

**Wheat Ridge 2020 Candidate Questionnaire 2011**  
**Responses submitted by Kristi Davis**  
**Candidate for City Council District II**

**Why are you the best candidate to represent your district? Please relate your answer to your background, qualifications and values.**

I am a fifth-generation Wheat Ridge native who has strong relationships with the city's residents and businesses. I have a deep-rooted commitment to Wheat Ridge, as my family has been involved in its growth and prosperity for more than a century. In my life and career, I now have the time, energy and focus to give back: I plan to continue to live in Wheat Ridge for the rest of my life and I want to work to ensure this city remains a great place for my family and all of us. I have a master's degree in business administration, and this gives me the skills to review budgets and reports, ask the appropriate questions and achieve success. Also in my career I am responsible for adhering to many state and federal regulations, as well as reviewing contracts. This will be a tremendous asset in my work as a councilmember. Further, have the skill set to work collaboratively with strong personalities and create an environment in which everyone is heard, issues are addressed, and work is accomplished.

**What are your top two policy goals and how should they be addressed?**

**Business Development:** We need to work to create an incentive program to bring businesses into the community, and also develop programs that assist our existing businesses. I am in favor of the WR 2020 programs that support commercial development and I would like to see that initiative continue. In addition, I would like to see a program that shares tax dollars with new businesses that move to Wheat Ridge, and I feel we should consider establishing a development fee on retail sales to help us generate funds that we can use to attract a large developer to build on several of our sizeable vacant spaces, such as the corner of 38<sup>th</sup> and Wadsworth. This effort would support the continued development of the 38<sup>th</sup> Avenue corridor and give a "walking community" feel while attracting new businesses.

**Community Safety:** In walking door to door, it has been my privilege to listen to the concerns of our residents and discuss with them how we can resolve the issues that face us. A concern that continues to come up is the excessive speed on some of our side streets, as drivers make these smaller streets a normal part of their commute in order to avoid Wadsworth, and 38<sup>th</sup> and 44<sup>th</sup> avenues. I would like to bring back the program that allows neighborhoods to apply for traffic calming measures along their streets, which was cut from last year's budget. I also would like to commend the police department on its current accreditation. As a councilmember, it always will be my priority to provide the resources necessary for our fire and police departments.

**The role of Wheat Ridge 2020 is to catalyze community and economic development to advance Wheat Ridge as a vibrant and sustainable City. How should the City fund and support that role?**

It is great to see that WR 2020 receives a great deal of funding through federal programs, and I would like to thank the staff that works on securing those grants. As tax dollars are always difficult to divide among many beneficial programs, I would like to see WR 2020 continue to receive support from the

city. I believe the funds should be spent on projects that will directly affect the community and residents of Wheat Ridge, and I feel overhead costs should be kept to a workable minimum.

**What ideas would you promote to strengthen the City's revenue base?**

Of course the best way to build the city's revenue base is to promote and grow the business district. Once elected I would continue to support current efforts to attract small businesses as well as larger developers, and I would work to implement new measures. My ideas to promote business development are included in the answer to question #2.

**Please comment on the 38<sup>th</sup> Avenue Corridor Plan and how you would work to support and advance that plan. Would that support include funding WR2020's role?**

I support the 38<sup>th</sup> Avenue Corridor Plan, in the areas of business development, renovation of the older structures on 38<sup>th</sup> and construction of new buildings. I currently do not support the re-striping of 38<sup>th</sup> Avenue, making it three lanes instead of four and five. I don't feel this costly initiative would bring us the needed return on investment, and it would dramatically and unnecessarily restrict traffic flow through the business district, which is not attractive to developers and business owners, not to mention the residents who live on side streets and would see traffic increase in front of their homes. As I walk and talk to neighbors and businesses, they've made it clear to me that they do not support this part of the 38<sup>th</sup> Avenue Corridor Plan.

**What do you think is the most important issue facing Wheat Ridge over the next two years and how would you propose to address it?**

I believe the city's image, which is tied to business development, and the budget are the two most important issues facing the city. This is a very tough economy and the city needs to find creative ways to support our current businesses, as well as attract new ones. Of course, by growing the business district, we'll increase city revenues, which will allow us to support and expand the budget. I have listed several different ideas here for initiatives that will build our businesses and increase our revenue base, and I am looking forward to working on these once elected.