

## Situation

As it matures, Colorado is turning decidedly to in-fill redevelopment to manage growth.

## Task

Assist development teams, governments and communities with their rapidly shifting communications needs.

## Action

Coach development teams in devising winning programs and campaigns.

## Results

Engage communities, governments and developers in public-private partnerships that help create vibrant, sensible and sustainable urban centers.

# "V-A-L-O-R"

## Leads to Victory

# IN URBAN DEVELOPMENT



By Pam Bales, Partner,  
PEAK Public Relations

You've got to go door-to-door to win the communications challenges of today.

Powerful public-private partnerships are forged in "**VALOR,**" *Very Active Local Outreach.*

As the price of resources skyrocket, so does the value of effective communication.

Effective communication includes messages that people remember and act upon.

As well as door-to-door, you need to go face-to-face with the public regularly if you want to build the type of long-lasting relationships that lead to noticeable results. We help organizations focus their communications and PR resources to get the results they desire.

Our clients often look inward during challenging times to formulate the messages that will resonate with their clients and others who will affect their future.



Looking into the future of community development at Littleton Station along the Southwest Line.

## Top-10 Weapons for Forging Victory

These are the top-10 PR and communications services that clients are asking of us today:

1. The CUBE retreat model
2. Public-private info & marketing campaigns
3. Leadership contacts
4. Community outreach
5. News bureau services
6. Spokesperson training
7. Image, capital and info campaigns
8. Special events
9. Publishing & direct mail
10. Logos & brand strategies

