



Jennifer Peterson Interview Q&A

Why did you decide to develop property in Longmont?

How did you choose the site of 9th and Main Street?

Why did you name your building after Lou Cardenas?

How did you become familiar with Lou Cardenas' story?

What was most moving to you about her story?

What was the Cardenas family's reaction to you naming the building after Lou Cardenas?

Why do you think Lou Cardenas' legacy is important to commemorate?

How will the building demonstrate the ideals of equity, inclusion, and diversity?

You will market the commercial and residential spaces to the Latino community. How are you reaching out to this community?

How will Longmont benefit from this building?

What is the most important thing you want to achieve through this project?

What makes you the right person to continue Lou's vision?

About



Longmont resident Jennifer Peterson is Colorado's newest property developer. But she doesn't just raise structures, she elevates communities. She's done this for decades, though in different guises.

For 12 years she served on the Loma Linda Elementary and Columbine Elementary Schools Parent Teacher Organizations, coordinating events to build community for families and the schools. Since 2014, she has raised over \$35,000 for the Mwebaza Foundation, to promote cross-cultural exchanges, enhance educational opportunities, and foster healthy learning environments for Ugandan and Colorado schools. For nearly ten years she has coordinated and hosted an annual Creative Women's Retreat in New Mexico, creating curriculum and a supportive environment for women artists.

Now she is transforming the northwest corner of 9th and Main Streets in Longmont with a beautiful, modern three-story building with residential apartments and commercial spaces. The building is named Casa Lou Cardenas in honor of Lou Cardenas, a Longmont resident, who, like Jennifer is doing now, worked tirelessly to foster an inclusive community in the 70s and 80s.