



# City of Pueblo

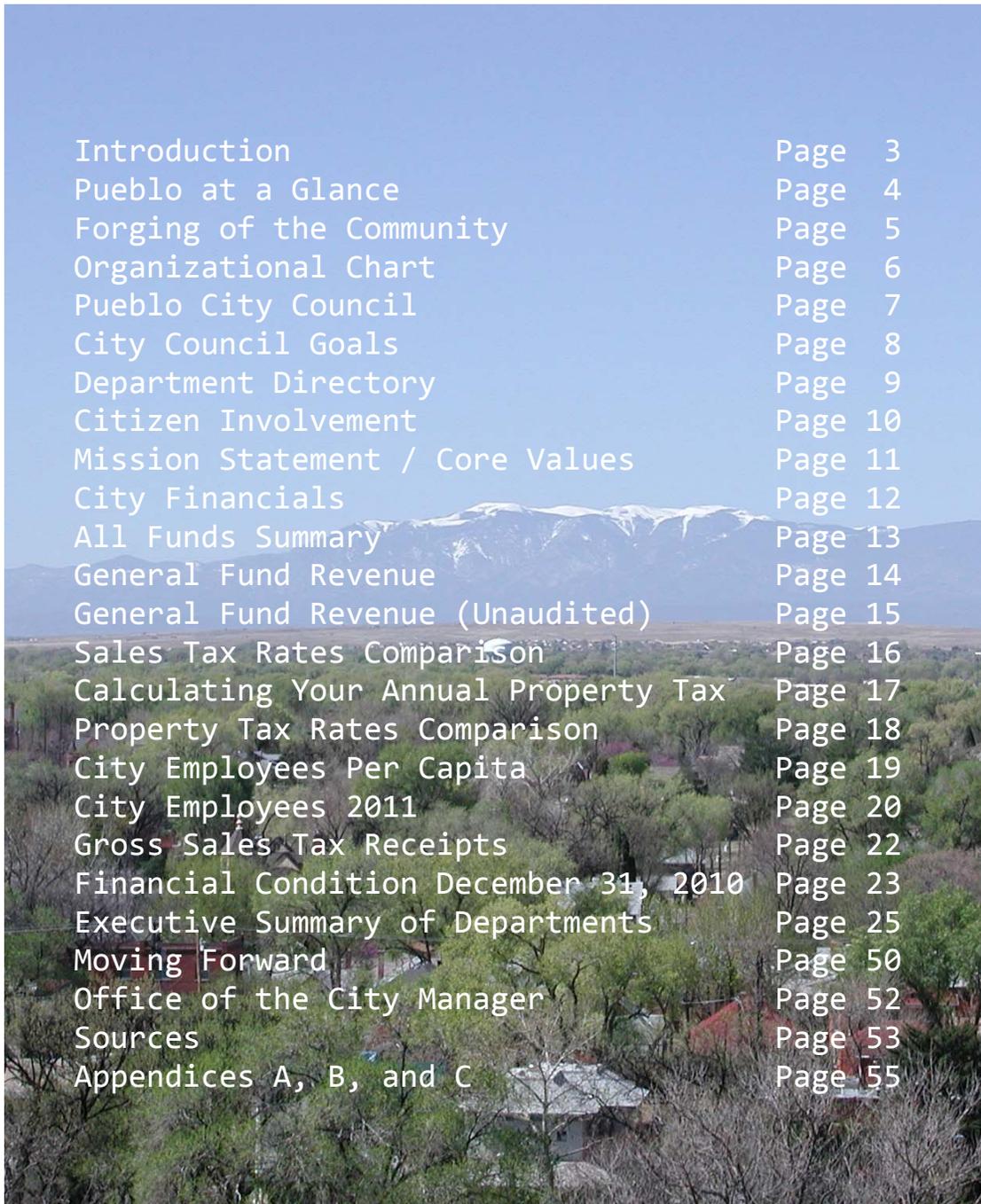
## State of the City Brief

# 2011



**A Citizen's Guide to the Community**

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# Introduction

Pueblo is fast becoming one of the most desirable communities in the State of Colorado. Although the global economic slowdown is challenging the community to evaluate itself in terms of creating new and better ways to work, entertain, and conduct business, Pueblo continues to push forward with creative ideas and needed projects. Difficult times may still lie ahead, at least for a while, but there is no shortage of pride when it comes to Pueblo's big and small businesses, the revitalization of our downtown area, our unique blend of culture, recreation, arts and entertainment, exciting special events, and positive way of life for residents and visitors alike. Thoughtful planners and dedicated community leaders, combined with a strong base of established residents, continue to work exceptionally hard to create a comfortable, small town feel that is both attractive and desirable. There is no doubt Pueblo's image and reputation have been greatly enhanced.

Pueblo is not exempt from the current economic challenges that face communities throughout Colorado and the nation. Revenues continue to move in a downward path and unemployment rates are the highest they have been in decades. The City of Pueblo is challenged to find ways to continue providing quality services to its citizens with fewer dollars.

The information and statistics contained in this *State of the City Brief* have been compiled in an effort to illustrate the current operational and financial status of the municipal government. It is by no means all inclusive of the many activities, achievements, and undertakings of the City, but rather puts forth the most important issues that have surfaced during 2010 and to date in 2011.

The many highlights and accomplishments of the City of Pueblo during 2010 would not be possible without a truly dedicated City employees, management team, and City Council. From paving streets to managing projects both small and large, to



operating Transit buses or processing the intricate details of criminal cases (and everything in between), City employees and elected officials continue to demonstrate patience, skill, and dedication week after week while faced with challenges that present themselves in many different forms. It is through teamwork that the successes outlined in this report have been achieved.

# Pueblo at a Glance

## Form of Government:

Council-Manager form. Seven member Council elected for four-year staggered terms (four Council Members elected by district, three Council Members elected at-large by the voters of the entire City). The members of the Council elect the President of the Council to be the presiding officer with a vote like other Council Members, but with no veto power.

