

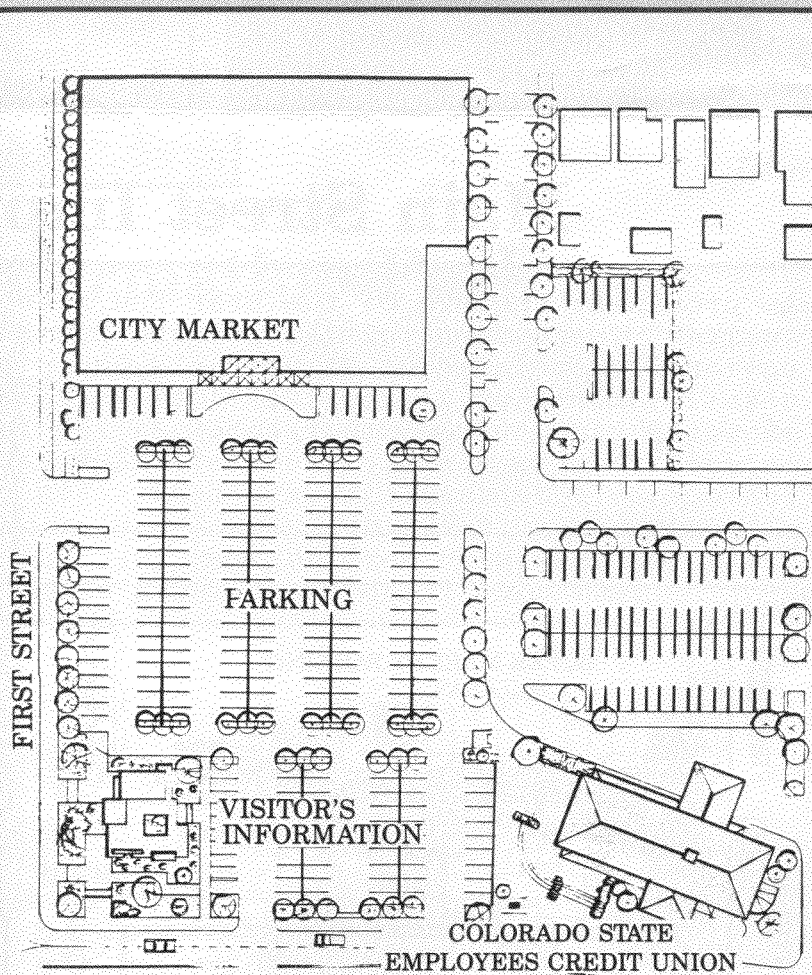
West End Redevelopment Unveiled

The City of Grand Junction and the Downtown Development Authority have formally announced the start of the largest redevelopment project since Operation Foresight twenty-five years ago. The West End Redevelopment Project will encompass parts of four city blocks, attract a minimum of \$5.2 million in private investment, and install over \$1 million in public infrastructure improvements.

Scheduled for summer 1988, the project will consist of a City Market super grocery store, regional headquarters for the Colorado State Employees Credit Union, and street, landscaping and tourism related improvements.

The project meets five principal objectives:

- Revitalize and redevelop downtown's West End;
- Improve the aesthetic appeal of the I-70B corridor;
- Create a major entry into the downtown district from I-70B;
- Leverage new private investment, create new jobs, generate new tax revenues;
- Serve as a stimulus for further investment and redevelopment in the West End Area;



