



## Essentials of Economic Development

June 11, 2014

LeGrand Center-Shelby

### AGENDA

8:30-9:00 am **Registration**

9:00-9:15 am **Welcome, Introductions, and Course Overview**

*Jonathan Morgan, Ph.D., Associate Professor, School of Government*

#### **Local Greetings**

*Kristin Fletcher, Executive Vice President*

*Cleveland County Economic Development Partnership*

9:15-10:30 **Economic Development 101: Process, Strategies, and the Role of Local Government**

*Jonathan Morgan, Ph.D., Associate Professor, School of Government*

This session will introduce the basic approaches to economic development and highlight the role of local government in shaping and implementing strategy. Participants will examine the process of economic development and consider what mix of strategies might be best suited to achieve desired goals and outcomes in their communities. The role of local elected officials in the process of economic development will be discussed.

10:30-10:45 **BREAK**

10:45-12:00 **Building an Effective Economic Development Program**

*Jonathan Morgan, Ph.D., Associate Professor, School of Government*

In this session, course participants will learn about the core components of a high-performing economic development program. These include strategic planning, governance, organizational structure, funding, staffing, partnerships, client-driven focus, performance measurement, and evaluation. Participants will examine ways to maximize the return on the public investment in economic development.

12:00-1:00 **LUNCH**

1:00-2:30 pm **The North Carolina Economic Development Toolbox: Local Government Legal Authority and Options**

*Tyler Mulligan, Associate Professor, School of Government*

This session will cover the legal authority and requirements for local governments pursuing economic development in N.C., with emphasis on the legal issues associated with incentives offered by local governments in North Carolina. Participants will gain a basic working knowledge of the N.C. statutory authority, requirements, and tools for local government economic development efforts.

2:30-2:45 **BREAK**

2:45-3:45 pm **Case Studies in Development Finance**

*Michael Lemanski, Director, SOG Development Finance Initiative*

*Tyler Mulligan, Associate Professor, School of Government*

This session describes projects from the School of Government's Development Finance Initiative (DFI), which partners with local governments to attract private investment for projects such as building reuse, downtown revitalization, economic development, neighborhood redevelopment, and small business finance.

3:45-4:00 pm **Concluding Thoughts and Wrap-up**

*Jonathan Morgan, Associate Professor, School of Government*