

## AGENDA

**Presented by:** *The Colorado Housing & Finance Authority*

### WEDNESDAY, OCT. 20

Noon – 4:30 p.m.      [REGISTRATION OPENS | EXHIBITOR SHOWCASE](#)

10 a.m. – 1:30 p.m.      [Registration Required](#)  
[DATA LITERACY WORKSHOP: INTRO TO DATA & DASHBOARDS](#)  
[Xcel Energy Room \(Burgess I\)](#)

The CU Leeds Business Research Division, in partnership with the Colorado Secretary of State's Office, is offering a data tools workshop to teach people how to access, interpret, and analyze public data via a step-by-step tutorial. This interactive four-hour workshop is intended for data practitioners working in business, economic development, nonprofits, and city and county governments. Examples of data sources that may be examined in the workshop: U.S. Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, Colorado Dept. of Revenue, Colorado Dept. of Local Affairs. Bring your laptops!

**Presenters:**

- ❖ Brian Lewandowski, Executive Director, CU Leeds School of Business
- ❖ Jacob Dubbert, Research Economist, CU Leeds School of Business

12:30 – 1:30 p.m.      [EDCC NEW MEMBER NETWORKING/CONFERENCE ORIENTATION](#)  
[Korbel Foyer](#)

If you are new to economic development and/or to EDCC, or just want to meet new people in a small setting, then this session is intended for you. Join other EDCC members to network and learn more about EDCC and its goal to help you lay a strong foundation for your own professional development growth and provide resources to support your needs along the way. You will be introduced to EDCC member representatives from throughout the state that can share helpful tips on training opportunities, getting the most out of your conference experience and general economic development best practices based on their own experiences. Join us and help strengthen your professional support system.

**EDCC Member Representatives:** Co-Chair Adam Krueger, City of Thornton; Co-Chair Stephanie Troller, CECD, City of Westminster; Michelle Claymore, CECD, City of Commerce City; Tyler Purvis, Pueblo West Metropolitan District; Jill Mendoza, Town of Superior; Shannon Hein, City of Ft. Collins

## CHFA Ballroom (Korbel Ballroom)

2 – 2:15 p.m.

**OPENING REMARKS: WELCOME FROM THE EDCC BOARD CHAIR & STEAMBOAT**  
Laura Lewis Marchino, EDCC's board chair, will kick off the conference and give an overview of what attendees will expect in the coming days and join in welcoming attendees along with Routt County's Leadership, Commissioner Melton, Routt County.

**Presenters:**

- ❖ Laura Lewis Marchino, CEcD, Board Chair, Executive Director, Region 9 EDD
- ❖ Commissioner Melton, Routt County

2:15 – 2:45 p.m.

**PLENARY SESSION 1: WELCOME AND UPDATE FROM THE COLORADO OFFICE OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE (OEDIT)**

**Presenter:**

- ❖ Pat Meyers, Executive Director & Chief Economic Recovery Officer, OEDIT

3:05 – 4:50 p.m.

**REGIONAL CONVOCATIONS**

If there is one thing we learned since the onset of the pandemic, is that we can move “mountains” when we join forces, by understanding where challenges lie, and working together to solve for them. We don't want to go back to the way things were. The success of our great economic comeback will be measured by how well we continue to collaborate, share our strategies, and best practices.

In the same spirit as our Regional Pandemic Zoom calls brought, we will convene our economic development stakeholders into regional convocations lead by EDCC's Regional Board of Directors. Our direct intent is to learn from one another, forge meaningful connections, and power Colorado's great economic comeback.

**Moderators:**

**Metro Convocation: – CHFA Room (Korbel Ballroom)**

- ❖ Adam Krueger, City of Thornton
- ❖ Christine Shapard, Denver South

**Northeast Convocation: – Manufacturer's Edge Room (Spring Creek I)**

- ❖ Stacy Miller, Town of Windsor
- ❖ Greg Thomason, OEDIT

**Northwest Convocation: – Xcel Room (Burgess I)**

- ❖ Steve Jozefczyk, Grand Junction Economic Partnership
- ❖ John Bristol, Steamboat Springs/Routt County

**Southeast Convocation: – Comcast Room (Burgess II)**

- ❖ Kimberly Bailey, City of Fountain
- ❖ Jeff Shaw, Pueblo EDC

**Southwest Convocation: – Manufacturer's Edge Room (Spring Creek II)**

- ❖ Trish Thibodo, Region 10
- ❖ Laura Lewis Marchino, Region 9

5 – 6 p.m. **OPENING RECEPTION – Lakewood Tent (Emerald Mountain Tent)**  
Be a “Yampavore” for a night! A taste of the Yampa Valley and samplings from Colorado Breweries

