



## 49th Basic Economic Development Course August 2-5, 2021

### Agenda

#### *Virtual Live Sessions via Zoom*

#### **Monday, August 2**

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|----------------|---|
| 1:00 - 1:30 pm | <b>Welcome and Orientation</b><br>Jonathan Morgan, Professor of Public Administration<br>UNC School of Government                         |
|                | <b>Greetings from NCEDA</b><br>Liz Dobbins-Smith and Lawrence Bivins  |
| 1:30 - 2:30 pm | <b>Trends in Economic Development</b><br>Christopher Chung, Chief Executive Officer<br>Economic Development Partnership of North Carolina |
| 2:30 – 2:45 pm | <b>Break</b>  |
| 2:45 - 3:45 pm | <b>Ethical Dilemmas in Economic Development</b><br>Connor Crews, Assistant Professor of Public Law<br>UNC School of Government            |
| 3:45 – 4:15 pm | <b>Debrief and Networking</b>   |

**Tuesday, August 3**

- 9:45 – 10:45 am    **Strategic Planning for Economic Development**  
Jonathan Morgan, Professor of Public Administration  
UNC School of Government
- 10:45 – 11:00 am    **Break**
- 11:00 – 12:00 am    **Business Attraction: Marketing and Site Selection**  
Vicki Horton, Managing Partner-Location Strategies  
Evergreen Advisors
- 12:00 - 1:00 pm    **Lunch Break**
- 1:00 - 2:00 pm    **Business Retention and Expansion**  
Crystal Morphis, Founder and CEO  
Creative Economic Development Consulting
- 2:00 - 2:30 pm    **Debrief and Networking**



**Wednesday, August 4**

- 9:15 - 10:45 am     **Financing Economic Development Projects**  
Raquel F. Favela, Senior Director  
NDC
- 10:45 - 11:00 am     **Break**
- 11:00 – 12:00 pm     **Real Estate Development and Reuse**  
Emil Malizia, Research Professor  
UNC Department of City and Regional Planning
- 12:00 - 1:00 pm     **Lunch Break**
- 1:00 - 2:00 pm     **Community Development**  
Tyler Mulligan, Professor of Public Law  
UNC School of Government
- 2:00 - 2:30 pm     **Debrief and Networking**

**Thursday, August 5**

- 9:45 - 10:45 am     **Workforce Development**  
Ted Abernathy, Managing Partner  
Economic Leadership
- 10:45 - 11:00 am     **Break**
- 11:00 - 12:00 pm     **Entrepreneurship and Business Creation**  
Erik R. Pages, President  
EntreWorks Consulting
- 12:00 - 1:00 pm     **Lunch Break**
- 1:00 - 2:00 pm     **Managing Economic Development Organizations**  
Ronnie L. Bryant, Principal  
RLB Consulting
- 2:00 - 2:30 pm     **Course Wrap-up**

**ADJOURN**