



48th Basic Economic Development Course August 3-6, 2020

Agenda

Virtual Live Sessions via Zoom

Monday, August 3

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| 1:00 - 1:30 pm | Welcome and Orientation
Jonathan Morgan, Professor of Public Administration
UNC School of Government |
| | Greetings from NCEDA
Liz Dobbins-Smith and Lawrence Bivins |
| 1:30 - 2:30 pm | Trends in Economic Development
J. Mac Holladay, President
Market Street Services, Inc. |
| 2:30 – 2:45 pm | Break |
| 2:45 - 3:45 pm | Ethical Dilemmas in Economic Development
Connor Crews, Assistant Professor of Public Law
UNC School of Government |
| 3:45 – 4:15 pm | Debrief and Networking |

Tuesday, August 4

- 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 5

- 9:15 - 10:45 am **Financing Economic Development Projects**
Robert “Bud” Sweet, East Team
National Development Council
- 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 6

- 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**

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