



STATE OF THE
TOWN: 2014





Carre Warner & Mayor John Warner

February 2015

Dear Breckenridge Community:

At the great suggestion of a fellow Council person, I am writing my first “State of the Town” as a year-end assessment to bring our community up to speed on the Town of Breckenridge’s accomplishments and projects. I see this as a ‘moving-forward-by-looking-back’ executive summary for 2014/2015. I invite you to delve deeper into our goals, achievements and milestones in this report, and then tell us what you think at www.EngageBreckenridge.com.

On the economic side, we’re seeing increases across all sectors, and the Town is in great fiscal health. While final YE figures are not in, revenues are estimated to be up by 8% from 2013, while expenditures are slated to come in under budget by 4%. Council

approved a balanced budget for 2015, and we are feeling cautiously optimistic about our local economy’s continued positive growth.

Accomplishments in 2014 include the transformation of the 1909 schoolhouse into the Breckenridge Grand Vacations Community Center & Summit County South Branch Library. This great partnership with Summit County allows this historic icon to advance lifelong, 21st century learning and serves our entire community including our guests. This was a unique ‘win-win-win’ in nearly every aspect of this project.

After a 10 year process, the Main Street Revitalization project came to completion which improved the guest experience on arguably our community’s most important physical asset — historic Main Street. What you can see is that aesthetics and public safety were enhanced; what you can’t see is the improved quality of water entering into the Blue River by increasing the functionality of storm sewers and sediment traps.

Also in the Capital Improvement Projects (CIP) arena, we completed a major overhaul of the Skate Park and installed artificial turf on the Kingdom Park multi-pitch field. The new Prospector Park on North Main Street is slated for completion early summer 2015.

2014 saw the creation of a nonprofit organization - Breckenridge Creative Arts (BCA) – to manage and operate the Town’s cultural facilities and to elevate Breckenridge as a leader in the arts. With CEO Robb Woulfe at BCA’s helm, the build-out of the Arts District campus was completed and renovation of the Old Masonic Hall began; 2015 will feature major improvements to the Breckenridge Theater and numerous new, exciting programs and events.

Breckenridge welcomed (back) Lucy Kay as the CEO of GoBreck, formerly known as the Breckenridge Resort Chamber, and marked the first year of the chamber’s official transformation into a Destination Marketing Organization (DMO). The former head of the Breckenridge Ski Resort, Lucy brings a wealth of knowledge, expertise and passion to greatly benefit our tourism-driven economy.



Colorado, and Breckenridge, completed the first year of legalized sales of retail marijuana in 2014. While we've allowed medical marijuana centers since 2009 and have been very accepting of the decriminalization of marijuana, the community grappled with where to locate retail stores. As the year came to a close and after much public debate, the Council heard from the citizens through a special vote. By a margin of nearly two to one, citizens voted not to allow retail marijuana establishments in the downtown core.

Looking forward, Town capital projects include the next phase of the reclamation and restoration of the Blue River on the McCain property, continued road resurfacing, median and roundabout improvements at the entrance to town, and the next stage of heated sidewalks in shaded, steep sections for pedestrian safety.

In 2015, we strive to stay true to the **Breckenridge Vision**: *a cohesive and diverse community where residents and visitors experience a historic mountain town with characteristic charm that offers a safe, friendly and peaceful atmosphere where individuals can live, work, play and raise a family.* To that end, it is vital to keep employees in our community so we

continue to focus on long-term solutions for workforce housing and child care. Did you know that because of Breckenridge's efforts to provide affordable homes that 100,000 commuter miles are saved every week because 45% of our employees reside in our community? And our workforce contributes \$15 million to our economy!

Parking and Transit Management remains a focal point for 2015, and we are grateful to those serving on the task force to help us with creative, palatable ideas. Other goals include continual progress on the SustainableBreck Action Plan and long-term water solutions (including planning for the second water plant).

I could go on about the many achievements of our beloved town, but for now a big 'Thank you' to Town staff, and to you - our citizens - for your support, engagement and insights. Please learn more about the Town's goals, achievements and milestones in this report, and then let us know what you think at www.EngageBreckenridge.com.

