ABOUT LOCALWORKS

Mission Statement
Advancing Wheat Ridge as a vibrant and sustainable community.

Vision Statement
A movement of citizens actively engaged in shaping and sustaining the community.

Core Values
- Community: Empowering, Influencing, Connecting, Inclusive, Transparent, Creative
- Catalyst for Revitalization: Innovative support for local business and property
- Future-oriented: Optimistic, Inventive, Believe in Community Potential
- Sustainability: Perpetuating and Growing
Strategic Plan Summary

The Localworks 2017-2019 strategic plan identifies the focus and provides direction for the organization through 2019 in four priority areas: Placemaking; Attract and Retain Diverse Businesses and Housing; Volunteer Engagement and Advocacy; and Localworks Roles and Resources.

Priority A: Placemaking

Goal 1: Position Ridge at 38 as Wheat Ridge’s main street through three primary programmatic areas: events, marketing & promotion (including the creation of Ridge at 38 BID), and Built Environment.
Goal 2: Support placemaking in other clusters within Wheat Ridge through two primary programs: Promotion of distinct neighborhood/business areas within Wheat Ridge (i.e. Amplify the work of partners and businesses in other areas), and Kaiser Permanente “Activate 38 West of Kipling” project implementation.
Goal 3: Support placemaking through tours that draw attention to Wheat Ridge’s unique aspects.

Priority B: Attract and Retain Diverse Businesses and Housing

Goal 1: Offer incentives for the revitalization of commercial real estate to be occupied by businesses through the business loans and matching grants programs.
Goal 2: Position real estate through owning/optioning (landbanking) or through marketing activities.
Goal 3: Advocate for vibrant and diverse businesses and housing in Wheat Ridge through policy advocacy for a friendly business environment.
Goal 4: Provide incentives and events to attract improved housing stock through home loans and potential landbanking/promotions and partnerships for community improvement.
Strategic Plan Summary Continued

Priority C: Volunteer Engagement and Advocacy

Goal 1: Engage internal parties (members, board and staff) to “move up” in the internal leadership pipeline.
Goal 2: Add to the pipeline for community leadership through: academies, civic engagement and promotion of opportunities.
Goal 3: Educate community members on policy, including through Pints & Policy.
Goal 4: Advocate specific policy positions.
Goal 5: Engage volunteers through events and committees.
Goal 6: Create complete volunteer management program.

Priority D: Localworks Roles and Resources

Goal 1: Reach more people with Localworks brand and messages to increase understanding of Localworks mission and impact.
Goal 2: Grow and retain members supporting the mission of Localworks.
Goal 3: Responsibly resource the work of Localworks.
Goal 4: Operate Localworks efficiently, effectively, legally and responsibly.
Goal 5: Seek input and determine direction for Localworks future expansion.
LOCALWORKS STAFF

KATE COOKE  
EXECUTIVE DIRECTOR

ASHLEY HOLLAND  
MARKETING AND  
COMMUNICATIONS MANAGER

CAROLYN DORAN  
DIRECTOR OF EVENTS

JENNY SNELL  
COMMUNITY PROGRAMS  
MANAGER

MALACHI GOODMAN  
OPERATIONS MANAGER
Kate Cooke, former Capital Projects, Outreach and Engagement Program Manager at Alameda Connects and Alameda Corridor Business Improvement District, joined Localworks as the new Executive Director on September 23, 2019.

Kate brings over 15 years of experience in the development and implementation of plans and programs that increase economic vitality and build a sense of community. Most recently, she led business development and retention efforts and community outreach and engagement for Alameda Connects/Alameda Corridor Business Improvement District in Lakewood.

In addition to her professional experience, Kate has lived in Jefferson County for over 20 years. She served on the Edgewater City Council, acted as the Chair of Edgewater’s Urban Renewal Authority and served on Jefferson County’s Community Development Advisory Board for 12 years. Her formal education includes both a Masters of Public Administration and a Masters of Urban Planning.

Kate has been a wonderful addition to the Localworks team, and we are excited to see what lies ahead under her leadership.
2019 ACCOMPLISHMENTS

Activate 38
This year, we continued our partnership with Kaiser Permanente on Activate 38, our project to increase active transportation, transit use and accessibility along 38th Avenue between Kipling and Youngfield in Wheat Ridge. After two rounds of public input, the Activate 38 team and Public Works finalized a number of improvements to the 38th Avenue Corridor. These improvements include additional street lights, two mobile speed checker sets and one additional rectangular flashing beacon pedestrian activated crossing. The City of Wheat Ridge began the installation of these items in 2019 and will finish in early 2020. In addition to the physical improvements, Activate 38 partnered with Bicycle Colorado to bring bicycle safety training to local schools on or near the corridor.

Annual Meeting
Localworks held our 2019 Annual Meeting on November 19 at hOMe Collective. The meeting attracted 62 individuals. As part of the evening’s program, Localworks honored two community members with awards. Mark De La Torre received the Volunteer of the Year Award for his work translating Localworks’ marketing materials into Spanish. Charles Sprague received the Community Builder of the Year for his work with the Wheat Ridge High School STEM Program.

