



WHAT IS IN THE GAME // DCI's Vibrant Downtowns Event, IN THE GAME, is a three day interactive educational experience for rural downtown champions. We focus on harnessing national, state, and local resources to expand the way our downtown champions think about attracting tourists, engaging locals, and provide real problem solving opportunities to help overcome challenges. Just as downtowns are much more than simply a tourist stop, IN THE GAME is much more than a conference.

2018 IN THE GAME will showcase award winning attractions like Boulder's Pearl Street Mall, Longmont's public art and alleys, and Eldora Ski Resort to understand how these assets create and maintain a good balance between local needs and tourist dollars. IN THE GAME also addresses challenges of how to balance an active and vibrant public space with issues like finding a steady and qualified workforce and homelessness.

SNEAK PEEK AT THE LINE UP // IN THE GAME's structure is also unique. Each day starts with an overview to spark dialogue and continues with a series of diverse platforms to build energy and engagement through the day. IN THE GAME platforms will keep you talking and learning together!

- ♥ **BIGGER TALK COFFEE TALK //**, led by Brian Corrigan, Creative Strategist and Digital Placemaker, as participants discuss Tourism and Entrepreneurship through lenses, including Creativity, Sustainability, Policy, etc. to enable new concepts and ideas to break through.
- ♥ **KEYNOTES & COLORADO BRIEFS //** dive into an interest area and inspire participants with twelve shorter talks highlighting innovative work by Colorado leaders who share their story and their passion each morning.
- ♥ **TOURS & DINE AROUND LUNCH //** showcase exciting restaurant and project concepts and include informal discussion. Tours may include breweries, public arts, hotel redevelopment projects, Sister Cities Program, How Music Made the Hill, Pearl Street Mall, and historic downtown walks. Tour neighboring communities in Nederland and Longmont as pre-conference or evening events.
- ♥ **CHALLENGE STUDIO //** are afternoon sessions based on community challenges and designed to transform difficult problems into promising opportunities. Communities work side-by-side with leading industry experts and local networks to craft problem-solving plans that result in improved futures for all.
- ♥ **GOVERNOR'S AWARDS FOR DOWNTOWN EXCELLENCE //** Downtown Colorado, Inc. is honored to celebrate a series of projects nominated by our members looking at projects in the following categories:
 - Best Adaptive Reuse or Rehabilitation
 - Best Event, Festival or Recurring Activity
 - Best New Addition to Downtown
 - Best Use of Public Space
 - Vicki Mattox Downtowner of the Year for Innovation

CONTENT SNEEK PEEK // SAMPLING OF TOPICS BY DAY

TUES APR 10	WED, APR 11	THURS, APR 12	FRI, APR 13
<p><i>Plan to arrive by 2PM to access full pre-conference program!</i></p> <p>TOURS</p> <ul style="list-style-type: none"> • Nederland Downtown Showcase • History of the Pearl Street Mall (go to post) <p>VIP RECEPTION</p> <ul style="list-style-type: none"> • Fabulous Keynotes, we are really excited but we aren't telling yet! 	<p>SPEAKERS</p> <p>Keynote</p> <ul style="list-style-type: none"> • Elizabeth Garner, State Demography Office, <i>Population Impacts to "The Game"</i> <p>Colorado Briefs</p> <ul style="list-style-type: none"> • Iain Hyde, Colorado Office of Resiliency and Recovery, <i>Resilient Colorado: 5 Years After the Flood</i> • Jamie Licko, RINO Business Improvement District, <i>What We Did and How We Maintain It!</i> • Rafael Fajardo, University of Denver; <i>Social Conscious Games for Big Social Issues</i> <p>LUNCHES & TOURS</p> <ul style="list-style-type: none"> • Next Steps: Taking Action on Survey Data • Taxonomy of a Team • Strategies to Enhance Downtowns • How Music Made the Hill • Boulder Bridge House • Crews, Brews, Views: Longmont Brewery Tour & Progressive Dinner • Boulder Public Library, Public Art, and Trinidad Artocade Showcase Tour 	<p>SPEAKERS</p> <p>Keynote</p> <ul style="list-style-type: none"> • Brad Segal, PUMA, <i>Strategic Direction for Downtowns</i> <p>Colorado Briefs</p> <ul style="list-style-type: none"> • Justin Gold, Justin Nut Butter, <i>Socially Conscious Entrepreneurship</i> • Natalie Johnson, Manitou Springs Creative District, <i>Arts, Economy, and a Whimsical Community</i> • Scott Holton, Element Properties, <i>Innovative Mixed-Use and Infill Development</i> • Claudine Perrault, Estes Park Library, <i>Building a Resilient Community</i> <p>LUNCHES & TOURS</p> <ul style="list-style-type: none"> • Good Governance leads to Great Places • Colorado Main Street Program • Boulder History Tour • Boulder Brewery Walk 	<p>PROGRAM</p> <ul style="list-style-type: none"> • Challenge Studio Results Plan • Resiliency Five Years After the Floods Panel • Governor's Awards for Downtown Excellence • Congress for the New Urbanism Chapter Awards <p><i>Closing early afternoon!</i></p>

National Keynotes to be unveiled coming soon. Sneak Peek is a tentative line up and some details are subject to change.