

GOLDEN COUNCIL CANDIDATES

WARD 2

Gerchard Pfau and Dan Sung

# WARD 2

## 1. WHAT IS YOUR LONGTERM VISION FOR THE ECONOMIC FUTURE OF OUR COMMUNITY?

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### Gerhard Pfau: Ward 2

My long term economic vision for Golden is to build a resilient and vibrant local economy that protects the unique community character we all love. It's a vision built on three core priorities:

**Supporting and sustaining local businesses:** Our independent shops and restaurants are the heart of Golden, and I see the Chamber of Commerce as an essential partner. I'll push for the City to create clear, proactive, lines of communication with business owners so they don't have to wade through complicated city documents and unnecessary red tape, just to understand policies that effect them. I will also promote small business support services, "shop local" initiatives, and creative ways to convert casual tourism into reliable local spending.

**Investing in our people and infrastructure:** A strong economy needs a strong, local workforce. I'll prioritize policies that ensure the people who serve our city—especially teachers, first responders, and service workers can afford to live here and easily commute throughout Golden. This means promoting diverse housing options and robust transportation infrastructure that supports a thriving population and a healthy business climate.

**Strategic and balanced growth:** I believe in smart, focused growth, not just expanding for the sake of it. I'll use my Planning Commission experience to keep fine tuning our zoning code, ensuring we continue to attract businesses that provide high quality jobs but don't overwhelm our infrastructure or erode our small town charm. The goal is predictable, smart growth that truly enhances Golden's long term prosperity.

### Dan Sung: Ward 2

My vision is to make Golden the premier place to do business by transforming our city government from an obstacle into a true strategic partner. For too long, our businesses have succeeded in spite of a broken process at City Hall, leaving business owners to navigate an unpredictable and often adversarial bureaucracy. Imagine what we could achieve if the city was a proactive partner in our success.

My vision is to unleash our full economic potential by fostering a stable, predictable, and supportive environment. This means creating clear rules, streamlined processes, and a culture of "how can we help you succeed?" at every level of city government. When businesses can confidently invest, knowing the city is a reliable partner, they will expand, hire, and innovate. This creates a virtuous cycle: a thriving business community broadens our tax base, which in turn allows us to invest in the world-class services and infrastructure that make Golden a great place to live for everyone. It's an intentional, collaborative approach to building a resilient and prosperous future.

# WARD 2

## 2. WHAT EXPERIENCE DO YOU BRING THAT DEMONSTRATES YOUR ABILITY TO UNDERSTAND AND SUPPORT BUSINESS ISSUES?

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### Gerchard Pfau: Ward 2

I bring 35 years of working in industry for one of the largest companies in the world. I set the vision for the groups I led. I negotiated with partners and governments. I created and balanced budgets, dealt with contractors/suppliers, and managed employees. I worked in offices across the globe dealing with a variety of cultural and financial situations. I worked on developing leading edge technologies including Imaging technologies using High Performance Computing and Artificial Intelligence enhanced toolkits. If you want to see my detailed resume go to LinkedIn and search for Gerchard Pfau.

I've built a personal network in Golden, neighboring cities, Jefferson County, the State and Federal government. I'll use that network to get things done for Golden. Those startups and transition to viable companies.

### Dan Sung: Ward 2

I offer a unique 360-degree view of the challenges businesses face because I have seen them from every angle. My career has been a deliberate journey to build the specific toolkit needed to solve them.

As an attorney and state regulator, I know how to cut through red tape because I understand how government systems work from the inside. With an MBA and a Master's in Finance, I understand the bottom line and am an expert business strategist. For over 15 years, as the owner of my own real estate brokerage, I've lived the daily challenges our local business owners face.

I have a proven record of applying this expertise right here in our community. As President of the North Jeffco Swim Team, I applied my business acumen to help build a successful, \$1 million/year non-profit. And for over a decade on the Board of On Tap Credit Union, I've helped guide a major Golden financial institution. This combination of legal, financial, small business, and local leadership experience makes me uniquely qualified to be the partner our business community deserves.

