



IN THE GAME

TUESDAY | SCHEDULE AT A GLANCE

10:00AM	REGISTRATION IS OPEN DOUBLETREE	
	REGISTRATION WILL BE SET UP AT THE HOTEL IN THE MORNING UNTIL 11:00 AM EACH DAY. PLEASE CALL 303.282.0625 TO REACH US DURING OTHER HOURS.	
10:30AM - 11:30AM	IN THE GAME COLORADO CHALLENGE ACCELERATOR PROGRAM WORKSHOP DOUBLETREE	
	AN INTRODUCTION TO THE CHALLENGE PROGRAM, EXPLORING THE JOURNEY OF A CHALLENGE TOWN-FROM NAVIGATING LIMITED RESOURCES TO LEVERAGING CHALLENGE TOOLS, EXPANDING BROWNFIELD INITIATIVES, AND ENHANCING REDEVELOPMENT STRATEGIES. PARTICIPANTS AND ATTENDEES WILL THEN ENGAGE IN A DYNAMIC WORKSHOP, COLLABORATING WITH KEY RESOURCE PARTNERS TO MAXIMIZE THE PROGRAM'S IMPACT AND DEVELOP SOLUTIONS FOR LOCAL COMMUNITY CHALLENGES.	
11:30AM - 12:00PM	GET YOUR LUNCH	
	PARTICIPANTS NETWORK WHILE SELECTING LUNCH.	
12:00PM - 1:15PM	TRANSFORMING CHALLENGES INTO THRIVING PLACES	
	UNLOCK YOUR COMMUNITY'S POTENTIAL! JOIN COLORADO CHALLENGE ACCELERATOR PROGRAM COMMUNITIES FOR AN INSPIRING SESSION ON HOW TO TAKE YOUR PLACE'S CHALLENGES AND TURN THEM INTO OPPORTUNITIES FOR GROWTH AND TRANSFORMATION. LET'S MAP OUT A VIBRANT FUTURE TOGETHER.	
1:30PM - 2:30PM	FUTURE PLANNING WITH DATA DOUBLETREE	
	IN THIS SESSION, OUR DATA TEAM WILL PROVIDE INSIGHTS AND RECOMMENDATIONS THAT WILL STRENGTHEN CHALLENGE COMMUNITY PROJECT PROPOSALS THROUGH DATA - EXPLORING WHERE TO FIND RELEVANT DATA AND HOW TO EFFECTIVELY CONNECT CURRENT STATISTICS TO PROJECTED OUTCOMES FOR MORE IMPACTFUL PROPOSALS.	
2:45PM - 3:15PM	TELLING YOUR STORY WITH DATA DOUBLETREE	
	ENGAGE WITH OUR DATA TEAM AND THE DYNAMIC STORYTELLING OF HEIDITOWN AS WE WALK THROUGH THE PROCESS OF SHARING THE AUTHENTIC EXPERIENCE FROM YOUR COMMUNITY WITH DATA TO BACK IT UP.	
	CONCURRENT SESSIONS START AT DOUBLETREE	
3:30PM - 4:30PM	CHALLENGE CAFE OF IDEAS: COLLABORATE TO CREATE	WALKING TOUR
	READY TO ROLL UP YOUR SLEEVES? DIVE INTO A LIVELY WORLD CAFE-STYLE DISCUSSION WHERE PARTICIPANTS SHARE STRATEGIES, BRAINSTORM CREATIVE SOLUTIONS, AND SHAPE ACTIONABLE TIMELINES TO PUSH COMMUNITY PROJECTS FORWARD. IT'S ALL ABOUT COLLABORATIVE PROBLEM-SOLVING!	
4:30PM - 4:45PM	CHALLENGE: WHAT'S NEXT?	
	WHAT TO EXPECT NEXT FROM THE CHALLENGE PROGRAM.	
4:45PM - 7:00PM	IN THE GAME NETWORKING HAPPY HOUR DOUBLETREE	
	JOIN US FOR A NIGHT OF GREAT FOOD, DRINKS, MUSIC, AND NETWORKING FUN!	
	<u>MAKING COLORADO (EVEN) MORE FUN! I FARM TO SPACESHIP</u>	
	WE KNOW THE COLORADO EXPERIENCE ATTRACTS AND KEEPS PEOPLE IN OUR STATE, BUT ARE WE TAKING THE STEPS NEEDED TO STAY COMPETITIVE? JOIN US IN AN INTERACTIVE (AND SUPER FUN) CONVERSATION AS WE EXPLORE:	
	<ul style="list-style-type: none">* THE ROLE OF CREATIVES, BUSINESSES, GOVERNMENTS, AND DOWNTOWNS IN COLORADO'S EXPERIENCE ECONOMY.* INCUBATION AND GROWTH OF AN EXPERIENCE-BASED BUSINESS AND MARKET-DRIVEN APPROACHES TO EQUITY, INCLUSION, AND BELONGING.* WHERE POLICY DOES (OR DOESN'T)INTERSECT WITH FUN.* WORKFORCE DEVELOPMENT AND COMMUNITY, BUSINESS, AND HUMAN FLOURISHING.* COLORADO'S COOPERATIVE ADVANTAGE.	
	CONCURRENT SESSIONS	
7:00PM - 9:00PM	SMALL SCALE SPARK DEVELOPERS DINNER, JIM HEID	NETWORKING FOR BUSINESS
	LOCATION ON YOUR NAMETAG PRE-REGISTRATION REQUIRED	DOUBLETREE RSVP BY MARCH 31
	WHETHER YOU'RE A SEASONED DEVELOPER OR JUST STARTING OUT, JIM HEID OF BUILDING SMALL WILL DISCUSS IDEAS FOR EXPANDING THE BUILDING SMALL PROGRAM TO SUPPORT AND ELEVATE SMALL PROJECTS IN COMMUNITIES ACROSS THE STATE BY CREATING A PROGRAM TO COACH THE SMALL DEVELOPER. SPACE IS LIMITED, SO DON'T MISS YOUR CHANCE TO CONNECT, COLLABORATE, AND BE A PART OF THIS EXCITING CONVERSATION.	JOIN OUR DCI TEAM FOR DYNAMIC DISCUSSION AND INTERACTIVE DINNER ACTIVITY TO EXPLORE NORTHERN COLORADO EFFORTS TO SUPPORT BUSINESS AND CAPTURE SOME TAKEAWAYS FOR EMPOWERING ENTREPRENEURS IN OUR COMMUNITIES. THIS PROJECT IS PARTIALLY FUNDED BY USDA RURAL DEVELOPMENT.



