

# Innovation at the Intersection of Food and Real Estate

Thursday, August 17, 11 am - 6 pm McNichols Civic Center Building, 144 W Colfax Ave, Denver Presented By:



The Colorado Health Foundation"



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# Agenda:

11 – 11:30 am: Pre-registration at McNichols Civic Center Building Pick up name tags and lunch vouchers.

11am – 12:15 pm: Lunch at Civic Center Eats (food trucks), Civic Center Park Please join us for a group lunch! Private seating area available in front of the McNichols Civic Center Building

12:30 – 12:35 pm: Program Opens at McNichols, Welcome from ULI Colorado

# 12:35 – 1:05 pm: General Session: Cultivating Development

Location: Third Floor Meeting Room

Speaker: Ed McMahon, Senior Resident Fellow, Charles E. Fraser Chair for Sustainable Development and Environmental Policy

# 1:15 - 2:15 pm: Breakout Sessions 1

## Locally Sourced Food Plans and Agritourism

Location: First Floor Meeting Room

Speakers:

Terry Freeman (moderator), Founder, Navigator, Two Forks Collective Martha Sullins, Front Range Regional Specialist, Food Systems and Business Management, Colorado State University Extension **Jeff Moline**, Agricultural Resource Manager, Boulder County Abel Montoya, Director, Long Range Planning, Adams County Aja Tibbs, Long Range Planner, Community Development, City of Brighton

# Cooking Up Something Good in Retail!

Location: Second Floor Meeting Room

Speakers:

James McCandless (moderator), Director,

Strategic Partnerships, 505 Design

Kelly Greene, President, Urban Legend, Legend Partners Kyle Zeppelin, President, Zeppelin Places

Paul Tamburello, Owner/Broker, Generator Real Estate

# Creating an Ecosystem for Food Entrepreneurs

Location: Third Floor Meeting Room

Speakers:

Clif Harald (moderator), Executive Director, Boulder Economic Council, Boulder Chamber

Susan Graf, Vice President,

Regional Development Manager, New Resource Bank **Ben Fenton**, Vice President, Boulder Food Group

Ricardo Rocha, CEO, Goodness Groceries

Sara Rodriguez, CFO and Venture Funding Lead, Uncharted

### 2:30 – 3:30 pm: Breakout Sessions 2

## Food as an Anchor for Mixed-Use Development

Location: First Floor Meeting Room

Speakers:

Alan Lewis (moderator), Director of Special Projects, Natural Grocers Scott Menefee, Senior Development Director, Holland Partner Group Thomas Spahr, Owner, Blue Bird Real Estate Group Chair, Nourish Community Market

Mike Fogarty, Founder & CEO, Choice Market;

Senior Category Manager, Danone



#### Food Halls: Hall of Fame or Hall of Mirrors?

Location: Second Floor Meeting Room

Speakers:

Justin Croft (moderator), Project Manager, Zeppelin Places

Mark Shaker, President, Flightline Ventures

Justin Riley, Co-founder & CEO, Rayback Collective Eric Shafran, Founder/Principal, SII, LLC; Portfolio Integration Manager,

National Western Center, City and County of Denver

**Justin Anderson**, Director of Hospitality Development, Zeppelin Places

# **Urban Agriculture and Development:**

How to Make it Work and Work for Your Community

Location: Third Floor Meeting Room

Speakers:

Quint Redmond (moderator), Owner, Agriburbia LLC

Clem Rinehart, Owner/Broker, TreeHouse Brokerage and Development

David Kahn, Principal, SUN Studio Eric Kornacki, Founder, Re:Vision

Matt Shawaker, Associate Principal, RNL Design

# 3:45 - 4:45 pm: Breakout Sessions 3

# Food Finance: Developing Replicable Financing Models

Location: Second Floor Meeting Room

Speakers:

Blake Angelo (moderator), Manager of Food System Development, Office of Economic Development, City and County of Denver

Ed Briscoe, President, Impact Charitable

Wade Shelton, Project Manager, Trust for Public Land

**Erin Lyng**, Associate, Progressive Urban Management Associates

Cassie Wright, Development Director, Urban Ventures Anne Misak, Loan Officer, Colorado Enterprise Fund