**Hosted by:**  **Lakewood**  
**Presenter:** Economic Development

❖ Robert Smith, Economic Development Director, City of Lakewood

6 – 8 p.m. **REGIONAL DINNER GATHERINGS** (*Dinner not provided by EDCC*)  
Every year we let our attendees loose on the town to explore, experience the culture, and connect with other attendees. This year we thought we could continue the discussions and networking with your regions by going to dinner together! Our Regional Board Directors will be in contact with you in coordinating the restaurant selection and transportation logistics. Be on the lookout for correspondence in the next couple of weeks.

6 – 8 p.m. **EDCC BOARD DINNER: – Peak View**

## THURSDAY, OCT. 21

### CHFA Room (Korbel Ballroom)

7 – 8 a.m. **NETWORKING BREAKFAST | EXHIBITOR SHOWCASE**

**Hosted by:**  **Xcel Energy®**  
**Presenter:** RESPONSIBLE BY NATURE®

❖ Kelly Flenniken, Director of Community Relations, Xcel Energy

8 – 8:15 a.m. **WELCOME FROM EDCC’S EVENTS & PROGRAMMING CO-CHAIR**

**Presenter:**

❖ Julie Jacoby, CECD, Retail Administrator, City of Thornton

8:15 – 9 a.m. **KEYNOTE SPEAKER**

Show-stopping performance, life-changing messages. [Watch Dan in Action!](#)

**Presenter:**

❖ Dan Thurmon, World-class Keynote Speaker and Author

9 – 9:45 a.m. **PLENARY SESSION 2: WORKFORCE HOUSING AND ECONOMIC DEVELOPMENT: AT THE CROSSROADS**

“Housing is Economic Development” is a mantra that has gained momentum in recent years and especially now that affordable and attainable housing is one of the top concerns of communities around the state of Colorado.

The Covid-19 pandemic highlighted gaps in affordable and attainable housing in mountain resort communities where workers who serve the local community

cannot afford to live and labor shortages have impacted business' ability to operate. This session will highlight the challenges of creating housing units for the workforce, gaining public support, and successful efforts that have been done in recent years by a local developer and housing authority. We will also discuss a unique program involving an innovative partnership between a home lender and an economic development agency that offers employees of local companies a dedicated team focused on serving their home buying needs, whether they are relocating across the country or across town.

**Moderator:** Steve Johnson, Director - Community Development, CHFA

**Panelists:**

- ❖ Terry Barnard, Manager - Multifamily Lending, CHFA
- ❖ Melanie Bimson, Business Development Officer, Cornerstone Home Lending, Inc.
- ❖ Kimball Crangle, Colorado Market President, Gorman & Company
- ❖ Jessica Erickson, President & CEO, Longmont Economic Development Partnership
- ❖ Jason Peasley, Executive Director, Yampa Valley Housing Authority

9:45 - 10 a.m.

**NETWORKING BREAK | EXHIBITOR SHOWCASE**

**Hosted by:**



10 – 11 a.m.

**DISCOVERY WORKSHOPS:**

**WORKSHOP #1: AFFORDABLE & ATTAINABLE HOUSING FINANCING ACROSS COLORADO – Xcel Room (Burgess I)**

**Moderators:**

- ❖ Terry Barnard, Manager, Multifamily Lending, CHFA
- ❖ Steve Johnson, Director, Community Development, CHFA

**WORKSHOP #2: PUBLIC PRIVATE PARTNERSHIPS TO CREATE WORKFORCE HOUSING – Comcast Room (Burgess II)**

**Moderators:**

- ❖ Kimball Crangle, Colorado Market President, Gorman & Company
- ❖ Jason Peasley, Executive Director, Yampa Valley Housing Authority

**WORKSHOP #3: START TO HOME: AN INNOVATIVE PARTNERSHIP OPENING THE DOOR TO HOME OWNERSHIP FOR YOUR WORKFORCE – Manufacturer's Edge Room (Spring Creek I & II)**

**Moderators:**

- ❖ Melanie Bimson, Business Development Officer, Cornerstone Home Lending, Inc.
- ❖ Jessica Erickson, President/CEO, Longmont Economic Development Partnership

11:20 – 12:15

**PLENARY SESSION 3: STARTUPS, JOB CREATION & COLORADO'S ECONOMIC RECOVERY**

Small business formation is critical to a thriving Colorado economy. It's imperative that we nurture a healthy entrepreneurial ecosystem that is resilient and pandemic proof. Colorado has led the way in innovative state and local programs designed to support startups, small businesses, job creation, and ultimately, Colorado's great economic comeback.