IN THE GAME

WEDNESDAY | SCHEDULE AT A GLANCE

7:00AM-8:00AM	BREAKFAST AT YOUR HOTEL	
	REGISTRATION WILL BE SET UP AT THE HOTEL IN THE MORNING UNTIL 11:00 AM EACH DAY, PLEASE CALL 303.282.0625 TO REACH US DURING OTHER HOURS.	
8:00AM - 10:30AM	WELCOME TO IN THE GAME DOUBLETREE	
	WELCOME TO 2025 IN THE GAME GREELEY! START THE EVENT WITH AN ENERGIZING AND INTERACTIVE MORNING, GAINING VALUABLE INSIGHTS AND RESOURCES TO KEEP YOUR PROJECTS MOVING FORWARD.	
	<p>GREELEY'S GREAT DOWNTOWN JOURNEY BECKY SAFARIK</p> <p>JOIN US FOR A LIVELY, FAST-PACED VIEW OF GREELEY'S 155-YEAR DOWNTOWN EXPERIENCE. HEAR ABOUT ITS UNIQUE HISTORY, SPECIAL PROJECTS, RISK-TAKING, DO-OVERS, AND PARTNERSHIPS THAT HAVE SHAPED IT'S ENDURING APPEAL AND PROMISE!</p> <p>EXPANDING ACCESS TO CAPITAL FOR LOCAL INVESTORS NIM PATEL</p> <p>EXPLORE HOW TO BREAK DOWN BARRIERS AND CREATE NEW PATHWAYS TO CAPITAL FOR LOCAL INVESTORS. LEARN HOW INNOVATIVE ORGANIZATIONS ARE EMPOWERING COMMUNITIES BY CONNECTING INVESTORS WITH SMALL BUSINESSES AND PROJECTS IN NEED OF FUNDING. FROM TRADITIONAL LENDING TO DYNAMIC NEW FUNDING OPTIONS, THIS TALK WILL SHOWCASE HOW COLORADO ENTERPRISE FUND IS MAKING IT EASIER FOR LOCAL INVESTORS TO SUPPORT GROWTH AND CREATE LASTING ECONOMIC IMPACT IN THEIR OWN BACKYARDS.</p> <p>CREATING AN INCLUSIONARY MINDSHIFT IN OUR DOWNTOWNS DR. REGINA LEWIS</p> <p>IN THIS ENGAGING SESSION, DR. REGINA LEWIS WILL HELP US EXPLORE HOW FOSTERING A TRUE SENSE OF BELONGING IN OUR DOWNTOWNS CAN LEAD TO STRONGER, MORE INCLUSIVE COMMUNITIES. BY EXAMINING VALUES, BELIEFS, EXPERIENCES, SKILLS, AND IDEOLOGIES, WE'LL DISCUSS HOW TO CULTIVATE A SYNERGETIC ENVIRONMENT WHERE WE CAN SHAPE SYSTEMS AND OPPORTUNITIES WHERE ALL INDIVIDUALS FEEL VALUED AND EMPOWERED TO THRIVE.</p>	
	IN THE GAME TIME TO BREAK IT OUT DOUBLETREE	
10:30AM - 12:15PM	MOBILE + WALKING TOURS	HOW-TO TALKS
	<p>IN THE GAME'S MOBILE + WALKING TOURS GET YOU EXPLORING THE TOWN! TOUR STARTING POINTS ARE ON NAMETAG ITINERARIES</p> <p>* LINC: GREELEY'S INNOVATION HUB (FIRST TOUR)</p> <p>* CACHE LE POUDRE TRAIL + WINDSOR ADVENTURE (MOBILE W/ LUNCH ENDS 2:30 PM)</p> <p>* DEARFIELD: THE HIDDEN HISTORY OF A BLACK TOWN (MOBILE W/ LUNCH ENDS 2:30 PM)</p> <p>* ALL TOURS REQUIRE PRE-REGISTRATION.</p>	<p>JOIN US FOR FOUR FAST-PACED TALKS ON GETTING THINGS DONE, TO HELP YOU EXPLORE HOW YOU CAN MAKE IT HAPPEN TOO!</p> <p>#1: MERCHANDISING FOR RETAIL</p> <p>#2: BRIDGING THE DIGITAL DIVIDE FOR IMPACTFUL BUSINESS GROWTH</p> <p>#3: 10 TIPS FOR RETAIL ATTRACTION</p> <p>#4: CREATING COMMUNITY FROM WITHIN</p>
