



Leadership Luncheon Series

March 6 – State of the Chamber

June 12 – Meet Your Community Leaders

September 17 – Women to Watch

November 6 – Leading Through Adversity

PRESENTED BY



**PREMIER
MEMBERS**
CREDIT UNION

JUNE 12, 2024

HILTON GARDEN INN

Meet Your Community Leaders



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Welcome

Vanessa Kendrick

Your Castle Real Estate,
Arvada Chamber Board
Chairwoman



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Elected Officials Welcome



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Presenting Sponsor





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Lorie Gillis | City Manager, City of Arvada

Chief Ed Brady | Arvada Police Department

Chief Kirk Lock | Arvada Fire Protection District

Philip Sneed | President & CEO, Arvada Center for the Arts and Humanities

Jeff Glenn | Executive Director, Apex Park & Recreation District

Iza Petrykowska | Executive Director, Arvada Economic Development Association

Maureen Phair | Executive Director, Arvada Urban Renewal Authority

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Lorie Gillis

**City Manager,
City of Arvada**



Meet Your Community Leaders Luncheon

June 12, 2024

11:30am - 1:00pm, Hilton Garden Inn

Lorie Gillis, City Manager

Quick Organization Overview

- Employees 700+ - Top Workplace (CALEA, APWA, GFOA)
- Core Services (Parks, Police, Planning, Public Works, Utilities, Courts, Business Services)
- Community Partners - Regional Player

Top Wins From the Past Year

- Council Strategic Plan - vision vs. tactical
- Top Workplace - employees engaged
- Projects & Planning
 - Financial Resilience
 - Homelessness
 - Housing Strategic Plan
 - Masterplans

Top Things We Are Looking Forward To

- Meyers Pool
- Ongoing Investment in **Critical Infrastructure projects** -
 - We are never done.....
 - Utilities, 72nd
- Progress in Affordable Housing, Homelessness
- ERP Implementation - Efficiencies, Customer Service, Transparency, Modernization

Ways People Can Engage With the City

- Boards and Commissions - learn and advise
- Ask Arvada - report and improve
- Neighbors Connected - engage, support and enhance
- Council - inform



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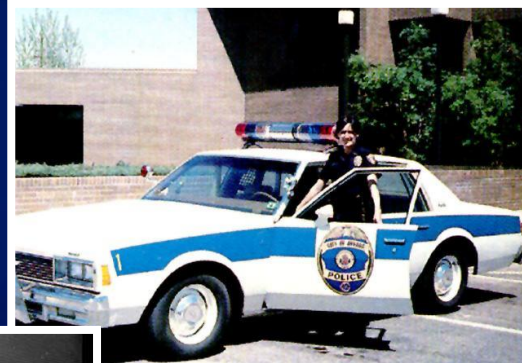
Ed Brady

**Chief of Police,
City of Arvada**



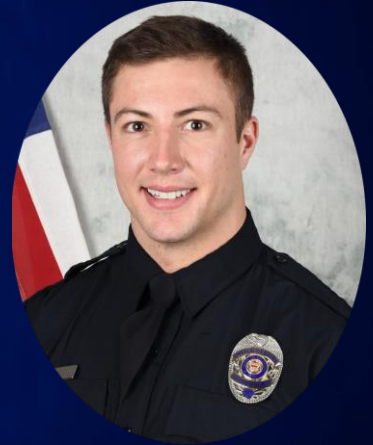


ARVADA POLICE DEPARTMENT



Top 3 Wins from the Past Year

- *Conviction in Officer Dillon Vakoff's case*
- *Uptick of Officer Applications*
- *Supportive City Team and City Council*



OFFICER DILLON
VAKOFF

EW: 09/11/2022



Top Things Looking Forward

- *More Officers,
Fewer Vacancies*
- *Downward Crime Trend*
- *More Attractive Olde Town
for Customers and Families*



How People Can Engage with the Arvada Police Department

- *Power Engage Survey*
- *Social Media*
- *Say “Hello” to an Officer*





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Kirk Lock

Chief,

Arvada Fire Protection District



Organizational Overview

Fire Chief Kirk Lock



- **17,000 Annual Incidents**
- **9 Stations**
- **ISO 1**
- **Accreditation Certified by (CFAI)**

Our Family Helping Your Family

June 12,
2024

2023-2024 WINS!!



- **Renewed Accredited Status**
- **100% Staffed**
- **Apparatus Replacement; Ahead of Schedule**

Our Family Helping Your Family

A Look Into The Future



- Fairmount and Arvada Fire Protection Districts Merger
- AFD 1st Tiller Truck Delivery
- Apparatus Color Change

Our Family Helping Your Family

Get Involved With Arvada Fire Protection District!



