

CHANCELLOR'S CERTIFICATE

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

INSTRUCTORS

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

SCHEDULE

Modules are held Wednesdays from 6–9 p.m. and include lecture and discussion. You may sign up for the entire course or for individual modules.

LOCATION

Modules will be conducted via Zoom video conferencing technology.

TO REGISTER

umsl.edu/go/ecodev
(314) 516-8419

PARTNERSHIP

This fundamentals course is offered by the UMSL Public Policy Administration Program and the Urban Land Institute–St. Louis.

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

Fundamentals of Economic Development

Economic Development

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 online via Zoom, will lead participants through the steps necessary to develop and implement economic development plans and projects.

April—May 2021



As each module will be taught remotely, using Zoom video conferencing technology, instructors will be supplementing course material with opportunities for engagement and interaction and providing requisite breaks to provide an optimum learning environment.

Fundamentals of Economic Development

April–May 2021

Module 1: Economic Development—A Public Perspective

APR 7

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, Adjunct Faculty, UMSL Public Policy Administration

Module 2: The Intersection of Community and Business

APR 14

Explore the connections between community development and economic development. Discuss the importance of place-making, infrastructure, and comprehensive planning for attracting residents, workers, and businesses. Understand the role of community-based organizations in supporting neighborhood economic development.

Instructors: **Matt Wetli**, Principal, Development Strategies
Paul Woodruff, Executive Director, Prosperity Connection

Module 3: Planning Your Economic Development Future and Making It a Reality

APR 21

Discuss an economic development planning approach that includes market context analysis, stakeholder involvement, and local government roles. We will also consider steps in the implementation process and may include a tour and presentation of a development in process.

Instructors: **Bob Lewis**, Assistant Professor, Urban Planning & Development, Saint Louis University

Module 4: Regional Approaches to Economic Development

APR 28

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 regional agencies and how do these agencies impact local economies?

Panel: **Rhonda Hamm-Niebruegge**, Director, St. Louis-Lambert International Airport
Mike Kearney, Director of Economic Development, Ameren Corporation
Jason Hall, CEO, Greater St. Louis, Inc.
Susan Trautman, Executive Director, Great Rivers Greenway

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

MAY 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: Business Attraction—Tools for Site Selection & Marketing Your Community

MAY 12

Consider your community from a business' perspective. Discuss the assets that allow the region to compete nationally. What data is important to consider and present to support business attraction? What work still needs to be done on marketing your community to those interested in locating here or expanding their presence?

Instructors: **Doug Rasmussen**, President, Steadfast City Economic & Community Partners
Ruth Sergenian, Director of Economic Research, Alliance STL

Module 7: Ethical Economic Development Decision Making

MAY 19

Maintaining public trust is critical. In this highly-interactive session, we will explore how our individual and collective ethics and values impact critical decision-making in local government policy and economic development.

Instructor: **Wally Siewert**, Director, Civic Engagement & FOCUS Impact Fellows, FOCUS St. Louis

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 mcepec@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.

Registration

- Fundamentals of Economic Development
 Wednesdays, April 7–May 19, 2021, 6:00-9:00 p.m.
- Module 1: Economic Development: A Public Perspective—Apr 7
- Module 2: The Intersection of Community and Business—Apr 14
- Module 3: Planning Your Eco Devo Future and Making It A Reality—Apr 21
- Module 4: Regional Agencies to Economic Development—Apr 28
- Module 5: Where the Rubber Meets the Road I: Understanding the Developer's Perspective—May 5
- Module 6: Business Attraction: Tools for Site Selection & Marketing Your Community—May 12
- Module 7: Ethical Economic Development Decision Making—May 19

\$450 for 7 modules/\$75 per module

REGISTER ONLINE: umsl.edu/go/ecodev
(credit card payment or invoice option available)

QUESTIONS: Call (314) 516-5353

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 (\$450) = \$ _____ 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 _____