

STRENGTHENING ECONOMIES IN THE WEST

Coal-Reliant Communities Challenge

DENVER, COLORADO
MAY 1ST-3RD, 2019



WELCOME!

Welcome to the ***Strengthening Economies in the West Coal-Reliant Communities Challenge!*** The National Association of Counties (NACo) and the National Association of Development Organizations Research Foundation (NADO RF), with the support of the U.S. Economic Development Administration (EDA) Denver Regional Office thank you for joining us in Denver, Colorado for this event.

This team-based, action-oriented challenge event is designed to convene and support coal-reliant counties and regions in the West in creating economic diversification strategies. Each team of community stakeholders will work together over the next three days and ultimately return home with an economic diversification action plan and timeline for implementation. This event will also present plenty of opportunities for networking with community peers, federal officials and other practitioners working in economic and community development at the local, regional and state level. Following this challenge event, teams will continue to receive tailored mentoring, peer-learning and additional guidance to further support in economic diversification education and implementation.

This event is the latest installment of educational and peer-learning events NACo and NADO Research Foundation have led since 2017, in partnership with the U.S. EDA Denver regional office, to provide in-depth support and technical assistance to coal-impacted communities in Colorado, Montana, Utah and Wyoming. This support has included a kickoff symposium in 2017, four small-group peer-learning forums across the four-state project area, in addition to webinars and other desktop consulting and mentoring.

This event was developed with the support of the U.S. Economic Development Administration Denver Regional Office. Any opinions, findings, conclusions or recommendations expressed during this event do not necessarily reflect the views of NACo, NADO RF or U.S. EDA.



Project Team

Jack Morgan	NACo Program Manager	jmorgan@naco.org
Brett Schwartz	NADO RF Associate Director	bschwartz@nado.org
Erik Pages	EntreWorks Consulting	epages@entreworks.net

Let's Get Social!

We invite you to please follow and interact with us on social media throughout the event.

Facebook: @National Association of Counties(NACo) | @NADO

Twitter: @NACoTweets | @NADOWeb

LinkedIn: @NACo | @NADO | @EntreWorks Consulting

Use and follow the hashtag **#readytodiversify** to share your experience and ideas !

Meeting Location

This event will be based at Le Meridien hotel in Downtown Denver, Colorado. All sessions will be held in the *Grove 1 Room* on Level 2, unless otherwise noted.

Le Meridien Downtown Denver

1475 California Street
Denver, Colorado

See Pages 8-9 for Maps

Attire

The attire for this forum is **business casual**.

STRENGTHENING ECONOMIES IN THE WEST

2019 Coal-Reliant Communities Challenge

Denver, Colo. | May 1-3, 2019

County & Regional Teams

1. Southeastern Montana Development Corporation
Rosebud County, Mont.
2. Campbell County, Wyo.
3. Lincoln County, Wyo.
4. Moffat County, Colo.
5. Rio Blanco County, Colo.
6. Routt County, Colo.
7. Delta County, Colo.
8. West End Development Corporation Montrose County, Colo.
9. Carbon & Emery Counties, Utah
10. Kane County, Utah & Coconino County, Ariz.
11. Four Corners Economic Development
San Juan County, N.M. & La Plata County, Colo.



Agenda

All sessions will be held in the Grove 1 Room (Level 2) unless otherwise noted.

Wednesday, May 1st: Setting the Stage

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|-----------------------|--|
| 1:30 – 2:00 pm | Registration & Networking |
| 2:00 – 2:15 pm | Welcome & Perspective <ul style="list-style-type: none">• Jack Morgan, Program Manager, National Association of Counties (NACo)• Brett Schwartz, Associate Director, National Association of Development Organizations Research Foundation (NADO RF)• Angela Martinez, Regional Director, US Economic Development Administration(EDA), Denver Regional Office |
| 2:15 – 3:00 pm | Team Introductions & Presentations: Who's in the Room? <p>One representative from each team will give an introductory presentation on their goals, issues and vision for their region followed by a facilitated discussion</p> |
| 3:00 – 3:15 pm | Networking Break |
| 3:15 – 4:00 pm | Team Presentations Continued |
| 4:00 – 4:30 pm | Takeaways, Themes & Discussion <ul style="list-style-type: none">• Jack Morgan, Program Manager, National Association of Counties (NACo)• Brett Schwartz, Associate Director, National Association of Development Organizations (NADO) Research Foundation• Dr. Erik Pages, President, EntreWorks Consulting |
| 5:00 – 6:30 pm | Mobile Tour & Networking Reception

