

Report prepared for

Patrick Goff, City Manager of City of Wheat Ridge



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2014 Publicity and PR Campaigns

Historic Fruitdale Site



Inside Real Estate News

Colorado's Real Estate News Source

- Lifeloc Technologies Purchase Corporate Headquarters
- GLI Stays in Jeffco and Relocates to the City of
- Fido's Grub-n-Tub
- Muddy Paws Bath House

Wheat Ridge wants to save Temple Buell building | Inside Real Estate News

Historic Denver outlines reasons to save church

Myoatt, Conrad got relocation award

Wheat Ridge wants to save Temple Buell building

8:1

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Highlights:

- Wheat Ridge Housing Authority reaching out to developers.
- Development ideas wanted to save and re-use Fruitdale School.
- Building was designed by Temple Hoyne Buell.



Fruitdale School, designed by Temple Buell.

Wheat Ridge wants a developer to save and breathe new life into a historic building that was designed by renowned architect Temple Hoyne Buell.

The Wheat Ridge Housing Authority is requesting statements of interest regarding the redevelopment/re-use of the 1927 Fruitdale School at 10801 W. 44th Ave. in Wheat Ridge.

It is seeking redevelopment plans for the adaptive re-use of the 13,664-square-foot building that has been vacant for the past seven years.

The WHRA want a developer to revitalize what it describes as one of the community's significant historic structures.

The building, and a 1,200-square-foot caretaker building, sits on a 1.2-acre site a quarter mile west of Kipling Avenue and a half mile south of Interstate 70.

The request is intended to provide the opportunity for interested developers to demonstrate their interest and capability to develop such a project.

The objective is for prospective developers or development teams to submit sufficient information so that the WHRA can select a short list of finalists who will be invited to present their project concepts to the WHRA and other interested parties.

RFI responses are due by 5 p.m. on June 30.

Late responses will not be accepted. They need to be submitted to Sally Payne in the City of Wheat Ridge building at 7500 W. 28th Ave.

The Fruitdale School was constructed in 1926 and 1927.

It represents one of the early works of Mr. Buell, who died in 1960 the age of 94.

Mr. Buell came from a prominent Chicago family. His great-grandfather was one of the 13 pioneer

2014 Publicity and PR Campaigns

West 29th Marketplace



North Denver

Tribune

Serving Northwest Denver Since 1994

From farm to neighborhood hub

by Laurie Bushley / February 19, 2014

"The original building was a grocery store in the early 1960s, then a warehouse and shop for a hardware for about 50 years after that," he said. "Keeping the historic building looks, character and continuity to the neighborhood."

The restaurant is a cozy way and bar are housed in the old building, which features the original wood floors. Starke added new structures for the kitchen and dining room. "We dismantled the bulk house where the parking lot is now, and moved the kitchen from the house for better view. For the new wine cellar, we moved what was probably the old meat cellar."

West 29th Avenue restaurant serves "American food with a French accent," said Starke.

Starke said the resurgence in West Ridge reflects the boom in Highlands and other neighborhoods. "The revitalization comes out in much the same pattern as the original development. I started with local and continued westward, and now is reaching West Ridge."

He anticipates the re-development will happen organically. "West Ridge will not lose its agrarian roots, its small-town feel. Main street business will be reestablished, while some that are at the end of their useful lives will give way to new housing. The revitalization is driven by people who live and work in the neighborhood. The future West Ridge will develop in one character and style."

Part of the new West Ridge is... essentially... its roots in agrarian roots. Recent zoning changes allow for urban agriculture to use vacant lots in all parts of the city. City regulations allow homeowners to grow and sell produce and large animals such as bees and chickens. Community gardens, farmers' markets and produce stands are now allowed in any zone district.

Greg Hammett and his wife Caroline Exchange grow peaches, apples, broccoli and other vegetables in a one-acre plot on 48th Ave. at Upham St., across the street from their house. They sell their West Ridge Farm produce from a stand during the winter months. They hope to add a chicken coop and greenhouse, as well as a small cafe that stocks ingredients grown on site.

"I really want it to be a resource and a meeting place and a hub of where the residents and the community," Hammett said. "It's making good food and sharing it with people and having good ingredients that are grown right there."



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Here

Residential Real Estate Developments

-



Tribune
Serving Northwest Denver

80TH YEAR, 15TH ISSUE • AUGUST 7 - 20, 2014

New, adaptive developments

is slated for completion by Sprung Construction in October. Tenants in the building, designed by Stu-

radio. Completing architects, will include Mizu Japanese Sushi and Lounge. Offices on the upper floors will enjoy panoramic views of the Central Platte Valley, downtown and the Highlands. For photos and more information see: <http://www.gravitasdevgroup.com/portfolio/2930-umotilla/>

New offices/retail in Lahti—A five-story office/retail building is under construction at 2900 Umatilla in the Lower Highlands neighborhood, headed by the Gravitass Development Group. Construction www.gravitassdevgroup.com/portfolio/2930-umatilla/

New housing under construction in Wheat Ridge—Perrin's Row rowhomes are going up at 38th and Depeue, just across Sheridan in

CONTINUED ON PAGE 2

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2014 Publicity and PR Campaigns

Neighborhood Spotlight: WHEAT RIDGE

Homes arriving west of Highlands

West Side Story: Highlands' popularity is spawning new projects near Tennyson Street, Sloan's Lake, Wheat Ridge



On the Home Front
Mark Peterson

if you go...

