

DOWNTOWN COLORADO, INC. PRESENTS

IN THE GAME

APRIL 14-17, 2020 | COLORADO SPRINGS, CO

WHAT IS IN THE GAME // DCI's Vibrant Downtowns Event, IN THE GAME, is a three day interactive educational experience for rural downtown champions. The conference focuses on harnessing national, state, and local resources to expand the way our downtown champions think about attracting tourists, engaging locals, and provide real problem solving opportunities to help overcome challenges. Just as downtowns are much more than simply a tourist stop, IN THE GAME is much more than a conference. On both Wednesday, April 15th + Thursday April 16th DCI will share content in our signature platforms:

- **COLORADO CHALLENGE STUDIOS** //

Colorado Challenge Studios are DCI's unique Colorado Challenge Accelerator Program works with community challenges to build teams and create action plans for moving forward with solutions. Join the 2020 Colorado Challenge Studio Workshops to work with one of the 2020 Colorado Challenge Program communities. Please work with one community to help them create a plan and a pitch. All Colorado Challenge Community Pitches will be presented on Friday, April 17!

- **COLORADO BRIEFS** // Dive into interest areas and inspire participants with short dynamic talks highlighting innovative work by Colorado leaders who share their story and their passion.
- **SPONSORED DINE AROUND LUNCHESES & TOURS** // Showcase exciting restaurant and project concepts and include informal discussion. Tours may include breweries, public arts, hotel redevelopment projects, etc.

2020 DAILY CONFERENCE HIGHLIGHTS // IN THE GAME'S structure is also uniquely choreographed to establish a dialogue, network, and solution-oriented approach to challenges and action. IN THE GAME platforms will keep you talking and learning together!

TUESDAY APRIL 14 // COLORADO CHALLENGE COMMUNITY SUMMIT

The Colorado Challenge Accelerator Program has been working in Colorado for just three years and is showing amazing results. The Summit will convene delegates from all over Colorado who are working to turn challenges to opportunities. The Summit will gather ideas to ensure DCI continued to have the resources you need! Speakers + panels include:

- **Dynamic Data for Strategic Decision-Making** | Elizabeth Garner / Colorado State Demographer, Jennifer Newcomer / Shift Research Lab, Phyllis Resnick / Colorado Futures Center
 - **Understanding the Investor Perspective** | David Dragoo / TBD; Chris Koehn / Second61; Ryan McWilliams / International Engineering; and Charlie Woolley / St. Charles Town Company
- Shaping and Equitable Approach to Solutions Roundtable** | Moderated by Nita Mosby Tyler

Tour: Law + Disorder: Law & Disorder explores how Colorado Springs officials fought to remain a "dry town" in "wet times;" the captivating story of how local law enforcement, concerned citizens and the Gazette newspaper worked to run the KKK out of town in the 1920s; and an infamous gun battle with train robbers in the streets of Downtown.

Lunch: Colorado Districts Lunch: A meeting of BIDs, DDAs, and Creative Districts, featuring Susan Edmondson, Hilarie Portell, and Bianca Fisher

Evening Reception: Featuring Roger Brooks / Destination Development

WEDNESDAY APRIL 15 // THE EXPERIENCE ECONOMY

ENTREPRENEURIAL OPPORTUNITIES FOR DOWNTOWN DISTRICTS

74% of Americans prioritize experiences over products or things. Nationally, it's estimated that consumers are spending \$160 to \$180 billion annually on experiences. In 2018, visitors to Colorado spent record-setting \$22.3 billion on experiencing our state. Welcome to the Experience Economy; the commercialization of emotions, rooted in place and distributed through stories.

The Experience Economy track is organized into three parts: Overview, Discussion and Working Groups. Participants will leave with an understanding of the market opportunity; strategies to leverage creative placemaking as a tool to support a thriving business ecosystem for all Coloradans; and contribute to an actionable experience economy plan for downtowns across the state.

Speakers include:

Brian Corrigan / Artist, Designer, Entrepreneur and Creative Placemaking Strategist; Troy & Sara DeRose / FIXER Brand Design Studio; David Ehrlich / Denver Theatre District; Phil Kirshman / Cornerstone Capital Group; Alice Loy / Creative Startups; Dominick Sekich / Moyer White; Negin Singh / Santa Monica Pier

Lunches: Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice.

