

# Hospitality Heroes of Arvada

Brought to you by the Arvada Visitors Center



## Katie Brandt Apricot Lane

Congratulations to Apricot Lane's Katie Brandt! She is that smiling, helpful, kind person that makes your day better simply for interacting with her. Katie has been with Apricot Lane since they opened in May of 2021 and is a big reason for their success. She sets the tone for a wonderful shopping experience in Olde Town.

*because we are just so excited to see one another. Working in a retail environment, there are so many little things to be aware of; attention to detail is a big priority for all of us. I always let my staff know when they have knocked it out of the park or just did "a small thing" that helped me out immensely. I could not run the shop without my team of ladies.*

### What is one thing you wish more people knew about your role as a front-line HERO in Arvada?

*Probably that I'm not any different from the other shop managers/owners in the area. Chris and Dorn from Outside The Box, Ally at Electric Cherry and so many others. We might be a hero to a few, but really, we are just trying to do our jobs and be kind to everyone we meet. And, right now, that kindness can go such a long way. Thanks to Olde Town for making our small businesses flourish.*

### What is the favorite part of your job?

*That's a tough one! There are quite a few things that make me smile when I come into work every day. I love the regulars who stop in each week or two just to see what's new and chat about what's new in their lives! It's so great being a part of a community that comes out to interact with our local shop and really connect with one another. I also love playing dress-up each day and finding customers the perfect pieces they are searching for, making them feel beautiful in their own skin. I also can't leave out my employees; we have such fun banter and they're all like sisters to me!*

### Why do you like working in Arvada?

*I LOVE Olde Town. It has a small town feel with big city energy, I always say. There is always an event going on, great places to eat or to enjoy a cocktail, cute shops and friendly and familiar faces. I'm from a small town, and I love that everyone knows one another.*

### In terms of the culture at Apricot Lane, are there any fun traditions or special things you and your team do regularly?

*It is definitely the little things that keep our company culture healthy. "Small acts of kindness and love" go a long way. We do the little things for each other*

Hospitality is defined as  
**"the friendly and generous reception and entertainment of guests, visitors, or strangers."**

In this section, the Arvada Visitors Center and the City of Arvada are recognizing a few of the amazing hospitality ambassadors in our community and thanking them for making our city a place that has a reputation for amazing hospitality for residents and tourists alike. Do you know of a Hospitality Hero in Arvada that deserves some special recognition? Please email [jean@visitarvada.org](mailto:jean@visitarvada.org) to nominate them. Each Hero that is recognized will be featured in an upcoming issue of the Arvada Report and receive a \$250 Olde Town Arvada gift card.



The Arvada Visitors Center is a non-profit 501(c)(3) organization that works to inspire travel to our community and provides key information to people considering a visit or relocation to Arvada. They have proudly welcomed thousands of guests from around the world since their doors opened on 7305 Grandview Ave. in November 2012.

An investment in visitors is an investment in community. Visitors to Arvada generate sales tax revenue. One quarter of the City's total revenue comes from sales tax dollars. This revenue helps pay for police services, city parks, improvements to infrastructure, and many other services that benefit the entire Arvada community.