

45th Basic Economic Development Course

July 24-27, 2017

Agenda

School of Government, Chapel Hill, NC – Room 2601

Monday, July 24

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| 11:30 - 1:00 pm | Registration and box lunch available |
| 1:00 - 1:30 pm | Welcome and Orientation
Jonathan Morgan, Associate Professor
UNC School of Government |
| 1:30 - 3:00 pm | Trends in Economic Development
J. Mac Holladay, President
Market Street Services, Inc. |
| 3:00 - 3:15 pm | Break |
| 3:15 - 4:15 pm | Ethical Dilemmas in Economic Development (Part I)
Norma Houston, Lecturer in Public Law
UNC School of Government |
| 4:15 - 4:30 pm | Break |
| 4:30 - 5:30 pm | Ethical Dilemmas in Economic Development (Part II)
Norma Houston, Lecturer in Public Law
UNC School of Government |
| 5:30 – 7:30 pm | Networking Reception
Sponsored by Duke Energy |

Tuesday, July 25

8:00 - 8:30 am	Breakfast
8:30 – 9:30 am	Strategic Planning for Economic Dev. (Part I) Jonathan Morgan, Associate 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, Associate Professor UNC School of Government
10:45 - 11:00 am	Break
11:00 - 12:00 pm	Business Attraction: Marketing Your Community Gregory Hitchin, Director of Economic Development & Tourism City of Waynesboro, VA
12:00 - 1:00 pm	Lunch
1:00 - 2:30 pm	Business Attraction: The Site Selection Process Vicki Horton, LIS Practice Leader Crowe Horwath
2:30 - 2:45 pm	Break
2:45 - 3:45 pm	Business Retention and Expansion (Part I) Crystal Morphis, Founder & CEO Creative Economic Development Consulting, LLC
3:45 - 4:00 pm	Break
4:00 - 5:00 pm	Business Retention and Expansion (Part II) Crystal Morphis, Founder & CEO Creative Economic Development Consulting, LLC



Wednesday, July 26

8:00 - 8:30 am	Breakfast
8:30 - 9:30 am	Financing Economic Development Projects (Part I) Pat Thomson, Senior Director National Development Council
9:30 - 9:45 am	Break
9:45 - 10:45 pm	Financing Economic Development Projects (Part II) Pat Thomson, Senior Director National Development Council
10:45 - 11:00 am	Break
11:00 - 12:00 pm	Real Estate Development and Reuse (Part I) Emil Malizia, 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, 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, Associate Professor UNC School of Government
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Community Development (Part II) Tyler Mulligan, Associate Professor UNC School of Government

Thursday, July 27

8:00 - 8:30 am	Breakfast
8:30 - 9:30 am	Entrepreneurship and Business Creation (Part I) Erik R. Pages, President EntreWorks Consulting
9:30 - 9:45 am	Break
9:45 - 10:45 am	Entrepreneurship and Business Creation (Part II) Erik R. Pages, President EntreWorks Consulting
10:45 - 11:00 am	Break
11:00 - 12:00	Workforce Development (Part I) Ted Abernathy, Managing Partner Economic Leadership
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	Workforce Development (Part II) Ted Abernathy, Managing Partner Economic Leadership
2:00 - 2:15 pm	Break
2:15 - 3:15 pm	Managing Economic Development Organizations (Part I) Ronnie Bryant, President & CEO Charlotte Regional Partnership
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Managing Economic Development Organizations (Part II) Ronnie Bryant, President & CEO Charlotte Regional Partnership

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