



TOWN COUNCIL STUDY SESSION AGENDA
June 11, 2018
5:30 PM

I. Town Council Items

II. Study Session Items

1. Community Contribution Recipient Presentation - DC Housing Partnership Guests - 10 minutes
2. 2018 Budget - 2nd Adjustment Discussion - Brown - 15 minutes
3. Community Events Permit Fee Structure - Cleveland/Robberson - 20 minutes
4. Community Events In-Kind Contributions Policy Discussion - Cleveland/Robberson - 20 minutes

Douglas County Housing Partnership



2017 ACCOMPLISHMENTS

JUNE 2018



Town of Parker



The mission of the
Town of Parker is to
enrich the lives of
residents by providing
exceptional services...

DCHP Programs/Services



- ☐ Reverse Mortgage Counseling
- ☐ Foreclosure Mitigation Counseling
 - ☐ Rental Housing
 - ☐ Homebuyer Education
 - ☐ Home Ownership Program

Parker's cost



Parker provides DCHP with \$35,000 annually

The estimated population of Parker is
52,000

\$0.67 per person

Parker Resident's Benefit



☐ Reverse Mortgage Counseling for seniors 62+

2014	50 - 5 senior families	10%
2015	94 - 9 senior families	10%
2016	77 - 6 senior families	8%
2017	100-16 senior families	16%

Parker Resident's Benefit



☐ Foreclosure Counseling

2014	554 - 161 Parker families	29%
2015	106 - 36 Parker families	34%
2016	61 - 16 Parker families	26%
2017	68 - 12 Parker families	18%

Rental Housing



		PAB
☐ Copper Steppe	264 units	(\$32.5 MM)
☐ Apex Meridian	156 units	
☐ Parker Hilltop	125 units	

Planned:

☐ Apex Meridian II	156 units	(\$30 MM)
☐ South Range Crossings	204 units	

Compare the Rent



	Market Rent	60% LIHTC rent	Annual Savings
1-bedroom	\$1,300	\$1,012	\$3,456
2-bedroom	\$1,600	\$1,215	\$4,629
3-bedroom	\$2,000	\$1,246	\$9,048

AMI		1 Bed	2 Bed	3 Bed		1 Person	2 Person	3 Person	4 Person
60%		\$1,012	\$1,215	\$1,246		\$37,800	\$43,200	\$48,600	\$53,940
50%		\$843	\$1,012	\$1,168		\$31,500	\$36,000	\$40,500	\$44,950
40%		\$675	\$810	\$935		\$25,200	\$28,800	\$32,400	\$35,960
30%		\$506	\$607	\$701		\$18,900	\$21,600	\$24,300	\$26,970

Parker Resident's Benefit



□ Home Buyer Education classes

2014	251 – 53 Parker families attended	21%
2015	290 – 75 Parker families attended	26%
2016	341 – 92 Parker families attended	27%
2017	387 – 54 Parker families attended	14%

Parker Resident's Benefit



Homeownership Program Down Payment Assistance

2014	20 - 5 homes in Parker	25%
2015	20 - 10 homes in Parker	50%
2016	18 - 8 homes in Parker	44%
2017	7 - 2 homes in Parker	29%

Occupations/ Employers



Pharmacy Tech

Postal worker

Insurance Agent

Painter & Landscaper

Teacher

Service Manager

Sales

Safeway

US Post Office

State Farm

Self-employed

Private school

Big O Tire

Colorado Rockies

Occupations/Employers



Property Manager
Technician
Receptionist
Program Director
Department Manager
Nanny
Web Designer
Inside Sales Rep

Shea Properties
Heating& Air
Financial Planning
DC Schools
Lowes
Self-employed
Self-employed
Contractor

The homes





MEMORANDUM

TO: Town Council

FROM: Mary Lou Brown, Finance Director

DATE: June 11, 2018

SUBJECT: 2018 General Fund Sales Tax and Expense Adjustments

ISSUE:

Sales tax revenue during the first four months of 2018 has continued to decline. The last two months have been close to a year-to-date 0% growth rate. In early May, Town Council approved a set of General Fund 2018 budget adjustments that reduced the budgeted sales tax revenue by \$2.7 million to reflect the decline that occurred during 2017. An additional \$2.0 million in General Fund sales tax revenue and expense reductions now need to occur to reflect the new projected 2018 budgeted sales tax revenue.

