



## 52<sup>nd</sup> Basic Economic Development Course

July 29–August 1, 2024

### Agenda

*School of Government, Chapel Hill, NC – Room 2601*

#### Monday, July 29

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|-----------------|---|
| 11:30 - 1:00 pm | <b>Registration and box lunch available</b>   |
| 1:00 - 1:30 pm  | <b>Welcome and Orientation</b><br>Jonathan Morgan, Professor<br>UNC School of Government  |
|                 | <b>Greetings from NCEDA</b><br>TBD  |
| 1:30 - 3:00 pm  | <b>Trends in Economic Development</b><br>Barry Matherly, CEcD, President & CEO<br>Hickey Global                                 |
| 3:00 - 3:15 pm  | <b>Break</b>  |
| 3:15 - 4:15 pm  | <b>Ethical Dilemmas in Economic Development (Part I)</b><br>Crista M. Cuccaro, Assistant Professor<br>UNC School of Government  |
| 4:15 - 4:30 pm  | <b>Break</b>  |
| 4:30 - 5:30 pm  | <b>Ethical Dilemmas in Economic Development (Part II)</b><br>Crista M. Cuccaro, Assistant Professor<br>UNC School of Government |
| 5:30 – 7:30 pm  | <b>Networking Reception</b>   |

**Tuesday, July 30**

- 8:00 - 8:30 am **Breakfast**
- 8:30 – 9:30 am **Strategic Planning for Economic Dev. (Part I)**  
Jonathan Morgan, 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, Professor  
UNC School of Government
- 10:45 - 11:00 am **Break**
- 11:00 - 12:00 pm **Business Attraction: Marketing and Site Selection (Part I)**  
Vicki Horton, Managing Partner-Location Strategies  
Evergreen Advisors
- 12:00 - 1:00 pm **Lunch**
- 1:00 - 2:00 pm **Business Attraction: Marketing and Site Selection (Part II)**  
Vicki Horton, Managing Partner-Location Strategies  
Evergreen Advisors
- 2:00 - 2:15 pm **Break**
- 2:15 - 3:15 pm **Business Retention and Expansion (Part I)**  
Crystal Morphis, CEcD, Founder and CEO  
Creative Economic Development Consulting
- 3:15 - 3:30 pm **Break**
- 3:30 – 4:30 pm **Business Retention and Expansion (Part II)**  
Crystal Morphis, CEcD, Founder and CEO  
Creative Economic Development Consulting



**Wednesday, July 31**

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|------------------|---|
| 8:00 - 8:30 am   | <b>Breakfast</b>  |
| 8:30 - 9:30 am   | <b>Financing Economic Development Projects (Part I)</b><br>Toby Rittner, DFCP President & CEO<br>Council of Development Finance Agencies (CDFA)   |
| 9:30 - 9:45 am   | <b>Break</b>  |
| 9:45 - 10:45 am  | <b>Financing Economic Development Projects (Part II)</b><br>Toby Rittner, DFCP, President & CEO<br>Council of Development Finance Agencies (CDFA) |
| 10:45 - 11:00 am | <b>Break</b>  |
| 11:00 - 12:00 pm | <b>Real Estate Development and Reuse (Part I)</b><br>Emil Malizia, Research Professor<br>UNC Department of City and Regional Planning             |
| 12:00 - 1:00 pm  | <b>Lunch</b>  |
| 1:00 - 2:00 pm   | <b>Real Estate Development and Reuse (Part II)</b><br>Emil Malizia, Research Professor<br>UNC Department of City and Regional Planning            |
| 2:00 - 2:15 pm   | <b>Break</b>  |
| 2:15 - 3:15 pm   | <b>Community Development (Part I)</b><br>Tyler Mulligan, Professor<br>UNC School of Government  |
| 3:15 - 3:30 pm   | <b>Break</b>  |
| 3:30 - 4:30 pm   | <b>Community Development (Part II)</b><br>Tyler Mulligan, Professor<br>UNC School of Government   |

**Thursday, August 1**

8:00 - 8:30 am

**Breakfast**

8:30 - 9:30 am

**Workforce Development (Part I)**

Ted Abernathy, Managing Partner  
Economic Leadership

9:30 - 9:45 am

**Break**

9:45 - 10:45 am

**Workforce Development (Part II)**

Ted Abernathy, Managing Partner  
Economic Leadership

10:45 - 11:00 am

**Break**

11:00 - 12:00

**Entrepreneurship and Business Creation (Part I)**

Erik R. Pages, President  
EntreWorks Consulting

12:00 - 1:00 pm

**Lunch**

1:00 - 2:00 pm

**Entrepreneurship and Business Creation (Part II)**

Erik R. Pages, President  
EntreWorks Consulting

2:00 - 2:15 pm

**Break**

2:15 - 3:15 pm

**Managing Economic Development Organizations (Part I)**

Ronnie L. Bryant, CEcD, Principal  
RLB Consulting

3:15 - 3:30 pm

**Break**

3:30 - 4:30 pm

**Managing Economic Development Organizations (Part II)**

Ronnie L. Bryant, CEcD, Principal  
RLB Consulting

**ADJOURN**