WHEAT Emerging neighborhood, with a mix of affordable and luxury housing. The area is currently being developed by the city of Wheat Ridge. The area is currently being developed by the city of Wheat Ridge. The area is currently being developed by the city of Wheat Ridge.

"You're going to see things happening along 30th west of Sheridan."

— Bill Wickman, Senior Manager, BE/MAX Professional City Properties

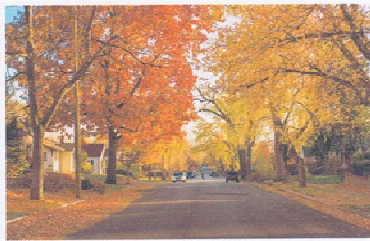


Artist's conception of new row houses at Perkins Row by New Town Builders, W. 30th of Denver in Wheat Ridge.

Highlands' success and higher prices. I think people in Wheat Ridge, who moved into Wheat Ridge south of St. Anthony's Hospital, are now looking for a place to live in the city of Denver. I think people in Wheat Ridge, who moved into Wheat Ridge south of St. Anthony's Hospital, are now looking for a place to live in the city of Denver. I think people in Wheat Ridge, who moved into Wheat Ridge south of St. Anthony's Hospital, are now looking for a place to live in the city of Denver.



Neighborhood Spotlight: Wheat Ridge



People priced out of Denver's trendy West Highland neighborhood are increasingly seeking out homes in nearby **Wheat Ridge**. An expansive area with a mix of cultural pockets, Wheat Ridge is a study in contrasts: old and new, residential and commercial, retail centers and outdoor amenities, making it an area primed for development, as it offers many different opportunities.

There are more than 100 homes either under construction or about to break ground – a boom Wheat Ridge hasn't seen in nearly a decade. Residents are embracing everything from single-family bungalows to townhomes and cottages.

New Town Builders is offering **Perkins Row** at the southwest corner of 30th and Denney, a location that's been vacant since the late 1960s. The project is a mix of row houses, townhomes and a few cottages, with a total of 100 units. The project is a mix of row houses, townhomes and a few cottages, with a total of 100 units.

At **Incarnation**, Urban Green Development is offering seven single-family patio homes, eight paired patio homes, and 11 row homes with prices starting in the mid \$200s.

It's not just new developments that are attracting to Wheat Ridge. The city's focus on developing a half-mile stretch of 30th Street is the community's first project that creates more than 30 new businesses in the area. It's also offering incentives to attract businesses.

Since 2006, the **Building Up Business Loan Program** in Wheat Ridge has made eight loans to businesses along 30th at St. Anthony's Hospital. The program has made eight loans to businesses along 30th at St. Anthony's Hospital. The program has made eight loans to businesses along 30th at St. Anthony's Hospital.

And since 2006, the Wheat Ridge Business District has made matching grants to 43 businesses located on 30th at St. Anthony's Hospital. The program has made matching grants to 43 businesses located on 30th at St. Anthony's Hospital. The program has made matching grants to 43 businesses located on 30th at St. Anthony's Hospital.

Thinking of making a move to Wheat Ridge? [Click here](#) to see what's currently on the market.



By: Margaret Jackson,
Real Estate Journalist

2014 Publicity and PR Campaigns



Rachel Gallegos-Urban Green

Date: October/5/2014

Time Start: 15:04

Building Site: **Incarnation**

Link: <https://www.youtube.com/watch?v=KwHM9IVlz1Q>



Date: September/21/14

Time: 12:09

Link: <https://www.youtube.com/watch?v=s6wBsrYL-Sg#t=1615>

Gene Meyers-New Town Builder

Date: September/14/14

Time Start: 16:53

Building Site: **Perrin's Row**

Link: <https://www.youtube.com/watch?v=c9nPC0WsoZs>



2014 Publicity and PR Campaigns

Commercial Real Estate Developments

g Ridge (Sprouts)



DENVER
BUSINESS JOURNAL

Wheat Ridge approves \$24M
redevelopment plan



Mark Horton
News Director, Denver Business Journal
Email | Twitter | LinkedIn | Google+

The Wheat Ridge City Council has approved the city's largest redevelopment effort in nearly three decades, a \$24 million project.

The city's agreement with Denver-based MVG Development Inc. is for a grocery store and senior housing, among other improvements. Wheat Ridge officials are backing the plan with \$3 million in city funds and loans.

The *Denver Post* reports that the project is focused on a 6-acre site at West 38th Avenue and Kipling Street.

Plans call for a 27,000-square-foot Sprouts Farmers Market store and a 64-unit, four-story senior living center.

City leaders also are discussing repurposing the site of a shuttered car dealership at Wadsworth Boulevard and 38th Avenue, soon.

The EB's Dennis Hupson reported last July on Wheat Ridge's efforts to revitalize itself, particularly the "Ridge 38" corridor — West 38th Avenue from Wadsworth Boulevard to



WHEAT RIDGE PLEDGES \$3 MILLION FOR MAJOR PROJECT

By John Aguilera, The Denver Post

WHEAT RIDGE The City Council on Monday approved a redevelopment agreement with MVG Development to bring a Sprouts and senior residences to what has long been a blighted corner at West 38th Avenue and Kipling Street.

The city agreed to chip in \$3 million to give forward momentum to the \$14 million project, which will feature a 27,000-square-foot

Sprouts grocery store and a 64-unit MountainStar Senior Living facility. Plans also call for a new Starbucks with a drive-through to replace the one that is there.

