



Town Council Work Session

Monday, April 7, 2025

Town Hall Boardroom

7:00 PM

The Council meeting will be held in person and online. Members of the public may [participate in the meeting via Zoom](#) or [view the meeting on YouTube](#) (closed captioning available). The recording of the Council meeting will be made available on [YouTube](#) and at [SuperiorColorado.gov](#) after the meeting.

1. Work Session Discussion Items 7:00 pm
 - a. In-depth presentation and discussion of the Town Budget
 - b. Discussion of economic development strategies
 - c. Discussion of conducting an employee survey
 - d. Discussion of Town holiday lighting
 - e. Discussion of Council/staff communications
 - f. Other items
2. Date for next work session – June 16, 2025
3. 10:00 p.m. – Adjourn

The meeting will be open to the public. There will be no public comment accepted at the meeting.



Economic Development

Incentive Policy Update

April 2025





Purpose

The Town of Superior provides financial assistance and tax incentives to help businesses launch, grow, renovate, or relocate within the community.

Criteria: Impacts

- Bring high quality development
- Retain / expand job opportunities
- Retain / expand sales tax base
- Supports community goals for:
 - Diverse quality businesses
 - Vibrant commercial areas
 - Desirable amenities or services
- Attract businesses in target industries to diversify economic base
- Assist start-ups and small businesses
- Community impact and engagement

Target Industries

- Entertainment
- Entrepreneurs & start-ups
- Financial
- Health & wellness
- Hotel
- Outdoor
- Primary employers
- Recreation
- Retail
- Restaurant
- Sciences
- Taproom/tasting room
- Technology

Criteria: Applicants

To Qualify

- Physical location in Town of Superior
- Long-term lease or purchase/development of commercial space
- Meet one of the following:
 - Generate new sales tax, admittance fee, or room night fee revenue for the Town
 - Development will contribute to the Town's property tax base
 - Provide new jobs and/or pay above county average wage
- Support community goals for diverse quality businesses that contribute to vibrant commercial areas or provides desirable amenities
- Applicant demonstrates the financial and management capability to see the development through to completion and sustain the business.

Criteria: Applicants

Ineligible

- Non-profits
- Home-based businesses
- Religious institutions
- Residential living facilities
- Businesses who previously received maximum grant from the Town of Superior

Criteria: Expenses

Eligible expenses include:

- Exterior and/or interior improvements
- Cost of permitting, licensing and regulatory fees
- Relocation costs
- Signage and marketing

Incentive Tiers

Criteria	Tier 1	Tier 2	Tier 3
Square Footage	1,501 or more	1,001 to 1,500	Less than 1,000
Location	Anchor/In-line	In-line	In-line
Quality, unique, retail, restaurant?	Yes to 3	Yes to 2	Yes to 1
Impacts sales tax, jobs, community?	Strong impact 10+ jobs	Medium impact 5-9 jobs	Low impact 1-4 jobs

Incentives*	Tier 1	Tier 2	Tier 3
Matching Grant	Up to \$75,000	Up to \$50,000	Up to \$25,000
Sales Tax Rebates	Up to 10 years	Up to 5 years	Up to 3 years

*Total value of the incentive varies by project depending on the type of project, business model, and total amount of capital investment.

Application Details

Simple 2-page application:

- Applicant Information
- Company Profile
 - Products/services
 - Employee & payroll information
- Project Summary
 - Scope of work
 - Amount requested
- Additional Forms
 - Business Plan
 - W-9
 - Itemized project budget
 - Quote from contractors

Incentive Payment: Rebates

Sales Tax Rebates

- Based upon new dollars generated by the project at move-in and during the early years of operation
- Performance-based and will only be paid once projects are completed and have received final inspection

Other Potential Rebates

- Building permit fee rebates
- Construction use tax rebates
- Use tax
- Lodging fee

Incentive Payment: Grants

Payment Process

- Approval of application
- Applicant provides:
 - W-2
 - Proof of payment to contractor
- Reimbursement payment up-to the awarded amount



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Town of Superior

Economic Development Incentives

Program Description

The Town of Superior provides economic development incentives for projects of economic significance on a case-by-case basis. While this program does not have specific project qualifications, match funding requirements or funding limits, applications are heavily scrutinized to ensure public benefit and that the scope of the project is in alignment with Superior's economic development mission. Financial support is provided by the Town of Superior in the form of Rebates and/or a Grant.

A limited amount of money is available for this program. The Superior Economic Impact Fund is a tool to be used to assist "closing" a deal with a business contemplating locating or expanding in Superior. The following tier system is used to guide the evaluation process:

Criteria	Tier 1	Tier 2	Tier 3
Square Footage	1,501 or more	1,001 to 1,500	Less than 1,000
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Incentives*	Tier 1	Tier 2	Tier 3
Matching Grant	Up to \$75,000	Up to \$50,000	Up to \$25,000
Sales Tax & Other Rebates	Up to 10 years	Up to 5 years	Up to 3 years

The Town Council reserves the right to terminate Incentive Agreements should the business cease operations at any time. All incentives are subject to the availability of funding. Nothing herein shall imply or suggest a guarantee of approval of any incentive request.

Eligible Expenses

The program assist businesses for the purpose of New Business Development (Business Attraction) or Business Growth and Stability (Business Retention).

Grant Award

1. The grant award is based on the business' level of investment, potential community impact, and need, with the amount determined based on review and guided by the tier outline on page 1.
2. **Eligible expenses:** must be for exterior and/or interior improvements, cost of permitting, licensing and regulatory fees, relocation costs, marketing, and signage. Improvements may include, but are not limited to, the following:
 - ADA accessibility improvements
 - Awnings, canopies, and patios
 - Development costs
 - Doors, roofs, and windows
 - Energy Efficiency, recycling, water efficiency etc.
 - Exterior lighting
 - Facades, gutters, downspouts
 - Fire sprinkler or alarm system improvements
 - First month of rent
 - Irrigation system
 - Landscaping and fencing
 - Licensing and permitting fees
 - Marketing materials and ad placement (requires a 50/50 match, with a \$1,000 maximum award)
 - Painting and masonry cleaning
 - Parking lots and sidewalks
 - Signage
3. Ineligible expenses: equipment, furniture, or other movable items.

Rebates

Rebates are based upon new dollars generated by the project at move-in and during the early years of operation. Rebates are performance-based and will only be paid once projects are completed and have received final inspection. Potential rebates include:

- Sales tax
- Building permit fee
- Construction use tax
- Use tax
- Lodging fee

The sales tax incentive will be conditioned upon:

- Generation of a certain level of sales tax: to be determined based on type of retailer/restaurant.
- Term of occupancy: a minimum 5-year lease will be required. The term of the sales tax rebate incentive shall not exceed the term of the lease.
- Number of jobs created.

The sales tax incentive will be reimbursed on an annual basis.

Eligible Businesses

To qualify for Economic Development Incentives, a business must:

- Open a new or existing commercial business with a physical location in the Town of Superior, with a long-term lease or purchase/development of commercial space.
- Comply with all government fees and taxes, licensing, and applicable laws and ordinances.
- Show that they meet one or more of the following requirements:
 - The applicant will generate new sales tax, admittance fee, or room night fee revenue for the Town.
 - The development will contribute to the Town's property tax base.
 - The Applicant will provide new jobs and/or pay above county average wage.
- Support community goals for diverse quality businesses that contribute to vibrant commercial areas or provide desirable amenities.
- Demonstrate the financial and management capability to see the development through to completion and sustain the business.

Applicants are responsible for:

- Filling out all application documentation COMPLETELY. An incomplete application may result in the dismissal of the application.
- Determining the Scope of Work for each project.
- Determining the qualifications of the vendors.
- Submitting a summary of the planned projects and purchases to be made.
- Paying the difference, if any, between the approved grant amount and total project costs.
- Ensuring that all work is permitted and inspected properly. Some inspections may need to be performed during the actual work, rather than afterward. Applicants can speak to the Building Department for more information on permits and inspections.
- Collecting and compiling invoices, receipts, and photos for one submission in an orderly manner.
- Providing a current Business Plan, if in business less than 2 years, or a Strategic Plan, if in business longer than 2 years. Assistance is available through a no-cost consultation with the Small Business Development Center. The Business Plan or Strategic Plan must be completed, submitted, and approved before funds will be reserved.
- Complying with all Town taxes, licensing, and applicable laws and ordinances.
- Obtaining a Superior Business License and final Certificate of Occupancy from the Town of Superior before funding will be disbursed.