Recently, I was riding a chairlift with a gentleman who has been visiting for years and now calls Breckenridge 'home'. He relayed that "Breckenridge just keeps getting better and better." It takes countless, collective efforts to achieve accolades like this, and I look forward to working collaboratively to keep our **Breckenridge Vision** shining bright.

Yours Truly,
Mayor John Warner





BRECKENRIDGE COUNCIL GOALS & OBJECTIVES FOR 2014

Riverwalk Center & Arts District: *improve the RWC and Arts District to enhance programming and guest experience, as well as spinoff into a separate nonprofit.*

SustainableBreck Programs & Initiatives: *increase businesses in the certification program, implement a successful Breckenridge reusable bag program, and seek sustainable improvements to “deli/snack bar” establishments.*

Parking/Transit/Traffic Management: *embark on a public process to develop an integrative plan for these interconnected components.*

Long Term Water Planning: *continue to focus on conservation measures through education and landscape irrigation audits, focus on next steps for 2nd water plant.*

Public Engagement Process: *continue to improve upon ways to outreach to and engage the public.*

Long-Term Affordable Housing: *focus on affordable housing/rental opportunities as identified in housing needs assessment.*

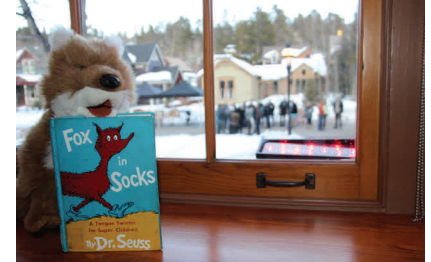
Long-Term Affordable Childcare: *examine alternative program opportunities and identify funding sources.*

Recreation Center Future Improvements: *examine future improvements/additions to enhance programming opportunities and address facility needs.*

Parkway Center Redevelopment: *work with the property owner to examine opportunities for redevelopment.*

ACCOMPLISHMENTS:

- ⇒ **Breckenridge Grand Vacations Community Center & Summit County South Branch Library:** Grand Opening 1.10.15
- ⇒ **Main Street Revitalization Project** completion: a 10-year process
- ⇒ **Financials:** seeing recovery across all sectors of local economy and estimate revenues will be up by 8% from 2013, while expenditure will be under 2014's budget by 4%.
- ⇒ Created a new nonprofit organization: **Breckenridge Creative Arts** with Robb Woulfe at the helm to manage the Town's arts & cultural assets, including the Riverwalk Center, the Breckenridge Theater, the Arts District campus (*encompassing Quandary Antiques Cabin, J.R. Hodges Tin Shop, Fuqua Livery Stable, Randall Barn, Robert Whyte House, Hot Shop, Ceramic Studio, Old Masonic Hall & Ridge Street Arts Square*) and the Speakeasy Theater.
- ⇒ First year of **legalized recreational marijuana**, downtown retail locations debate, special election and subsequent Council decision to not allow in downtown core
- ⇒ **Work force housing:** approval and next steps for Pinewood II on Claimjumper property for a rental housing facility.
- ⇒ First year of **GoBreck** operating as a true Destination Marketing Organization (DMO), transitioning from the Breckenridge Resort Chamber (BRC) with Lucy Kay as CEO/President.
- ⇒ **Parks:** completed the Skate Park renovation and the artificial turf field on Kingdom Field; completed Highline Railroad Park and began work on Prospector Park on North Main St.
- ⇒ **Residence Inn by Marriott** approved for redevelopment of the Breckenridge Mountain Lodge.
- ⇒ **Median and Roundabout** landscaping improvements: Phase I completed
- ⇒ **Old Masonic Hall** restoration started
- ⇒ **Capital/Public projects:** four year plan to heat sidewalks in steep, shaded areas and continued asphalt resurfacing
- ⇒ **Stewardship of Open Space:** 196 acres acquired, 38 acres treated for forest health projects, Friends of Breckenridge Trails provide 3,223 volunteer hours; for the full report search for *State of Open Space* at www.townofbreckenridge.com.
- ⇒ Breckenridge Free Ride developed and began using "**Where's My Bus**": a real-time automatic vehicle location tracking system



