

THE ECOSYSTEM ARCHITECT

Stop Building Moats, Start Building Bridges

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External Challenges

Big Picture

- Consumer Confidence
- Inflation 2.4% but...
- Uncertainty: tariffs etc.



<https://www.conference-board.org/topics/consumer-confidence/>

Lease Rates*

The Triple Net Squeeze

- Old Town \$28 sq/yr
- Midtown \$35-\$40 sq/yr
- Harmony Crdr \$35 sq/yr

2.9%

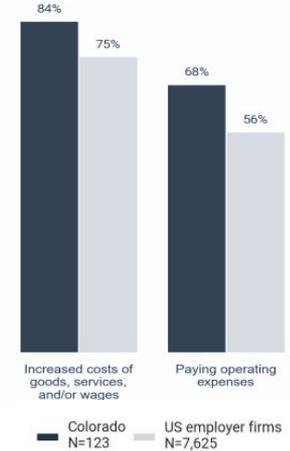
Retail Vacancy

* High side

<https://www.crex.com/>

Financial Impact

Small Business Credit Survey (SBCS)



<https://www.fedsmallbusiness.org/reports/survey/2025/2025-small-business-data-chartbooks>

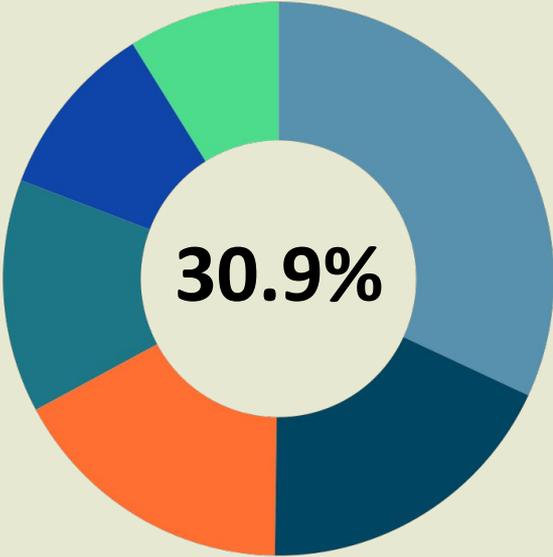
“If you want to go fast, go alone. If you want to go far, go together.”

-African Proverb

Community Needs

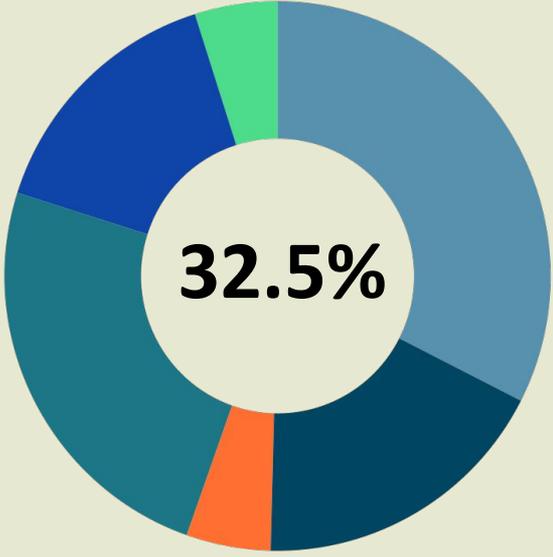
BIGGEST TARGETED SUPPORT WISH

- Joint Marketing/Events
- Templates/SOPS
- Skill-sharing/Training
- Shared Service
- Other
- Vol/Staff Support

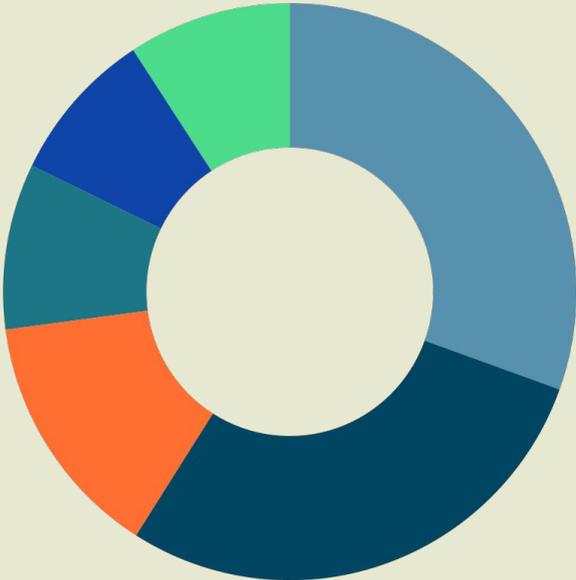


BIGGEST WISH TO FIND AT FIFC

- New Collab
- Templates/Tools
- New Contractor
- Clearer Strategy
- Mentor
- Other*



Biggest Operational Challenges



- Marketing/Viz
- Funding/Revenue
- Burnout/Cap
- Admin Load
- Tech/Systems
- Other*

30.5%

MARKETING/VISIBILITY

28.5%

FUNDING/REVENUE

“The purpose of a business is to create and keep a customer.”

-Theodore Levitt, *The Marketing Imagination*

Collaboration Potential

Marketing/Viz

Potential shared costs

- Social Media
- Traditional Media
- Contact lists

8% Average MKT
Spend/Rev

- Cut ad spend by 25% if
half is with a partner

<https://www.sba.gov/blog/how-get-most-your-marketing-budget>

Funding/Rev

Potential shared costs

- Physical Space
- Equipment

\$28 sq/ft

Lease Rates

\$25/hr

Commissary Kitchens

<https://www.thekitchendoor.com/kitchen-rental/super-okay-commissary-kitchen>

Ghost Asset Audit

Let's identify YOUR Ghost Assets

Marketing & Audience

Email lists, social followers, ad budgets

Physical Space & Equipment

Office hours, studio time, shared tools

Expertise & Time

Billable skills traded for other services

What else?

Are there resources or assets we haven't mentioned?

Becoming the Architect



What does success look like?

What are the risks?

THE MOU FRAMEWORK

Memorandum of Understanding: A relationship agreement, not a legal contract

1

The Shared Vision (The “Why”)

The community impact or business goal

2

The Resource Swap (The “What”)

What “ghost assets” are being activated?

3

The Shared Metric (The “Win”)

Check-in cadence and decision-making process

4

Operations and Expenses

Who pays for what?

5

The “Clean Break” Clause

Let’s stop and still be friends

6

The “Ecosystem Architect” Rules

Don’t let details get in the way of a good idea

COLLABORATE. SUCCEED.

Thank you!

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<https://fortcollinsbusinessdigest.com/resources/fifc/>



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