

VISIT DENVER Board Retreat Devil's Thumb Ranch | Aug. 22 - 23, 2024

Detailed Agenda

Sessions 1 & 2: Visioning Workshop for Denver Tourism Roadmap **9:00 am – 12:35 pm**
High Lonesome Barn

Paul Ouimet, MMGY NextFactor
Cassandra McAuley, MMGY NextFactor

Visioning Workshop for Denver Tourism Roadmap: VISIT DENVER is in the process of developing an updated Denver Tourism Roadmap, a multi-year strategic plan that will help increase overnight visitors, grow visitor spending, and continue to keep Denver's tourism industry strong all year long.

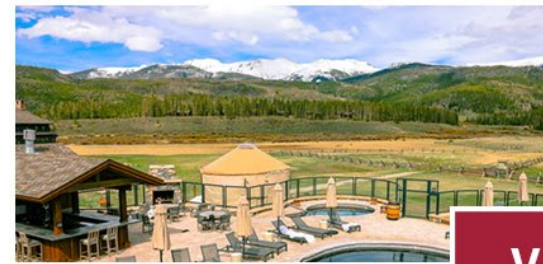
The Visioning Workshop is the culmination of months of stakeholder engagement and multi-faceted research by the consulting team and is your opportunity to share your thoughts on Denver's long-term vision and strategic direction.

The purpose of this session is to review and provide feedback on the core elements of the updated Denver Tourism Roadmap:

- Long-term vision for the destination
- Goals and specific initiatives required to achieve the vision.

The workshop will begin with a brief update on the overall project, followed by a summary of the key takeaways from the research and community engagement completed throughout the previous months. This will lead into a group discussion on the proposed long-term vision for Denver to seek your feedback and insights.

After a short break, we will begin interactive table discussions to review and refine the strategic goals and related initiatives. You will be given time to discuss each strategic goal and its proposed initiatives to explore what resonates and identify relevant opportunities to consider. Each table will share key points of feedback with the broader group for each goal. These results will be gathered at the end of the workshop for the consulting team and VISIT DENVER to



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review and consolidate as the development of the Tourism Roadmap continues to move forward.

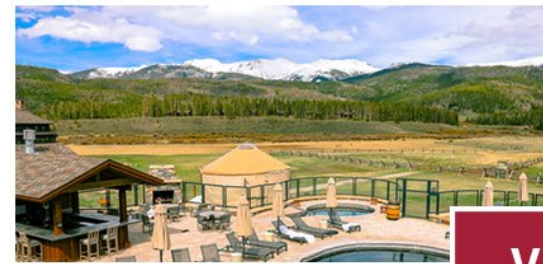
Paul Ouimet, MMGY NextFactor: Paul is the Founder and Strategic Advisor of NEXTFactor Enterprises Inc., which he established in 2015. Since 2019, it has been part of MMGY Global's group of companies operating as MMGY NextFactor. Prior to that, Paul was one of three founding partners of InterVISTAS Consulting Inc., and for 20 years, he played a major role in building it into a multinational company with offices in the U.S., Canada, and Europe, working in over 75 countries.

Paul has been leading strategic planning projects for over 25 years. He has successfully delivered master plans for airports, ports and destinations around the world. He has also completed organization reviews and developed start-up plans and business plans for new ventures. Since forming NextFactor, Paul has completed and/or recently worked on over 60 destination master plans in the US and Canada (including active projects currently underway in Dallas, Denver, Minneapolis and Orlando). He led the project team which developed the original Tourism Road Map for Denver in 2016 as well as several other strategic planning projects for Visit Denver.

Over the past 10 years, Paul has led the team that developed and delivered DestinationNEXT, an important Destinations International initiative informing the future of destinations and DMOs. DestinationNEXT was ranked by Skift Magazine as one of the top 10 most important developments in the global tourism industry in 2015. To date, the team has conducted over 400 destination assessments around the world.

Cassandra McAuley, MMGY NextFactor: With over a decade of experience in the tourism industry, Cassandra is an enthusiastic advocate for the visitor and experience economies and the people who contribute to them. As Managing Director of MMGY NextFactor, Cassandra and her team work with destination organizations to build aligned, sustainable and prosperous communities through the transformative power of travel.

With a master's degree in organizational change and leadership, Cassandra possesses a deep understanding of the intricacies of driving positive change within organizations. She also earned



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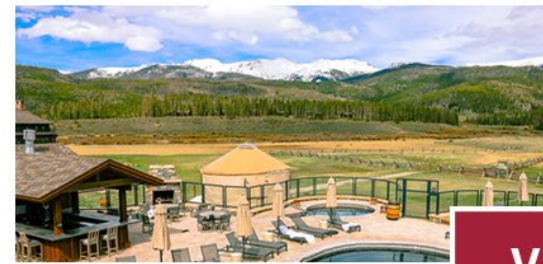
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a professional certificate in sustainable tourism destination management, demonstrating her commitment to fostering responsible tourism practices.

Cassandra's dedication to our industry is further exemplified by her role as an instructor in the Certified Destination Management Executive (CDME) program, which prepares senior executives to advance their careers and helps industry leaders thrive in a constantly changing environment. Cassandra is actively involved in various boards and committees, contributing her insights and expertise to further the industry's goals and initiatives.

Before joining MMGY NextFactor, Cassandra served as the Vice President of Communications & Stakeholder Engagement with Tourism Calgary, Canada's fourth largest city, where she played a key role in shaping the organization's strategic communication, engagement and destination planning efforts.

Cassandra's journey in the tourism industry is characterized by a commitment to excellence, a passion for sustainable practices, and a desire to create meaningful and lasting impacts on the communities she serves.



