



CITY OF CENTENNIAL  
ANNUAL REPORT 2011





# FROM YOUR MAYOR



*Mayor Noon and founding fathers former Mayor Randy Pye, Brian Vogt and John Brackney celebrate Centennial's 10th year.*



**CENTENNIAL MAYOR  
CATHY A. NOON**

Although national news may be discouraging for 2011, this year was a tremendous year for Centennial. This was the year many milestones were reached and projects completed which gave us reason to celebrate.

2011 started off with a celebration of the City's incorporation 10 years prior. On February 7, 2001 the City of Centennial was officially incorporated. Exactly 10 years later, we took time to celebrate and reflect on how far we've come.

The opening of a number of major retailers, including Colorado's first IKEA store, definitely put Centennial on the map. IKEA Centennial opened to much fanfare and continues to exceed expectations. Many shoppers travel from surrounding states to visit the destination retailer which is positive for the entire Front Range.

Centennial's first Senior Commission was established to help prepare for the shifting demographics in our City. We received an extraordinary pool of applicants and I'm excited to work with the talented twelve members chosen to assist seniors in our community.

Construction of the City's first park was completed. We are very excited to see the Centennial Center Park become a reality. This one of a kind park is a great addition to our community and will be a destination for many to enjoy. Center Park would not have been possible without our project partners and the award of \$1 million in grants from Great Outdoors Colorado and Arapahoe County. Our own gathering place will allow our citizens to come together for events such as movie nights, festivals or concerts. I look forward to seeing all of you there.

I am proud of how far the City has progressed while holding true to the original vision of being "intentional". We continue to involve our citizens in the long term vision for the City and its services while coordinating efforts with supporting agencies in the community such as fire, library, parks and recreation, water, metro districts and schools.

In 2011, Centennial was once again recognized as the safest City in Colorado. This is the City's seventh consecutive year for receiving this recognition through the hard work of our Sheriff's Department.

None of this would have been possible without the strong leadership from the City Council and the commitment of the City Manager and staff.

It continues to be a privilege to serve you and make Centennial the best it can be. I look forward to working with you as we begin our next decade.

I hope you find this report to be a valuable tool and that you are as proud as I am to be in Centennial.

Sincerely,  
Cathy A. Noon



## IKEA CENTENNIAL

In 2011, IKEA, the world's leading home furnishings retailer, opened the doors to its Denver-area store in Centennial. The 415,000-square-foot IKEA Centennial, located on 13.5 acres along the western side of I-25, opened July 27. It is the Swedish company's first Colorado store, 38th in the United States and 324th worldwide. IKEA Centennial included the largest commercial rooftop solar installation in Colorado and the first geothermal system for the company -largest commercial one in the state - as part of the construction.

The Colorado Women in Real Estate recognized IKEA Centennial as Project of the Year in 2011.

## CELEBRITY LANES

Celebrity Lanes is a multi-generational family entertainment venue. The project was developed by Kelmore Development and built by Centennial based Saunders Construction. This 50,000 square-foot facility includes the Altitude Sports Grill and Taphouse serving the 32 regular bowling lanes, two 4-lane VIP suites themed after the Colorado Avalanche and Denver Nuggets, Rocky's Arcade and Soft Play game room.

## STEAK 'N SHAKE

In November, Steak 'n Shake opened in Centennial. This 32,000 square-foot sit-down restaurant, reminiscent of a 1950's diner includes a 24-hour drive-thru. This restaurant chain has franchises in the midwest and south. The closest restaurant is in Topeka, KS.



## CENTENNIAL'S PRIVATE SECTOR TOP 10 EMPLOYERS

OppenheimerFunds  
United Launch Alliance  
Pearson/e-College  
Comcast & Comcast Media Center  
IKEA Centennial

US Foodservice  
Jones International University  
United Healthcare Services  
King Soopers  
Saunders Construction

# ECONOMIC HEALTH

## BEST OF CENTENNIAL

The 4th Annual Best of Centennial Business Awards recognized the following businesses:

National CineMedia, Company of the Year (large business)

Altitude Sports & Entertainment, Company of the Year (small business)

Arapahoe County Sheriff's Office, Mayor's Award of Excellence

Bio-Intervention Specialists, Youth Commission Award for Environmental Stewardship

IKEA Centennial, Project of the Year

Celebrity Lanes, Project of the Year

Dry Creek Discount Liquors, Citizen's Choice Award

Sabor Mexican Grill, Flavor of the Year

Colorado Vault & Safe Deposit Company, Entrepreneur of the Year

## NEW BUSINESSES

The majority of businesses located in the Centennial Promenade, near I-25 and County Line Rd., annexed into Centennial in 2011, including Toys R Us, Cost Plus World Market, Golfsmith, Guitar Center, Ross and Off Broadway Shoes.

