



Built On What Matters

**2024**  
Annual Report

# WE ARE



**Frederick is a place where families thrive, businesses flourish, and neighbors become lifelong friends. Here, you can create the life you've always dreamed of!**

## Town Managers

**Manager**

Bryan Ostler



**Deputy**

Jason Leslie



**Assistant**

Ryan Johnson



# Built On What Matters



Population **17,676**

Square Miles **15.96**

Built On What Matters since...  
**1907**



**EXCITING THINGS ARE HAPPENING IN THE GROWING TOWN OF FREDERICK, WHERE POSSIBILITIES ARE ENDLESS, AND COMMUNITY COMES FIRST.**

**MISSION**

To foster an exceptional and inclusive community that is Built On What Matters.

**VISION**

Building a safe, inviting, and culturally vibrant community which fosters economic growth and opportunity, while preserving our heritage.

**VALUES**

Creating a culture of **FAMILY** where individuals feel **RESPECTED** and **EMPOWERED** by others and are **DEDICATED** to our Town.

**Trustee**

Dan March



**Trustee**

Mark Lamach



**Mayor Pro Tem**

Kevin Brown



**Mayor**

Tracie Crites



**Trustee**

Adam Mahan



**Trustee**

Windi Padia



**Trustee**

Chad teVelde





## Effective, Efficient & Strategic Government

### Successful Municipal Election: Reflecting Frederick's Community Voice

A transparent and successful 2024 municipal election was conducted, ensuring residents' voices were heard and affirming the Town's commitment to democratic governance. Mayor Tracie Crites, Trustees Adam Mahan, Mark Lamach, and the newly appointed Mayor Pro Tem, Kevin R. Brown, were re-elected.

### Frederick Recreation Area Master Plan

The Town completed the Frederick Recreation Area Master Plan - a visionary guide shaping the future of our community's premier outdoor space, including Frederick Recreation Area, Bella Rosa Golf Course, and Milavec Lake. Developed with broad community input, the plan prioritizes park improvements for recreation, enhanced accessibility, natural resource preservation, and water quality at Milavec Lake. This initiative ensures that Frederick's outdoor space continues to evolve, meeting the needs and aspirations of residents for years to come.





# Dynamic, Inclusive & Connected Community

## Website Redesign

The Town unveiled a redesigned website in collaboration with Civic Plus, offering a modern platform to better serve residents, businesses, and visitors. The site features a fresh design, user-friendly navigation, real-time updates, mobile responsiveness, and enhanced tools, improving accessibility and engagement.

## Events

**June** brings the beauty of hot air balloons to Frederick skies during the **Frederick In Flight Festival**. Talented balloon pilots from across the country join us for three days of morning lift offs and the crowd-favorite Balloon Bash party which features live music. Residents and visitors alike experience the exciting and festive atmosphere for a weekend of community engagement!

**Chainsaw & Chuckwagons** brings a unique blend of artistry and competition to Frederick in **July**. Chainsaw carvers bring their best to showcase their talents and transform massive logs into masterpieces. Residents and event-goers determine the competition winners in this public vote! Some masterpiece carvings are added to the Arts in Public Places program, adding charm and character throughout the Town year-round.

**Miners Day** is Frederick's premier community celebration. Held in **September**, it honors the Town's heritage with a lively parade, a thrilling burro race, fantastic bands, and a spectacular fireworks display. This cherished tradition brings the community together to reflect on its history and celebrate its shared identity.



# 64

Unique Sponsors

Unique Market Vendors **79**

Over **700**

Volunteers to staff events





# Community and Economic Vitality

## Silverstone Marketplace

A much anticipated milestone for Frederick was the groundbreaking of Silverstone Marketplace at Colorado Boulevard and Highway 52! This development, anchored by a 123,000-square-foot King Soopers Marketplace—the largest grocery store in the Carbon Valley—will serve as a major retail and dining hub. Expected to generate around 300 jobs, it represents a significant investment in the local economy.



## Enhancing Road Connectivity

The Town of Frederick completed a major upgrade to Colorado Boulevard between Highway 52 and Fifth Street, improving traffic flow and connectivity. The project included road widening, additional turn lanes, new traffic signals, and the construction of a roundabout connector at Thirteenth Street. These enhancements support growing traffic demands and ensure a smoother, more efficient transportation network for residents and businesses.



