



Economic Health

Fort Collins has a healthy, sustainable economy reflecting the values of our unique community in a changing world

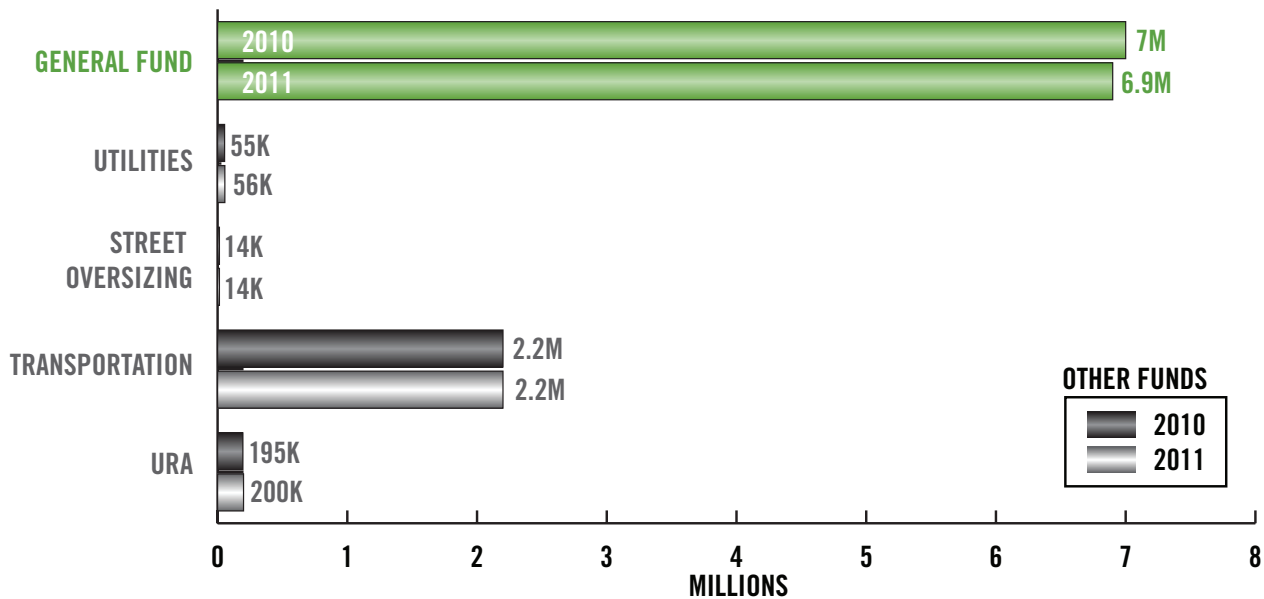




Economic Health

2010 GENERAL FUND & OTHER FUNDS – 9.4M
2011 GENERAL FUND & OTHER FUNDS – 9.4M

- Development Review
- Economic Program
- District One



OVERVIEW

This Result Area funds a package of programs and services that support the Council-adopted Economic Action Plan. In 2007, the City initiated a “one-stop shop” for development review services. This budget facilitates the next phase in that effort by creating a Community Development and Neighborhood Services Department. Zoning and building inspection functions will be consolidated with Current Planning, as well as historic preservation and neighborhood services. This consolidation reduces a management position and creates further efficiencies.

With the North College Urban Renewal Authority (URA) beginning to experience revenue growth, URA funds are included to support Advance Planning staff working on URA projects and programs.

Maintaining an outstanding downtown is a key focus area again in this budget. Downtown is a unique asset to Fort Collins and this budget funds several key programs, such as downtown maintenance and horticulture, and District One Police Services.

Some one-time enhancements are included in the Economic Health Result Area, including the Burlington Northern/Santa Fe Railway Quiet Zone Phase II Study and funding for the General Fund portion of the City Plan and Transportation Master Plan update.

FUNDING SOURCES

While the majority of revenues that are used to achieve Economic Health goals are from General Fund sources, this Result Area also depends on partnerships with other organizations to fund key purchases.

- Partnerships with the Downtown Development Authority, the Downtown General Improvement District and Downtown Business Association provide several programs that enhance the experience of diners, shoppers and other downtown visitors.
- Lodging Taxes, which are generated from visitors to Fort Collins who stay in local hotels and motels, provide essential funding for Convention and Visitor Services and the Fort Fund grant program.
- Vendor Fee revenue continues to provide resources for core Economic Health programs, supporting staff, economic clusters, and marketing.

KEY PURCHASES

- Economic Health program leadership/economic marketing
- Economic clusters and the Rocky Mountain Innovation Initiative support
- Partnerships with DDA for downtown maintenance
- Northern Colorado Economic Development Corporation support
- Advance Planning
- Community Development and Neighborhood Services
- District One Police substation
- City Plan and Transportation Master Plan update
- Fort Collins/Loveland Airport

ENHANCEMENTS PURCHASED

- Increasing the Economic Advisor position from .5 to 1.0
- Online parking services (purchase permits, pay tickets, etc.)
- Downtown Enhancement: funded by Downtown Development Authority, expanded and improved downtown maintenance, flower displays, and landscaping
- 2010 Census promotion

EXAMPLES OF REDUCTIONS OR SERVICES NOT PURCHASED

- Reduction to support of Uniquely Fort Collins/Software clusters
- Reduced consulting dollars; rely more on in-house staff
- Vendor fee rebate program is eliminated
- Not purchasing multiple planning efforts such as the River District plan
- Reduced Historic Preservation program