

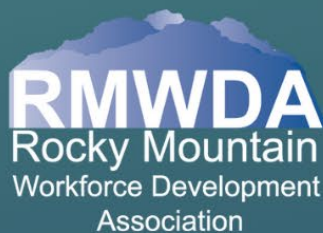


**Drive | Lead | Succeed**  
**C O N F E R E N C E**  
Economic Development Council of Colorado

**OCTOBER 13 - 16, 2024**

**PARK HYATT | BEAVER CREEK**

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# Agenda

(Updated Oct. 7, 2024)

## Sunday, October 13

4 – 6 p.m.

### **Welcome Reception** (*City of Lakewood*)

Welcome #EconDev's to the luxurious Park Hyatt in picturesque Beaver Creek! We are hoping you're taking advantage of the conference's discounted weekend rate with your family! We're hosting an evening of networking and camaraderie as we kick off our annual Drive|Lead|Succeed Conference. The Park Hyatt, renowned for its elegance and charm, is the perfect backdrop for forging new connections and meaningful conversations.

6 – 8 p.m.

### **EDCC Board Meeting**

## Monday, October 14

7:30 – 8:30 a.m.

### **Breakfast** (*CHFA*)

8:30 – 9 a.m.

### **Conference Kick-off & Welcome**

#### Presenters:

- ❖ John Bristol, 2024 EDCC Board Chair, Executive Director, Routt County EDP
- ❖ Jim Clancy, Executive Director and Clint Huber, Economic Development Director, The Beaver Creek Resort Company

9 – 10 a.m.

### **PLENARY SESSION 1: The State of Colorado's Economy**

#### Keynote Speakers:

- ❖ Elizabeth Garner, State Demographer, Department of Local Affairs
- ❖ Brian Lewandowski, Executive Director of the Business Research Division, Leeds School of Business, University of Colorado Boulder

10 – 11 a.m.

### **PLENARY SESSION 2: Theory and Fundamentals of Industry Clusters Part 2**

Back by popular demand and many requests, EDCC elaborates more on its Knowledge Network Series, "The Theory and Fundamentals of Industries Clusters." This session will cover action steps communities can engage in as well as an update on [Elevate Quantum Tech Hub](#) and [NSF Engines: Colo-Wyo Climate Resilience Engine](#) announcements.

Whether you're a business leader, policymaker, economic development professional, or academic, this session offers invaluable insights into harnessing the power of industry clusters to drive regional prosperity and economic resilience.

**Moderator:** Clif Harald, Founder & Principal, First Flatiron Consulting

**Panelists:**

- ❖ Mike Freeman, CEO, PI, NSF Colo-Wyo Climate Resilience Engine
- ❖ Wendy Lea, Founder, TechHubNow!
- ❖ Hanna Scovill, Sr. Manager of Economic Competitiveness, Metro Denver EDC
- ❖ Eve Lieberman, Executive Director, OEDIT

11 – 11:15 p.m.

**Break** (*Colorado Energy Office*)

11:15 – 12:15 p.m.

**PLENARY SESSION 3: Emerging Trends in Site Selection and Site Readiness Programs**

Site Selection is an ever-evolving process. In this session, you will hear experts discuss emerging trends in Site Selection and Site Readiness Programs. Hear about how certain industries and states are utilizing Site Certification programs as a mechanism to improve the marketability of sites and increase speed-to-market. Learn about the value of site certification along with some of the challenges municipalities may face when it comes to certifying sites.

**Moderator:** Ray Gonzales, President, Metro Denver EDC

**Panelists:**

- ❖ Lacy Kreger, General Director of Strategic Programs and Site Certification, BNSF Railway
- ❖ Corrie Ann Campbell, MBA, Certified Sites Program Manager, Kansas Department of Commerce
- ❖ Jeannette Goldsmith, Vice President, Strategic Development Group
- ❖ Ron Bertasi, CEO, GIS WebTech, LLC

12:15 – 1:15 p.m.

**LUNCH** (*OEDIT*)

**Presenters:**

- ❖ Eve Lieberman, Executive Director, OEDIT
- ❖ Kim Woodworth, CO|Align Chair, Executive Director, EDCC

1:30 – 2:15 p.m.

