

A Message from the Mayor



Grand Junction City Hall

As Mayor of Grand Junction, I am pleased to present to you the City of Grand Junction 2015 Calendar and Annual Report. Each year we produce this publication which serves as one of our most important and popular communication tools. It provides us with a method to share information with you on City events and activities as well as details on City finances. It is the City's intent to be transparent in our operation, and this report is just one way we make sure we are achieving that goal.

The City of Grand Junction was hard at work during 2014 and I would like to take this opportunity to share a little bit with you about a few of the things we accomplished.

In 2014 we began to see a glimmer of economic recovery in our community. As you all know, economic recovery has been slow to arrive in the Grand Valley, and even now it feels like one step forward and two steps back at times. As a result, City Council agreed to focus our efforts on economic development. Working with City staff and community partners, we launched a renewed effort that was kick-started with the adoption of an economic development plan. We all agree that we have a wonderful community here with some great business amenities, but we need to make sure that information gets out to a larger audience. So, our first key task was to step up efforts to market Grand Junction to the outside business community. With the help of industry experts we will be determining ways to better get the story of Grand Junction out and make some of the critical information that businesses need more readily accessible. We also want to work together with existing businesses and help facilitate their growth. Watch for more information on this soon.

Also in 2014, we completed the much-anticipated renovation of the Historic Avalon Theatre and celebrated the grand re-opening in September. Working in partnership with the Downtown Development Authority and the Avalon Foundation Board, funds were raised to complete this project that transformed the Avalon into a full-service performing arts complex. The facility will, just as always, serve all ages and tastes with everything from comedians to children's movies to the symphony. Having such a venue in Grand Junction will also serve as a regional draw for visitors to our city, which in turn contributes to our economy.

During the last few years during a down economy, the City's leadership has done an outstanding job of continuing to come up with even more efficient ways to provide critical services to the taxpayers of this community. In 2015 that will continue. It is the desire of the City of Grand Junction to provide top-notch service to the community regardless of what that service may be. I am very proud of the dedication the employees of this organization display as they work together to serve you.

I hope that you take the time to not just look at the beautiful pictures in the Calendar and Annual Report, but to also read all of the highlights of the previous year and learn more about the projects the City was able to complete during 2014. Grand Junction is a special community, and I am proud to present this report that truly highlights that to you.

Warm regards,

Phyllis Norris
Mayor Phyllis Norris

2014 In Review

Just as we have seen in the two previous years, the local economy has shown some signs of recovery. While those signs have encouraged optimism, they have also been modest and inconsistent, and have lagged behind what we are seeing in other parts of the state. In 2014, we bolstered our emphasis on economic development in an effort to further stimulate growth. While the rewards of such a move do not happen immediately, we are hopeful that 2015 will show tangible results. Last year was busy for all City of Grand Junction departments for a variety of reasons and some important milestones were attained. Here is a look back at what took place:

Significant community input was incorporated into a plan to ultimately develop the Matchett Park property at 28 1/4 and Patterson Roads, and City Council adopted the plan giving the green light to begin moving toward finding funds to make the park a reality. ~ A City GIS (Geographic Information Systems) employee developed and released a computer application (app) entitled iMapGJ, that made it possible for users to access the City's GIS system from tablet devices. ~ After numerous concerns being raised in the community about aggressive panhandling, City Council held a public hearing and adopted a panhandling ordinance that outlined the time, manner and places in which panhandling would be allowed. Shortly following the adoption, a lawsuit was filed against the City by the ACLU challenging the ordinance. ~ After 28 successful years with the City of Grand Junction, Public Works & Utilities Director Greg Trainor retired. Following a nationwide search, Greg Lanning was selected to join the City's management team as the new director.