#### No One Eats Alone: A Conversation with Michael S. Carolan

Location: First Floor Meeting Room

Speaker: Michael S. Carolan, Professor of Sociology,

Colorado State University

# 5 – 6 pm: General Session: Chef's Table and Community Happy Hour!

Location: Third Floor Meeting Room

Speakers:

**Brian Coppom** (moderator), Executive Director,

Boulder County Farmers Market

Denise Mickelsen, Food Editor, 5280 Magazine

Paul Reilly, Executive Chef/Proprietor, Beast+Bottle, Coperta

Katie Lazor, Executive Director, EatDenver

Wendy Peters Moschetti, Director of Food Systems, LiveWell Colorado

**Alan Lewis**, Director of Special Projects, Natural Grocers

6 - 6:30 pm: Closing and Networking Reception

General
Session #1
Cultivating
Development



Location and Time: Third Floor, 12:35 - 1:05pm

Join the Urban Land Institute for an overview of trends and opportunities at the intersection of food and real estate

Speaker: **Ed McMahon**, Senior Resident Fellow, Charles E. Fraser Chair for Sustainable Development and Environmental Policy



**Ed McMahon** holds the Charles E. Fraser Chair on Sustainable Development and Environmental Policy at the Urban Land Institute (ULI) in Washington, D.C.

He is nationally known as an inspiring and thoughtprovoking speaker and a leading authority on topics such as the links between health and the built environment, sustainable development, land conservation, smart growth, and historic preservation.

To read the full **Cultivating Development** report, visit:

http://uli.org/wp-content/uploads/ULI-Documents/ Cultivating-Development-Trends-and-Opportunities-at-the-Intersection-of-Food-and-Real-Estate.pdf



Location and Time: First Floor, 1:15 - 2:15pm

**Locally Sourced Food Plans and Agritourism** 

Adams County & the City of Brighton are collaborating to preserve prime agricultural lands, foster entrepreneurship, leverage the food heritage for economic development, and shape a regional food draw. Learn about their new District Plan to promote agritourism and farmland preservation.

**Core topics**: Creating county-wide initiatives, agritourism, placemaking and economic growth for rural communities, public and private development partnerships.

# Speakers:

Terry Freeman (moderator), Co-Founder, Navigator, Two Forks Collective Martha Sullins, Front Range Regional Specialist, Food Systems and Business Management, Colorado State University Extension Jeff Moline, Agricultural Resource Manager, Boulder County Abel Montoya, Director of Regional Affairs, Adams County Aja Tibbs, Long Range Planner, Community Development, City of Brighton



**Terry Freeman's** experience includes more than 14 years in finance and leadership. As she continuously seeks new models for understanding how we experience "place," Terry is at her best when navigating uncharted territory to demonstrate impact within communities.



**Martha Sullins'** areas of emphasis in applied research and outreach include small agri-businesses, agritourism, local foods, farm transition, food safety and risk management. She teaches small business management classes targeted at beginning farmers and ranchers, and develops tools for ag and food producers.



**Jeff Moline** has worked for open space agencies in Boulder County for 24 years. For the last year, he managed Boulder County's Agricultural Resources Division which oversees 120 leases covering 25,000 acres of public land. The conservation of agriculture in developing areas has been a theme in his career.



**Abel Montoya** has served in his role since 2009. Over the past 16 years, Abel has led multi-disciplinary teams to implement of economic and community development projects. Prior to his work with Adams County, Abel worked for the City and County of Denver in both the Office of Economic Development and Housing and Neighborhood Development Services.



**Aja Tibbs** holds a B.A. in Environmental Design degree from the CU Boulder with an emphasis in Planning. She has over five years of experience as a current planner processing all types of land use and development applications.



Location and Time: Second Floor, 1:15 - 2:15pm

# Cooking Up Something Good in Retail!

These developers and entrepreneurs are curating great retail through food, but they bring more than local restaurants... they bring neighborhood solutions.

Core topics: curating retail, placemaking, public-private partnerships

#### Speakers:

James McCandless (moderator), Director, Strategic Partnerships, 505 Design Kelly Greene, President, Urban Legend, Legend Partners Kyle Zeppelin, President, Zeppelin Places Paul Tamburello, President, Generator Real Estate



James McCandless recently joined 505 Design as the Director of Strategic Partnerships. James works with their partnership to direct strategic growth initiatives. In the past, James has advised and directed national specialty retailers in the creation of strategic plans, expansion programs, and site selection. He is a co-author of *The Vibrant Streets Toolkit*, which can be used to make incremental, measured improvements in their commercial districts to attract shops and restaurants.



