

MESSAGE FROM YOUR MAYOR



Mayor Doug Tisdale

“LOCATION, LOCATION, LOCATION!”

According to The New York Times (“The Gray Lady”), the real estate broker’s mantra of “location, location, location” is at least 90 years old. Real estate is the only truly unique commodity available in large supply. As Will Rogers (the first Mayor of our informal “sister city” of Beverly Hills, CA) once famously quipped, “They ain’t making any more of it!” The Realtor’s™ mantra about location refers to the fact that real estate is first—and best—judged by its proximity to other desirable things around it. The Golden Gate Bridge is a beautiful architectural masterpiece, but it would scarcely rate a second glance if it spanned a lonely stretch of the South Platte River somewhere near Ogallala, Nebraska.

Cherry Hills Village is blessed by the beneficence of location, situated as we are in the very heart of one of the most dynamic metropolitan areas in the United States of America. We enjoy spacious lots with scenic views of the Front Range of the Rocky Mountains, while being mere minutes away from all of the cultural, commercial and recreational opportunities offered in the Denver Region.

As the region has grown, our location has become even more singularly attractive. Many of the corporate headquarters in the Denver Region (whose C-Suite residents occupy our homes) have chosen the South Denver area as their location, preferring campus-type settings and TODs (transit-oriented developments) to the congestion of other areas. George M. Wallace’s dream development, the Denver Tech Center, was begun in the late 1950’s. (My late Father bought three acres near there in 1958, being seduced by the device of buying two acres at full price and getting the third acre for one cent.) Wallace’s vision was a draw for many such non-manufacturing operations and it has come to full and productive life a half century later, benefiting Cherry Hills Village by virtue of our proximate locations.

The north part of the Denver Region, soon to enjoy the building of the North Line of FasTracks, has grown and matured very nicely, enjoying its own prosperity. That said, there is little question that the South Metro Denver Region has enjoyed a more robust prosperity. And there is no question that we will continue to enjoy increased economic growth as the communities around us bring in new corporate headquarters, drawn by our location and the many diverse amenities it affords.

Witness the fact that Regis University (which pioneered the concept of satellite campuses), the University of Colorado and Colorado State University have established campuses in the South Denver Metro area. (The University of Denver had located from downtown Denver to the south side of town some 125 years ago.) These institutions of higher education are a key factor in economic development in the region. Employers and corporate headquarters are looking for—and locating near—universities, drawing on the talent pool of faculty and students they provide and affording continuing education opportunities for their employees.

It is important to remember that economic development of the South Denver Region and the continuing vitality of Cherry Hills Village are not Republican issues. They are not Democratic issues. They are not Independent issues. They are universal issues. Your Mayor and your Councilors are **NON-PARTISAN**. In our

elected duties and functions we act for you, *regardless of party*. We are BIPARTISAN in our outreach and collaboration across the state. We celebrate the successes of our neighboring communities on every level and “across the aisle.”

Cherry Hills Village does not house any of those corporate headquarters spoken of here. Cherry Hills Village will never house any of these corporate headquarters. Cherry Hills Village does not want to house any of these corporate headquarters.

But we do house—and want to continue to house—the owners, executives and managers of these corporate headquarters. We want to be, we are, and we always will be, the “Destination of Choice” for all of these people...while they are working, and while they enjoy their respites from that work, either through re-engineering themselves or retirement. They will continue to enjoy the benefits of living in ... {“Wait for it!”} ... The #1 Best Suburb of America to Live In! And they will continue to enjoy the benefits of “location, location, location.”

A Final Reminder. Always remember that our Village is an island of splendor in the heart of one of the most dynamic, vibrant metropolitan regions in the United States, populated by philanthropically minded citizens. We are secluded but not isolated, exclusive but not exclusory, insulated but not insular. We may be viewed as out of reach, but we certainly are not out of touch. We’re engaged!