



# CITY AND COUNTY OF DENVER

PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock  
Mayor

To: Michael B. Hancock  
From: Romaine Pacheco, Director  
Date: August 15, 2022

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**BOARD:** Denver Convention Center Hotel Authority

POC: Bill Mosher

**BACKGROUND:**

Members – 7  
Terms – 3 Years  
Confirmation – Yes

The Authority was created for the purpose of owning, acquiring, constructing, equipping, operating and financing a Convention Center headquarters hotel in order to fulfill public and municipal purposes on behalf of the City and its residents and lessen the burden of government on the City.

**RECOMMENDATION:**

Traci Lounsbury, Denver (F)(C) for a term expiring December 31, 2023 and occasioned by the resignation of Amy Diaz, appointed.

**ACTION NEEDED:**

 Appoint Lounsbury

Please provide additional candidates to consider.



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## BAC-8326

### Contact Information

<b>Contact Name</b>	Traci Lounsbury	<b>Home Address</b>	1115 W 37th Ave
<b>Preferred Phone</b>	3038815587	<b>Home City</b>	Denver
<b>Preferred Email</b>	tlounsbury@workplaceelements.com	<b>Home State</b>	CO
<b>Other Phone</b>		<b>Home Zip</b>	80211
<b>Other Email</b>		<b>County</b>	Denver
<b>DOB</b>	[REDACTED]	<b>Hispanic or Latino origin or Descent?</b>	No
<b>SSN</b>	[REDACTED]	<b>Race/Ethnicity</b>	Caucasian
<b>Gender</b>	Female	<b>Other Ethnicity</b>	
<b>Other Gender</b>		<b>Salutation</b>	Ms.

### Board Information

<b>Board Name</b>	Denver Convention Center Hotel Authority	<b>Other boards or commissions served</b>	
<b>Status</b>	New	<b>Resigned</b>	
<b>Term Start Date</b>			
<b>Term End Date</b>			

### Work Information

<b>Employer</b>	Elements	<b>Work Address</b>	2501 Blake St.
<b>Position</b>	CEO	<b>Work City</b>	Denver
<b>Business Phone #</b>	303-881-5587	<b>Work State</b>	CO
<b>Work Email</b>	tlounsbury@workplaceelements.com	<b>Work Zip</b>	80205

### Additional Information

<b>Are you a registered voter?</b>	Yes	<b>Objection to appointment?</b>	No
<b>If so, what county?</b>	Denver	<b>Special Information</b>	
<b>Denver City Council District No</b>	1		

### Education and General Qualifications

<b>Name of High School</b>	Arvada	<b>Name of Graduate School</b>	University of Colorado at Denver
<b>Location of High School</b>	Arvada, CO	<b>Location of Graduate School</b>	Denver
<b># of Years Attended High school</b>	3	<b># of Years Attended Graduate School</b>	4
<b>Did you Graduate</b>	Yes	<b>Did you Graduate</b>	Yes

High School

Graduate Major MBA - Finance

**Name of College** Colorado State University  
**Location of College** Ft. Collins Colorado  
**# of Years Attended College** 4  
**Did you Graduate College** Yes  
**Undergrad Major** BA-Marketing

**Reference Details**

**Reference Name #1** Bill Mosher **Reference Email #1** bmosher@trammellcrow.com  
**Reference Phone #1** 303-589-6137 **Reference Address #1**

**Reference Name #2** Tami Door **Reference Email #2** tami@qfactorsolutions.com  
**Reference Phone #2** 303-548-9965 **Reference Address #2**

**Reference Name #3** Kourtny Garrett **Reference Email #3** kgarrett@downlowndenver.com  
**Reference Phone #3** 469-471-4059 **Reference Address #3**

**Agree to a background check** ✓

**Owner** Romaine Pacheco

**Created By** Denver Integration, 8/13/2022 5:07 PM  
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**Notes & Attachments**

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**Last Modified** Denver Integration  
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## **Traci Lounsbury**

**CEO/Board of directors and majority Owner of Workplace ELEMENTS**

Traci Lounsbury is a born leader with more than two decades at the helm of four successful commercial interiors businesses. As CEO of ELEMENTS, she has grown the company into one of the largest woman-owned businesses in Colorado over two decades. Most recently Traci navigated a M/A opportunity and merged ELEMENTS two largest competitors, OfficeScapes and Floorz, in the furniture business and floorcovering business into ELEMENTS. The combined organization now has approximately 300 employees and \$200 million in annual revenue.

From the beginning, Traci recognizing that the workforce is forever changing, and with it, the expectations for the work environment. Traci structured ELEMENTS' business model and services to provide completely integrated solutions to address every aspect of the work environment. From walls and flooring to technology, environmental graphic design, art and furnishings, ELEMENTS brings together everything businesses need to create customized and flexible work environments at every scale. Products that elevate the experience and culture of the workplace. Solutions that turn the office into a powerful tool for attraction, retention and engagement. Customized design that inspires and empowers people. All expertly orchestrated from concept through move-in and beyond.

In support of that model, Traci created a first-of-its-kind 33,743-square-foot showroom on the edge of Denver's River North (RiNo) neighborhood. The ELEMENTS Discovery Center, which opened in 2016, is the largest, most comprehensive showroom of its kind in the United States. In 2019, Traci further expanded ELEMENTS' capabilities with the purchase of a 14,600-square-foot adaptive reuse building adjacent to the ELEMENTS offices. Together, these properties create a nearly two-acre parcel on the cusp of the highly sought-after Lower Downtown and RiNo districts.

During COVID, with a passion for helping businesses navigate the changing workforce, she partnered to write and produce a playbook called [Hello Hybrid. Ready or Not, Here it Comes](#), and has facilitated customized workshops to help organization reenter the workplace successfully.

As a result of Traci's forward-thinking approach, ELEMENTS has become a recognized leader in next-generation commercial interiors, completing major projects for clients including Charles Schwab, First Western Trust Bank, Optiv, Johns Manville, Google, Home Advisor, Pop Sockets, and Vertafore.

Outside of ELEMENTS, Traci is a champion for women entrepreneurs. She is a board member of the Downtown Denver Partnership, and the council chair of The Commons on Champa's Women on the Rise program, which supports Denver's continued economic vitality by providing mentorship, counsel and support to the next generation of female entrepreneurs. She is also the recipient of the 2017 Denver Business Journal's Outstanding



**Women in Business, the 2015 EY Entrepreneur of the Year award for the Mountain Desert Region as well as the national Enterprising Woman of the Year award. Most recently she was awarded at a Titan 100 CEOs and one of the Top 25 Most Powerful Women in Denver by the Colorado Women's Chamber of Commerce. She has an MBA in Finance from the University of Colorado at Denver and a bachelor's degree in Marketing from Colorado State University.**

***Business address:***

**2501 Blake St.  
Denver, CO 80205**

***Home address:***

**1115 W. 37<sup>th</sup> Ave.  
Denver, CO 80211**