

2022 NWCCOG Regional Economic Summit

Thursday, May 5, 2022

Silverthorne Pavilion - Silverthorne, Colorado

8:00 a.m. – 1:15 p.m.



AGENDA

8:00 a.m. – 8:30 a.m.

Registration, Coffee, Networking

8:30 a.m. – 8:35 a.m.

Welcoming Remarks

Jon Stavney, Executive Director, NWCCOG

Jamie Hackbarth, Deputy Economic Development Representative Economic Development Administration

8:40 – 9:30

Demographic/Economic Overview of the Region

Elizabeth Garner, State Demographer

9:30 – 11:00

Forces at Play 2022: Dynamics Impacting Resort Communities

Insight Collectives Team: Ralf Garrison, Barb Taylor Carpender, Dave Belin, Tom Foley

The Insights Collective is a not-for-profit collaboration of destination travel industry experts working with mountain resort community stakeholders to understand, plan, and navigate the pandemic-influenced economy and its many unintended consequences.

During this 90 minute interactive discussion, we'll highlight some of the forces at play impacting resort-town economies as we enter the 3rd year of a pandemic economy, then dive deeper in a few key areas with broader strategic implications.

11:00 a.m. – 11:30 a.m.

Brunch / Welcome from Margie Joy, CHFA

11:30 a.m. – 12:30 p.m.

Sustainable Tourism/Destination Management Panel

Moderator: Jon Stavney/Ralf Garrison

Are these just catchy phrases to make tourists feel better and are visitors listening? Is this just another name for Going Green or is it a key strategy for operations? Is "destination management" code for we have too many visitors? Panelists from towns across the region will each have a short presentation sharing highlights of their organization's plans. Panel will talk shop about each other's plans, how they came to that strategy and discuss these questions above.

Panelists:

Eliza Voss, VP of Destination Marketing, Aspen Chamber Resort Association

Mia Vlaar, Economic Development Director, Town of Vail

12:30 p.m. – 1:15 p.m.

The Business Community: Challenges/Opportunities/Trends/Issues

Moderator: Chris Romer, President & CEO, Vail Valley Partnership

What is the economic perspective look like from the ground level of an individual business or from the perspective of those who represent many businesses? What are trends, opportunities and challenges they see?

Speakers:

Blair McGary, Executive Director, Summit Chamber of Commerce

Larry Moore, Co-Founder, Eagle Climbing Gym

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