**Kelly Greene** has represented many premier retail project listings and tenants in Denver Metro. His expertise in leasing restaurant and urban specialty retail has lead him to negotiate over 185 restaurant transactions with some of Denver's most prominent chains and operators. Kelly will discuss restaurant leasing at Belleview Station.



**Kyle Zeppelin** is President of Zeppelin Places, a recognized developer of innovative mixed-use projects in the urban core of Denver. Among Kyle's signature projects is The Source, a new generation urban market completed in 2013. Set in a 25,000 sf 1880s former iron foundry, it includes some of the most region's most accomplished artisan culinary groups and is among the highest-producing retail in the city. Kyle will discuss The Source Hotel and Zeppelin Station.



Paul Tamburello's name has become synonymous with thoughtful design and transformative, value-driven development throughout Denver. Paul's placemaking values are in line with his investment philosophy— to hold long term, strive for continual improvement of tenant mix, and keep tabs not only on financial performance of tenants but also on community involvement and benefit. Paul will discuss his work in Highlands, at the GrowHaus, and beyond.



Location and Time: Third Floor, 1:15 - 2:15pm

Creating an Ecosystem for Food Entrepreneurs

Boulder is known for craft beer and bicycles, but among foodies, it is also the place where new companies challenge the old guard. Up-and-coming food companies have moved to Boulder to access the city's deep bench of food executives, a food retail environment that prizes innovation, and investment capital.

**Core topics:** food startups, business re-location, the food economy

#### Speakers:

**Clif Harald**, (moderator) Executive Director, Boulder Economic Council, Boulder Chamber of Commerce

Susan Graf, Vice President, Regional Development Manager,

New Resource Bank;

Ben Fenton, Vice President, Boulder Food Group;

Ricardo Rocha, CEO, Goodness Groceries

Sara Rodriguez, CFO and Venture Funding Lead, Uncharted



Clif Harald has over 15 years of economic development leadership experience in Boulder County and Metro Denver. He has held management positions in private industry and founded his own management consulting practice focusing on economic and community development.



**Susan Graf**, a longtime Boulderite has held operations management and human resource positions in a number of area CPG companies. She also served as CEO of the Boulder Chamber of Commerce for eight years, helping to create the Innovation Center of the Rockies and Naturally Boulder.



Previously **Ben Fenton** worked at The Yucaipa Companies, a private equity and venture capital firm founded by Ron Burkle focused on middle market companies and growth capital. In addition, Ben spent five years working in New York for the hedge funds Hutchin Hill Capital and Oak Hill Advisors.



**Ricardo Rocha** is the CEO of Goodness Groceries| Bondadosa (GGB). Ricardo is connected and invested in community efforts regarding health & health care, immigration, energy & environment, education, economic development, and the aging population.



**Sara Rodriguez** joined the Uncharted team in November 2014. As the CFO, Sara makes sure the team has all they need to make management decisions. She also leads Uncharted's Capital Partner network with 500+, investors, foundations, funds and family offices, and manages our loan program.



Location and Time: First Floor, 2:30 - 3:30pm

Food as an Anchor for Mixed-Use Development and Creating Communities Is food the key to making mixed use and density work? How can we bring everyday food choices into traditional for-profit development to activate our urban neighborhoods and yield positive returns? This all-star panel discusses how they make their grocery and food-oriented retail work at very different scales.

Core Topics: food retail, balancing costs, emplyment, access, lifestyle trends

# Speakers:

Alan Lewis (moderator), Director, Special Projects, Natural Grocers Scott Menefee, Senior Development Director, Holland Partner Group Thomas Spahr, Owner, The Blue Bird Real Estate Group; Chair, Nourish Community Market

Mike Fogarty, Founder & CEO, Choice Market; Senior Category Manager, Danone



Alan Lewis directs Government Affairs and Food & Agriculture Policy for Natural Grocers, which operates over 100 stores. He also oversees organic integrity, certification and compliance for the chain and supports new vendor incubation/development. He is active in several national trade organizations and is a member of the Boulder County, Food and Agriculture Policy Council. He is the executive editor of and contributor to Local Food Shift Magazine.



