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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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**SECOND ANNUAL BUSINESS WALK
AIMED AT ENGAGING WHEAT RIDGE BUSINESS COMMUNITY
SLATED FOR AUGUST 21**

Retaining Existing Businesses Key to Economic Development Efforts in City

WHEAT RIDGE, CO – The City of Wheat Ridge will conduct its 2nd Annual *Business Walk* on August 21 between 10 a.m. – noon. Volunteer teams will canvass local businesses to inquire about the state of our local business environment at a grass roots 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. The goal is to have volunteers and City staff visit over 200 businesses during the two-hour period.

“Last year’s walk was a huge success,” said Steve Art the Economic Development Manager for the City of Wheat Ridge. “This year we’ve partnered with the Wheat Ridge Business Association (WRBA) and anticipate contacting more than 200 businesses. This is a great way to reach out to the business community and learn what’s affecting our local climate. We’re here to support and help our current businesses thrive.”

The *Business Walk* will initiate contact with businesses in Wheat Ridge, establish ongoing communications and provide 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. to 12 noon the teams will enter local businesses and pose four questions to the owners and managers:

1. How’s business?
2. What do you like about doing business in Wheat Ridge?
3. What do you foresee in the future of your business?
4. What can the City or WRBA do to improve business?

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

“With a national estimate that more than 70% of all new jobs in any community are created by existing business,” Art continued, “It’s vital that we stay in contact with our businesses to gauge the business environment and provide support as needed.”

Last year’s survey asked more than 150 businesses about their thoughts relating to current business trends and future forecasts. Over 88% of Wheat Ridge businesses indicated that business is at least good or steady. Over 75% felt that business will get better over the next two years.

“It’s important for us, as a business organization to learn what local businesses need to be successful,” according the Loretta DiTirro, President of the WRBA. “This walk is just another way the City and our organization are committed to improving the business climate in Wheat Ridge. The event is also a great way to increase our membership and inform businesses about our mission and the resources we have to offer them.”

For more information or to participate in the August 21st *Business Walk* contact Steve Art at 303-235-2806 or sart@ci.wheatridge.co.us.

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Photo:



Pictured Left to Right, Troy Sharp, Manager of the UPS Store in the Applewood Shopping Center is visited by Loretta DiTirro and Nancy Crego during the 2012 Business Walk.