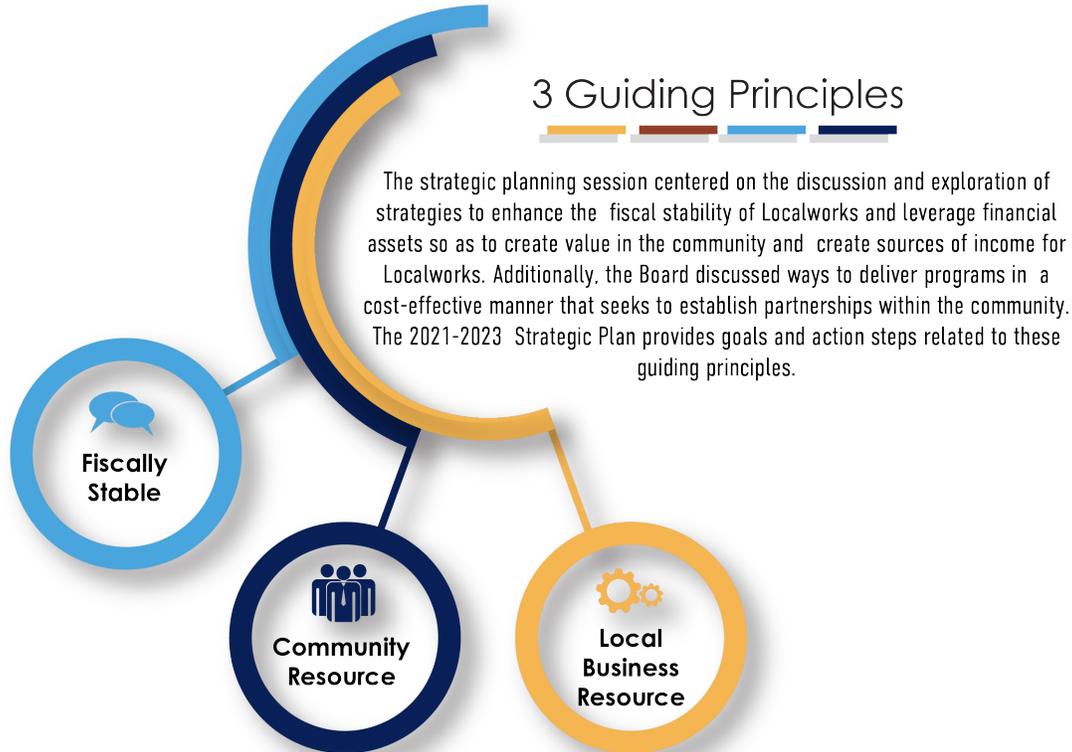


Localworks, the City of Wheat Ridge, and the Wheat Ridge community share a long-standing partnership in the revitalization, beautification, and engagement of the Wheat Ridge community. Through this partnership, Localworks has implemented business loan programs, home loan programs, community engagement events, educational events, and community clean up and beautification projects. In the last three years, this investment has resulted in 3 business improvement loans, 12 clean up days, 25 dumpster grants, 62 community events, 8 regionally significant events to promote Wheat Ridge as an economically vital destination, and 12 events to train and empower residents and future leaders. Localworks brings together over 200 active community volunteers and over 2,400 members to leverage resources to create a vibrant and sustainable community that positions and promotes all the things that make Wheat Ridge a great place to live, work, and play.

The 2021-2023 Strategic Plan builds on the successes of Localworks, identifies strategies to enhance the fiscal stability of the organization, and identifies strategies to effectively deliver valuable community programs.

Strategic Plan Overview and Path Forward



Principle One: Localworks is fiscally stable and healthy so as to deliver programs and weather all challenges.

Goal 1. We are fiscally nimble and are actively seeking to leverage our financial resources to create value for Localworks and the Wheat Ridge community.

Through strategic investments and prudent financial management, Localworks has developed financial resources that are now poised to serve as means to create value in the community and enhance financial stability for Localworks.

Goal 2. We create partnerships that result in financial benefits for programs and the community.

Localworks has a history of successfully obtaining grants and sponsorships to support the organization's programming related to community building and engagement. These efforts will continue and expand in the coming years.



Principle Two: Localworks is a resource for the community and the City by providing opportunities for engagement, volunteerism, connection and education.

Goal 1. We educate and empower our residents.

Community education and empowerment of residents is an area where Localworks has excelled. We have provided training and opportunities for community engagement that have resulted in participants becoming elected officials and members of boards and commissions. We have used a combination of formal and informal meeting formats to educate and inform residents on complex community issues. We have provided forums where civil community conversations take place. This work is a recognized resource in the community and will be central to the work of Localworks moving forward.

Goal 2. We invest in the community.

Localworks has a long history of investing in the community through a combination of loans for homeowners to improve the housing stock and programs to clean up and beautify the community. These programs will continue as Localworks continues to invest in the community.

Goal 3. We connect and engage our residents.

Localworks is uniquely positioned to connect and engage residents. Our history of providing forums for connection that are fair, open, and civil has created a high level of community trust in our programs. These opportunities and programs will continue to expand and grow.

Principle Three: Localworks is a resource for local businesses and the City through programs that provide opportunities for growth, promotion, positioning, and community connection.

Goal 1. We promote and support local businesses.

Localworks offers unique programming that is designed to specifically promote and connect local businesses with the community and the broader metro area. We use our community engagement assets to convey the story of the local businesses and enhance their reach and connection in the community. This programming will continue and expand in the coming years.

Goal 2. We invest in local businesses.

Localworks has offered the Building Up Business Loan Program for over twelve years. During this time, this loan program has facilitated the growth of 13 businesses and represents an investment by Localworks of over \$573,000. These businesses represent the character, nature and face of the community. Investments of this nature are central to the mission of Localworks.

Goal 3. We celebrate and promote the unique identity of Wheat Ridge.

Localworks offers programming and events that position and promote Wheat Ridge as a destination for working, shopping and recreating. These events range from large-scale community events to events that highlight the unique character of the community. These events will continue to be refined so as to bring the best possible value to the community.



Conclusion and Next Steps

As we move through 2021 and toward 2023, Localworks pledges to leverage resources to create value in the community, utilize financial assets to create fiscal stability, facilitate connections and collaboration, serve as a conduit of information and resources for all who live or work here, and unite and energize the community through effective engagement in order to advance Wheat Ridge as a vibrant and sustainable community.