



NEWS RELEASE

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Annual Wheat Ridge Business Walk Planned for August 8, 2018 *Retaining Existing Businesses Key to City Economic Development Efforts*

WHEAT RIDGE, CO July 11, 2018 – The City of Wheat Ridge will conduct its 4th Bi-Annual *Business Walk* on August 8 from 10 a.m. – noon. Volunteer teams will canvas local businesses to inquire about the state of the local business environment at a grassroots level. The *Business Walk* event is being coordinated by the Economic Development Division of the City Manager’s Office and the Wheat Ridge Business Association (WRBA). The intent of the walk is to engage the business community and get feedback directly from the businesses themselves. The goal is to have volunteers and City staff visit more than 150 businesses during the two-hour event.

“This will be the fourth walk we’ve conducted and it’s a great way to reach out to our business community to let them know we care about their business and to hear their feedback on the business environment in Wheat Ridge,” said Steve Art the Economic Development manager for the City of Wheat Ridge.

The *Business Walk* initiates contact with businesses in Wheat Ridge, establishes ongoing communications and provides businesses with useful resources. The Wheat Ridge *Business Walk* will consist of teams of 2-3 people that will be assigned an area of the City. From 10 a.m. - noon the teams will enter local businesses and pose three questions to the owners and managers:

1. How’s business?
2. What do you like about doing business in Wheat Ridge?
3. In the next 12-24 months, do you think business will get better?
4. What can the City or WRBA do to improve business?

The teams will leave each business with a packet of materials containing useful resources and information.

“In our three previous of the business walks, we’ve talked to over 400 businesses” says Art. “In 2016 we visited about 150 businesses. We connect these visits with the individual surveys we conduct throughout the year and we get a pretty good pulse on the local business environment.”

For more information or to participate in this year’s *Business Walk* contact Steve Art at 303.235.2806 or sart@ci.wheatridge.co.us.

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