Up to \$1 million of the assistance package will come from Wheat Ridge's general fund, while the remainder will come in the form of a loan issued to the city's urban renewal authority, which will pay back the money using taxes generated at the site.

Work at the southwest corner of Kipling Street and West 38th Ave-

Page 6A • COLORADO REAL ESTATE JOURNAL — May 7-May 23, 2014

Retail



An elevation of the Sprouts building coming to Wheat Ridge.

MVG bringing Sprouts to Wheat Ridge site at West 38th & Kipling

by John Reibcheck

Early next year, the first Sprouts Farmers Market in Wheat Ridge is scheduled to open.

Denver-based MVG Development plans the 27,000-square-foot Sprouts on a 6.3-acre site at West 38th Avenue and Kipling.

The site itself is elevated, so it is highly visible. I also

sidewalks, road improvements, better drainage and other beautification efforts," Moran said. "All of those things are really public improvements that will benefit the city," he said. The financing, expected to be approved by the council this week, has 20-year bonds

THE DENVER POST

Wheat Ridge sees booming commercial and retail real estate market

By Austin Briggs
YourHubReporter

2014 Publicity and PR Campaigns

Senate Bill 73 Signing Ceremony



Hickenlooper signs bill to help brownfields

Visits Wheat Ridge legislators who lead the charge

By Clark Reader
creader@colorado.com

Gov. Hickenlooper signed Senate Bill 73 on May 13 to sign a bill that would help to clean up brownfields and allow them to be redeveloped. The bill will help to clean up brownfields and allow them to be redeveloped. The signing ceremony was held on the day.



Gov. John Hickenlooper signs with Mayor Agnes on before signing SB 73. The Brownfields Tax Credit. -HCO. Photos by Clark Reader

...for these businesses," John said. "It's so important for our small business districts that we improve them back." Gov. Hickenlooper said the value of redeveloping these sites will be extremely important for local businesses and the community. "This one moves all the definitions of a brownfield," he said. "It takes a community from the city, residents and more government to complete a project like this."

City manager Patrick Giff invited Rob



Hickenlooper signs two tax-credit bills into law



Ed Sealover
Reporter-Denver Business Journal
Email | Facebook | Twitter | Capitol Business blog

Colorado businesses will get two more shots at tax breaks, thanks to a couple of bills that Gov. John Hickenlooper signed into law Thursday.

At a ceremony in Wheat Ridge — the first signing ceremony that local officials can remember being held in at least 15 years — Hickenlooper signed Senate Bill 73, which revives a tax break for cleaning and redeveloping contaminated brownfield sites that expired four years ago.

Also, the Democratic governor privately signed Senate Bill 163, which extends from 10 years to 25 years the maximum length of business incentive agreements that counties can offer to expanding or relocating companies. Such agreements typically involve reductions or eliminations of companies' business personal property tax.

"Governors are known for events that occur during their administration," Rep. Cheri Geros, the Evergreen Republican who was a sponsor of SB 73, said at the signing event. "And I think what Governor Hickenlooper has done for us is he's had an uncanny timing in knowing what needs to be done to recover from a recession."

The previous tax credit on brownfield redevelopment, in fact, was eliminated in 2010 during the recession, after contributing \$3 million to the cost of \$8 million worth of brownfield cleanup in the previous 10 years. Sponsor Sen. Cheri Johnson, D-Wheat Ridge, learned about that discontinuation two years ago and vowed to bring it back, a process that began with convening a large group of stakeholders in May 2013 and that ended with her getting bipartisan backing for the bill this spring.

Under the new plan, businesses that are cleaning up brownfield sites are eligible for tax credits equal to 40 percent of the first \$750,000 worth of cleanup costs, plus credits



2014 Publicity and PR Campaigns

Ribbon Cutting Ceremonies for New Businesses

- Muddy Paws Bath House
- Fido's Grub-n-Tub
- Iron Rail Tavern
- Christiano's Gelato and Espresso
- CC Rider Rental
- New WRBA Office
- Peter Damian Fine Jewelry
- KareBear Bakery
- Kings BBQ
- Seyfer Specialties



Happy Birthday, Colorado Plus Brewpub

Wheat Ridge's Colorado Plus Brewpub celebrated its first anniversary last month. Located at 6940 W. 38th Ave., the establishment's selection is rotated daily to represent more than 30 local breweries at any given time, including in-house brewed ales and lagers. They also feature a menu of burgers, entrees, appetizers, soups, salads and desserts, prepared from fresh and mostly local ingredients. There's a kids' menu for the little ones, too.

For more information, visit their Facebook page at [facebook.com/Colorado-PlusBrewpub](https://www.facebook.com/Colorado-PlusBrewpub) or coloradoplus.net, or call 720-353-4833.

KareBear Bakery Opens On 38th Avenue

As of press time, Karin Murray and Roberts Lott were celebrating the opening of KareBear Bakery at their new location at 6150 W. 38th Ave., Wheat Ridge. The small batch bakery and event caterer will serve up scrumptious baked goods Tuesday through Saturday from 6:00 am-2pm. Save the date for their grand opening weekend May 2nd and 4th.

For details call (720) 638-3649 or visit www.karebearbakery.com.