**Population:** 106,595 (2010 Census)

**College Population:** 11,737 (Fall 2009/10)

**Median Age:** 37.5 yrs. (2009)

**Per Capita Income:** \$18,611 (2009)

**Median Household Income:** \$30,270 (2009)

**Unemployment Rate:** 10.2% (Dec. 2010)

## Ethnicity: (2010 Census)

Hispanic American/Latino (49.8%)  
White (45.2%)  
Black/African-American (2.1%)  
Two or more races (1.3%)  
Asian & Pacific Islander (0.8%)  
Amer. Indian/Native Amer. (0.6%)  
Some other race along (0.2%)

**Pueblo is a community of unique and charming neighborhoods.**

**Elevation:** 4,700 feet

**Area in Square Miles:** 52.835 (June 2010)

**Street Miles:** 479

**Parks:** Number: 86  
Parkland Acres: 3,331  
Number of Playgrounds: 47  
Number of Swimming Pools: 4  
Number of Tennis Courts: 38

**Average # of Days Sunshine:** 300

**Climate:** Averages: High 52° Low 37°

## Average Annual Precipitation:

Rainfall: 11.91” Snowfall: 31”

**Median Sales Price of an Existing House in Pueblo in 2010:** \$115,000

## Sales Tax Rate for 2010:

City 3.5%, County 1.0%, State 2.9%

**City Property Tax Rate (2010 mill rate levied for taxes payable in 2011):**

15.633 mills

## Major Employers:

Parkview Hospital  
School District #60  
Pueblo County Government  
Colorado Mental Health Institute  
St. Mary Corwin Hospital  
Evraz Incana Rocky Mountain Steel  
Convergys  
City of Pueblo  
Colorado State University-Pueblo  
Target Distribution Center  
RMS Business Services  
AT&T

## Major Attractions:

Colorado State Fair & Event Center  
Congressional Medal/Honor Memorial  
El Pueblo State Historical Museum  
Nature and Raptor Center of Pueblo  
Historic Arkansas Riverwalk  
Lake Pueblo State Park/Reservoir  
National Little Britches Rodeo  
Pueblo Memorial Hall  
Pueblo Mountain Park  
Pueblo Zoo  
Pueblo Motorsports Park  
Rosemount Museum  
Runyon Field Baseball Park  
Sangre de Cristo Arts/Conf. Center  
Steelworks Museum  
Weisbrod Aircraft Museum

## Special Pueblo Events:

Boats, Bands, & BBQ  
Chile & Frijoles Festival  
Colorado State Fair  
Festival Fridays  
Stomp On  
Rocky Mountain Street Rod Nationals  
Wild, Wild, West Fest

# Forging of the Community

## **PUEBLO**

Pueblo was organized and incorporated as a town under the laws of the territory of Colorado by the Board of County commissioners on March 22, 1870, and became a City of the second class under the territorial laws in 1873. In April 1880, the organization under the territorial laws was abandoned and Pueblo was organized as a City of the second class under the general laws of the State of Colorado.

## **SOUTH PUEBLO**

South Pueblo was organized and incorporated as a town under the laws of the Territory of Colorado by the Board of County Commissioners on October 27, 1873. In April 1881, the organization under the territorial laws was abandoned and South Pueblo became a city of the second class under the general laws of the State of Colorado.

## **CENTRAL PUEBLO**

Central Pueblo was organized and incorporated as a town under the general laws of the State of Colorado, by order of the County Court, on June 21, 1882.

## **CONSOLIDATION OF PUEBLO, SOUTH PUEBLO, AND CENTRAL PUEBLO**

In April 1886, the City of Pueblo, the City of South Pueblo, and the town of Central Pueblo were consolidated under an act of the General Assembly of the State of Colorado, approved April 10, 1885, into one municipality under the name of the City of Pueblo. The articles setting forth the terms of this consolidation were agreed upon by commissioners appointed for that purpose by each of said municipalities, and were ratified and adopted by a vote of the qualified electors of each of said municipalities at a special election held on March 9, 1886. The city of Pueblo continued to exist as a City of the second class until April 1891, at which time it became by proclamation of the Governor, a City of the first class.

## **ANNEXATION OF THE TOWN OF BESSEMER TO THE CITY OF PUEBLO**

On March 21, 1894, the Town of Bessemer was annexed to the City of Pueblo under an act of the General Assembly of the State of Colorado, approved April 11, 1893.

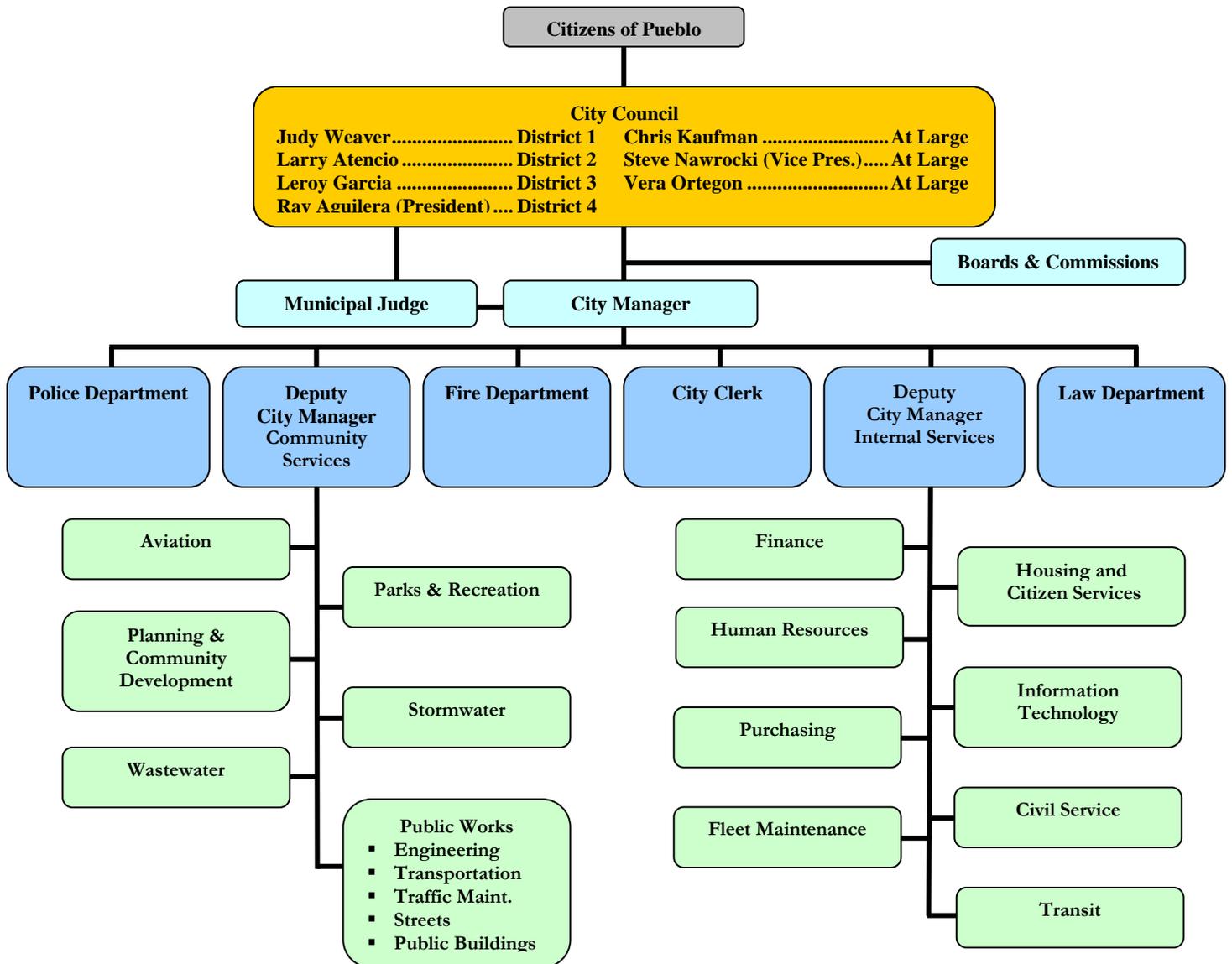
## **BESSEMER**

Bessemer was organized and incorporated as a town under the general laws of the State of Colorado, by order of the County Court, on July 15, 1886.

