

2022 NWCCOG Regional Economic Summit

Thursday, May 5, 2022/ 8:00 a.m. – 1:30 p.m.

Silverthorne Pavilion - Silverthorne, Colorado



AGENDA

- 8:00 a.m. – 8:30 a.m.** Registration, Coffee, Networking
- 8:30 a.m. – 8:35 a.m.** Welcoming Remarks
Jon Stavney, Executive Director, NWCCOG
Jamie Hackbarth, Deputy Economic Development Rep., U.S. Economic Development Administration
- 8:40 a.m. – 9:30 a.m.** Regional Demographic & Economic Data and Trends
Elizabeth Garner, State Demographer, Colorado Department of Local Affairs
- 9:30 a.m. – 11:00 a.m.** Forces at Play 2022: Dynamics Impacting Resort Communities
Insight Collectives Team: Ralf Garrison, Barb Taylor Carpender, Dave Belin, Tom Foley, Carl Ribaud
During this 90-minute interactive discussion, we'll highlight some of the forces at play impacting resort-town economies as we enter the third year of a pandemic economy, then dive deeper into a few key areas with broader strategic implications.
The Insights Collective is a not-for-profit collaboration of destination travel industry experts working with mountain resort community stakeholders to understand, plan, and navigate the pandemic-influenced economy and its many unintended consequences.
- 11:00 a.m. – 11:10 a.m.** Welcome from Margie Joy, Community Relationship Manager, Colorado Housing & Finance Authority
- 11:10 a.m. – 11:30 a.m.** Brunch
Provided by Red Buffalo Coffee & Tea
- 11:30 a.m. – 12:30 p.m.** Sustainable Tourism/Destination Management Panel
Moderators: Jon Stavney & Ralf Garrison
Are these just catchy phrases to make tourists feel better and are visitors listening? Is this just another name for Going Green or is it a key strategy for operations? Is "destination management" code for we have too many visitors? Panelists from towns across the region will each have a short presentation sharing highlights of their organization's plans. Panel will talk shop about each plan, how they came to that strategy and discuss the questions posed above.
Panelists:
*Eliza Voss, VP of Destination Marketing, Aspen Chamber Resort Association
Mia Vlaar, Economic Development Director, Town of Vail
Shannon Haynes, Assistant Town Manager, Town of Breckenridge*
- 12:30 p.m.** Welcome from Anita Cameron, Director of Business Lending, Northwest Loan Fund
- 12:35 p.m. – 1:30 p.m.** The Business Community: Challenges/Opportunities/Trends/Issues
Moderator: Chris Romer, President & CEO, Vail Valley Partnership
What is the economic perspective look like from the ground level of an individual business or from the perspective of those who represent many businesses? What are trends, opportunities, challenges they see?
Panelists:
*Blair McGary, Executive Director, Summit Chamber of Commerce
Larry Moore, Co-Founder, Eagle Climbing Gym
Erin Young, Owner, Red Buffalo Coffee & Tea*
- 1:30 p.m.** Closing Remarks + Raffle
- 2:00 p.m.** NWCCOG Regional Broadband Summit

Thank you to our sponsors and supporters!