2014 Publicity and PR Campaigns

Wheat Ridge's Circle Fresh Farms marks the First Day of Spring by planting 16,000 Tomato Seedlings



Aired on April 27th and May 4th on Channel 12 PBS

Website:

<http://digincolorado.com/spring-planting-at-yarrow-farms/>

YouTube Link:

<http://youtu.be/xYPPhvJT4M0>



Wheat Ridge mayor helps plant 16,000 seedlings on first day of spring

By Justin Rogers, YourHub Reporter, The Denver Post
Posted:

DenverPost.com

WHEAT RIDGE — Wheat Ridge Mayor Jayce Jay helped usher in the first day of spring by working alongside growers from Yarrow Farms as they planted 16,000 tomato seedlings at the company's two-acre greenhouse off 44th Avenue and Wedsworth Boulevard.

"That's what it's about, jobs and fresh produce," Jay said. "I think what they're doing is tremendous. We were the carnation capital of the United States at one point and now we can be known for tomatoes."

Thursday afternoon, workers moved across rows upon rows of burlap bags filled with coconut husks as they planted the 3-inch seedlings in the muggy enclosure.

Nurtured by organic nutrients served through thousands of feet of drip lines, the tomato plants will grow almost a foot a week until they're 7-foot tall, said Rich Naha, CEO of Circle Fresh Farms, which has partnered with Yarrow and six other Front Range farms to market its organic produce.

"Over a period of 10 months, we'll harvest over 300,000 pounds of tomatoes," Naha said.

Circle Fresh Farms was created not only to make a profit but to also encourage healthy pact on the community, Naha said.

to pick their crop before it's ripe, then it spends a week being little nutrients it had," Naha said. "We wait until the tomato is fully it's at the store or restaurant in less than a day with the full

program that works with veterans and people with criminal completed, the workers are sent to one of the farms under the

greenhouses is very therapeutic, and it helps these veterans grounds transition back into society," Naha said.

is friend Josh Welshans, 32, met almost three years ago in a a of low-paying jobs or flat-out rejection because of his through the Circle Fresh Farms' training program. McMurrin

they're both being promoted to management positions along with start in life.

ood/ci_25387410/wheat-ridge-mayor-helps-plant-16-000-... 4/2/2014



2014 Publicity and PR Campaigns

Ridge at 38 2014 Criterium



June 19, 2014 50 cents

Jefferson County, Colorado
Volume 30, Issue 51

wheatridgetranscript

Colorado Community Media

Criterium collection

Wheat Ridge 2020
taps into cycling history

By Clarke Reader
creader@colorado
communitymedia.com

Summertime in Colorado is bicycle season, and the city of Wheat Ridge is participating with the Ridge at 38 Wheat Ridge 2020 to launch the first annual Ridge at 38 Criterium.

The 1.15-mile Bronze level Rocky Mountain Road Cup race will begin at 7:30 a.m. on June 22. The race will begin and end in front of Wheat Ridge Cyclery, 7085 W. 38th Ave.

The race is sanctioned by the Bicycle Racing Association of Colorado (BRAC) and USA Cycling and will feature a \$1,000 prize purse.

In addition to the race, the Criterium will have food trucks for sampling, a craft beer garden, children's activities and live bluegrass music from local band Quick Draw Horse Groove Music. The activities will take place on the Green at 38 on West

IF YOU GO

WHEAT Ridge at 38 Criterium
WHERE: Wheat Ridge Cyclery, 7085 W. 38th Ave., Wheat Ridge
WHEN: Saturday, June 22
RACES begin at 7:30 a.m.
COST: \$30 in advance, \$40 day of event
REGISTRATION: 720-259-3534 or wheatridgetranscript.com
play

38th Avenue between High Court and Upham Street.

"There is a lot of history and roots in the community around this race," said Mara Owen, events and communications coordinator with Wheat Ridge 2020. "We wanted to take that history and build upon it."

Owen said that Wheat Ridge Cyclery owner Ron Kiefel has run a similar race for many years and Wheat Ridge 2020 wanted to tap into that legacy of riding.

According to information provided by Owen, the Rocky Mountain Road Cup Program (which replaces the old BAR/BAT racing competition) is a season-long points competition for BRAC individual and club

members.

"Riders and teams compete for trophies that are awarded at the Road Season Party in the fall of each year and BRAC members can accumulate points to win a trophy by participating in the Ridge at 38 Criterium," the information states.

The event will include seven separate races throughout the day with different categories of racers competing at various times. The races build in skill until the last race, which is for professional level men in the highest three categories.

For those who enjoy riding but don't want to compete, there will be a free community fun ride as well.

"We've gotten a lot of interest and are getting a lot of volunteers, which is so important," Owen said. Britta Fisher, executive director of Wheat Ridge 2020, said that the event will be a lot of fun for families and is a great opportunity for people to make use of the patios and outdoor seating along 38th.

Registration is \$30 in advance and \$40 on the day of the race. For more information call 720-259-1000 or visit wheatridgetranscript.com.

Wheat Ridge Criterium bicycle race returns after 30-year hiatus

By Austin Briggs YouthHub Reporter
Updated: 06/17/2014 09:14:23 AM MDT

DenverPost.com

WHEAT RIDGE — After a 30-year hiatus, the Wheat Ridge Criterium will take over 38th Avenue on Sunday as hundreds of bikes fly through city streets.

Wheat Ridge Cyclery president and Olympic medalist Ron Kiefel worked with Ridge at 38 to bring the race back after his father, Eugene, left a legacy organizing the city's criterium in the early 1980s.

