WHAT IS IN THE GAME // DCI's Vibrant Downtown Event, IN THE GAME, is a three day interactive educational experience for downtown champions. The conference harnesses national, state, and local resources to expand the way our downtown champions think about attracting tourists, engaging locals, and to provide real problem solving opportunities to help overcome challenges. Just as downtowns are much more than simply tourist stops, 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 that include:

COLORADO CHALLENGE STUDIOS // Colorado Challenge Studios are DCI's unique Colorado Challenge Accelerator Program with community challenges to build teams, to create action plans and to move 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 17th DCI's 2020 Colorado Challenge Communities share their Challenge, their plan, and a pitch for partnership.

- Creating a Booming Main Street, Cañon City
- Creatively Financing Development, Durango
- Instilling Downtown Vision and Pride, Monte Vista
- Pikes Peak Creative Corridor, Old Colorado City+Downtown Colorado Springs+Manitou Springs
- Creating a Sustainable Job Economy, Rocky Ford

COLORADO BRIEFS // Dive into interest areas and inspire participants with short dynamic talks highlighting innovative work by Colorado leaders who share their stories and their passion in the ten minute “How to” format.

DINE AROUND LUNCHES & TOURS // Showcase exciting restaurant and project concepts and include informal discussion. Tours may include brewerries, public arts, hotel redevelopment projects, and more.

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, 1:30-4:30PM // 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 is the resource you need!
- Dynamic Data for Strategic Decision-Making | Dynamic Data Divas to help plan our strategy. Join us as we consider the future of our demographics, socio-economic trends, and the fiscal impacts we expect on municipalities. Elizabeth Garner, Colorado State Demographer | Jennifer Newcomer, Shift Research Lab | Phylis Resnick, Colorado Futures Center
- Understanding the Investor Perspective | Colorado communities all wish for a home town investor to return with lots of cash. Join us to talk through the draw that brings people to town and turns them into real estate developers. Chris Koehn, Second61 | Ryan McWilliams, International Engineering
- Shaping and Equitable Approach to Solutions Roundtable | Prepared with data and the investor perspective, we dive into what Colorado communities need to plan for an equitable future of housing, retail/restaurants, and workforce. Moderated by Nita Mosby Tyler

Lunch 12:00-1:30PM: Colorado Districts Lunch: A meeting of BIDs, DDAs, and Creative Districts, featuring Susan Edmondson, Hilario Portell, and Bianca Fisher

Late Arrival Tour 3:30-5:00PM: 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.

Evening Reception 5:30-7:30PM: The Seven Ingredients of an Outstanding Downtown | Featuring Roger Brooks, Destination Development Association
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 / Myoe White; Negin Singh / Santa Monica Pier

Dine Around Lunches 12:30-2:00PM: Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice.
- The Seven Ingredients of an Outstanding Downtown | Roger Brooks | Destination Development
- Opportunity Zones + Rural Colorado | Erik Jenson, Brownstein Hyatt Farber Schreck | Jack Tiebout, OEDIT
- Turning Main Street Challenges to Opportunities | Scot Hunn | Hunn Planning
- Community Wealth Building | Paul Bindel | Doghead Creative
- What District is Right for Me? | Pat Hrbacek, Spencer Fane | Troy Bernberg, Northland Securities
- Leveraging Brownfield Clean Up | Colorado Department of Labor and Employment (CDLE)
- Maximizing the Return on Engagement in Small Communities | National Research Center / Polco
- Managing Mobility + Congestion | Kyle McLaughlin | Kimley-Horn
- Who’s Afraid of the Big, Bad Brownfield? Communication + Engagement Tools | Community Builders

Colorado Briefs 2:30-4:30PM // “How to” Talks
- The Value of the Curb | Mallory Baker | Walker Consultants
- Feeding a Neighborhood Renaissance | Franco Pisani | OCC Partnership
- Moving a Ballot Issue | Manitou Arts Center (MAC)
- Activating Alleys and Public-Private Partnerships | Castle Searcy | Denver Alleyway Project
- Making Social Media Work for You | Bill Shrum | Town of Eagle
- Creating a Collaborative Coffee Culture | Don Niemeyer, Story Coffee | Abigail Baum, Loyal Coffee

**COLORADO CHALLENGE STUDIOS 2:30-4:30PM //** 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. Colorado Challenge Community Pitches will be presented Friday, April 17!