Ineligible Businesses

Non-profits, home-based businesses, religious institutions, and residential living facilities are not eligible for economic development incentives.

Service-based businesses may receive assistance, based on evaluation of community impact; typically limited to \$5,000 or less in funding.

Application Submittal Process

1. Application, current Business or Strategic Plan, and business W-9 may be submitted via email (preferred), dropped off, or sent via mail. (See Contact Information section.)
 - Depending on the scope of the project, applicants may need to provide projections and documentation of the project impact, such as total private sector capital investment, jobs created/retained, new sales tax generated, real estate assets developed, infrastructure improvements, etc.
2. The application and Business or Strategic Plan will be reviewed by the Economic Development Manager and approved by the Town Manager according to the Business Grant Scoring Rubric, which can be found online at <https://superior-business.org/incentives/>.
 - Large grant requests and any rebates must be approved by Town Council.
3. The Economic Development Manager will notify the applicant if they are approved or denied grant funding within 30 days of receiving the application. If approved, the applicant will be advised of:
 - Approved grant funding amount
 - Business Plan / Strategic Plan change recommendations or approval
 - Permits and other regulatory requirements
4. The applicant will then work directly with Finance, Planning & Building, and Public Works Departments and MVFD to coordinate all licenses, permits, inspections, and other required elements of all project work.
 - The Economic Development Manager can assist with navigating this process.
5. If the business's application is approved by the Town Council, funds will be issued to the contact identified on the application once all agreed upon criteria have been met.
 - Grant funds are provided as a reimbursement after all approved project work is complete and paid for. Applicant must submit an itemized statement of expenses and paid invoices/receipts along with photos of the completed project, a copy of the Certificate of Occupancy, Business License, and applicant's W-9.
 - If funding is used for marketing purposes, the Economic Development Manager must approve all marketing samples for grant funding to be reimbursed.

Contact Information

For additional information or to submit the application, please contact Matt Magley, Town Manager.

- Phone: (303) 499-3675
- Email: mattm@superiorcolorado.gov
- Website: <https://superior-business.org/incentives/>
- Office: 124 E. Coal Creek Drive; Superior, CO 80027



Memorandum

TO: Mayor and Town Council

FROM: Matt Magley, Town Manager
Martin Toth, Assistant Town Manager
Trina Kittleson, Economic Development Advisor, Better City

DATE: April 7, 2025

RE: Work Session Topic – Discussion of economic development strategies

Attached is an update to the Economic Development Business Incentive Policy. Business incentives encourage businesses to invest in the community, grow jobs and increase sales tax revenues.

This policy update gives the Town maximum flexibility in considering if, when and where to use incentives in order to stimulate new economic development projects and/or assist small business owners with starting, relocating, or expanding their business in the Town of Superior.

Staff continues to recommend smaller one-time cash incentives or performance-based sales tax rebate incentives. Larger incentives above the incentive tiers would be on a case-by-case basis, primarily performance-based, with additional potential rebates including: building permit fees and use tax, and lodging fees.

ATTACHMENTS:

- Presentation
- Economic Development Incentives

TOWN OF SUPERIOR

2025 Budget Revenues and Expenditures

	Total
Revenues	
Property Tax	11,511,804
Sales/Use/Other Tax	19,544,375
Licenses and Permits	1,307,000
Intergovernmental	196,696
Charges for Services	10,522,295
Fines and Forfeitures	150,000
Interfund Transfers	3,910,000
Miscellaneous	16,362,745
Total Revenues	63,504,915
Expenditures	
Personnel	8,175,943
Capital Projects	19,729,500
Vehicles	210,000
General Government	2,660,470
Parks, Recreation, Open Space	5,075,769
Public Safety	3,086,890
Public Works	1,463,600
Utilities	4,836,102
Legal	920,000
Debt Service	8,456,625
Other	14,054,400
Total Expenditures	68,669,299



Memorandum

TO: Mayor and Town Council

FROM: Jeff Stone, Finance Director
Matt Magley, Town Manager

DATE: April 7, 2025

RE: Work Session Topic – Budget 101 Presentation

The Town Council and Finance Committee have had some discussion on a budget 101 presentation to help breakdown and understand the Town's budgets.

We will go over the 14 funds and 17 budgets the Town Council approves. We will breakdown the major revenues and expenses for each fund.

Attachments:

Budget 101 Presentation
1 Page budget breakdown



Budget 101

Budget 101 – Town Funds

- A fund is used to segregate resources and expenditures
- The Town has 14 funds and 17 budgeted funds
- The Town uses five Governmental Funds Types:
 - General Fund – 1 Fund
 - Used as the Main Operations Fund
 - Capital Projects Funds – 2 Funds
 - Used to track financial resources used to acquire and construct capital assets
 - Special Revenue Funds – 7 Funds
 - Used to track financial resources from a specific tax or other purpose
 - Enterprise Funds – 3 Funds (6 Budgets)
 - Used to track financial resources like a business “self supporting”
 - Debt Service Funds 1 Fund (1 Additional in 2025)
 - Used to account for payment of principal and interest of governmental debt

Budget 101 – General Fund

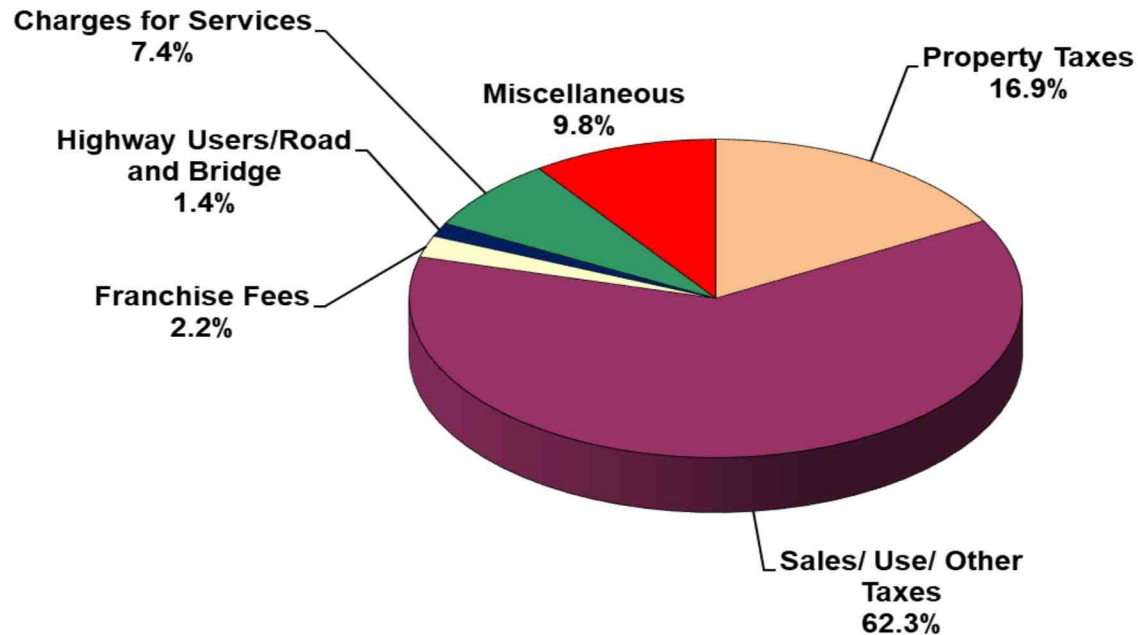
- Revenues – (Total \$23.5M)
 - Taxes \$19.4M
 - Property Taxes - \$4.2M
 - Sales Tax - \$12M
 - Building Use Tax - \$1.1M
 - Vehicles Use Tax - \$1.25M
 - Franchise and Other Taxes - \$860k
 - Licenses and Permits \$1.3M
 - Building Permits/Plan Review Fees \$1.25M
 - Other Licenses & Permits \$50k