Building Up Business Loans
Localworks loaned Conway Dreams, LLC. $50,000 through our Building Up Business Loan (BUBL) program. Conway Dreams is using these funds for internal renovations to create spaces for two businesses in their property at 6390 W 44th Avenue. They are also making repairs for each of the tenants that will occupy the space.
Greetings from Wheat Ridge
The City of Wheat Ridge reached 50 years of incorporation in 2019. Localworks helped celebrate this momentous anniversary by partnering with the City on the Greetings from Wheat Ridge project. This project used the artwork commissioned by the 2018 Wheaties Academy to showcase parks, businesses and events around the city. The artwork was transformed into postcards, window decals and signage. These were then used to encourage community members to engage with each other and with their favorite locations around Wheat Ridge.

Live Local
Localworks’ Live Local program consists of a series of social and active events to help residents live locally, support local businesses, get to know each other and encourage a more enriching lifestyle. This year’s events included an archery class, a tour of 5 Fidges Farm, a succulent planting class, a community sing along and much more! Through these events, Localworks strengthened our partnerships with many local businesses and organizations, including Four Seasons Farmers and Artisans Market, Rocky Mountain Specialty Gear, Southwest Gardens and the Wheat Ridge Active Adult Center. This year, we hosted 14 events. Eight of those events were free and open to the public, and the remaining six were sold-out ticketed events. Throughout 2019, Localworks’ Live Local events attracted over 700 individuals.
Special Events

Our special events are designed to showcase Wheat Ridge as a regional destination and build awareness of the terrific and unique businesses in our community. Below are some highlights from the 2019 events.

On Sunday, June 9, Localworks hosted the Criterium Bike Race and Brewfest on Ridge at 38. Localworks was again chosen to host the State Championship race with 301 racers participating. During the Brewfest, spectators sampled over 25 beers from 11 local breweries. Spectators and racers loved the new course and layout. Approximately 7,000 spectators joined us throughout the day, and 72 volunteers donated their time.

This year’s RidgeFest was a huge success. We had chalk art, 4 bluegrass bands, kids’ activities, 31 vendors, food trucks, classic cars and more. Wheat Ridge’s poet-in-residence, Sharon Heinlen, shared a poem for the occasion, and local artist Terry Womble did a live painting demonstration. Localworks partnered with 29 Wheat Ridge businesses and organizations, including the Wheat Ridge Cultural Commission, the Wheat Ridge Business Association, Pierogies Factory and Brewery Rickoli.

Trunk or Treat was held on Saturday, October 26. The move to Lutheran Medical Center was a great success and brought a crowd of approximately 3,500. Localworks partnered with many local businesses and organizations, including Glory of God Lutheran Church, Destination Dance, Lutheran Medical Center and Wheat Ridge Dentists.

Wheat Ridge’s Holiday Celebration took place on Saturday, December 7 on 38th Avenue. The event attracted approximately 2,800 attendees and benefited from partnerships with Right Coast Pizza, the Wheat Ridge Grange, Four Seasons Farmers and Artisans Market, West 38 and many more.
**TLC Wheat Ridge**

TLC Wheat Ridge is a program that promotes neighborhood improvement and connection. Each year, we organize a Clean Up Day in each City Council District. In 2019, Localworks partnered with Altitude DocuShred to offer free document shredding to residents at two of the Clean Up Days. Throughout 2019, residents filled 60 dumpsters with trash, yard waste and recycling, totaling 1,740 cubic yards of waste. Localworks also awarded 14 Block Party Grants and 18 Dumpster Grants. Finally, we worked with Wheat Ridge Police Department and Compass Montessori School for Random Acts of Kindness Week. The week started with a proclamation of February 11 through February 17 as Kindness Week in the City of Wheat Ridge. From there, Localworks provided a platform for community members to share their acts of kindness and celebrate others. Then, the children from the school helped elderly residents with yard work, which brought their property up to code.

**Tours of Wheat Ridge**

Each year, Localworks conducts tours of Wheat Ridge to attract potential residents and encourage current residents to support local businesses and celebrate what makes Wheat Ridge unique. In 2019, Localworks’ sold-out Blooms & Brunch Tour took place on Saturday, May 4. This new event encouraged community members to shop locally while planning their summer garden. This event included partnerships with Abner’s Garden Center, Young’s Market and Garden Center, Al’s Pine Garden, Southwest Gardens, Tazza di Caffe, Fran’s Café, Cibo Meals, Wheat Ridge Liquor and Belfiore Italian Sausage. Then, Wheat Ridge’s Mid Century and Modern Home Tour took place on Saturday, September 28. This sold-out tour showcased beautiful homes in Wheat Ridge and celebrated our community’s love of mid-century and modern architecture and design. We partnered with Wheat Ridge businesses and organizations to make this event successful, including modmood, Bardo Coffee House and the Wheat Ridge Congregational Church.
Localworks operates on a fiscal year. The financial snapshots here are for the 2019 calendar year.

Our financials were audited by Watson Coon Ryan LLC, who gave their highest opinion for accuracy with no weaknesses nor deficiencies. If you are interested in viewing their full report, you can find it at the Localworks website.

We are grateful for all of our donors, sponsors, and grantors who believe in our mission and make our work possible. Many thanks to our Finance Committee and Board of Directors for reviewing our finances every month to give input, and to ensure we are on track to reach our budget and goals.

If you would like to learn more details about our financials, please review our 990 financial filings on our website or request them in our office.
CONNECT WITH US

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