

## AGENDA

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

Conference Theme:

**"Junc-tion"**

*The Point Where Colorado's #EconDev Community Comes Together*

### WEDNESDAY, OCT. 18

- 10 – 6 p.m.                    **REGISTRATION OPENS | EXHIBITOR SHOWCASE**
- 12 – 1:30 p.m.                **OUTDOOR REC MANUFACTURERS & RETAILERS ROUNDTABLE LUNCH & INDUSTRY DISCUSSION WITH STATE REPRESENTATIVES | [Whitewater/Comcast](#) | [Xcel/Kannah Creek Room](#)**
- 11:15 a.m.                    **TOURS OF THE GRAND VALLEY BUS ARRIVAL/DEPARTURE SCHEDULE**
- 11:15 a.m.                    Busses arrive for [Palisade and Fruita Tours](#)
- 11:20 a.m.                    Attendees board busses for [Palisade and Fruita Tours](#)
- 11:30 a.m.                    Busses depart for [Palisade and Fruita Tours](#)
- 11:30 a.m.                    Busses arrive for [Riverfront and Manufacturing Tours](#)
- 11:45 a.m.                    Attendees board busses for [Riverfront and Manufacturing Tours](#)
- 11:55 a.m.                    Busses depart for [Riverfront and Manufacturing Tours](#)
- Noon                            Attendees depart for the [Downtown History and Art Walk](#)
- 12 – 2:45 p.m.                **TOURS OF THE GRAND VALLEY | [Registration Required](#)**
- EXPLORING THE RIVER DISTRICT: TOUR THE NEWLY DEVELOPED RIVER DISTRICT OF RIVERFRONT AT LAS COLONIAS AND DOS RIOS**  
***– presented by [Grand Junction Economic Partnership](#)***
- Embark on a journey of the newly developed city and business parks that make up the bookends of Grand Junction's latest developments, Riverfront at Las Colonias Business Park, and Dos Rios. Take advantage of this unique opportunity and meet with anchor tenants and developers as they provide overviews of their projects along with the history and vision of this major redevelopment. This captivating tour will offer an experience that combines the best of commerce, culture, and natural surroundings in the heart of Grand Junction's newly developed riverfront business district.

### HIDDEN GEMS, MANUFACTURING WITH GLOBAL IMPACT

*– presented by the Grand Junction Area Chamber of Commerce*

Discover a few of Grand Junction's "hidden gems" in manufacturing with the Grand Junction Area Chamber of Commerce! This tour will visit CoorsTek, manufacturer of ceramic implants used across the world in hip replacements, Innovative Textiles, manufacturer of the #1 ranked fishing line in the world, and Reynolds Polymer, leader of architectural acrylic including aquariums and the famous "Sky Pool" in London. Each of these featured companies are industry leading global manufacturers based right here in Grand Junction.

### GRAND JUNCTION MAIN STREET HISTORY & ART WALK

*– presented by Downtown Grand Junction*

Join the Downtown Grand Junction and Trent Prall, Public Works Director, City of Grand Junction as you'll learn about the innovative history behind Downtown Grand Junction's unique Main Street and tour Grand Junction's vibrant public art collection.

### FROM FARM TO TABLE, WHERE AGRICULTURE & MANUFACTURING MEET –

*presented by the Palisade Chamber of Commerce*

Join the Palisade Chamber of Commerce to learn more about where your food comes from and how it is produced! Visit Whitewater Hill Vineyards, Peachfork Orchards & Vineyards, and Z's Orchard, three major agricultural producers in the area to hear how this industry can continue to thrive under current conditions.

### DISCOVER FRUITA: HISTORY, ARTS, AND OUTDOOR ESCAPES

*– presented by the Fruita Area Chamber of Commerce*

Join the Fruita Area Chamber of Commerce for Discover Fruita: History, Arts, and Outdoor Escapes to find out what makes Fruita, Fruita. From our rich history to the arts and outdoors this tour will showcase both what makes Fruita a hot spot for tourism and a place to put down roots. Our stops will feature: Downtown Revitalization and Lunch with City Manager Mike Benett, Mountain Biking with Over the Edge, Fruita Arts & Recreation Marketplace with Sarah Wood, Imondi Wake Zone with Victor & Kodi Imondi

3:15 – 6:15 p.m.

