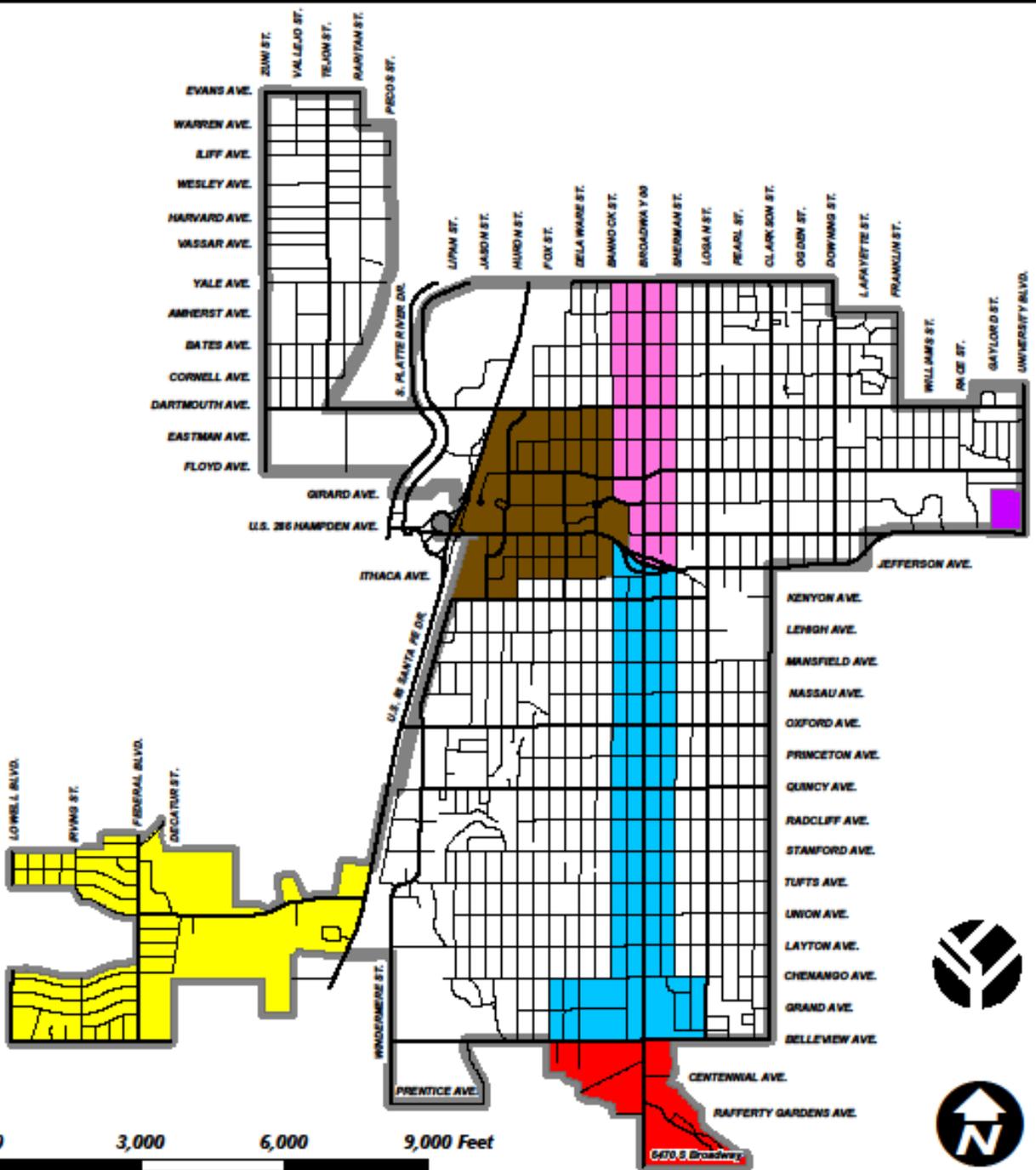
	2010	% Change	2011	% Change	2012	% Change	2013	% Change	2014	% Change	2015	% Change	\$ Change
<b>Area 1</b>	1,409,034	-11.91%	1,400,843	-0.58%	2,281,425	62.86%	2,213,047	-3.00%	2,305,354	4.17%	2,318,300	0.56%	12,946
<b>Area 2</b>	337,210	9.69%	371,174	10.07%	1,182,590	218.61%	1,219,827	3.15%	1,229,088	0.76%	1,292,221	5.14%	63,133
<b>Area 3</b>	934,509	10.82%	915,990	-1.98%	950,404	3.76%	954,951	0.48%	1,045,999	9.53%	1,246,170	19.14%	200,171
<b>Area 4</b>	955,737	-9.42%	859,505	-10.07%	923,553	7.45%	916,373	-0.78%	988,086	7.83%	1,038,629	5.12%	50,542
<b>Area 5</b>	433,124	-3.43%	466,138	7.62%	341,857	-26.66%	279,011	-18.38%	551,579	97.69%	587,661	6.54%	36,082
<b>Area 6</b>	2,638,517	-8.43%	2,814,859	6.68%	2,949,127	4.77%	1,926,940	-34.66%	2,149,682	11.56%	2,461,093	14.49%	311,411
<b>Area 7</b>	4,415,652	-21.66%	5,800,128	31.35%	5,228,301	-9.86%	4,659,546	-10.88%	5,096,283	9.37%	5,687,246	11.60%	590,963
<b>Area 8</b>	1,213,723	-11.09%	1,155,990	-4.76%	1,111,745	-3.83%	1,071,933	-3.58%	1,123,616	4.82%	1,088,110	-3.16%	-35,506
<b>Area 13</b>			0	0.00%	0	0.00%	147,511	0.00%	202,449	37.24%	224,334	10.81%	21,885
<b>Regular Use</b>	386,254	53.58%	437,383	13.24%	341,529	-21.92%	2,194,538	542.56%	1,945,251	-11.36%	2,228,961	14.58%	283,709
<b>Subtotal</b>	<b>12,723,759</b>	<b>-11.57%</b>	<b>14,222,009</b>	<b>11.78%</b>	<b>15,310,529</b>	<b>7.65%</b>	<b>15,583,679</b>	<b>1.78%</b>	<b>16,637,386</b>	<b>6.76%</b>	<b>18,172,724</b>	<b>9.23%</b>	<b>1,535,338</b>