The Charter for the City of Pueblo, Colorado was adopted April 6, 1954.

(Source: 1908 Ordinances of the City of Pueblo, Colorado, Explanatory Notes Section)

# City of Pueblo Organizational Chart



# Pueblo City Council



**Ray Aguilera**  
District 4  
President of Council



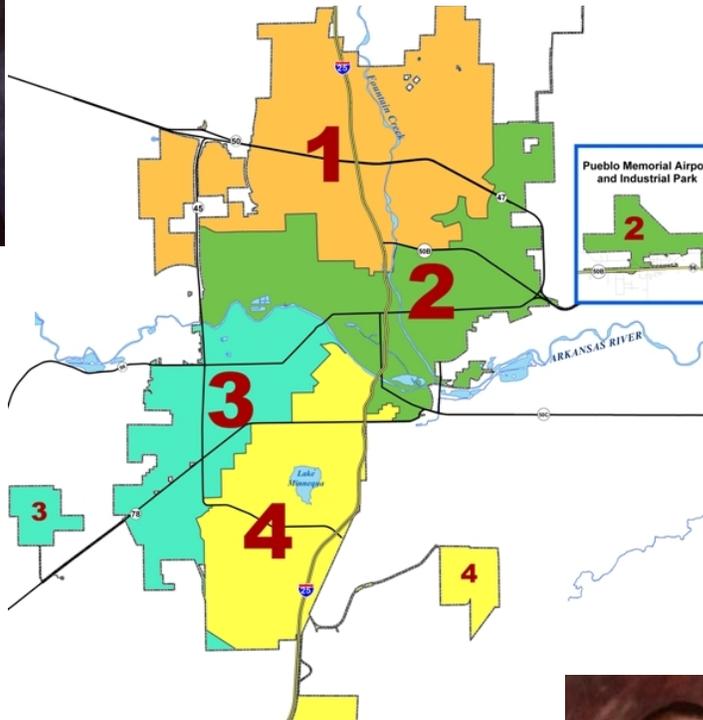
**Steve Nawrocki**  
At-Large  
Vice-President



**Lawrence Atencio**  
District 2



**Judy Weaver**  
District 1



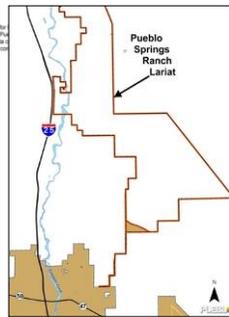
**Vera Ortegon**  
At-Large



**Leroy Garcia**  
District 3



**Chris Kaufman**  
At-Large



**Pueblo Springs Ranch Lariat**  
Annexed 1/28/08 - 368 acres

# City Council Goals



positive reputation; upgraded quality neighborhoods; beautiful parks and streetscapes, and public areas.

## Planning:

Prepare the City for growth; update and implementation of plans; development code reflecting community goals and standards; infrastructure in place for future development; create downtown as a regional center for people to live, work, and be entertained; provide plans for infill and new development.

## Facilities and Infrastructure:

Begin to modernize City facilities and infrastructure; modern police and court building; improve condition and quality of city streets; upgrade quality of city parks; more fire stations, upgraded fire stations.

## Financial Responsibility:

Provide citizens value for their tax dollars; provide a financially sound city with adequate reserves; expand the tax base to provide adequate revenues; provide City services in the most efficient and effective manner; a professional and motivated workforce; provide services that are responsive to community needs.

## Economic Development:

Establish policies to provide more and better jobs, businesses, and retail. Provide a prepared and higher educated work force; attract more new businesses; retain current businesses; upgrade retail to retain sales tax dollars in Pueblo; more jobs paying higher and livable wages; more tourism making Pueblo a tourist destination.

## Atmosphere:

Create an atmosphere where citizens take pride in Pueblo - our city; celebrate our cultural diversity; City Council present a positive image as leaders; become advocates for the interest of the City of Pueblo; citizens and businesses contributing to the Pueblo community; keep citizens well informed on City issues, policies, and programs.

## Partnerships:

Create strong partnerships with our community and other governments; improve cooperation with County and School District; recognition of common goals and direction for the greater Pueblo community; better utilization of civic and business organizations; better understanding of relationship between the City of Pueblo and the greater Pueblo community.

## Image:

Present Pueblo as a place where people prefer to live; more attractive and beautiful city; quality housing choices;



# Department Directory



<b>Administration</b>	<b>553-2655</b>
<b>Aviation – Pueblo Memorial Airport</b>	<b>553-2760</b>
<b>City Attorney</b>	<b>562-3899</b>
<b>City Clerk</b>	<b>553-2669</b>
<b>Civil Service</b>	<b>553-2635</b>
<b>Finance</b>	<b>553-2625</b>
<b>Fire Department</b>	<b>553-2830</b>
<b>Fleet Maintenance</b>	<b>553-2335</b>
<b>Housing &amp; Citizen Services</b>	<b>553-2850</b>
<b>Human Resources</b>	<b>553-2633</b>
<b>Information Technology</b>	<b>553-2400</b>
<b>Land Use Administration</b>	<b>553-2259</b>
<b>Municipal Court</b>	<b>562-3810</b>
<b>Parks &amp; Recreation</b>	<b>553-2790</b>
<b>Planning &amp; Community Development</b>	<b>553-2259</b>
<b>Police Department</b>	<b>553-2420</b>
<b>Public Works</b>	<b>553-2295</b>
<b>Pueblo Transit</b>	<b>553-2725</b>
<b>Purchasing</b>	<b>553-2350</b>
<b>Stormwater</b>	<b>553-2299</b>
<b>Streets Division</b>	<b>553-2319</b>
<b>Transportation Division</b>	<b>553-2722</b>
<b>Wastewater</b>	<b>553-2298</b>
<b>Wastewater Treatment Facility</b>	<b>553-2880</b>



## Citizen Involvement

As citizens of Pueblo, you are encouraged to become involved in *your* municipal government process by attending City Council Work Sessions and Regular City Council Meetings, expressing your comments or concerns to *your* City Council Members, by calling *your* City departments, or by accessing the City's web site frequently for information.

- ❖ City Council holds a public Work Session on Mondays at 5:30 p.m. in Council Chambers, located at 301 West B Street.
- ❖ Regular City Council Meetings are held on the second and fourth Mondays of each month at 7:00 p.m. in Council Chambers, located at 301 West B Street.
- ❖ A Public Forum is held on the second and fourth Monday of each month at the beginning of the Regular City Council Meeting.