**PLENARY SESSION 4: Equipping Young Coloradans with Educational Opportunities to Jumpstart Careers and Empower Your Workforce Needs**

**Moderator:** Stephanie Mufic, Business Innovation and Strategy Unit Manager, Colorado Department of Labor and Employment

**Panelists:**

- ❖ Lee Wheeler-Berliner, Managing Director, Colorado Workforce Development Council
- ❖ Sara Butler, Director, Colorado, Empower Schools
- ❖ Julie Beggs, Vice President of Economic Mobility & Workforce Innovation, Arapahoe Community College

2:30 – 3:30 p.m.

**BO Sessions: Equipping Young Coloradans with Educational Opportunities to Jumpstart Careers and Empower Your Workforce Needs**

**BO1: Enhancing Rural Student Postsecondary Success via Cross-Sector**

**Collaboration** Join us for an engaging session where we explore the critical role of cross-sector collaboration in boosting postsecondary success for rural students.

Participants will learn more about a rural collaborative model from the perspective of higher education, industry/workforce, and K12 districts. Designed to be highly interactive and to provide practical insights and actionable strategies, participants will leave with a plan to initiate or enhance cross-sector collaboration in your region.

- ❖ **Moderator:** Sara Butler, Director, Colorado, Empower Schools
- ❖ **Panelists:**
  - Dr. Karen Cheser, Superintendent, Durango School District 9-R, & Chair, Durango Chamber of Commerce
  - Madison Knapp, Colorado Succeeds
  - Dr. Landon Mascareñaz, Chair, Colorado State Board for Community Colleges and Occupational Education, Colorado Community College System
  - Amanda Cornelius, Director, Fremont Multidistrict Initiative

### **BO2: Colorado Health Careers Collaborative**

- ❖ **Moderator:** Julie Beggs, Vice President of Economic Mobility & Workforce Innovation, Arapahoe Community College
- ❖ **Panelists:**
  - Jaime Pearson, MHA, Senior Recruiter/Workforce Development, Common Spirit Health

### **BO3: Industry Sector Partnerships**

- ❖ **Moderator:** Erin Young, Employer Coach, Colorado Workforce Development Council
- ❖ **Panelists:**
  - Diana Armstrong, Convener – South Central Tech Sector Partnerships, Fremont County EDC
  - Brock Predovich, Chief Executive Officer, 70nyx
  - Bryn Nelson, Access Manager for Apprenticeship Colorado

3:30 – 3:45 p.m.

**Break** (*Morgan County Economic Development*)

3:45 – 4:45 p.m.

### **How to Leverage State Incentives and Respond to RFIs to Benefit Local Communities**

This session offers a unique opportunity to hear firsthand experiences from both a local community and a company that have successfully navigated the Job Growth Incentive Tax Credit and the Strategic Fund to drive economic growth and development.

Additionally, we will share best practices responding to Request for Information (RFI) from OEDIT, providing you with the tools and knowledge to attract companies and create lasting benefits for your community.

#### **Presenters:**

- ❖ Dana Bakshani, Global Business Development Manager, OEDIT
- ❖ Greg Thomason, Rural Opportunity Representative, OEDIT

### **Accelerate Business Attraction & Retention | Provide Businesses with Accurate Listings to Speed up the Site Selection Process**

**Presenter:** Matt Francis, Head of Sales, REsimplifi

## Strategies to Boost your Community's Business Retention & Attraction Through CRM & Business Directory

**Presenter:** Sophia Zheng, Founder & CEO, Bludot

6:30 – 8:30 p.m.

### **Mentor Connect Dinner | The Dusty Boot Roadhouse/Saloon**

If you're new to economic development, EDCC, or simply want to connect with others in a small setting, this reception is for you. Network with EDCC members, learn about the organization's goals for your professional growth, and access resources to support your journey. Meet representatives from across the state who can offer tips on training, maximizing your conference experience, and best practices in economic development. Join us to build your professional support network. – *RSVP Required*

**Dinner on your own. Explore the [resort and dining options](#).**

## Tuesday, October 15

7:30 – 8:30 a.m.

### **Breakfast** (*Comcast*)

9 – 9:30 a.m.

### **PLENARY SESSION 5: EDCC Annual Report to the Membership**

**Presenters:**

- ❖ John Bristol, EDCC's Board Chair, Executive Director, Routt County EDP
- ❖ Kim Woodworth, Executive Director, EDCC

9:30 – 10:30 a.m.

