



**The Small City with Big Ideas Experience Manitou Springs Draft Agenda
September 10, 9:00AM - 4:00PM**

Across the country and the world, communities are realizing the power of the creative economy and experiential business. Manitou Springs has been supporting creative entrepreneurs before it was trendy, and in partnership with Downtown Colorado, Inc. (DCI) will share the tools, resources, and networks essential to building the systems to feed the business ecosystem.

9:00 - 9:30AM Coffee and Networking

9:30 - 9:45AM Introduction to the Downtown Institute

9:45 - 10:30AM Vision, Challenge, and Opportunity

Speakers each take ten minutes to give a high level overview of their topic, at the end there will be time for Q & A.

- Where are we Going? Natalie Johnson, Manitou Art Center Director
- Balancing Needs for Mobility, Kimley Horn
- Opportunities for the Future, Laura Neumann, Hiawatha Gardens Project Manager

10:30 - 11:00AM Spinner Topic: The Future of Hiawatha Gardens

11:00 - 12:00PM Business & Property Tools & Resources

Speakers each take five minutes to give an overview of the services that support new or existing business or property owners, followed by Q & A.

- City of Manitou Department of Planning, Kimberly Johnson
- Manitou Springs Urban Renewal Authority, Jim Rees
- Manitou Springs Chamber of Commerce, Leslie Lewis
- Manitou Arts Center, Natalie Johnson

12:00-1:30PM Meet Manitou Entrepreneurs - Creative Engagement Lunch

A diverse downtown fosters food, fun, nightlife, and retail. Join four entrepreneurs to discuss their role in the community, building a vision, and business survival.

- Avenue B&B & Wickerbill, Gwenn David
- Adams Mountain Café, Farley McDonough
- Flying Eagle, Shemi Shlomo
- Adventures Out West, Greg Wellens



1:30-2:30PM Manitou Arts Center (MAC) Case Study and Tour

Manitou Arts Center (MAC) is dedicated to creating an environment in which artists, tinkerers, and collaborators can flourish. From co-working to makers' space, tool library or programs for children, MAC is a hub for entrepreneurs and community. MAC will reshape your ideas of what is possible!

2:30 - 3:15PM The Experience Economy: The Business of Bankable Moments

74% of Americans prioritize experiences over products or things. Nationally, it's estimated that consumers are spending \$160 to \$180 billion annually on experiences. In 2017, visitors to Colorado spent nearly \$21 billion on experiencing our state. Welcome to the Experience Economy; an economy where moments matter. This panel will unpack how developers, place managers and creative sector workers can collaborate to take advantage of this market opportunity while using this momentum to strategically address community wellness, equity and opportunity.

3:15-3:30PM Q&A Discussion

3:30-4:00PM Happy Hour at the MAC

SPEAKERS

- Katherine Correll
- Brian Corrigan
- Kimberly Johnson
- Natalie Johnson
- Leslie Lewis
- Kimley Horn
- Farley McDonough
- Laura Neumann
- Jim Rees
- Shemi Shlomo
- Greg Wellens
- Gwenn David