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**Session 3: 2024 Resident Sentiment
Survey Results**

**1:30 pm – 2:00 pm
High Lonesome Barn**

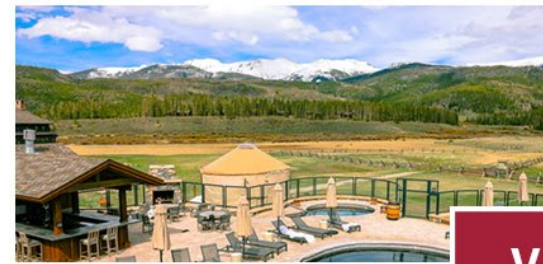
Sean Maher, RRC Associates

2024 Residents Survey Results: In the Spring of 2024, RRC Associates conducted a Resident Sentiment Survey for VISIT DENVER, where we captured residents' sentiments towards tourism and related topics such as perceptions and visitation of downtown Denver and Denver attractions and events. Sean will share the results and strategic insights from data collected.

Sean Maher, RRC Associates: Sean is the CEO of RRC Associates where he oversees all client relations, project management and strategic planning for the firm. RRC is a market research firm working nationwide in the sectors of tourism, recreation, community planning and public lands management.

Prior to joining RRC, Sean spent 11 years as CEO of the Downtown Boulder Partnership (DBP) where he oversaw marketing, operations, events and recruitment for the 49 square block downtown district. Before joining DBP, Sean headed up private and public economic development efforts in Boulder as head of the Boulder Economic Council (BEC) and ran the Small Business Development Center.

Prior to the BEC, Sean started and owned multiple Ben & Jerry's stores in Boulder and Denver and owned outdoor retail stores in Taos, New Mexico. He holds an MBA from the University of Colorado.



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Session 4: Unlocking the Strategic Potential of AI

**2:00 pm – 3:30 pm
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Mitch Mitchem, HIVE Interactive

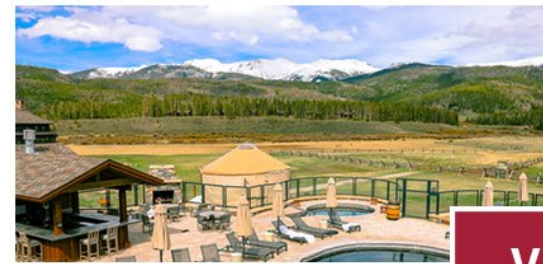
Unlocking the Strategic Potential of AI: This is an exclusive presentation led by Mitch Mitchem, an authority on AI and human skill development, known for his dynamic, entertaining, and impactful speaking style. A former tech CEO, Mitch has packed your session with meticulously crafted content to discuss AI tools while addressing the ethical, practical, and strategic considerations for their implementation in your business. He will also discuss how his team at HIVE implements these tools daily while harnessing the human element, which is at the heart of all they do.

During this interactive executive session, you will:

- **Strategic Integration:** Discover if, when, and how to incorporate AI into your business strategy to optimize operations and fuel sustainable growth.
- **Practical Application:** Through Mitch's many demo samples, you will gain valuable experience with cutting-edge AI tools that can be immediately leveraged to enhance and elevate decision-making processes, marketing initiatives, and more.
- **Innovative Outlook:** Explore pioneering AI applications designed to keep your business at the forefront of innovation and maintain a competitive edge in the market. Mitch will also reveal some of the newest innovations coming from the AI world.

Mitch Mitchem, HIVE Interactive: Mitch Mitchem, the dynamic CEO of HIVE Interactive, is a multifaceted visionary at the intersection of AI and human potential. With a unique background spanning entertainment, tech entrepreneurship, and organizational development, Mitch has become a global authority on integrating AI with human-centric strategies. His journey includes building and selling a successful tech startup, and pioneering innovative learning and development programs that leverage cutting-edge AI tools.

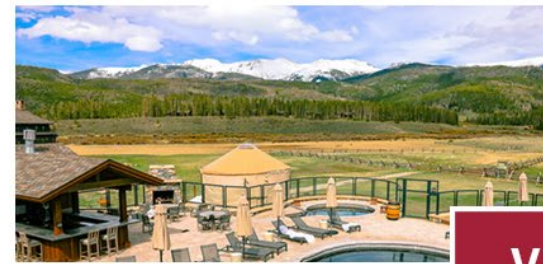
As a captivating keynote speaker who has delivered over 2,700 presentations across 10 countries, Mitch combines his entertainment prowess with deep tech insights to create



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unforgettable, interactive, high-energy learning experiences. His talks are renowned for their perfect blend of humor, practical knowledge, and actionable strategies, making complex AI concepts accessible and exciting for diverse audiences. Whether he is demonstrating live AI tools or sharing case studies from various industries, Mitch's presentations are always engaging, informative, and tailored to drive real-world results, leaving attendees energized and equipped to thrive in the AI-enhanced future of work.



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Session 5: Workforce Development

**3:45 pm – 4:30 pm
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**Jack Finlaw, University of Colorado Foundation & Workforce Development
Liaison**

**Justin Bresler, VISIT DENVER
MC Genova, VISIT DENVER**

Workforce Development: Building on the work at previous Board Meeting & Retreats, the session will highlight VISIT DENVER's role as an industry promoter, and the research conducted by consulting partners, which influenced the development of a marketing campaign and outreach program.

The goal of the marketing campaign is to elevate the reputation of working in tourism & hospitality and to encourage young people to consider a career in the industry.

Current plans include the launch of an integrated advertising campaign, a robust website and a strong outreach program to middle and high school students.

The session will include a presentation of the advertising campaign which includes digital, audio, social, and out-of-home placements, and a review of the outreach plan.