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UMSL

Fundamentals of Economic Development

Economic Development

March—April 2018

This introductory program is designed for:

- *Public sector economic development commissioners and staff*
- *Special taxing district commissioners and staff*
- *Elected officials*
- *Community Development Corporation board members and staff*
- *Private sector specialists*
- *Citizens and students interested in economic/community development*

ECONOMIC DEVELOPMENT

is key to regional success. This Chancellor's Certificate program, **Fundamentals of Economic Development**, covers introductory economic and community development concepts and tools to attract, assess, and support development and redevelopment opportunities in our communities. Course modules, held in the heart of the Cortex Innovation Community, will lead participants through the steps necessary to develop and implement economic development plans and projects.

CHANCELLOR'S CERTIFICATE

Earn a noncredit UMSL Chancellor's Certificate in Fundamentals of Economic Development by completing six of eight modules. You may sign up for the entire course or for individual modules.

PARTNERSHIP

Offered by the UMSL Public Policy Administration Program, the Urban Land Institute—St. Louis, and Bi-State Development.

SCHEDULE/LOCATION

The course consists of eight modules that include lecture and discussion. Classes are held Thursdays at CIC@CET, 20 S. Sarah St., St. Louis, MO 63108 from 6–9 p.m. You may sign up for the entire course or for individual modules.

INSTRUCTORS

Course instructors are senior economic development practitioners in Missouri and Illinois, representing nonprofit, public, and private perspectives.

UMSL

University of Missouri—St. Louis
Public Policy Administration Program
1 University Boulevard
St. Louis, MO 63121-4400

UMSL Public Policy Administration

ULI Urban Land Institute
St. Louis

BI-STATE DEVELOPMENT
Gateway to growth. On both sides of the river.

cic
st. louis

EAST-WEST GATEWAY
Council of Governments

Fundamentals of Economic Development

March–April 2018

Module 1: Economic Development— A Public Perspective

MAR. 1

Learn about the role of local government in economic development and discuss the necessary conditions to foster a successful business climate. Consider the many facets of economic development and how they relate to different sectors and stakeholders.

Instructors: **Amy Hamilton**, City Manager, City of Richmond Heights, MO
Julianne Stone, Vice President, Strategic Initiatives, Bi-State Development

Module 2: The Intersection of Community and Business

MAR. 8

Explore the connections between community development and economic development. Ensure that your community and economic development goals align. Discuss the importance of issues including place-making, infrastructure, and comprehensive planning for attracting residents, workers, and businesses.

Instructors: **Paul Hubbman** Senior Manager for Corridor Studies, East-West Gateway Council of Governments
Matt Wetli, Principal, Development Strategies

Module 3: Building Your Jurisdiction's Economic Development Plan

MAR. 15

Create a roadmap for achieving economic development success in your community. What is the appropriate economic development strategy? Understand the options and process for realizing your economic development goals, including the regional context, prioritizing resources, public input, and strategy formulation.

Instructors: **Bob Lewis**, Retired Principal, Development Strategies
David Leezer, Director of Economic Development, City of St. Charles
This class will take place at the Streets of St. Charles

Module 4: Rules of the Road—From Data Gathering to Sunshine Laws

MAR. 22

"No, you can't close the meeting." "Where do we find those data points?" "My nephew is a developer..." Maintaining public trust is critical. Unpack the various ethics rules and data sources that can assist in ensuring that your economic development decision making is built on solid ground.

Instructors: **Ruth Sergenian**, Director, Economic Research and Analysis, St. Louis Regional Chamber
Wally Siewert, Director, Civic Engagement & FOCUS Impact Fellows, Focus St. Louis

No class March 29

Module 5: Where the Rubber Meets the Road—Understanding the Developer's Perspective

APR. 5

The plan is in place. What's next? Understand the basics of the development process and the numbers that make the deal work, including the language of developers and contractors and the expectations of those with whom you are doing business.