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# WARD 2

## 3. WHAT SHOULD THE RELATIONSHIP BETWEEN CITY COUNCIL AND THE CHAMBER OF COMMERCE LOOK LIKE? HOW WOULD YOU ENSURE TRANSPARENCY BETWEEN CITY LEADERSHIP AND LOCAL BUSINESSES?

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### Gerchard Pfau: Ward 2

The city council is responsible to the residents and businesses of Golden. The Chamber of Commerce is responsible to the Chamber members. They share some of the same constituencies. I'd like to see a council member be delegated as a nonvoting guest to Chamber of Commerce meetings. I'd like to see a Chamber of Commerce member attend council meetings. The two would act as liaisons between the two groups.

As part of the 2026 Q1 strategic planning meetings, I'd like to see local business attend so their concerns can be heard and incorporated into the years priorities.



### Dan Sung: Ward 2

The Chamber and DDA must be treated as premier strategic advisors, not just another stakeholder group to be managed. Your organizations are invaluable, yet chronically underutilized, resources possessing on-the-ground insight that is currently squandered by a broken, top-down process at City Hall.

I will institutionalize a new standard of collaboration built on my proven, three-step method: Consult, Co-Design, and Deliver.

First, we will Consult you at the very beginning of the policy-making process. No more decisions made behind closed doors. Second, we will Co-Design solutions together, leveraging your expertise to ensure new policies are practical and effective. Finally, we will Deliver on our shared plan with clear metrics and accountability.

This method is the bedrock of true transparency. Transparency isn't just about posting meeting minutes online; it's about creating a predictable process that guarantees the business community a meaningful seat at the table. It replaces the current dynamic with a genuine partnership and ensures your voice is not only heard, but is essential to moving Golden forward.

# WARD 2

## 4. WHAT DO YOU SEE AS THE MOST IMPORTANT OPPORTUNITIES FOR ECONOMIC GROWTH IN OUR COMMUNITY OVER THE NEXT FOUR YEARS?

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### Gerchard Pfau: Ward 2

Stability is the one thing the city government can bring to help our businesses survive and flourish. Therefore, I look to continue and enhance the ongoing projects the city is currently carrying out supporting the business community. Together, residents, businesses, and city council can develop ideas to help with supporting business.



### Dan Sung: Ward 2

Our greatest and most immediate opportunity is to unlock the full potential of our existing businesses. The most effective form of economic development is retention and expansion. Right now, the primary obstacle to that growth is often our own city government. By systematically removing the bureaucratic barriers that consume time and money, we can empower our local job creators to grow right here at home.

Beyond that, we must build on the strength of our vibrant local business community by strategically fostering a more diverse retail and service landscape. While we celebrate our fantastic local restaurants and boutiques, a truly resilient economy needs a broader mix. My vision is to partner with our local entrepreneurs to cultivate a richer variety of businesses—from essential services to unique retail—that serve our residents' daily needs and strengthen our local-first economy. This makes our community more self-sufficient and enhances our authentic character.

By focusing on making our existing businesses stronger and championing a more diverse local marketplace, we create a resilient economy that is built from the ground up.

# WARD 2

## 5. HOW WOULD YOU WORK WITH THE BUSINESS COMMUNITY TO ATTRACT NEW EMPLOYERS, SUPPORT ENTREPRENEURSHIP, SMALL BUSINESS, AND THE EXPANSION OF EXISTING BUSINESSES?

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### Gerchard Pfau: Ward 2

I recently had the pleasure of attending a Golden Startup Coffee. What an amazing event.

There I met the business leaders of tomorrow '...coming together to learn, contribute, and inspire.' It was a great place for people who are starting businesses to get advice and even connect with financial resources. I left the meeting inspired.

I believe we can build on our strengths by leveraging Mines, NREL, the USGS and Quantum Commons to bring leading edge startups. Through this we can provide the coaching and conditions to foster those startups and transition to viable companies.

I see an opportunity to enhance that startup space by following up on the Stage 2 program. The Stage 2 program is targeted at advising and coaching those businesses that are up and running but need guidance/advice to transition to the next size.