Kiefel said the event is an intense, crowd-pleasing race whose series of tight corners means strong bike-handling skills and the ability to navigate through a pack are key.

"This course is fast and it's technical," Kiefel said. "There's a challenging left turn and a dog-leg, so you have to be tactical to win."

Cyclists and fans alike will see plenty of action on the narrow streets and six right-angle turns on the course.

"As a racer, it's a lot more fun with a crowd of people watching," Kiefel said. "They're having fun and you're in there challenging and pushing yourself; it's the right way to have a bike race."

A total of eight criterium races — timed races on a 1.15 mile loop — will spin through Wheat Ridge from 7:45 a.m. to 12:55 p.m. Sunday, concluding with the Pro Men's race.

The races start and finish in the heart of Wheat Ridge on 38th Avenue and range in time from 40 to 65 minutes.

"Spectators can sit outside on a patio at one of the restaurants or grab a lawn chair along the route and eat, drink and watch the cyclists sprint by," said Britta Fisher, director of Wheat Ridge 2020.

Fisher said Wheat Ridge 2020 and Ridge at 38 came up with the idea a few years ago when thinking of ways to promote changes underway in the city while also celebrating its past.

Back in its heyday, the criterium was one of the most popular events in Wheat Ridge. It still fits now that the city is making a push to brand itself as a more vibrant, healthy community.

Kiefel made his mark by winning a bronze medal in the 1984 Olympics and competing in the Tour de France seven times.

He started biking for fun when he was a teenager before entering his first competition at the age of 15. He said many regular guys raced in the Wheat Ridge criteriums early in their cycling career.



August 21, 2014

Pedaling comes to Pierce

By Hugh Johnson

The city of Wheat Ridge is continuing its commitment to active living by introducing dedicated and shared bike lanes to Pierce Street.

The city began marking the lanes on Pierce street Aug. 18, and should complete the project within a week. The city will implement dedicated bike lanes on Pierce Street from 26th to 38th. From 38th to 44th, the city will use shared lanes where cyclists will bike alongside parked vehicles.

Oversees, or lanes in which cyclists share the lane with traffic, will be implemented south of 44th.

Wheat Ridge city officials say the Pierce Street project is important because it will provide cyclists with a safe path that travels north and south within the city. While the city has shared trails and paths that traveled north-south, Wheat Ridge had not had visible north-south connections prior to this project.

City Council discussed the Pierce Street improvements at the June 2 study session. One point of concern

was the availability of on-street parking for residents on Pierce Street.

The decision to implement shared lanes from 38th to 44th is meant to retain on-street parking and contain the high volume of traffic generated by the Salinas Valley and Paul Galt Jr. School and Church.

As for the shared lanes north of 44th, city officials believe the decreased amount of traffic in the area will enable it to be converted to another destination.

THE DENVER POST



2014 Publicity and PR Campaigns

Wheat Ridge Education Committee

Need Help Selecting a Wheat Ridge School For Your Child?



Join us for the
Wheat Ridge Summit on Education
All Citizens are invited

Wednesday, September 17, 2014
8:30 – 8:30 p.m. at the Wheat Ridge Recreation Center

- Hear a panel discussion on education in our city
- Meet the principals of Wheat Ridge Schools
- Gather information on public, private and faith-based schools
- Free child care for children six months to 10 years

Sponsored by the Wheat Ridge Committee for
Excellence in Education



A Guide to Wheat Ridge Schools

- Message from Committee
- Table of Contents
- School Profiles
- Locator Map
- List of Preschools

Excellence in Education

Wheat Ridge Schools for Wheat Ridge Families

Wheat Ridge School Directory

THE DENVER POST

THE DENVER POST

DENVER AND THE WEST

News • Sports • Business • Entertainment • Lifestyles • Opinion • Politics • YourHub

Charges reduced in banana smacking case

Sand Creek runners honor 2 who refused to attack

Denver begins Panama City

Wheat Ridge group pushes to improve public image of city schools

By Austin Briggs
YourHub Reporter

POSTED: 09/15/2014 12:01:00 AM MDT 1 COMMENT

WHEAT RIDGE —As Wheat Ridge continues efforts to draw a new generation of residents to live, work and enjoy life in the city, a group of community leaders are working to improve student achievement and promote strengths of city schools.

Spearheaded by District IV Councilwoman Genevieve Wooden, members of the recently formed Wheat Ridge Committee for Educational Excellence say one of the main goals is reversing a trend of parents sending their kids outside the city under Colorado's open-enrollment system.

"Ask most anyone, where's the place to send kids? They'll say Cherry Creek," Wooden said. "Why can't we have that reputation, and what do we have to do to make that happen?"

The city's three charter schools enrolled the vast majority of their 1,855 students from outside Wheat Ridge. Meanwhile, the 11 regular public schools in the city suffered a net loss of 55 students out of 4,774 living in city boundaries during the 2013-14 school year. All public schools in Wheat Ridge are part of the Jefferson County Public Schools district.

Schools that failed to meet state standards measured by TCAP scores or had plummeting

WHEAT RIDGE CITY COUNCIL

Education Excellence in Wheat Ridge

By Genevieve Wooden

Just over a year ago, when my children approached kindergarten age I asked friends and neighbors about the local school. Some comments were, "don't choose that school, you need to go to this school (two miles away)," and "No, that school is bad, you need to go here (three miles away)." I confess that I never even walked in the front door of the local school, a mere two blocks away.