Scott Menefee serves as ownership point of contact for development projects, and manges mixed use; residential, office, retail, and hotel project from conception to completion. He provides oversight for multiple projects regarding all aspects of project management and consulting daily with associates. Scott also supports due diligence and conceptual design phases, helps evaluate the property and its development potential, identify areas

of risk, assists with market evaluation and analysis of demographics. Scott will discuss Belleview Station and the Union Station Whole Foods.



When **Thomas Spahr** isn't orchestrating community food co-ops or hanging out with his totally radical 4-year-old son, Zephyr, he is applying his community and regional development education to the benefit of his real estate clients. Thomas is a seer, he can interpret the signs of neighborhood design, migratory trends, infrastructure patterns, and see into the future of an area! Well, he's not really psychic, but his experience and education give him special insights

into communities that few have. Thomas will discuss his work with Nourish Community Market.



Mike Fogarty is the Founder and CEO of Choice Market located at 18th and Broadway in downtown Denver. Choice, slated to open in September 2017, is a 24 hour market concept that combines quick service and user friendly technology with a healthy and practical product selection. In addition to Choice, Mike is a Senior Category Manager at DanoneWave, one of the world's largest manufacturers of natural and organic products



Location and Time: Second Floor, 2:30 - 3:30pm

## Food Halls: Hall of Fame or Hall of Mirrors?

Food truck gatherings like Boulder's new Rayback Collective have joined shipping container pop-up shops like LoHi's Avanti to created instant, low-risk people places that challenge conventional development. These out-of-the-box approaches to enliven public spaces and create an instant community around food and dining. But are they a sustainable business model?

Core topics: food halls, placemaking, unconventional retail

#### Speakers:

Justin Croft (moderator), VP-Development, Zeppelin Places
Mark Shaker, President, Flightline Ventures, Stanley Marketplace
Justin Riley, Co-founder & CEO, Rayback Collective
Eric Shafran, Founder/Principal at SII LLC, Portfolio Integration
Manager, National Western Center
Justin Anderson, Director of Hospitality Development, Zeppelin Places



**Justin Croft** oversees leasing, project management and hospitality for Zeppelin. He led the charge on development of The Source market hall and is doing so for the next phase of the project, The Source Hotel. He'll discuss Zeppelin Station, a multicultural food hall and creative workplace.



Mark Shaker is the lead developer of the Stanley Marketplace, overseeing the transformation of the aviation facility into a food and retail community hub. Mark has been developing organizations and leading teams for 15 years. His last project was a five-million-dollar fundraising campaign to build a freestanding maternal health hospital in rural Niger.



**Justin Riley** came to Boulder in 2014 with a vision for the Rayback Collective and pursued it with zeal bordering on obsession. He took what he learned in 5 years years in management at a telecommunications company and, combined with undisciplined imagination, started Boulder's only food truck park.



**Eric Shafran** is currently serving as the Portfolio Integration Manager for Denver on the redevelopment of the National Western Center focusing on the creation of a year-round food hall. Prior to founding SII, Eric specialized in major league sports and cultural construction projects.



**Justin Anderson** elevates operations and the functionality of Zeppelin's current and future projects, while bringing in high-profile groups and curating nationally renowned tenants. Justin will discuss food hall success in Chicago and Zeppelin's efforts in Denver.



Location and Time: Third Floor, 2:30 - 3:30pm

### **Urban Agriculture and Development:** How to Make it Work for Your Community

Community-supported agriculture can help create sustainable local food systems. Even the densest cities can support urban agricultural zones at different scales. Learn how developers are integrating urban ag to build food education and community while providing better access to healthy foods across Colorado communities.

Core topics: Urban agriculture, food equity, economy, finance, farm program and technology

## Speakers:

Quint Redmond (moderator), CEO, Agriburbia LLC

Clem Rinehart, Owner/ Broker, TreeHouse Brokerage and Development

David Kahn. Principal. SUN Studio Eric Kornacki, Founder, Re:Vision

Matt Shawaker, Associate Principal, RNL Design



Quint Redmond focuses on resilient agricultural lifestyle communities. Agriburbia launched in 2003 to help address a shortage of farmers and farmland across the nation. They provide services covering capital investment & land acquisition, land planning, farm design & engineering, ag-specific architectural design, technological advising, and feasibility studies.