12:30PM - 2:30PM	DINE AROUND SESSIONS GREELEY EATERIES, PRE-REGISTRATION REQUIRED	
	ENJOY LOCAL CUISINE AND ATMOSPHERE WHILE YOU ENGAGE IN AN INTERACTIVE DIALOGUE ON THE TOPIC OF YOUR CHOICE. *ALL LUNCH LOOCATIONS ARE ON NAMETAG ITINERARIES.	
	<p>* PROMOTING COMMUNITY THROUGH TRANSPORTATION PLANNING & DESIGN</p> <p>* PUBLIC-PRIVATE COLLABORATION TO PRESERVE DOWNTOWN BUILDINGS</p> <p>* TURNING PRIVATE EYESORES INTO COMMUNITY OPPORTUNITIES: THE ROLE OF LOCAL GOVERNMENTS</p> <p>* TRANSFORMING PUBLIC SPACES: MODULAR SOLUTIONS FOR SIDEWALKS, SEATING & SHELTERS</p>	<p>* TRANSFORMING DOWNTOWN: KEY CONSIDERATIONS AND OVERCOMING CHALLENGES IN URBAN DEVELOPMENT</p> <p>* ATTRACTING RETAIL TO A SUBURBAN CORE</p> <p>* BUILDING STRONGER ECONOMIES THROUGH PARTNERSHIP</p> <p>* LAND USE BARBIE: BREAKING BOUNDARIES + BUILDING COMMUNITY</p> <p>* EMPOWERING LOCAL INVESTMENT: NEW PATHS TO CAPITAL</p>
2:45PM - 4:00PM	TOURS WALKING + BIKE	SHOP + EXPLORE
	<p>* UNION COLONY CIVIC CENTER: BEHIND THE CURTAIN</p> <p>* LINC: GREELEY'S INNOVATION HUB (SECOND TOUR)</p> <p>* GREELEY'S ART IN MOTION: MURALS, MUSIC & MASTERPIECES</p> <p>* WELDWERKS BREWING CO: CRAFTING GREELEY'S FLAVOR</p> <p>* UNC CAMPUS BIKE TOUR: RIDE THE COLLEGE VIBES</p>	<p>GET INTO THE GREELEY SCENE AND ENJOY A LITTLE TIME CONTRIBUTING TO THE LOCAL ECONOMY WHILE ENJOYING LOCAL SHOPS AND CAFES.</p>
5:00PM - 7:00PM	WEDNESDAY AFTERNOON PLENARY THE LINC	
	<p>LESSONS FROM LAUNCHING A GRASSROOTS ART FESTIVAL ARMANDO SILVA + BRIANA HARRIS JOIN BRIANA HARRIS AND ARMANDO SILVA, CO-FOUNDERS OF GREELEY'S WELDWALLS MURAL FESTIVAL, AS THEY DETAIL THE EXPERIENCE OF CREATING AND LAUNCHING A FIRST-YEAR COMMUNITY ARTS EVENT. EXPLORE HOW PUBLIC ART EVENTS CAN HELP CREATE A DOWNTOWN THAT FOSTERS ARTISTIC VIBRANCY AND CULTURAL EXCHANGE BETWEEN COMMUNITIES.</p> <p>WEDNESDAY EVENING HAPPY HOUR + GIFT BASKET AUCTION. TIME TO GET YOUR GROOVE ON WITH MUSIC AND LOCAL FLAVOR! LET'S SHARE OUR ADVENTURES AND ENJOY A HAPPY HOUR BEFORE OUR EVENING DINNERS!</p>	
7:15PM - 8:30PM	DINNERS DOWNTOWN GREELEY *PRE-REGISTRATION REQUIRED	
8:30PM - 9:30PM	THE PURA VIDA KARAOKE (THIRD FLOOR) NOTHING OFFICIAL (JUST GO HAVE FUN)	



