## **44th USF BASIC ECONOMIC DEVELOPMENT COURSE**

## **University of South Florida**

## **Tampa, Florida**

## **Course outline - Tentative**

#### TUESDAY, NOVEMBER 3, 2020

[8:30-9:00 a.m.]

#### Course Overview/ Guidelines

*Kris Manning,* Executive Director

Florida SBDC at USF

[9:00am – 11:00am.]

# A1 [Economic Development Marketing and Attraction (Core)]

*Javier Marin, CEcD, CGBP*, Director of Business Development, Polk Global Trade Alliance, Central Florida Development Council

Find out how to give your community a competitive advantage through marketing its assets utilizing relationship-building strategies.

11:00a.m.-11:30p.m.

**Lunch break**

[11:30-1:30pm]

**A2 [Ethics in Economic Development]**

*Sharon Hanna-West, JD*

Professor, Ethics, Law and Sustainable Business

Muma College of Business, USF

When faced with ethical dilemmas, individuals and organizations need to carefully consider all options regarding actions, methodologies and outcomes

# 1:30-1:45pm

# Break

[1:45-2:45p.m.]

# A3 [Small Business Development Strategies (Core)]

*Bill Burnham*, Business Consultant

Florida SBDC at USF

See how your local Florida SBDC office can help existing firms survive and grow.

#### WEDNESDAY, NOVEMBER 4, 2020

[9:00-11:00a.m.]

B1 [Economic Development Finance (Core)]

*Andrea L. Falvey, CEcD,* Business Development Manager

Pinellas County Economic Development

Learn about financial capital for business startup and for existing businesses to expand.

# 11:00a.m.-11:30p.m.

# Lunch break

[11:30a.m.-1:30p.m.]

#### B2 [Real Estate Development and Reuse (Core)]

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*Tracy Garcia*, *CEcD*, EcDMP, Director

Agency for Economic Prosperity

Elevate Lake Economic Development

Real Estate Development and Reuse is central to economic development projects and opportunities. Learn key points regarding this complex aspect of business attraction, expansion and retention.

# 1:30-1:45pm

# Break

[1:45-3:45p.m.]

B3 [Workforce Development (Core)]

*Jim McShane, MPA, CEO*

CareerSource Capital Region

###### Discover the tools that economic development organizations can use to attract upgrade and retain a quality workforce.

**THURSDAY, NOVEMBER 5, 2020**

[9:00-11:00a.m.]

C1 [Neighborhood Development Strategies (Core)]

*Geri Campos Lopez, CEcD*

*Director, Redevelopment and Economic Opportunity*

*Manatee County*

Neighborhoods are the building blocks for healthy, vibrant, thriving towns, cities and regions. Learn how to apply the basic tools and strategies of economic development to a specific geographic location to increase wealth and connections and promote the social, economic, political and physical well-being of neighborhoods.

### 11:00-11:30p.m.

# Lunch break

[11:30-1:30pm]

### **C2 [Managing Economic Development Organizations (Core)]**

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*Ruth Buchanan, CEcD,* Director Business Development

Lee County Economic Development Office

Learn the key principles and practices for managing organizations as well as how to engage boards and councils, staff and community stakeholders, constituents and customers to achieve job creation and community growth and development.

1:30-1:45p.m.

# Break

[1:45-2:45p.m.]

# C3 [Entrepreneurial Strategies (Core)]

*Yanina Rosario*, Associate Director

Florida SBDC at USF

See how your local Florida SBDC office can help existing firms survive and grow.

FRIDAY, NOVEMER 6, 2020

[9:00-11:00a.m.]

#### D1 [Economic Development Strategic Planning (Core)]

*Robert E. Salonen, CEcD*

Director, Government Affairs & Strategic Partnerships

Florida Institute of Technology

Review the challenge to ensure the existing policies and programs meet the economic development needs and desires of a community within local resource constraints.

### 11:00-11:30p.m.

#### Lunch Break

[11:30-1:30p.m.]

**D2 [Business Retention & Expansion (Core)]**

*Karen Stewart, CEcD*

County Economic Development Official

Redevelopment and Economic Opportunity Department

Getting the information you need from a typical business retention visit? Explore ways to enhance your business retention program in this interactive session.

**1:30-2:00 p.m. Graduation**