

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.

May—June 2022



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

May–June 2022

Module 1: Economic Development— A Public Perspective

MAY 18

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: Perspectives on Economic Development Planning

MAY 25

Discuss an economic development planning approach that includes market context analysis, stakeholder involvement, and local government roles. We will consider the planning process from a variety of angles including, city, county, and chamber perspectives.

Instructors: **David Leezer**, Vice President, Business Attraction, Wichita Falls Chamber of Commerce

Module 3: The Intersection of Community and Business

JUN 1

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, Vice President of Community Development, St. Louis Community Credit Union St. Louis Community Credit Union

Module 4: Regional Assets Driving Economic Development

JUN 8

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: **Betsy Cohen**, Executive Director, STL Mosaic Project
Rhonda Hamm-Niebruegge, Director, St. Louis-Lambert International Airport
Emma Klues, VP Communications & Outreach, Great Rivers Greenway

Module 5: Ethical Economic Development Decision Making

JUNE 15

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

Module 6: Where the Rubber Meets the Road—Understanding the Developer’s Perspective

JUN 22

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

Preview Video by **Ruth Sergenian**, Director of Economic Research, Alliance STL

Module 7: Business Attraction — Tools for Site Selection & Marketing Your Community

JUN 29

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

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, May 18–June 29, 2022, 6:00-9:00 p.m.

- Module 1: Economic Development: A Public Perspective—May 18
- Module 2: Perspectives on Economic Development Planning—May 25
- Module 3: The Intersection of Community and Business—June 1
- Module 4: Regional Assets Driving Economic Development—June 8
- Module 5: Ethical Economic Development Decision Making—June 15
- Module 6: Where the Rubber Meets the Road: Understanding the Developer’s Perspective —June 22
- Module 7: Business Attraction: Tools for Site Selection & Marketing Your Community—June 29

\$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 _____