



"The Best of the Midwest"

Mid-America Economic Development Council
2010 Best Practices Conference

*Reinventing our Region
through Redevelopment,
Regeneration,
and Reinvestment*

May 5 – 7, 2010

**Hampton Inn & Suites
Milwaukee Downtown**



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2010 Best Practices Conference

Schedule of Events

Please note: All sessions and breaks will be held in the Crystal Ballroom, 6th Floor of the Hampton Inn & Suites.

Wednesday, May 5th

Pre-Conference Tax Increment Finance Seminar

MAEDC is pleased to partner with the Council of Development Finance Agencies (CDFA) to offer a pre-conference seminar as an additional educational option. This opportunity is ideal for those seeking IEDC recertification!



This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).

8:30 a.m.

Registration and Networking

9:00 – 9:15 a.m.

Welcome and Overview

Welcome participants, introduce CDFA and set the stage for the day's events.

9:15 – 10:00 a.m.

**Unlocking the TIF Advantage:
Guiding Principles for Success**

This session describes what makes tax increment finance (TIF) advantageous compared to other redevelopment and revitalization techniques, including its district-based approach to improvements and the ability to stimulate growth in targeted areas. Can Public Improvements Districts, Municipal Management Districts, Municipal Utility Districts work compatibly with TIFs? The session will also look at the benefits of layered districts on project financing and viability.

10:00 – 10:50 a.m.

Understanding Your TIF Statute

This session outlines the TIF regulations and approval processes, including how to maximize economic development goals. Speakers explain how 'but for' provisions apply, relay guiding principles and describe reporting measures. Are local guidelines necessary?

10:50 – 11:00 a.m.

Networking Break

11:00 a.m. – Noon

Inside Financing: TIF Bond Issuance & Structure

TIF bonds are issued for a variety of development and redevelopment activities. This session explores the structuring options and outlines different methods used to secure revenue for projects. What makes a deal taxable versus tax exempt, and which is more advantageous? How can bank financing and private placements facilitate financing through TIFs?

Noon – 1:00 p.m.

Lunch on your own



2010 Best Practices Conference

Schedule of Events

Wednesday CONTINUED

1:00 – 2:15 p.m. Case Studies: A Look at TIF Across the Region

The session will highlight examples of how communities have used TIF to enhance their economic development toolbox. The session will present case study examples from across the MAEDC region.

2:15 – 2:30 p.m. Networking Break

2:30 – 3:00 p.m. Building Community Partnerships

As an instrument designed to facilitate physical and economic community improvements, TIF financing requires input from the community itself. This session explains how cities and states have engaged and incorporated input from citizens, business owners, school districts and neighboring or overlapping jurisdictions as well as how these models can lead to greater community and economic development benefits.

3:00 p.m. Wrap Up & Adjourn

3:30 – 5:00 p.m. MAEDC Board of Directors Meeting

LOCATION: Milwaukee Room, 2nd Floor

5:30 p.m. Optional Walking Tour of Milwaukee Downtown Bid 21

LOCATION: Meet at hotel main lobby by 5:25 p.m.

Join with representatives of the Milwaukee Downtown BID on a conversational 45 minute walk through the downtown business district. Executive Director Beth Nicols and others will talk about Milwaukee's ongoing efforts at downtown revitalization including public and private redevelopment, investments in infrastructure and streetscaping, and retail recruitment. The tour will extend through the Wisconsin Avenue corridor, ending at the Milwaukee Public Market in the Historic Third Ward. At the end of the walking tour, network with your peers at the Public Market and enjoy the many dinner options in this bustling area of Milwaukee!



MILLER PARK



CITY HALL



ART MUSEUM

Thursday, May 6th

6:00 – 8:00 a.m. Continental Breakfast

Join your peers for breakfast in the main lobby of the Hampton Inn & Suites.

8:00 a.m. – 4:00 p.m. Registration

LOCATION: Crystal Ballroom Foyer, 6th Floor

8:30 – 9:30 a.m. Sustainable Urban Redevelopment: Maximize Economic Development Gains Projects

PRESENTER: Laura Bray, Executive Director,
Menomonee Valley Partners Inc.

Ten years ago, the Menomonee Valley Partners Inc, was formed with an aim of redeveloping a blighted industrial corridor in the heart of the City of Milwaukee, taking nearly 300 acres of contaminated land and returning it to productive use in the valley. The area stretches from Miller Park east to the Menomonee River, along which sits the Harley-Davidson motorcycle museum, the \$75 million crown jewel of the redevelopment effort. Ms Bray will present the challenges, successes, businesses attracted and future of this important sustainable redevelopment effort.

9:30 – 9:45 a.m. Networking Break

9:45 – 10:45 a.m. Realigning Resources Through Regional Collaboration

PRESENTER: Pat O'Brien,
Executive Director of Milwaukee 7 (M7)

Milwaukee 7 launched in 2005 and was formed to create a regional, cooperative economic development platform for the seven counties of southeastern Wisconsin. As Wisconsin's most populated region, M7's efforts to attract, retain and grow diverse business and talent is critically important to the whole state. Mr. O'Brien will present lessons learned in this type of environment and the importance of not only region to region connections, but the strength of unity among Midwestern states.