**Moderator:** Brian Lewandowski, Executive Director, CU Leeds School of Business

**Panelists:**

- ❖ Glenn Plagens, Director of Business Support & Rural Prosperity, OEDIT
- ❖ Jamison Shelton, Program Director, Global Trade Activator Program, World Trade Center – Denver
- ❖ Mike Landes, Director of Opportunity Zones Business Funding & Incentives, OEDIT

12:15 – 1:30 p.m.

**NETWORKING LUNCH:**

It doesn't have to be all seriousness all the time does it? It's been a tough year-and-a-half and we all need a bit of laughter in our lives. Throughout the conference, EDCC is incorporating Steamboat talent, culture, and images that depict the history and culture of our hosting town. Join us in welcoming comedians Kyle Ruff and Matt Newland from Steamboat Comedy!

**Hosted by:**  **Manufacturer's EDGE**  
TRANSFORMING COLORADO ONE COMPANY AT A TIME

**Presenters:**

- ❖ Tom Bugnitz, Manufacturer's Edge - Retired
- ❖ Kyle Ruff, Owner & Producer, Steamboat Comedy
- ❖ Matt Newland, Comedian, Steamboat Comedy

1:30 – 2:15 p.m.

**PLENARY SESSION 4: EMERGENCE THROUGH THE PANDEMIC: INDUSTRIES STRENGTHENING THEIR "IMMUNITY" AND "RESILIENCY" IN COLORADO**

For many industries, the pandemic exposed their fragility to the large-scale disruption that it caused. Economic developers found themselves emersed in triaging local businesses, an action unfamiliar to our industry. Now that we are beginning to emerge, it's time to take a step back and look at the industries that triumphed during the unprecedented time. What about them made them successful and resilient to the disruption? Are these industries just a trend or new breakout industries we need to keep at the forefront of our development strategies?

**Moderator:** Brian Rose, Deputy Director, Region 9 Economic Development District

**Presenters:**

- ❖ Molly Pitts, Executive Director, Colorado Timber Industry Association
- ❖ Vicky Lea, Director, Aerospace & Aviation, Metro Denver EDC
- ❖ Libby Christensen, FCS & 4-H Agent, CSU Extension
- ❖ Samantha Albert, Deputy Director of Outdoor Rec, OEDIT

2:30 – 3:15 p.m.

#### BREAKOUT SESSIONS:

##### BO 1: FORESTRY AND WOOD PRODUCTS – Xcel Room (Burgess I)

**Moderator:** Molly Pitts, Executive Director, Colorado Timber Industry Association

**Panelists:**

- ❖ Tim Reeder, Program Specialist, Wood Products Utilization & Marketing, Colorado State Forest Service
- ❖ Brian Rose, Deputy Director, Region 9 Economic Development District

##### BO 2: AEROSPACE INDUSTRY – Manufacturer’s Edge Room (Spring Creek I & II)

**Moderator:** Vicky Lea, Director, Aerospace & Aviation, Metro Denver EDC

**Panelists:**

- ❖ Major Gen. Jay Lindell, Aerospace and Defense Industry Champion, OEDIT

##### BO 3: AGRI-TECH INDUSTRY – Comcast Room (Burgess II)

**Moderator:** Libby Christensen, CSU Extension

**Panelists:**

- ❖ Brandon Hernandez- CEO/Founder- Whole Brain Consulting
- ❖ Greg Thomason, Rural Opportunity Representative, OEDIT
- ❖ Bill Miller, Professor. Precision Agriculture, Morgan Community College

##### BO 4: OUTDOOR RECREATION INDUSTRY – CHFA Room (Korbel Ballroom)

**Moderator:** Joel Hartter, Professor of Outdoor Rec Industry, CU Boulder

**Panelists:**

- ❖ Jonathan Ballesteros, Owner, Geysir Technologies
- ❖ Samantha Albert, Deputy Director of Outdoor Rec, OEDIT

3:15 – 3:30 p.m.

#### NETWORKING BREAK | EXHIBITOR SHOWCASE

**Hosted by:**



#### CHFA Room (Korbel Ballroom)

3:35 – 4:45 p.m.