Steak 'n Shake

IKEA Centennial

Celebrity Lanes

## EXPLORE CENTENNIAL SHOP LOCAL

Centennial launched the Explore Centennial Shop Local program in March 2009. The City of Centennial partners with local businesses to promote their organization and encourage residents and daytime employees to patronize local shops and restaurants.

In 2011, 35 businesses signed on as Explore Centennial partners and 93 new participants registered for the program.



# QUALITY OF LIFE

## PUBLIC SAFETY

The Arapahoe County Sheriff's Office continues to provide a full range of public safety services and programs that include patrol services, investigations, school resource officers, traffic enforcement, crime prevention and emergency management.

In 2011, the Sheriff's Office:  
Responded to 45,360 calls  
Arrested 2,455 adults  
Issued 19,528 traffic citations  
Made 32,261 traffic stops

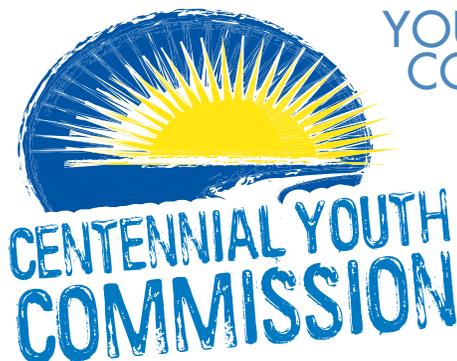
For the seventh consecutive year, Centennial is named the "Safest City" in Colorado with a population of more than 75,000. Centennial ranked 16th out of 400 cities. The report is issued by CQ Press in its annual publication *City Crime Rankings 2011-2012: Crime in Metropolitan America*.



## BIKE LANES

The City completed construction of 18 miles of new on-street bike lanes with striping and signage. This project was part of a city-wide bike network connecting parks, schools and existing trails.

*Pictured at right: The Centennial Youth Commission and City Council attended the 2011 CML Convergence in Vail.*



## YOUTH COMMISSION

The City of Centennial's Youth Commission and Youth Corp hosted the 3rd Annual Centennial Battle of the Bands. Seven bands competed and a professional band performed. More than 500 people attended this all-ages event throughout the day.

The Youth Commission presented two Centennial high school students with a Youth Achievement Award which is intended to honor and recognize youth who have made a significant impact on Centennial's community. In 2011, a sophomore at Cherry Creek High School received a \$500 scholarship and a senior from Arapahoe High School received the \$1,000 scholarship.

The City's Building Services provider, SafeBUILT, provided the \$1,000 scholarship and the \$500 scholarship was provided by the Youth Commission.



*2011 Centennial Youth Commission*



## COMMUNITY EVENTS

The City of Centennial hosted a number of community events sponsored by the City and various businesses and non-profit organizations throughout the summer of 2011. Two movie nights took place, one at the Trails Recreation Center and one at deKoevend Park. The 6th Annual Celebrate Centennial Under the Stars was another success including a movie and fireworks. Thousands of people were in attendance.

The City continued the partnership with South Suburban Parks and Recreation on the family oriented Centennial Spring Fling in May.

Centennial hosted two breakfast stations as part of Bike to Work Day.



## CENTENNIAL SENIOR COMMISSION

The City of Centennial established its first Senior Citizen Commission this year. The Commission serves as an advisory group to the Centennial City Council. Nine regular members and three ex-officio members were appointed in July.

*Pictured above, left to right, back row: Herb Bowman, Tommy Grier, Tim Rogers, Greg Glischinski. Left to right middle row: Linda Haley, Jim Fleenor, Lynn Goering. Front row: Linda Aluise, Gail Ploen, Kathy Turley. Not pictured: Pat Palmer and Jill Croteau.*





## CENTENNIAL CENTER PARK

Construction of Phase I of the City’s first owned park was completed in 2011. The 11 acre, \$5.3 million Centennial Center Park was completed on schedule and under budget. Centennial Center Park is located on the north side of Arapahoe Rd, between S. Revere Pkwy and S. Vaughn Way, adjacent to the Centennial Civic Center.

The park’s unique design is intended to signify the passage of time. The Nautilus is an ever-present element in the Park as arches, spirals and circles are integrated into the many unique accents and features. In this fashion, the park is comprised of various historical and educational elements. The main plaza provides the historical timeline of the Cherry Creek Basin including facts and a map of the Cherry Creek Watershed. The amphitheater’s four nodes represent four

periods of history: Lithic, Archaic, Formative and Classic.

Additionally, the park includes two separate sets of trivia. The “Colorado Statehood Walk” displays the state facts including the song, fish, rock, tree, etc., all which can be found in the park. The “Viewfinder Walk” is a set of interactive trivia that invites visitors to follow a trail and discover view finder boulders that provide points of interests, both inside and outside of the park.

Centennial Center Park provides a variety of features and amenities for the community’s use. The park includes an entry-gateway, amphitheatre, butte and meadow, three (3) climbing walls, three (3) large fountains with a water play area for children, re-circulating

treated water, restrooms, tot and hillside playgrounds, a coffee shelter with fireplace, a two story plaza overlook shelter with benches, parking lot (47 spaces), picnic tables, grills, trash receptacles and bike racks.