**OPENING RECEPTION: FEATURING OUTDOOR REC MANUFACTURERS AND RETAILERS LOCATED IN COLORADO – Brought to you by the City of Lakewood Colorado I, II, III/CHFA Room**

**DESCRIPTION:** Colorado contains 22 million acres of public land, 105,344 miles of rivers, 690 peaks over 13,000 feet, expansive prairies, mountain valleys, and desert canyons that are central to its residents' lifestyles, heritage, identity, and of course, our recreation! Colorado's outdoor recreation industry accounts for \$9.6 billion in GDP annually and provides over 120,000 direct jobs. The expo will give conference attendees a chance to network, mingle, shop, and hear the stories of many of Colorado's outdoor rec focused companies that have been "homegrown." There will be a cross section of

products and services represented that we trust will allow every attendee to find a connection to one of their particular interests in the outdoors.

- Robert Smith, Economic Development Director, City of Lakewood
- Conor Hall, Outdoor Recreation Industry Office, OEDIT
- Dr. Nathan Perry, Ph.D., Associate Professor of Economics, Colorado Mesa University
- Mike Landes, Senior Business Development Manager – Global Business Development Office, OEDIT

6:15 – 8:15 p.m. [EDCC’s “Junc-tion” MIXER!](#) (*Dinner not provided by EDCC*) | [Ramblebine Brewing, 457 Colorado Ave](#)

We unleash our attendees onto Main Street to discover all that makes Downtown Grand Junction so unique. There are several [restaurants](#) to choose from. Some of Grand Junction’s most prized restaurants will fill up fast! We suggest you make reservations ahead of time.

We have designated [Ramblebine Brewing Co.](#) as our official Wednesday night “Junc-tion” mixer and hangout. Enjoy dinner from [The Smoken CEO](#) food truck, or take out from nearby [Tacoparty](#). Wednesday night is also Trivia Night!

6:15 – 8:15 p.m. [EDCC BOARD DINNER – The Rockslide Brewery & Restaurant, 401 Main Street](#)

## THURSDAY, OCT. 19

7 – 8 a.m. [NETWORKING BREAKFAST | EXHIBITOR SHOWCASE – Brought to you by Xcel Energy!](#) | [Colorado II, III/CHFA Room](#)

7:45 – 8:30 a.m. [WELCOME REMARKS](#) | [Colorado II, III/CHFA Room](#)

- Mayor, Anna Stout, City of Grand Junction
- Drew Kramer, Economic Development Program Manager, Tri-State Generation and Transmission Association

8:30 – 9 a.m. [PLENARY SESSION 1: KEYNOTE ADDRESS](#) | [Colorado II, III/CHFA Room](#)

**Presenter:** Eve Lieberman, Executive Director, OEDIT

9:15 – 10:15 a.m. [PLENARY SESSION 2: A TOOL BOX FOR HOUSING IN COLORADO COMMUNITIES](#) | [Colorado II, III/CHFA Room](#)

Rural and urban downtowns have a range of challenges that need creative solutions. Colorado downtowns focus on how to utilize different programs, tools, and tax increment finance to increase affordable, attainable, or workforce housing. The panel will explore three questions for each of the projects:

- What was the community goal for housing?
- What was the approach and tools used to get the project done?

- What were the lessons learned and adjustments made for future affordable housing programming?

Downtown Colorado, Inc. (DCI) is pleased to showcase a series of community initiatives from vision to completed projects that highlight solutions that Tax Increment Financing makes possible.

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

**Panelists:**

- Scott Shine, Community Development Director, City of Durango
- Mike Scholl, Planning and Economic Development, Ayres Associates
- Kimberlee McKee, Executive Director, Longmont Downtown Development Authority

10:15 – 10:30 a.m. [NETWORKING BREAK | EXHIBITOR SHOWCASE - Brought to you by VBOC!](#)

10:30 – 10:45 a.m. [A MOMENT OF REMEMBRANCE | Colorado II, III/CHFA Room](#)

10:45 – 11:30 a.m. [PUBLIC POLICY EFFORTS, 2023 RECAP, 2024 OUTLOOK | Colorado II, III/CHFA Room](#)

**Presenter:** Jennifer Cassell, EDCC Lobbyist and Public Policy Committee Administrator, Bowditch & Cassell

11:30 – 1 p.m. [NETWORKING LUNCH: - Brought to you by CHFA! | Colorado II, III/CHFA Room](#)

Throughout the conference, EDCC is incorporating the Western Slope talent, culture, and images that depict the history and culture of our hosting town. We are also building in time for connection and collaboration. Enjoy our immersive lunch with us!