The Commons on Champa: Denver's Entrepreneur Hub
<i>1245 Champa Street, Denver Colorado</i> <ul style="list-style-type: none">• Kalen Acquisto, Community Manager, The Commons on Champa• Chantal Unfug, Director, Division of Local Government, Colorado Department of Local Affairs (DOLA) |

Thursday, May 2nd: Exploring Strategies

- | | |
|-------------------------|---|
| 8:30 – 9:00 am | Networking Breakfast
<i>Grove 2 Room</i> |
| 9:00 – 9:30 am | Charting a Vision: Keys to Successful Strategic Planning <ul style="list-style-type: none">• Dr. Erik Pages, EntreWorks Consulting |
| 9:30 – 10:30 am | Team Exercise 1: Identifying Goals <p>Teams will meet to start discussing top priorities for economic diversification-related goals, key players and other related activities or projects as a group. One team member should serve as a note taker.</p> |
| 10:30 – 10:45 am | Networking Break |
| 10:45 – 11:45am | Morning Focus Area Presentation & Interactive Discussion: Entrepreneurship & Coworking Spaces <ul style="list-style-type: none">• Dr. Erik Pages, President, EntreWorks Consulting• Danielle Lendriet, Regional Coordinator & Analyst, Colorado Office of Economic Development & International Trade(OEDIT) |
| 11:45 – 1:00 pm | Luncheon Presentation
The Future of Work: Reskilling America <ul style="list-style-type: none">• Chelsey Crim, Senior Manager, Jobs & Economic Opportunity, Hope Street Group |
| 1:00 – 2:15 pm | Team Exercise 2: Conversation Café & Peer-Learning <p>Team members will split up and join rotating series of breakout discussion tables, each with an assigned theme and facilitator. Team members will report back to their respective teams an overview of discussion and any takeaways, ideas, etc.</p> |
| 2:15 – 2:30 pm | Networking Break |
| 2:30 – 3:30pm | Afternoon Focus Area Presentation & Interactive Discussion: Outdoor Recreation & Tourism <ul style="list-style-type: none">• Brooks Jordan, District Manager, Wyoming Outdoor Recreation Task Force |

3:30 – 4:30pm

Team Exercise 3: Developing Strategies

Use this time with your team to share highlights from the Conversation Café session and/or incorporate new ideas to strengthen your team's goals and strategies. You can also begin filling out the 'Implementation Roadmap', which all teams will be presenting on Friday.

4:30 – 4:45pm

Tracking Progress & Day 2 Closing Remarks

Friday, May 3rd: Vision to Implementation

8:00 – 8:30 am

Networking Breakfast

Grove 2 Room

8:30 – 9:30 am

Morning Plenary: Vision to Implementation

- Arvin Trujillo, Executive Director, Four Corners Economic Development, N.M.
- Jennifer Lynn Robinson, Associate Dean, Kem. C. Gardner Policy Institute, University of Utah
- Angela Martinez, Regional Director, US Economic Development Administration, Denver Regional Office
- Trent Thompson, Economic Development Representative, US Economic Development Administration(EDA), Denver Regional Office
- Kirk Keysor, Economic Development Representative, US Economic Development Administration, Denver Regional Office

9:30 – 11:00 am

Team Exercise 4: Mapping Implementation

Take this final time with your team to complete your 'Implementation Roadmap' (using the provided PowerPoint template).

11:00am – 12:15pm

Team Presentations Fair

In the style of a school science fair, teams will present their final implementation roadmaps to from their team table, while receiving feedback and input from their peers. Teams will split into two groups and rotate time between presenting and hearing from other teams.

12:15 – 12:30pm

Break & Pick-up Lunch

12:30 – 1:00pm

Recap, Takeaways & Next Steps

1:00 pm

Adjourn



NOTES:



NOTES:

Denver, Colo.