The majority of materials used in the construction of the Park were found locally. The surface of the play ground consist of ‘Poured in Place Rubber Surfacing,’ made of recycled materials that provide a safe, clean and attractive environment for children.

This initial phase was funded with Arapahoe County Share-Back funds and Colorado Trust Funds (CTF). This funding was supplemented with grants from Great Outdoors Colorado (GOCO) and Arapahoe County. Grants for this phase exceeded \$1 million.



# ENVIRONMENT

## CENTENNIAL REGIONAL LINK TRAIL

Phase 1 of the Centennial Regional Trail Link officially opened in October at Peabody Elementary School. This initial 1.25 mile phase provides a safe and easily accessible non motorized east-west trail connection to Peabody Elementary School, Goodson Recreation Center, deKoevend Regional Park and the High Line Canal trail enhancing recreation and transportation opportunities for the south metro area.

Significant funding for this project was committed by the City of Centennial and Arapahoe County Open Space, Parks and Trail Program. Additional funds were provided by the South Suburban Parks and Recreation District and the South Suburban Park Foundation.



## CHERRY CREEK REGIONAL TRAIL

The City of Centennial, Arapahoe County and the Parker Jordan Metropolitan District celebrated the opening of the new Broncos Parkway Trailhead and completion of one of the last remaining links along the Cherry Creek Regional Trail in April. The trailhead is located west of Parker Rd. on Broncos Pkwy.

## POTOMAC AND FREMONT OPEN SPACE

The City purchased 44 acres of land from the United States Postal Service at Potomac and Fremont. The majority of the land is expected to be planned for recreation and/or open space purposes, and the City will be undertaking a significant public outreach effort to help define the uses of the property.



# CITY SERVICES

## PUBLIC WORKS

In 2011, the Centennial Public Works crews completed the following maintenance activities:

- 1,957 tons of patching
- 34,708 pounds of crack seal
- 360 tons of shoulder gravel maintenance
- 16 cubic yards of corner ramp, 68 cubic yards of cross pan, 190 cubic yards of curb and gutter and sidewalk (combined), 52 cubic yards of curb and gutter and 37 cubic yards of sidewalk replacement
- 5,844 miles of street sweeping
- 1,310,080 linear feet of pavement striping
- 13,765 square feet of pavement markings
- 14 snow storms, 64,123 miles of streets and 55.7 inches of snow were plowed
- 716 traffic signs installed and 1,243 replaced



## ANIMAL SERVICES

The City of Centennial contracts the Animal Services program with the Humane Society of the Pikes Peak Region.

Centennial Animal Services saved 90% of impounded animals by returning them to their homes whenever possible and found forever homes for the animals not returned to their owners. In 2011, 20% of the estimated canine population in Centennial was licensed, compared to 11% in 2010.