[MENTOR MATCHUP LUNCHEON: - Brought to you by CWDC! | Whitewater Creek/Comcast | Xcel/Kannah Creek Room](#)

Back by popular demand, EDCC’s Professional Development Committee has reinvigorated the Mentorship Program. If you’re looking for a mentor, this is your opportunity to connect. For questions regarding this program, please reach out to Jill Mendoza, [jillm@superiorcolorado.gov](mailto:jillm@superiorcolorado.gov), if you’re interested!

[EDCC’S PUBLIC POLICY COMMITTEE RETREAT | Dominguez-Plateau/OEDIT](#)

1 – 1:45 p.m. [PLENARY SESSION 3: THE INTERSECTION BETWEEN TOURISM AND ECONOMIC DEVELOPMENT. EXPANDING THE ROLE OF TOURISM | Colorado II, III/CHFA Room](#)

The tourism industry is an essential part of Colorado’s economy that generated \$27.7B in visitor spending and supported 176,800 jobs in 2022. Increasingly, the destination organizations that are responsible for the development, promotion, and management of tourism on behalf of their community are expanding their role through destination stewardship, which seeks to strike a balance between economic vitality, residential quality of life, and protection of the environment.

Attendees to this session will learn about the state of Colorado tourism as well as success stories from communities across the state related to new tourism product development, innovative solutions to public land management, and

the power of partnerships to solve systemic challenges in our communities. After an initial panel session, attendees will have an opportunity to attend workshop sessions with each panelist to engage in group discussions about their presentations.

**Moderator:** Andrew Grossman, Director of Destination Development, Colorado Tourism Office - OEDIT

**Panelists:**

- Tim Wolfe, Director, Colorado Tourism Office - OEDIT
- Tom Kleinschnitz, Director of Tourism, Visit Moffat County
- Adam Ducharme, Director of Tourism, Visit Leadville-Twin Lakes
- Tamira Jenlink, LLCEDC President/Race Director Leadville Race Series
- Rebecca Domenico-Gelsinger, Chief Operating Officer, Visit Estes Park

1:45 – 2:45 p.m.

**DISCOVERY WORKSHOPS: THE INTERSECTION BETWEEN TOURISM AND ECONOMIC DEVELOPMENT. AN INDUSTRY DIVERSIFICATION TOOL**

Join our Tourism Industry experts as they take a further look into their case studies and how tourism and economic development together can help diversify your economy.

**BO 1: Leveraging Tourism Development as an Economic Driver**  
**Kannah Creek/Xcel**

**Presenter:** Tom Kleinschnitz, Director of Tourism, Visit Moffat County

**BO 2: A Collective Impact Approach**  
**Whitewater Creek/ Comcast**

**Presenters:**

- Adam Ducharme, Director of Tourism, Visit Leadville-Twin Lakes
- Tamira Jenlink, LLCEDC President/Race Director Leadville Race Series

**BO 3: Coalition Building to Solve Systemic Barriers To Economic Development**  
**Dominguez-Plateau/OEDIT**

**Presenter:** Rebecca Domenico-Gelsinger, COO, Visit Estes Park

2:45 – 3 p.m.

**NETWORKING BREAK | EXHIBITOR SHOWCASE**

3 – 3:45 p.m.

**PLENARY SESSION 4: ECONOMIC INSIGHTS AND DATA RESOURCES | Colorado II, III/CHFA Room**

DESCRIPTION: Join the conversation with top economists and learn what challenges and opportunities they are seeing through their organization's data compilation. Gain valuable insights into economic trends and future indicators and learn what data resources exist to inform community decisions and promote economic prosperity. After an initial panel session, attendees will have an opportunity to attend workshop sessions with each panelist to engage in group discussions about their presentations.

**Moderator:** Dr. Nathan Perry, PhD, Associate Professor of Economics, Colorado Mesa University

**Panelists:**

- Brian Lewandowski, Executive Director, Business Research Division, Leeds School of Business, University of Colorado, Boulder
- Elizabeth Garner, Colorado State Demographer, Colorado Department of Local Affairs
- Meredith Moon, Chief Economist, Metro Denver EDC
- Tim Komarek, Associate Professor of Economics, Regional Economic Development Institute, Colorado State University
- Deputy Secretary of State, Christopher Beall, CO Secretary of State

3:45 – 4:45 p.m.

