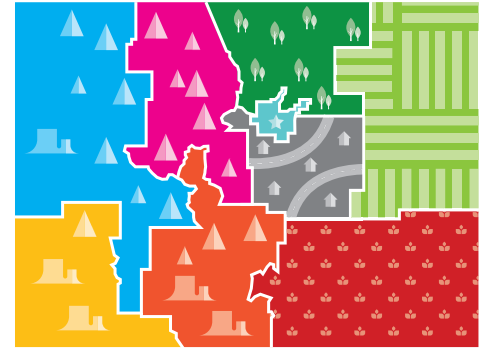


**Thank you for your interest IN THE GAME 2020
August 25-28 in Colorado Springs!**

The IN THE GAME Vibrant Downtown Event presented by Downtown Colorado, Inc. (DCI) is not your typical conference! Your registration gains you entry to a world of talks, tours, and problem solving exercises to get you engaged with a state-wide community of doers. We will help you build stronger teams, tap into peer communities, and dive deep into our host community and regional projects.

So get ready and follow these steps to get yourself and your community IN THE GAME!



STEP 1: REGISTER FOR IN THE GAME



- If you haven't completed your registration, learn more and register at DowntownColoradoInc.org/INTHEGAME2020
- Early bird rates available until January 31, 2020.
- If you're registering a group of people, please use a unique email address for each registrant.
- Look for your confirmation email and double check that DCI emails don't go into spam!
- Once you're registered you'll be on our conference email list. These emails will have important info as we get closer to the event, so be sure to open them!



STEP 2: SECURE LODGING

Our lodging partners are offering discounted rates for a limited time. You can reserve a room in the DCI Hotel Block at The Mining Exchange Grand Hotel. The hotel block generally sells out, so if you miss the main hotel, contact DCI for the overflow hotel. The Mining Exchange | 8 S Nevada Ave, Colorado Springs, CO 80903 | (719) 323-2000

STEP 3: PREVIEW THE SCHEDULE-AT-A-GLANCE



The Schedule-At-A-Glance is the tentative IN THE GAME program. This is where you'll find the slated speakers, sessions, times, dine-arounds, social events, and more. Check it regularly for the most up-to-date information. This can be found in conference emails and on our website. The SSchedule-At-A-Glance is subject to change.

STEP 4: SIGN UP FOR SESSIONS: NOW



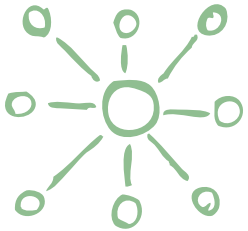
Once the program is finalized, you'll receive a Menu of Events in an email. The Menu of Events is how you will sign up for all sessions, including dine-arounds, challenge studios, tours, and evening events. You'll use this tool to make your session selections. Sessions are often limited to 15-30 participants to ensure dynamic and engaging discussions. Access is first come, first served for those who are already registered for the event. To ensure your spot at your preferred sessions, you'll need to sign up online. Sign up as soon as you receive your Menu of Events to secure your seat-- they will fill up fast!

FIRST TIMERS GUIDE

SIGNING UP FOR SESSIONS: TIPS FOR SUCCESS

Thanks to our incredible sponsors, most of our content, including tours and lunches, are free of charge and therefore fill up quickly! When full, sessions will be listed as “full”. We limit the size to ensure engaging dialogues. All IN THE GAME sessions must be signed up for in advance using the Menu of Events tool.

HOW CAN YOU CREATE YOUR PERFECT IN THE GAME SCHEDULE?



- All who have registered will receive the Menu of Events through Eventbrite, please read all instructions thoroughly before you begin to make your selections.
- Make your session selection online ASAP when you receive the Menu of Events. DCI will alert you via email and we suggest you save this email for future reference.
- Read about our Colorado Challenge Accelerator Program communities and sign up for the community challenge you're most passionate about.
- Reserve your spot at our evening social events -- this is a great way to get to know people, have fun, and network!
- Do not hesitate to call the DCI office at 303-282-0625 with any questions.

WHAT TO EXPECT: SESSIONS & PLENARIES

IN THE GAME is packed with unique and captivating sessions. You will not just be sitting in a room listening to speakers. You will be touring development projects, contributing to discussions, problem-solving, exploring, asking questions, learning, and more. Here's the scoop on what you'll see at IN THE GAME:



- **LUNCHTIME DINE-AROUNDS:** Ninety-minute content-based discussions include a meal at a local Colorado Springs restaurant. Sessions have limited seating and must be signed up for in advance. They may fill up, so spots are not guaranteed.
- **COLORADO BRIEFS:** Lightning 15 minute presentations focused on “how tos” or solutions for downtown.
- **CHALLENGE STUDIOS:** Five Colorado communities are selected for a problem-solving charrette designed to turn a challenge into an opportunity. Challenge Communities make a pitch on Friday of the conference.
- **MOBILE TOURS:** Tour downtown and local projects by foot (and a few by bus) led by local personalities. Sessions have limited space and must be signed up for in advance. They may fill up, so spots are not guaranteed.
- **EXPERIENCE ECONOMY SUMMIT:** The Experience Economy track on Wednesday morning is organized into three parts: Overview, Discussion and Working Groups. Participants will leave with an understanding of the market opportunity; strategies to leverage creative placemaking as a tool to support a thriving business ecosystem for all Coloradans; and contribute to an actionable experience economy plan for downtowns across the state.
- **CHALLENGE COMMUNITY SUMMIT:** The Colorado Challenge Accelerator Program has been building stronger downtowns for three years. The summit is a gathering of communities who have (or would like to) engage in this phased process to jumpstart initiatives.

EVENING EVENTS



- **PRE-CONFERENCE SPEAKER:** Join us on Tuesday night for Roger Brooks, a nationally regarded speaker on Destination Development.
- **WEDNESDAY NIGHT ACTIVITIES:** On Wednesday night there are a series for different groups. Dinners are planned for specific audiences, there are also several impromptu dinner groups. DCI's signature karaoke night starts at 8:30PM!
- **GOVERNOR'S AWARDS FOR DOWNTOWN EXCELLENCE:** The annual awards ceremony is not your typical awards dinner! DCI encourages whooping and hollering as we celebrate the efforts and champions in all of our dedicated downtowns and commercial areas.

If you have questions, please don't hesitate to call us at 303.282.0625.