**Mobile Tours 5:15-6:45PM: Enjoy a walk through downtown, unless a bus is specified.**
- Telling your Story in Pictures: Architectural Photography 101 Tour | Caleb Santiago Alvarado Studio
- A Retail Real Estate Revolution: Rethinking Retail Square Footage to Create New Experiences in the Age of E-commerce
- Colorado Springs Urban Renewal Bus Tour | Jariah Walker | Sponsored by City of Durango and AURA
- US Olympic & Paralympic Museum Tour (5:30, 5:45, 6:00) | US Olympic Committee

**Reception 6:45-7:30PM: Join DCI as we have an exclusive reception at the Olympic and Paralympic Museum before the official opening in May!**

** Dinners 7:30-8:30:**
- DCI’s Annual Colorado Urban Renewal Dinner: Pull No Punches with Carolynne White v. Paul Benedetti
- DCI Emerging Leader Meet + Greet Networking

**DCI Annual Karaoke 8:30-10:00PM:** Put your singing shoes on and get ready for some fun
THURSDAY APRIL 16 // GOVERNOR’S AWARDS FOR DOWNTOWN EXCELLENCE
Get ready for the inspirational + unconventional celebration on April 16th 5:30-8:30PM where Downtown Colorado, Inc. is honored to celebrate a series of projects nominated by our members in categories such as Partnership, Person, Place, Plan, or Project. Stay for a piano bar sing along in the Mining Exchange lobby!

Morning Plenary 8:30-9:30AM // Making Trends Work for You
- 2020 Downtown Trends Report | Brad Segal | Progressive Urban Management Associates
- Leading Ahead of the Trends | Michelle Kobayashi | National Research Center

Colorado Briefs 9:45-12:00PM // “How to” Talks
- Short-Term Rentals for Small Communities | Sarah Dallas | Leadville
- Creating Curated Experiences to Draw New Patrons Downtown | Claire Swinford | Downtown Partnership of Colorado Springs
- Property Due Diligence | Ben Levenger, DT Redevelopment
- Innovate for Community Health | Patience Kabwasa + Nat Stein, Colorado Springs Food Rescue | Steve Wood, Concrete Coyote
- Curating Artisan Retail and Marketplaces | Peri Bolts, Eclectic Co.

Dine Around Lunches 12:30-2:00PM: Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice.
- Understanding Development from Concept to Construction | Mike Scholl + Matt Ashby | Ayres Assoc.
- Cooperatives and Local Food | Bill Stevenson | Rocky Mountain Farmers Union
- Starting Up Rural Resilience | Stanley Lindstadt, Startup Colorado | Greg Thomason, OEDIT
- Three Times the Charm: A DDA for Downtown Loveland | Loveland DDA
- From Vision to Reality! Resources for Redevelopment & Revitalization | Mark Rudoloph, Colorado Dept. of Public Health & Environment | Jesse Silverstein, Development Research Partners
- Building Community through Film + Theater | Britta Erickson + Kevin Smith | Denver Film
- Thriving Retail for the Next Generation | Downtown Partnership of Colorado Springs
- Development Readiness Initiative | Ben Levenger | Downtown Redevelopment

Lunch Combined with Bus Tour (goes until 4:30)
- Creative Corridor of Old Colorado City + Manitou Springs | DHM Design + Bohannan Huston
- Gold Hill Mesa: Building a Smart Community from the Ground Up | Gold Hill Mesa

Tours 2:30-4:30PM: Enjoy a walk through downtown, unless a bus is specified.
- Telling your Story in Pictures: An Architectural Photography 101 Tour
- Art to the Rescue
- Form Based Code: Toward a Better Urban Environment
- Modern Office for a Modern Workforce | Downtown Partnership of Colorado Springs

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.

