



**DOWNTOWN
COLORADO, INC**

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Monte Vista Business Development Institute

Information Center, 947 1st Ave, Monte Vista, CO 81144

Wednesday, November 15, 2017

4:00 PM - 8:00 PM

Downtown Colorado, Inc. and the City of Monte Vista are thrilled to offer this Institute for business and community leaders, including sessions devoted to economic development policy overview, design principles for merchandising, brand and communications in an Amazon world, loyalty programs and customer engagement, and telling the story of your business.

AGENDA

4:00 PM DCI Welcome and Attendee Introductions

City of Monte Vista, Economic Development Assistance Policy

Forrest Neuerburg, City of Monte Vista

Design Principles for Merchandising and Displays (seminar 1)

Consider the elements of design and how they can be applied to store layout, merchandising and window display. Ensure that your store reflects your story, showcases complimentary merchandise, and provides the customer with insight into the experience of your product line.

Brian Corrigan, Oh Heck Yeah

Loyalty Programs, Customer Engagement, and Growing Your Business (seminar 2)

Engaging and keeping local customers (while also reaching new visitors) is essential for downtown businesses to be successful. Loyalty programs offer one important strategy for keeping and growing your local customer base.

Eileen O'Brien, Downtown Colorado, Inc.

Brand, Communications & Thriving in an Amazon World (seminar 3)

In the world of internet shopping and the Amazon increasing markets each day, the small business owner has legitimate fears for the future. But there is hope for the small retailer! When the small business begins to understand different demographics and consumer preferences for experience, a world of opportunity emerges! Consider some simple steps to help downtown visitors cross the threshold of your store and become customers for life!

Rachel Trignano, Communications Consultant

Utilizing the Online Marketplace

David Lively, The Lively Merchant

6:15 PM Break

Telling Your Story

Participants pair up with a partner and work to draw out the story of their business.

Brian Corrigan, Oh Heck Yeah

Action Plan and Next Steps

Concrete steps to create an action plan for your individual business and for the downtown.

Speakers & Facilitators



Eileen O'Brien, Downtown Colorado, Inc.

Eileen O'Brien has over twenty years of professional experience in directing membership programs, film festivals, as well as work in production on independent and studio films, network and cable television programs. She has also written, directed and produced marketing videos, television pilots and programs, live events, theater productions and consulted on independent film marketing and distribution. She directed, programmed, managed, coordinated and consulted on major film festivals including Cannes, Sundance, Savannah and Denver International. She is very excited to currently be the membership specialist at Downtown Colorado, Inc. (DCI), as well as a festival programmer and guest speaker/interviewer. She is currently an executive board member and secretary for the Colorado Film and Video Association and served as Membership Chair for the last two years. Also, she is a membership consultant to the Santa Fe Independent Film Festival and their year-round art house theater, The Jean Cocteau, owned by George R.R. Martin.



Kylie Brown, Downtown Colorado, Inc.

Kylie is a Colorado native. She grew up in Centennial, CO and attended Arizona State University where she earned concurrent BA degrees in Design Management and Sustainability. She has a background in green building, community development, and sustainable development. During the summer of 2016, Kylie was the Community Development intern at the Department of Local Affairs. She looks forward to continuing to serve Colorado's communities as DCI's Americorps VISTA.



Brian Corrigan, OhHeckYeah

Brian Corrigan is a creative strategist who uses critical, creative and conceptual skills to solve problems and issues in the new economy. Recognized by CEOs for Cities as an innovator and community change agent who is shaping the future of America in cities, Corrigan specializes in creating strategies rooted in culture. He believes in the natural selection of ideas where crowds inform what assets are the strongest and then optimize accordingly. Business today requires solutions that break silos to create shared value. Over the past seven years, Corrigan has brought together city agencies, artists, designers, business leaders, nonprofits, developers, digital producers and arts organizations to create a portfolio of work that has been recognized by thought leaders and cultural gatekeepers such as Daniel Pink, Springwise, PSFK, Dwell, Huffington Post and Cool Hunting.



Rachel Trignano, Communications Consultant

Rachel Trignano is a writer and public relations consultant who works primarily in the arts and technology fields. She uses her marketing background to develop compelling, on-brand storytelling told through thoughtful content strategy to help brands grow their presence and enhance their reputation. Rachel is a passionate problem-solver, and she believes that the best solutions come from bringing together creativity and practicality through collaborative work.