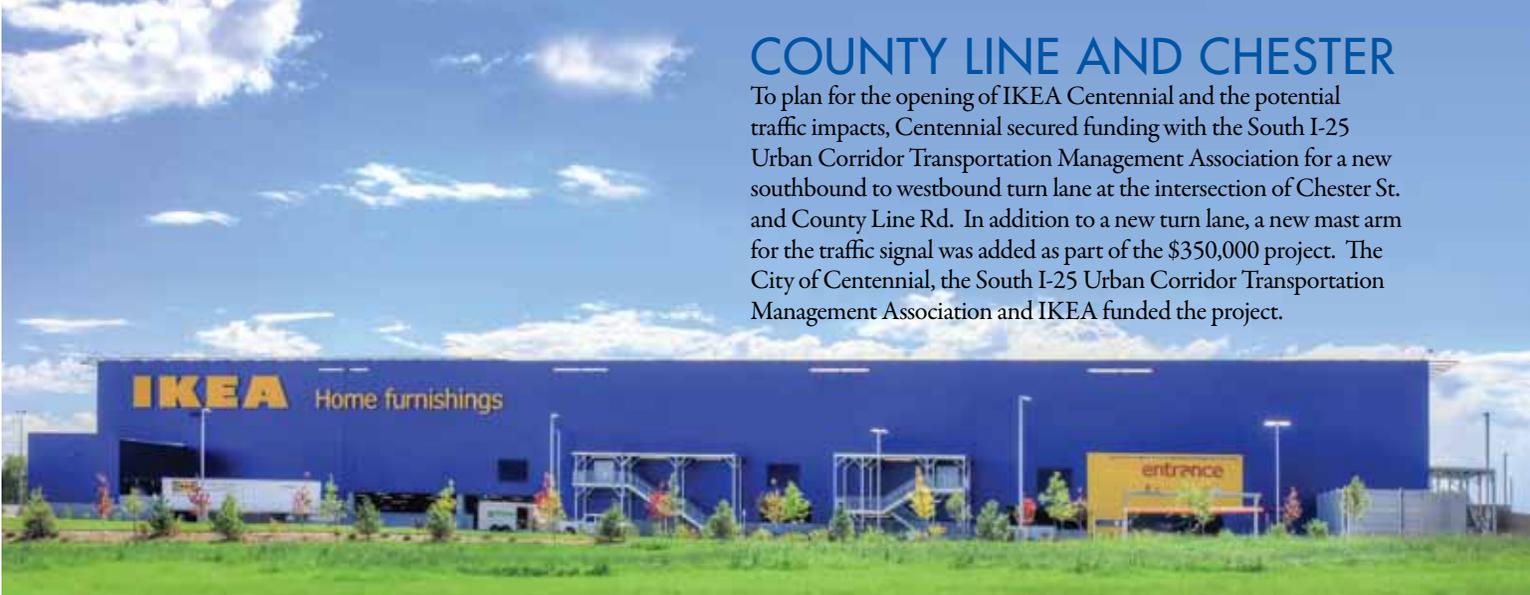
## TRANSPORTATION MASTER PLAN

The Short Term Transportation Master Plan was completed in 2011. The Short Term Plan is a list of transportation options to improve mobility throughout the City. The complete Transportation Master Plan (TMP) will provide a vision for the future transportation network in Centennial. This plan will outline improved vehicular, bicycle, pedestrian and transit facilities that will ensure citizens and businesses have access to a high-quality transportation system.



## COUNTY LINE AND CHESTER

To plan for the opening of IKEA Centennial and the potential traffic impacts, Centennial secured funding with the South I-25 Urban Corridor Transportation Management Association for a new southbound to westbound turn lane at the intersection of Chester St. and County Line Rd. In addition to a new turn lane, a new mast arm for the traffic signal was added as part of the \$350,000 project. The City of Centennial, the South I-25 Urban Corridor Transportation Management Association and IKEA funded the project.





## BUILDING SERVICES

90% of building permits were approved within two rounds of review.

## CODE COMPLIANCE

90% of code violations were corrected voluntarily.

## CALL CENTER

The City's Call Center operates 24 hours a day, 7 days a week, 365 days a year. In 2011, the Call Center received 17,241 calls and 594 web requests for service. In 2011, the Call Center had a 91% compliance metric of answering phone calls within 120 seconds.

City of Centennial



## HOME IMPROVEMENT PROGRAM (HIP)

The City of Centennial's Home Improvement Program (HIP) is intended to assist homeowners undertaking a qualifying home improvement project. As a thriving community of over 100,000 residents, the City of Centennial recognizes that neighborhoods are one of our greatest assets, because they are the places families call "home."

HIP has been established to contribute to the preservation and enhancement of our beautiful neighborhoods through Education, Assistance and (financial) Incentives.

The Goals of HIP are:

- Preserve and improve existing homes and neighborhoods
- Provide assistance and education to homeowners on home improvement processes
- Provide resources to help homeowners select quality contractors to ensure projects are completed properly - and safely
- Support local business

## GRANTS

Centennial received grants totaling \$290,934 for infrastructure improvements in the Vista Verde Estates neighborhood.

The City completed 4,571 linear feet of missing link sidewalks and improvements to 19 bus stop locations throughout the City to improve access to transit facilities. Eighty percent of this construction was funded by the Federal Transit Agency New Freedom Grant, administered by the Regional Transportation District (RTD).

## PASSPORTS

In 2011, the City completed 955 passport applications and took 455 passport photos. Centennial became a Passport Acceptance Facility in 2010.



# CITY SERVICES

## LED TRAFFIC SIGNALS

Centennial received an entitlement of nearly \$1 million in Energy Efficiency and Conservation Block Grant Program (EECBG) funds from the US Department of Energy (DOE) for use in energy-conservation projects. To promote the sustainability initiative of the City's Our Voice, Our Vision, Centennial 2030 guiding document, the City used a portion of these grant funds, with no local match required, to replace nearly 1700 incandescent bulbs at 37 traffic signal with light-emitting diode (LED) indications and converted 17 school flashing beacons to solar power and LED indications.

The City of Centennial's LED Energy-Savings Project will result in an annual reduction in electricity consumption of approximately 570,000 kWh and an annual savings in energy costs of more than \$30,000.

As a result of this project, all traffic and pedestrian indications at the City's 72 signals are 100% LED and all school flashing beacons are solar powered and 100% LED. Based on material, installation, maintenance and energy costs, the City estimates the payback on the LEDs (assuming a minimum five-year life expectancy of the LEDs) to be 1.8 years. Additionally, the City anticipates driver and pedestrian safety will increase due to the improved visibility of the LEDs and the countdown feature of the pedestrian modules.

