



Welcome to DCI's 2024 IN THE GAME DURANGO!

Get ready for an exciting ride through all of the components of a fabulous downtown and region!

Be sure to download and check your Carat app for the complete online program and notifications of fun little add-ons during the event (including the chance to win some big prizes)!

SCHEDULE AT A GLANCE

TUESDAY, APRIL 2, 2024

10:30 AM	Registration is Open Strater Hotel - Pullman Room Registration will move each day, please call 303.282.0625 to reach us during the event.	
11:00-12:30 PM	IN THE GAME Colorado Challenge Accelerator Program Workshop Strater Hotel - Pullman Room Challenge participants and attendees will have a dynamic 'Around the World' model to connect and maximize the impacts of this engagement with our key resource partners to solve local community issues.	
12:30 - 1:30 PM	Using Data for Winning Projects. In this session, our data team will share feedback and ideas for the data that will strengthen Challenge Community project proposals: where to find data, and how best to connect current statistics to projected outcomes.	
1:45 - 2:30 PM	Building Your Story. Community Heart and Soul will demonstrate engagement activities you can use to foster conversations with partners.	
2:30 - 4:00 PM	Challenge Work Time Strater Hotel - Pullman Room Participants will dive deeper with consultants to develop their strategies, timelines, and next steps for moving projects forward.	Railroad Museum Tour Pre-registered attendees tour the Durango Silverton Narrow Gauge Railroad Museum.
4:30 - 6:00 PM	Exploring Resilience Strater Hotel - Pullman Room Explore the components that foster resilience with an interactive discussion-based activity.	
6:00 - 7:00 PM	IN THE GAME Networking Happy Hour Strater Hotel - Pullman Room An evening of food, drink, music and fun, join us for networking.	

DOWNTOWN COLORADO, INC. (DCI) + IN THE GAME A VIBRANT DOWNTOWN EVENT is made possible through support from our sponsors, members, volunteers, and participants. Thank you for making this stuff so fun.

DOWNTOWN COLORADO, INC. (DCI) | IN THE GAME SCHEDULE AT A GLANCE

YOUR GUIDE TO FUN

WEDNESDAY, APRIL 3, 2024	
7:00 - 8:00 AM	Breakfast Your Hotel Enjoy breakfast on your own at your hotel!
8:00 AM	Registration The Powerhouse Science Center Registration will move each day, please call 303.282.0625 to reach us during the event.
8:30 - 10:00 AM	WELCOME TO IN THE GAME The Powerhouse Science Center Welcome to Durango, José Madrigal, Durango City Manager Welcome to 2024 IN THE GAME Durango from the Powerhouse! Kick-off the event with an engaging and fun morning expanding understanding of resources and ideas to keep your projects moving forward. Using Local Infrastructure Hubs Justin Edwards, National League of Cities Explore the bootcamps that are helping to get projects funded with Federal dollars for infrastructure. Doing Development Differently Jim Heid, CRAFT DnA Diving into the tools and concepts that empower communities to get the development they are looking for.
IN THE GAME Time to Break it Out Starting @ The Powerhouse Science Center	
10:00 AM - 12:00 PM	<div> <div> Creating a Compelling Project Pitch Dr. Regina Lewis shares a dynamic approach to developing and delivering compelling messaging followed by an interactive team-based exercise to create a TikTok-style video promoting the Challenge project. </div> <div> Tours Mobile + Walking 1) Token Gateways and Meaningful Transitions (ends 12:00 PM) 2) Historic Renewal: Powerhouse + 11th St Station Revival (includes lunch) 3) Economic Development with the Southern Utes + Ignacio (includes lunch) </div> </div>
12:30 - 2:30 PM	Dine Around Sessions Durango Eateries, Pre-Registration Required Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice. <div> <div> 1) Activating Elected Officials for Economic Development 2) Entrepreneurial Ecosystem: The SCAPE Story 3) From the Past to the Peaks: Scenic Byways Highlight Colorado 4) Small-scale Housing Projects for Rural Colorado </div> <div> 5) The Real Estate of Historic Preservation 6) Understanding Project Feasibility 7) Using Global Trends to Plan for Downtown </div> </div>
2:30 - 4:00 PM	<div> <div> Shop + Explore Get into the Durango scene and enjoy a little time contributing to the local economy while enjoying the local shops and cafes. </div> <div> Tour Brownfield's by Mountain Bike Bring your own bike and gear to join for a tour on mountain bikes that will explore a former brownfield site. </div> </div>
Bring it Back Together The Powerhouse Science Center	
4:00 - 6:30 PM	Wednesday Afternoon Plenary The Powerhouse Science Center Future Planning with Data. In this session, our "Data Visionaries" will consider trends, forecasts and insights of how Colorado and its communities will be impacted by demographics, market dynamics and emerging issues. To leverage these data and findings, this year the session will imagine ways to plan for people, places and culture in Colorado over the next 20 years The Data We Seek. Kansas State University (KSU) Technical Assistance for Brownfields (TAB) will share the data collection tools, management, and uses for their program tools. Wednesday Evening Happy Hour. A Mayor's Welcome to Durango! Time to get your groove on with some live music and local flavor! Let's share our adventures and enjoy a happy hour before our evening dinners!
7:15 - 8:30 PM	Dinners Downtown Durango 1) Commercial District Management + Recruitment 2) Colorado URA Dinner (invite only), Sponsored by Brownstein + Pioneer Development Company 2) New Attendee + Tiny Town, Hosted by Community Heart + Soul
8:30 - 9:30 PM	Starlight Lounge Karaoke Nothing Official (just go have fun)

DOWNTOWN COLORADO, INC. (DCI) | IN THE GAME SCHEDULE AT A GLANCE YOUR GUIDE TO FUN

Welcome to the Second Half of DCI's 2024 IN THE GAME DURANGO!

