

**FOR IMMEDIATE RELEASE**

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**VIRTUAL COLORADO CHALLENGE SUMMIT**

April 13, 2020 -- DENVER, Co -- Downtown Colorado, Inc. (DCI) is announcing a state-wide Virtual Colorado Challenge Summit to be facilitated Tuesday, April 14th from 1:30-4:30pm to consider where we were, what is likely next, and how we want to shape our future in a solutions oriented discussion with Colorado communities and leaders..

**SUMMIT PURPOSE**

The goal of the Summit is to share inspiration and gather ideas to ensure that Colorado has the resources needed to support our communities, districts, and small businesses! Downtown Colorado, Inc. (DCI) will use discussions, polls, and engaging processes develop an action plan together to move into our new reality stronger and more resilient than ever! The summit will bring together great minds to talk about how to move forward starting with recognizing what wasn't working before Covid 19.

- **BEYOND COVID...WHAT WENT WRONG WITH OUR ECONOMY?**

The Covid 19 virus has taken our reality and turned it upside down. Join us as we try to understand the impacts and the heroes who are building new solutions each day!

- **A VISION FOR THE NEW ECONOMY**

For some time now both our rural and urban communities have known that some things are not working. Let's talk about what does work. Let's talk about building on the strengths of our history and community to create the economy we want to see.

- **COMPONENTS OF PLACE**

It is no secret that we struggle with housing, workforce, and these deficiencies have made it even harder for communities + small business to survive, let alone thrive with real fiscal health.

- **COLORADO WORKFORCE, HOUSING, FISCAL HEALTH**

Join us as we investigate the world we knew, how it has changed, and the key things to consider about the future. What was?; What is likely next?; What would make the most positive impact now?

- **BUILDING THE EQUITABLE FUTURE**

How do we go forward? How do we elevate our communities?



**Summit Speakers + Designers**

Katherine Correll, Downtown Colorado, Inc. | Brian Corrigan, Creative Placemaking Strategist | Elizabeth Garner, State Demographer | Michelle Kobayashi, National Research

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### **About Downtown Colorado, Inc.**

We are the Doers. Established in 1982 as the Colorado Community Revitalization Association, Downtown Colorado, Inc. is a 501(c)3 nonprofit membership organization that aims to build better communities by providing assistance to downtowns, commercial districts and town centers in Colorado. Organization members represent downtown organizations, local governments, development and improvement districts, consultants, individuals and others involved in downtown and community development.

**WE ARE THE DOERS**

**COMMITTED TO BUILDING DOWNTOWNS THAT ARE PROSPEROUS, EQUITABLE, CREATIVE, AND WELCOMING**