

MENTOR PROFILES

Review the Mentor Profiles to decide in advance which four mentors you want to meet at Drive | Lead | Succeed



MENTORS

1. **Arielle Brachfeld** - Deputy Film Commissioner, OEDIT Colorado Office of Film, Television & Media
2. **Bill Shrum** - Director of Operations, Downtown Colorado, Inc.
3. **Clarke Becker** - One Stop Operator, Pikes Peak Workforce Center/Becker WEDLLC
4. **Darron Hollingsworth** - Economic Development Manager, City of Englewood
5. **Emily Lashbrooke** - Executive Director, Pagosa Springs Community Development Corporation
6. **Greg Thomason** - Senior Program Manager & Eastern Colorado Rural Opportunity Rep, OEDIT
7. **Jansen Tidmore** - President / CEO, Jeffco EDC
8. **Julian Jacquin** - Director of Economic Development and TOEURA, Town of Erie
9. **Julie Jacoby** - Deputy Director of Economic Development, City of Thornton
10. **Tyler Purvis** - Community Development Director, City of Brush
11. **Vanessa Zarate** - Senior Economic Development, City of Centennial



Review Mentor Profiles

Review the following mentor profiles to decide who to meet at the Mentor Matchup Luncheon.



Prepare for Mentor Matchup Luncheon

Prepare to introduce yourself, share your business card, and ask questions to four of the mentors as you rotate tables at this networking luncheon.



Complete Mentoring Agreement

After the Mentor Matchup Luncheon, contact the mentor you want to work with and fill out the EDCC Mentoring Agreement.

LUNCHEON AGENDA

11:30 – 11:55

Collect box lunch and eat
Speaker: SeonAh Kendall
*Economic Health Director,
City of Fort Collins*

12:00 – 1:00

Mentor Matchup Speed Networking
Meet 4 mentors! 12 minutes at each table with a 3 minute rotation between tables.

Arielle Brachfeld

Deputy Film Commissioner
OEDIT Colorado Office of Film,
Television & Media



Current Role & Responsibilities

Arielle oversees the film, television, and media incentive program; supervising workforce development programs, educational initiatives, grant programs, and involvement with Tribal initiatives.



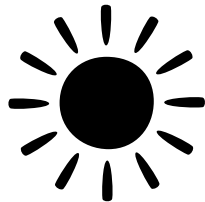
Achievements

- Emmy Nominated
- Featured in Variety
- Featured Hollywood Reporter



Credentials

1 Year in Eco Devo
10+ years as Film
Producer



Fun Fact

Taught Foil Fencing
for 3 years



Interests & Expertise

- Marketing and business attraction
- Workforce development

Available to Meet
Monthly

Phone: **720-703-2469**
Email: **arielle.brachfeld@state.co.us**

Bill Shrum

Director of Operations
Downtown Colorado, Inc.



Current Role & Responsibilities

Bill manages internal operations and provides technical advisory work for downtown district formation, community outreach, visioning, and business policy. He collaborates with state and federal partners to develop programs to support downtowns.



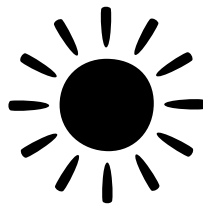
Achievements

- Started my first business at 25 - Boulder, CO coffee Shop
- Co-Founder of Spark Boulder
- Established the Economic Development department in Eagle, CO



Credentials

16-20 Years
Certified by the
International Town-
Grown Association



Fun Fact

Trained as a nuclear
engineer in the Navy,
until I was medically
discharged



Interests & Expertise

- Strategic planning
- Downtown/Main St revitalization
- Neighborhood development
- Boards / commissions
- Small business development

Available to Meet
Monthly

Phone: **303-304-2981**

Email: operations@downtowncoloradoinc.org

Clarke Becker

One Stop Operator/Becker Workforce &
Economic Development LLC
Pikes Peak Workforce Center/Becker
WEDLLC



Current Role & Responsibilities

Clarke's career focused on Community and Economic Development in Rural Colorado. He led multiple economic development organizations, and now is the One Stop Operator at the Pikes Peak Workforce Center, connecting and collaborating with regional partners.