Instructor: **John Langa**, Vice President, Economic Development, Bi-State Development

Module 6: Taking Your Economic Development Plan from Paper to the Street

APR. 12

Understand the tools in your toolbox and how to use them to reach your community's goals. Identify the steps and resources for implementation: creating timelines and performance measures; working with private developers; utilizing economic development incentives and bonds; and capitalizing on opportunities when they arise.

Instructors: **Ted Shekell**, Director of Community Development, City of O'Fallon, IL
Carl Ramey, Retired Managing Director, Public Finance, Stifel

Module 7: Regional Agencies and Local Economic Development

APR. 19

Discuss how a coordinated approach and intergovernmental collaboration can positively impact and protect economic development efforts at the local level. What is the role of large regional agencies and how do these agencies impact local economies?

Panelists: **Rhonda Hamm-Niebruegge**, Director, St. Louis-Lambert International Airport
Mike Kearney, Director of Economic Development, Ameren Corporation
John Nations, President and CEO, Bi-State Development
Susan Trautman, Executive Director, Great Rivers Greenway

Module 8: Why St. Louis? Business Attraction—Views from the Outside

APR. 26

Consider St. Louis from a business' perspective. What attracts businesses to St. Louis? Discuss the assets that allow the region to compete nationally as well as the work that still needs to be done on marketing St. Louis to those interested in locating here or expanding their presence.

Instructors: **Steve Johnson**, CEO, Missouri Partnership
Doug Rasmussen, Director, Site Selection & Incentives Advisory, Duff & Phelps, LLC

Registration

- Fundamentals of Economic Development
Thursdays, March 1–April 26, 2018, 6-9 p.m.
- Module 1: Economic Development: A Public Perspective—Mar. 1
- Module 2: The Intersection of Community and Business—Mar. 8
- Module 3: Building Your Jurisdiction's Economic Development Plan—Mar. 15
- Module 4: Rules of the Road: From Data Gathering to Sunshine Laws—Mar. 22
- Module 5: Where the Rubber Meets the Road: Understanding the Developer's Perspective—Apr. 5
- Module 6: Taking Your Economic Development Plan from Paper to the Street —Apr. 12
- Module 7: Regional Agencies and Local Economic Development—Apr. 19
- Module 8: Why St. Louis? Business Attraction: Views from the Outside—Apr. 26

No Class March 29

\$500 for 8 modules/\$75 per module

REGISTER ONLINE: umsl.edu/go/ecodev

(credit card payment or invoice option available)

QUESTIONS: Call (314) 516-6713

REGISTER BY MAIL: Detach entire panel and mail to
MIMH Professional Training
attn: UMSL Economic Development Certificate
4633 World Parkway Circle
St. Louis, MO 63134

REGISTER BY PHONE: Call (314) 516-8419
Charge card or P.O. information must be provided.

Name _____

Address _____

City, State, ZIP _____

Phone: Day _____ Evening _____

Email _____

Jurisdiction/Employer _____

Title _____

_____ Entire course (\$500) = \$ _____ Pay by check. *Make checks payable to the University of Missouri-St. Louis*

_____ Individual modules (x\$75) = \$ _____ P.O. provided

Total = \$ _____ Bill me

BILLING ADDRESS IF DIFFERENT THAN ABOVE.

Address _____

City, State, ZIP _____

For those who register for the Entire Session, cancellations received five business days prior to the first date of the program will be refunded, less a \$25 processing fee. For those who register for Individual Modules, cancellations received five business days prior to the date of the module that you wish to cancel will be refunded, less a \$25 processing fee. If you are unable to attend, you may send a substitute, but we ask that you notify us of this change at parsonsg@umsl.edu. Unless you cancel as per the guidelines noted above, even if you do not attend class, you will be billed for the registration fee once you register. For those registering for the Entire Session, if payment is not received at least two days before the first class, we reserve the right to cancel your registration. For those registering for Individual Modules, if payment is not received at least two days before the module date, we reserve the right to cancel your registration.