In his 13 years in the market, **Clem Rinehart** has seen a dramatic transformation. He is a highly experienced real estate broker and co-founded TreeHouse Brokerage and Development in 2012. Clem will discuss the urban ag component of S\*Park - Artful Living (condominiums) at 26th and Lawrence in Curtis Park.



**David Kahn** is a principal at SUN Studio, which specializes in sustainable urban neighborhood planning and design. David is nationally recognized for incorporating the design of sustainable systems into urban environments. David will discuss the Silo Neighborhood in Lafayette, Colorado, a 480-home mixed-use project integrating net-zero energy and urban agriculture.



**Eric Kornacki** co-founded Re:Vision in 2007. Re:Vision works to build a community-owned food system that increases access to healthy food while creating economic opportunity. Eric will discuss urban agriculture and a new food co-op in Westwood.



Matt Shawaker's experience as a design consultant and developer gives him an understanding of the interconnectedness of great landscape architecture and urban design in the development process. With this unique perspective, Matt is able to create more thoughtfully integrated design solutions RNL's clients. He'll discuss the ag-themed Adams Crossing master-planned community.



Location and Time: Second Floor, 3:45 - 4:45pm

Food Finance: Developing Replicable Financing Models
TIF, Tax Credits, PRI, Bonds, and other new tools help connect food and real
estate. This session will explore replicable financing models to help create
complete healthy-food communities.

Core topics: Finance tools

Speakers:

Blake Angelo (moderator), Manager of Food Systems
Development, Denver Office of Economic Development
Ed Briscoe, President, Impact Charitable
Wade Shelton, Project Manager, Trust for Public Land
Erin Lyng, Associate, Progressive Urban Management Associates
Cassie Wright, Development Director, Urban Ventures
Anne Misak, Loan Officer, Colorado Enterprise Fund



**Blake Angelo** is Denver's first Manager of Food Systems Development. He is responsible for supporting food-related business development efforts across the city with a focus in supporting a balanced approach to healthy food access, mid-skills food job creation, and the expansion of local food businesses in target neighborhoods.



**Ed Briscoe** is a director and the corporation's President. His experience in the organization and management of charitable organizations includes serving on the Board of Directors of Rocky Mountain MicroFinance Institute, and as an "Unreasonable Angel" with the Unreasonable Institute in Boulder.



**Wade Shelton** has over 15 years of experience working in land conservation and environmental restoration. At the Trust for Public Land, he manages and completes a diverse range of land conservation projects across Colorado in a variety of landscapes.



**Erin Lyng** manages P.U.M.A.'s role as the outreach and technical assistance provider for the Colorado Fresh Food Financing Fund (CO4F), a statewide program that funds healthy food retail in underserved communities. Erin has a background in marketing, public relations, and digital media strategy.



**Cassie Wright** works on all aspects of real estate development: from land acquisition to project construction. She tests the financial feasibility of projects, actively participates in the site planning and design processes, and develops marketing and sales related materials.



**Anne Misak** develops, manages, and promotes CEF's healthy food financing program for small businesses in Colorado's food system, especially in low-income communities lacking convenient access to healthy, fresh food.

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Location and Time: First Floor, 3:45 - 4:45pm

No One Eats Alone: A Conversation with Michael S. Carolan
A sociology professor who writes about food as a social enterprise and the
human connection of "foodscapes," Carolan contends that real change only
happens when we start acting like citizens first and consumers second. No One
Eats Alone is a book about becoming better food citizens. This session explores
how to get past the initial conversations of food access and food justice and talk

Speaker: Michael S. Carolan, Professor of Sociology, Colorado State University



about the "how."

Michael Carolan is Professor of Sociology and Associate Dean for Research and Graduate Affairs for the College of Liberal Arts at Colorado State University. He is the author of more than a dozen books, which include *The Real Cost of Cheap Food, The Sociology of Food and Agriculture, Reclaiming Food Security*; and *Cheaponomics: The High Cost of Low Prices*. Dr. Carolan is also coeditor for the *Journal of Rural Studies* and has published more than 150 peer-reviewed articles and chapters.