- Turning Main Street Challenges to Opportunities | Scot Hunn | Hunn Planning
- Leveraging Brownfield Clean Up | Colorado Department of Labor and Employment (CDLE)
- Engagement Data to Understand Your Community Needs | National Research Center
- Community Wealth Building | Paul Bindel
- Opportunity Zones + Rural Colorado | Erik Jenson + Jack Tiebout | Brownstein Hyatt Farber Schreck + OEDIT
- Colorado Springs URA Projects | Jariah Walker | Colorado Springs Urban Renewal

Brief "How to" Talks

- Manage scooters downtown
- Feed a neighborhood renaissance
- Move a ballot issue
- Activate alleys and public-private partnerships
- Make social media work for you
- Encourage a cluster economy

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Tours:

- Architectural Photography 101 Tour | Caleb Alvarado | Caleb Santiago Alvarado Studio
- Coworking: It takes All Kinds | Colorado Springs Downtown Partnership
- US Olympic & Paralympic Museum Tour (5:15, 5:30, 5:45) | US Olympic Committee
- More coming soon...

Reception: Olympic and Paralympic Museum

Dinner: DCI's Annual Colorado Urban Renewal Dinner, featuring *Pull No Punches: Carolynne White v. Paul Benedetti*

THURSDAY APRIL 16 //

Brief “How to” Talks

- Short-Term Rentals for Small Communities
- Property Due Diligence
- Fill private property with murals
- More coming soon...

Lunches: Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice.

- Creative Corridor of Old Colorado City + Manitou Springs (Combined Lunch + Tour) | DHM Design + Bohannan Huston
- Project Proformas for Challenging Sites | Mike Scholl | Ayres Associates
- Engagement Data to Understand Your Community Needs | National Research Center- Rural Resiliency and Starting Up Entrepreneurs | StartUp Colorado + OEDIT
- Three Times the Charm: A DDA for Downtown Loveland | Loveland DDA
- Brownfield Resources | Mark Rudolph | Development Research Partners and Colorado Department of Public

Tours:

- Creative Corridor of Old Colorado City + Manitou Springs (Combined Lunch + Tour) | DHM Design + Bohannan Huston
- Mullet Retail: Party in the Front, Business in the Back | Colorado Springs Downtown Partnership
- Architectural Photography 101 Tour| Caleb Alvarado, Caleb Santiago Alvarado Studio
- Art to the Rescue | Colorado Springs Downtown Partnership

GOVERNOR’S AWARDS FOR DOWNTOWN EXCELLENCE

The evening of Thursday, April 16th Downtown Colorado, Inc. is honored to celebrate a series of projects nominated by our members in several categories such as Partnership, Person, Place, Plan, or Project.

FRIDAY APRIL 17 // CHALLENGE COMMUNITY PITCH SESSION

On Friday April 17th, Downtown Colorado, Inc. Challenge Communities pitch ideas to a panel of innovators and financiers to build experience in sharing ideas to turn challenges into opportunities.

Keynote Address: Rick Garcia, Colorado Department of Local Affairs + Betsy Markey, Office of Economic Development + International Trade

Pitch Panelists + Speakers

Funders, Lenders, and Investors share feedback and ideas to help Colorado communities overcome challenges.

Garrett Mayberry | Boettcher Foundation

Lauren Kloock | Colorado Lending Source

Nita Mosby Tyler | The Equity Project, LLC

Jennifer Newcomer | Shift Research Lab

Scott Wasserman | Bell Policy Center

Tim Stroh | State Historical Fund

A FEW KEYNOTE SPEAKER BIOS

Roger Brooks, Roger Brooks International A futurist and innovator, Roger Brooks has assisted nearly 2,000 communities with their branding, tourism, downtown development and marketing efforts during his distinguished career, which spans more than 35 years. He is one of the most recognized and frequently quoted experts in the field of destination marketing—a field that includes almost everything that makes a city a better place to live, work and visit.

Elizabeth Garner, Colorado State Demographer Elizabeth is the State Demographer with the Colorado Department of Local Affairs, an agency focused on strengthening the capacity of Colorado's communities and local governments. She leads the State Demography Office, which produces population and economic estimates and forecasts for use by state agencies and local governments. Elizabeth has over 25 years of experience analyzing population and economic trends in the state, and her current areas of research include aging in Colorado, characteristics of migration, and poverty. Elizabeth is an economist and received her B.A. in Business at the University of San Diego, her masters in Agricultural and Resource Economics at Colorado State University. She is also a Colorado native, something only 43% of the state's population can claim.

