Emilie L. Baratta
1550 Larimer St., STE 235, Denver, CO 80202 • ebaratta@gleamcarwash.com • 720.346.4113

EXPERIENCE

GLEAM CAR WASH - Principal, Founder & Operator, Denver, CO *2016 - present*

Created, developed and built the $7M+ Gleam Car Wash in Denver's Highlands neighborhood. Gleam is one of the nation's most sustainable – if not the most sustainable – car washes. A triple-bottom-line small business, Gleam created 40 new jobs for largely unskilled labor and has an ongoing inclusive hiring program for neurodiverse individuals. Emilie created Gleam Car Wash from scratch, including coming up with its name and branding, and has successfully run the multi-million dollar business for the last nine years. In 2018 Gleam won the Denver Chamber of Commerce's Green Business of the Year award.

In 2023 Emilie developed and opened her second car wash, Gleam-Fitzsimmons on East Colfax in Aurora, CO.

TURNBUCKLE DEVELOPMENT LLC - Principal & Founder, Denver, CO *2014 - present*

Founded Turnbuckle Development LLC, a woman-owned real estate development and consulting firm specializing in sustainable infill projects utilizing public-private financing tools when necessary.

ZOCALO COMMUNITY DEVELOPMENT - Director, Finance & Development, Denver, CO *2010 –2014*

Direct or participate in all aspects of project development including: *pro forma* authorship; creation of project pipeline; oversight of high performance and LEED building strategies; project management/construction oversight; equity sourcing; debt and equity investment packages; oversight of ongoing public-private partnerships. Projects include mixed-use, multi-family high-rise; age-qualified communities; mixed-use master-planned infill projects. Worked on projects totaling over $200M.

REAL URBAN SOLUTIONS, Denver, CO *2009 –2010*

Consultant: prepared *pro formas* and financing strategies for public-private commercial real estate partnerships.

Project Lead: U.S. General Services Administration: oversaw leasing and tenant fit-outs throughout the Denver Federal Center (DFC), the largest assemblage of government buildings in the country outside of Washington, DC. Projects included 50,000 SF and 35,000 SF build-outs. Assisted in the DFC's Sustainable Energy Management Systems (SEMS) planning and delivery.

ROSS CONSULTING GROUP - Senior Advisor, Denver, CO *2007 –2008*

Conducted market research, prepared financial analysis, and analyzed deal structures for commercial and residential real estate projects. Clients included the Denver Public School system.

STRUEVER BROS. ECCLES & ROUSE - Development Director, Baltimore, MD *2005 – 2007*

Managed all final stages of pre-development and pre-construction for a 425,000 SF, $100M mixed-use LEED Silver certified building in Baltimore, MD. Oversaw completion of construction documents, entitlements, sales, and marketing. Prepared complex financing structures including MD State green tax credits, tax increment financing and parking revenue bonds, motor vehicle funds, and new markets tax credits. Oversaw the construction of multi-million dollar streetscape improvements

PETER ALLEN & ASSOCIATES - Project Director, Ann Arbor, MI *2004 – 2005*

Responded to RFP to repurpose prominent, city-owned downtown site for low-income housing; conducted feasibility studies for diverse infill sites along post-industrial corridor; devised strategy to incorporate the arts and locally owned businesses into a 6.4-acre, $125 million urban infill brownfield development.

COMMUNICATIONS CONSULTANT - New York, NY & Ann Arbor, MI *2000 – 2002*

- **Journal of the American Medical Women's Association** – Directed media relations.

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- **American Cancer Society, Eastern Division** – Drafted three-year diversity plan; wrote speeches for high-profile volunteers.
- **Girls Incorporated of New York City** – Designed and executed media relations strategy for new branch of national non-profit organization.

PLANNED PARENTHOOD OF NEW YORK CITY - Public Relations & Marketing *1997 – 1999*

Secured an annual average of 150 media placements nationally and internationally. Led media skills training workshops for NYC-based and international executive staff. Drafted speeches.

EDUCATION

UNIVERSITY OF MICHIGAN STEPHEN M. ROSS SCHOOL OF BUSINESS Ann Arbor, MI
MBA, Concentrations in Real Estate Development & General Management *2004*

YALE UNIVERSITY New Haven, CT
BA, English Literature *1996*

COMMUNITY INVOLVEMENT & CERTIFICATIONS

BOARD CHAIR – Groundwork Denver *Board Member, 2007 – 2015; Chair, 2008 – 2013*

DENVER DRI GOODS, A RETAIL INCUBATOR, FOUNDING BOARD MEMBER *2015*

JUDGE – LEEDS School of Business at CU-Boulder, Net Impact Case Competition, Boulder, CO *2011 & 2012*

PRESENTER – Commercial Women in Real Estate Monthly Speakers Series, Denver, CO *2012-2013*

STEERING COMMITTEE MEMBER & EDUCATION COMMITTEE CO-CHAIR – USGBC CO *2008 – 2011*

MEMBER, FACILITIES COMMITTEE – Denver Venture School, Denver, CO *2008 – 2009*

COOL CITIES TASK FORCE Ann Arbor, MI
Selected to solicit and evaluate grants for Michigan Governor's Cool Cities Initiative. *2005*

LEED® AP BD+C, USGBC/Green Building Certification Institute

AWARDS

STEP UP AWARD, DENVER CREW ***2017***
"In honor of her entrepreneurial spirit, commitment to the environment and efforts to make a difference via real estate projects"

GREEN BUSINESS OF THE YEAR, DENVER CHAMBER OF COMMERCE ***2018***