### Dan Sung: Ward 2

A city with a reputation for being an efficient, reliable, and service-oriented partner is the single most powerful tool for economic development. My core focus will be on building that reputation through my "Red Tape to Red Carpet" initiative. I will lead a comprehensive review of the city's codes, permitting, and licensing processes with a single goal: making them clearer, faster, and more predictable.

When an entrepreneur or an expanding business knows that Golden offers a seamless path from concept to opening day, we become the obvious choice for investment. This is how we attract the right kind of new employers—not with one-off incentives, but with the promise of a world-class operating environment.

For our existing small businesses, this means the city becomes a responsive ally, not a source of frustration. By providing excellent "customer service" to the businesses we already have, we create the best possible conditions for them to expand, innovate, and create the local jobs that are the backbone of our community. That is the culture change I will lead, and it is the foundation for a truly thriving Golden.

# WARD 2

## 6. HOW WOULD YOU BALANCE THE ECONOMIC IMPACT OF TOURISM ON LOCAL BUSINESS WITH THE QUALITY OF LIFE FOR RESIDENTS?

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Gerchard Pfau: Ward 2

Quality of life for our residents is most important for me. Working together residents, businesses, and city government can make sure that tourism does not hurt the quality of life of the residents.



Dan Sung: Ward 2

The current broken process at City Hall treats this as a zero-sum game, pitting residents against businesses. It's a false choice. Arguing over tourism's benefits versus our quality of life is like arguing whether a car needs an engine or wheels—a thriving community needs both.

My approach is different. I believe we can play a better game—one that grows the pie for everyone. A great place to live is a great place to visit, and we must remember that happy residents are the foundation of a thriving local economy—they are our most consistent customers. The goal isn't to limit tourism, but to proactively manage its impacts through a true partnership. Together, we can identify pressure points and co-design innovative solutions.

The city has failed to facilitate this kind of partnership, which is why we get stuck with one-dimensional policies instead of creative ideas that true collaboration produces. By fixing the process, we can find "win-win" solutions that protect our small-town character while ensuring the long-term vitality that benefits us all.

# WARD 2

## 7. IS IT MORE IMPORTANT TO ADDRESS BARRIERS THAT BUSINESSES FACE IN NAVIGATING CITY REGULATIONS (PERMITTING, PARKING, ZONING) OR INVESTING IN INFRASTRUCTURE (TRANSPORTATION, BROADBAND, UTILITIES, ETC.)?

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Gerchard Pfau: Ward 2

This isn't an either/or question. It's a balance between them both. It's up to business and the city to work together to make sure that balance is struck.



Dan Sung: Ward 2

This question gets to the heart of the problem: City Hall's approach forces us to think in zero-sum terms, as if we must choose between two essential priorities. The current piecemeal approach leads to frustration and wasted investment.

We need a holistic, integrated strategy that addresses both simultaneously. Streamlined regulations are worthless without modern infrastructure, and new infrastructure is useless if businesses can't navigate the process to connect to it. We need to stop playing a game where one priority wins at the expense of another and start playing a game where we grow the pie for everyone.

That is why my campaign theme is being an Architect for Golden's Future. An architect brings a comprehensive, systems-level view to ensure our regulatory environment and infrastructure investments are perfectly aligned to build a resilient and prosperous Golden.

# WARD 2

## 8. HOW WILL YOU COLLABORATE WITH REGIONAL, STATE, AND FEDERAL PARTNERS TO BRING BUSINESS RESOURCES AND OPPORTUNITIES TO OUR CITY?

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Gerchard Pfau: Ward 2

I will use my networks with Federal, State, and County officials to get things done.

Dan Sung: Ward 2

Effective collaboration with regional and state partners requires more than just showing up to meetings; it requires a deep understanding of how those complex systems work from the inside. As a state regulator for 17 years, I possess that specific experience. I know the language, the process, and the people. I've spent years building relationships and navigating the very agencies that control critical resources for transportation, economic development, and infrastructure.