Welcome to Downtown Frederick





# Community and Economic Vitality

## Business Awards “Built On What Matters”

**FAMILY Award** – En Face Studios  
**RESPECT Award** – Creative Minds Barbershop  
**EMPOWERMENT Award** – FCI Constructors  
**DEDICATION Award** – JP’s Garage

**Large Business of the Year** – Agilent Technologies  
**Small Business of the Year** – Paramount Remodeling



## Economic Development IMPACT Grant

For the second year in a row, the Economic Development IMPACT Grant program has served as a boom for our Small Business Community. Thanks to the vision of the Board of Trustees, small businesses throughout the town of Frederick have been able to invest in their success with a matching grant from the Town of up to \$10,000.

Some IMPACT Grant recipients in 2024 include:

- Frederick Laundry: Built a new restroom in their second unit so they can support a tenant.
- Erie Coffee Roasters: Built a café space at the front in their unit off Bella Rosa in the Bear Business Park.
- Paramount Remodeling: Supported the construction of their new showroom.
- Integral Physical Therapy: Upgraded their lighting and purchased new gym equipment.

# 6

Impact grant  
awards totaled

# 50k





# Fiscally Responsible Governance

## Excellence in Finance

The Government Finance Officers Association (GFOA) awarded the Finance Department the Certificate of Achievement for Excellence in Financial Reporting for its Annual Comprehensive Financial Report (ACFR). This marks the tenth consecutive year to receive the highest form of achievement in governmental accounting and financial reporting.



## Grants

The Town of Frederick is committed to responsible stewardship of taxpayer dollars by maximizing grant opportunities and leveraging funding sources to support community projects. Through diligent fiscal management, we secure grants that enhance infrastructure, public safety, and community programs—stretching every dollar further to benefit residents.

# 7

Awards for a Total Amount of

# \$813,972





# Strategic, Reliable & Sustainable Infrastructure

## Comprehensive Plan and Downtown Plan

Transportation - Recreation - Water Efficiency



The Town of Frederick completed "Frederick Forward," a Comprehensive Plan designed to guide the Town's growth over the next 25 years. This plan reflects extensive collaboration with over 4,000 residents, businesses, and stakeholders, ensuring a sustainable, connected, and inclusive future for the community.

## Drainage Project

The Town completed a critical drainage project at Colorado Boulevard and Bella Rosa Parkway, significantly increasing drainage capacity—doubling it along Colorado Boulevard and expanding it more than twelvefold on Bella Rosa Parkway. These improvements enhance stormwater management and reduce flood risks, bolstering the area's resilience against heavy rainfall and extreme weather events.



## Water Conversation

A comprehensive Water Rate Study was conducted to ensure the sustainability and affordability of water services. The study focused on revenue generation, affordability, water conservation, and equitable cost distribution, leading to the adoption of a new rate structure that benefits low-usage households.





# Safe and Secure

## Police Engagement Survey

The Frederick Police Department implemented My90, an innovative engagement platform developed by Axon, to strengthen the connection between law enforcement and community. This tool enhances transparency, trust, and communication between law enforcement and the community by facilitating confidential post-contact surveys and providing real-time dashboards to monitor public-police interactions.



## 2024 Police Stats

- Calls For Service- 15,572
- Traffic Accidents- 432
- Top Accident Location – Highway 52/Interstate 25

