

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 Thursdays 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 live and in person. This is not a hybrid course. Unless otherwise noted, instruction will take place at UMSL at Grand Center, 3651 Olive Street, St. Louis, MO, 63108. One module will take place at recent development project and will include a tour.

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

March—April 2024

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



St. Louis



All classes will be held in person. Four of the six modules will be taught in person at UMSL at Grand Center. Two modules will be held on-site at real estate development projects and will include a tour of the project and insights from the developer.

Fundamentals of Economic Development

March–April 2024

Module 1: Economic Development— A Public Perspective

MAR 14

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: Regional Assets Driving Economic Development

MAR 21

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?

Panelists: **Susan Trautman**, Chief Executive Officer, Great Rivers Greenway
Tom Blair, St. Louis District Engineer, MoDOT
Mary Lamie, Executive Vice President, Multi-Modal Enterprises, Bi-State Development

Module 3: Perspectives on Economic Development Planning

MAR 28

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.

Instructor: **David Leezer**, Assistant City Manager - Economic Development, City of Hazelwood, MO

Module 4: The Intersection of Community and Business

APR 4

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

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

APR 11

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

APR 18

Consider your community from a business’ perspective. Discuss the assets that allow the region to compete nationally. What work needs to be done on marketing your community to those interested in locating here or expanding their presence?

Instructor: **Cara Weber**, Vice President, Business Recruitment, Missouri Partnership

Module 7: Isn’t It DivINe?

APR 25

Field Trip: This project maximizes the efficiency effectiveness, and impact of the nonprofit sector while simultaneously being a catalyst for the transformation of neighborhoods in North St. Louis City. In partnership with neighborhood stakeholders, Delmar DivINe is beginning to replace decades of neglect with development and sustainability.

Instructor: **Maxine Clark**, Chief Inspirator, Delmar DivINe
Location: **Delmar DivINe**, 5501 Dlemar Blvd., 63112

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. 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
Thursdays, March 14–April 25, 2024, 6:00-9:00 p.m.

- Module 1: Economic Development: A Public Perspective—March 14
- Module 2: Regional Assets Driving Economic Development—March 21
- Module 3: Perspectives on Economic Development Planning—March 28
- Module 4: The Intersection of Community and Business—April 4
- Module 5: Where the Rubber Meets the Road: Understanding the Developer’s Perspective—April 11
- Module 6: Business Attraction: Tools for Site Selection & Marketing Your Community—April 18
- Module 7: Isn’t It DivINe?—April 25

\$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
8225 Florissant Road, Suite 9
St. Louis, MO 63112

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 _____