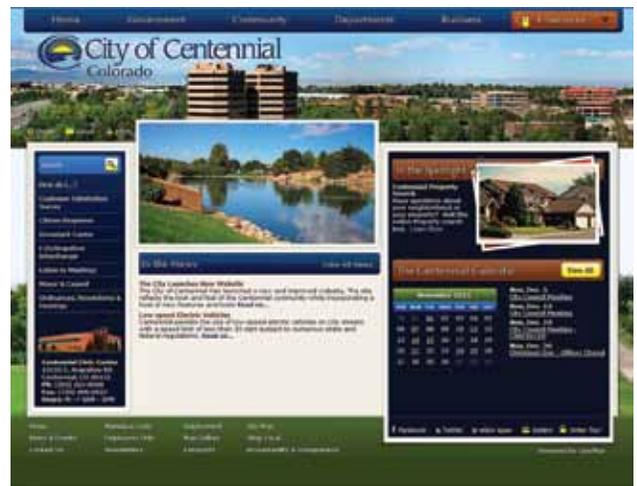
## LAND DEVELOPMENT CODE

The City's new Land Development Code (LDC) became effective in 2011. This new LDC replaces an outdated code that was adopted when the City was formed in 2001.

The principle objectives of the new LDC is to protect the City's neighborhoods, implement design standards, promote sustainable design patterns, provide for housing diversity, streamline approval procedures and similar functions. As part of the new LDC, a new zoning map was approved.

## REDESIGN OF CITY WEBSITE

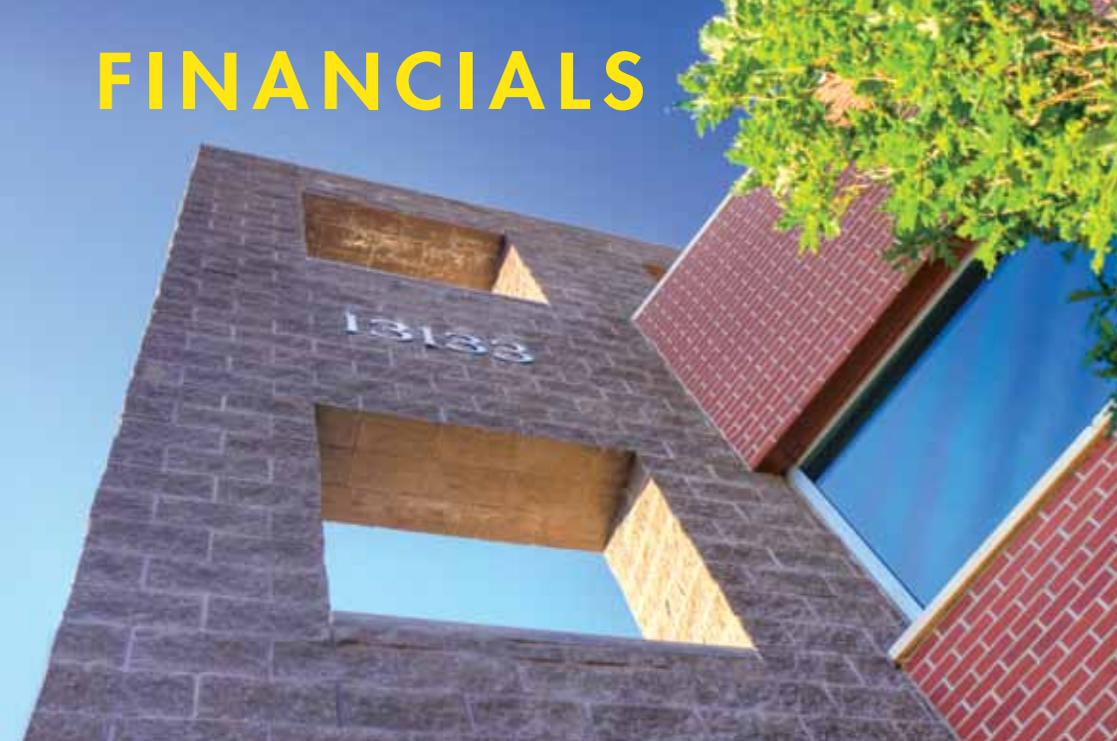
A fresh and newly designed website was launched in December 2011 providing visitors a more user friendly experience. The site reflects the look and feel of the Centennial community while incorporating a host of new features and tools designed to help residents, visitors and community partners quickly locate the information and services they need. The new website is easy to navigate and presents information in a variety of formats. Some of the site's new interactive features include:



- "My Dashboard" is a customized viewing experience. Visitors may choose the modules, features, keywords and favorite pages they would like to view most often including calendars, news items and emergency alerts. Favorite pages may be saved within 'My Dashboard' making information easier to find.
- "iCalendar" allows users to import internet calendars and/or events into their personal calendar applications (Microsoft Outlook, Apple iCal, Google Calendar and Most Smart Phone Desktop Applications). Users can add a single event or subscribe to the entire calendar for automatic updates.
- "Resources iPhone App" links the iPhone to the online Resource Directory. This directory lists community services, local businesses and non-profit organizations serving Centennial. A description of the service or businesses contact information, web addresses and directions for each resource is listed in the Resource Directory.
- "Photo Gallery" allows users to view photos or slideshows. Select a picture to view full size or give it a "Thumbs Up" to vote for a spot in the "People's Choice" spotlight.



