



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

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

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

Board Information

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

Work Information

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

Additional Information

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

Education and General Qualifications

Name of High School	Arvada	Name of Graduate School	University of Colorado at Denver
Location of High School	Arvada, CO	Location of Graduate School	Denver
# of Years Attended High school	3	# of Years Attended Graduate School	4
Did you Graduate	Yes	Did you Graduate	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 Kourtney Garrett Reference Email #3 kgarrett@downlowndenver.com

Reference Phone #3 469-471-4059 Reference Address #3

Agree to a background check ☒

Owner Romaine Pacheco

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Notes & Attachments

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Type Attachment

Last Modified Denver Integration

Description

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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. 37th Ave.
Denver, CO 80211