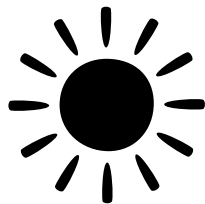
Achievements

- Mayor of Woodland Park,
- Teller County Commissioner
- Executive Director of the Teller County EDC



Credentials

25+ Years in
Economic
Development



Fun Fact

7 years as a HS Girls
Basketball & Football
Coach
10 years experience in
financial services



Interests & Expertise

- Rural economic development
- Business retention and expansion
- Strategic planning

Available to Meet
Bi-weekly

Phone: **791-641-1159**
Email: **clarkebecker@elpasoco.com**

Darron Hollingsworth

Economic Development Manager
City of Englewood



Current Role & Responsibilities

Darron manages Englewood's program for business attraction, retention, and redevelopment. He developed a strategic plan to revitalize key areas like the light rail corridor and employment centers, and serves as the main liaison for incentive requests to the City Council.



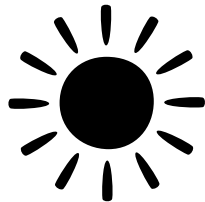
Achievements

- Governor's Award for Downtown Excellence Best Plan
- Award for Pandemic Response
- The Phoenix Award



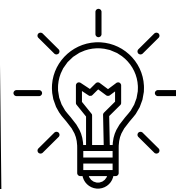
Credentials

25+ Years
MBA, EDFP, Certified
Small Business
Consultant, OU Eco
Devo Institute



Fun Fact

What do peach
pickers and economic
developers have in
common?



Interests & Expertise

- Strategic planning
- Downtown/Main St revitalization
- Neighborhood development
- Small business development
- Workforce development

Available to Meet
Monthly

Phone: **303-762-2599**

Email: **dhollingswoth@englewoodco.gov**

Emily Lashbrooke

Executive Director
Pagosa Springs Community
Development Corporation



Current Role & Responsibilities

Emily improves the community through managing broadband assets, the Pagosa Main Street program, building affordable houses through public-private partnerships, and workforce development through developing school-organized apprenticeships.



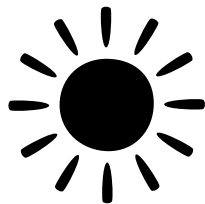
Achievements

- Region 9 Economic Development Leader of 2009
- EDCC Economic Development Rookie of 2021
- EDCC Small Community of 2022



Credentials

6 Years
Completed all IEDC
Eco Devo Institute
courses



Fun Fact

Fast thinker and
can problem solve
quickly



Interests & Expertise

- Rural economic development
- Business retention and expansion
- Downtown/Main St revitalization
- Small business development
- Workforce development

Available to Meet
Bi-weekly

Phone: **970-403-4033**
Email: **emily@pagosaspringscdc.org**

Greg Thomason

Senior Program Manager & Eastern
Colorado Rural Opportunity Rep
Office of Economic Development &
International Trade



Current Role & Responsibilities

Greg collaborates with local, county, and regional economic development organizations across 20-counties. He provides technical and financial support, thanks to his understanding of federal, state, and local programs and the associated access guidelines.



Achievements

- Developed a campaign to attract workforce housing in Fort Morgan, CO
- Multi-cultural Entrepreneurship Program with Morgan Community College
- Led the housing feasibility study for the City of Fort Morgan
- Led the feasibility study for a Agri-business incubator in Morgan County
- Helped Department of Local Affairs REDI grant to fund a feasibility study and business attraction campaign
- Led OEDIT's initiative to promote the development of a statewide Comprehensive Economic Development Strategy

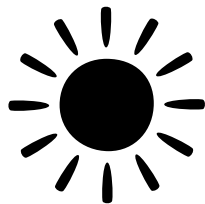


Credentials

8 Years

BS in Communications
MBA with an emphasis in E-commerce (IEDC)
CDFA Certifications

Ask me about my multitude of certifications!



Fun Fact

Biographic & True-life non-fiction are my favorite movie genres



Interests & Expertise

- Rural economic development
- Marketing and business attraction
- Strategic planning
- Workforce development
- Incentives/financial resources

Available to Meet
Monthly

Phone: **720-520-5081**

Email: **greg.thomason@state.co.us**

Jansen Tidmore

President / CEO
Jeffco EDC



Current Role & Responsibilities

Jansen steers the board towards their vision and guides the team to execute strategies. His EDC is the oldest in the state, and serves Jefferson County and its six cities through a public/private partnership.



