

Bridging the Digital Divide for Impactful Business Growth



**ANNUAL
CONFERENCE**
2025 BRECKENRIDGE



COLORADO
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Who are we?

Ken Demlow - HR Green

Jessi Burg - Outgrow Your Garage

David Olscamp - Delta Innovation Workspace



Business Development
for Trades & Services

What is the Digital Divide

Access to internet and modern technology

Access to knowledge

Most of all: ability to participate (or not) in the broader economy

Infrastructure

Step 1: Define Your Goals



Offense
or
Defense

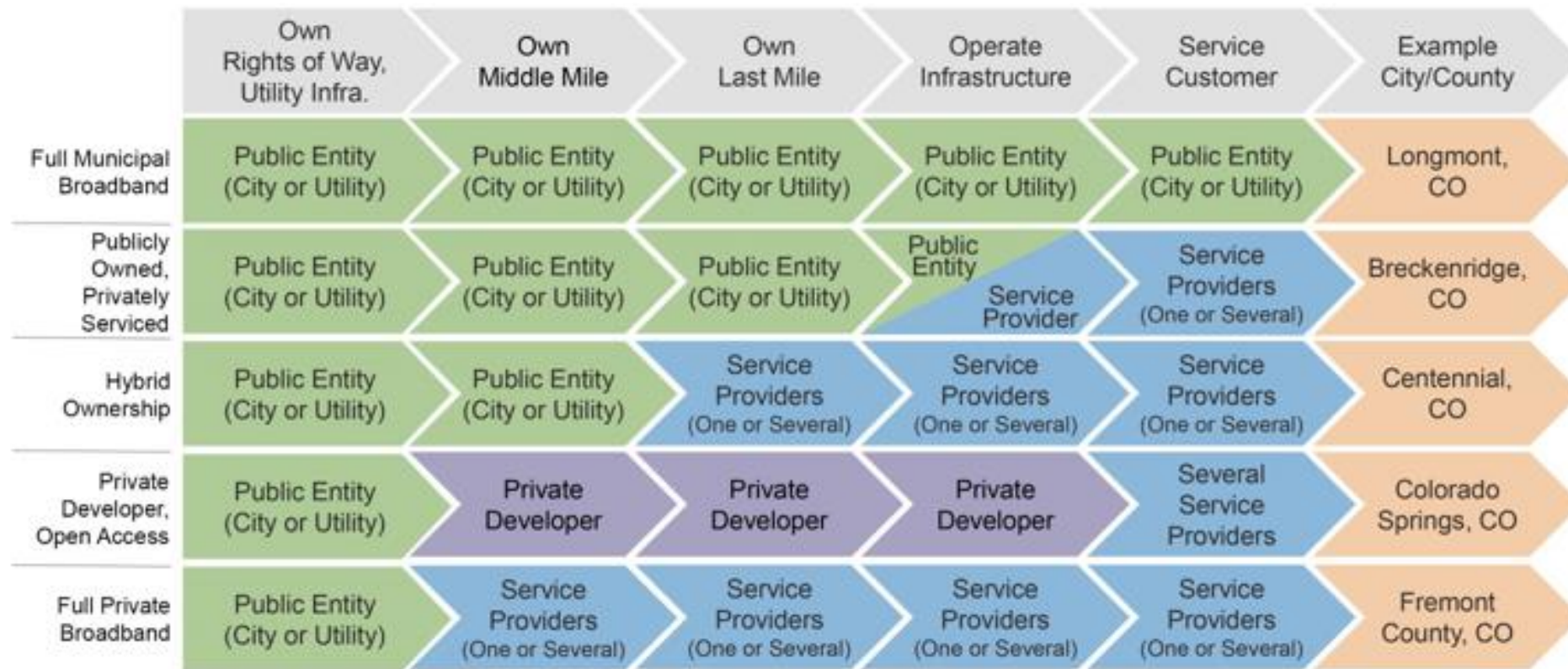
Step 1: Define Your Goals

Attracting ISPs	Managing ROW
Municipal Use Connectivity	Citizen/ Business Broadband

These are
not
mutually
exclusive

Step 2: Choose Your Model

Choose the model with the best alignment



Step 3: Take Action (That Aligns)

You have tools:

- It is your ROW
- Policy
- “Broadband Currency”
- A longer return cycle
- CIP
- Municipal connectivity needs
- Relationships and communications

Step 4: Sequencing

Make sure your sequence is right

Collaboration begins with the...

...enables

...and drives

TECH BASE

- Networks (Fiber/Broadband)
- Sensors
- Connected Devices



APPLICATIONS

- Security
- Healthcare
- Mobility
- Energy
- Water
- Waste
- Economic Development + Housing
- Engagement + Community

PUBLIC BENEFITS

- Health
- Time + Convenience
- Safety
- Cost of Living
- Jobs
- Social Connectedness + Civic Participation
- Environmental Quality

Broadband for Growth

Two Key Questions:

- How are you recruiting new people and businesses to your community?
- How are you supporting existing community members and businesses?

Demographic Needs

- Low Income
- Older generations
- Rural Populations
- Business Owners
- Workers/Workforce Training
- ESL and non-English speakers
- Collective groups (apartments, office buildings etc.)
- Who else?



Creating Access

What kind of access do you need to support?

- Access to physical components
- Access to technical assistance
- Access to financial assistance
- Access to software/ongoing support

Education: How People Learn

All Programs are not created equal

- Live/Recorded webinar
- Online course
- Technical Walkthroughs

**Virtual information ALWAYS needs to be
paired with human support**

Business Specific Needs

- Starting a business versus growing a business
- Navigating a changing technical landscape
- All businesses are tech businesses
- Bureaucratic complications
- Education that works for their schedule
- Financial planning
 - Subscription models and junk fees

Remember:

**Your problems
aren't special -
they're just yours**





So ask for help!

What now?

- Make the technology accessible
 - Coworking spaces
 - Tech-focused makerspaces
 - Collaboration with library



Choosing tech

Ask your local business community what they need

Hardware

High-speed computers



Podcast Equipment

3D Printers



Choosing tech

Ask your local business community what they need

Software



ChatGPT

Artificial Intelligence



Adobe Creative Cloud

Editing



Design

**PLASTICITY
MODELAGEM 3D**

Choosing tech

Things to remember . . .

- Learning curve
- Goal - reducing barriers (price, education, etc.)

Launch your own space

Best practices

- Listen to community wants/needs
- Strategic pricing structure
- Events bring the people in
- Wide appeal - artists, hobbyists, entrepreneurs, philanthropists, inventors etc.

Launch your own space

Collaboration opportunities

- Local SBDC office
- Local Libraries
- Creative Coalitions & Art Centers
- Start-up Colorado
- Local Community College
- Local Experts

Delta Library Innovation Workspace

- Grand Opening: October 2024
- 70+ members
- Hosted over 100 events
- Served over 100 businesses



Key Takeaways

- 1) Thoughtfully bring the internet to your community
- 2) Help your existing people get access in ways that work for them
- 3) Support your community in learning effective ways to use new technologies
- 4) Use your support systems to attract new opportunities
- 5) Enjoy your thriving community!



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THANK YOU!

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