



# CityRise PROJECT PROPEL



## **ABOUT THE PROGRAM**

The Downtown Denver Partnership's CityRise Project Propel is a fast-paced, deep dive program that offers emerging city builders necessary and strategic skills needed to help shape the future of Downtown Denver. With two cohorts taking place each year, this competitive program offers real professional experience in navigating the triumphs and pitfalls of important urban projects that are designed to better our center city for the benefit of all. Get a leg up on personal and professional development, own your career, lead with grace, and become the next generation of Center City Leaders with this immersive experience for urban visionaries.

Program Fee of \$895 (members) or \$1075 (non-members) Includes:

- Three half-day sessions with thought leaders who will take a deep dive on a specific area of City Building and offer opportunities for group discussions on related topics.
- Suggested reading to prepare for each session.
- Leadership development opportunities, and relationship building.
- Opportunity to apply newly learned skills in the Leadership In Action Project (LAP).
- Opportunity to work with future cohorts on LAP.

## **COMMON COHORT THEME**

Each cohort will have its own unique theme that is a critical element of city building and directly ties to the curriculum. Participants may apply to take part in multiple cohorts.

Cohort 1 Theme: Mobility (*Spring 2021*)

Cohort 2 Theme: Housing & Development (*Fall 2021*)

Cohort 3 Theme: Sustainability (*Spring 2022*)

Cohort 4 Theme: TBD

## **LEADERSHIP IN ACTION PROJECT**

The Leadership in Action Project (LAP) will span across multiple cohorts. The first LAP will run from May 2021- October 2022. The LAP is a high level, annual focus project that all Project Propel cohorts work on from different city-building perspective. The first LAP will focus on homelessness and the first cohort will focus on how mobility relates.

## **ABOUT THE PARTICIPANTS**

This program targets mid-senior level managers who have a passion for change and are interested in collaborative & inclusive leadership. Each cohort will consist of 15-20 participants.



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## ABOUT THE APPLICATION

Application Deadline- Cohort 3: Friday, January 28, 2022

Application Requirements:

- Completion of the Program Application
- Current resume
- Letter of Recommendation\* (Up to 300 words)
- Essay Question (Up to 300 words)
  - What is your civic dream for the City of Denver?

*\*Letters of recommendation do not need to be written by a current employer, but they should be written by an individual who can authentically attest to the applicant's interest in city building and personal leadership development. Letters of Recommendation should be limited to no more than 300 words.*

Only up to 20 individuals will be selected to participate in the program. Individuals from diverse backgrounds are *strongly encouraged* to apply. Scholarships are available and the opportunity to apply for these scholarships is embedded in the application.

Notification of acceptance into the program or addition to the wait list will be emailed to applicants on February 10, 2022.

The program fee must be paid by the date of the first session, March 9, 2022.

## REFUND POLICY

Admittance into Project Propel is not transferable, with the exception of program sponsors. Participants who are unable to complete the program cannot be replaced by another individual by their employer. Refunds will be made according to the following schedule:

Cancellation Date	Refund Amount
Between acceptance and Session #1	Full Payment
Between Session #1 and Session #2	50%
After Session #2	No Refunds



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## 2022 PROGRAM ACTIVITIES

Participation in all program elements is always strongly encouraged to support the class members as they see to expand their network and build relationships in the class and the community as well as to contribute to the overall experience.

## PROGRAM SCHEDULE

Each general session will take place from 12:00pm to 4:30pm.  
Lunch will be from 12:00-12:30pm.

Date	Time	Description
Thursday, February 24, 2022	5:00 – 6:30PM	Welcome Reception
Wednesday, March 9, 2022	12:00 – 12:30PM 12:30 – 4:30PM	Lunch Provided Session # 1
Wednesday, March 16, 2022	12:00 – 12:30PM 12:30 – 4:40PM	Lunch Provided Session #2
Wednesday, March 23, 2022	12:00 – 12:30PM 12:30 – 4:30PM	Lunch Provided Session #3
Wednesday, March 30, 2022	TBD	LAP Working Session
Thursday, April 7, 2022	5:00 – 6:30PM	Closing Reception

Participants will have the opportunity to work with Cohort 1 (Spring 2021), Cohort 2 (Fall 2021) & Cohort 4 in Fall 2022. Dates and times TBD.



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## SPONSORSHIP OPPORTUNITIES

### **Title Sponsor - \$7,500**

*One Opportunity Available*

- Guaranteed spot in each cohort, for a total of two (2) guaranteed seats.
- Opportunity to make brief remarks at (1) meeting in each of the two cohorts
- Opportunity to host a fireside chat for each of the two cohorts
  - To be planned with DDP staff in collaboration with sponsor.
- Opportunity host Closing Happy Hour
- Registration List.
- 1<sup>st</sup> place priority recognition (company logo) on Project Propel printed signage
- 1<sup>st</sup> place priority recognition (company logo) on Project Propel electronic signage
- 1<sup>st</sup> place priority on Project Propel digital assets, including:
  - Downtown Denver Partnership's CityRise Website (including company link).
- 1<sup>st</sup> place priority recognition (company logo) on Project Propel printed materials including:
  - Marketing materials promoting the Program.
  - Agendas at each of the 6 sessions (3 per cohort).
- 1<sup>st</sup> place priority on branded slide at the start of each session
- 1<sup>st</sup> place priority on all electronic communication promoting CityRise, including:
  - Program Announcement

### **Cohort Sponsor - \$2,500**

*Four Opportunities Available*

- One (1) guaranteed spot in the selected cohort
- 2<sup>nd</sup> place priority recognition (company logo) on Cohort Programming electronic signage
- 2<sup>nd</sup> place priority on Cohort digital assets, including:
  - Program agendas
- 2<sup>nd</sup> place priority on all electronic communication promoting Project Propel, including:
  - Program Announcement