We then moved to a new neighborhood and I asked the same question and got the same results. But this time I decided to visit a little neighborhood school called Wheat Ridge. We met the principal, visited the kindergarten and made the decision to stay. Before our children graduate they will have attended all neighborhood schools — from kindergarten through sixth. I'm very happy with the education they received. However, this may be the exception rather than the rule here in our city.

Residents tell us they move here for many reasons — walk-down level, close to downtown yet close to the mountains, unique houses and large lots. However, we do not hear that people move here for our schools. In fact, statistics show that many people may not choose the local school and even leave our city entirely for their child's education. But more importantly, they do not even visit or investigate the local school. The reasons are varied and range from old perceptions and rumors, with little support of concrete information, and even student demographics. We've noticed these issues and that's why a new committee was formed to find what we could do to improve. This is about helping all Wheat Ridge schools provide an excellent education to our residents.

The Wheat Ridge Committee for Educational Excellence consists of members from city council, city staff, school principals, district staff, school board and concerned citizens. We have identified all local schools to work with, including public, private, and faith-based. The committee is working to improve everyone's perception of the quality of Wheat Ridge schools to promote and cause more families to choose and support our schools.

The committee will act as a link between citizens, city and schools. We will help communicate what our schools offer and what the citizens want and expect. We will promote and publicize our schools. We will be active present at a city in our schools and also invite our schools and students to community events and city hall.

Save the Date for our first Wheat Ridge Summit on Education on Wednesday, Sept. 17, 8:30 p.m. at the Wheat Ridge Recreation Center, 4000 Kipling St. All citizens are invited to hear directly from our principals about what's going on with local schools. Learn about each school, ask questions about old rumors, find out about existing programs, and discover the goals for local education. We are excited as a committee to begin working with our schools and citizens to improve the future of education in Wheat Ridge.

Genevieve Wooden is the chairman for the Education Committee and Wheat Ridge City Council Member at District IV and can be contacted at genevieve@wheatridge.com or 303.204.1904.

2014 Publicity and PR Campaigns



Wheat Ridge 2020 | Ridge at 38

Post Community Events to Event Sites:

9News	Eventful	Colorado Info/
Zevents	Yelp Events	Concert Calendar
5280	Evenbrite	Denver 365
Westword	CO Events Today	Rocky Mountain PBS
MileHi on the Cheap	Denver Post	YourHub
The Denver Channel	WHT2DU	
Events in CO	Denver Life Magazine	

- Criterium Race
- RidgeFest
- Trunk O Treat
- Ridge at 38 Holiday Celebration



DIBS (Denver Independent Brokers) Tour

2014 Publicity and PR Campaigns



Posted Event to Event Sites:

- Denver Post YourHUB
- Wheat Ridge Transcript - Penny Parker (Pick up in 27 Community Papers)
- Westword
- Boulder Daily Camera

Raise Funds at Feed the Future Gala, July 20

By Loretta DiTirro



The Wheat Ridge Business Association will host the second annual Feed the Future Summer Gala on July 20, at Teller Street Gallery, 7190 W. 38th Ave. The event will run from 5 to 8 p.m. and feature food, wine, live music and a variety of door prizes.

The gala raises much-needed funds for the Feed the Future Backpack Program, which provides food items for the weekend to local elementary school students who receive free or reduced breakfasts and/or lunches.

The Arvada Food Bank provides the food and each week, volunteers package the items with the goal of supplying students with extra meals when they might otherwise go hungry. Participating children receive two breakfast and two lunch items, two snacks, fruit and vegetables.

The program, which costs roughly \$3,000 per month, benefits 300 children each week during the school year. Eight elementary schools participate.

This is the one program that has brought businesses, churches, elected officials, schools, residents and other nonprofit organizations together in support of our

children. If just one child benefits, we have succeeded.

Tickets for the gala cost \$35 each and may be purchased online at www.wheatridgebiz.com or by mailing a check to the Wheat Ridge Business Association, P.O. Box 1231, Wheat Ridge, CO 80034-1231.

Donations to the Feed the Future program can also be made online or via mail.

The Wheat Ridge Business Association is a group of businesses in Wheat Ridge and the surrounding communities dedicated to making a stronger, more educated, more connected, and better business community for the area. To learn more or to become a member, visit www.wheatridgebusiness.com.

Loretta DiTirro is president of the Wheat Ridge Business Association. Contact her at 303-594-1520 or president@wheatridgebiz.com.

2014 Publicity and PR Campaigns

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ECONOMIC DEVELOPMENT ACROSS COLORADO



City of Wheat Ridge

Wheat Ridge Provides Incentives

Wheat Ridge's diversifying population, business-friendly policies and close proximity to Denver has made the former agricultural hub a new hot spot for residential and commercial development. The city has landed an array of exciting new projects in recent months, from three-story row homes in the heart of the city along the Ridge at 38 to a \$24 million retail project that will include Wheat Ridge's first Sprouts grocery store.

The boom in development reflects Wheat Ridge's increasing commitment to provide businesses with the resources they need to thrive. Over the last decade, we've unveiled a string of incentives to attract new business and grow our existing employer base. We've also improved outdated zoning codes, updated our comprehensive development plan and created a rapid response process for development projects under review.