# FINANCIALS



## 2011 REVIEW

The budget process is an ongoing, year-long effort that culminates in the adoption of the current year revised and future year adopted budgets. The annual adopted budget is the City's best effort to match the upcoming year's desired service levels with anticipated revenues. From the moment the Budget is adopted in November, it is limited by the fact that its budgeted revenues and expenditures are projections and that the City's actual revenues and expenditures may differ from what is anticipated.

Therefore, throughout the year, City Council and Staff closely monitor revenues and expenditures to identify any needs for amendments from the adopted budget. Various workshops, supplemental budget appropriations, policy dialogues and Budget Committee meetings provide the City opportunities to consider revising the annual budget as the need arises.

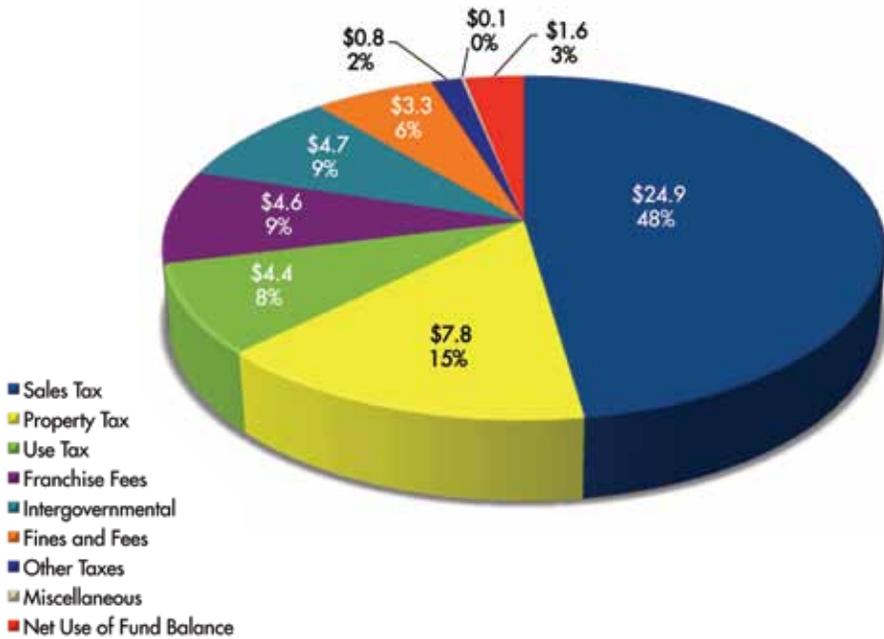
The 2011 revenues for all funds were revised from \$52.4 million to \$65.6 million. This increase is due to several factors, including an increase of sales tax collections and property valuation of The Streets at SouthGlenn, the annexation in April 2011 of Centennial Promenade Retail Center and the opening of IKEA Centennial in July 2011. There was also an increase of one time state and federal grants.

The 2011 expenditures were revised from \$53.2 million to \$78.3 million. The increase in expenditures is primarily due to Council's commitment to capital projects and the carry forward of funding for capital projects that were in progress but incomplete at the end of 2010. Additionally, funding has been programmed in the 2011 Revised Budget for revenue sharing agreements as a result of retail developments. Finally, fund balances in the General Improvement Districts have been appropriated for use in 2011 should the General Improvement Districts need additional funding for projects.



## 2012 GENERAL FUND REVENUES & NET USE OF FUND

Balance totaling \$52.2 million



## GENERAL FUND REVENUES

The General Fund is the primary operating fund of the City and from a revenue perspective the General Fund represents 81.9% of the City's total revenue sources. General Fund budgeted revenues for 2012 are expected to be \$50.6 million, an increase from the 2011 Adopted Budget by \$4.3 million (9.2%). The increase is partially due to a projected increase in sales tax and use tax revenues, and is partially offset by a decline in property tax revenue, gas franchise fees, and specific ownership tax revenue.

The major revenue sources for the General Fund are: retail sales tax, property tax, use tax and franchise fees.

