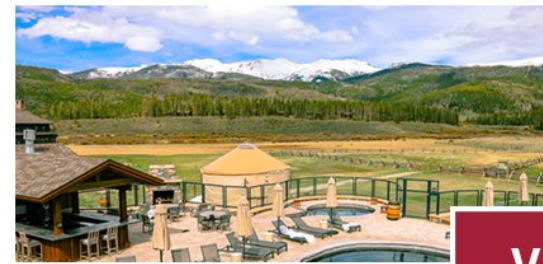


VISIT DENVER Board Retreat
Devil's Thumb Ranch | Aug. 24 - 25, 2023

Thursday - August 24, 2023

Morning Session

7:30 am – 8:45 am	Breakfast		High Lonesome Barn
8:45 am - 9:15 am	Welcome & Ice breaker	Greg Feasel	High Lonesome Barn
9:15 am – 10:15 am	2023 Futures Study	Greg Oates <i>MMGY NextFactor</i>	High Lonesome Barn
10:15 am – 11:30 am	VISIT DENVER Branding	Justin Bresler <i>VISIT DENVER</i> Andrea Stone & Amanda Cook <i>BrandJuice</i> J.J. Ament <i>Denver Metro Chamber of Commerce</i> Kourtny Garrett <i>Downtown Denver Partnership</i>	High Lonesome Barn
11:30 am – 11:45 am	Break		High Lonesome Barn
11:45 pm – 12:30 pm	2022 Residents Survey Summary Review & 2023 Leisure & Convention Intercept Perception Study	Sean Maher <i>RRC Associates</i>	High Lonesome Barn
12:30 pm – 1:30 pm	Lunch		Axel's Pavilion



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Afternoon Session

1:30 pm – 3:00 pm	Workforce: Social Impact Strategy & Communication Plan	<p>Todd Munson <i>Chair, Roadmap & Strategic Issues Committee</i></p> <p>Kelly Pierson & Emily Lapham <i>Prosono</i></p> <p>Lauren Hutchison <i>The Tarrance Group</i></p> <p>Matt Keeney, Steve John, Tom Comber, Blake Thelen, Tom Hägglöf & Ainsley Weliver <i>AOR</i></p>	High Lonesome Barn
3:00 pm – 3:15 pm	Break		High Lonesome Barn
3:15 pm – 4:30 pm	How to Use Generative AI for Strategic Planning	<p>Greg Oates <i>MMGY NextFactor</i></p>	High Lonesome Barn
4:30 pm – 5:30 pm	Free Time		
5:30 pm	Reception		The Ranch House Deck
6:30 pm	Dinner		The Ranch House