



# ECONOMIC DEVELOPMENT COUNCIL OF COLORADO REGIONAL ECONOMIC DEVELOPMENT FORUM

**PLANNING REGIONS 4, 7, 8, 13 & 14: South Central, CO**  
Alamosa · Chaffee · Conejos · Costilla · Custer · El Paso  
Fremont · Huerfano · Lake · Las Animas · Mineral · Park  
Pueblo · Rio Grande · Saguache · Teller

June 27, 2019 | 8:30 - 4 p.m.  
Pueblo Community College



## AGENDA:

8:30 – 9 a.m.

### REGISTRATION, NETWORKING & BREAKFAST

Presented by:



9 – 9:05 a.m.

### WELCOME & EDCC OVERVIEW

Tammy Fields will present an overview of EDCC and its core mission, including how the EDCC engages at the state level and its impact on communities around the state.

**Presenter:** Tammy Fields, EDCC’s Board Chair & Senior Vice President of Economic Development, Colorado Springs Chamber & EDC

9:05 – 9:25 a.m.

### REGIONAL OVERVIEW

**Presenter:** Tatiana Bailey, Director of UCCS Economic Forum in the College of Business, University of Colorado, Colorado Springs

9:25 – 10:10 a.m.

### WHAT IS... Economic Development Readiness

Being able to assess a community’s business and community development capacity is the first step in aligning and achieving development goals. This session will explore how community’s can be proactive in their planning to be ready for various levels of development.

**Presenters:**

Stephanie (Dybsky) Henley, Corporate Economic Development Manager, Xcel Energy  
Jim Seward, Director of Operations, Colorado Electric, Black Hills Energy

10:10 – 10:25 a.m.

### NETWORKING BREAK

10:25 – 11:10 a.m.

### **HOW DO ALL OUR COMMUNITIES TAKE ADVANTAGE OF THE OPPORTUNITY ZONES PROGRAM?**

Originally introduced in the Investing in Opportunity Act, the Opportunity Zones Program was enacted as part of the 2017 tax reform package. The program is designed to drive long-term capital to rural and low-income urban communities throughout the nation and uses tax incentives to encourage private investment in impact funds. This session will cover the new Federal guidelines just introduced as well as discussing the complexities of this program as it relates to our rural communities, what investors are looking for, and what communities can do moving forward.

**Moderator:** Jana Persky, Opportunity Zones Manager, Colorado Office of Economic Development & International Trade

**Panelists:**

Trent Thompson, Utah & Colorado Representative, Economic Development Administration

Chris Franz, Managing Director, Pioneer Fund

Kevin Wilkens, Executive Director, San Luis Valley Development Resources Group & Council of Governments

11:10 – noon

### **ADAPTIVE REUSE: REPURPOSING TOOL FOR ECONOMIC DEVELOPMENT**

Adaptive Reuse is described as a process of repurposing buildings that have outlived their original purposes for different uses or functions while at the same time retaining their historic features. An increasing number of examples can be found around the world. In many of the communities highlighted in today's forum, adaptive reuse has become an important element in revitalizing their downtowns. In this session, we will hear from top experts in this field and hear about exciting renovations happening around us.

**Moderator:** Wade Broadhead, Planning Director, City of Florence

**Panelists:**

Dana Crawford, President, Urban Neighborhoods Inc.

Ryan McWilliams, Riverwalk North Alliance & Watertower Place

Gregory Howell, Creative Consultant, Watertower Place & Commissioner, Historic Preservation Commission - City of Pueblo

Noon – 1:30 p.m.

### **KEYNOTE LUNCHEON**

Betsy Markey will discuss the new administration's economic development goals and strategies for rural Colorado

**Presenter:** Betsy Markey, Executive Director, Colorado Office of Economic Development and International Trade

**Presented by:**



**COLORADO**  
Office of Economic Development  
& International Trade

1:30 – 2:15 p.m.

### **HOW CAN YOUR STRATEGIC PLAN INCLUDE SUCCESSION PLANNING FOR YOUR BUSINESSES?**

More and more we are looking into succession planning for our communities. An Employee Stock Ownership Program is just one great way to retain the local supermarket. How? An employee stock ownership plan is a qualified defined contribution retirement plan that is invested primarily in the common stock of the sponsoring company. This session will discuss the benefits to this program, the infrastructure needed to start this type of program and why this has become one of the new administration's economic development goals.

**Moderator:** Danielle Lendriet, Regional Coordinator & Analyst, OEDIT

**Presenters:**

Ron Lint, CEO, ATI Capital Group of Colorado

Jennifer Briggs, Board of Directors, Rocky Mountain Employee Ownership Center

2:15 - 3 p.m.

**USING REGIONALISM TO HELP DRIVE ECONOMIC DEVELOPMENT**

Regionalism has cropped up in recent years as a way to solve complex problems that plague rural and metro areas alike. From workforce, transportation, to utilities and broadband, it's essential that communities work together. In this discussion, examples of regional programs will be illustrated, what the driving force was that created the need for the program and help pave the way to new ideas for collaboration. Taking a regional approach to economic development may offer stronger results for our communities.

**Moderator:** Shelly Dunham, Executive Director, Southern Colorado Economic Development District

**Panelists:**

Kurt Madic, Co-Founder, Startup Pueblo

Becky Leinweber, Executive Director, Pikes Peak Outdoor Recreation Alliance

Sallie Clark, Colorado State Director, United States Department of Agriculture, Rural Development

3 – 3:45 p.m.

**WORKFORCE DEVELOPMENT**

In today's tightening labor market, businesses are having a hard time filling many positions. This in turn has resulted in businesses following the labor shed. In this discussion, workforce development experts will discuss industry-led sector strategies to enhance the region's economic stability and prosperity by filling workforce supply chain gaps and helping meet the needs of their community's businesses.

**Moderator:** Colleen Wohnoutka, Associate, Colorado Workforce Development Council

**Panelists:**

Dr. Patricia A. Erjavec, Ph.D., President, Pueblo Community College

Sam Van De Velde M.S., CES., Exercise Physiologist, Heart of the Rockies Regional Medical Center

Steve Chorak, Workforce Project Coordinator, Pueblo Economic Development Corp.

3:45 - 4 p.m.

**CLOSING COMMENTS**

**Presenter:** Kim Woodworth, Operations Director, Economic Development Council of Colorado

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KEYNOTE LUNCH SPONSOR



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