- Dave's Locker
- Community Risk Reduction (CRR)

Our Family Helping Your Family



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Philip Sneed

President & CEO,

Arvada Center for the Arts and Humanities



arvada center

Meet Your Community Leaders
Luncheon 2024



Organization Overview

One of the largest multidisciplinary arts organizations in the country

- Annual budget: \$14.5 million
- 200k+ visitors each year
- Around 60 year-round employees
- 300+ volunteers

Second-largest theatre in the Rocky Mountain region

- We produce theatre - designed, built, directed, and often cast by Colorado artists
- We present professional music and dance concerts with other cultural partners

25% of our audience (patrons & donors) live in Arvada



Top 3 Wins

- Paid Theatre Attendance
- Theatre for Young Audiences
- Diverse Community Partnerships



What are we looking forward to?

- August 10: Community Celebration & Concert with Baaba Maal
- August 30: *Waitress* - musical
- Sept. 12: Fall gallery exhibitions

Baaba Maal performs in 2023; photo courtesy of African Leadership Group



How To Engage with the Arvada Center!

Visit the Center

- Come to a theatre performance or concert
- Visit our galleries
- Take a class

Volunteer your time

Make a donation



Natasha, Pierre & The Great Comet of 1812; photo courtesy of Amanda Tipton Photography





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Jeff Glenn

Executive Director,

Apex Park and Recreation District



Why Apex?

Our mission is to enhance the health of our community-socially, emotionally and physically-by being a gathering place and trusted resource for a variety of activities and programs that connect people and improve their quality of life.



Our Top 3 Wins From the Past Year

Capital Maintenance

You asked, we provided. Invested more in capital maintenance than ever before enhancing our buildings for our community.

Growing Programs

You asked, we provided. We reduced or eliminated most waiting lists and grew all areas of programming to serve more residents.

Fitzmorris Elementary School

Leased Fitzmorris Elementary School from Jeffco Public Schools and added a third camp site, and expanded child care.



Looking Ahead: Top 3

● Archery Range

Archery Range coming soon, which will include expanded outdoor recreation program.

● Before and After School Care

BASE: Before and After School Enrichment at Fitzmorris Elementary School for Hackberry Hill and Sierra Elementary.



● Meyers aka Arvada Aquatics Center

The new Arvada Aquatics Center is coming in the fall, making us a top competitor with the bigger and better natatorium.



Join Us!

Join us and get engaged by attending one of our events, taking a program, or visiting one of our 12 facilities. See what we can do to help you socially, emotionally, and physically.

Email: Info@ApexPRD.org if you ever need anything.





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Iza Petrykowska

Executive Director,

Arvada Economic Development Association



Arvada Economic Development Association (AEDA)

**Arvada Chamber Community
Leaders Luncheon
June 12, 2024**



Who is AEDA and What Do We Do?

- Economic Impact
 - Business Attraction, Retention, Financial Assistance Programs
- Community Impact
 - Marketing, Community Engagement
- Organizational Impact
 - Strategic Partnerships, Resource Management
- AEDA supports the long term, holistic, competitive Arvada business environment



Izabela Petrykowska
Executive Director



Liz Johnson
Marketing & Communications Manager



Sarah Miley
Economic Development Specialist



Nancy Flock
Economic Development Specialist

Top 3 Wins from the Past Year

- Economic Impact
 - +167 Net Brick and Mortar Increase in Arvada Businesses
- Community Impact
 - Community Engagement and Communications Work Plan
- Organizational Impact
 - Almost \$800,000 in CEF Active Loans Supporting:

10
STARTUPS

2
VETERAN
OWNED

7
MINORITY
OWNED

7
WOMAN OWNED

9
LOW INCOME

Things to Look Forward to

- Financial Insight Series - August 2024
- Business Appreciation Event - September 2024
- New and Expanding Businesses



How to Engage with AEDA

- Business Retention Visits (bizinfo@arvada.org)
- Annual Events and Monthly Communications
- Strategic Partnership Engagement
- Come visit us at our new office located at 5603 Yukon St.!

