

Nick LeMasters

President & CEO Cherry Creek North Business Improvement District

Following a thirty-year career in the regional shopping center industry, Nick LeMasters assumed the role of President and CEO of the Cherry Creek North Business Improvement District in November of 2019. In this role, LeMasters is responsible for the day-to-day management of the district including marketing, enhancing the physical environment, government relations and business development. Prior to joining Cherry Creek North, LeMasters served as General Manager of Cherry Creek Shopping Center – one of Denver's top tourist attractions. During a 23-year tenure at the shopping center, LeMasters oversaw multiple expansion and renovation efforts. Before arriving in Denver in 1996, LeMasters managed shopping centers in the San Francisco Bay Area for The Taubman Company. Prior to his experience with Taubman, LeMasters spent 15 years with Dayton Hudson Corporation's Mervyn's Department Store chain. During his retail career, LeMasters held a variety of positions including management of stores in Salt Lake City, Sacramento, and the Bay Area.

LeMasters currently serves as a director, co-chairs the Government Affairs Committee, and is a past Board Chair for Visit Denver - the Convention and Visitors Bureau. In this position, Nick was instrumental in establishing a five-year strategic plan for the bureau. Then-mayor Wellington Webb appointed him to serve on the steering committee charged with the expansion of the Colorado Convention Center. In addition to his service with Visit Denver, LeMasters was appointed by Denver Mayor Michael Hancock to serve on and chair the Board of Directors for the Denver Convention Center Hotel Authority. For his efforts to promote tourism in Denver and Colorado, LeMasters was inducted into the Colorado Tourism Hall of Fame.

On two separate occasions, LeMasters chaired the board for the Cherry Creek Arts Festival, the most honored arts festival in America. LeMasters has also served on boards for the Denver Metro Chamber of Commerce, Cherry Creek Chamber of Commerce and Young Americans Education Foundation. Nick also served as the Board Chair of the Mile High Chapter of the American Red Cross where he was recognized as Volunteer Fundraiser of the Year in 2010. He currently serves on the board of directors for the Denver Police Foundation and is a founding board member and past board chair of the Cherry Creek Area Business Alliance. Nick is an active participant in the Cherry Creek Steering Committee which, in partnership with city staff and neighbors, created the Cherry Creek Area Plan; a key document that guides development throughout Cherry Creek. LeMasters is also a graduate of the FBI Citizens Academy.

LeMasters is a past recipient of the Dr. Martin Luther King Holiday Commission Business Social Responsibility Award. He was also honored by the Cherry Creek Chamber of Commerce as Community Leader of the Year in 2012. Also, in 2012, the Cherry Creek Arts Festival recognized LeMasters as their Patron of the Arts. More recently, LeMasters was recognized by the Rocky Mountain Shopping Center Association as Retail Manager of the Year and by the Transportation Solutions Foundation for his efforts in improving mobility options in the Cherry Creek area.