~ In May City Council unanimously adopted the City's first Economic Development Plan. The plan marks an important step for the City of Grand Junction in formalizing the approach to work together with other organizations to bolster business here and address economic development head on, especially in an economy that has been slow to recover. ~ We administered the oath of office to our new Mayor, Phyllis Norris, and Mayor Pro Tem, Marty Chazen, continued in his role for a second term. ~ City employees were on alert after a trend of dangerous items showed up in our parks, apparently aimed at harming unsuspecting park users. The community rallied together and took on the charge to keep eyes and ears open and report anything suspicious. Fortunately no injuries were reported and the trend dissipated. ~ The City was awarded nearly \$500,000 in grant funds from Great Outdoors Colorado (GOCO), the Colorado Department of Local Affairs, and the Colorado Garden Foundation for initial development and continued planning of Las Colonias Park. ~ We received national attention for moving forward with a project to capture the biomethane gas currently being flared off at the wastewater treatment plant and transport it via a pipeline back to the City's CNG (compressed natural gas) fueling facilities. The gas can then be used to fuel the City's growing CNG fleet and greatly reduce fueling costs in the years to come. ~ The Grand Junction Fire Department marked a major milestone by celebrating "125 Years of Taking Care of People and Property" with a barbecue and awards ceremony. ~ Tourism figures showed an increase in the number of people traveling for leisure purposes. Hotel occupancy rates, lodging tax revenues and

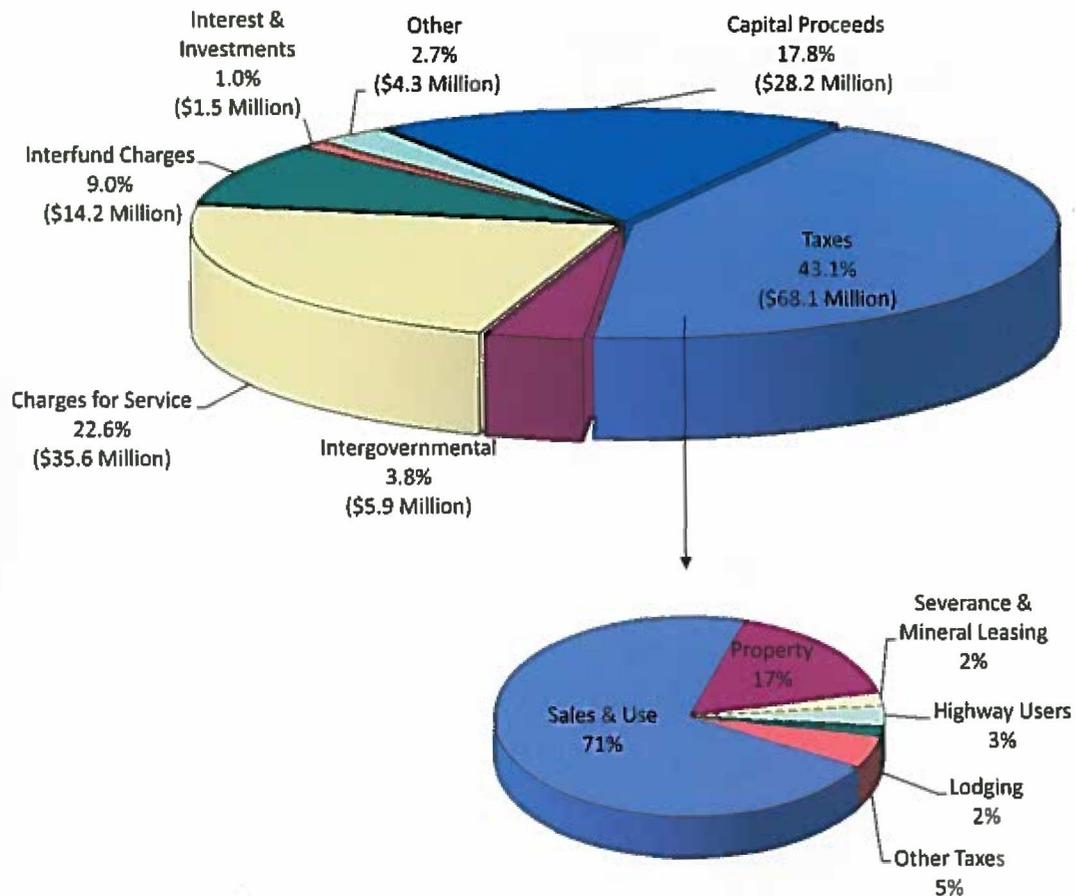
requests for information about vacationing in Grand Junction reflected the positive trend of more visitors coming to enjoy time and spend money in the Grand Valley. ~ In light of an overburdening demand being placed on the Main Street splash pad fountain, free access to the Lincoln Park aquatics complex splash pad was initiated allowing the Downtown splash pad to return it to its original intended use as a water feature. ~ Summer brought record rains to the area reminding us that flooding can be common even though we are in the desert. City crews worked quickly to help mitigate the effects of Mother Nature's wrath on stormwater drains in various areas around town. ~ In September City Council proudly cut the ribbon and opened the doors to the newly renovated Historic Avalon Theatre. The impressive performing arts facility, which will create yet another reason for people to visit Grand Junction, came together thanks to the efforts of a devoted community, numerous volunteers, and extremely generous donors. ~ And finally, improvements to North Avenue got underway with the renovation of a large stretch of the center median along the major east/west roadway. Additional improvements will continue into 2015 with an eye toward ultimately bringing a renewed look and vitality to North Avenue.