Colorado’s Partners in Revitalization:
Rick Garcia, Colorado Department of Local Affairs
Betsy Markey, Office of Economic Development + International Trade

Challenge Communities Pitches + Panelist Feedback

DOWNTOWN COLORADO, INC. IN THE GAME, APRIL 14-17, COLORADO SPRINGS
downtowncoloradoinc.org | 303.282.0625
A FEW OF OUR IN THE GAME KEYNOTE SPEAKER BIOS

Roger Brooks, Destination Development Association A futurist and innovator, Roger Brooks 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.

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 and lower overhead costs while also feeling proud that they’ve reupped 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. Currently, as Chief Technical Officer & Principal of International Engineering, Mr McWilliams provides Technology & Business Development Services to the global railway industry.

Nita Mosby Tyler, TheEquity Project Dr. Nita Mosby Tyler is the Chief Catalyst and Founder of The Equity Project, LLC – an organization designed to support organizations and communities in building diversity, equity and inclusion strategies. She is the former Senior Vice President and Chief Inclusion Officer for Children’s Hospital Colorado – the first African American woman to hold that position in the organization’s 100+ year history. She is also the former Executive Director of the Office of Human Resources for the City and County of Denver – the first African American woman to hold that position in the 63+ year history of the agency. Dr. Mosby Tyler, a consultant accredited by the Georgetown University National Center for Cultural Competence, is nationally recognized for her equity work with non-profit, community, government and for-profit organizations. In her work, Dr. Mosby-Tyler specializes in the development and delivery of leadership, equity, diversity, cultural responsiveness and inclusiveness training programs and strategies.

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. 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.

DOWNTOWN COLORADO, INC. IN THE GAME, APRIL 14–17, COLORADO SPRINGS
downtowncoloradoinc.org | 303.282.0625
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00-1:30 PM</td>
<td>DCI Annual Districts Committee Luncheon</td>
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<td>In 2020, Downtown Colorado, Inc. (DCI) is pleased to join our DCI’s District Members programming for Business Improvement Districts + Downtown Development Authorities. The IN THE GAME event serves as a convenient convening location and Colorado Springs serves as an amazing learning laboratory. Join the DCI District Committee family as we share the projects, partners, and create ideas through an innovative and always fun dialogue.</td>
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<td>1:30 - 4:30 PM</td>
<td>Registration</td>
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<td>1:30 - 4:30 PM</td>
<td>DCI Colorado Challenge Community Summit</td>
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<td>*2020 Colorado Challenge Program Community</td>
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<td>*Dynamic Data for Strategic Decision-Making</td>
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<td>*Understanding the Investor Perspective</td>
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<td>*Shaping an Equitable Approach to Solutions Roundtable</td>
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<td>5:30 - 7:30 PM</td>
<td>The Seven Ingredients of an Outstanding Downtown</td>
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**Wednesday, April 15, 2020**

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<tr>
<th>Time</th>
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<tr>
<td>7:00 - 8:00 AM</td>
<td>Breakfast at Hotel</td>
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<tr>
<td>7:30 - 8:00 AM</td>
<td>Registration</td>
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<td>8:00 - 8:50 AM</td>
<td>Welcome + Introductions</td>
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<td>IN THE GAME Social Media Challenge</td>
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<td>9:00 - 12:00 PM</td>
<td>Colorado Experience Economy Summit</td>
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<td>74% of Americans prioritize experiences over products or things. 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.</td>
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<td>12:30 - 2:00 PM</td>
<td>Dine Around Sessions</td>
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<td>Enjoy local cuisine while you engage in an interactive dialogue on the topic of your choice.</td>
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<td>*The Seven Ingredients of an Outstanding Downtown</td>
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<td>*Opportunity Zones + Rural Colorado</td>
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<td>*Fostering a Climate for Social Enterprise</td>
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<td>*Turning Main Street Challenges to Opportunities</td>
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<td>*Managing Mobility + Congestion</td>
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<td>2:30 - 4:30 PM</td>
<td>Colorado Challenge Studio Workshops</td>
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<td>Colorado Challenge Studio:</td>
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<td>Join the 2020 Colorado Challenge Studio</td>
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<td>Workshops to work with one of the 2020 Colorado Challenge Program communities, All Colorado</td>
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<td>Challenge Community Pitches will be presented on Friday, April 17!</td>
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<td>5:15 - 6:45 PM</td>
<td>Mobile Tours</td>
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<td>6:45 - 7:30 PM</td>
<td>Evening Reception</td>
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DOWNTOWN COLORADO, INC. IN THE GAME, APRIL 14-17, COLORADO SPRINGS
Steve Art | President, Downtown Colorado, Inc.
Welcome | John Suthers | Mayor of Colorado Springs