### **ALL MEETINGS OF THE CITY COUNCIL ARE OPEN TO THE PUBLIC**

Visit the City of Pueblo Web Site at:

[www.pueblo.us](http://www.pueblo.us)

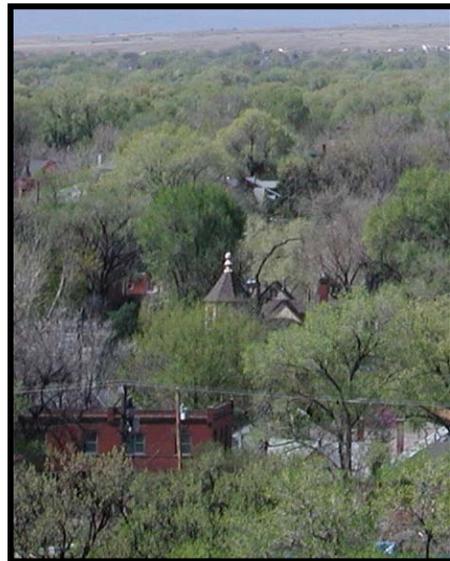
**First Place winner – Digital Cities Survey**  
*Center for Digital Government*

# MISSION STATEMENT

**P**ride in our community, its history, work ethic, and diverse culture.  
**U**nited in our goals and mission for a strong and vibrant community.  
**E**ntrepreneurial spirit that fosters educational excellence and enhanced opportunities  
**B**eautification, cleanliness, and amenities for a Proud City  
**L**eadership with the utmost integrity, character, ethical standards, and honesty  
**O**utstanding service toward an enhanced quality of life for our citizens

## CORE VALUES

The Pueblo City Council held a planning retreat on February 22-23, 2006, to discuss goals and objectives for the City of Pueblo. From this meeting, it was determined that a list of Core Values should be adopted by the City Council in order to create an esteemed public service character for the City. Following is a list of those core values:



- **Visionary**
- **Ethical**
- **Accountability**
- **Transparency**
- **Professionalism**
- **Responsive and Respectful**
- **Service Oriented with a “Can Do Attitude”**

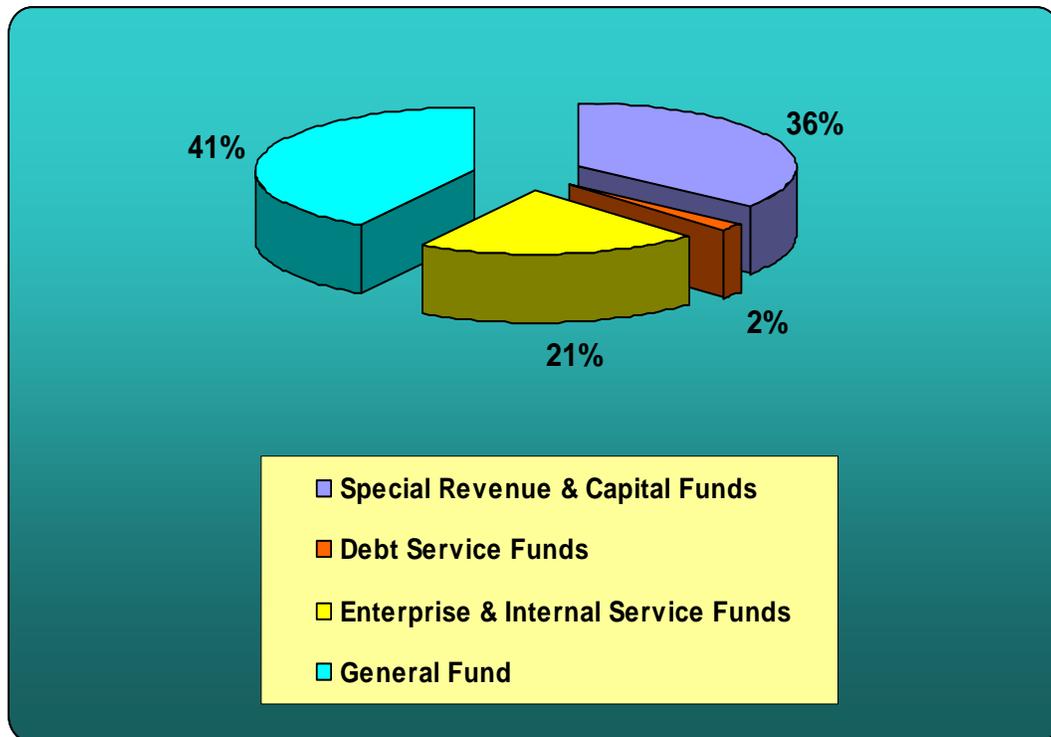
... Adopted by Pueblo City Council 06/12/06

# CITY FINANCIALS



# All Funds Summary

## \$186,051,202



The General Fund is only one piece of the City of Pueblo’s total budget. The General Fund supports traditional services:

- Fire
- Police
- Public Works
- General Government
- Parks and Recreation

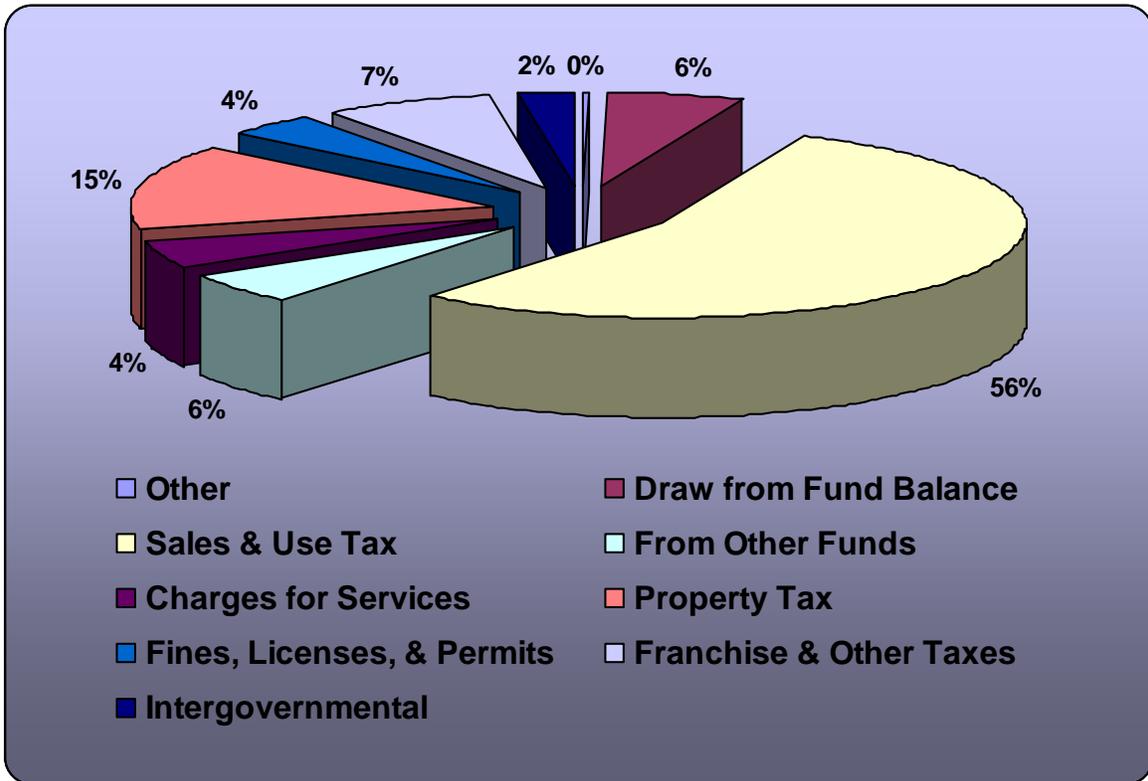
The City of Pueblo also owns and operates enterprise activities, including:

- ❖ Elmwood and Walking Stick Golf Courses
- ❖ Pueblo Memorial Airport
- ❖ Parking Facilities
- ❖ Pueblo Transit
- ❖ Stormwater
- ❖ Wastewater

Special Revenue & Capital Funds include: Arkansas River Legacy, Economic Development Tax, Historic Arkansas Riverwalk Project, HUD Grants, Intergovernmental, Minnequa Lake, Other Special Revenue, Police Building, Public Improvements, Special Charges, and Special Districts.

# General Fund Revenue

## \$76,803,375



**15**  
 The percentage of total City revenue received from Property Tax

**General Fund Revenue**  
**December 31, 2010 (Unaudited)**  
**\$72,292,894**

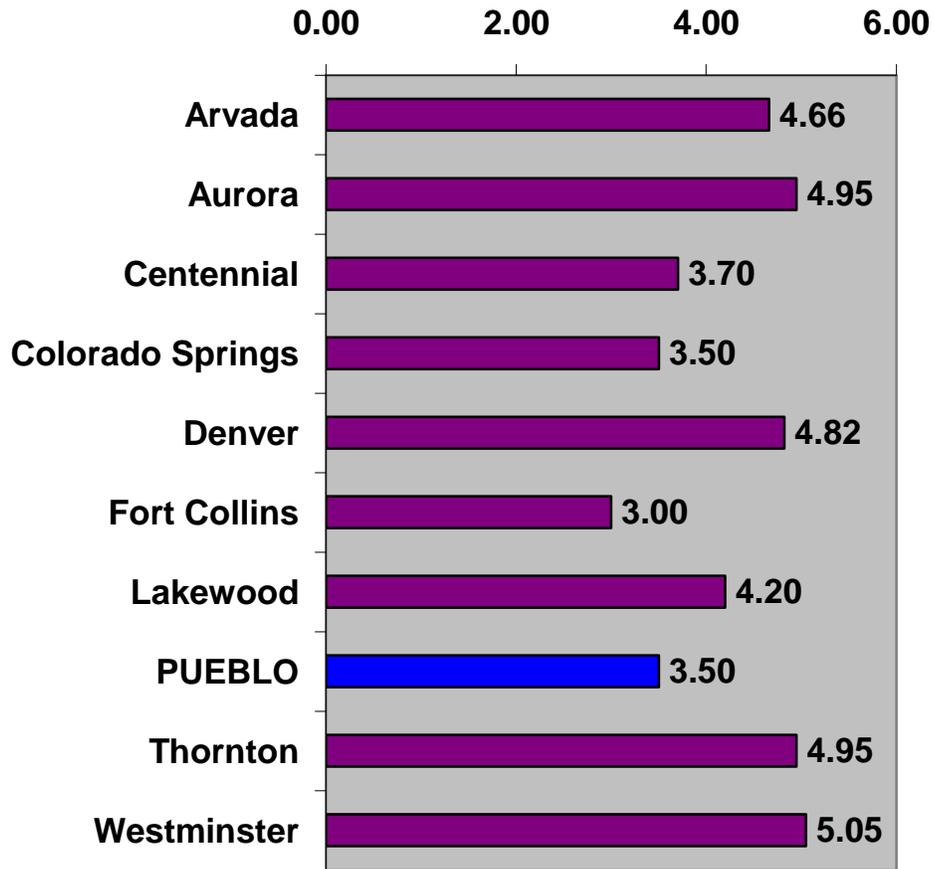
Revenue Category	2010 Budget
Sales & Use Tax	\$40,070,376
Property Tax	11,212,905
Payments in Lieu of Taxes	2,909,859
Other Taxes	5,765,272
Charges for Services	3,416,717
Intergovernmental	1,405,041
All Other Revenue	7,512,724
<b>TOTAL</b>	<b>\$72,292,894</b>

