## 52nd Basic Economic Development Course

**July 29–August 1, 2024**

### Agenda

*School of Government, Chapel Hill, NC – Room 2601*

**Monday, July 29**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:30 - 1:00 pm</td>
<td>Registration and box lunch available</td>
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<tr>
<td>1:00 - 1:30 pm</td>
<td>Welcome and Orientation</td>
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<td></td>
<td>Jonathan Morgan, Professor</td>
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<td>UNC School of Government</td>
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<td><strong>Greetings from NCEDA</strong></td>
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<td>TBD</td>
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<td>1:30 - 3:00 pm</td>
<td>Trends in Economic Development</td>
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<td>Barry Matherly, CEcD, President &amp; CEO</td>
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<td>Hickey Global</td>
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<td>3:00 - 3:15 pm</td>
<td>Break</td>
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<td>3:15 - 4:15 pm</td>
<td>Ethical Dilemmas in Economic Development (Part I)</td>
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<td>Crista M. Cuccaro, Assistant Professor</td>
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<td>UNC School of Government</td>
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<td>4:15 - 4:30 pm</td>
<td>Break</td>
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<tr>
<td>4:30 - 5:30 pm</td>
<td>Ethical Dilemmas in Economic Development (Part II)</td>
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<td>Crista M. Cuccaro, Assistant Professor</td>
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<td>UNC School of Government</td>
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<td>5:30 – 7:30 pm</td>
<td>Networking Reception</td>
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Tuesday, July 30

8:00 - 8:30 am  Breakfast

8:30 – 9:30 am  Strategic Planning for Economic Dev. (Part I)
Jonathan Morgan, Professor
UNC School of Government

9:30 – 9:45 am  Break

9:45 – 10:45 am  Strategic Planning for Economic Dev. (Part II)
Jonathan Morgan, Professor
UNC School of Government

10:45 - 11:00 am  Break

11:00 - 12:00 pm  Business Attraction: Marketing and Site Selection (Part I)
Vicki Horton, Managing Partner-Location Strategies
Evergreen Advisors

12:00 - 1:00 pm  Lunch

1:00 - 2:00 pm  Business Attraction: Marketing and Site Selection (Part II)
Vicki Horton, Managing Partner-Location Strategies
Evergreen Advisors

2:00 - 2:15 pm  Break

2:15 - 3:15 pm  Business Retention and Expansion (Part I)
Crystal Morphis, CEcD, Founder and CEO
Creative Economic Development Consulting

3:15 - 3:30 pm  Break

3:30 – 4:30 pm  Business Retention and Expansion (Part II)
Crystal Morphis, CEcD, Founder and CEO
Creative Economic Development Consulting
Wednesday, July 31

8:00 - 8:30 am  Breakfast

8:30 - 9:30 am  Financing Economic Development Projects (Part I)
Toby Rittner, DFCP President & CEO
Council of Development Finance Agencies (CDFA)

9:30 - 9:45 am  Break

9:45 - 10:45 am  Financing Economic Development Projects (Part II)
Toby Rittner, DFCP, President & CEO
Council of Development Finance Agencies (CDFA)

10:45 - 11:00 am  Break

11:00 - 12:00 pm  Real Estate Development and Reuse (Part I)
Emil Malizia, Research Professor
UNC Department of City and Regional Planning

12:00 - 1:00 pm  Lunch

1:00 - 2:00 pm  Real Estate Development and Reuse (Part II)
Emil Malizia, Research Professor
UNC Department of City and Regional Planning

2:00 - 2:15 pm  Break

2:15 - 3:15 pm  Community Development (Part I)
Tyler Mulligan, Professor
UNC School of Government

3:15 - 3:30 pm  Break

3:30 - 4:30 pm  Community Development (Part II)
Tyler Mulligan, Professor
UNC School of Government
Thursday, August 1

8:00 - 8:30 am  Breakfast

8:30 - 9:30 am  Workforce Development (Part I)
    Ted Abernathy, Managing Partner
    Economic Leadership

9:30 - 9:45 am  Break

9:45 - 10:45 am  Workforce Development (Part II)
    Ted Abernathy, Managing Partner
    Economic Leadership

10:45 - 11:00 am  Break

11:00 - 12:00  Entrepreneurship and Business Creation (Part I)
    Erik R. Pages, President
    EntreWorks Consulting

12:00 - 1:00 pm  Lunch

1:00 - 2:00 pm  Entrepreneurship and Business Creation (Part II)
    Erik R. Pages, President
    EntreWorks Consulting

2:00 - 2:15 pm  Break

2:15 - 3:15 pm  Managing Economic Development Organizations (Part I)
    Ronnie L. Bryant, CEcD, Principal
    RLB Consulting

3:15 - 3:30 pm  Break

3:30 - 4:30 pm  Managing Economic Development Organizations (Part II)
    Ronnie L. Bryant, CEcD, Principal
    RLB Consulting

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