#### PLENARY SESSION 5: SHIFTS IN RECRUITMENT STRATEGIES POST-PANDEMIC

Regional economic development strategies are key in powering the great economic comeback. Why? Because we can't do it all on our own. Aligning assets among regions not only helps promote unique qualities in an area, but it also helps define priorities, spark transformational projects, and creates a unified approach to development greater than the local base.

**Moderator:** Stacy Miller, Economic Development Director, Town of Windsor

**Panelists:**

- ❖ J. J. Ament, President & CEO, Denver Metro Chamber of Commerce
- ❖ Steve Jozefczyk, Interim Executive Director, Grand Junction Economic Partnership
- ❖ Jeff Shaw, President & CEO, Pueblo Economic Development Corporation

6 – 9 p.m.

**SPECIAL EVENT:** EDIE AWARDS RECEPTION, DINNER, & AWARDS CEREMONY

Each year, EDCC recognizes outstanding achievement by our members, volunteers of local organizations, large and small communities, companies, and legislators, for economic development excellence. All attendees are invited to partake in an evening of celebration, recognition and coming together for future collaboration.

**Title sponsor still available!**

**Reception Sponsor:**



**Master of Ceremonies:**

- ❖ Sandy Head, Executive Director, Montrose EDC

**Tribute:**

- ❖ Michelle Claymore, Economic Development Director, City of Commerce City

**Chairman's Choice Award:**

- ❖ Laura Lewis Marchino

*\*\*This event is included in the full conference registration. Day passes excluded. Families, colleagues, and friends are invited to join us! We have individual tickets and tables [available for purchase](#).*

Friday, Oct. 22

CHFA Room (Korbel Ballroom)

7 – 8 a.m.

**NETWORKING BREAKFAST | EXHIBITOR SHOWCASE**

**Hosted by:**



**Presenter:** COMCAST

- ❖ Andy Davis, Director of Regulatory & Government Affairs, Comcast

8:00 – 8:15 a.m.

**EDCC A YEAR-IN-REVIEW, ELECTED BOARD APPOINTMENTS & MORE**

**Presenter:**

- ❖ Laura Lewis Marchino, CECD, Board Chair, Executive Director, Region 9 EDD

8:20 – 8:45 a.m.

**PUBLIC POLICY EFFORTS, 2021 RECAP, 2022 OUTLOOK**

**Presenters:**

- ❖ Rich Werner, Public Policy Chair/Past Board Chair; Executive Director, Upstate Colorado
- ❖ Jennifer Cassell, EDCC Lobbyist and Committee Administrator, Bowditch & Cassell

9:05 – 9:50 a.m.

**ECONOMIC DEVELOPMENT MARKET PLACE – ROUND #1**

**Hosted by:**



As stakeholders in the industry, we rely heavily on the expertise of our strategic partners, industry insiders, and specialized services. We get asked daily where and how to access these coveted industry partners. Look no further... we brought them to you! The Events and Programming committee has hand selected four industry partners to present their knowledge with us. Attendees will get to select two out of the four breakout sessions to attend. I know... this will be tough to decide on. Select wisely!

**BO 1: MAKING WAY FOR SMALL INVESTORS – Xcel Room (Burgess I)**

Economic development is often stymied by community policies that may not accurately reflect the development, redevelopment, and investment vision for the community. Downtown Colorado, Inc. has been working with partners across professional and geographic silos to investigate the impacts of policy, access to capital, and access to expertise in our invitations to investment with patient capital. Join a dynamic discussion to consider the barriers and solutions for Colorado communities in aligning regulation to encourage private investment in the community vision around housing, historic preservation, and entrepreneurship through infill and re-use of existing buildings.

**Moderator:** Kat Correll, Executive Director, Downtown Colorado Inc.

**Panelists:**

- ❖ Troy Bernberg, Managing Director of Public Finance, Northland Securities
- ❖ Jesse Silverstein, Executive Director, Colorado Brownfields Foundation
- ❖ Jeff Owsley, Community Relations Manager, Colorado Housing and Finance Authority (CHFA)

**BO 2: TAPPING TALENT FOR ECONOMIC RECOVERY – CHFA Room (Korbel Ballroom)**

A skilled workforce is critical to a robust, resilient, and inclusive economy. This presentation will focus on the strong relationship between economic and workforce development through case studies, local examples, and current data. Attendees will learn about the collaborative programs that can help re-skill, up-skill and new-skill your community's existing workforce and lead to greater competitiveness for your community, existing firms, and prospects.