Copies of Michael's book, **No One Eats Alone**, are available for purchase at a discounted rate on the third floor - Limited supply available!



Location and Time: Third Floor, 5 - 6pm

Chef's Table & Community Happy Hour!

This melting pot of local restaurateurs, chefs, community food activists, and food-inspired developers share their lessons learned, aspirations, and discuss what's next. **Bars open to attendees**.

Speakers: **Brian Coppom**, (moderator) Executive Director,

**Boulder County Farmers Market** 

Denise Mickelsen, Food Editor, 5280 Magazine Paul Reilly, Executive Chef, Proprietor, Beast + Bottle

Katie Lazor. Executive Director. EatDenver

Wendy Peters Moschetti, Director of Food Systems, LiveWell Colorado

Alan Lewis, Director of Special Projects, Natural Grocers



In 2015 **Brian Coppom** was named CEO of the year by ColoradoBiz, the first leader of a non-proft to be recognized as such. His background is in telecommunications and technology, but his passion lies in supporting small farmers and transforming the food scene.



As food editor, **Denise Mickelsen** oversees all food-related coverage at *5280*. Denise holds a culinary arts degree and has worked in acclaimed Manhattan restaurants. She has worked in many food publications, including *Saveur*, *Martha Stewart Living*, and *Fine Cooking*.



Opening in 2013, beast + bottle has earned many accolades, inclusions on "best restaurant" lists and nods to its beverage program. **Paul Reilly** and his partner Aileen recently opened Coperta, a restaurant celebrating the traditions of Italy, in Denver's Uptown neighborhood.



At EatDenver, **Katie Lazor** works to support and strengthen Denver's independent restaurant community through collaboration. Previously, she worked as the Marketing Manager of Boulder County Farmers Markets and in marketing at 5280 magazine.



Wendy Peters Moschetti leads the development and implementation of LiveWell Colorado's strategies related to food systems, food access and food promotion. She has worked on a variety of projects to leverage our food systems to improve equitable access to healthy foods.



**Alan Lewis** directs Government Affairs and Food & Agriculture Policy for Natural Grocers, which operates over 100 stores. He is active in several national trade organizations and is a member of the Boulder County, Food and Agriculture Policy Council. He is the executive editor of and contributor to Local Food Shift Magazine.



Please join us for a continuation of the happy hour and network with your fellow conference participants!

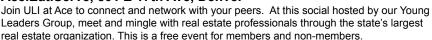
Beer has generously been provided by Blue Moon Brewery and Ratio Beerworks



# **Upcoming ULI Events**

# August Social in Uptown

Thursday, August 24, 5 - 7pm Ace.Eat.Serve, 501 E 17th Ave, Denver





# Our Water; Our Future

Thursday, September 7, 3 - 7 pm STEAM on the Platte, 1401 Zuni St., Denver

It's no secret that our fragile water resources can't support Colorado's projected population growth unless we grow differently. Come learn from the leaders how best practices for urban and suburban development can conserve, protect water quality, mitigate flood risk, and create urban waterfront environments. Some of the forum highlights will include: Overview of national and regional policies; Urban drainage and stormwater conservation; Denver Water's new \$196 million headquarters; Waterfront development in Colorado; Multifamily tap fees; Sterling Ranch Master Planned Community; Water and recreation; A networking reception at the new STEAM on the Platte!

# WLI Boardroom After Dark with Sarah Rockwell and Mary Sullivan

Thursday, September 13, 6 - 8 pm Osteria Marco, 1453 Larimer St., Denver

ULI Colorado is pleased to announce Boardroom After Dark! These intimate gatherings bring a small group of ULI members together with some of Colorado's most dynamic real estate leaders. Conversations will explore how they are changing public engagement, raising capital, and creatively adapting existing spaces. Career paths will be another topic of discussion. Our first Boardroom After Dark program features a conversation between **Mary Sullivan**, one of the most successful woman commercial real estate brokers in Denver's history, formerly with HFF, and **Sarah Rockwell** of Kaplan Kirsch Rockwell, who represents some of Denver's biggest TOD projects.

To learn more about our upcoming events, please visit colorado.uli.org/events/