FISCAL/BUDGET IMPACT:

The 2018 budgeted General Fund sales tax revenue and total expense will be reduced by \$2.0 million.

BACKGROUND:

Town sales tax revenue growth rate began to decline following the first quarter of 2017. Year-to-date growth at that point in time was approximately 14%; the full-year 2017 growth rate was 5.9%.

The 2018 General Fund budget adjustments approved at the May 7, 2018 Town Council meeting formally adjusted the General Fund 2018 budget down to an anticipated growth rate of 4% which equated to a \$2.7 million adjustment to both revenue and expense.

Based on sales tax projections made in April, revenue has now been estimated at \$33.4 million which is an additional \$2.0 million reduction. The budgeted growth rate for 2018 will decline to (1.9)%.

At the Study Session staff will review the recommended expense adjustments necessary to accommodate a General Fund 2018 budget sales tax amount of \$33.4 million.

RECOMMENDATION:

The presentation is intended to provide Town Council with the background to approve the ordinance that will come forward at the June 18 and July 2 Town Council meetings.

REQUESTED DIRECTION:

Update to Town Council for their informational purposes. The proposed ordinance will come forward for the first reading on June 18; second reading and approval will occur on July 2.

ATTACHMENT:

None



MEMORANDUM

TO: Mayor and Town Council

FROM: Dannette Robberson, Management Assistant
Jim Cleveland, Acting Deputy Town Administrator/Parks,
Recreation and Open Space Director

DATE: June 11, 2018

SUBJECT: Community Events Permit Fee Structure

ISSUE:

Since 2014, the number of community event permits issued has increased by 50%. Due to the increasing numbers and as a best practice, staff conducted a market review of community event fee structures to determine whether Parker fees are consistent with metro area jurisdictions. As a result of the review and based on Town Council direction from the February 2018 budget retreat, staff is presenting potential fee adjustments to the current structure. The adjustments would align Parker with the market and recover a portion of the expenditures for Town resources.

FISCAL/BUDGET IMPACT:

Not yet determined.

BACKGROUND:

As a result of increasing demand for community event permits, staff delivered a presentation to the Mayor and Town Council during the February 2018 budget retreat regarding an in-kind contribution policy. Along with the in-kind contribution policy, staff asked whether the Town Council would consider adjusting community event fees to better align with the current market. The following metro area fee models were presented:

Market Demand and Tier Classification Model (City of Golden)

Events are categorized into three tiers with each tier assigned a different price category according to attendance, impact on municipal facilities and complexity.

Pricing is adjusted up for high demand locations and seasons.

Reimbursement Model (City of Wheatridge)

Event permit holders reimburse the city for expenses incurred including; on-site security, traffic management, trash and recycling during and after the event, sanitary facilities and delivery, installation, breakdown and removal of barricades.

Contract Model (Town of Castle Rock)

Event applicants are required to hire third parties for traffic control, waste clean-up and other services. They are also required to contract for off-duty police officers. Public works and parks staff do not work community events unless they are Town sponsored.

Following the presentation of the above models, Town Council provided staff with direction to move forward with developing a new fee structure for their consideration.

To determine an appropriate fee structure, staff reviewed community event policies of twelve municipal jurisdictions within the Denver metro area and met with the impacted departments and the employee community event permit review committee to determine the most appropriate fees.

RECOMMENDATION:

Staff requests that the Town Council consider the proposed fee adjustments and provide feedback.

REQUESTED DIRECTION:

The purpose of the discussion is to gather feedback from the Town Council regarding possible fee adjustments.

ATTACHMENT:

None



MEMORANDUM

TO: Mayor and Town Council

FROM: Dannette Robberson, Management Assistant
Jim Cleveland, Acting Deputy Town Administrator/Parks,
Recreation and Open Space Director

DATE: June 11, 2018

SUBJECT: Community Events In-Kind Contributions Policy Discussion

ISSUE:

The Town acknowledges that community events hosted within the Town by various groups and organizations improve the social, cultural and economic well-being of the community. Parker has a long-standing tradition of supporting community events through various in-kind contributions including staff hours, equipment, security, and municipal facility/park use. The Town Council also recognizes that requests for in-kind contributions should be treated in a consistent, fair and equitable manner subject to local needs, priorities and Council budget approval.