**Moderator:** Jacob Castillo, Director, Larimer County's Economic & Workforce Development Department

**Panelists:**

- ❖ Tony Anderson, Director of Workforce Services, City and County of Denver
- ❖ Traci Marques, Executive Director & CEO, Pikes Peak Workforce Center
- ❖ Kelly Folks, Executive Director, ADWorks! Workforce Center
- ❖ Christina Oxley, Regional Business Services Coordinator, NW Colorado Rural Consortium

**BO 3: WHAT'S NEXT FOR RETAIL? – Comcast Room (Burgess II)**

Join Retail Coach as they examine what's next for the retail industry in Colorado and the importance of cultivating a strong local and regional retail base. Many small "Main Street" businesses were negatively impacted by the Covid-19



Pandemic. This session will identify ways to build a stronger "Amazon proof" retail base in your community.

**Presenters:**

- ❖ Kelly Cofer, CCIM, Founder & CEO, Retail Coach
- ❖ Aaron Farmer, President, Retail Coach

**BO 4: THE MOST IMPORTANT ELEMENT OF YOUR ECONOMIC DEVELOPMENT WEBSITE – [Manufacturer's Edge Room \(Spring Creek I & II\)](#)**

The worst of the pandemic is behind us and competition between locations to attract new investment, jobs and remote workers is intensifying. During this fast moving and engaging session, economic developers will learn what it takes to stand out from the crowd and what they need to prioritize when promoting their location to site selectors, remote workers, and new residents. This is an essential session for small and large communities alike. Don't miss it!

**Presenter:**

- ❖ Dave Parsell, CEO, Localintel Economic Development

10:05 – 10:50 a.m.

**ECONOMIC DEVELOPMENT MARKET PLACE – ROUND #2**

**BO 1: MAKING WAY FOR SMALL INVESTORS - [Xcel Room \(Burgess I\)](#)**

**BO 2: TAPPING TALENT FOR ECONOMIC RECOVERY - [CHFA Room \(Korbel Ballroom\)](#)**

**BO 3: WHAT'S NEXT FOR RETAIL? - [Comcast Room \(Burgess II\)](#)**

**BO 4: THE MOST IMPORTANT ELEMENT OF YOUR ECONOMIC DEVELOPMENT WEBSITE - [Manufacturer's Edge Room \(Spring Creek I & II\)](#)**

10:50 – 11:05 a.m.

**NETWORKING BREAK | EXHIBITOR SHOWCASE**

**Hosted by:**  **LOCALINTEL™**

[CHFA Room \(Korbel Ballroom\)](#)

11:10 – 11:55 a.m.

**PLENARY SESSION 6: COLORADO'S CHANGING POPULATION - *short and long run implications for our social and economic future.***

Initial Census 2020 data show a rapidly changing US population not only in its characteristics but also in its geographic shifts. These data reveal critical trends impacting Colorado for the next few years and decades. This session will provide key findings from Census 2020 for the US and Colorado and discuss the short and long run implications for economic developers, businesses, and others to help them adapt to the challenges ahead.

**Presenter:**

- ❖ Elizabeth Garner, Colorado State Demographer, Colorado Department of Local Affairs (DOLA)

11:55 – 12:30

### COMMUNITY BASKET GIVEAWAY AND CLOSING COMMENTS BY INCOMING EDCC BOARD CHAIR

Every year we celebrate all the amazing businesses in our communities by giving away community baskets of goodies. Over 20 different baskets will be on display throughout the conference and raffled off at the end. You must be in attendance to be a recipient of these highly coveted baskets!

**Presenter:**

- ❖ Stacy Miller, In-coming Board Chair, Director of Economic Development, Town of Windsor

12:30 p.m.

### ADJOURN CONFERENCE

**Are you staying to enjoy all the beauty and splendor of that Steamboat Springs has to offer??**

The hotel is offering the same group rate for EDCC attendees two days prior to arrive and two days post conference to enjoy more of Steamboat. Bring you family – or have them join you! Fall colors will be

Visit the [Steamboat Chamber and Visitor Bureau](#) for the top 20 things to do this fall in Steamboat.

**Breakout Room Assignments:**

CHFA – Korbel Ballroom

XCEL – Burgess Creek I

Comcast – Burgess Creek II

Manufacturer’s Edge – Spring Creek I & II