IN THE GAME

THURSDAY | SCHEDULE AT A GLANCE

7:00AM-8:00AM	BREAKFAST AT YOUR HOTEL	
	REGISTRATION WILL BE SET UP AT THE HOTEL IN THE MORNING UNTIL 11:00 AM EACH DAY, PLEASE CALL 303.282.0625 TO REACH US DURING OTHER HOURS.	
8:00AM-11:00AM	MORNING PLENARY	
	<p>WELCOME TO DAY THREE!</p> <p>RETURN ON EMOTION, ROE® HOW TO MEASURE YOUR DOWNTOWN'S IMPACT MOLLY ALEXANDER</p> <p>THE WAY WE DEFINE SUCCESS SERVES AS THE FOUNDATION FOR OUR EFFORTS, ADVOCACY, AND INVESTMENTS IN DOWNTOWNS AND COMMERCIAL DISTRICTS. WE DEDICATE TIME AND RESOURCES TO DEMONSTRATE THAT OUR INITIATIVES YIELD A GREATER RETURN ON INVESTMENT. HOWEVER, OUR METRICS OFTEN LACK A HUMAN TOUCH, CREATING A HIERARCHY IN DECISION-MAKING THAT MARGINALIZES THE COMMUNITY. THIS SESSION AIMS TO EXPLORE HOW TO MEASURE AND BOOST YOUR DOWNTOWN'S RETURN ON EMOTION (ROE®), PROVIDING A FRAMEWORK TO ENHANCE THE SIGNIFICANCE OF PEOPLE AND COMMUNITY IN YOUR ENDEAVORS.</p> <p>GET READY TO GET OUT OF YOUR SEATS AND HAVE SOME FUN!</p> <p>NEXT-GEN DOWNTOWN MANAGEMENT THE POWER OF BIDS + DDAS MOVING FORWARD</p> <p>IN THIS ENGAGING PANEL DISCUSSION AND Q&A, BID AND DDA LEADERS WILL SHARE INSIGHTS ON KEY CHALLENGES AND OPPORTUNITIES FOR BIDS AND DDAS IN 2025, STRATEGIES FOR FOSTERING PUBLIC-PRIVATE PARTNERSHIPS IN A POST-PANDEMIC LANDSCAPE, AND BEST PRACTICES FOR MANAGING DOWNTOWN SPACES WHILE ADDRESSING EMERGING NEEDS. THIS SESSION WILL PROVIDE ACTIONABLE INSIGHTS AND FRESH IDEAS TO HELP BIDS AND DDAS LEAD THE TRANSFORMATION OF DOWNTOWNS ACROSS COLORADO IN 2025 AND BEYOND.</p>	
11:00AM-12:30PM	TOURS MOBILE + WALKING	HOW-TO TALKS
	<p>IN THE GAME'S MOBILE + WALKING TOURS GET YOU EXPLORING THE TOWN! TOUR STARTING POINTS ARE ON NAME TAG ITINERARIES</p> <p>* GO CUP: THE INSIDE SCOOP</p> <p>* GREELEY'S MODEL TRAIN WONDERLAND</p> <p>* JOHNSTOWN ON THE MOVE: EXPLORING DOWNTOWN DEVELOPMENT + FUTURE PLANS (MOBILE WITH LUNCH ENDS 2:30 PM)</p> <p>* ALL TOURS REQUIRE PRE-REGISTRATION</p>	<p>JOIN US FOR FOUR FAST-PACED TALKS ON GETTING THINGS DONE, TO HELP YOU EXPLORE HOW YOU CAN MAKE IT HAPPEN TOO!</p> <p>#1 BUILDING NEW LEADERSHIP</p> <p>#2 CREATING A CAREER IN YOUR HOME TOWN</p> <p>#3 PLACE-MAKING THROUGH TENANT CURATION</p> <p>#4 HOW TO DESIGN A SOLUTION IN 20 MINUTES!</p>
