

BRING YOUR DREAMS.



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FOR IMMEDIATE RELEASE

Ashley Biggar to Receive Mayor's 2020 Generational Leadership Award

Brookings, SD –

The Mayor's Generational Leadership Award is given to a community member who has affected the community in the following ways:

- Positively changes how we think about our community and city
- Helps Brookings attract and retain young professionals and families
- Motivates new generations to be active in their communities
- Contributes to the advancement and well-being of the community through service in areas such as: education, sports, fund-raising, charitable and voluntary service, economic development, arts, and the environment.

The City of Brookings is proud to award this year's 2020 Generational Leadership Award to Ashley Biggar.

Ashley Biggar is a shining star and exemplary character of the Generational Leadership Award. Her love for Brookings and South Dakota runs deep and is easily demonstrated in her passion for her career as well as her many volunteer efforts.

"The award recognizes an individual who has provided strong leadership to the community, and continues to grow as a leader for the future," said Brookings Mayor, Keith Corbett. "Ashley exemplifies leadership qualities as she inspires others to grow and give freely of their time and talent. She is truly a servant leader!"

As the Director of Downtown Brookings for the Brookings Area Chamber of Commerce, Ashley is tireless in her pursuit and development of programming and events that bring joy, delight, and best of all people and commerce to Brookings. She has tackled projects head-on, developing new and fresh programming like "Keep Clean", an effort to remove litter in the downtown area working with the Brookings County Drug Court and other groups requiring volunteer hours. She has crafted creative events like the "Great Pumpkin Paint Out," a program for all ages to paint and display pumpkins in Halloween spirit. The community of Brookings is lucky to have Ashley living and working here, bringing us all up to a cleaner and more beautiful level.

Ashley brings a helpful and thoughtful approach to leadership and equally a willingness and eagerness to learn. She takes the time to listen and make sure everyone is included in the conversation. When it's time to get to work, Ashley is the first to raise her hand and jump in with both feet, often wearing fabulously stylish shoes.

Ashley has dedicated countless hours to volunteer programs in Brookings. For many summers, she has brought her creative talents and skills literally to the faces of children by painting beautiful pictures on their happy cheeks. Throughout the pandemic, Ashley has created gorgeous, original, highly-detailed and larger-than-life A-World-Of-Hearts murals on the faces of our businesses to bring hope to our community, sharing a message of togetherness and resiliency in this challenging time.

Ashley always sees the good in people and encourages others to do the same. She always has her phone on and seems to have endless energy for anyone who wants to connect. Her energy is infectious, as if emulating from her like glitter.

Ashley leads by example. She does not shy away from the tough challenges, and she engages with a positivity and cheer! That friendly-attitude and go-getter spirit makes her a natural leader of the people.

To describe Ashley in essence would include words like: sparkling, creative, go-getter, positive, cheerful, smiley, easy-going, artistic, hard-working. Of greater importance would be the list of intangibles that make of the fabric of a person: caring, respect, commitment, dedication, humor, empathy, hard work and resiliency.

Essentially, Ashley is a unicorn.

Please help us in congratulating Ashley Biggar, our 2020 Generational Leadership Award recipient.

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For media inquiries and information regarding the information contained within this press release please contact the Brookings Mayor's Office, at keithcorbett52@gmail.com.

Attachment:

Photo: Headshot_Ashley Biggar.jpg