City Market

Food & Pharmacy

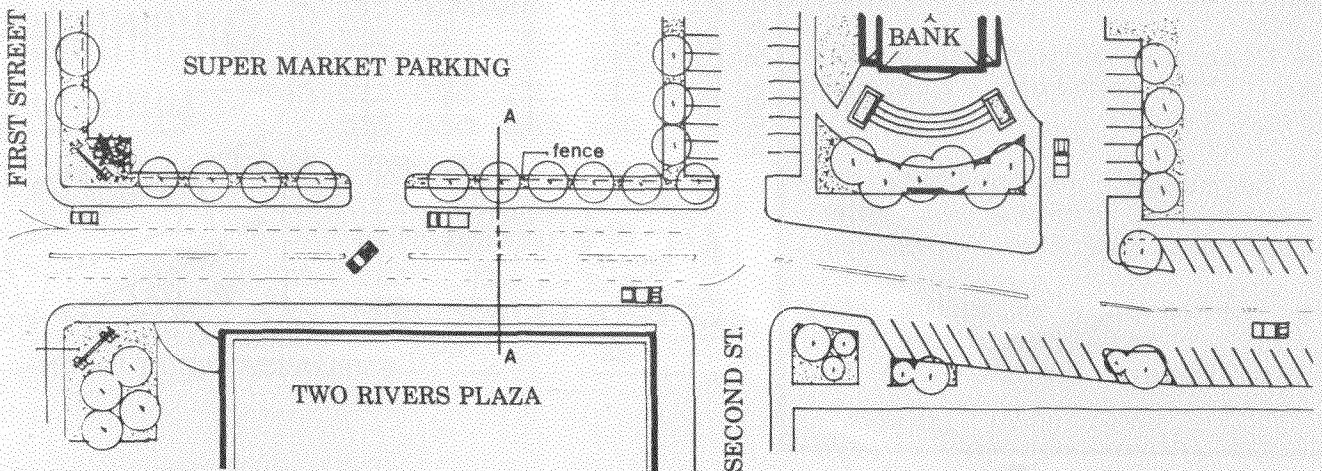


City Markets, Inc., based in Grand Junction, have announced plans to construct a 48,000 - 55,000 square foot superstore to anchor the West End Project. The store will be a state-of-the-art flagship store for the Grand Valley. The facility, expected to require a total investment of \$3.7 million, will serve residents in the Redlands, the north City, and downtown neighborhoods. The site will provide parking for up to 300 cars. The store will create up to seventy-five jobs for area residents.

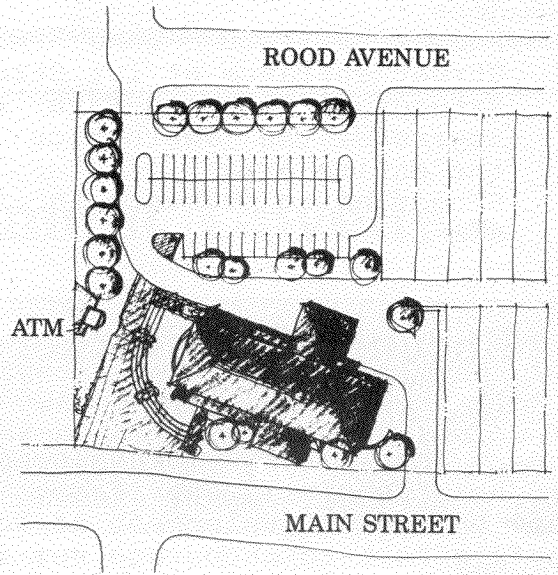
The investment by City Market represents a major commitment to the Grand Junction economy. It is a statement of confidence in the future of downtown Grand Junction and its retail marketplace.

Main Street Improvement

A prominent feature of the West End Redevelopment project is the long awaited improvement of the 100 and 200 blocks of Main Street. The nationally acclaimed, 25 year old Shopping Park will be extended into the 200 block while the 100 block will be rebuilt to accommodate the expected high volumes of traffic. The 1st and Main intersection will become a highly visible, aesthetically entrance to the downtown. The improvements represent twenty-five years of planning and desire.



Colorado State Employees' Credit Union

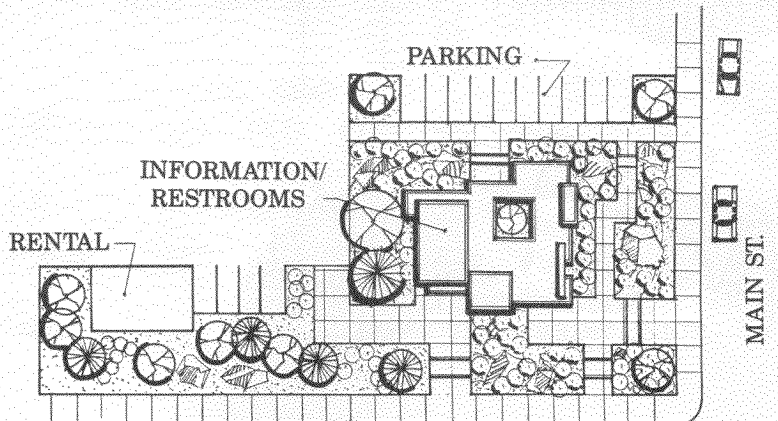


The Colorado State Employees' Credit Union was the first major employer to announce plans for a West End facility. The CSECU will build a 77,000 square foot new western slope regional headquarters facility. The project, expected to break ground in mid-summer 1988, will cost about \$1.5 million and is likely to add 15 employees to the downtown community.

Visitor Information/Park



To capitalize on the many tourists who use U.S. 50, the West End project calls for the creation of a visitor information area and entrance park near the 1st and Main intersection. The funds for the development of the park and unstaffed information area have been solicited from State and Federal agencies.



West End Fact Sheet

- \$6.2 million (estimate) in public and private investment
- Covers 6.5 acres or 2.5 blocks
- Creates up to 85 permanent jobs
- Builds a four lane Main Street entrance at 1st Street
- Extends to Shopping Park and upgrades the aesthetics of the entire area
- Scheduled to commence in the summer of 1988

Encouraging Further Development

The West End Redevelopment Project is simply one facet of the Downtown Development Authority's effort to encourage new in-

vestment and recruit new businesses into the central business district. This "core project" has already sent a clear message to developers and investors . . . "the downtown Grand Junction marketplace is dynamically growing and expanding". The DDA is anxious to work with developers and investors interested in participating in this exciting commercial real estate opportunity.

The DDA is also continuing its aggressive efforts to attract retail service and office businesses to the downtown district. A new class of 1988 is soon to be unveiled and retail interest is at an all time high, given the announcement of the new City Market superstore.

Call the DDA office at 245-2926 to find out more about downtown Grand Junction's business and development opportunities.

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