You can clearly see from all that is outlined above 2014 was a busy year filled with hope for future possibilities. We look toward continuing to serve each of you in 2015 – a year we are confident will bring even more growth, accomplishment and excitement to Grand Junction!

City of Grand Junction Financial Information

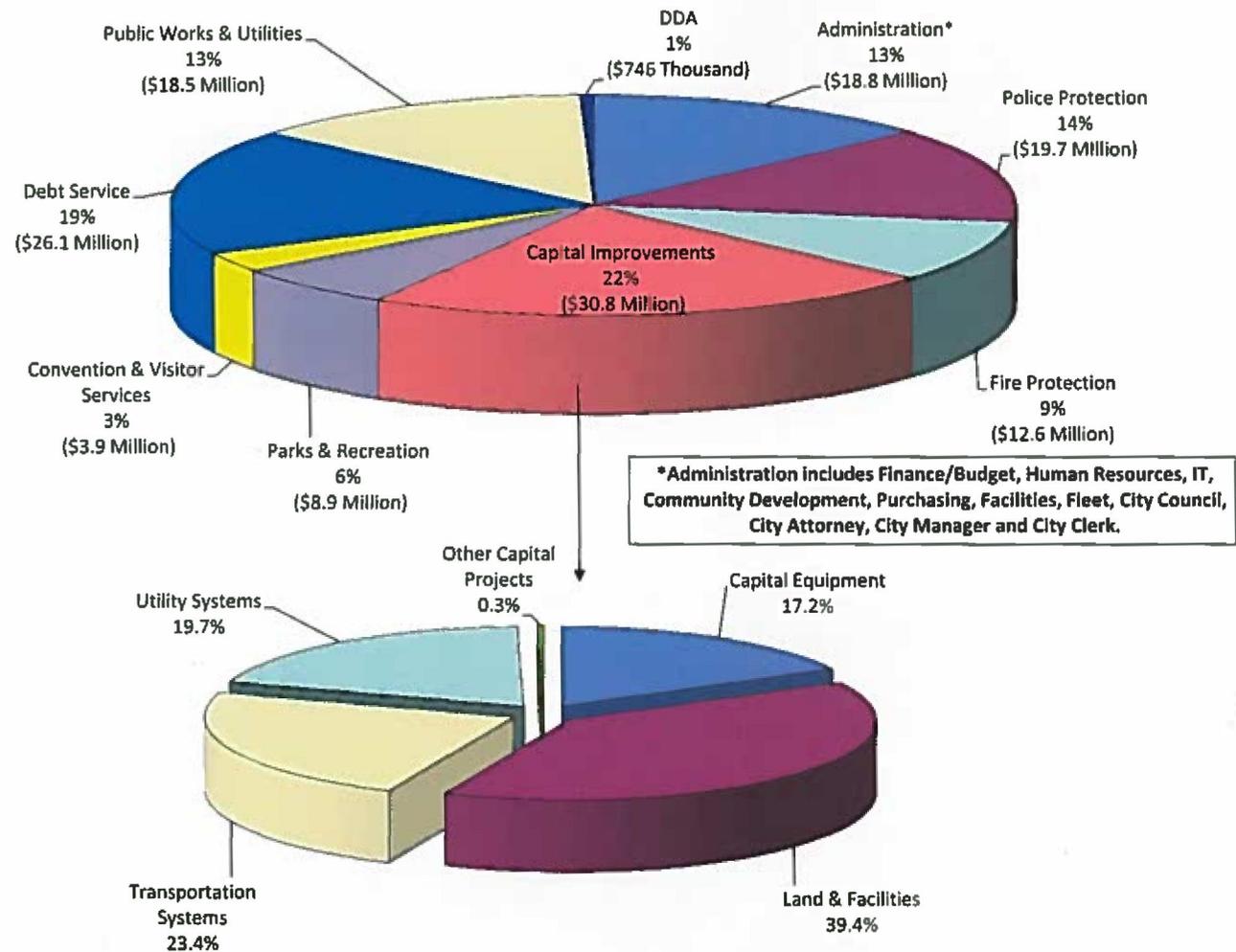
The following pie charts show an average of the last five years from 2010-2014. At print time, the 2015 budget, in particular capital, was still being developed. For a look at how tax dollars were spent in 2014 please look at the "Monthly Cost of Service" graph on the next page.