	IN THE GAME TIME TO BREAK IT OUT DOUBLETREE	
12:30PM - 2:30PM	DINE AROUND SESSIONS GREELEY EATERIES, PRE-REGISTRATION REQUIRED	
	<p>ENJOY LOCAL CUISINE AND ATMOSPHERE WHILE YOU ENGAGE IN AN INTERACTIVE DIALOGUE ON THE TOPIC OF YOUR CHOICE.</p> <p>*ALL LUNCH LOCATIONS ARE ON NAME TAG ITINERARIES.</p> <div><div><p>* LOCAL ENGAGEMENT AND TOURISM MANAGEMENT: THE DURANGO BID</p><p>* BYWAYS AND BEYOND: STRENGTHENING LOCAL ENGAGEMENT THROUGH COLORADO'S SCENIC BYWAYS</p><p>* NATURITA COLORADO - A SMALL TOWN'S DRIVE TO PROMOTE RESIDENTIAL WELL-BEING AND BOOST LOCAL TOURISM</p><p>* UNINCORPORATED COMMERCIAL, HOUSING, TOD, + TAX INCREMENT FINANCING</p><p>* UNLOCKING HOUSING POTENTIAL: SMALL PROJECT SUCCESS WITH TECHNICAL ASSISTANCE</p></div><div><p>* BUILDING A BID/DDA: WHY, WHEN, AND HOW</p><p>* NAVIGATING DIVERSE FUNDING STREAMS FOR URBAN RENEWAL PROJECTS</p><p>* THE GREELEY BROWNFIELD INITIATIVE: REMOVING CHALLENGES FOR INVESTMENT</p><p>* RURAL DOWNTOWN RETURN ON EMOTION</p></div></div>	
2:45PM - 4:30PM	LOCAL TOURS PRE-REGISTRATION REQUIRED MEET AT STARTING POINT LISTED ON NAME BADGE	
	<p>LOCAL TOURS EXPLORE THE DOWNTOWN AND SURROUNDING AREAS BY FOOT UNLESS LISTED AS "MOBILE". IN THE GAME'S MOBILE + WALKING TOURS GET YOU EXPLORING THE TOWN! TOUR STARTING POINTS ARE ON NAME TAG ITINERARIES</p> <div><div><p>* WELDWERKS BREWING CO: CRAFTING GREELEY'S FLAVOR</p><p>* A TALE OF TWO DISTILLERIES</p></div><div><p>* RICHMARK: BUILDING GREELEY'S FUTURE</p><p>* DISTORTIONS UNLIMITED: CREEPY-COOL CREATIONS</p></div></div>	
	BRING IT BACK TOGETHER MOXI THEATER SHOW UP PROMPTLY	
5:30PM - 7:00PM	DOWNTOWN EXCELLENCE AWARDS	
	CELEBRATE THE ACCOMPLISHMENTS OF OUR COLORADO CHAMPIONS WITH THE DOWNTOWN COLORADO, INC. 2025 DOWNTOWN EXCELLENCE AWARDS.	
7:00PM - 8:30PM	DINNER + FUN RIO GRANDE	
8:30PM - YOU PICK	AFTER PARTY LOCATION TBD	
	ENJOY A NIGHT ON THE TOWN WITH A LOT OF FUN!	