Denver International Airport

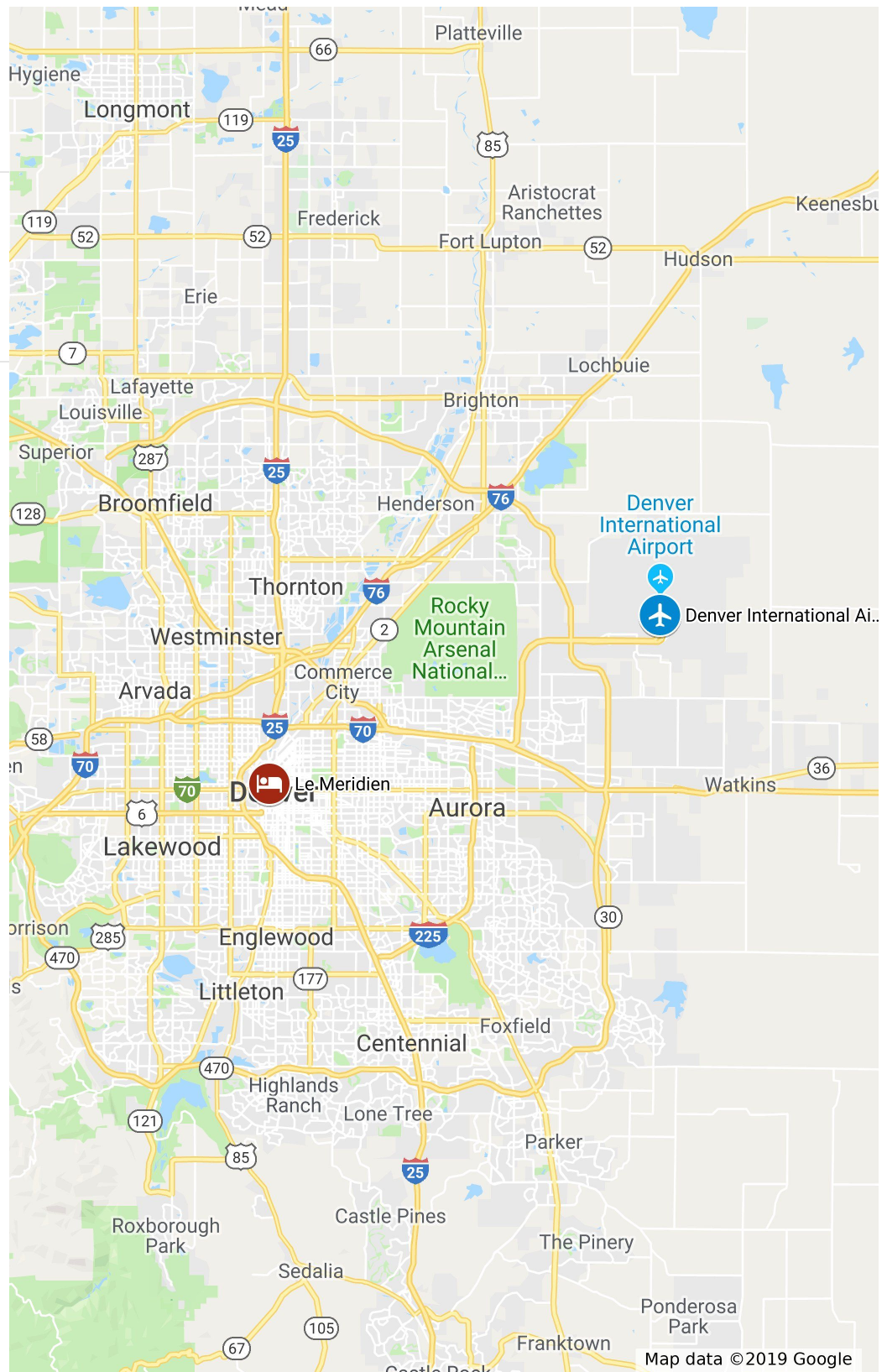


8500 Pena Blvd Denver, Colo.

Le Meridien Downtown Denver



1475 California St. Denver,
Colo.



Downtown Denver

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The Commons on Champa



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