## GENERAL FUND EXPENDITURES

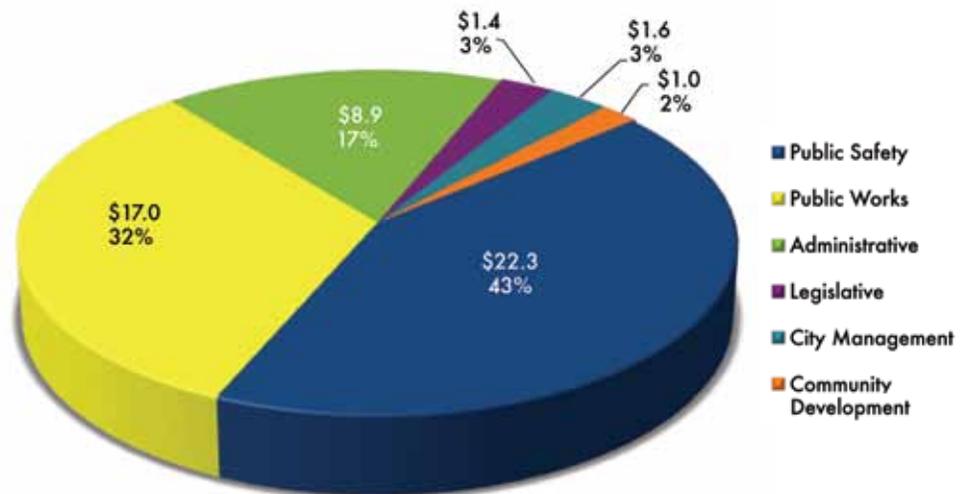
The City's total General Fund Budget for 2012 is \$52.2 million, including fund transfers. The City's 2012 Budget represents a 10.2% increase from the Adopted 2011 Budget.

This increase is primarily due to the City's contractual obligations with public works and public safety service providers, in addition to revenue sharing agreements as a result of retail developments. These agreements require the City to share sales and/or use tax revenues for public and public related improvements and are based upon corresponding sales, use and/or property tax receipts by the City, which are also included in the 2012 Budget.

Without the increases for these contractual obligations, the City's total 2012 Budget would have remained relatively (less than one percent) consistent with the 2011 Adopted Budget.

## 2012 GENERAL FUND EXPENDITURES

(Including Transfers) \$52.2 million



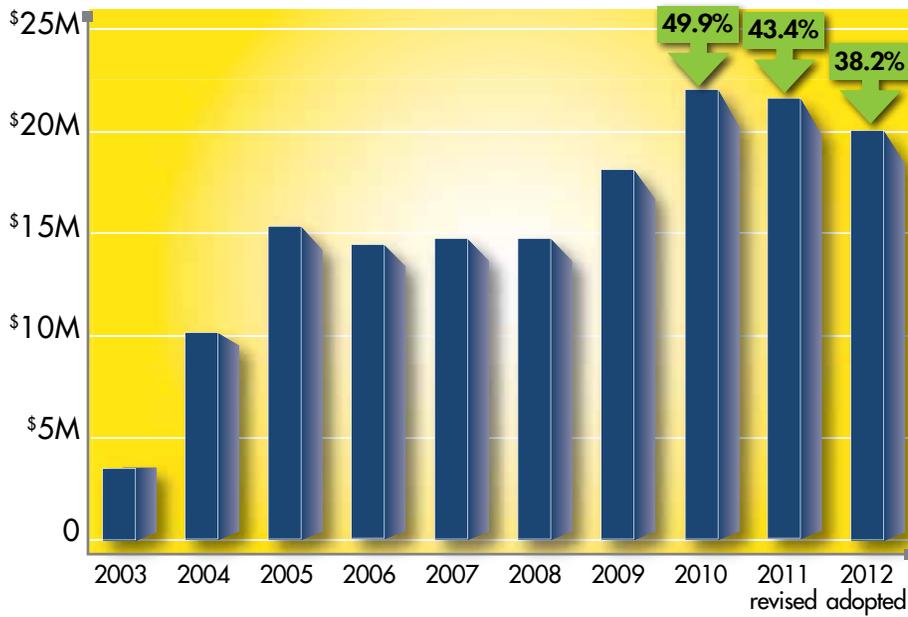
Administrative includes Finance and Sales/Use Tax Compliance, Nondepartmental, Central Services, Human Resources and Risk Management and Support Services. City Management includes City Manager's Office, Economic Development and Communications. Legislative includes Elected Officials, City Attorney, City Clerk and Liquor Licensing. Public Safety includes Law Enforcement, Animal Services and Municipal Court. Community Development includes Community Development Administration and Code Compliance.

# FINANCIALS

## GENERAL FUND-FUND BALANCE

A healthy fund balance is important to the fiscal strength of the City. It is the City's policy to maintain a fund balance for the General Fund equal to at least 25% of General Fund expenditures and other financing uses.

The City anticipates the 2012 ending fund balance for the General Fund to be \$19.9 million or 38.2% of expenditures and other financing uses.