### **PLENARY SESSION 6: EDCC Public Policy Update**

**Presenters:**

- ❖ Jennifer Cassell, EDCC's Lobbyist, Bowditch and Cassell
- ❖ Rich Werner, EDCC's Public Policy Chair, President & CEO, Upstate Colorado

10:30 – 10:45 a.m.

### **Break** (*The Retail Coach*)

10:45 – 11:30 a.m.

### **Retail Trends and the Science Behind Site Selection**

In Colorado, sales tax serves as the primary funding source for our communities. However, the retail decision-making process often remains a mystery for many economic developers. Join us as we delve into the science behind retail site selection, explore the tools used to make these crucial decisions, and discuss strategies for effectively marketing our communities to attract retail businesses. Additionally, we'll highlight key retail trends to watch for, ensuring you stay ahead of the curve in this dynamic industry!

**Moderator:** Julie Jacoby, Deputy Director, City of Thornton Economic Development

**Panelists:**

- ❖ Aaron Farmer, President, Retail Coach

- ❖ Jon Weisiger, Senior Vice President, CBRE
- ❖ Carolyn Martinez, Owner/Manager, CM Commercial Partners
- ❖ Scott Crosbie, Founder/Partner, Crosbie Real Estate Group

### **Bridging the Gap for Workforce Needs with your Local Community Colleges**

In today's rapidly evolving economic landscape, the role of community colleges in addressing workforce needs is more crucial than ever. This panel discussion will explore innovative strategies and partnerships in Colorado that are bridging the gap between employers and local community colleges, ensuring a skilled workforce ready to meet the demands of the modern economy.

Join us as we delve into the collaborative efforts between businesses and community college leaders to identify, understand, and fulfill the workforce needs of local industries. Through case studies and real-world examples, attendees will gain insights into effective models for employee training development and industry partnerships.

**Moderator:** Amanda Corum, Executive Director, Pueblo Corporate College

#### **Panelists:**

- ❖ Jennifer Law, Chief Human Resources Officer, Vail Health
- ❖ Kent Wollert, CEO, Colorado Mills
- ❖ Mike Sneddon, President, SG Aerospace & Gas
- ❖ Will Hillen, CEO, Hillen Corporation

11:30 - Noon

### **PLENARY SESSION 7: Five Tips for Building Place Economy**

Well-paying jobs and primary employers have long been the gold medal of economic development. As challenges with workforce and housing emerge, economic developers are finding themselves switching speeds. Join us for a few tips considering holistic place-based approach to economic development which centers on localized strategies to bridge siloes and establish sustainable efforts for a defined geographic area.

**Session Sponsor:** Downtown Colorado Inc.

12:15 – 2 p.m.

### **NOT SO TYPICAL LUNCH - ACTIVITY (CHFA)**

2 – 2:30 p.m.

### **PLENARY SESSION 7 Cont.: Five Tips for Building Place Economy Outcomes**

2:30 – 3:30 p.m.

### **PLENARY SESSION 9: The Changing Dynamics of Colorado's Connectivity: Opportunities & Challenges for Small Airports**

Colorado is home to 13 airports that offer commercial air service, ranging in size from Denver International Airport (DEN) which served nearly 78 million passengers in 2023 to Pueblo Memorial Airport (PUB) with fewer than 10,000 passengers during the year. Connectivity via air is critical to support commercial growth and this session will examine the role airports across the Centennial State play in supporting economic activity and expansion including:

- Entrance of new carriers and resulting market stimulation
- Changes to regional aircraft and service patterns
- Connectivity to international markets
- Catchment area and leakage
- Sustainability

**Keynote Panelists:**

- ❖ Laura Jackson, Vice President – Air Service Development, Denver International Airport
- ❖ David Dague, Principle, Arthur D. Little

3:45 – 4:45 p.m.

### **Helping our Entrepreneurs Succeed: A BRE Panel Discussion**

Helping small businesses start, stay, and grow in our communities. This panel will look at Business Retention and Expansion efforts taking place in the rural and urban regions along with two programs aimed at supporting entrepreneurial growth across the state of Colorado.