APRIL 4



IN THE GAME

FRIDAY | SCHEDULE AT A GLANCE

7:00AM - 9:00AM

BREAKFAST AT YOUR HOTEL

FUEL UP FOR THE FINAL STRETCH OF IN THE GAME!

9:00AM - 11:45AM

WELCOME + CONGRATULATIONS | DOUBLETREE

FRIDAY MORNING PLENARY INTRO. JOIN US FOR A HALF-DAY OF DOWNRIGHT MERRIMENT AND FUN.

[BRANDING IS THE NEW ECONOMIC DEVELOPMENT | RYAN SHORT, CIVIC BRAND](#)

BRANDING ISN'T JUST A LOGO, NAME OR TAGLINE. EFFECTIVE BRANDING ISN'T SMOKE AND MIRRORS OR FABRICATING SOMETHING OUT OF NOTHING. IT'S ABOUT DISCOVERING WHAT TRULY MAKES AN AREA UNIQUE -- EVEN IF IT CURRENTLY JUST LIES IN POTENTIAL -- AND THEN BUILDING A PLATFORM AND STRATEGY AROUND IT THAT NURTURES THAT BRAND AND ATTRACTS OTHERS WHO SHARE THAT VALUE AND VISION.

[HARNESSING AI FOR VIBRANT DOWNTOWNS | NICHOLE STERLING](#)