The elected officials of the past few years and going forward know how to say "yes." Yes to building a downtown, yes to offering development incentives and making business grants, yes to ease of getting through planning and building departments," explained Mayor Jay Jay. "We've established an open and transparent process to help

developers avoid expensive surprises or unnecessary delays. In Wheat Ridge, developers have an assurance that we will tell them everything that has to be done to get their project completed.

"Wheat Ridge has been very welcoming and has been willing to work with us every step of the way to facilitate the housing options available to residents," said Cecil Myers, chairman of New Town Builders, which broke ground on the row home community Perlin's Row in March.

New Town has already sold out the first phase at Perlin's Row, which will feature 26 two- and three-bedroom row houses at the bustling intersection of 38th Avenue and Dwyer Street. The developer is just one of several residential builders transforming Wheat Ridge's housing stock. Just a stone's throw away, near the corner of 38th Avenue and Festus Street, Urban Green Development has plans to build a 173-unit mixed-use community at the site of a former carmen farm. The development will include garden homes, single-family (info) homes, and row homes starting in the mid-\$300,000s.

Standard Pacific Homes will expand the housing options even further with the development of Perle at 38th and Wadsworth, the home of a now-closed Go-Rod dealership. This 14.8-acre project should begin construction in 2015 with pad



Steve Art
Economic Development &
Urban Renewal Manager,
City of Wheat Ridge

MVG Development will begin work next month on a commercial redevelopment project that will provide Wheat Ridge with a 64-unit senior living facility and a 27,000-square-foot Sprouts store at 38th Avenue and Kipling Street. This project will replace the city's original Safeway that was constructed in the early 1970s. Another large retail development is planned for 38th and Wadsworth, the home of a now-closed Go-Rod dealership. This 14.8-acre project should begin construction in 2015 with pad

lease availability along this busy stretch of roadway.

However, particularly so, incremental financing funded through the Wheat Ridge Urban Renewal Authority, has played a key role in many of these new developments. The city also offers sales tax and use tax rebates while Wheat Ridge 2020, a nonprofit economic development corporation (focused on facilitating and encouraging development) administers various loans and grant programs.

While we've experienced our fair share of growth, Wheat Ridge still has plenty of attractive sites that are ripe for development. Bordered by Interstate 76, Chase Creek Crossing is a 400-acre master-planned site with an established metro district in place. Transitive Transit opportunities surround the RTD Gold Line commuter rail, scheduled to open in 2016. Located within an Urban Renewal Authority Project Area, the end of the line property is zoned for mixed use, including retail, residential, office and industrial.

The commuter rail line will only enhance Wheat Ridge's reputation as a convenient location to conduct business. The city provides easy access to major highways, the mountains and miles of open space, trails and parks. Residents also appreciate Wheat Ridge's small-town charm, which is

exemplified in the burgeoning downtown area located along 38th Avenue between Sheridan and Wadsworth Boulevards. Home to a variety of new restaurants and specialty shops, the "Ridge at 38" is luring young couples and families to the city, which still boasts affordable home prices compared to many neighboring communities. "Wheat Ridge is a city with solid homes, garden-capable yards, views, parks, trails, and now it is re-inventing itself," added Mayor Jay. "The drive is on to be more walkable and more community-based by revitalizing a main street with new restaurants, new shops and local events."

Wheat Ridge 2020 has also helped create a stronger sense of community by hosting local cruiser rides, festivals, home tours, dining events, fitness challenges and clean-up days.

With such a vibrant community at the backdrop, it's no surprise that Wheat Ridge is home to some of the metro area's most innovative companies. Four local companies have won "Colorado Companies to Watch" awards: Able Planet, Circle Fresh Farms, Liliac Technologies and Source Office Supply. For more information, contact Wheat Ridge Economic Development Manager Steve Art at (303) 255-2806 or sart@wheatridge.co.us.



City of Wheat Ridge ECONOMIC DEVELOPMENT



Wheat Ridge is Open for Business

Wheat Ridge is a city in the midst of a renaissance. Over the last year, Wheat Ridge has attracted a range of exciting new developments, from three-story row homes located in the thriving 38th Avenue commercial corridor to a 14.8-acre retail center that will replace a long-shuttered car dealership.

Economic development
Quarterly newsletter

2014 Publicity and PR Campaigns

AWARDS

- Ridge at 38 Wins Downtown Colorado Inc. Award
- Wheat Ridge Receives Second Budget Award from GFOA



THE DENVER POST



Wheat Ridge Business Association and City Honor
2014 Business Award Winners

2014 Publicity and PR Campaigns



Wheat Ridge ranked as one of the best places to retire

[Watch the story](#)

Nov 11, 2014 at 6:38 AM

The website www.livability.com has ranked Wheat Ridge, CO as one of the "Ten Best Places to Retire" in America.



Nov 10, 2014, 2:17PM MST

[A Colorado city is one of the 10 best places in the country to retire \(Slideshow\)](#)

This isn't the first time a company has named a Colorado community a "best place to retire," and it probably won't be the last.

Wheat Ridge has been given the title of the fifth-best place in the ...