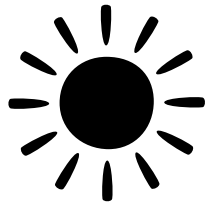
Achievements

- Early Success in Dothan Downtown Redevelopment Authority
- Downtown Development Partnership in Spartanburg
- Set record breaking numbers in both capital investment and job creations over the last 3 years



Credentials

11-15 Years
MPA



Fun Fact

Appeared on a Pilot of Saving America
Go to games are FIFA & Madden on PS5



Interests & Expertise

- Business retention and expansion
- Strategic planning
- Boards / commissions
- Small business development

Available to Meet
As Needed

Phone: **334-618-8487**

Email: **jtidmore@jeffcoedc.org**

Julian Jacquin

Director of Economic
Development and TOEURA
Town of Erie



Current Role & Responsibilities

Julian directs Erie's economic development efforts, focusing on employment and retail attraction. He addresses businesses' needs and manages major development projects, negotiating incentives and assisting private groups with planning and construction.



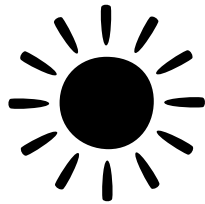
Achievements

- Attracted 39 new businesses in 2 years
- Managing Nine Mile Corner, Erie Town Center, and I-25 Erie Gateway projects
- Attracted 72 new businesses in 4 years in Wildwood MO
- Featured in Business in Focus and Missouri Municipal Review magazine
- Interim Deputy City Administrator in Wildwood MO in 2020/2021
- At EDR, as a private consultant, created 34 successful TIF, CID and Business Districts



Credentials

16-20 Years
BA in Geography
in Political Science



Fun Fact

A dual citizen of
Canada
Obsessed with live
music and festivals



Interests & Expertise

- Marketing and business attraction
- Business retention and expansion
- Downtown/Main St revitalization
- Redevelopment / infill
- Incentives/financial resources

Available to Meet
Monthly

Phone: **303-503-6639**
Email: **jjacquin@erieco.gov**

Julie Jacoby

Deputy Director of Economic
Development
City of Thornton



Current Role & Responsibilities

Julie manages retail business attraction and retention. Notable projects under her purview include the Denver Premium Outlets, TopGolf, Main Event, King Soopers Marketplace, Living Spaces, Candlelight Theater, and Chicken N Pickle.



Achievements

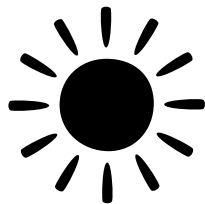
Successfully Recruited the following:

- Denver Premium Outlets
- TopGolf
- K1Racing
- Main Event
- King Soopers Marketplace
- Johnny's Italian Steakhouse
- Living Spaces
- Mother Tucker Brewery
- Candlelight Theater
- Chicken N Pickle



Credentials

11-15 Years
CEcD



Fun Fact

Mother to 2
daughters, 18 & 20
Pastor's Wife



Interests & Expertise

- Marketing and business attraction
- Incentives and financial resources

Available to Meet
Monthly

Phone: **303-514-9223**

Email: **Julie.Jacoby@horntonCO.gov**

Tyler Purvis

Community Development Director
City of Brush



Current Role & Responsibilities

Tyler oversees economic development, markets development opportunities, collaborates with community partners, serves on multiple boards, and directs the Community Development Dept, which manages land use and permitting processes.



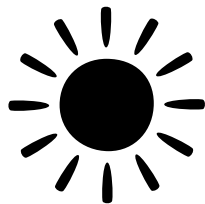
Achievements

- EDCC Small Community of the year in 2014
- Created incentive policies and development guide for community with no previous economic development processes
- Created new incentive programs for reinvestment into small businesses and buildings
- Worked on a \$20M investment project



Credentials

10 Years
CEcD



Fun Fact

Colorado native, lived in 10 different communities
My wife and I are HS sweethearts, with 4 teenagers



Interests & Expertise

- Rural economic development
- Strategic planning
- Downtown/Main St revitalization

Available to Meet
Monthly

Phone: **970-847-8092**
Email: **tpurvis@brushcolo.com**