Chris Koehn, Second 61 Chris Koehn, Founder and CEO of Second-61 in Cañon City, Colorado has been working for years on what he calls "rural reshoring." The purpose of Koehn's work is to help people find their purpose in meaningful work that allows them to become self-sufficient and empowered market actors who are actively participating in building the future instead of having it pushed on them and being told their problems will be resolved by an imaginary basic income concept. Accelerating this movement towards a decentralized workforce is something Koehn feels is mission critical to the prosperity of the United States economy. He believes that by providing job opportunities and retraining communities that may otherwise get left behind or looked at as outdated, businesses can achieve both cheaper labor (unlike San Francisco where low-income is \$117,400) and lower overhead costs while also feeling proud that they've re-inspired economic growth in some of our nation's hardest working communities.

Ryan McWilliams, International Engineering Mr. McWilliams has over 20 years' experience in railway technology implementation & business ventures across six continents. Mr. McWilliams started his professional career working for the Association of American Railroads (AAR) as a Mechanical Engineer evaluating railway infrastructure and working on track related projects ranging from special track-work optimization to bridge approach and sub-grade analysis. Continuing his career as Senior Engineer for the Transportation Technology Center, Inc. (TTCI) in Pueblo, Colorado, Ryan's work included many research & test programs such as; dynamic modelling of high speed passenger vehicles, performance monitoring hardware & software development, static & dynamic testing of freight & passenger vehicles, as well as project management of multiple industry programs. Currently, as Chief Technical Officer & Principal of International Engineering, Mr. McWilliams provides Technology & Business Development Services to the global railway industry.

Jennifer Newcomer, Shift Research Lab Jennifer Newcomer is the Director of Shift Research Lab, which is a program of The Piton Foundation. She leads Shift's efforts to transform data into actionable information that improves the social sector's ability to serve Colorado's low-income communities. Her research focuses on social and built environment issues, particularly household and neighborhood lifecycles, housing affordability, and the forces impacting family economic wellbeing. Jennifer holds a Master's in Urban and Regional Planning with a focus on Economic Development from the University of Colorado at Denver, and a Bachelor's in Environmental Design from the University of New Mexico.

Phyllis Resnick, Colorado Futures Center Phyllis Resnick is Executive Director and Lead Economist for the Colorado Futures Center at Colorado State University. She also focuses on economic forecasting, revenue and fiscal sustainability studies for state and local governments, and economic impact studies. Her current and past clients include the Governor's Office of State Planning and Budgeting, the region's metropolitan planning organizations, many of Colorado's municipal governments, and the State of Hawaii. She has led and authored a number of studies looking at state and local tax policy and burdens within Colorado and has spoken nationally on the impact of Colorado's TABOR Amendment and the role of the initiative process in formulating fiscal policy in Colorado. Resnick completed her master's and doctoral degrees at the CU-Boulder and CU-Denver respectively, and her research explored the effect of tax and expenditure limitations on tax reform efforts in the states.

Negin Singh, Santa Monica Pier Negin Singh is the Executive Director of the Santa Monica Pier, where she leads the team in pier programming, activations, installations, leasing and more, all towards upholding the pier as a relevant world-class destination that is free and open to its 10 million annual visitors. In 2019, her team began Santa Monica's first ever city wide PRIDE. In her time at the pier, she has reimagined the Twilight Concert Series from a one stage event to a 3-stage, expansive arts and culture festival, created the Pier's annual holiday program, started a summer kickoff festival with over 30K in attendance, and more. She is also the founder and former CEO of cARTEL: Collaborative Arts LA, an experiential production company creating immersive experiences (BROKE LA, No Budget Film Festival) that focus on storytelling, discovery, and impact. Negin previously served as the Director of Inspiration at Augmented Reality

Charlie Woolley, St Charles Town Company

Mr. Woolley is the Founding Principal and President of St. Charles Town Company. Mr. Woolley founded St. Charles in 1993 as an urban real estate development, investment, and management company. St. Charles and its principals have completed over \$300 million of development projects. Mr. Woolley began his 30 year real estate career in 1985, having previously been a history museum director for 8 years. Mr. Woolley is active in community affairs, serving as a trustee for historic preservation, arts, and community service non-profit organizations. He currently serves as a trustee for The Denver Botanic Gardens and History Colorado. He earned an MBA from the University of Denver and holds a B.A. in City Planning from the University of Massachusetts.