JOIN NICHOLE STERLING OF MY TOWN AI FOR AN ENGAGING SESSION ON HOW LOCAL GOVERNMENTS, DOWNTOWN ORGANIZATIONS, AND SMALL BUSINESSES CAN LEVERAGE THE POWER OF ARTIFICIAL INTELLIGENCE (AI) TO FOSTER STRONGER, MORE CONNECTED COMMUNITIES. IN THIS INTERACTIE TALK, NICHOLE WILL PROVIDE PRACTICAL TIPS AND INNOVATIVE IDEAS FOR USING AI TO ENHANCE COMMUNITY ENGAGEMENT, STREAMLINE LOCAL SYSTEMS, AND BUILD RESPONSIVE PROCESSES. FROM IMPROVING SERVICE DELIVERY TO CREATING MORE INCLUSIVE SPACES, THIS SESSION WILL EXPLORE ACTIONABLE AI SOLUTIONS THAT HELP LOCAL LEADERS TRANSFORM THEIR TOWNS INTO THRIVING, PEOPLE-CENTERED ENVIRONMENTS. ATTENDEES WILL LEAVE WITH A CLEAR UNDERSTANDING OF HOW AI CAN BE A CATALYST FOR POSITIVE CHANGE IN THEIR COMMUNITIES AND A TOOLKIT OF IDEAS TO BEGIN IMPLEMENTING RIGHT AWAY.

2026 IN THE GAME HOST ANNOUNCEMENT

IN THE GAME CLOSING

FRIDAY SPEAKERS



[RYAN SHORT](#)

[CIVICBRAND - BRANDING AS THE NEW ECONOMIC DEVELOPMENT](#)

"BRANDING IS THE NEW ECONOMIC DEVELOPMENT" EXPLORES THE PROFOUND IMPACT OF PLACE BRANDING BEYOND JUST LOGOS AND SLOGANS AS A STRATEGIC TOOL THAT SHAPES THE BUILT ENVIRONMENT, POLICY DECISIONS, AND ULTIMATELY, THE ECONOMIC FUTURE OF A COMMUNITY. IN THIS TALK, WE'LL EXAMINE BOTH THE POWER AND RESPONSIBILITY OF PLACE BRANDING, HIGHLIGHTING HOW A WELL-CRAFTED BRAND NOT ONLY ATTRACTS INVESTMENT AND TOURISM BUT ALSO FOSTERS A SENSE OF BELONGING AND IDENTITY FOR RESIDENTS. TRUE IMPLEMENTATION ISN'T JUST ABOUT LARGE-SCALE PROJECTS BUT RATHER CAN SHINE BRIGHTEST THROUGH THE SMALL, INTENTIONAL DETAILS THAT REINFORCE A COMMUNITY'S STORY AND VALUES. BY ALIGNING BRANDING WITH ECONOMIC DEVELOPMENT, CITIES CAN CREATE PLACES THAT ARE NOT ONLY MARKETABLE BUT ALSO AUTHENTIC, RESILIENT, AND DEEPLY LOVED BY THOSE WHO CALL THEM HOME.



[NICHOLE STERLING](#)

[MY TOWN AI - FOUNDER, CEO](#)

JOIN NICHOLE STERLING OF MY TOWN AI FOR AN ENGAGING SESSION ON HOW LOCAL GOVERNMENTS, DOWNTOWN ORGANIZATIONS, AND SMALL BUSINESSES CAN LEVERAGE THE POWER OF ARTIFICIAL INTELLIGENCE (AI) TO FOSTER STRONGER, MORE CONNECTED COMMUNITIES. IN THIS INTERACTIE TALK, NICHOLE WILL PROVIDE PRACTICAL TIPS AND INNOVATIVE IDEAS FOR USING AI TO ENHANCE COMMUNITY ENGAGEMENT, STREAMLINE LOCAL SYSTEMS, AND BUILD RESPONSIVE PROCESSES. FROM IMPROVING SERVICE DELIVERY TO CREATING MORE INCLUSIVE SPACES, THIS SESSION WILL EXPLORE ACTIONABLE AI SOLUTIONS THAT HELP LOCAL LEADERS TRANSFORM THEIR TOWNS INTO THRIVING, PEOPLE-CENTERED ENVIRONMENTS. ATTENDEES WILL LEAVE WITH A CLEAR UNDERSTANDING OF HOW AI CAN BE A CATALYST FOR POSITIVE CHANGE IN THEIR COMMUNITIES AND A TOOLKIT OF IDEAS TO BEGIN IMPLEMENTING RIGHT AWAY.