<b>Area 9</b>	1,209,315	-3.04%	1,229,691	1.68%	0	-100.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Area 10</b>	15,675	12.96%	19,359	23.50%	0	-100.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Area 9 and 10</b>	1,224,990	0.59%	1,249,050	1.96%	0	-100.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Area 11</b>	94,109	-5.23%	95,534	1.51%	0	-100.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Area 12</b>	2,729	-20.78%	2,850	4.45%	0	-100.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Area 11 and 12</b>	96,838	-0.94%	98,384	1.60%	0	-100.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Subtotal</b>	<b>1,321,828</b>	<b>0.47%</b>	<b>1,347,434</b>	<b>1.94%</b>	<b>0</b>	<b>-100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>
<b>Total</b>	<b>14,045,587</b>	<b>-1.68%</b>	<b>15,569,443</b>	<b>10.85%</b>	<b>15,310,529</b>	<b>-1.66%</b>	<b>15,583,679</b>	<b>1.78%</b>	<b>16,637,386</b>	<b>6.76%</b>	<b>18,172,724</b>	<b>9.23%</b>	<b>1,535,338</b>
<b>Refunds</b>	198,429	175.10%	32,392	-83.68%	122,919	279.47%	20,951	-82.96%	75,718	261.40%	63,298	-16.40%	-12,420
<b>Audit &amp; Collections Rev</b>	292,845	-31.29%	170,029	-41.94%	101,143	-40.51%	97,700	-3.40%	160,004	63.77%	154,747	-3.29%	-5,258
<b>**included Above</b>													
<b>Unearned Sales Tax</b>	600,000	0.00%	1,100,000	83.33%	1,150,000	4.55%	1,150,000	0.00%	1,150,000	0.00%	1,150,000	0.00%	0
<b>Building Use</b>	333,881	56.02%	438,725	31.40%	492,765	12.32%	1,446,991	193.65%	1,567,115	8.30%	1,817,739	15.99%	250,624
<b>Vehicle Use</b>	606,086	-3.71%	624,014	2.96%	855,418	37.08%	928,295	8.52%	1,028,849	10.83%	1,010,229	-1.81%	-18,621