Where the Money Comes From...



The main source of revenue the City uses for general government is generated from taxes. Seventy-one percent is in the form of sales and use tax with only 18% of that amount being paid by Grand Junction residents.

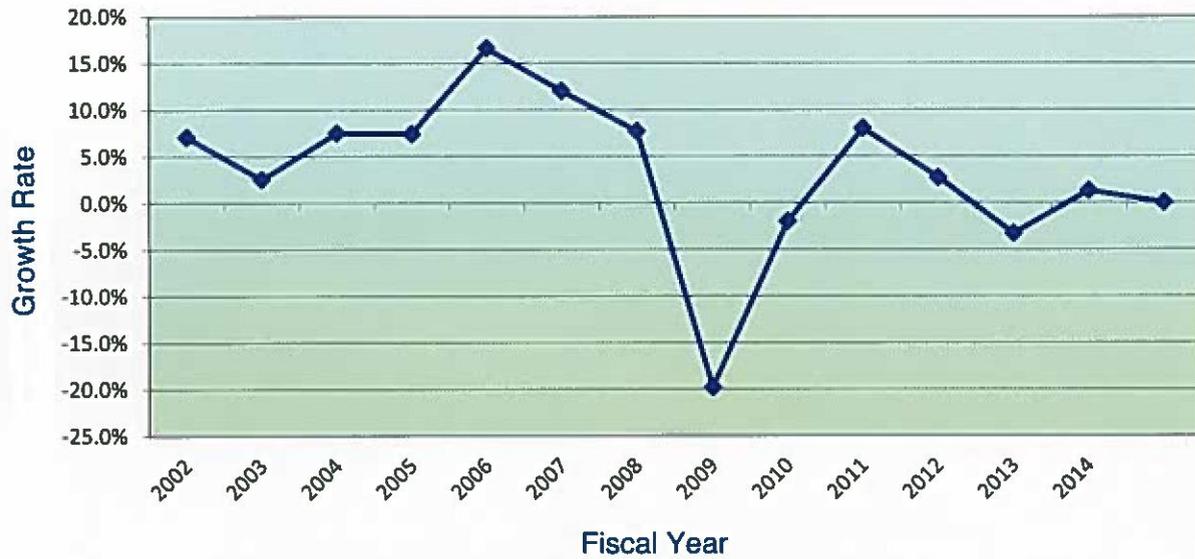
Where the Money Goes...



