

Essentials of Economic Development

June 28, 2016

Vance-Granville Community College Civic Center
Henderson, NC

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

9:15-10:15 **Five Big Trends in Economic Development** (and what they mean for NC)

Charles A. Hayes, CEcD, President & CEO, Research Triangle Regional Partnership

This session will highlight and discuss some of the key trends that shape the environment for promoting economic development in North Carolina. It will emphasize the challenges and opportunities that these trends pose. Participants will consider how the trends are playing out in their respective communities and regions.

10:15-10:30 **BREAK**

10:30-12:00 **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.

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

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

Tyler Mulligan, Coates Distinguished Term 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 **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.

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

Jonathan Morgan, Associate Professor, School of Government