

WHO SHOULD HOST THE 2022 SUMMIT OF THE AMERICAS?

# Top 11 Reasons 'The Elevation Effect' of Denver is the Answer







Metro Denver invites leaders from the countries of North, South, and Central America and the Caribbean to experience the 2022 Summit of the Americas at elevation. The Summit takes place once every three years and is the only meeting of all leaders from the countries of North, South, and Central America and the Caribbean. This will be the first time the United States has hosted the Summit since the inaugural meeting in Miami in 1994.

Thanks to our cross-sector Organizing Committee and industry strengths that align beautifully with Summit themes, Metro Denver is leading the pack to host this event in 2022. We are poised to welcome the more than 10,000 visitors including Heads of State (with POTUS), foreign ministers, and other public and private leaders from the Americas for both the Summit of the Americas and associated forums.

**These guests to Metro Denver will experience what we proudly call The Elevation Effect:**

## 1. In Metro Denver, we're always pursuing new heights

Maybe it's our 300 days of sunshine, our culture of conquering mountain heights, or the fact that our number of startups per capita rivals our number of 14,000-foot peaks. When you're inspired and recharged, it's easier to be your best self. Here at Elevation, we're big believers in this truth. That's why when we're not chasing our best selves on the trail, we're launching cool new companies, creating upskilling apprenticeships, and bringing home a stellar number of advanced degrees. So maybe that's why this place is a hotbed of innovation, advanced manufacturing, and growth-stage entrepreneurship, and we boast the second most educated population in the country. Come see the Denver everyone has been raving about!

## 2. We're the Biennial OG

Fun fact: Denver is home to the only Biennial of the Americas formal hub nonprofit in the U.S. We've recognized the importance of sharing ideas, art, and culture and we strive to provide a platform for people from the Western Hemisphere to examine major issues impacting life in the Americas. We 100% "get" this important work; no "bringing us up to speed" required!

## 3. Central Location

Its location on the 105th meridian at the midpoint between Tokyo and Frankfurt makes Denver a strategic choice for conducting international business. And, our location in the middle of the country makes a flight to either coast, or north and south, into a commute rather than a painful journey. (Or, if you're a satellite, that's one bounce.) As the world's third busiest airport, our list of international destinations from DEN continues to grow with the addition of [Roatan, Honduras becoming the 14th country with nonstop service to Denver](#).

## 4. Less Dog Eat Dog, more Dog on a Hike

In Colorado, we work together. Competing CEOs can be seen having coffee together, brainstorming the next big thing for the industry or mentoring one another to success. Our public and nonprofit leaders convene regularly to ensure our residents and guests receive carefully curated and meaningful programs and services. And because of our collaboration, Colorado is one of the most competitive markets in the world.

## 5. Take the A Train . . . or a Pedicab

Whether you arrive by plane, train, bus, or automobile, it's easier than ever to get around Metro Denver. DEN is widely recognized as one of the best and easiest-to-navigate airports in the country, followed up with multiple options for ground transportation once you land. Choose from award-winning transit from Regional Transportation District (RTD); taxis; rideshares; commercial shuttles; rental cars; charter buses; and the University of Colorado A Line rail that transports passengers directly to Denver Union Station in the heart of downtown. Once you're there, take advantage of Denver's many public transportation options, including the RTD bus and light rail system and the free MallRide on Denver's pedestrian 16th Street Mall, to get wherever you need to go. You'll also find plenty of private operators offering all sorts of transportation options, from buses and coaches to pedicabs plus an extensive network of walking and bicycle trails. Horse-drawn carriages and Segways co-exist nicely here, too. We've got all mobility options covered.

## 6. We Speak the Language

Colorado now has 11 Hispanic-Serving Institutions (HSI), with the University of Colorado Denver and its Anschutz Medical Campus being the first research university to attain that U.S. Department of Education designation. BTW, Denver County residents are 32% Hispanic and its immediate neighbor to the northeast, Adams County, has similar demographics.

## 7. Gridiron & Geography

If orange happens to be your favorite color on a sports jersey (as it is for all of us), the National Football League just announced that the Denver Broncos have been awarded an International Home Market Area (IHMA) in Mexico.



So there you have it, eleven (because really, ten is so everybody-else cliché) reasons why Metro Denver is the obvious and elevated choice as the host for the 2022 Summit of the Americas.

## 8. Tantalize Those Tastebuds

With numerous food and beverage awards to its name (including a few from the uber-prestigious James Beard Foundation), Denver has quickly become a dining destination for foodies. You'll find plenty of fine dining options at nationally ranked and recognized eateries, along with international cuisine from around the globe and local favorites like green chile at restaurants and diners across the Mile High City. Check out the newly launched, women-owned, Guatemalan-inspired, bilingual Convivio Café or La Diabla Pozole y Mezcal restaurant, a top-rated Mexican restaurant. Denver is a haven for beer lovers, with more breweries than any other U.S. city and the second-highest number of breweries per capita; our Raices Brewing Company is the de facto hub of Latin American culture, food, and beer in the heart of town.

## 9. We're Vaxxed

In Denver, nearly 80% of our population is fully-vaccinated, one of the highest rates among comparably-sized cities.

## 10. Many Colors and Cultures

Since its Wild West beginnings, Metro Denver has attracted a variety of cultures and created a rich tapestry. We celebrate our diverse cultural heritage all year long: from the annual Denver March PowWow to the nation's largest Cinco de Mayo celebration, Denver is a city of multiple colors and cultures. The Colorado Gay Rodeo and Denver PrideFest are celebrations of inclusiveness and acceptance; the historically rich African American Five Points neighborhood is home to the Black American West Museum and the Five Points Jazz Festival; the Museo de las Americas in the Art District on Santa Fe showcases the work of the world's top contemporary artists from Latin America.

## 11. Oh, and we have All That Other Stuff too

Metro Denver's venues regularly handle large events with catering, audio-visual, VIP perimeter security, on-site maintenance, management, medical, cell phone coverage for large groups, and high-speed internet access. We have incredible hotel options and a fixed-base operator for private aircraft as well as parking for dozens of them.