Tuesday, April 14, 2020

12:00-1:30 PM	DCI Annual Districts Committee Luncheon Red Gravy, Downtown Colorado Springs
2:00 - 5:00 PM	Registration The Mining Exchange, Downtown Colorado Springs
2:00-5:00 PM	DCI Colorado Challenge Community Summit The Mining Exchange
	<ul style="list-style-type: none"> - 2020 CO Challenge Program Community Introduction Facilitated by Kat Correll - Dynamic Data for Strategic Decision-Making Elizabeth Garner, Jennifer Newcomer, Phyllis Resnick - Understanding the Investor Perspective David Dragoo, Chris Koehn, Ryan McWilliams, Charlie Woolley - Shaping and Equitable Approach to Solutions Roundtable Moderated by Nita Mosby Tyler
5:30 - 7:30 PM	Pre-Conference Tour 3:00-5:00PM Law + Disorder
	Law & Disorder explores how Colorado Springs officials fought to remain a "dry town" in "wet times;" the captivating story of how local law enforcement, concerned citizens and the Gazette newspaper worked to run the KKK out of town in the 1920s; and an infamous gun battle with train robbers in the streets of Downtown.
5:30 - 7:30 PM	Opening Keynote Roger Brooks, Destination Development Edith Kinny Gaylord Cornerstone Arts Center

Wednesday, April 15, 2020

7:00 - 8:00 AM	Breakfast The Mining Exchange				
7:30 - 8:00 AM	Registration The Mining Exchange				
8:00 - 8:50 AM	Plenary Session The Mining Exchange				
	Welcome Steve Art President, Downtown Colorado, Inc. Welcome Colorado Springs Partners Susan Edmondson Colorado Springs Downtown Partnership Dirk Draper Colorado Springs Chamber & Economic Development Council Jariah Walker Colorado Springs Urban Renewal IN THE GAME Social Media Challenge Paul Bindel				
9:00 - 12:00 PM	Colorado Experience Economy Summit Platinum Room, Mining Exchange				
	<ul style="list-style-type: none"> - Negin Singh Executive Director, Santa Monica Pier - David Ehrlich Executive Director, Denver Theatre District - Phil Kirshman Chief Investment Officer, Cornerstone Capital Group - Alice Loy Executive Director, Creative Startups - Dominick Sekich Partner, Moyer White - Troy & Sara DeRose Partner, FIXER Brand Design Studio - Brian Corrigan Artist, Designer, Entrepreneur and Creative Placemaking Strategist 				
12:30 - 2:00 PM	Dine Around Sessions Colorado Springs Eateries, Pre-Registration Required				
	Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice. <ul style="list-style-type: none"> - Turning Main Street Challenges to Opportunities Scot Hunn Hunn Planning - Leveraging Brownfield Clean Up Colorado Department of Labor and Employment (CDLE) - Engagement Data to Understand Your Community Needs National Research Center - Community Wealth Building Paul Bindel - Opportunity Zones + Rural Colorado Erik Jenson + Jack Tiebout Brownstein Hyatt Farber Schreck + OEDIT - The Colorado Springs Tech Boom 				
2:30 - 4:30 PM	Colorado Challenge Studio Workshops + Colorado Briefs: "HOW TO" Series				
	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Colorado Challenge Studio Workshops</td> <td style="width: 50%;">Ten Minutes HOW TO.....</td> </tr> <tr> <td>DCI's unique Colorado Challenge Accelerator Program works with community challenges to build teams and create action plans for moving forward with solutions. Join the 2020 Colorado Challenge Studio Workshops to work with one of the 2020 Colorado Challenge Program communities. All Colorado Challenge Community Pitches will be presented on Friday, April 17!</td> <td>-Curb Management TBD -Feed a Neighborhood Renaissance Franco Pisani OCC Partnership -Move a Ballot Issue Manitou Arts Center (MAC) -Activate Alleys and Public-Private Partnerships Castle Searcy -Make Social Media Work for You Bill Shrum Town of Eagle -Create a Collaborative Coffee Culture Colorado Springs</td> </tr> </table>	Colorado Challenge Studio Workshops	Ten Minutes HOW TO.....	DCI's unique Colorado Challenge Accelerator Program works with community challenges to build teams and create action plans for moving forward with solutions. Join the 2020 Colorado Challenge Studio Workshops to work with one of the 2020 Colorado Challenge Program communities. All Colorado Challenge Community Pitches will be presented on Friday, April 17!	-Curb Management TBD -Feed a Neighborhood Renaissance Franco Pisani OCC Partnership -Move a Ballot Issue Manitou Arts Center (MAC) -Activate Alleys and Public-Private Partnerships Castle Searcy -Make Social Media Work for You Bill Shrum Town of Eagle -Create a Collaborative Coffee Culture Colorado Springs
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5:15 - 6:45 PM	Mobile Tours Meet at the Mining Exchange Entrance Pre-Registration Required				
	<ul style="list-style-type: none"> - Architectural Photography 101 Tour Caleb Alvarado Caleb Santiago Alvarado Studio - Coworking: It takes All Kinds Colorado Springs Downtown Partnership - Colorado Springs Urban Renewal Tour Jariah Walker Sponsored by City of Durango and AURA - US Olympic & Paralympic Museum Tour (5:15, 5:30, 5:45) US Olympic Committee 				
6:45 - 7:30 PM	Evening Reception US Olympic + Paralympic Museum				
	Welcome John Suthers Mayor of Colorado Springs Dirk Draper Colorado Springs Chamber & Economic Development Council Steve Art President, Downtown Colorado, Inc.				
7:00 - 8:30 PM	Dine Around Dinner Dinner on your own				