Budget 101 – General Fund

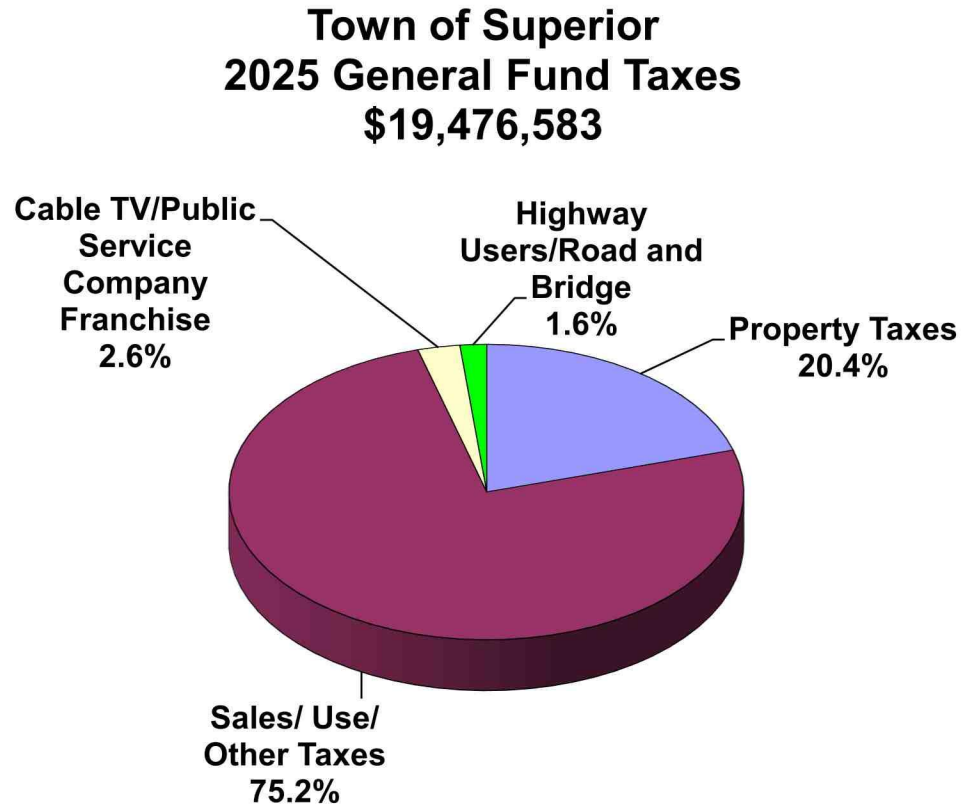
- Revenues
 - Charges for Services - \$1.75M
 - Admin Fee - \$1.4M (Staff cost allocation from other funds to the General Fund)
 - Recreation Fees - \$205k
 - Facility Use Fees - \$85k
 - Court Fines - \$150k
 - Miscellaneous Revenue - \$836k
 - Interest Income - \$350k
 - BOCO Attorney Reimbursement - \$375k

Budget 101 – General Fund Revenue

Town of Superior 2025 General Fund Revenue Summary \$23,521,570



Budget 101 – General Fund Taxes



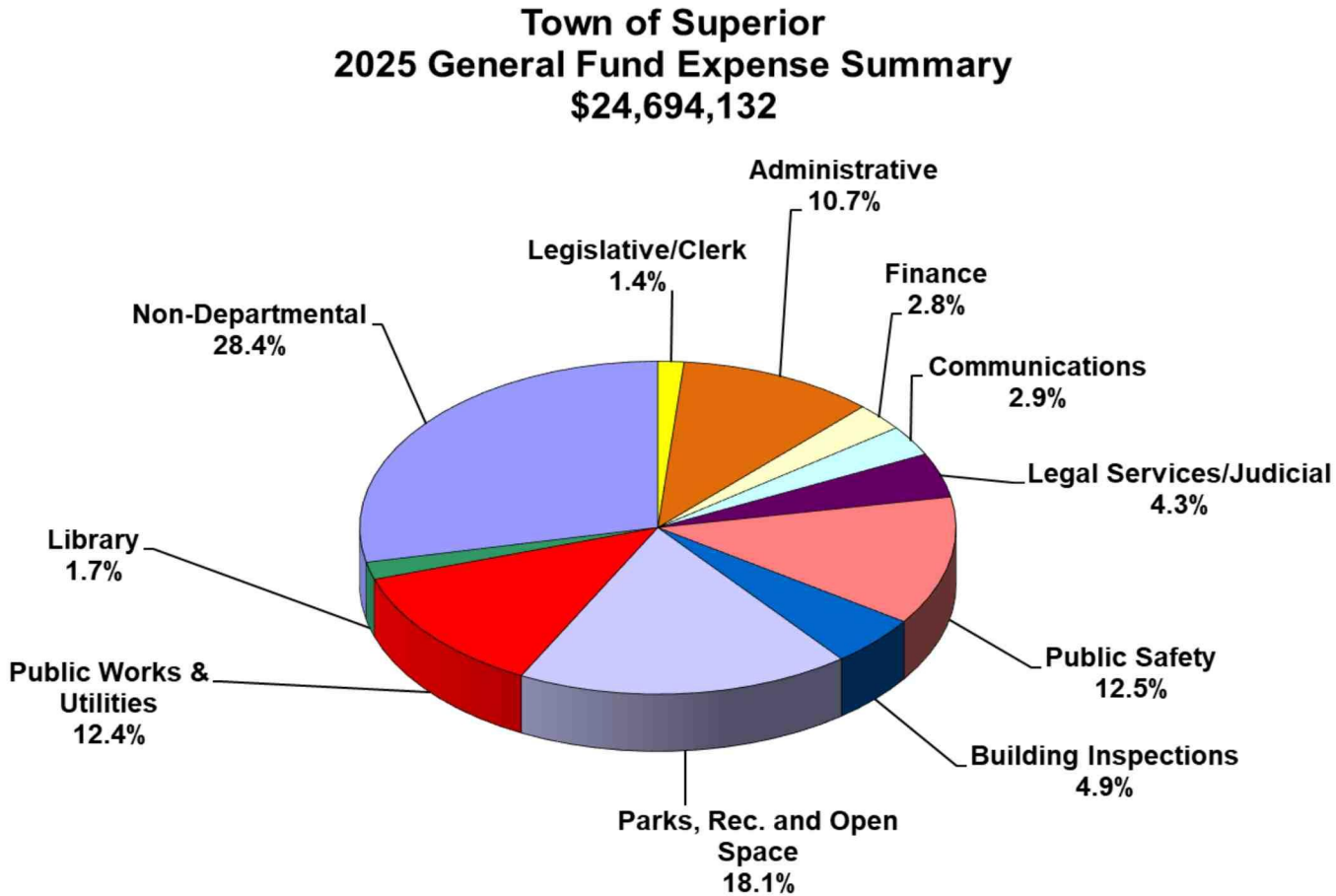
Budget 101 – General Fund

- Expenses - \$24.7M
 - Legislative Dept - \$154k
 - Employee costs - \$84k, Lobbying \$21k, Board Special Funds \$30k
 - Judicial Dept - \$150k
 - Employee Costs - \$70k, Municipal Court Judge \$36k, Prosecuting Attorney \$17k
 - Clerk Dept - \$193k
 - Employee Costs - \$180k, Codification Services \$4k
 - Admin Dept - \$2.6M
 - Employee Costs - \$2.0M, Eco Devo Prog \$175k, Sustainability Programs \$118k
 - Finance Dept - \$668k
 - Employee Costs - \$545k, Auditing \$45k, Software \$30k, Investment Fees \$11k
 - Communications Dept - \$728k
 - Employee Costs - \$515k, Professional Services \$86k, Website & Printing \$97k

Budget 101 – General Fund

- Expenses - \$24.7M
 - Legal Services - \$920k
 - General \$170k, Special Counsel \$750k
 - Public Safety - \$3.0M
 - Law Enforcement \$2.7M, Co-Responder Services \$106k, Dispatch Services \$195k
 - Planning/Building Inspections Dept - \$1.2M
 - Employee Costs \$490k, Inspection Services \$662k, GIS \$22k
 - Parks, Rec and Open Space Dept - \$4.4M
 - Employee Costs \$2.4M, Community Programs \$360k, Park/Median Maint \$540k, Building Maint. \$200k, Rec Programs \$165k, Yard Waste \$110k
 - Public Works Dept - \$3.0M
 - Employee Costs \$1.8M, Snow Removal \$595k, Electricity \$150k, Signage & Striping \$175k,
 - Non-Departmental - \$7.0M
 - Comm Ctr Debt Payments \$654k, Downtown Superior Reimb \$1M, Marshall Fire Rebates \$305k, Office Lease \$268k, Insurance \$179k, Transfer to CIP Fund \$3.0M
 - Library - \$417k