This isn't a vague promise to "work with" other agencies. It's a tangible advantage. I am uniquely qualified to be Golden's most effective advocate, whether we are competing for state and federal grants, seeking regulatory relief, or coordinating on regional projects. I know how to build coalitions and speak the language of government to ensure Golden's voice is heard and our interests are prioritized. On day one, I will be ready to leverage my experience and existing relationships to bring vital resources and opportunities home to our community.

# WARD 2

## 9. WHAT GEOGRAPHIC AREAS OF GOLDEN DO YOU FEEL NEEDS THE MOST SUPPORT FOR BUSINESSES?

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### Gerchard Pfau: Ward 2

The city focuses a lot of time and effort on the downtown area. I'd like to see more attention given to the commercial areas of South Golden as well as North Golden. Do they have unique issues?

### Dan Sung: Ward 2

While our historic downtown is the heart of our city and must remain a top priority, a healthy city needs strong, vibrant commercial corridors throughout the community. We must adopt a city-wide perspective to ensure all areas have the opportunity to thrive.

Specifically, West Colfax and South Golden Road have immense potential and are in need of strategic support. These corridors are vital for diversifying our tax base, providing essential goods and services to different neighborhoods, and reducing traffic by allowing residents to shop closer to home.

Supporting these areas requires a tailored approach, co-designed with the businesses and residents in those specific neighborhoods. It may mean targeted infrastructure upgrades, zoning modernization to encourage reinvestment, or improved multi-modal connectivity. By taking a proactive and inclusive approach to supporting all our commercial areas, we build a more resilient, convenient, and economically robust city for everyone.

# WARD 2

## 10. WHAT IS YOUR APPROACH TO BALANCING ENVIRONMENTAL SUSTAINABILITY WITH ECONOMIC GROWTH?

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Gerchard Pfau: Ward 2

I don't see sustainability and economic growth in conflict with each other. Sustainability enhances economic growth.



Dan Sung: Ward 2

My approach is to restore balance to a process that currently feels one-sided. Too often, sustainability initiatives are implemented as top-down mandates from city government, without the meaningful, early-stage collaboration of our business community. When businesses—who have incredible on-the-ground expertise—feel their practical concerns are not being heard, the result is policies that can be inefficient and burdensome.

I reject the zero-sum game that pits a healthy environment against a healthy economy. By fixing the process and bringing business leaders to the table as respected partners, we can find win-win solutions that grow the pie for everyone. Many of the best sustainability practices, like improving energy efficiency and reducing waste, also lower operating costs and improve the bottom line. Those are the kinds of pragmatic, collaborative solutions we should be pursuing together. My goal is to lead on sustainability through genuine partnership, ensuring our policies are both effective for our environment and viable for our economy.

# WARD 2

## HOW CAN OUR BUSINESS COMMUNITY CONNECT WITH YOU FOR ADDITIONAL QUESTIONS OR FIND OUT MORE INFORMATION ABOUT YOU?

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### Gerchard Pfau: Ward 2

Phone [720-593-0240](tel:720-593-0240)

Email [gerchard4golden@gmail.com](mailto:gerchard4golden@gmail.com)

Alt Phone [346-804-7996](tel:346-804-7996)

### Dan Sung: Ward 2

As a 19-year resident of Golden, I've had the pleasure of getting to know many of you personally, whether through my community work or as a fellow business owner. I truly value these existing relationships and the conversations we've had over the years. My goal is to extend that same open-door policy to our entire business community.

I am running for City Council to be an accessible, responsive, and reliable partner for everyone. My promise to "Consult, Co-Design, and Deliver" begins with this campaign. I want to hear directly from you.

Please visit my website at [DanSungForGolden.com](http://DanSungForGolden.com) to review my full platform. More importantly, please reach out to me directly with your questions and ideas. My contact information is on the website, and I am always available for a conversation. I am eager to earn your trust and your vote, and I look forward to our partnership.



# GOLDEN CHAMBER OF COMMERCE

Thank you for your interest in the  
Golden City Council Candidates.