SUCCESSFUL PARTNERSHIPS:

Summit County: Breckenridge Grand Vacations
Community Center & Summit County South
Branch Library

Summit County: acquisition of 196 acres joint open
space

**CSU Extension/Summit County, Red White & Blue
Fire District, & Summit County:** fire mitigation
efforts through a very successful tree chipping
program

Breckenridge Heritage Alliance: The Highline
Railroad playground and the Wakefield Sawmill
restoration

Summit County: sharing Public Works space to free
up County-owned land for future joint work force
housing

AWARDS:

**Government Finance Officers Association's
(GFOA) Certificate of Achievement Excellence in
Financial Reporting for both the Town's
Comprehensive Annual Financial Report (CAFR)
and the Town's Budget document**

SHIFT Sustainability Award

**USA Pro Challenge – Best Finish Local Organizing
Committee (LOC)**



A YEAR AT A GLANCE:

January:

Nonprofit grants totaling \$260,000 awarded to 30 local organizations

24th annual International Snow Sculpture Championships welcomed 15 teams from 11 countries

April:

Town Council elections: Thank you & Farewell to Jennifer McAtamney & Mike Dudick; welcome back Mark Burke; welcome to Erin Gigliello & Elisabeth Lawrence
Hosted Mountain Travel Symposium – estimated to have generated \$1.4 million

Second Water Plant Educational Forums

Council approved changes to the Water Ordinance to call attention to this precious resource and encourage conservation efforts

Awarded \$28,000 in scholarships to 18 seniors and 9 junior athletes

May:

Town Clean-up

Memorial Day Commemoration in Valley Brook Cemetery in collaboration with Breckenridge Heritage Alliance

Council approved a developmental agreement with Breckenridge Outdoor Education Center (BOEC) for the building on Wellington Road, providing this nonprofit with the option to purchase and rehabilitate the building

June:

Ride the Rockies brought 2,000+ riders into town



WATER – It's our Future



You are invited to:
**BRECKENRIDGE SECOND WATER PLANT
EDUCATIONAL FORUM**



A YEAR AT A GLANCE:



July:

Independence Day Celebration saw a return visit from the Budweiser Clydesdales, Firecracker 50 bike race leading off the Main Street parade, music and fireworks

August:

USA Pro Challenge brought international, top-level racers to town for the 4th year in a row
The Valley Brook Cemetery named on the National Register of Historic Places by the U.S. Department of Interior in recognition of its contribution to the heritage of the State of Colorado.
BGV Community Center Sneak Peek

September:

Arts District Preview showcased the build out of arts campus
Summit County & Town completed a key open space acquisition – the Laurium Mine, an historical mine site & recreational portal on the western flank of Bald Mountain

December:

Special election – retail sales of marijuana in downtown
Dew Tour brought top ski and snowboard athletes to compete in superpipe and slopestyle competitions
Approved the 2015 Budget & Capital Improvements Projects (CIP) including a commitment to fund the Child Care Scholarship program, renovation of the Breckenridge Theater and restoration of the Blue River

2014 BY THE NUMBERS

- ⇒ 85,000 – dollars saved by the Town by powering Kingdom Park ball field lights and several water pumps with solar energy
- ⇒ 51,500 – number of Breckenridge Bags the Town provided to lessen the use of single-use bags
- ⇒ 1,325 – Voters in the December special election representing 30% of registered voters
- ⇒ 1,020 – Voters in the April election representing 24% of registered voters
- ⇒ 914 – Interactions on EngageBreckenridge
- ⇒ 376 – Building Permits issued
- ⇒ 205 – Colorado homes whose annual energy consumption was equivalent of power generated at the two solar gardens
- ⇒ 36 – Citizens who served on three Task Forces: Childcare, Sign Code, Parking & Transit
- ⇒ 12 - Coffee Talks with the Mayor & Town Manager
- ⇒ 8 - SustainableBreck Business Certifications
- ⇒ 8 - Historic Landmarkings





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