

CEO Outreach Update

06/09/2025



Outreach Goals

- Last year, the Board prioritized the extension of the enhanced Premium Tax Credits (ePTC) for the CEO
- Relationship Management with stakeholders, community groups, other exchanges, and policymakers at all levels of government
- Increase the coverage of the exchange through earned media and events and in urban and rural communities

enhanced Premium Tax Credit (ePTC)

- Traveled to DC in March and May to educate the Colorado Congressional delegation and to strategize with other exchange directors on the reconciliation bill currently moving through Congress
- Leading an upcoming press conference later this week before the exchanges meet in Philadelphia next week for more strategic work. We have participated in creating resources that are being distributed to larger stakeholder groups nationwide.

Relationship Management

- Traveled to Fort Collins to meet with brokers, assisters, and was invited for two tours on the Colorado State University campus
- Meetings with other nonprofit leaders on their plans with the pending federal and state cuts for better coordination and planning
- Sponsorship for the Colorado Municipal League and Metro Mayors Caucus to focus on municipal leaders as an overall strategy

Statewide community outreach

- Worked with Club 20 on a virtual town hall before their organization flew to DC for congressional delegation visits
- Attended Colorado Counties Incorporated summer meeting in Summit County to inform county commissioners about the impacts of recent federal legislation and lay out the effects on our customers. Sponsored a dinner to interact with other attendees of the conference, including legislators, tribal council members, and others
- Sponsored the Colorado Black Health Collaborative's 2025 resource directory, celebrated at an event in Five Points with media coverage. We are also working with the group to plan a conference with the University of Denver as a follow-up
- Next year's budget request also includes a partnership with the National Western Stock Show for 2026 (about 658,000 attendees, 90% from CO)