Budget 101 – General Fund Expenses



Budget 101 – Capital Projects Funds

- The Town has 2 Capital Project Funds
 - The first capital fund (Capital Improvement Program Fund) receives revenue from a 0.3% Sales and Use Tax
 - The second capital fund (2025 Capital Improvement Program Fund) receives revenue from a 0.315% Sales and Use Tax (approved in Nov. 2024 and collections started in 2025)

Budget 101 – Capital Improvement Program

- Revenues – (Total \$7.6M)
 - Taxes \$1.6M
 - Sales Tax - \$1.35M
 - Building Use Tax - \$122k
 - Vehicles Use Tax - \$115k
 - Grant Revenue \$2M
 - Impact Fees \$75k (School \$25k, Park \$50k)
 - Transfer from Marshall Fire Recovery \$860k
 - Transfer from General Fund \$3.0M (Excess funds above Council reserve policy)

Budget 101 – Capital Improvement Program

- Expenses – (Total \$7.3M)
 - Public Works Projects (\$4.7M)
 - Rock Creek Parkway - \$1M
 - PW & Parks Maint & Ops Building - \$625k
 - Street Replacement Program - \$2.35M
 - Parks Projects (\$1.68M)
 - PW & Parks Maint & Ops Building - \$625k
 - Playground Improvements - \$200k
 - Tree Enhance & Care - \$230k
 - Admin Projects (\$1M)
 - Downtown Superior Civic Space - \$600k
 - Comprehensive Plan - \$225k

Budget 101 – 2025 Capital Improvement Program (New Fund)

- Revenues – (Total \$16-18M est)
 - Bond Proceeds -\$16-\$18M
 - The dedicated Sales and Use Tax of (0.315%) will be used to pay off the bonds that will be issued later in 2025.
- Expenses
 - The bond proceeds will be used to accelerate CIP projects including roads, pools and park projects.

Budget 101 – Special Revenue Funds

- **Town Special Revenue Funds**
 - **Conservation Trust Fund (CTF)**
 - This fund is used to account for Conservation Trust Fund (Colorado lottery) monies received by the Town for park and recreation purposes.
 - **Open Space Fund**
 - This fund is used to account for monies received from a dedicated 0.3% sales and use tax after the Open Space Debt is paid each year. Can be used for Open Space purchases.
 - **Landscape Fee Fund**
 - This fund is used to account for monthly fees charged on residential property within Town, except Original Town, for enhanced landscape maintenance within these areas.
 - **Trash and Recycling Fund**
 - This fund is used to account for fees charged to residents of Original Town, Sagamore, Ridge, Calmante and Downtown Superior subdivisions for contracted trash and recycling within these areas.

Budget 101 – Special Revenue Funds

- Town Special Revenue Funds
 - Marshall Fire Recovery Fund
 - This fund is used to account for monies received from a dedicated 0.16% sales and use tax for Marshall Fire Recovery. These funds are transferred to the CIP Fund for rebuild efforts.
 - Superior Urban Renewal Authority Fund (SURA)
 - This fund is a pass through fund that collects the Tax Increment Financing (TIF) property taxes. These taxes are used to reimburse a portion of the Metropolitan District/Developer installed public improvements within Downtown Superior.
 - Superior/McCaslin Interchange Metropolitan District
 - This fund is used to account for monies received from property taxes within the SMID area consisting of most of the commercial, retail and office property southwest of the interchange and the Discovery Office Park. The property taxes are used to fund a portion of interchange improvements and maintenance.

Budget 101 – Special Revenue Funds – Conservation Trust Fund

- Revenues (Total \$163k)
 - State Lottery - \$160k
 - These revenues are the Town's allocation of State lottery funds based on population
- Expenses (Total \$330k)
 - Pool Repairs (\$250k)
 - Tree Enhancements (\$80k)
 - The only expenses that can use the lottery funds are parks and recreation expenses

Budget 101 – Special Revenue Funds – Open Space Fund

- Revenues – (Total \$950k)
 - Sales Taxes - \$730k
 - Building Use Tax - \$70k
 - Vehicles Use Tax - \$95k
 - Interest and Lease Revenue - \$21k
- Expenses – (Total \$655k)
 - Employee costs \$89k, Open Space Maintenance \$375k, Master Plan Implementation \$50k, Open Space Coordination \$20k

These are the revenues remaining after the debt service for Open Space bonds has been paid off.

Budget 101 – Special Revenue Funds – Landscape Fee Fund

- Revenues (\$2.1 M)
 - Monthly Landscape fee (\$36.83 Single Family, \$30.70 Condo/Attached, \$24.55 Apartments)
- Expenses (\$2.1M)
 - Landscape - \$1.2M
 - Landscape Water - \$400k
 - Administrative Fee - \$305k (This funds allocation of employee costs to reimbursement the General Fund)

Budget 101 – Special Revenue Funds – Trash and Recycling Fund

This is a straight pass through fund. The amount charged by the trash hauler is the same amount that that Town bill's the customers.

- Revenues (\$245k)
 - Monthly Charges for Services - \$245k
- Expenses (\$245k)
 - Monthly Charge from Trash Hauler - \$245k

Budget 101 – Special Revenue Funds – Marshall Fire Recovery Fund

- Revenues (\$860k)
 - Sales Tax - \$730k
 - Vehicle Use Tax - \$65k
 - Building Use Tax - \$40k
- Expenses (\$860k)
 - Transferred to CIP fund for recovery projects

This sales and use tax expires after 2032

Budget 101 – Superior Urban Renewal Authority (SURA Fund)

- Revenues (\$6.8M)
 - Property Tax Increment Revenue (TIF)
- Expenses (\$6.8M)
 - Developer - \$3.9M (infrastructure debt payment)
 - STC Metro Districts - \$1.9M (debt payments)
 - Entities whose mill levy has increased since the inception of the agreement - \$575k (including the town)
 - STC Metro Districts Operations - \$400k

Direct pass through of TIF property taxes per the cost share agreement with the Developer

Budget 101 – Superior/McCaslin Interchange Metropolitan District (SMID Fund)

- Revenues (\$1.3M)
 - Property Tax (\$688k)
 - Highway Signal Maintenance Fee (\$36k)
(payment from CDOT for signal maintenance)
 - Grant Revenue (\$500k) (Possible CDOT grant for Marshall/McCaslin Intersection Improvements)

Budget 101 – Superior/McCaslin Interchange Metropolitan District (SMID Fund)

- Expenses (\$2.5M)
 - Marshall/McCaslin Improvements (\$1M) (To be completed if CDOT grant approved)
 - Sycamore and 76th Street Mill and Overlay (\$900k)
 - Landscaping and water (\$260k) (Interchange area and Founder Park)
 - Administrative Fee - \$190k (This funds allocation of employee costs to reimbursement the General Fund)
 - Transportation costs - \$190k (including street and street light maintenance, snow removal, street sweeping, signage and striping)

Budget 101 – Enterprise Funds

- The Town has 3 Enterprise Funds
 - Water Fund
 - Wastewater (Sewer) Fund
 - Storm Water Fund
- Each fund has two budgets the Council approves one for the operations and one for the capital projects.