**Average amount a  
Pueblo citizen pays to  
the City per year in  
Sales Tax**

**\$374**

# Sales Tax Rates Comparison

## Selected Colorado Cities, 2009

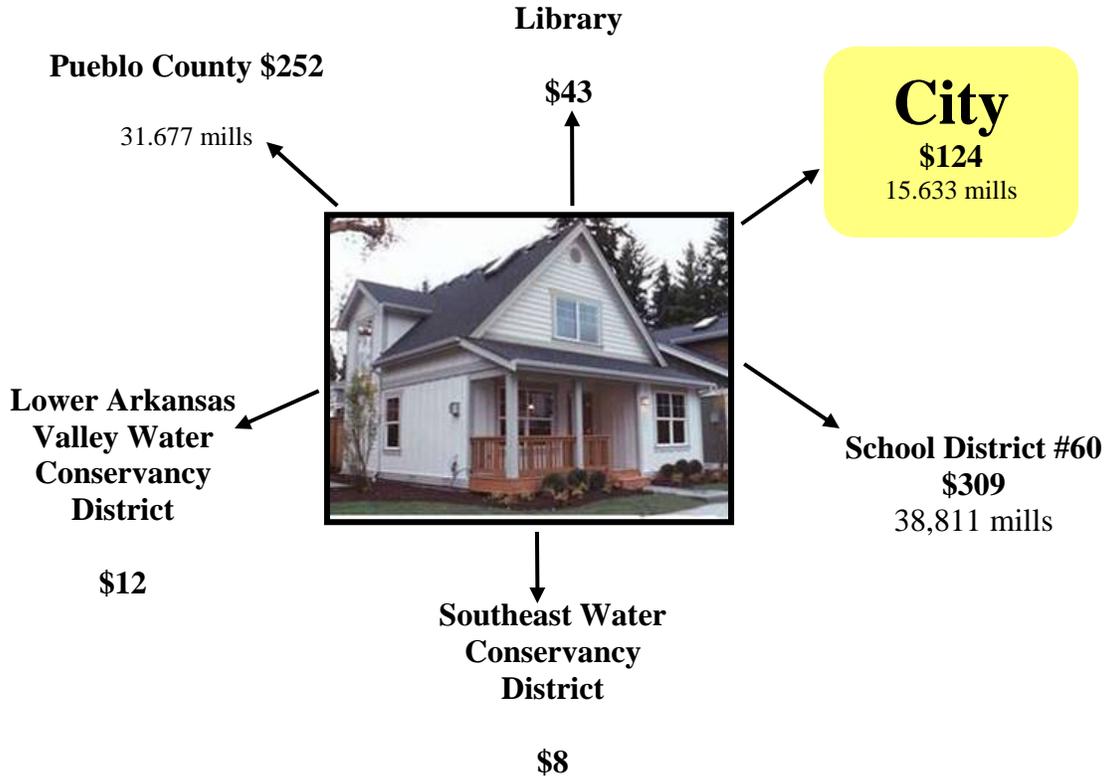


**The percentage of total City revenue received from Sales Tax in 2010**

**56**

# Calculating Your Annual Property Tax - 2010

Market Value	x	Assessment Ratio	=	Assessed Value	x	Total Mill Levy	=	Taxes
\$100,000	x	7.96%	=	\$7,960	x	0.093983	=	\$748

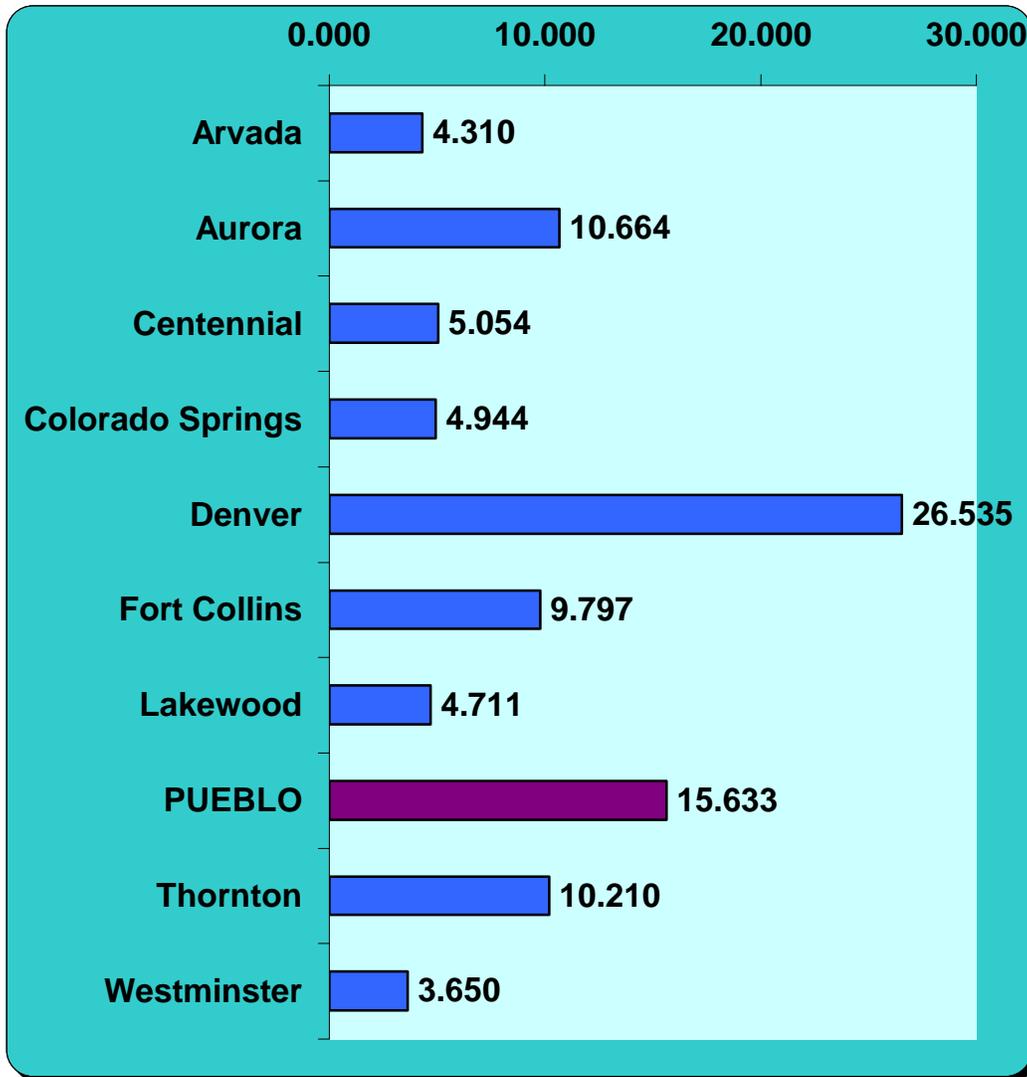


Total property tax rate is **93.983 mills**

**NOTE:** The example shown above is for taxes payable in 2011 and assumes a \$100,000 home in the School District #60 and assumes no Special District mill levy. Other school districts have different mill levies. Some areas of the City are subject to additional property tax for a Special District.

**17%**  
**The portion of your property tax bill that is designated for the City**

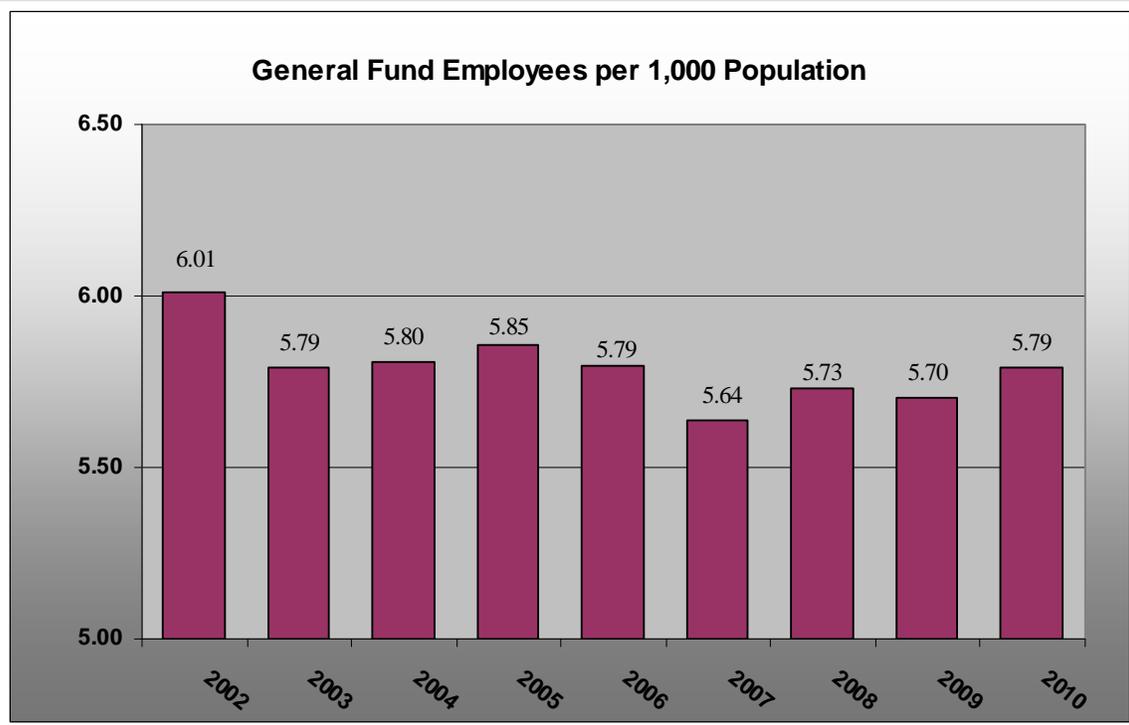
# Property Tax Rates Comparison (in Mills) 2009



