

Essentials of Economic Development

February 13, 2019

Piedmont Triad Regional Council
Kernersville, 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

9:15-10:30 **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.

10:30-10:45 **BREAK**

10:45-12:00 **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.

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

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

Tyler Mulligan, 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 **Best Practices and Opportunities in the Triad Region**

Penny Whiteheart, Executive Vice President, Piedmont Triad Partnership and Senior Consultant, Creative Economic Development Consulting

This session will highlight economic development best practices and opportunities within the region. Participants will gain a better understanding of the types of economic development projects that are well suited for communities in the Piedmont Triad by learning about some recent success stories. The session will help participants see how distinctive local assets contribute to the region's competitiveness for economic development.

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

Jonathan Morgan, Associate Professor, School of Government