Thursday, April 16, 2020

7:00 - 8:30 AM	Breakfast Your Hotel
8:30 - 9:15 AM	Opening Plenary The Elements of Equity Nita Mosby Tyler
9:30 - 12:00 PM	Colorado Challenge Studio Workshops + Colorado Briefs Extended Sessions Colorado Challenge Accelerator Program Private Meetings BRIEF TALKS: - Short-Term Rentals for Small Communities Leadville - Create Curated Downtown Passport Content Claire Swinfor - Property Due Diligence Ben Levenger, DT Redevelopment - Innovate for Community Health CO Springs Partnership - Design Thinking on Housing & Affordability CO Springs - Michelle Kobayashi National Research Center
12:30 - 2:00 PM	Dine Around Sessions Local Colorado Springs Eateries, Pre-Registration Required Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice. - Creative Corridor of Old Colorado City + Manitou Springs (Combined Lunch + Tour) DHM Design + Bohannan Huston - Project Proformas for Challenging Sites Mike Scholl Ayres Associates - Engagement Data to Understand Your Community Needs National Research Center - Rural Resiliency Startup Colorado - Starting Up Entrepreneurs OEDIT - Three Times the Charm: A DDA for Downtown Loveland Loveland DDA - Brownfield Resources Colorado Dept. of Public Health & Environment - Planning for Generational Change in Retail Colorado Springs Downtown Partnership - Cooperatives and Local Food Bill Stevenson Rocky Mountain Farmer's Union
2:30 - 4:30 PM	Local Tours Pre-Registration Required - Creative Corridor of Old Colorado City + Manitou Springs (Combined Lunch + Tour) DHM Design + Bohannan Huston - Mullet Retail: Party in the Front, Business in the Back Colorado Springs Downtown Partnership - Architectural Photography 101 Tour Caleb Alvarado, Caleb Santiago Alvarado Studio - Art to the Rescue Colorado Springs Downtown Partnership - Form Based Code Colorado Springs Downtown Partnership
5:00 - 8:30 PM	Governor's Awards for Downtown Excellence Mining Exchange

Friday, April 17, 2020

7:30 - 8:00 AM	Registration & Networking Mining Exchange
8:00 - 9:00 AM	Welcome and Congratulations Mining Exchange
9:00 - 9:30 AM	Pitch Session Mining Exchange Funders, Lenders, and Investors share feedback and ideas to help Colorado communities overcome challenges. - Garrett Mayberry Boettcher Foundation - Lauren Kloock Colorado Lending Source - Nita Mosby Tyler The Equity Project, LLC - Jennifer Newcomer Shift Research Lab - Scott Wasserman Bell Policy Center - Tim Stroh State Historical Fund - Phil Kirshman Cornerstone Capital Group
9:30 - 10:40 AM	Colorado Challenge Program PITCH Presentations & Feedback Mining Exchange DCI's Colorado Challenge Communities share their Challenge, their plan, and a pitch for partnership.
11:10-11:40 AM	Closing Speaker