

## WATERTOWER PLACE AS A WELLNESS DESTINATION

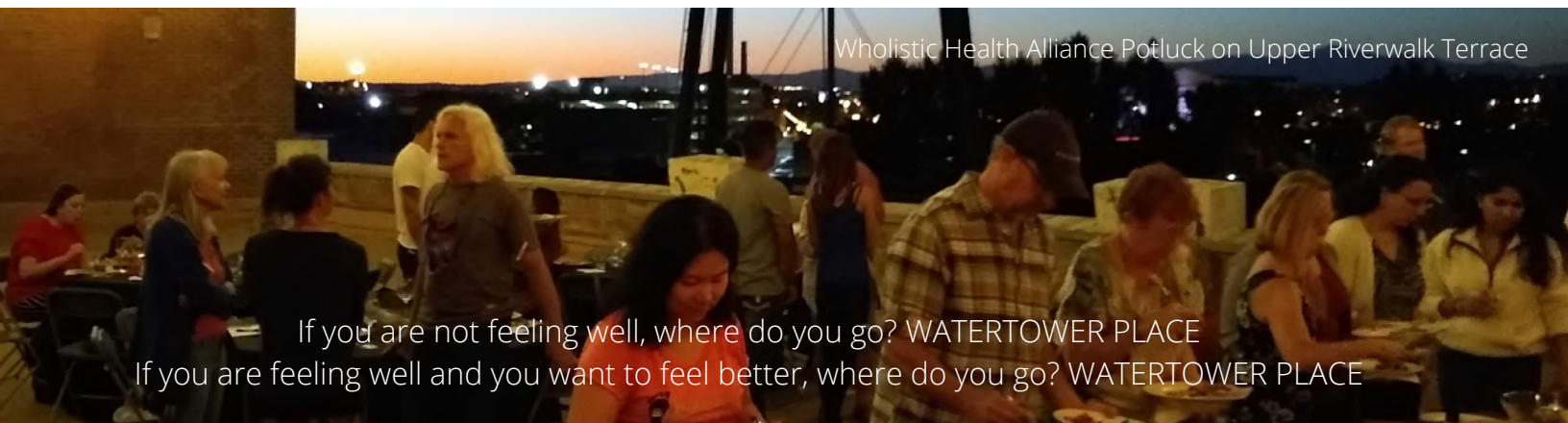
# Health is a Basic Human Right

In 2018 it became evident that the creation of a new vertical urban village in the heart of Downtown Pueblo was not only unique, but required a clear understanding of what makes a community healthy and happy. What is it about a place that enables people to thrive and create new opportunities for themselves and others around them? At the outset the development team was introducing manufacturing and railroad enterprises to the former meat packing plant and encouraging entrepreneurs, makers and creatives to make Watertower Place their new home. Our ongoing efforts were regularly reinforced by the receipt of grants, awards, and accolades for our innovative solutions aimed at the thoughtful and effective adaptive reuse of a historic property. Our public tours also generated heightened interest in our approach and offered additional opportunities to listen to and understand the needs of the Pueblo community.

Like many thought leaders in health and wellness, we also believe that health is a basic human right and our work at Watertower Place should reinforce and ensure that health is in reach for all Puebloans and the greater community by engaging closely with wellness leaders and groups across the region through partnership, investing, policy advocacy, learning and capacity building. We want everyone to be WHOLE in mind, body, spirit, and soul.

Like other approaches taken at Watertower Place, we started conversations and listened to those on the front line of change in health and wellness. We want to be an integral part of the change taking place and after our very first tour with wellness entrepreneur Rachel Kutskill of Fit Instincts, we sensed a powerful opportunity to make Watertower Place a destination for wellness and happiness. Over the past year a core focus group was launched with the intention, as Rachel Kutskill said so poignantly, 'to revolutionize the healthcare industry.' These early efforts to create a new wellness destination have paid off with a variety of pathways forward. Pueblo is now home to the first Colorado Chapter of the National Wholistic Health Alliance which started in Boston five years ago. This network of wellness providers offers the ideal synergy and experience required to open a Community Clinic under the auspices of the National Wholistic Health Alliance. Their vision is to educate, engage and empower communities to be healthier. The main mission is to create a strong network of holistic health practitioners which is intimately connected with the community, and to build bridges with the mainstream health care, with the consumer at the center of all our endeavors.

In addition to the Community Clinic, you will discover wellness initiatives all throughout Watertower Place from master gardening programs to beekeeping on our rooftops. The Pueblo Food Market on the ground level will focus on food accessibility with our seasonal Organic Farmers' Market and our culinary partners at Pueblo Community College will identify and reinforce nutritional opportunities through their cooking and educational demonstrations. Our goal is that each visitor who walks through the doors of Watertower Place learns something new during their stay and feel empowered to take this experience back to their home, school, church or place of business to share with others.



Wholistic Health Alliance Potluck on Upper Riverwalk Terrace

If you are not feeling well, where do you go? WATERTOWER PLACE

If you are feeling well and you want to feel better, where do you go? WATERTOWER PLACE