**August YTD Collections by Area 2010-2015**



**Area Descriptions**

- |   |  |
|---|--|
| Area 1 - CityCenter (Formerly Cinderella City)  | Area 5 - Federal and Bellevue W of Santa Fe Drive          |
| Area 2 - S of Yale, north & south side of Jefferson Ave/US 285 between Bannock and Sherman                          | Area 6 - All other City locations                          |
| Area 3 - S of Jefferson Ave/US 285 between Bannock & Sherman and north side of Bellevue between Logan & Delaware    | Area 7 - Outside City limits                               |
| Area 4 - Broadway and Bellevue (Between Fox and Sherman and south side of Bellevue and to the Southern City Limits) | Area 8 - Public Utilities                                  |
|   | Area 13 - Hampden Avenue (US 285) and University Boulevard |



**City of Englewood, Colorado: Sales Tax Areas**

- |         |         |                          |
|---------|---------|--------------------------|
| Area 1* | Area 4  | Arterials and Collectors |
| Area 2* | Area 5  | Local Streets            |
| Area 3  | Area 13 | Englewood City Limits    |

Areas Not Depicted on Map:

Area 6 - Other City Locations\*      Area 7 - Outside City Limits      Area 8 - Public Utilities

\* Includes EURA designated Areas 9, 10, 11, & 12

https://www.englewoodcolorado.gov/2012/05/01/englewood-colorado-sales-tax-map



C I T Y O F E N G L E W O O D  
C O M M U N I T Y D E V E L O P M E N T

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**TO:** Mayor Penn and Councilmembers

**THRU:** Eric Keck, City Manager  
Michael Flaherty, Deputy City Manager  
Harold J. Stitt, Senior Planner

**FROM:** Brook Bell, Planner II

**DATE:** September 21, 2015

**RE:** Council Request 15-180 – Comparison of Englewood Zoning Regulations to other Cities

At the September 21<sup>st</sup> Study Session staff will be present to discuss Englewood zoning regulations compared to other cities. The comparison of zoning regulations in the attached table focuses on the City of Englewood's R-2-A, R-2-B, and MU-R-3-A zone districts that contain much of the two and three unit developments. The comparison does not include the MU-R-3-B, MU-R-3-C, or Medical zone districts that have more traditional multi-unit apartment buildings.

In researching other cities zoning regulations it should be noted that while there are similarities in various cities' zoning concepts and zoning terms, the application and methods of calculating dimensional requirements vary greatly from city to city. The attached table compares Englewood's dimensional standards for principal structures with those of Denver, Littleton, Wheat Ridge, and Glendale. Efforts were made to use the most comparable zone districts in those cities; however, it is apparent that Littleton, Wheat Ridge, and Glendale's built environment and street fabric are not as comparable as Englewood and Denver's.

Denver's proximity to much of the two and three unit developments in the north portion of Englewood, and similarity in lot sizes and street layout make Denver the most comparable city. Discussion topics for the September 21<sup>st</sup> Study Session may include:

- Bulk plane and height standards and calculation methods.
- Lot coverage and calculation methods.
- Minimum lot size comparisons.
- History of zoning regulations in Englewood