Budget 101 – Enterprise Funds – Water (Operations)

- Revenues (\$3.9M)
 - Monthly Charges for Services - \$2.9M
 - Irrigation Charges for Services - \$750k
 - Solar Panels Renewal Energy Credits - \$25k
 - Interest Income - \$74k

Budget 101 – Enterprise Funds – Water (Operations)

- Expenses (\$9.1M)
 - Water Supply - \$1.154M (These are part of the expenses with Northern water for our water shares)
 - Windy Gap Carriage & Power - \$325k
 - Colorado Big Thompson (CBT) Assessment - \$125k
 - SWSP Pipeline/Pump Station - \$557k
 - Water Treatment - \$565k
 - Treatment Plant Operator - \$247k
 - Chemicals - \$94k
 - Repairs & Maint - \$50k
 - Solids Hauling - \$50k

Budget 101 – Enterprise Funds – Water (Operations)

- Expenses (\$9.1M)
 - Water Storage & Distribution (\$466k)
 - Repairs & Maintenance Water Lines (Breaks) - \$241k
 - Water Meters (New and Replacements) - \$75k
 - Electricity - \$80k
 - Engineering Services - \$50k
 - Non-Departmental (\$6.8M)
 - Debt Payment to pay off 2015 debt - \$6.25M
 - Administrative Fee - \$457k (This funds allocation of employee costs to reimbursement the General Fund)
 - Insurance - \$50k

Budget 101 – Enterprise Funds – Water (Capital)

- Revenues (\$7.3M)
 - Water System Development Fees - \$2.5M
(fees for development to connect to Town system)
 - Irrigation System Development Fees - \$25k
(fees for development to connect to Town system)
 - Grant Revenue - \$4.1M (\$1.1M Smart Meter Grant 50% of project costs (if approved)) (\$3M)
 - Water Leases - \$20k (extra water sold through Northern Water at the end of the water year)

Budget 101 – Enterprise Funds – Water (Capital)

- Expenses (\$6.5M)
 - Windy Gap Loan/Allotment Contract - \$1.46M
 - Smart Water Meters Project - \$2.25M (50% grant funded)
 - PW & Parks Maint & Ops Building - \$1.25k
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 - Finish WTP Clariflocculator Rebuild/Replacement - \$260k

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- Revenues (\$2.3M)
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- Revenues (\$5M)
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(fees for development to connect to Town system)
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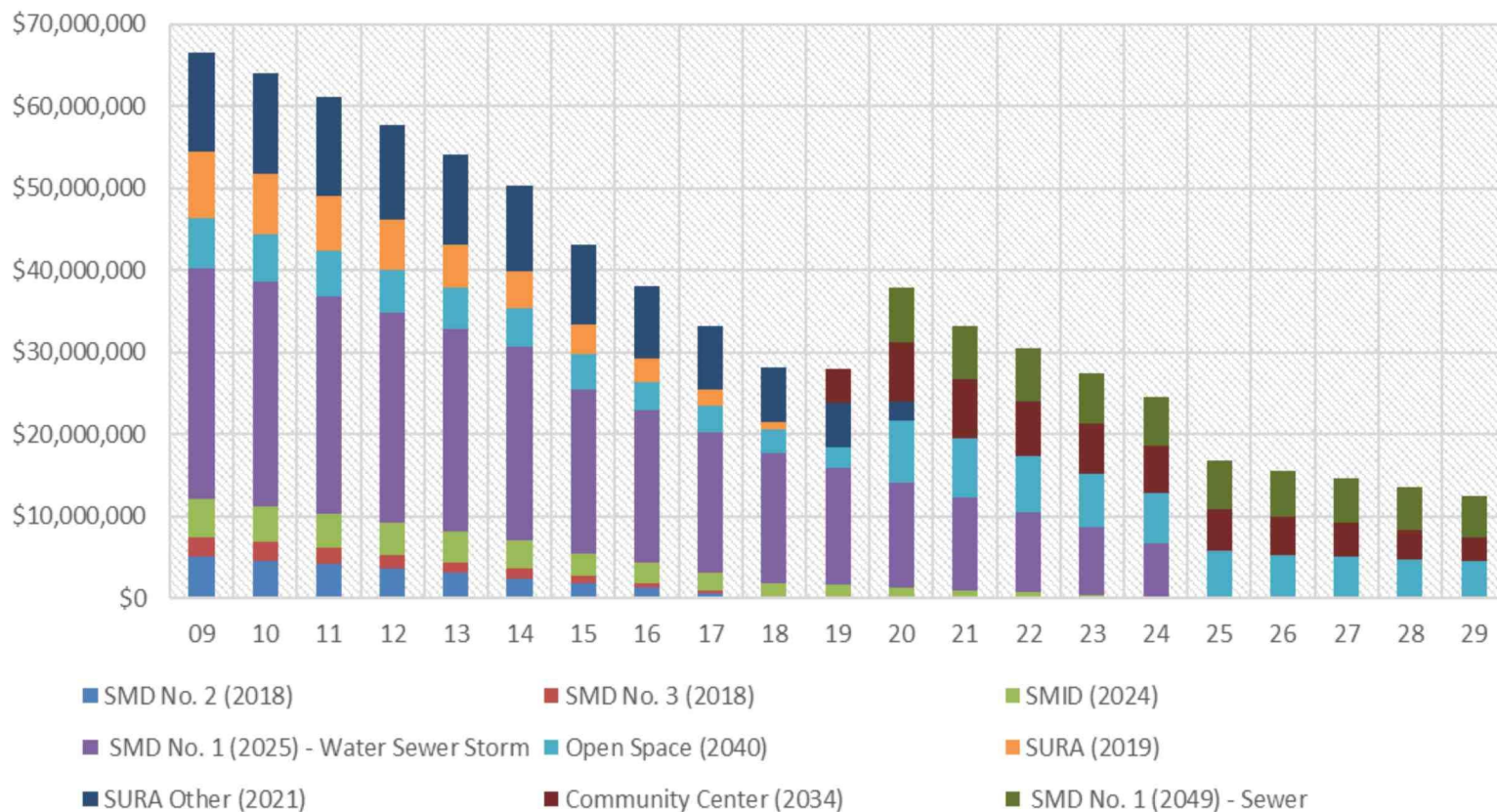
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Budget 101 – Debt Summary

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





**INFORMATION FOR WORK SESSION
OF THE SUPERIOR TOWN COUNCIL**

AGENDA ITEM NAME: **Holiday Lighting Decor Discussion**

MEETING DATE: **April 7, 2025**

PRESENTED BY: **Leslie Clark, PROS Director**
 Matt Rarick, PROS Superintendent

PRESENTED FOR: **Discussion**

BACKGROUND:

The Town has historically contracted with a vendor to provide and install a Town-wide Holiday Light Décor program. The cost to fund the Holiday Lighting Décor has increased over the years due to inflation, loss of partner participation and growth of the Town.

Following the Marshall Fire, several trees and existing electrical access impacted lighting locations in the Marketplace, at the intersection on Marshal and McCaslin, and at Town Hall. Substitutions were implemented where possible, but several of the traditional locations were lost.

In 2023 the Board asked staff to reduce the Holiday Light Décor program and approved expenditure of \$89,469. This was a reduction from the original proposal of \$113,969. After receiving feedback from residents, additional lighting was added bringing the total 2023 expenditure for Holiday Lighting Décor to \$112,459. In 2024 the Town Board approved a budget of \$100,000. After receiving feedback from residents, additional lighting was added bringing the total to 107,369. At the September 16, 2024 work session the Board gave direction to install holiday lights for upcoming seasons, focusing on Town facilities, Town main entryways, and commercial centers in town.

BUDGET IMPLICATIONS:

- The 2024/2025 Holiday Lighting Décor agreement cost was \$107,369 after additions to Indiana & Coalton and Sagamore were added.
- The General Fund (10-490-3130) has a 2025 budget of \$100,000 for Holiday Lighting Décor.

