

Central City Business Improvement District

FOR IMMEDIATE RELEASE

CONTACT:

Meghan Dougherty
720-560-0177
Lindsey Zimmerman
303-860-1040

**CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT'S
"NAME THE ROAD" CONTEST WINNER
AND
NEW ROAD NAME ANNOUNCED**

City of Central Officially Adopts Resolution for New Name of Road

April 21, 2004 (Central City, Colorado) -- At the request of Central City Business Improvement District (CCBID) Chairman, Joe Behm, the City of Central has adopted a resolution officially naming the new road to Central City the "Central City Parkway," effective immediately.

Behm requested the resolution after a selection committee had selected the final name from the CCBID's "Name the Road Contest" that received over 425 entries. The BID has also received legal approval of the new name of the road and the winner will be recognized at a local award ceremony next week in Central City.

Ms. Jeanene Sells of Wheatridge, Colorado.

A selection committee comprised of CCBIB and city representatives, local business and the new road's public information team selected the winner based on the contest criteria and selected a name that best represents the community and communicates to visitors and travelers to the area. The contest ran from October 3 – November 30, 2003.

"I'm so pleased to be part of this monumental project and help to make it a reality. I know that years of dedication and planning have gone into this and look forward to

We're 60% complete and ready to print the road signs

ause "...without Bob Broadbent, that monorail would not be a reality today. His efforts were tireless and were directed at improving traffic on the Las Vegas Strip. Bob Broadbent always saw further into the future than any of us and always had a way, through sheer commitment and dedication, of making impossible dreams come true. This is the only privately funded transit system in the nation. Once again, Bob Broadbent led the way."

The CCBID adopted a similar resolution at its Board of Directors meeting this month and has also received a letter of memorandum from the Colorado Department of Transportation adopting a similar resolutions so any future extensions of the road will carry this name. The new Central City Parkway is under the jurisdiction of the and is being built to meet or exceed CDOT standards of a new modern access roadway.

Buddy Schmalz, Mayor of Central City said "there could be no more fitting tribute than to name the road to Central City, the Central City Parkway. We've been dedicated to improving this community and this project was extremely ambitious and had a lot of nay-sayers. We are committed to getting it done and are close to sixty-percent complete. The Central City Parkway remains on budget and on schedule for an opening in November."

Collective planning for 10 years with businesses of Central City I think that's what made Bob all the more committed to getting it done. No one was going to tell him he couldn't. This road should bear our name."

The Central City Parkway is a privately funded project of the Central City Business Improvement District's with \$45 million in bonds issued to finance its design, construction and operation. It will be maintained by the City of Central.

The Central City Parkway remains on budget and on time to open in November. It is nearly sixty-percent complete.

. When finished next fall, the new four-lane road will provide a quick, easy and scenic transportation option for drivers traveling to Central City and other historic mountain communities.

Kicked off today at a celebration event, the CCBID is also launching a naming contest asking the community to help create a name for Colorado's next great highway, scheduled to open November 2004.

Central City's new highway is an 8.4-mile, four-lane highway that runs from Hidden Valley at I-70 Exit 243, straight into downtown Central City. The highway will be maintained and patrolled by Central City.

"Central City's vision for a new highway has been carefully nurtured and sustained by local businesses for the past 10 years," said Joe Behm, chairman of the Central City Business Improvement District. "It was important for us to take the time to create a superior highway without burdening the taxpayers with the cost of paying for it. It was worth the wait." The highway bonds will be repaid by taxes collected within the Central City Business Improvement District.

Estimated to take only 12 minutes from its I-70 exit into Central City during good weather, the new Central City highway has been designed to accommodate every type of visitor to the area. In

addition to providing a modern, quick road for gaming patrons, the highway will also be a scenic route for tourists and skiers to travel to the local mountain communities. Scenic viewpoints allow for visitors

to the area to see wildlife, such as bighorn sheep and mule deer, as well as to enjoy views of the mountain meadows and hillsides along the way, including a number of old abandoned gold mines.

“While Central City has had a resurgence of development as a gaming town, it still retains the historic charm of its mining roots, with many historic sites worth visiting. The preservation of historic mining districts and towns was the reason that voters passed the limited gaming law in the first place,” said Buddy Schmalz, mayor of Central City. “Central City has done a great job of historic preservation and our new road will make it an easy, relaxing trip for people to enjoy the beauty, culture and history of the great mining era in Colorado,” he said.

The Central City highway is the result of a collaborative effort that includes local and regional government agencies, local businesses and private landowners. Although a private road, The Central City highway is being constructed to meet or exceed Colorado Department of Transportation (CDOT) standards and has approval for connection to the I-70 Hidden Valley interchange. An Intergovernmental Agreement (IGA) between Central City, Clear Creek County and Idaho Springs has been put in place to address the criteria for future development along the Central City highway corridor.

The road is being constructed by the design/build team of Ames Construction and HNTB Companies. Past Ames Construction projects include the initial construction at DIA, the DIA taxiways, Highway 285 improvements as well as many other highway, railroad and airport construction projects across the country. HNTB may be best known in Colorado for its engineering of I-70 through Glenwood Canyon. In addition, the engineering consulting firm of Sellards & Grigg is providing construction administration and oversight. Sellards & Grigg is a local engineering and land surveying firm that has provided consulting engineer services to municipal, state and federal clients over the past 36 years. For more information on the new highway or to submit entries for the CCBID’s “Name the Highway” contest, visit www.centralcityhighway.com