Follow us: @arvadaecondev





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Maureen Phair

Executive Director,

Arvada Urban Renewal Authority



Ralston Creek Redevelopment



Ralston Creek Redevelopment



The Caroline
328 units
Early 2025



Ralston Gardens
102 affordable units
Fall 2024



**Garrison Garden
Paseo**
New trail & urban park
Fall 2024

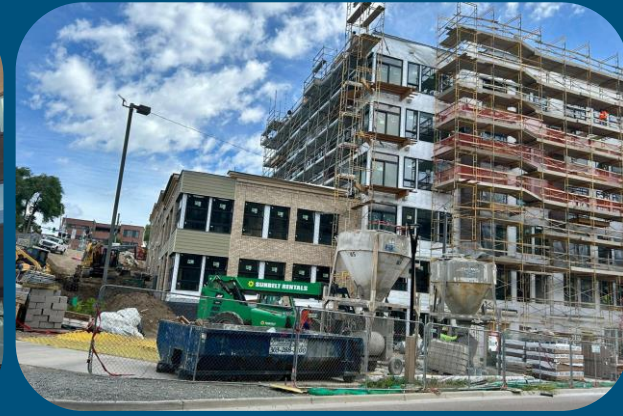
Olde Town Station Redevelopment



**Shops at Olde
Town Station**
5 restaurants
Opened Fall 2023



Residence Inn
128 rooms
Opened in early 2024



The Russell
252 Units
New trail & urban park
Fall 2024



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Joe Hengstler

**Executive Director,
Olde Town Arvada**



An aerial photograph of Old Town Arvada, Colorado, showing a mix of brick buildings, streets, and trees with autumn foliage. A large, bold, black text overlay is centered on the image. The text reads "OLDE TOWN ARVADA" in a stylized, blocky font. The word "OLDE" is on the top line, "TOWN" is on the second line, and "ARVADA" is on the third line. The text is contained within a thin black rectangular border. Below the main text, the words "Business Improvement District" are written in a smaller, dark blue serif font.

OLDE TOWN ARVADA

Business Improvement District

Olde Town Arvada Business Improvement District

Established in 2014 with the mission to preserve, promote and enhance the vibrancy of Olde Town.

Operational Focus

Marketing

Events

Enhanced Placemaking

Promoting Safety

Enhanced Maintenance

Advocacy

2023 Olde Town BID Board Members:

- Scott Spears - President
- Kristin Chayer, Vice-President
- Loren Naftz, Treasurer
- Deborah Pearson, Secretary
- Allyson Skiba
- Deborah Hansen
- Dwayne Cameron
- Michael Griffith
- Peter Kazura
- Steven Cohen
- Steve Howards

Greatest Hits from Last Year

Top 3 Wins

- Deployed two successful marketing campaigns resulting in growth of website traffic by 95% and Facebook visits by 211%.
- 90 Days of Events or Activations including 15 Signature Events presented by the BID.
- 2 Million Annual Visitors to Olde Town, generating \$1.78 million in City Sales Tax.



Goals for the Future

- Addition of new murals in the District.
- Establishing Common Consumption Areas through Promotional Associations.
- Implementation of the Olde Town Strategic Redevelopment Plan.
- Exploring the establishment of a Downtown Development Authority.



How to Engage:

- Volunteer for events.
- Join one of our committees.
- Sign-up as a sponsor.
- Continue to support local businesses.





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Jean Gordon

Executive Director, Arvada Visitors Center



visit
arvada
COLORADO



Who Are We?

- Tourism arm of the city
- Promote what makes Arvada unique
- Keep residents informed and pique interest of those visiting
- (1) FT employee

-
- Public Relations, Paid + Grassroots Campaigns, E-marketing, Social Media, Visit Arvada collateral, Partnerships
 - Physical Space of VC + Marketing Executions

Our Toolbox:

Why Are We Here?

- ***GOAL:** Ensure tourism thrives to benefit residents and businesses.
- A community with **a thriving tourism economy** is a resilient one.
- **Use tourism as an investment;** aid in increasing sales and lodging tax bases

2023 WINS!



1 Storytelling:

Created 50 pieces of unique Arvada content, highlighting 225 businesses and reaching 150k+ people



2 Partnering:

One of 15 Colorado communities accepted into Visit Colorado's 2023-24 Destination Development Program

3 Engaging:

Managed events calendar that featured 2k+ Arvada events, a 10% increase over 2022



4 Earning Media:

On the team that earned \$675k in comparable ad value for securing 550 stories, covered by 100 local, regional and national outlets



What Are We Excited About?

Right Now:

Capturing + promoting all of the Arvada happenings this summer

Very Soon:

Sharing results of our Summer Marketing Campaign

Next year and beyond:

Growing our organization to further leverage tourism for our community



Let's Be Friends!



Engage with us on social (**not just follow!**)



Do You Plan Arvada events?
We need your event on our calendar!



Ensure you are in our database



**Want
to Know
More?**



Jean Gordon
jean@visitarvada.org



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Upcoming Events

Advocacy After Hours - Election Office Tour

June 14 at 2 pm

Arvada Chamber of Commerce Grand Opening & Ribbon Cutting Ceremony

June 25 at 3 pm

Lunch & Learn: The Essentials of Web Accessibility

June 26 at 12 pm

Taste of Arvada

July 11 at 6 pm

Community Impact Forum: State of the Economy

July 19 at 8 am

Stay Connected!

linktr.ee/arvadachamber



arvadachamber.org/newsletters

Weekly Top 5

Member Memo

Monthly Events Email



Follow us on Social Media!

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LinkedIn

Instagram

YouTube



arvadachamber.org/champions

Talent

Advocacy

Housing

Childcare

Entrepreneurship

Inclusion



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