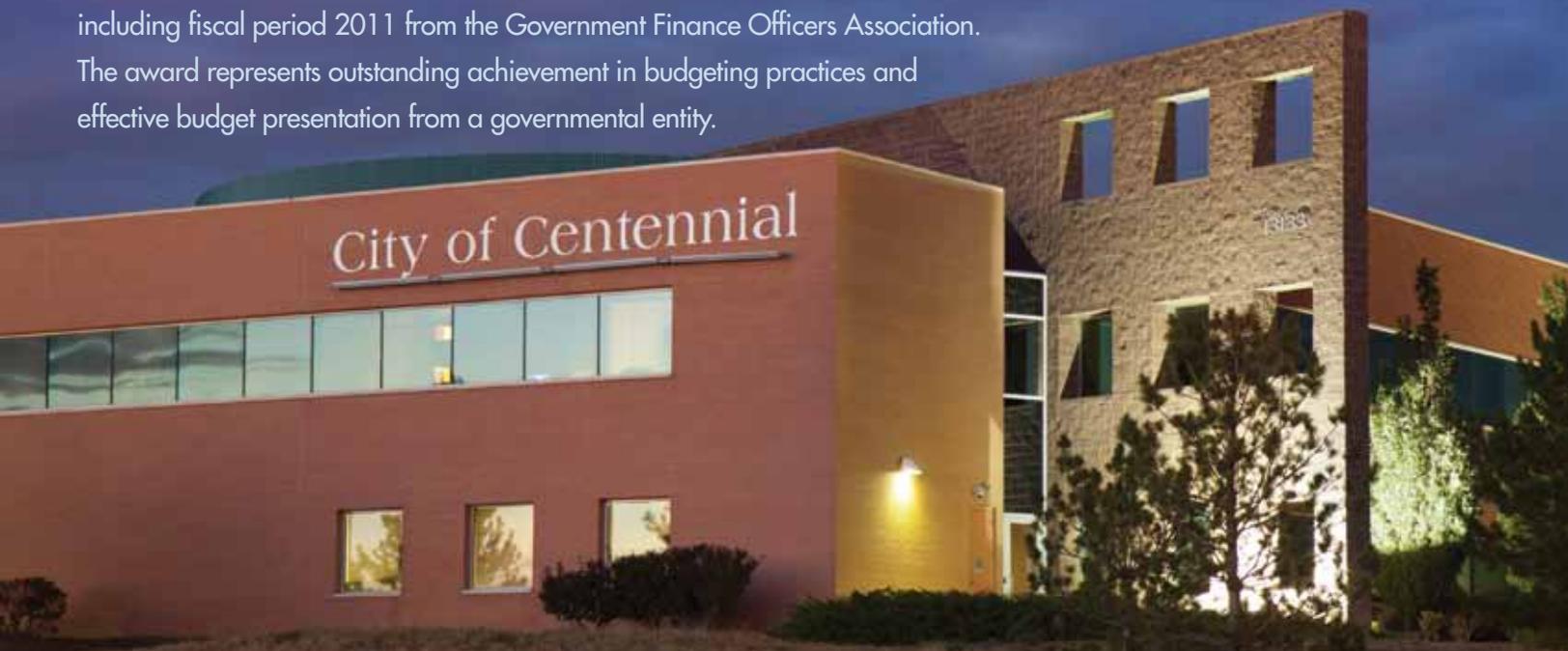


### GENERAL FUND-FUND BALANCE

2003 = \$3,476,643  
2004 = \$10,108,227  
2005 = \$15,257,979  
2006 = \$14,366,866  
2007 = \$14,690,186  
2008 = \$14,805,804  
2009 = \$18,068,029  
2010 = \$21,990,210  
2011 = \$21,510,050  
revised  
2012 = \$19,948,376  
adopted

## FINANCIAL VISIBILITY

Centennial received the Distinguished Budget Presentation Award for budgets including fiscal period 2011 from the Government Finance Officers Association. The award represents outstanding achievement in budgeting practices and effective budget presentation from a governmental entity.



## HISTORY

Centennial was incorporated on February 7, 2001. The vote to incorporate was on September 12, 2000 and approved by 77 percent of the voters. At the time, it was the largest incorporation in U.S. history.

## LAND AREA

Centennial is a city of 28.8 square miles, or 18,432.6 acres. The City lies wholly within Arapahoe County.

## POPULATION

With 100,377 residents, Centennial is the seventh largest city in the Denver Metro Area.

## HOUSEHOLDS

Centennial has 37,449 households and a median household income of \$83,110.

## EDUCATION

Approximately 50% of the population over the age of 21 have at least a Bachelor's Degree.



## 2011 ELECTED OFFICIALS

Mayor Cathy Noon, back row, center.

Back Row, L to R: Todd Miller, District 4; Rick Dindinger, District 1; Mayor Cathy Noon; Ron Weidmann, District 4; Sue Bosier, District 2.

Front Row, L to R: Voory Moon, District 1; Keith Gardner, District 2; Rebecca McClellan, District 3; Patrick Anderson, District 3.

## CITY OFFICERS

Dave Zelenok, Interim City Manager

Robert Widner, City Attorney

## CENTENNIAL CIVIC CENTER

13133 East Arapahoe Road  
Centennial, Colorado 80112  
[www.centennialcolorado.com](http://www.centennialcolorado.com)  
24-hour Call Center  
303.325.8000

