

DOWNTOWN COLORADO, INC | 2024 IN THE GAME | DURANGO SCHEDULE AT A GLANCE

Tuesday, April 2, 2024

11:00-12:30 PM	<p>IN THE GAME Get your GAME on warm up! Strater Pullman Room</p> <p>COLORADO CHALLENGE ACCELERATOR PROGRAM WORKSHOP Engage with our Challenge team, the 2024 Challenge Communities, and other IN THE GAME attendees as we consider how to move projects forward to identify, clean up, and re-activate sites in seven communities. The workshop is open to all and will provide insight and resources to move projects forward and find the partners and funding to get it done.</p>				
12:30 - 1:30 PM	<p>Using Data to Show Feasibility Strater Hotel Room</p> <p>Using Data for Winning Projects In this session, our data team will share feedback and ideas for the data that will strengthen Challenge Community project proposals, where to find the data, and how best to connect current statistics to projected outcomes with the Colorado State Demographer, CSU Extension, and POLCO.</p>				
1:45 -2:30	<p>Challenge Demographics + Network Analysis Strater Hotel Room</p> <p>Building Your Story Challenge communities and IN THE GAME attendees walk the walk down the path of community vision with Community Heart + Soul as we conduct a data mapping and community network analysis with Community Heart + Soul.</p>				
2:30-4:00PM	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Focused Work Time + Reporting Out Strater Hotel Room</td> <td style="width: 50%; border: none;">D+S Railroad Museum Tour</td> </tr> <tr> <td style="border: none;">Participants and resources will have a dynamic around the world model to connect and maximize the impacts of this engagement with our key resource providers.</td> <td style="border: none;">Join us as a limited group tours the Durango Silverton Narrowgauge Railroad Museum.</td> </tr> </table>	Focused Work Time + Reporting Out Strater Hotel Room	D+S Railroad Museum Tour	Participants and resources will have a dynamic around the world model to connect and maximize the impacts of this engagement with our key resource providers.	Join us as a limited group tours the Durango Silverton Narrowgauge Railroad Museum.
Focused Work Time + Reporting Out Strater Hotel Room	D+S Railroad Museum Tour				
Participants and resources will have a dynamic around the world model to connect and maximize the impacts of this engagement with our key resource providers.	Join us as a limited group tours the Durango Silverton Narrowgauge Railroad Museum.				
4:30 - 6:00PM	<p>Exploring Resilience Strater Hotel Room</p> <p>Explore the components that foster resilience in a community and region with an interactive discussion based activity. Featuring Mike French, La Plata County Economic Development Alliance + Community Heart + Soul Engagement Activity</p>				
6:00 - 7:00PM	<p>IN THE GAME Networking Happy Hour Location TBD</p> <p>It wouldn't be DCI's IN THE GAME without some fun in the evening! Join us for an evening on the town! Get ready for networking and fun with hosts from Community Heart + Soul.</p>				

Wednesday, April 3, 2024

8:00 AM	<p>Registration Powerhouse</p> <p>Registration opens and DCI welcomes attendees to network.</p>	
8:30 AM	<p>Welcome to IN THE GAME The Powerhouse</p> <p>Welcome 2024 IN THE GAME Durango José Madrigal, Durango City Manager Let's get this started! Meet the partners and the players who are making IN THE GAME and Durango a hub for the region and a leader in our state.</p>	
9:00 - 9:30AM	<p>Using Local Infrastructure Hubs Justin Edwards, National League of Cities Explore the bootcamps that are helping get projects funded with Federal dollars for infrastructure.</p>	
9:30 - 10:00AM	<p>Doing Development Differently Jim Heid, CRAFT DnA Explore the tools and concepts that empower communities to get the development they are looking for.</p>	
10:00 - 12:00PM	<p>IN THE GAME Play Time Time to Get Down</p>	
10:00 - 12:00PM	<p>Creating a Compelling Project Pitch Powerhouse</p> <p>Dr. Regina Lewis shares a dynamic approach to developing and delivering compelling messaging followed by an interactive team based exercise to create a Tik-Tok style video promoting the Challenge project.</p>	<p>Tours Depart from Powerhouse</p> <p>Walking Tour: Token Gateways and Meaningful Transitions Walking Tour Combined with Lunch: Historic Renewal: Powerhouse and 11th Street Station Revival Mobile Tour Combined with Lunch: Economic Development with the Southern Utes + Ignacio</p>
12:30 - 2:30PM	<p>Dine Around Sessions Durango Eateries, Pre-Registration Required</p> <p>Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice.</p> <ol style="list-style-type: none"> 1) Activating Elected Officials for Economic Development 2) Entrepreneurial Ecosystem: The SCAPE Story 3) From the Past to the Peaks: Scenic Byways Highlight Southwest Colorado's Wonder 4) Small-scale Housing Projects for Rural Colorado 5) The Real Estate of Historic Preservation 6) Understanding Project Feasibility 7) Using Global Trends to Plan for Downtown 	
2:30 - 4:00 PM	<p>Shop + Explore</p> <p>Get into the Durango scene and enjoy a little time contributing to the local economy while enjoying the local shops and cafes.</p>	<p>Tour Mountain Bike Brownfield Tour</p> <p>Bring your own bike and gear to join for a tour on mountain bikes that will explore a former brownfield site.</p>
4:00 - 5:00PM	<p>Future Planning with Data The Powerhouse</p> <p>Future Planning with Data In this session, our "Data Visionaries" will consider trends, forecasts and insights of how Colorado and its communities will be impacted by demographics, market dynamics and emerging issues. To leverage these data and findings, this year the session will imagine ways to plan for people, places and culture in Colorado over the next twenty years.</p> <ul style="list-style-type: none"> · Elizabeth Garner, Colorado State Demographer · Dawn Thilmany, CSU Extension · Michelle Kobayashi, POLCO 	
5:00 - 5:20 PM	<p>The Data we Seek KSU Technical Assistance for Brownfields Powerhouse</p>	

