

dotDENVER – Domain Names for Denver

Prepared by Alexander Schubert, dotDENVER, LLC in September 2019

Trust, Identity, Intuitive Visibility

dotDENVER, LLC will submit an application for the domain extension '.denver' at ICANN. Internet domain names like 'www.visit.denver', 'www.LoDo.denver' or 'www.10barrel.denver' will become available to relevant Denver based entities by 2022.

dotDENVER, LLC (Colorado, founded in September 2019) is designed to be a Denver stakeholder-group funded, owned & governed, public-benefit, non-profit effort to secure the domain extension '.denver'. The identity of all domain name owners will be authenticated by relevant business associations or our own authentication provider. '.denver' domains will serve as trust label for aiding the Internet user to more easily & intuitively identify websites of Denver based entities; thus creating trust, identity and intuitive visibility. '.denver' will make the city even more attractive for visitors, investment as well as people & businesses that wish to relocate to Denver.

The project requires US \$3 Million in total funding in order to foster endorsements and support from all relevant Denver constituencies (associations, city government, civil society, media), covering ICANN application-related expenses, management & overhead costs as well as the launch of the domain extension - the '.denver' registry.

Supervised and driven by associations & chambers businesses will be able to claim their exact match domain name for 3 to 5 years at no cost to create a "trend" in the business community.

All impacting business-related dictionary-term based '.denver' domain names (e.g. realestate.denver, tires.denver, books.denver) will be distributed in a meaningful way within the Denver business community, aiding to keep revenues in the city by supporting local business.

All city relevant domains (police, fire, water, dmv, tax, etc.) will go online at day one and point to the already existing content at the city website. These and other efforts will lead to a "jump start" of '.denver' and aid in the community-wide adoption of this new namespace.

'.denver' is designed to be a well-regulated and managed resource for the Denver community – a digital mirror image of the vibrant city we all love.

Alexander Schubert, Berlin, Germany

- Co-founder of the 2012-round new gTLD applicant for ".berlin" (example being www.schubert.berlin)
- Active participant at ICANN since 2004
- Project lead for ".airport": dotAIRPORT.com
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