2014 News Releases and Media Advisories

News Releases and Media Advisories (Oct - Dec 2014)

Dec. 3, 2014 “Ridge at 38 will host 3rd Annual Holiday Celebration Saturday, December 6th”

Dec. 3, 2014 “Muddy Paws Bath House Marks Grand Opening with Ribbon Cutting and Art Show Fundraiser”

Dec. 2, 2014 “City of Wheat Ridge Hosts Open House for Clear Creek Crossing Project”

Dec. 2, 2014 “Fido’s Grub-n-Tub Marks Grand Opening and Ribbon Cutting”

Nov. 13, 2014 “Iron Rail Tavern Marks Grand Opening with Ribbon Cutting”

Nov. 10, 2014 “Wheat Ridge Named 5th Best City to Retire by Livability.com”

Oct. 8, 2014: “MVG Development Breaks Ground on Kipling Ridge redevelopment project”

2014 News Releases and Media Advisories

News Releases and Media Advisories (Jun - Sep. 2014)

Sep. 21, 2014: "WHEAT RIDGE BUSINESS AWARDS NOMINEES ANNOUNCED"

Sep.15, 2014 "Ridge at 38 Wins Downtown Colorado Inc. Award"

Sep. 11, 2014 "Ridge at 38 Hosts Ridgefest 2014 on September 13, 2014"

Sep. 11, 2014 "Jackpot! GLI Stays in Jeffco and Relocates to the City of Wheat Ridge"

Aug. 13, 2014 "Wheat Ridge Hosts 45th Annual Carnation Festival August 15-16, 2014"

Aug. 6, 2014 "Wheat Ridge Police Earn CALEA Reaccreditation"

Jul. 10, 2014 "Wheat Ridge Business Association Hosts 2nd Annual Feed the Future Summer Gala"

Jun.17, 2014 "Two Wheat Ridge Businesses to Host Ribbon Cuttings on June 19"

2014 News Releases and Media Advisories

News Releases and Media Advisories (Apr - May 2014)

May 15, 2014 “City of Wheat Ridge Launches New Rocky Mountain Road Cup Race”

May 14, 2014 “Brownfields Tax Credit Bill Signing at Wheat Ridge Redevelopment Site”

May 2, 2014 “KareBear Bakery Celebrates Grand Opening May 3rd and 4th!”

Apr. 28, 2014 “City and Wheat Ridge Business Association To Celebrate New Businesses on Ridge at 38”

Apr. 10, 2014 “City of Wheat Ridge Investigates Improvement Opportunities on Wadsworth Boulevard”

2014 News Releases and Media Advisories

News Releases and Media Advisories (Nov 2013 - Mar. 2014)

Mar. 21, 2014 “Mountain Phoenix Community School & Live Local Harvest Partner to Host Local Food & Farm Festival”

Mar. , 2014 “Wheat Ridge Housing Authority Issues RFI for Development Opportunities at Historic Fruitdale School”

Mar., 2014 “Wheat Ridge Merchants Announce Winner of Naming Contest”

Nov.13, 2014 “Ridge at 38 Will Host 2nd Annual Holiday Celebration Sunday, December 8th”

Nov., 2013 “Former Carnation Farm to Become Sustainable Community

Publicity / Ad Value 2014:

Publicity / Ad Value Formula:

Circulation x 2.2 = Readership
Ad Rate* x 3.3 = Publicity Value

* Ad rate is either per/column inch or ad size i.e., full page, half page .

Risk Agency								
Publicity Results Report:								
Whist Ridge	2014			Circulation Value				
Media	Date	Circulation	Readership	Ad Rate	Size of Article	Ad Size Rate	x 3.3	Publicity Value
				per column	In column inches	Full, 1/2, 1/4 etc.		
YourHub	11/06/14	129,267	1,309,383	\$62.64	25	\$2,566	3.30	\$71.30
**Whist Ridge carries Windows 8 blog, plus*								
The Denver Post	10/26/2014	129,627	1,217,214	\$62.64	30	\$2,879	3.30	\$85.41
**Whist Ridge determined to host potential of future Fast Facts Station*								
YourHub	12/02/14	129,267	1,309,383	\$62.64	36	\$2,268	3.30	\$222,492
**Whist Ridge sees booming commercial and rental real estate market*								
Denver Business Journal	10/09/14	121,851	794,305	\$64.02	30	\$2,040.00	3.30	\$6,731.10
**Statement of WOOD PROJECT*								
Whist Ridge Transcript	9/23/2014	5,308	12,199					
**The Ridge at Whist was event*								
The Denver Post	09/04/14	129,627	1,217,214					
**New Facts against potential Whistert subdivision in Whist Ridge*								
Neighborhood Gazette	09/10/14	15,000	34,000			\$750	1.8	\$2,250
**When Consider Plans, Much Needed Maintenance at State in Whist Ridge Section*								
Neighborhood Gazette	8/13/2014	15,000	34,000			\$750	1.8	\$675
**Whist Ridge to Honor Best Businesses Oct 1*								
Colorado Home & Style	05/01/14	10,100	32,700					
**Empowerment Spotlight: Whist Ridge*								
Emerging Local Government Leaders	3/9/2014							
**Weather Gaps: City of Whist Ridge, CO*								
Neighborhood Gazette	01/04/14	15,000	34,000			\$750	1.8	\$2,250
**Risks exist at Whistert Future Gals July 20*								
YourHub	09/10/14	129,267	1,309,383	\$69	36	\$2,476.00	3.3	\$208,473
**Whist Ridge group pushes to improve public image of city school*								
The Denver Post Real Estate	08/15/14	129,627	1,309,383					
**Best facts*								
The Denver Post Tourist	08/07/14	129,267	1,309,383	\$603	5	\$2,508.00	3.3	\$8,386.10
**Major's Place Sells in Whist Ridge Realty Roundup*								