**DISCOVERY WORKSHOPS: ECONOMIC INSIGHTS AND DATA RESOURCES**

Join top economists as they provide a tour of the reports they generate and the data resources they utilize. Learn how to utilize these resources to promote economic development in your region.

**BO 1:** Gathering data and putting it to work | [Kannah Creek/Xcel](#)

**Presenters:**

- Brian Lewandowski, Executive Director, Business Research Division, Leeds School of Business, University of Colorado, Boulder
- Deputy Secretary of State, Christopher Beall, CO Secretary of State
- Christine Shapard, Senior Director of Economic Development, Denver South

**BO 2:** Data Insights: Navigating Population Trends for Informed Economic Development | [Whitewater Creek/ Comcast](#)

**Presenter:** Elizabeth Garner, Colorado State Demographer, Colorado Department of Local Affairs

**BO 3:** Industry Cluster Analysis | [Dominguez-Plateau/OEDIT](#)

**Presenters:**

- Meredith Moon, Chief Economist, Metro Denver EDC
- Max Daffron, Economic Development Manager, Town of Frederick

**BO 4:** Understanding your Local Economy: Descriptions with Economic Data and Economic Impacts. | [Escalante-Adobe Creek/CWDC](#)

**Presenter:** Tim Komarek, Associate Professor of Economics, Regional Economic Development Institute, Colorado State University

6 – 9 p.m.

**SPECIAL EVENT:** EDIE AWARDS RECEPTION, DINNER, & AWARDS CEREMONY – *Reception brought to you by BNSF! | Dinner & Ceremony brought to you by Visit Grand Junction, the City of Grand Junction, and Downtown Grand Junction*  
[The Avalon Theatre, 645 Main St, Grand Junction, CO 81501](#)

As we do every year, we're turning the EDIE Awards Ceremony on its head and reimagining the typical awards ceremony. Dinner and drinks on us! Attendees will be immersed in an experiential reception and dinner, showcasing flavors of the Grand Valley. The interactive dinner will take attendees through each of

the three renovated floors of the [Avalon Theatre](#), commencing in the beautiful, 100-year-old theatre, for the 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.

**Master of Ceremonies:** Rich Werner, 2022 Economic Development Achievement Award Winner, EDCC's Public Policy Chair, President & CEO, Upstate Colorado

**Chairman's Choice Award:** Drew Kramer, Board Chair, Economic Development Program Manager, Tri-State Generation and Transmission Association

*\*\* The EDIE Awards Reception, Dinner & Ceremony are 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. 20

7 – 8 a.m.                    **NETWORKING BREAKFAST | EXHIBITOR SHOWCASE - Brought to you by Comcast!**  
Colorado II, III/CHFA Room

8 – 9 a.m.                    **PLENARY SESSION 5: LEADERSHIP DEVELOPMENT/MANAGING ORGANIZATIONS**  
Colorado II, III/CHFA Room

DESCRIPTION: A change agent is a person who acts as a catalyst for change to help an organization transform how it operates by inspiring, supporting, championing, enabling, and influencing others. As Economic Development Professionals we operate at the "junction" between the needs of our communities and the opportunities to solve those challenges. We are problem solvers, program managers, and professionals looking to create change in the economic conditions of the areas that we serve. We are creating change every day! This session is intended to inspire, motivate, and provide professional insight into the process of influencing change, whether we are working with elected officials, Board Members, the leadership of our organizations, our stakeholders, or our staff & team members.

**Presenter:** Melissa Glick, Founder/Business Coach, Peak CEO

**PLENARY SESSION 6: CULTIVATING SUCCESS: UNLEASHING ENTREPRENEURIAL ECOSYSTEMS FOR THRIVING STARTUPS | Kannah-Whitewater Creek/Xcel-Comcast Rooms**

DESCRIPTION: We'll explore the dynamic world of entrepreneurship, startups, business incubators, and the vital ecosystems that support them. Our distinguished panel of experts will delve into the crucial elements of entrepreneurial ecosystems and the diverse funding sources that power innovation and growth.

Gain valuable perspectives and actionable strategies to nurture startups from their inception, utilizing essential tools, mentorship programs, and resources. Learn from seasoned professionals and thought leaders as they share their insights on creating the perfect environment for early-stage businesses to thrive and succeed.

**Moderator:** Thea Chase, Founder & CEO, AccompanyCO

**Panelists:**

- Tricia Allen, Chief Program Officer, EDA for Black Communities
- Helen Roe, Business Loan Fund Program Director, Business Incubator Center, Grand Junction
- Brian Rose, Deputy Director, Region 9 Economic Development District of SW Colorado Inc
- Marc Nager, Partner, Greater Colorado Venture Fund

9 – 9:25 a.m.

