

**GFOA – PAFR Outline**  
**June 9th, 2010**

- I. Introduction
  - a. Name, title, years of service
- II. Town History
  - a. Founded in 1874
  - b. Coal mining Town
  - c. Rail and stage line
  - d. Colorado Statutory Town
    - i. Trustee – Administrator form of government
  - e. Not much changed land area or population until mid-1990's (over 100 years)
- III. Mid-1990's through 2000's
  - a. mid-1990's
    - i. Land annexations
    - ii. Erie's population changes (chart – population)
  - b. 2000's = Growing pains – the awkward teenage years (elbows and hormones)
    - i. Continued development
    - ii. Need to expand infrastructure, including many bond financing and refundings since 1997 (19)
    - iii. Need for fiscal transparency
- IV. Why did we elect to create a PAFR?
  - a. Communication Needs
    - i. Citizens
    - ii. Developers
    - iii. Employees
    - iv. Prospective businesses
  - b. Board Goals/Message
    - i. In 2004, the Board adopted communications goal: Create and promote fluid communication between government and citizens of Erie.
  - c. Promo Material
    - i. What's going on?
    - ii. What's good about Erie?
    - iii. Why live/play/work here?
- V. What's in the PAFR?
  - a. Format – based on already published literature for business recruitment
  - b. Message
    - i. What happened this year?
    - ii. Financial items
    - iii. Other – what do we want to tell folks about
  - c. Other key messages throughout
    - i. Quotes from planning documents

- ii. Quotes from media/publications – good press
    - iii. Quality
  - d. Quick facts – same that shows up in the Budget document each year
  - e. Map – where are we?
    - i. Distances to other communities
    - ii. Distance to major airport
    - iii. Major highways nearby
  - f. Organizational Chart
    - i. How do we manage the work load?
  - g. Who’s managing us?
    - i. Elected Officials
    - ii. Senior Staff
  - h. Goals of the Board
  - i. Awards – look at us! We’re great (trust us!).
  - j. Accomplishments – What have we been going for you?
  - k. Financial Info
    - i. Summary statement of net assets (balance sheet)
    - ii. Summary statement of activities (income statement)
    - iii. Debt and ratings – graph (what is portion of GO debt per capita)
    - iv. Staff numbers
  - l. Contact info – where to go for what
  - m. Back page – explanation of PAFR
- VI. Other tidbits
  - a. Use a catchy format (use anyone else’s as a base)
  - b. Lots of pictures
    - i. Show off your staff
    - ii. Show off your facilities
  - c. Graph it and explain anomalies
  - d. Make it fun and easy to read