Town of Superior Holiday Lighting		
Year	Budget	Expended
2021	75,000	55,197
2022	50,000	81,412
2023	80,000	112,459
2024	100,000	107,369
2025	100,000	

ATTACHMENTS:

- 2025 Holiday Décor Map



Town of
Superior SM

Holiday Lighting

-  Entryway
-  Retail
-  Retail / Entryway
-  Town Properties



Budget 101

Budget 101 – Town Funds

- A fund is used to segregate resources and expenditures
- The Town has 14 funds and 17 budgeted funds
- The Town uses five Governmental Funds Types:
 - General Fund – 1 Fund
 - Used as the Main Operations Fund
 - Capital Projects Funds – 2 Funds
 - Used to track financial resources used to acquire and construct capital assets
 - Special Revenue Funds – 7 Funds
 - Used to track financial resources from a specific tax or other purpose
 - Enterprise Funds – 3 Funds (6 Budgets)
 - Used to track financial resources like a business “self supporting”
 - Debt Service Funds 1 Fund (1 Additional in 2025)
 - Used to account for payment of principal and interest of governmental debt

Budget 101 – General Fund

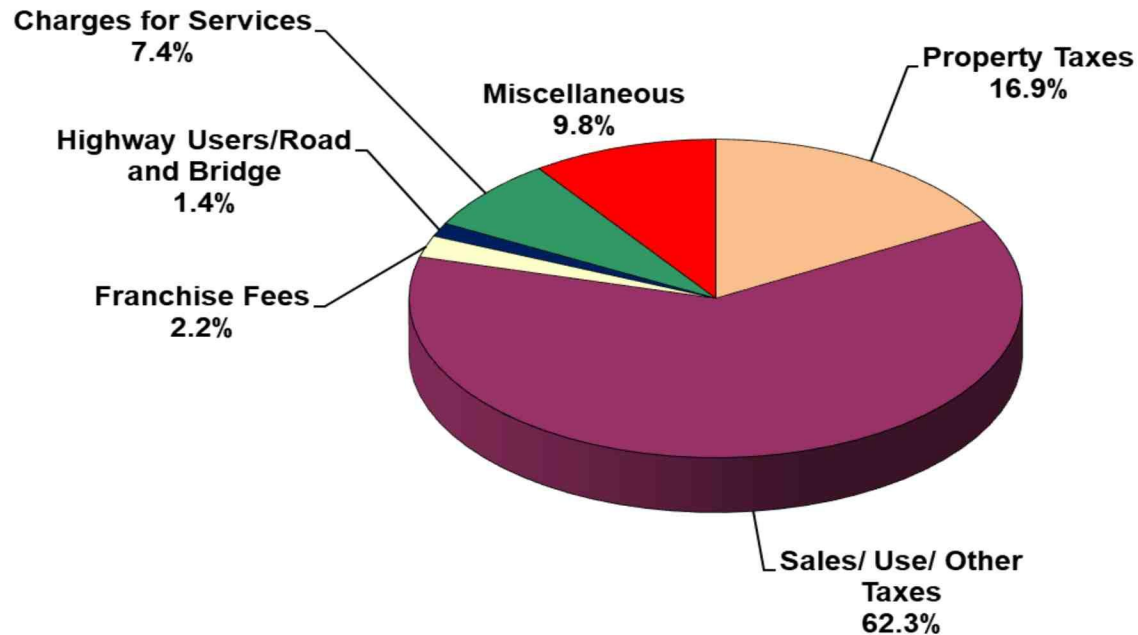
- Revenues – (Total \$23.5M)
 - Taxes \$19.4M
 - Property Taxes - \$4.2M
 - Sales Tax - \$12M
 - Building Use Tax - \$1.1M
 - Vehicles Use Tax - \$1.25M
 - Franchise and Other Taxes - \$860k
 - Licenses and Permits \$1.3M
 - Building Permits/Plan Review Fees \$1.25M
 - Other Licenses & Permits \$50k

Budget 101 – General Fund

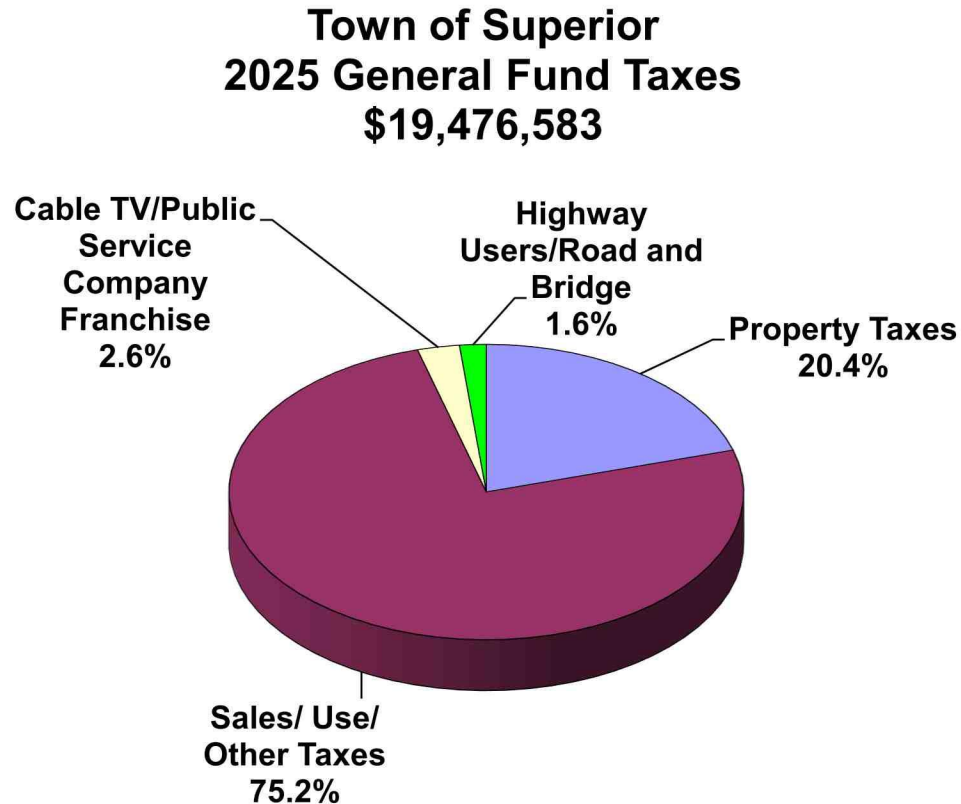
- Revenues
 - Charges for Services - \$1.75M
 - Admin Fee - \$1.4M (Staff cost allocation from other funds to the General Fund)
 - Recreation Fees - \$205k
 - Facility Use Fees - \$85k
 - Court Fines - \$150k
 - Miscellaneous Revenue - \$836k
 - Interest Income - \$350k
 - BOCO Attorney Reimbursement - \$375k