**ECONOMIC DEVELOPMENT MARKETPLACE – ROUND #1**

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 to 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:** How the Convergence between AI and GIS is Changing Site Selection – *Brought to you by GIS Webtech!* | Kannah Creek/Xcel

**Presenter:** Ron Bertasi, CEO, GIS Webtech

**BO 2:** Retail Junction: The Point where Trends Impact your Community in 2024 – *Brought to you by The Retail Coach!* | Whitewater Creek/ Comcast

**Presenter:** Kelly Cofer, Founder & CEO, The Retail Coach

**BO 3:** Strategies to Boost Your Community's Business Retention – *Brought to you by Bludot!* | Dominguez-Plateau/OEDIT

**Presenter:** Sophia Zheng, Founder/CEO, bludot

**BO 4:** Empowering Economic Development with Salesforce: Strengthening the Pillars of Success – *Brought to you by CRM Growth Strategies!* Escalante-Adobe Creek/CWDC

**Presenter:** Lidiane Mocko, CEO, CRM Growth Strategies

9:30 – 10 a.m.

**ECONOMIC DEVELOPMENT MARKETPLACE – ROUND #2**

**BO 1:** How the Convergence between AI and GIS is Changing Site Selection – *Brought to you by GIS Webtech!* | Kannah Creek/Xcel

**Presenter:** Ron Bertasi, CEO, GIS Webtech

**BO 2:** Retail Junction: The Point where Trends Impact your Community in 2024 – *Brought to you by The Retail Coach!* | Whitewater Creek/ Comcast



**Presenter:** Kelly Cofer, Founder & CEO, The Retail Coach

**BO 3:** Strategies to Boost Your Community's Business Retention – *Brought to you by Blutot!* | Dominguez-Plateau/OEDIT

**Presenter:** Sophia Zheng, Founder/CEO, blodot

**BO 4:** Empowering Economic Development with Salesforce: Strengthening the Pillars of Success – *Brought to you by CRM Growth Strategies!* Escalante-Adobe Creek/CWDC

**Presenter:** Lidiane Mocko, CEO, CRM Growth Strategies

10 – 10:15 a.m.

**NETWORKING BREAK | EXHIBITOR SHOWCASE**

10:15 – 11 a.m.

**EDCC A YEAR-IN-REVIEW, ELECTED BOARD APPOINTMENTS & MORE | Colorado II, III/CHFA Room**

**Presenter:** Drew Kramer, Board Chair, Economic Development Program Manager, Tri-State Generation and Transmission Association

11 – 11:45 a.m.

**PLENARY SESSION 7: BUILDING AN INCLUSIVE ENERGY AND INFRASTRUCTURE WORKFORCE | Colorado II, III/CHFA Room**

DESCRIPTION: As federal and state funding encourages communities to actively address and invest in the economic benefits of transitioning to a clean tech economy, it is imperative for local communities to consider how to support workforce to meet this growing economic development need. Susan Blansett, Energy & Industry Consultant for the Colorado Workforce Development Council will share clean tech innovation happening at the state level, and how local areas can integrate resources.

**Moderator:** Bradley McCloud, Area Manager, Community Relations Western Colorado, Xcel Energy

**Presenter:** Susan Blansett, Energy & Industry Consultant, Colorado Workforce Development Council

11:45 – 12 p.m.

**COMMUNITY BASKET GIVEAWAY & CLOSING COMMENTS BY INCOMING EDCC BOARD CHAIR | Colorado II, III/CHFA Room**

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, raffled off during the conference. The remaining three best baskets will be given away at the end. You must be in attendance to be a recipient of these highly coveted baskets!

**Presenter:** John Bristol, In-coming Board Chair, Executive Director, Routt County Economic Development Partnership

12 p.m.

**ADJOURN CONFERENCE**

**Are you staying to enjoy all the beauty and splendor that Grand Junction has to offer??**

The hotel is offering the same group rate for EDCC attendees two days prior to arrival and two days post conference to enjoy more of Grand Junction. Bring your family – or have them join you!

[Visit Grand Junction](#) for the top 20 things to do this fall!



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 Economic Development Council of Colorado

# GRAND JUNCTION, CO

October 18-20, 2023



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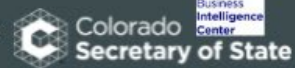
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