

Hospitality Heroes of Arvada

Brought to you by the Arvada Visitors Center



Rich Griswold Scrumptious

COVID was very challenging for most front-line employees, but like many, when the shutdowns began, Rich Griswold rose to that challenge. He was solely in charge of keeping the Olde Town candy and ice cream store Scrumptious open, running a new delivery service and working to get the store's

ice cream truck into neighborhoods. If nothing else, to bring some cheer and lighten the uncertain mood we were all experiencing, especially for the children.

If that wasn't enough, Rich was diagnosed with throat cancer during this time and was able to complete radiation and chemo AND keep up with all of his duties. Whew! After treatment was completed, he was cancer free. A true blessing.

Scrumptious owner Scott Spears said he could not believe Rich's exceptional attitude through the pandemic and personal health scare. He was always polite and nice to ANYONE who crossed his path. Rich's smile and passion for this community never faded - even when it might have been easy to have a "bad day." Rich persevered.

For all of these reasons, we are proud to announce Rich Griswold, an 11-year employee of Scrumptious, as Arvada's Hospitality Hero for April/May!

What is the favorite part of your job, Rich?

"It has to be all of the great people I get to serve. We have regulars that have been coming to the store since we opened in 2010, and I value the relationships that I have formed with many of them. I have seen marriages, children being born, children growing up (who I have also had the opportunity to employ). It has been so fun to grow with the community. I also appreciate all of the great people I get to work with and for every day. They make me want to keep coming back to work with positivity."

Can you share a positive that came out of the last two years?

"When the pandemic first hit, and everyone was being asked to stay home, we really had to think about how we operated differently. It was important for us to still be a part of our community. We started by offering a drop-off daily ice cream delivery. Everyone just really appreciated us being out, and it was humbling to see something as simple as ice cream could bring people so much joy."

What do you think constitutes GREAT customer service?

"It is as simple as making sure the customers know how much you value them for taking the time to come in and support you; making sure they leave happy and knowing how much you appreciate their business."

Why do you like working in Arvada?

"I love working in Arvada because it is my home and my community."

What is one thing you wish more people knew about your job?

"It is a family-owned business by someone I consider family myself. Scott Spears cares so much about Arvada and everyone on his staff. It is an honor to be 'a face' of that business. I take immense pride in this."



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 thank 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 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.