Budget 101 – General Fund Revenue

Town of Superior 2025 General Fund Revenue Summary \$23,521,570



Budget 101 – General Fund Taxes



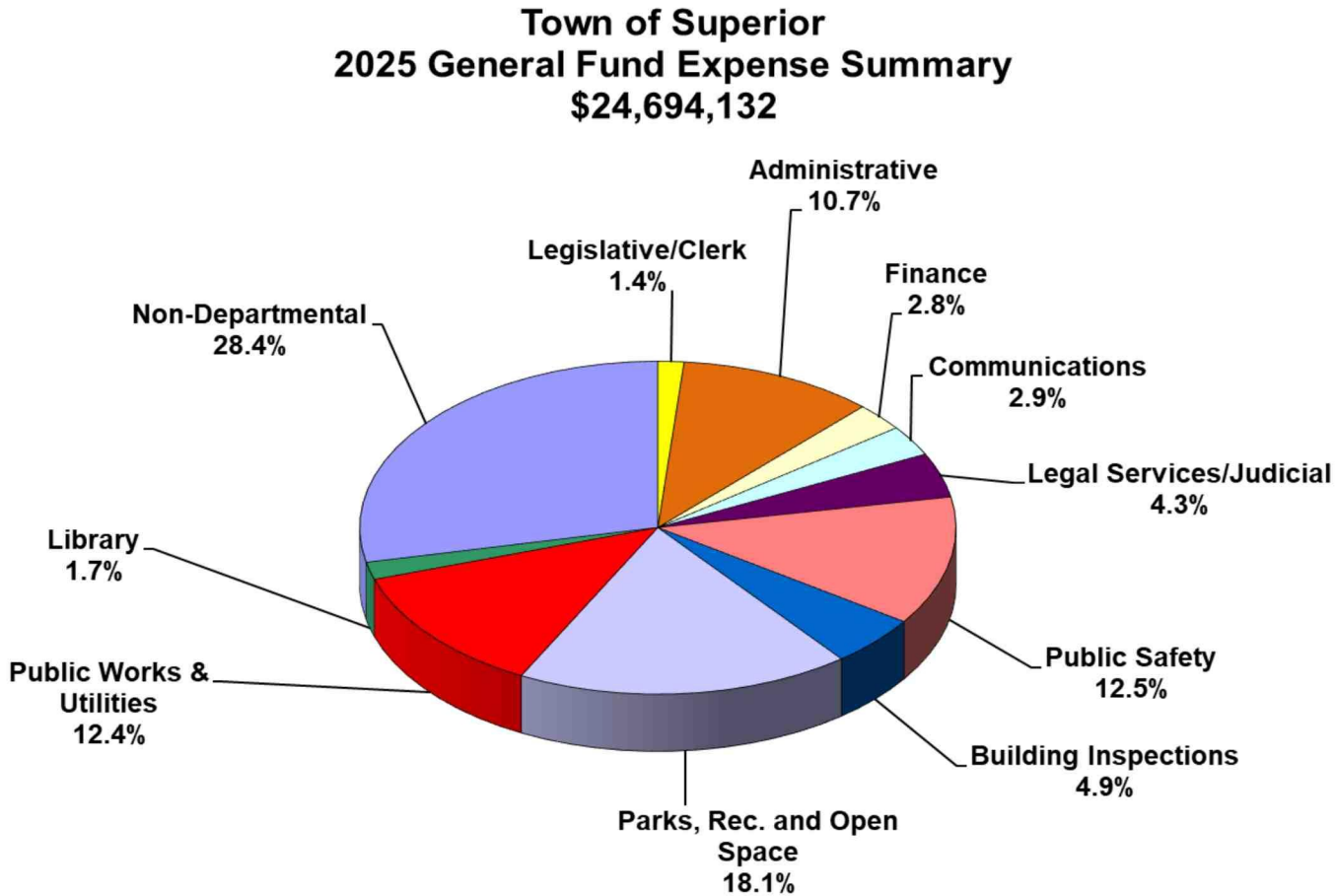
Budget 101 – General Fund

- Expenses - \$24.7M
 - Legislative Dept - \$154k
 - Employee costs - \$84k, Lobbying \$21k, Board Special Funds \$30k
 - Judicial Dept - \$150k
 - Employee Costs - \$70k, Municipal Court Judge \$36k, Prosecuting Attorney \$17k
 - Clerk Dept - \$193k
 - Employee Costs - \$180k, Codification Services \$4k
 - Admin Dept - \$2.6M
 - Employee Costs - \$2.0M, Eco Devo Prog \$175k, Sustainability Programs \$118k
 - Finance Dept - \$668k
 - Employee Costs - \$545k, Auditing \$45k, Software \$30k, Investment Fees \$11k
 - Communications Dept - \$728k
 - Employee Costs - \$515k, Professional Services \$86k, Website & Printing \$97k

Budget 101 – General Fund

- Expenses - \$24.7M
 - Legal Services - \$920k
 - General \$170k, Special Counsel \$750k
 - Public Safety - \$3.0M
 - Law Enforcement \$2.7M, Co-Responder Services \$106k, Dispatch Services \$195k
 - Planning/Building Inspections Dept - \$1.2M
 - Employee Costs \$490k, Inspection Services \$662k, GIS \$22k
 - Parks, Rec and Open Space Dept - \$4.4M
 - Employee Costs \$2.4M, Community Programs \$360k, Park/Median Maint \$540k, Building Maint. \$200k, Rec Programs \$165k, Yard Waste \$110k
 - Public Works Dept - \$3.0M
 - Employee Costs \$1.8M, Snow Removal \$595k, Electricity \$150k, Signage & Striping \$175k,
 - Non-Departmental - \$7.0M
 - Comm Ctr Debt Payments \$654k, Downtown Superior Reimb \$1M, Marshall Fire Rebates \$305k, Office Lease \$268k, Insurance \$179k, Transfer to CIP Fund \$3.0M
 - Library - \$417k

Budget 101 – General Fund Expenses



Budget 101 – Capital Projects Funds

- The Town has 2 Capital Project Funds
 - The first capital fund (Capital Improvement Program Fund) receives revenue from a 0.3% Sales and Use Tax
 - The second capital fund (2025 Capital Improvement Program Fund) receives revenue from a 0.315% Sales and Use Tax (approved in Nov. 2024 and collections started in 2025)

Budget 101 – Capital Improvement Program

- Revenues – (Total \$7.6M)
 - Taxes \$1.6M
 - Sales Tax - \$1.35M
 - Building Use Tax - \$122k
 - Vehicles Use Tax - \$115k
 - Grant Revenue \$2M
 - Impact Fees \$75k (School \$25k, Park \$50k)
 - Transfer from Marshall Fire Recovery \$860k
 - Transfer from General Fund \$3.0M (Excess funds above Council reserve policy)

Budget 101 – Capital Improvement Program

- Expenses – (Total \$7.3M)
 - Public Works Projects (\$4.7M)
 - Rock Creek Parkway - \$1M
 - PW & Parks Maint & Ops Building - \$625k
 - Street Replacement Program - \$2.35M
 - Parks Projects (\$1.68M)
 - PW & Parks Maint & Ops Building - \$625k
 - Playground Improvements - \$200k
 - Tree Enhance & Care - \$230k
 - Admin Projects (\$1M)
 - Downtown Superior Civic Space - \$600k
 - Comprehensive Plan - \$225k

Budget 101 – 2025 Capital Improvement Program (New Fund)

- Revenues – (Total \$16-18M est)
 - Bond Proceeds -\$16-\$18M
 - The dedicated Sales and Use Tax of (0.315%) will be used to pay off the bonds that will be issued later in 2025.
- Expenses
 - The bond proceeds will be used to accelerate CIP projects including roads, pools and park projects.

Budget 101 – Special Revenue Funds

- **Town Special Revenue Funds**
 - **Conservation Trust Fund (CTF)**
 - This fund is used to account for Conservation Trust Fund (Colorado lottery) monies received by the Town for park and recreation purposes.
 - **Open Space Fund**
 - This fund is used to account for monies received from a dedicated 0.3% sales and use tax after the Open Space Debt is paid each year. Can be used for Open Space purchases.
 - **Landscape Fee Fund**
 - This fund is used to account for monthly fees charged on residential property within Town, except Original Town, for enhanced landscape maintenance within these areas.
 - **Trash and Recycling Fund**
 - This fund is used to account for fees charged to residents of Original Town, Sagamore, Ridge, Calmante and Downtown Superior subdivisions for contracted trash and recycling within these areas.

Budget 101 – Special Revenue Funds

- Town Special Revenue Funds
 - Marshall Fire Recovery Fund
 - This fund is used to account for monies received from a dedicated 0.16% sales and use tax for Marshall Fire Recovery. These funds are transferred to the CIP Fund for rebuild efforts.
 - Superior Urban Renewal Authority Fund (SURA)
 - This fund is a pass through fund that collects the Tax Increment Financing (TIF) property taxes. These taxes are used to reimburse a portion of the Metropolitan District/Developer installed public improvements within Downtown Superior.
 - Superior/McCaslin Interchange Metropolitan District
 - This fund is used to account for monies received from property taxes within the SMID area consisting of most of the commercial, retail and office property southwest of the interchange and the Discovery Office Park. The property taxes are used to fund a portion of interchange improvements and maintenance.

Budget 101 – Special Revenue Funds – Conservation Trust Fund

- Revenues (Total \$163k)
 - State Lottery - \$160k
 - These revenues are the Town's allocation of State lottery funds based on population
- Expenses (Total \$330k)
 - Pool Repairs (\$250k)
 - Tree Enhancements (\$80k)
 - The only expenses that can use the lottery funds are parks and recreation expenses

Budget 101 – Special Revenue Funds – Open Space Fund

- Revenues – (Total \$950k)
 - Sales Taxes - \$730k
 - Building Use Tax - \$70k
 - Vehicles Use Tax - \$95k
 - Interest and Lease Revenue - \$21k
- Expenses – (Total \$655k)
 - Employee costs \$89k, Open Space Maintenance \$375k, Master Plan Implementation \$50k, Open Space Coordination \$20k

These are the revenues remaining after the debt service for Open Space bonds has been paid off.

Budget 101 – Special Revenue Funds – Landscape Fee Fund

- Revenues (\$2.1 M)
 - Monthly Landscape fee (\$36.83 Single Family, \$30.70 Condo/Attached, \$24.55 Apartments)
- Expenses (\$2.1M)
 - Landscape - \$1.2M
 - Landscape Water - \$400k
 - Administrative Fee - \$305k (This funds allocation of employee costs to reimbursement the General Fund)

Budget 101 – Special Revenue Funds – Trash and Recycling Fund

This is a straight pass through fund. The amount charged by the trash hauler is the same amount that that Town bill's the customers.

