



## Essentials of Economic Development

June 3, 2025

Rocky Mount Event Center

### AGENDA

9:00-9:15 am **Welcome, Introductions, and Course Overview**  
Jonathan Morgan, Professor of Public Administration, UNC School of Government

9:15-10:45 am **Economic Development 101: Overview of the Process**  
Jonathan Morgan, Professor of Public Administration, UNC School of Government

This session will review the core 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 may 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.

10:45-11:00 am **Break**

11:00-12:00 pm **Building an Effective Economic Development Program**  
Jonathan Morgan, Professor of Public Administration, UNC 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 pm **Lunch Break and Networking**

1:00-2:45 pm **Local Government Public-Private Partnership (P3) Tools for Economic Development**  
Tyler Mulligan, David M. Lawrence Distinguished Professor of Public Law and  
Government, UNC School of Government

This session will cover the public-private partnership (P3) tools that North Carolina local governments are authorized to use in pursuit of economic development. Participants will gain a basic working knowledge of the N.C. statutory authority and procedural requirements related to the available tools.

2:45-3:00 pm **Questions, Concluding Thoughts, and Wrap-up**  
Jonathan Morgan, Professor of Public Administration, UNC School of Government