

MEDIA ALERT
December 8, 2022

MEDIA CONTACT

Mari Isaac
Officer Manager
Destination Caldwell
(208) 649-5010
Info@DestinationCaldwell.com

Destination Caldwell Announces New Executive Director

CALDWELL — The Destination Caldwell Board of Directors is pleased to announce the hiring of Denae Warren who has been named Executive Director for Destination Caldwell, with a start date of December 15th, 2022.

“We are excited for Denae to join our Destination Caldwell family. Her background with non-profit agencies along with her fundraising and grant writing experience makes her a great fit to work with our amazing DC team.” -Reagan Rossi, President of Destination Caldwell

Mrs. Warren received her bachelor’s degree in Public Communications from Northwest Nazarene University and immediately started her career in the non-profit sector. She has spent the past 20 years working with a variety of organizations and national brands assisting with fundraising and marketing. Most recently, Mrs. Warren spent three years in Caldwell as the Executive Director for Ride for Joy, a non-profit therapeutic and adaptive riding center serving veterans and children experiencing special needs.

Denae has lived in various states throughout the U.S. and settled in Idaho 22 years ago after meeting her native tater state husband. The Warren family owned a retail shop (Warren Shoe Store) in downtown Caldwell in the late 1980’s and early 90’s.

“My family has a rich history in the Caldwell community. I am honored to be a part of the evolution of downtown Caldwell and continue to execute the vision of Destination Caldwell’s Board of Directors and team. The Indian Creek Plaza is the crown jewel of the city due to the hard work and partnership of small business owners, the City of Caldwell, their Economic Development Team, and the Caldwell Chamber of Commerce. Destination Caldwell’s past leadership has optimally positioned Caldwell as the premier gathering place in Idaho. I am looking forward to working closely with our strategic partners and the rich agricultural community to continue to build on a strong foundation.”

###

About Destination Caldwell - Destination Caldwell is a 501(c)(3) non-profit organization whose mission is to leverage Caldwell’s agricultural heritage to promote economic growth. The organization aims to make Caldwell a destination for locally produced wines along the Sunnyslope Wine Trail, market fresh goods, and farm to fork dining. Destination Caldwell is

also the City of Caldwell's managing partner of Indian Creek Plaza, with the intent to produce 250 events and activities each year to attract locals and visitors to downtown Caldwell. The Plaza is located in the core area of downtown Caldwell's retail district on the corner of Kimball Avenue and Arthur Street and is equipped with an ice-skating ribbon and rink, a stage for concerts, live entertainment and movies, outdoor seating, and two splash pads. For more information, visit <https://www.destinationcaldwell.com> and <https://www.indiancreekplaza.com>