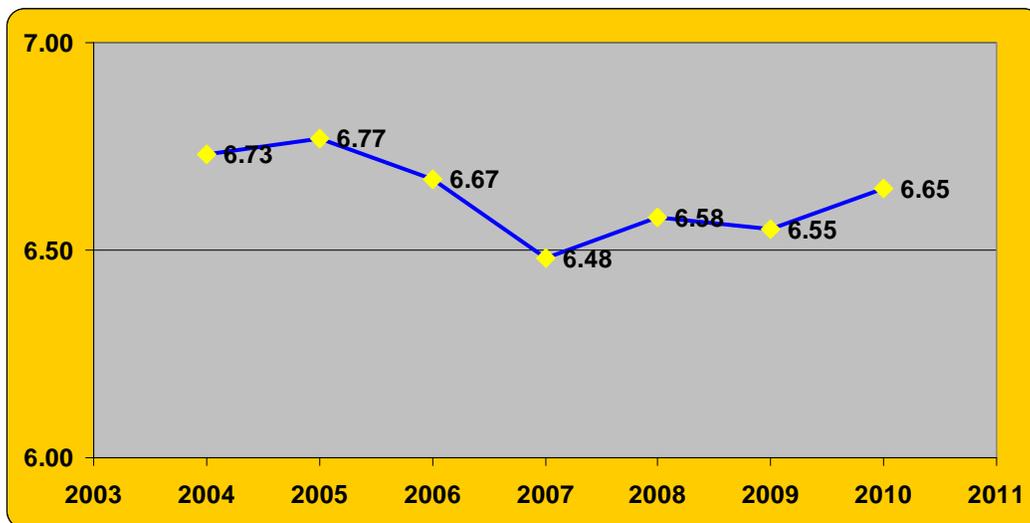
The amount of Property Tax revenue the City of Pueblo expects to receive in 2010

