



COLORADO – BASIC ECONOMIC DEVELOPMENT COURSE

Denver Metro Chamber
1445 Market St, Denver, CO 80202

June 10-14, 2024

AGENDA

MONDAY, JUNE 10TH

- 1 – 1:30 p.m. **WELCOME/ORIENTATION**
❖ Daniel Ryley, CEcD, Vice President of Corporate Attraction, Metro Denver EDC
- 1:30 – 2 p.m. **CASE STUDY GROUPS - INTRODUCTION**
- 2 – 3 p.m. **VIDEO/CLASS DISCUSSION**
As Goes Janesville (PBS Documentary)
- 3 – 4:30 p.m. **OVERVIEW OF ECONOMIC DEVELOPMENT**
❖ Tyler Purvis, CEcD, Community Development Director / Assistant City Administrator, City of Brush!
- 4:30 – 6 p.m. **WELCOME RECEPTION**
Hosted by the Economic Development Council of Colorado (EDCC)



***Accredited with the International Economic Development Council*

TUESDAY, JUNE 11TH

- 8 – 8:15 a.m. **MORNING OVERVIEW**
- 8:15 – 10:15 a.m. **COMMUNITY/NEIGHBORHOOD DEVELOPMENT**
❖ Stephanie Troller, CEcD, Business Development Manager, City of Westminster
- 10:15 – 10:30 a.m. **BREAK**
- 10:30 – 11:30 a.m. **KNOWING YOUR COMMUNITY’S ECONOMIC MAKE-UP: RESEARCH & ANALYSIS**
❖ Elizabeth Garner, State Demographer, Colorado Department of Local Affairs
- 11:30 – 12:30 p.m. **LUNCH – on your own**
- 12:30 – 2:30 p.m. **CORE STRATEGY: STRATEGIC PLANNING**
❖ Adam Krueger, CEcD, Deputy Director, Economic Development, City of Thornton
❖ Cecilia Harry, CEcD, SizeUp
- 2:30 – 2:45 p.m. **BREAK**
- 2:45 – 4:30 p.m. **CORE STRATEGY: BUILDING & MANAGING EDO’s**
What E.D. Program Structure is Right for Your Community
❖ Richard C. Werner, EDFP, President & CEO, Upstate Colorado Economic Development

Economic Development Organizations/Programs in Rural Areas
❖ Troy McCue, CEcD, Executive Director, Lincoln County Economic Development Corporation
- 4:30 – 5 p.m. **CASE STUDY WORKGROUPS**

WEDNESDAY, JUNE 12TH

- 8 – 8:15 a.m. **MORNING OVERVIEW**
- 8:15 – 10:15 a.m. **CORE STRATEGY: ECONOMIC DEVELOPMENT FINANCE**
❖ Mike Van Den Bosch, CECD, EDFP, Financial Analyst, Brocade
Communication Systems
- 10:15 – 10:30 a.m. **BREAK**
- 10:30 – 11:30 a.m. **CASE STUDY WORKGROUPS**
- 11:30 – 12:30 p.m. **LUNCH** – *on your own*
- 12:30 – 12:45 p.m. **CASE STUDY PRESENTATIONS**
- 12:45 – 2:45 p.m. **INTRODUCTION TO COMMERCIAL REAL ESTATE**
❖ Vanessa Zarate, CECD, Senior Economic Developer, City of
Centennial
❖ Caitlin Quander, Shareholder, Brownstein Hyatt Farber Schreck
- 2:45 – 3 p.m. **BREAK**
- 3 – 5 p.m. **WORKING WITH SITE SELECTORS/ THE SITE SELECTION PROCESS**
❖ Victoria Horton, Managing Partner, Evergreen Location Strategies

THURSDAY, JUNE 13TH

- 8:00 – 10 a.m. **MARKETING: TELLING YOUR COMMUNITY'S STORY**
- ❖ Sarah Reinecke, VP of Creative Services, Development Counsellors International (DCI)
- 10 – 10:15 a.m. **BREAK**
- 10:15 – 12:15 p.m. **CORE STRATEGY: BUSINESS RETENTION & EXPANSION**
- ❖ Daniel Ryley, CEcD, Vice President of Corporate Attraction, Metro Denver EDC
- 12:15 – 1:30 p.m. **LUNCH** – *on your own*
- 1:30 – 3:30 p.m. **WORKFORCE DEVELOPMENT**
How the Federal Workforce System Enhances Economic Development Programs and Goals
- ❖ Patrick Holwell, M.A., CWDP, Workforce Economist, Arapahoe/Douglas Works!
 - ❖ Stephanie Mufic, Business Innovation and Strategy Unit Manager
- 3:30 – 5 p.m. **BUSINESS ETHICS AND ECONOMIC DEVELOPMENT**
- ❖ Wendi Nafziger, CEcD, Economic Development Administrator, City of Thornton
- 5 - 5:30 p.m. **CASE STUDY WORKGROUPS** – *Ethics Challenge*

FRIDAY, JUNE 14TH

- 8 – 8:30 a.m. **WEEK-IN-REVIEW/SURVEY COMPLETIONS**
- ❖ Daniel Ryley, CEcD, Vice President of Corporate Attraction, Metro Denver EDC
- 8:30 – 10 a.m. **SMALL BUSINESS AND ENTREPRENEURSHIP – THE BACKBONE OF OUR ECONOMY**
- ❖ Matt Frary, Entrepreneur, Managed Chaos Holdings, LLC
 - ❖ Shannon Hein, Economic Health Manager, City of Fort Collins
- 10 – 11 a.m. **ECONOMIC DEVELOPMENT TRENDS, BEST PRACTICES, RESOURCES**
- ❖ Daniel Ryley, CEcD, Vice President of Corporate Attraction, Metro Denver EDC
- 11 – 11:30 a.m. **CLASS PHOTO / COURSE WRAP-UP**
- Noon **GRADUATION AND CLASS ADJOURNS**