- Revenues (\$245k)
 - Monthly Charges for Services - \$245k
- Expenses (\$245k)
 - Monthly Charge from Trash Hauler - \$245k

Budget 101 – Special Revenue Funds – Marshall Fire Recovery Fund

- Revenues (\$860k)
 - Sales Tax - \$730k
 - Vehicle Use Tax - \$65k
 - Building Use Tax - \$40k
- Expenses (\$860k)
 - Transferred to CIP fund for recovery projects

This sales and use tax expires after 2032

Budget 101 – Superior Urban Renewal Authority (SURA Fund)

- Revenues (\$6.8M)
 - Property Tax Increment Revenue (TIF)
- Expenses (\$6.8M)
 - Developer - \$3.9M (infrastructure debt payment)
 - STC Metro Districts - \$1.9M (debt payments)
 - Entities whose mill levy has increased since the inception of the agreement - \$575k (including the town)
 - STC Metro Districts Operations - \$400k

Direct pass through of TIF property taxes per the cost share agreement with the Developer

Budget 101 – Superior/McCaslin Interchange Metropolitan District (SMID Fund)

- Revenues (\$1.3M)
 - Property Tax (\$688k)
 - Highway Signal Maintenance Fee (\$36k)
(payment from CDOT for signal maintenance)
 - Grant Revenue (\$500k) (Possible CDOT grant for Marshall/McCaslin Intersection Improvements)

Budget 101 – Superior/McCaslin Interchange Metropolitan District (SMID Fund)

- Expenses (\$2.5M)
 - Marshall/McCaslin Improvements (\$1M) (To be completed if CDOT grant approved)
 - Sycamore and 76th Street Mill and Overlay (\$900k)
 - Landscaping and water (\$260k) (Interchange area and Founder Park)
 - Administrative Fee - \$190k (This funds allocation of employee costs to reimbursement the General Fund)
 - Transportation costs - \$190k (including street and street light maintenance, snow removal, street sweeping, signage and striping)

Budget 101 – Enterprise Funds

- The Town has 3 Enterprise Funds
 - Water Fund
 - Wastewater (Sewer) Fund
 - Storm Water Fund
- Each fund has two budgets the Council approves one for the operations and one for the capital projects.

Budget 101 – Enterprise Funds – Water (Operations)

- Revenues (\$3.9M)
 - Monthly Charges for Services - \$2.9M
 - Irrigation Charges for Services - \$750k
 - Solar Panels Renewal Energy Credits - \$25k
 - Interest Income - \$74k

Budget 101 – Enterprise Funds – Water (Operations)

- Expenses (\$9.1M)
 - Water Supply - \$1.154M (These are part of the expenses with Northern water for our water shares)
 - Windy Gap Carriage & Power - \$325k
 - Colorado Big Thompson (CBT) Assessment - \$125k
 - SWSP Pipeline/Pump Station - \$557k
 - Water Treatment - \$565k
 - Treatment Plant Operator - \$247k
 - Chemicals - \$94k
 - Repairs & Maint - \$50k
 - Solids Hauling - \$50k

Budget 101 – Enterprise Funds – Water (Operations)

- Expenses (\$9.1M)
 - Water Storage & Distribution (\$466k)
 - Repairs & Maintenance Water Lines (Breaks) - \$241k
 - Water Meters (New and Replacements) - \$75k
 - Electricity - \$80k
 - Engineering Services - \$50k
 - Non-Departmental (\$6.8M)
 - Debt Payment to pay off 2015 debt - \$6.25M
 - Administrative Fee - \$457k (This funds allocation of employee costs to reimbursement the General Fund)
 - Insurance - \$50k

Budget 101 – Enterprise Funds – Water (Capital)

- Revenues (\$7.3M)
 - Water System Development Fees - \$2.5M
(fees for development to connect to Town system)
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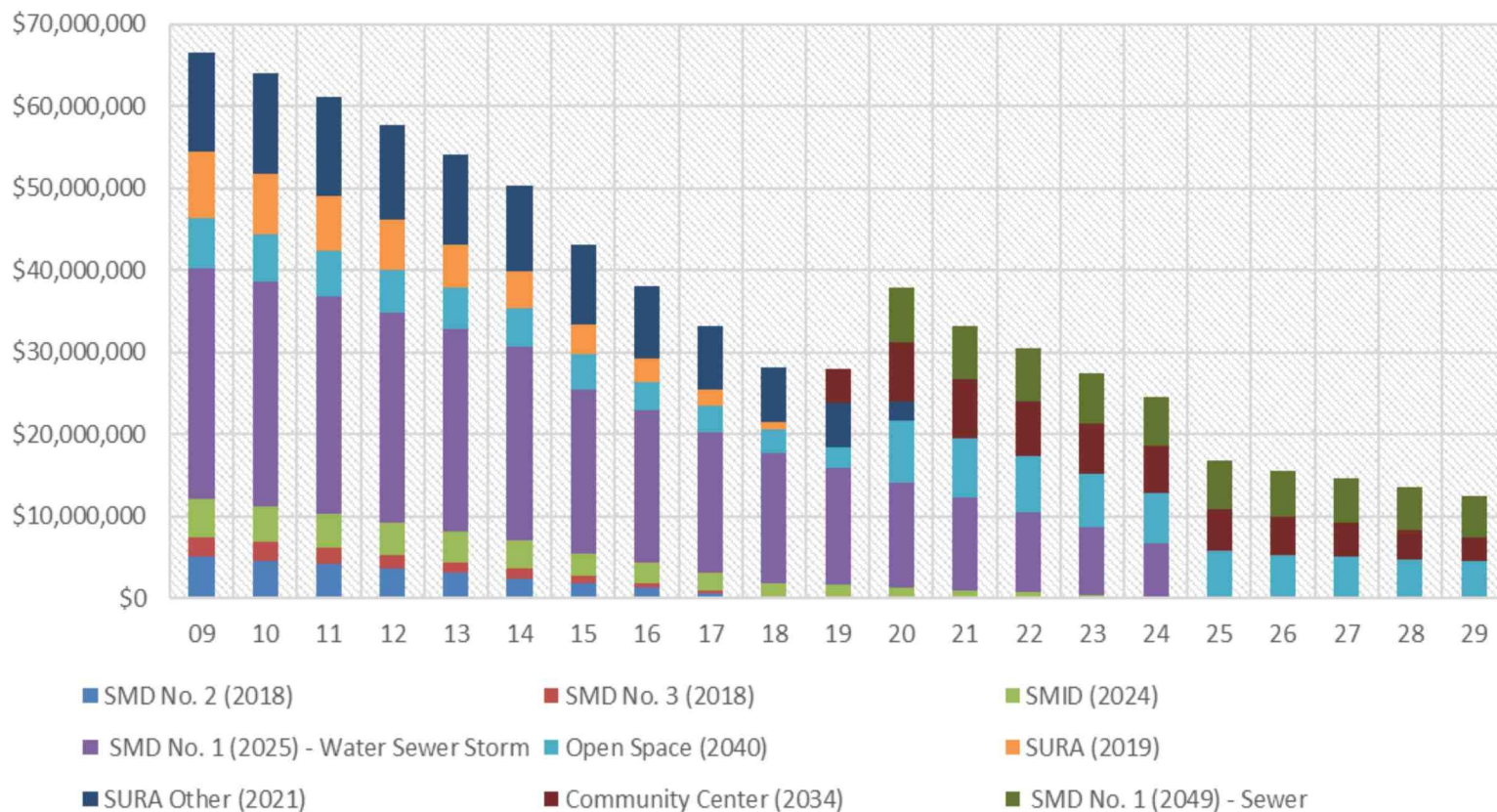
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Budget 101 – Debt Summary

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





AGENDA
TOWN OF SUPERIOR TOWN COUNCIL
SPECIAL MEETING
APRIL 7, 2025
6:00 P.M.
CONFERENCE ROOM, TOWN HALL

1. Call to Order (6:00 p.m.)
2. Preliminary Matters (6:00 p.m.)
 - a. Roll Call
3. Executive Session to hold a conference with the Town's attorney and special counsel to receive legal advice on specific legal questions, pursuant to C.R.S. § 24-6-402(4)(b), regarding Rocky Mountain Metropolitan Airport and related aviation matters (5:05 p.m.)
4. Action as a result of the Executive Session (6:55 p.m.)
5. Adjournment (7:00 p.m.)