**\$11,099,744**

# City Employees - Per Capita



**Total Number of All Employees (Including City Enterprises)  
Per 1,000 Population (2004 – 2010)**

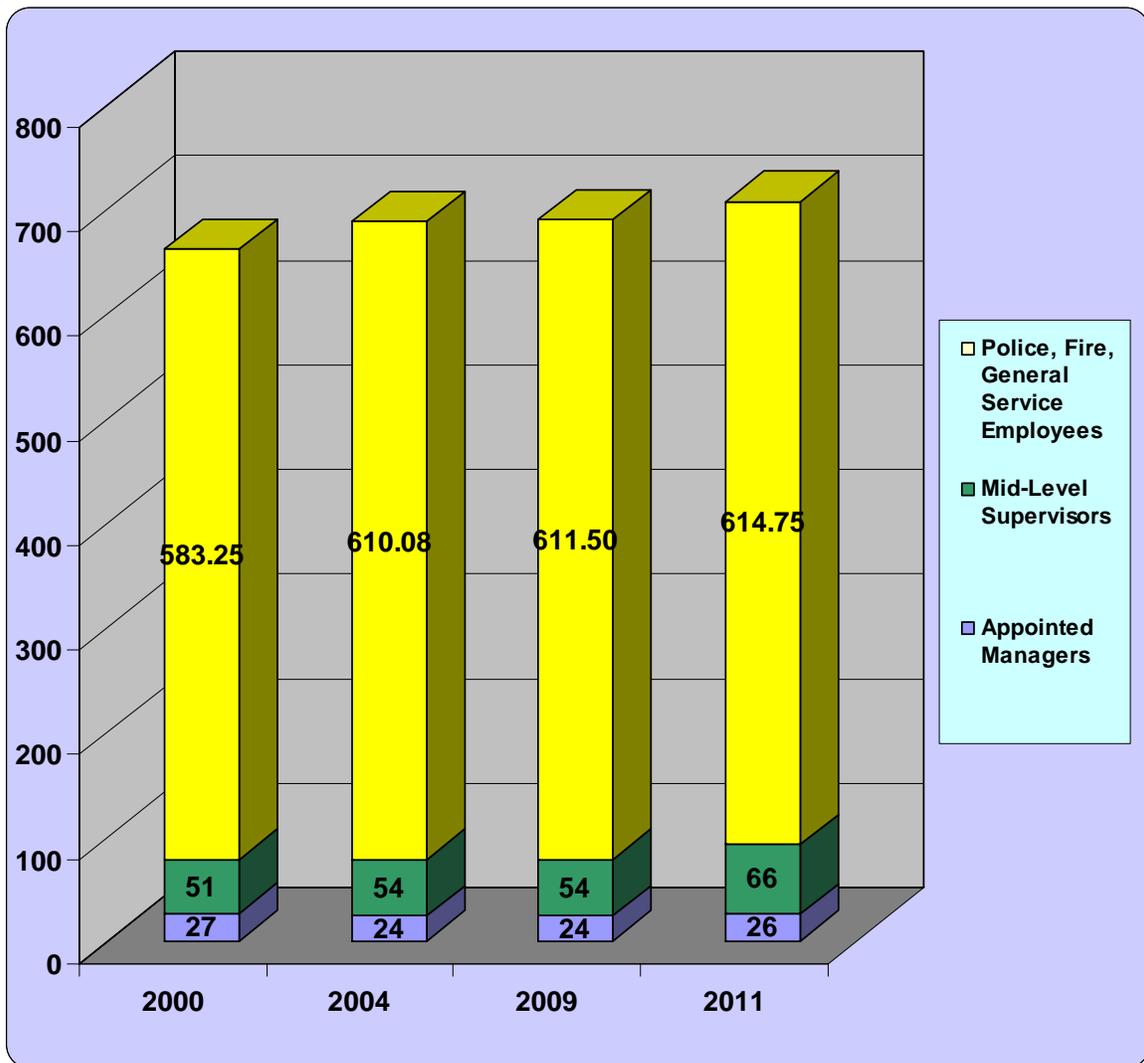


2004	2005	2006	2007	2008	2009	2010
6.73	6.77	6.67	6.48	6.58	6.55	6.65

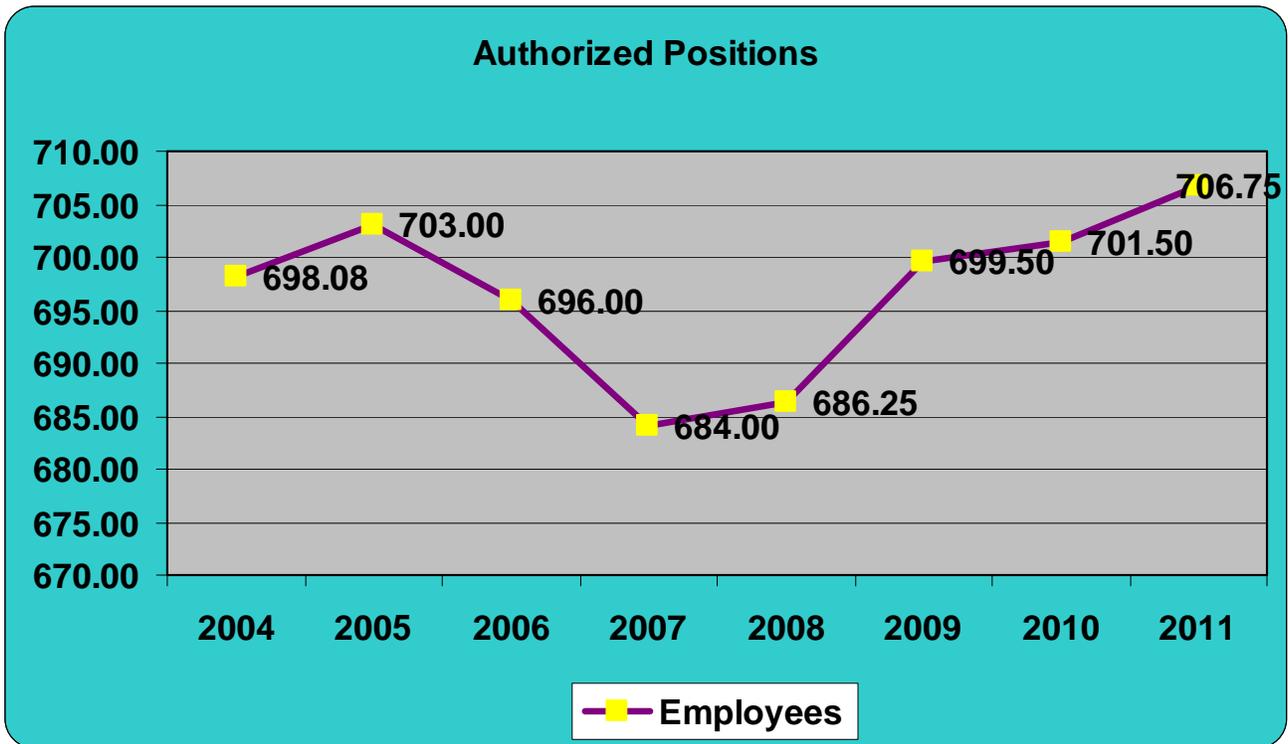
# City Employees – Authorized 2011

Total number of authorized positions for the City of Pueblo – **716.75**

- 7 - City Council Members
- 3 - Civil Service Commissioners
- 26 - Appointed Managers
- 66 - Mid-Level Supervisors
- 614.75 - Police, Fire, General Service Employees

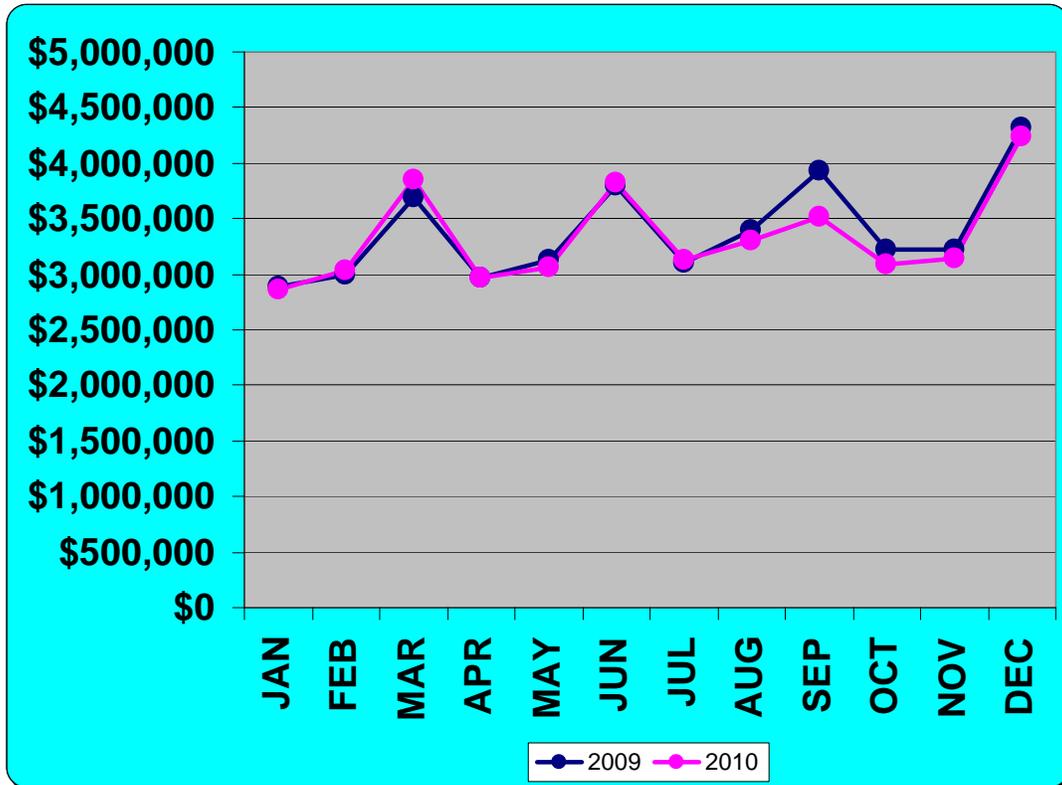


## City Employees - Authorized 2011 (Excluding Elected Officials)



2001	2003	2005	2007	2009	2011
708.25	600.81	703.00	684.00	699.50	706.75

# Gross Sales Tax Receipts



	2009	2010
January	\$2,893,566	\$2,862,504
February	\$2,989,351	\$3,032,805
March	\$3,690,403	\$3,844,912
April	\$2,962,563	\$2,963,406
May	\$3,128,965	\$3,061,056
June	\$3,795,510	\$3,827,969
July	\$3,097,030	\$3,134,058
August	\$3,397,536	\$3,308,620
September	\$3,929,018	\$3,511,354
October	\$3,227,642	\$3,084,417
November	\$3,216,199	\$3,148,041
December	\$4,323,276	\$4,232,471