



Economic Summit 2008: Mountain Towns and Micro-Business

Silverton's Historic Town Hall, Silverton, Colorado

Thursday, October 23 from 4pm-9pm

Pre-Summit Tours (4pm), Networking Dinner (5:30pm) and Keynote Reception (7pm)

Friday, October 24, 2008 from 8am-4pm

Four Panel Discussions about Mountain Micro-Enterprise & Employment

Summit Moderators: Jonathan Thompson, Editor of *High Country News*
Anthony Edwards, CO Economic Developer of the Year 2002
and Law Student at University of New Mexico Law School

Sponsors: San Juan 2000 Development Association
Region 9 Economic Development District-Keynote & Reception Sponsor
Colorado Office of Economic Development & Int'l Trade
Silverton Public Schools
Chaco, Inc.
Osprey Packs, Inc.
San Juan County
High Country News
Town of Silverton
Mountain Boy Sledworks
Silverton Mountain
The Wyman Hotel
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Event Description: This gathering may be the first-ever dedicated to mountain town micro-business. We have a lot to learn from the impressive efforts and successes of small businesses in Colorado mountain towns. Their owners and employees are achieving a high quality of life in the mountains while creating outstanding businesses and re-spending their earned dollars within their communities. This event will explore how we might expand this type of growth in our mountain towns. In the process, we will hear the dynamic success stories of a number of mountain micro-businesses, what strategies have helped them stay in mountain towns, and what they have learned (and can teach us) from the process.

San Juan 2000 Development Association has a track record of focusing interest toward the challenges and successes of small, mountain communities like ours. Last year, we sponsored a Summit of similar format on affordable, attainable and workforce housing in tourist mountain towns, which was attended by 70 people from all over the state. We hope to apply this format and achieve a similar success this year.

Goal: to conduct an insightful discussion about the ways in which small mountain towns in Colorado (especially those with seasonal and ski tourism-based economies) can better understand, attract, recruit, develop, staff, support and retain micro-business.

Cost to Attend:

Pre-Conference Micro-Business Tour:	Free of Charge
Pre-Summit Networking Dinner:	\$15
Summit Opening Reception & Keynote	Open to public at no charge
Summit Panel Sessions: Individual	\$30
Summit Panel Sessions: Student	\$25
Summit Panel Sessions: Business/Org. (up to three attendees)	\$65

Sponsorship Opportunities (*Sponsors attend for free*):

\$500 – Meal or Session Sponsor	\$100 – Event Supporter
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Attendees: We anticipate ~70 attendees including mayors and elected officials from small Colorado mountain towns including Silverton, micro-business owners, economic development stakeholders, aspiring and current entrepreneurs, business students, and many others.

SUMMIT AGENDA

(Draft-Subject to change)

Thursday, October 23rd, 2008

4:00pm-5:15pm

Pre-Conference Micro-business Tour: Mountain Boy Sledworks, Venture Snowboards, NA Graphics, Klinke and Lew

5:30-7pm

Mountain Town Micro-Business Networking Dinner, The Brown Bear Café

7:00-9:00pm Thursday evening, Keynote Address and Q&A, Opening Reception

Dessert and Beverage Catering by The Pickle Barrel Restaurant:

Ogden, Utah Mayor Matthew Godfrey

“Economic Strategies and Solutions in Tourism-driven Mountain Towns”

Recently re-elected Mayor Godfrey of Ogden, Utah has lead an impressive economic redevelopment this tourism and ski industry-driven mountain town. Mayor Godfrey has displayed impressive leadership ability as he has led the city to a place where businesses are seeking Ogden, bringing jobs and prosperity. The positive economic momentum in Ogden is now greater than it has been in many years.

Friday, October 24th, 2008

8:00am-9:00am: Continental Breakfast:, Silverton Town Hall

8:30-9am: Welcome, Participant Introductions and Event Overview

9am-10:30am Mountain Town Mayors Panel and Audience Participation Discussion

Mayors of Ogden, Crested Butte, Silverton, Leadville, Paonia.

These mayors will tell us about successful micro-businesses in their communities, why they are there and what they are doing to keep them. We will also discuss why some companies have moved away, and what challenges communities have faced in developing micro-business. We

will ask what they would do about economic conditions if they could turn back the clock, and what strategies have been successful to attract and retain jobs, better wages, and micro-business. Audience questions submitted as well.

10:30am-12:00pm Mountain Micro-Business Panel and Audience-Participation

Discussion

Chaco Inc. of Paonia; Moots of Steamboat Springs; Mountain Boy Sledworks of Silverton; Osprey Packs of Cortez; Center for Snow and Avalanche Studies of Silverton, Autumn Teneyl of Pagosa Springs, Venture Snowboards of Silverton)

These impressive mountain and foothill companies will share their stories of committing to small Colorado towns, growing their operations, and addressing the challenges they face in small communities. The panel will be presented with a series of engaging pre-crafted questions. We hope to absorb ideas and strategies for stimulating more micro-business growth and development, more start-up activity, and to learn what we can do to support them and keep them in our midst for the long term in a highly competitive marketplace.

12:00pm-1:00pm Lunch (catered on site by Elevated Fine Foods, Silverton, CO)

1:00-1:30pm: A Regional Success Story: Mercury Payment Systems – from micro-enterprise to mountain town employer and hallowed status as the #1 company in Colorado to work for! Marc Katz, CEO will speak on building a company away from urban and suburban centers, recruiting high quality employees, clearing the hurdles of high cost of living, and becoming an economic force.

1:30pm-2:30pm: The Mountain Town Employee (Address and Panel & Audience Participation Discussion): Elyse Salazar-Silverton Town Administrator; Kim White-Silverton School Superintendent; Chaco of Paonia; Osprey of Cortez; San Miguel Power Association, Moots of Steamboat Springs)

What are the characteristics of the mountain town employee, especially the educated and skilled ones? We know that if they wanted to work 70 hour weeks and make bucketloads of \$\$, they would not choose mountain communities, where the cost of living is high and the wages tend to be lower. What are the characteristics of the employees who stay? What can we learn from them? How do we recruit and keep them?

2:30pm-3:30pm Tea, Coffee and Snack (Catered by Steam and Steel Café)

2:30pm-4:00pm Rolling out Real Benefits to Mountain Town Business

Region 9 EDD Enterprise Zone and Enhanced Rural Enterprise Zone Benefits, Colorado Office of Economic Development and International Trade, USDA Rural Development, Colorado Housing and Finance Authority-Commercial Division, Colorado Small Business Development Centers, Colorado Rural Development Council