



240 South Broadway, Suite 201, Denver, Colorado 80209 P 303.282.0625, F 303.282.0658  
info@downtowncoloradoinc.org / www.downtowncoloradoinc.org

**Friday, July 9, 2010—*Downtown Institute: Destination Downtown!***  
Roper Music Hall, 136 N. 5th Street (2nd Floor), Grand Junction

7:30-8am Registration

8:00-8:15am Welcome, Mayor Teresa Coons

8:15-8:35am *Main Street 101: Promotions*, Katherine Correll, DCI

8:35-10:00am *Reinventing Your Downtown, One Business at a Time*, Jon Schallert, **The Schallert Group**. Jon Schallert has been working with small business owners for over 25 years, teaching them how to become Destination Businesses, and in the process, changing the cities and downtowns where they are located. Schallert will show how Business Reinvention is the next step in the evolution of downtown business owners, especially during this recovering economy. Schallert will use real examples of businesses nationwide that are proactively changing themselves, reinventing entire parts of their business, and creating major success stories. Attendees will not only hear inspiring stories but they will also be able to take back the lessons and apply them to their own communities and businesses.

10-11:00am *Website Design Software*. Michael Delillo, **Vivitech**. Learn how to utilize content management tools and software to easily update your own website to promote your downtown events and happenings.

11:00-11:15am Coffee break *Sponsored by Centro, Inc.*

11:15-12:30pm *Beyond Facebook and Twitter: What's Next in Social Media?* Jamie Licko, **Centro, Inc.** This session will explore emerging social networking tools that organizations can engage in using. Beyond Facebook and Twitter, the session will explore more visual tools including YouTube and Flickr and will also introduce new location-based marketing and media tools such as FourSquare that are emerging with the growing use of iPhones and mobile phones with GPS. We'll hit on new considerations for organizations, including creating mobile web sites and creating your own iPhone applications. The session will teach organizations how to use these tools, how to grow and maintain audiences, and how to measure success.

12:30-1:45pm Lunch

1:45-2:35pm *Leverage Downtown's History to Promote Downtown's Present*, Angela Hollingsworth and Marty Priest, **Lake City DIRT**. Learn how to promote your historic district as an asset to build on rather than as a restriction. This session will look at how Lake City DIRT created a campaign to promote August as Lake City History Month, developed and packaged the *Buying History Guide*, and partners with historic society and other groups to maximize resources.



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**2:35-3:35pm**    **Successful *Downtown Promotion During Exceptional Circumstances*. Heidi Ham, Grand Junction Downtown Partnership, and Kathy Dirks, Grand Junction Downtown Partnership.** Session will highlight specific examples of successful promotion and information campaigns to internal and external customers during shifting economic times, construction projects and other challenges.

**3:35-3:50pm**                    **Networking break**

**3:50-5:05pm**                    **Downtown Grand Junction Walking Tour, Heidi Ham, Grand Junction Downtown Partnership.** Take a walking tour of historic downtown Grand Junction!