## CodeRED

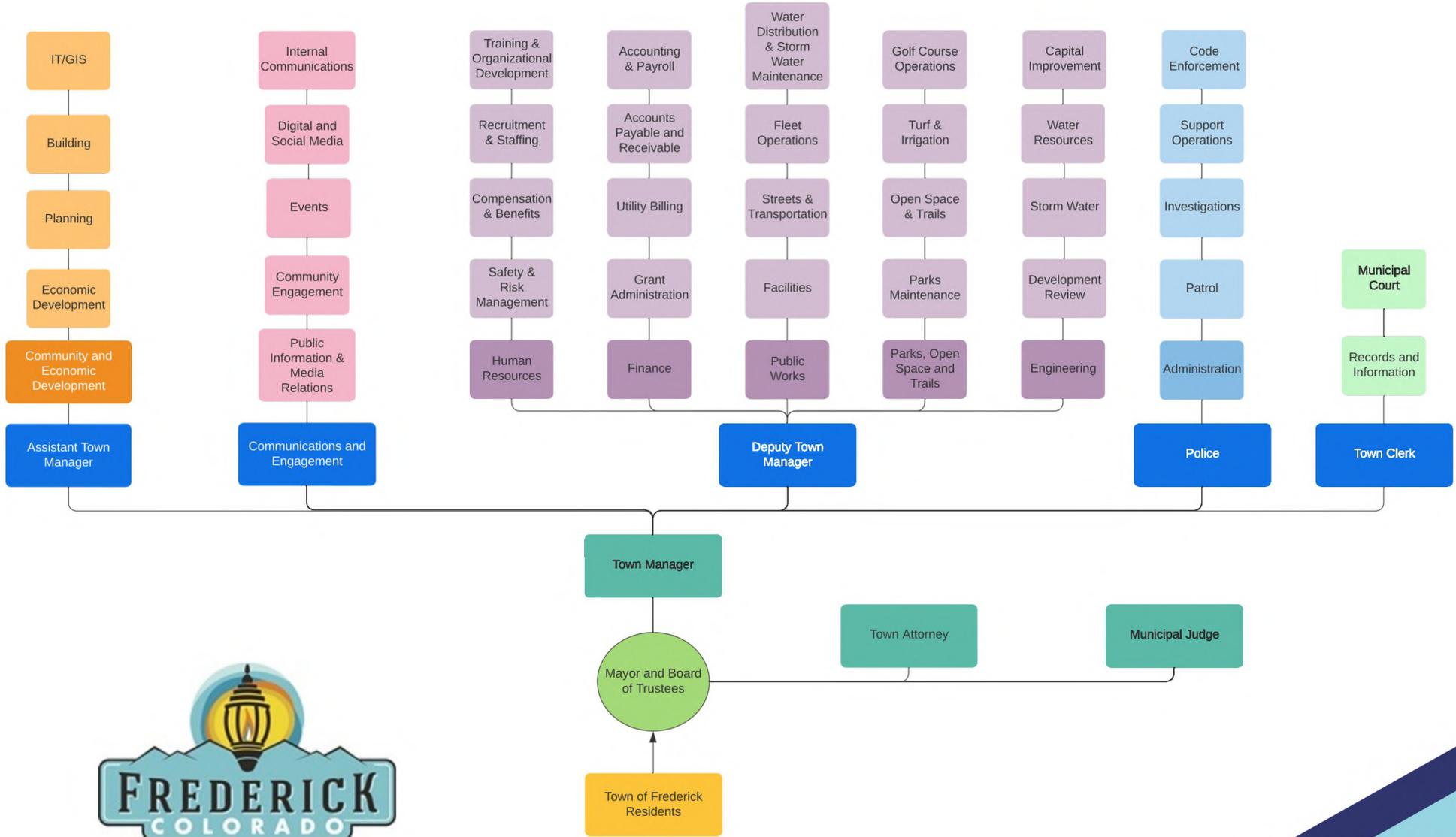
Sign up for the Weld County Community Emergency Notification System CodeRED to receive notifications for emergency events.  
[Frederickco.gov/CodeRed](https://Frederickco.gov/CodeRed)



Sign Up for CodeRED



# Town Organizational Chart



# Town of Frederick Phone Numbers

## Administrative Services Building

720.382.5500

Communications and Engagement, Finance, Human Resources

## Engineering Building 323 Fifth Street

720.382.5500

## Parks

303.678.2940

Administration, Bella Rosa Golf Course

## Police Department

720.382.5700

Emergency 911

## Public Works Building

720.382.5800

Administration, Facilities, Fleet, Streets, Water

## Town Hall

720.382.5500

Administration, Town Managers, Town Attorney, Town Clerk,  
Information Technology, Building Inspections, Economic Development, Planning