FISCAL/BUDGET IMPACT:

Not yet determined.

BACKGROUND:

Staff first introduced the discussion of an in-kind contribution policy during the September 2017 budget retreat, then brought a draft policy forward for review during the February 2018 budget retreat. The attached policy reflects the Mayor and Town Council feedback provided during both retreats.

RECOMMENDATION:

Staff recommends that the Mayor and Town Council review the proposed policy for inclusion in the Town Policy Manual and provide any additional feedback.

REQUESTED DIRECTION:

Staff requests that the Town Council consider the proposed in-kind contribution policy to be included in the Town Policy Manual.

ATTACHMENT:

1. In-Kind Contribution Policy - FINAL DRAFT

Town of Parker, Colorado

COUNCIL POLICY

TITLE In-Kind Contributions Policy for Community Events	PAGE 1 of 2	POLICY NUMBER
EFFECTIVE DATE TBD	REVISED DATE	
APPROVED BY COUNCIL ACTION Proposed policy, not yet approved.		

BACKGROUND

The Town of Parker acknowledges that community events hosted within the Town by various groups and organizations improve the social, cultural and economic well-being of the community. Parker has a long-standing tradition of supporting community events through various in-kind contributions including staff hours, equipment, security, and municipal facility/park use. The Town Council also recognizes that requests for in-kind contributions should be treated in a consistent, fair and equitable manner subject to local needs, priorities and Council budget approval.

PURPOSE

The purpose of this policy is to enrich the community by providing in-kind contributions through a budget figure deemed appropriate by the Town Council during each annual budget process. The policy will:

- Provide Council and staff with clear direction in considering and responding to requests for assistance;
- Secure an open and transparent decision-making process for requests for donations;
- Provide an equitable and accessible process for groups and organizations seeking donations;
- Establish an annual calendar for processing requests; and
- Provide a process which allows staff to conduct meaningful comparison of request.

POLICY

In-kind contributions are based on the provision of municipal property/facilities, materials or resources to an applicant, and do not include the cash funds. Although cash funds are not provided, it is recognized that such donations involve a direct expenditure, foregone revenue for the Town and staff hours. Each community event application will include the estimated value of in-kind contributions for the proposed community event under consideration.

Staff will consider requests for in-kind community events that benefit the community.

TITLE	PAGE	POLICY NUMBER
In-Kind Contributions Policy for Community Events	2 of 2	

Community Benefit Criteria:

- Promote the cultural, heritage, social or environmental well-being of the community; or
- Provide a public service, or otherwise promote the health, safety or enrichment of the community; or
- Promote the education and training for people within the community; or
- Meets the Town of Parker mission, vision, values and strategic goals.

Eligibility – To be considered, must meet at least one of the following criteria.

1. Applicants must be located within the Town of Parker or within the 80134 or 80138 ZIP codes.
2. Each request must define a specific benefit for the Parker community.
3. Applicants, with the exception of local elementary and secondary schools, must be non-profit community groups and organizations. Individuals are not eligible. Applications from school teams/clubs are eligible if a teacher, leader or coach sponsors the application.

Types of In-Kind Donations:

- Use of municipally owned park or facility (rental fee waived/reduced)
- Municipal staff support for an event
- Use of municipally owned equipment
- Use of municipally owned materials

PROCEDURE

1. Applications must be submitted by July 1 for the following calendar/budget year. Applications with a prior history of holding community events within the Town will be accepted following the current year event. Applications received outside of the annual process may be considered if the application can demonstrate that they could not have foreseen the need at the time of the annual process.
2. All requests should be directed in writing to the Town Administrator or designee through the completion of a Community Event In-Kind Contribution Application, Exhibit “A.”
3. All requests will be assessed based on availability of the requested resource, potential financial impact to the municipality, contribution to the well-being of members of the community, recognition of a worthwhile program/cause, and overall community impact.
4. Organizations and/or charities whose primary focus is not within the Town of Parker shall not be considered.
5. The in-kind contribution is not intended to be the sole source of funding; the applicant must demonstrate a reasonable effort to raise funds from sources other than the Town of Parker.
6. In-kind contributions made by the Town are not a commitment to continue such donations/grants in the future.
7. Any applicant who receives an in-kind contribution is required to submit a post-event report within two months after the event which articulates the success of the event and how the funds were spent. If the report is not submitted, further requests will not be considered.