	Kansas State University (KSU) Technical Assistance for Brownfields (TAB) will share the data collection tools, management, and uses for their program tools.
5:30-7:00PM	Get Into the Groove The Powerhouse Join our Durango Welcome, enjoy a networking reception. Welcome to Durango Mayor of Durango + Tim Walsworth Steve Art Downtown Colorado, Inc. Board
7:15 - 8:30PM	Dinners Downtown Durango 1) DCI Annual URA Dinner (invite only), Sponsored by Brownstein + Pioneer Development Company 2) Tiny Town + New Attendees, Sponsored by Community Heart + Soul 3) Recruiting Retail, Hosted by Jill Mendoza
8:30 - 9:30 PM	Starlight Lounge Karaoke Nothing Official (just go have fun)

Thursday, April 4, 2024

8:00 - 11:00AM	Opening Plenary TBD
8:15 - 8:45AM	Welcome to the Second Half 2024 IN THE GAME Durango Let's get this started! Meet the partners and the players who are making IN THE GAME and Durango a hub for the region and a leader in our state.
8:30 - 10:00AM	Colorado's Downtown Leadership Panel Denver, Durango, Boulder, Greeley, Grand Junction, Longmont Join the leadership from six premiere Colorado downtowns as they share the vision for downtowns in leading our state.
10:15 - 11:45AM	Ecology of a Downtown Larisa Ortiz, Streetsense Larisa, Managing Director at Public Non-Profit Solutions, offers 25+ years of expertise advising public, private, and non-profit sector clients on retail real estate strategies in urban settings. She's led numerous retail planning initiatives nationally and internationally, authoring "Improving Tenant Mix" for the International Council of Shopping Centers. Larisa, a Fulbright Scholar, and Watson Fellow has explored successful downtown and mixed-use environments worldwide. Holding an undergraduate degree from Wesleyan University and a master's in city planning with an urban design certificate from the Massachusetts Institute of Technology, she blends academic rigor with practical experience. Formerly a Mayoral appointee to the NYC Planning Commission, Larisa remains a trusted figure in urban planning and retail strategy.
12:00PM - 4:00PM	IN THE GAME Play Time Time to Get Down
12:15 - 2:00PM	Dine Around Sessions Local Durango Eateries, Pre-Registration Required Tour Combined with Lunch
	Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice. Architectural Alchemy: The Smiley Building's Remarkable Revival
	1. Advocating for Local Businesses in the Circular Economy 2. Building Human Capacity with Community 'Heart + Soul' MOBILE TOUR: Mancos Creative District 3. Creating a Buzz in Your Downtown 4. Financing and Building Public Projects: How to Get it Done 5. Managing Administration in a Downtown Organization 6. Making your Marketing Budget Go Further 7. Affordable Housing 101 - Case Study 8. Engaging the Community on Broadband
2:30 - 4:30PM	Local Tours Pre-Registration Required Local tours explore the downtown and surrounding areas by foot unless listed as "mobile". 1) Leveraging Lodging Tax for a Creative Economy 2) Downtown's Next Step: Main Avenue Streetscape Project Tour 3) Sustaining Legacy: Carvers & Maria's Bookshop Ownership Evolution 4) Innovation through Generations 5) D+S Narrowgauge Railroad Museum
5:00 - 6:00PM	Downtown Excellence Awards Animas Theater Continue the fun as we celebrate the accomplishments of our Colorado champions with the Downtown Colorado, Inc. + 9News 2024 Downtown Excellence Awards. Featuring Claudia Garafalo of Colorado & Company + DCI's Steve Art
6:00 - 9:00 PM	Progressive Dinner + DJs Lola's + 11th Street Station (move around and keep it lively)

Friday, April 5, 2024

7:00 - 9:00AM	Breakfast Your Hotel Enjoy breakfast on your own at your hotel!
9:00 - 11:30AM	Welcome + Congratulations + Introductions Strater Hotel Meeting Room
9:00 - 9:30AM	Steve Art + Kat Correll Downtown Colorado, Inc.
9:30 - 10:15AM	Love Where You Live: The Why & The How HeidiTown Your town is unique, your town is interesting, and your town can be a success – but only if you truly believe those first two things. It takes a mind shift. You hold the keys to help your community thrive. This is how YOU can be an advocate for your town.
10:15- 10:45AM	Gift Baskets + 2025 IN THE GAME Announcement Steve Art (SHH)
11:00 - 11:30 AM	The Ownership Mindset Kerry Siggins Kerry Siggins is the CEO of StoneAge, the leading global high-pressure industrial cleaning equipment manufacturer. Under her leadership, StoneAge transformed into a powerhouse in the industrial cleaning industry, disrupting how the world is cleaned. Kerry also led StoneAge's transition to become 100% employee-owned, and StoneAge has won numerous awards, including Outside Magazine's Best Places to Work.
11:30-11:45	Goodbyes + Closing