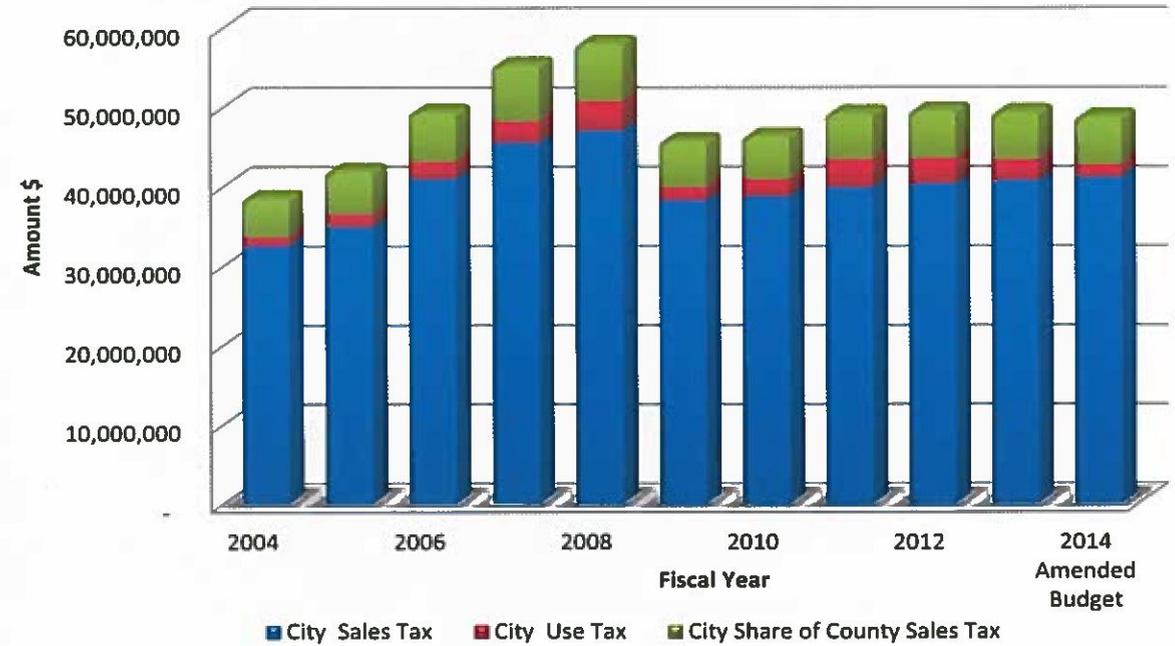
*Administration includes Finance/Budget, Human Resources, IT, Community Development, Purchasing, Facilities, Fleet, City Council, City Attorney, City Manager and City Clerk.

Capital improvements of streets, parks, utility systems and other infrastructure is a major category of expenditure, accounting for 22% of the total general government expenditures averaged over five years.

Historical Sales Tax Collections Growth Rate



Sales & Use Tax Collections (\$)

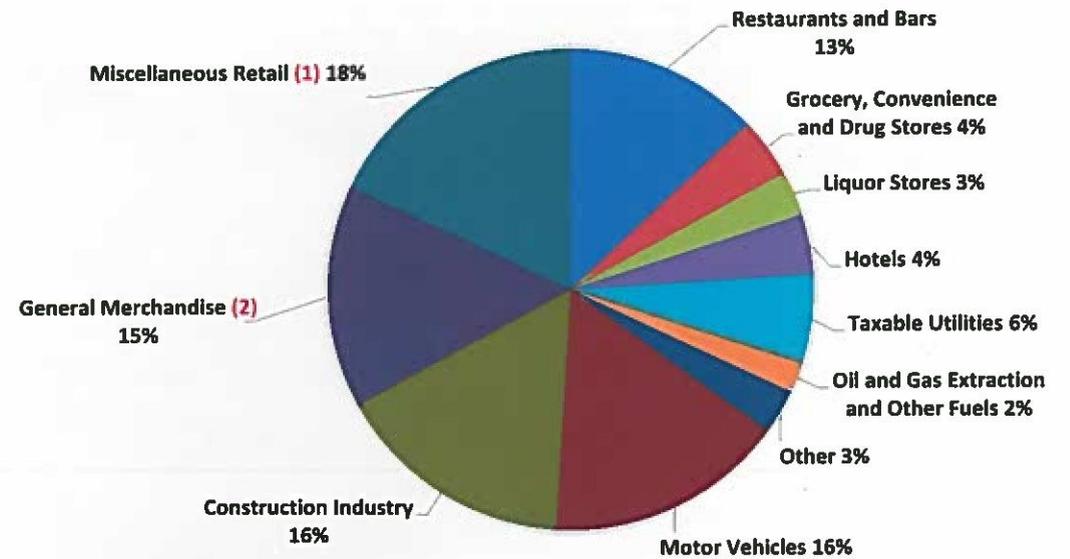


Monthly Cost of Service Per City Household 2014 Estimated Operating Budget by Service Area



The average City Household will pay \$504 in annual taxes received by the City, or \$42.00 per month, in support of all general government services provided by the City of Grand Junction. Convention & Visitor Services is not included here because they are primarily funded by lodging tax and service fees.

2014 Sales Tax Revenue by Industry



NOTE: Gasoline, groceries, and prescription medicine are exempt from sales tax.

Five-year trends for revenues by industry are consistent with 2014 revenues.

(1) Miscellaneous Retail - furniture, electronics & appliances, sporting goods, clothing & accessories and other specialty retail stores.

(2) General Merchandise - department stores, warehouse clubs and superstores.