## Dimensional Standards for Principal Structures

	<b>Minimum Lot Area/Unit (S.F.)</b>	<b>Maximum Lot Coverage (%)</b>	<b>Minimum Lot Width (ft.) Total</b>	<b>Maximum Height (ft.)</b>	<b>Minimum Front Setback (ft.)</b>	<b>Minimum Side Setback (ft.)</b>	<b>Minimum Rear Setback (ft.)</b>	<b>Beginning Point of Bulk Plane (ft.)</b>
<b>Englewood</b> Two-Unit Dwelling (1)	3,000	60% (2)	50 / 25 per unit	32	25	5	20	17 (3)
<b>Denver</b> Two-Unit Dwelling (4)	2,250 / 2,750 (5)	37.5% (6)	35 / 50 (7)	30 / 35 (8)	Block Sensitive or 20	5	12 w/alley, 20 w/o alley	17 (9)
<b>Littleton</b> Two-Unit Dwelling	3,250	46.15% (17)	60	30 (2 stories)	20	5 ft. N & W 10 ft. S & E	20	N/A
<b>Wheat Ridge</b> Two-Unit Dwelling	6,250 4,350 3,960 3,630	40%	100 75 75 75	35	25	5/Total 15 5/story 5/story 5/story	10	N/A
<b>Glendale</b> Two-Unit Dwelling	6,000 Total (12)	75%	N/A	55	20	0	N/A	45 (16)
<b>Englewood</b> Townhouse (3 or more units) (10)	3,000	60% (2)	50 / 25 per unit	32	25	5	20	17 ft. (3)
<b>Denver</b> Townhouse (11)	6,000 (12)	N/A	50 (13)	30 / 35 (14)	Block Sensitive or 20	5	12 w/alley, 20 w/o alley	20 (9),(15)
<b>Littleton</b> Townhouse	3,250 2,500	45% (17)	60	30 (2 stories)	20	5 on N & W 10 on S & E	20	N/A
<b>Wheat Ridge</b> Townhouse	(12)	40%	75	35	25	15	10 /15	N/A
<b>Glendale</b> Townhouse	6,000 Total (12)	75%	N/A	55	20	0	N/A	45 (16)

**Notes to Table:**

- (1) R-2-A, R-2-B, MU-R-3A zone districts.
- (2) Lot coverage includes footprint of all principal and accessory structures; exception for ground floor porches. 40% max. lot coverage in R-2-A.
- (3) Base plane is average grade of the two midpoints of side property lines.
- (4) E-TU-C and U-TU-B zone districts.
- (5) 2,250 sq. ft. per unit for U-TU-B zone district, 2,750 sq. ft. per unit for E-TU-C zone district.
- (6) Lot coverage includes footprint of all principal and accessory structures; exception for ground floor porches.
- (7) 35 ft. for U-TU-B zone district, 50 ft. for E-TU-C zone district.
- (8) 1 ft. increase for every 5 ft. increase in lot width over 50 ft. up to a maximum height of 35 feet.
- (9) Base plane is average grade of the two points where the front setback line meets the side property lines.
- (10) R-2-B, MU-R-3A zone districts.
- (11) E-TH-2.5 and U-RH-2.5 zone districts.
- (12) No minimum sq. ft. per unit.
- (13) No minimum lot width per unit.
- (14) 1 ft. increase for every 5 ft. increase in lot width over 50 ft. up to a maximum height of 35 feet for E-TH-2.5 zone district, 35 ft. for U-RH-2.5 zone district.
- (15) Maximum side wall height is 25 ft. at 5 ft. side setback line.
- (16) Maximum side wall height is 45 ft. at 0 ft. side setback line.
- (17) Implied from setbacks.



# Memorandum

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City Manager's Office

**To:** Mayor Penn and City Council Members

**Through:** Eric Keck, City Manager

**From:** Michael Flaherty, Deputy City Manager

**Date:** September 10, 2015

**Subject:** CR 15-181: Residential Demolition permits

Demolition permits issued or pending, along with current status of the subject properties, in the R-2-B zone district (south of Yale/Lincoln east to Sherman) in 2014 and year-to-date in 2015 are as follows:

## **2014**

2835 S. Sherman - single family home replaced with two townhome units  
2700 S. Sherman - single family home replaced with two townhome units  
2757 S. Lincoln - single family home demolished – no new construction at this time  
2951 S. Lincoln - single family home replaced with two townhome units

## **2015 (through September 11)**

3009 S. Sherman and 154 E. Cornell – two single family homes on adjacent lot replaced with three townhome units  
2709 S. Sherman - single family home demolished – two townhome units under construction  
2885 S. Sherman - single family home demolished – two townhome units under construction  
2928 S. Lincoln – single family home demolished – plans under review for three townhome units  
2963 S. Sherman - single family home recently demolished – no construction at this time  
2870 S. Sherman – demolition plans submitted for single family home – in review



# Memorandum

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City Manager's Office

TO: Mayor Penn and Members of City Council

FROM: Eric A. Keck, City Manager  
Leigh Ann Hoffhines, Communications Coordinator

DATE: September 16, 2015

SUBJECT: Community Branding Project Recommendation

During the City Council Study Session on Monday, September 21, we will provide an update on the community branding project and offer our recommendation for adoption of the brand platform developed by our branding firm, Slate Communications.