10:45 a.m. – Noon A Return to Buying Local

PRESENTERS: Richard Brooks,
Outreach Program Manager,
University of Wisconsin-Madison
& Teresa Cuperus,
Economic Development Consultant,
Wisconsin Department of Agriculture, Trade,
and Consumer Protection

As economic developers we know the value of keeping money recirculating in our local economy. Working against this are retail chains, the internet, multinational corporations and a host of other forces that siphon the spending of businesses and consumers to distant locations. Economic development organizations are slowly embracing the programs that encourage people to shop in their community and businesses to source their materials locally. This session highlights two of these initiatives. Buy Local Dane is an organization that promotes patronage of its local and independently-owned business members. Buy Local, Buy Wisconsin is a program of the Wisconsin Department of Agriculture of Wisconsin that seeks to increase the purchase of grown or produced food by local food buyers. Organized as a panel discussion, representatives will provide an overview of their organizations and the success they have achieved, and then respond to questions from attendees.



2009 Best Practices Conference

Schedule of Events

Thursday CONTINUED

- 12:00 – 1:30 p.m. **Redevelopment in the Midwest – Is New Development on the Horizon?****
PRESENTER: **James Russell, President, Pizzuti Solutions LLC**
The real estate market has taken a significant hit over the past two years with turmoil in the economy and credit markets. James Russell, President of Pizzuti Solutions, LLC, will examine the changing real estate climate and the prospect for new development and redevelopment in the Midwest in the coming years.
PLEASE NOTE THE FOLLOWING:
Lunch 12:00-12:30
Presentation 12:30 – 1:30 p.m.
- 1:45 – 3:00 p.m. **What's Hot, What's Not, in the Real Estate Market!****
PANELISTS: **Peter Glaser, First Vice President, CB Richard Ellis/Eastern Division and Robert Gintoft, SIOR, MS, EDP, Senior Vice President, Industrial and Corporation Real Estate at NAI MLG Commercial**
What is the economic forecast of the industrial and commercial real estate market for 2010? Hear from a panel of seasoned real estate professionals that represent local, national and international clients. What are their clients telling them? What can economic development professionals offer in their communities to attract these clients? This panel will be moderated by Marilyn Haroldson, CEcD, Vice President, Equity Commercial Real Estate LLC
- 3:00 – 3:15 p.m. **Networking Break****
- 3:15– 4:45 p.m. **Measuring Impacts: Building Support for Economic Development****
PRESENTER: **Ken Poole, Executive Director, Council for Community and Economic Research**
Economic development has long relied on its claims to job creation efforts to sustain political support. However, in these tough fiscal times, government and business investors alike are demanding more credible information that economic development actually has the intended impact. In this session, you'll learn the basics about how to assess the economic and fiscal impacts of your efforts. What tools are available? What are some tips on developing good performance monitoring? How can you ensure that your return on investment reports are credible and transparent to your investors?
- 5:00 – 7:00 p.m. **Networking Reception****
Take this opportunity to networking with your Midwest colleagues at the Hampton's nightly manager's reception, held in the hotel main lobby area.

Friday, May 7th

6:00 – 8:00 a.m. Continental Breakfast

Join your peers for breakfast in the main lobby of the Hampton Inn & Suites.

**8:00 – 9:00 a.m. Economic Gardening – The Next Generation –
What Is It and How Does It Fit in My Community?**

**PRESENTER: Mark Lange, Executive Director,
Edward Lowe Foundation**

Economic Gardening is a popular yet often misinterpreted concept that has attracted a great deal of attention. This session will explore both the philosophy and the technique of economic gardening to provide clarity as it relates to understanding the original concept developed by Chris Gibbons in Colorado, and how that concept is being formalized to include national standards and a certification process. The presentation will also highlight advocacy and research tools developed by the Edward Lowe Foundation to promote and serve the growing economic gardening movement.

9:00 – 9:15 a.m. Networking Break

9:15 – 10:15 a.m. Reinvestment Tools to Get the Deal Done

**PRESENTERS: Daniel Einhorn, General Partner
Capital Midwest Fund II
& John K. Reinke, CFA,
Generation Growth Capital, Inc.**

Commercial lending is not what it used to be. Trends in business financing involve innovative partners such as angel and private equity firms. Silicon Pastures, based in Milwaukee, is a network of angel investors and strategic partners for emerging businesses in the Midwest. Silicon Pastures focuses on businesses with technology that is protectable with patents, copyrights and trade secrets. Generation Growth Capital (GGC) Fund is a Milwaukee-based private equity fund. It provides capital to small businesses supporting a broad range of growth opportunities and ownership transitions. GGC partners, with solid management teams, provides professional resources through its seasoned business advisors and operating partners. Mr. Einhorn and Mr. Reinke will discuss how angel and private equity firms can augment getting deals done.

10:15 – 11:30 a.m. Midwest on Track for High Speed Rail

**PRESENTER: Richard Harnish, Executive Director,
Midwest High Speed Rail Association**

Development of America's first nationwide program of high-speed intercity passenger rail service is being spurred by \$8 billion in Recovery Act funding, including \$2.75 billion for projects in the MAEDC region states of Wisconsin, Illinois, Iowa, Indiana, Michigan, and Ohio. These are among the first steps in implementing the Midwest Regional Rail Initiative, an ambitious vision for high-speed rail service between major cities in the Midwest Region. The Midwest High Speed Rail Association has been one of a number of organizations advocating on behalf of passenger rail service, promoting the idea of speeds up to 220 miles per hour. Rick Harnish will provide an overview of the progress being made on high speed rail and its potential impacts to states in the MAEDC region.

**11:30 a.m. Best Practices Conference Closing Remarks/
Grand Prize Raffle**

Be sure to stay for your chance to win an IPOD Touch! (You must be present to win.)





"The Best of the Midwest"

www.maedc.net

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