



## **Ridge at 38 Wins Downtown Colorado Inc. Award**

*-Wheat Ridge commercial district recognized for excellence in branding and marketing-*

**Wheat Ridge, Colorado (September, 2014)** – Wheat Ridge commercial district Ridge at 38 has won a 2014 Governor's Awards for Downtown Excellence from Downtown Colorado Inc. The district was recognized for "Best Marketing and Branding" for the brand and marketing plan developed by Ridge at 38's Leadership Committee.

Ridge at 38 officials received the award on the evening of September 11<sup>th</sup> at the Governor's Award Dinner and Reception in Fort Collins. The winners also received a certificate signed by Governor John Hickenlooper, Reeves Brown, Executive Director, Department of Local Affairs; and John Plakorus, DCI Board Chair. The awards were presented in partnership with Rocky Mountain Performance Excellence (RMPEX).

"We are pleased to be recognized for crafting a new identity for an area that has become a vital city core," said Wheat Ridge Mayor Joyce Jay.

Since 2003, the Governor's Awards has recognized outstanding projects and people that reflect an attitude of perseverance and dedication to community revitalization in Colorado. All 2014 nominated projects were completed between September 1, 2010 and May 30, 2014.

"This year's nominees represent some of Colorado's best contributions to vibrant local communities," said Katherine Correll, executive director, Downtown Colorado, Inc. "On behalf of DCI members, board of directors, and staff, we congratulate the winners and all of the nominees for excellent work to enhance Colorado's commercial districts."

The Ridge at 38 Leadership Committee, which is comprised of business owners, property owners, residents and stakeholders, is dedicated to creating a pedestrian-friendly downtown and promoting 38<sup>th</sup> Avenue as Wheat Ridge's "main street." Thanks to the committee's efforts, the district is now becoming a primary destination for residents and a sought after location for businesses.

"This award reflects the hard work and creative thought that went into developing a strong brand for Ridge at 38. It was an inclusive process and we are definitely seeing the fruits of our labor as the 38<sup>th</sup> Corridor gains traction as a community-focused hub for local business," said Britta Fisher, executive director of Wheat Ridge 2020, a non-profit committed to encouraging business development in Wheat Ridge.

### **About Downtown Colorado, Inc.**

Established in 1982 as the Colorado Community Revitalization Association, Downtown Colorado, Inc. is a 501(c)3 nonprofit membership organization that aims to build better communities by providing assistance to downtowns, commercial districts and town centers in Colorado. Organization members represent

downtown organizations, local governments, development and improvement districts, consultants, individuals and others involved in downtown and community development.

### **About The Ridge at 38**

Ridge at 38 is a commercial district at the heart of Wheat Ridge, located on West 38th Avenue between Sheridan and Wadsworth Boulevards. Ridge at 38 is home to an eclectic mix of businesses that serve the community and welcome visitors by offering a taste of small town life without the drive. The district provides people with an authentic experience steeped in nostalgia; where tradition, and locally-created and crafted goods are valued and where new ideas are nourished and cultivated.

### **About The City of Wheat Ridge**

The City of Wheat Ridge, located west of Denver with a population of 31,000 citizens, is home to a mix of retail/commercial businesses and unique residential neighborhoods. Wheat Ridge is a vibrant community in a prime location, providing easy access to the Denver metropolitan area.

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