Over the last few months the Slate Communications team has conducted in-depth research on Englewood and sought input from a broad range of stakeholders to help guide development of the recommended brand platform. Following the initial recommendations, Slate went back out to the stakeholders and the community at large for feedback on the brand platform and draft logos. We are pleased to have had such wide community engagement and interest in this process.

We recommend adoption of the new brand platform Slate Communications has developed that defines Englewood's position, personality, promise, value proposition, and bottom line: Englewood is a lively connected community. (See attached.)

We are also recommending a new logo for the City of Englewood – a fresh new image that visually represents Englewood's new brand platform. Of the three initial logo options we saw, we are recommending the #1 logo (see attached). This change offers a strong symbolic representation of Englewood as a lively connected community. It also helps convey that Englewood has something new to consider – that “undiscovered opportunity” referenced in our brand platform.

At Monday's Study Session, we will have preliminary cost estimates for implementation of the new brand platform. Our plan from the beginning has been to budget for this investment over time, but there are some near-future actions we can take that will help us roll out Englewood's new image with very few associated costs.

We look forward to discussing with City Council this important investment in Englewood's future.

Attachments: Recommended Brand Platform  
Recommended Logo  
Preliminary Cost Estimates for Implementation

# CITY OF ENGLEWOOD BRAND PLATFORM

**POSITION:** How the community is perceived in the context of competitive alternatives



**ENGLEWOOD IS...**

- Undiscovered opportunity
- Seamlessly connected to the Metro Denver area by light rail, transit, highways and trails
- An affordable option for Front Range urban living
- A community of accessible and high-quality parks

**PERSONALITY:** A set of human characteristics associated with a community



**ENGLEWOOD IS...**

- Hard working and energetic
- Welcoming of all people
- Eclectic
- Family-friendly

**PROMISE:** Long-term commitments a community makes to their residents



**ENGLEWOOD IS...**

- Realizing its full potential through economic revitalization
- A multi-generational community that values the energy of youth and the experience of long-time residents
- Investing in safety, arts, parks and recreation to create a high quality of life

**VALUE PROPOSITION:** Community benefits that are relevant, unique, compelling, and believable



**ENGLEWOOD IS...**

- Urban convenience and vitality with a small town feel
- A central & ideal location for accessing all the Front Range has to offer
- Authentic people and strong neighborhoods

**THE BOTTOM LINE:** Your core message



**ENGLEWOOD IS...**

**A lively connected community**



CITY OF  
**Englewood**



## Preliminary Cost Estimates – Englewood Brand Rollout

<b>Item</b>	<b>Estimated Cost</b>
<b>Communications/Materials</b>	
- Printed communications materials (Citizen newsletter, recreation activity guide, promotional flyers, letterhead, business cards, etc.) Materials produced in-house and as needed; already budgeted for inside/outside printing.	No extra cost
- Letterhead, business cards (New letterhead for each department; business cards will be reprinted when they run out.)	\$1,000
- Permit forms, application forms, invoices, etc. (Materials produced in-house and will be reprinted as current supplies run out.)	No extra cost
- Website – Website design refresh (budgeted in 2016).	\$8,000
<b>Fleet Vehicles</b>	
- Fleet Vehicle Decals (Produced/installed in-house; will be added as fleet vehicles are replaced.)	No extra cost
<b>Signage</b>	
- Park Signage – Park Identification. Funded by Arapahoe County Open Space Grant.	No extra cost
- Park Signage – Interpretive/Rules & Regulations signage (Will be replaced over time as needed.)	No extra cost
- Gateway Signage – Welcome to Englewood signs	\$400
- Street Signage – Will be replaced as needed	No extra cost
- Building Signage – Will not be replaced at this time	
<b>Miscellaneous</b>	
- Uniforms – new patches/shirts	\$560
<b>TOTAL Initial Roll-out Investment</b>	<b>\$9,960</b>