Get ready for an exciting ride through all of the components of a fabulous downtown and region!

THURSDAY, APRIL 4, 2024

7:00 - 8:00 AM

Breakfast | Your Hotel

Enjoy breakfast on your own at your hotel!

8:00 AM

Registration | Durango Veterans of Foreign Wars (VFW)

Registration will move each day, please call 303.282.0625 to reach us during the event.

8:15 AM - 12:00 PM

Opening Plenary | Durango Veterans of Foreign Wars (VFW)

Thursday Morning Plenary. Welcome to an incredible Thursday at the Durango VFW, filled with exploration and fun as we get into where downtown is going.

Colorado's Downtown Leadership Panel. Join the leadership from five premiere Colorado downtowns as they share the insights and best practices for downtowns in leading our state.

Ecology of a Downtown | Larisa Ortiz, Streetsense

Downtown environments are dynamic and ever-changing ecosystems whose success depends on a complicated set of market factors, infrastructure investments, and public policies. Acknowledging the role that downtown practitioners play in influencing, rather than controlling, this ecosystem is critical to the success of the work. Our keynote speaker will help frame the concept of downtown ecosystems and offer a uniquely comprehensive approach to diagnosing downtown conditions and planning for long-term success.

IN THE GAME | Time to Break it Out | Starting @ The Durango VFW

12:00 - 2:00 PM

Dine Around Sessions | Durango Eateries, Pre-Registration Required

Enjoy local cuisine and atmosphere while you engage in an interactive dialogue on the topic of your choice.

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| 1) Advocating for Local Businesses in the Circular Economy | 7) Making your Marketing Budget Go Further |
| 2) Affordable Housing 101 - Case Study | 8) Managing Administration in a Downtown Organization |
| 3) Building Human Capacity with Community 'Heart + Soul | 9) Architectural Alchemy: The Smiley Building's Remarkable Revival (Walking ends 4:30 PM) |
| 4) Creating a Buzz in Your Downtown | 10) Mancos Creative District (Mobile ends 4:30 PM) |
| 5) Engaging the Community on Broadband | |
| 6) Financing and Building Public Projects: How to Get it Done | |

2:30 - 4:30 PM

Local Tours | Pre-Registration Required | Meet at Starting Point Listed on Name Badge

Local tours explore the downtown and surrounding areas by foot unless listed as "mobile".

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| 1) Downtown's Next Step: Main Avenue Streetscape Project Tour | 4) Innovation through Generations (Mobile) |
| 2) Leveraging Lodging Tax for a Creative Economy | 5) D+S Narrow Gauge Railroad Museum (Self Guided) |
| 3) Sustaining Legacy: Carvers & Maria's Bookshop Ownership Evolution | |

Bring it Back Together | Animas City Theater | Show Up Promptly

5:30 - 7:00 PM

Downtown Excellence Awards

Celebrate the accomplishments of our Colorado champions with the Downtown Colorado, Inc. + 9News 2024 Downtown Excellence Awards. Featuring Claudia Garafalo of Colorado & Company + DCI's Steve Art

7:00 - 9:00 PM

Downtown Excellence Food Truck Festival | Lola's + 11th Street Station (move around and keep it lively)

Enjoy a night on the town with a festival atmosphere, music, and lots of dinner options from local food trucks!

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DOWNTOWN COLORADO, INC. (DCI) | IN THE GAME SCHEDULE AT A GLANCE YOUR GUIDE TO FUN

IN THE GAME DO-ers sometimes feel sad when it is time to go home.
Don't worry, there is a lot more fun in store with DCI - Check the Upcoming Events!

FRIDAY, APRIL 5, 2024

7:00 - 9:00 AM

Breakfast | Your Hotel

Enjoy breakfast on your own at your hotel!

9:00 - 12:00 PM

Welcome + Congratulations | Strater Hotel - Pullman Room

Friday Morning Plenary. Join us for a half-day of downright merriment and fun.

Love Where You Live: The Why & The How | HeidiTown

Guiding you through the process of a mindset shift that leads to loving where you live. Recognize assets, collaborate and be a cheerleader for your town.

Gift Basket Giveaway | 2025 IN THE GAME Announcement

You must be present to win a gift basket and to find out where we will be in 2025!

The Ownership Mentality | Kerry Siggins

Owners act and think differently than employees. To an owner, a business is more than a source of income. It's part of their identity. It's the conscious development of this mindset in oneself and others—learning to "think like an owner"—that makes the difference between paycheck players and top performers. Kerry Siggins will share how undertaking this dramatic shift in mentality (from an employee mindset to an ownership mindset) pulled her from the depths of substance abuse and a dead-end lifestyle to become the head of StoneAge, one of the world's leading manufacturers of industrial cleaning equipment, and a finalist for Colorado's CEO of the Year.

IN THE GAME Closing

GET THE **IN THE GAME** APP TO ACCESS FULL EVENT SCHEDULE + EXPERIENCE

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Get Started

Download the app from the iOS App Store or the Google Play Store

Scan or visit caratapp.io/download



Registration

When prompted, enter 4-Digit Carat ID DC24 or Search by Location at the conference to Join the Conference Event. You will then register your Carat account.

DC24
CARAT ID

Returning Users

For returning users, you can add IN THE GAME 2024 to your Carat Passport by pressing the Passport icon in the top left corner, and pressing "Join a New Event"