**Moderator:** Azarel Madrigal, Director, Minority Business Office, Colorado Office of Economic Development and International Trade

#### **Panelists:**

- ❖ Jenny Leon, Small Business Manager, Alliance Business Assistance Center, City of Thornton
- ❖ Chris Romer, Director, Vail Valley Partnership
- ❖ Patrick McGlew, Director, APEX Accelerator
- ❖ Meralis Hood, CEO, Entrepreneurship for All (EForAll)
- ❖ Hannah Krieger, State Director, Colorado SBDC Network

### **Community Responsive Incentive Programs**

Join a panel of seasoned economic development experts as they share innovative incentives designed to attract and retain businesses in their communities and regions. Discover how you can leverage their experiences and insights to create your own effective programs, helping companies looking to locate or expand in your area.

**Moderator:** Stacy Brown, Town Manager, Town of Kersey

#### **Panelists:**

- ❖ Sam Arnold, Economic Development Analyst, City of Colorado Springs
- ❖ Julian Jacquin, Director of Economic Development and TOEURA, Town of Erie
- ❖ Laura Lewis Marchino, CEcD, Executive Director, Region 9 Economic Development District
- ❖ Adam Krueger, CEcD, Executive Director of Economic Development, City of Thornton

### **County Revitalization Authorities: A New Tool in the Redevelopment Toolbox**

[Colorado HB24-1172](#) went into effect in August, and with that comes a new way for counties to utilize tax increment financing to address areas that are unincorporated but urbanized and in need of reinvestment. Through the lens of “opportunity factors,” investments are designed to target public benefits such as critical infrastructure, mobility, affordable housing, job creation, and access to healthy food, community medical services, parks, and education. This session will help you begin to unpack this gamechanger with others engaged in the process.

**Moderator:** Scott Shine, Community Development Director, City of Durango

#### **Panelists:**

- ❖ Jenni Hall, Director of Community & Economic Development, Adams County

- ❖ Bill Aiken, Deputy Director of Community & Economic Development, Adams County
- ❖ Ben Fulton, Development Policy Analyst, Adams County

6 – 10 p.m.

**EDCC Extravaganza! 80’s Ski Party + EDIE Awards** *(Reception Sponsor: BNSF)*

Don your best 80’s ski outfit, fanny pack, and neon and let’s celebrate the best of Economic Development in Colorado! We’re bringing out all the stops this year and hosting the biggest party west of the continental divide!

## Wednesday, October 16

### “Workforce Wednesday”

The Drive|Lead|Succeed Conference fosters collaboration and idea exchange among professionals in economic development, workforce business development, business, and government. The synergy between economic and workforce development is vital for economic growth, job creation, and long-term prosperity. By joining forces, EDCC and Rocky Mountain Workforce Development Association are providing a platform for essential knowledge sharing and networking to support Colorado's vibrant and growing economy. Take advantage of this one-of-kind opportunity to learn from Colorado’s Workforce Development ecosystem!

7:30 – 8:30 a.m.

**Breakfast** *(CDLE – Work Opportunity Tax Credit)*

8:30 – 9:30 a.m.

**How Workforce Development Business Services Served the Economic Development Community and Area Businesses** *(an immersive session)*

In this immersive plenary session, explore the critical role that workforce development services have played in supporting economic growth and addressing the needs of local businesses. Discover real-world examples and success stories showcasing how these services have facilitated job creation, workforce readiness, and business expansion.

9:30 – 10 a.m.

**Break**

10 – 11:30 a.m.

**How Workforce Development Business Services are Innovating to Meet Economic and Business Community Needs** *(an immersive session)*

This plenary session delves into the latest innovations and evolving practices within workforce development services. Learn how these services are adapting to new challenges and opportunities in the economic and business sectors. Through interactive discussions, gain a deeper understanding of cutting-edge solutions and forward-thinking approaches that are driving progress and enhancing workforce effectiveness. This is an opportunity to see firsthand how innovation is shaping the future of workforce development.



11:30 – Noon

**Closing Keynote, Kelly Folks, Director of the Division of Employment and Training,  
Colorado Department of Labor and Employment**

This keynote will provide a forward-looking vision for the integration of workforce development with economic growth and will emphasize the critical role of continued innovation and collaboration across sectors to drive economic prosperity. Kelly will provide insights into future trends and strategies for overcoming emerging challenges, underscoring how workforce development can continuously foster positive change and support long-term economic success.

Noon

**Conclusion of the Conference**