7:00 - 8:30 PM
Dine Around Dinner | Dinner on your own
DCI Annual URA Dinner | Sponsored by Brownstein Hyatt Farber Schreck
DCI Emerging Leader Meet + Greet

Thursday, April 16, 2020

7:00 - 8:30 AM
Breakfast | Your Hotel

8:30 - 9:30 AM
Opening Plenary | Making Trends Work for You
2020 Downtown Trends Report | Brad Segal | Progressive Urban Management Associates
Leading Ahead of the Trends | Michelle Kobayashi | National Research Center

9:45 - 12:00 PM
Colorado Challenge Studio Workshops | Colorado Briefs "HOW TO" Series
Colorado Challenge Accelerator Program
Private Team Pitch Development Meetings
*Short-Term Rentals for Small Communities
*Creating Curated Experiences to Draw New Patrons Downtown
*Property Due Diligence
*Innovate for Community Health
*Curating Artisan Retail and Marketplaces

12:30 - 2:00 PM
Dine Around Sessions | Local Colorado Springs Eateries, Pre-Registration Required
Enjoy local cuisine while you engage in an interactive dialogue on the topic of your choice.
*Understanding Development from Concept to Construction
*Cooperatives and Local Food
*Starting Up Rural Resiliency
*Three Times the Charm: A DDA for Downtown Loveland
*From Vision to Reality: Resources for Redevelopment + Revitalization

2:30 - 4:30 PM
Local Tours | Pre-Registration Required
*Telling your Story in Pictures: An Architectural Photography 101 Tour
*Art to the Rescue
*Form Based Code: Toward a Better Urban Environment
*Modern Office for a Modern Workforce

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 + Congratulations + Introductions | Mining Exchange
Steve Art + Kat Correll | Downtown Colorado, Inc.

9:00 - 9:40 AM
Colorado Challenge Program PITCH Presentations | Mining Exchange
DCI's 2020 Colorado Challenge Communities share their challenge, their plan, and a pitch for partnership.
*Creating a Booming Main Street, Cañon City
*Creatively Financing Development, Durango
*Instilling Downtown Vision and Pride, Monte Vista
*Pikes Peak Creative Corridor, Old Colorado City – Downtown Colorado Springs – Manitou Springs
*Creating a Sustainable Job Economy, Rocky Ford

9:40-10:20 AM
Colorado's Partners in Revitalization | Mining Exchange
Rick Garcia | Colorado Department of Local Affairs
Betsy Markey | Colorado Governor's Office of Economic + International Trade

10:20 -11:00 AM
Colorado Challenge Program PITCH Presentations & Feedback | Mining Exchange

*Funders, Lenders, and Investors share feedback and ideas to help Colorado communities overcome challenges.
*David Drago | Mayfly Outdoors
*Phil Kirshman | Calvert Impact Capital
*Lauren Kloock | Colorado Lending Source
*Garrett Mayberry | Boettcher Foundation
*Ryan McWilliams | International Engineering
*Nita Mosby Tyler | The Equity Project, LLC
*Jennifer Newcomer | Shift Research Lab
*Tim Stroh | State Historical Fund

11:10-11:40 AM
Elements of Equity | Nita Mosby Tyler

Check out DowntownColoradoInc.org or call 303.282.0625 to get IN THE GAME today!