

## **2019 PEDA Fall Conference - Session Overviews**

### ***Pre-Conference Session - Best Practices in Tax-Exempt Financing***

This pre-conference session will focus on when and how a nonprofit entity should consider tax-exempt financing. Participants will learn the types of financings available in the tax-exempt market, including what an economic developer's institution and governing board should take into consideration in making a good borrowing decision. Participants will learn the mechanics of tax-exempt financing and common legal and securities law issues that should always be taken into consideration. Presenters will include attorneys and lenders with more than 60 years combined experience in tax-exempt financing.

### ***Keynote Presentation - Leveraging Resources for Innovative & Sustainable Revitalization***

It can take major resources to make successful economic development projects happen, often requiring funding for planning, design, infrastructure upgrades, brownfield cleanup, site preparation, green infrastructure and sustainability features, tailored workforce development or other public improvements before the private investment takes place. Matt Ward leads the consulting and government affairs firm Sustainable Strategies DC, which helps localities and economic developers secure resources for community and economic revitalization. This keynote address will provide tips and tactics for leveraging resources for economic development projects from Congress, federal agencies, state agencies, philanthropy and innovative sources of funding and finance. Highlighting success story examples from both the Commonwealth of Pennsylvania and beyond, the remarks will discuss key tools for effective funds leveraging - such as Resource Roadmaps, winning briefing sheets, tactics for elephant-eating, funding layer cakes, funding advocacy tactics, the Revitalization Roundtable and tips for crafting and winning grants.

### ***Pennsylvania's Economic Outlook: 2020 & Beyond***

Looking at the Pennsylvania economy first requires a look at the condition of the national economy – including how the national economy is performing relative to several indicators like wages, unemployment, labor force participation, and gross domestic product. Changes to the economy are often based on changes to national policy and international events. Current economic conditions and the state and national economic outlooks will be presented and will include timely issues on national policy and international events. The question on everyone's mind is “When can we expect the next recession?” Some thoughts will also be offered on whether negative growth is on the horizon.

### ***Generating Economic Development through Tax Increment Financing***

Tax Increment Finance (TIF) is a technique for funding a qualifying capital project, its related infrastructure or maintenance of the project from a stream of revenue generated within the geographic area defined as a TIF district. TIFs can be an important tool for joint partnerships of EDOs and local governments seeking to attract economic development projects, create jobs, foster infrastructure investment and / or redevelop blighted areas. This session will focus on the basics of this financing tool, when and how an EDO should consider it as a viable piece of the funding picture, what the potential risks may be and examples of how it can and has been used effectively to achieve strategic objectives. Participants will learn the mechanics of TIFs from attorneys and practitioners with more than 60 years combined experience in public sector financing.

### ***Tourism & Economic Development: A Happy Marriage***

As economic developers and marketing professionals, we inherently know there is a link between tourism marketing and economic development. Tourism promotion by a destination and subsequent visitation significantly improve the image of a destination, not just as a place to visit but also as a place to do business. So, how do you successfully bring together tourism and economic development marketing efforts? Carrie Lepore, Deputy Secretary of Marketing, Tourism and Film at the Pennsylvania Department of Community and Economic Development, will highlight the keys to the state's successful efforts to brand tourism and economic development in a way that works seamlessly together to make Pennsylvania a desirable place to visit, do business, start a career, retire and so much more.

### ***A Case Study in Economic Development Delivery Systems***

Mergers, formal partnerships and strategic collaboration have become common topics of discussion among community and economic development leaders, board members and funders of nonprofits, governmental bodies and others. In 1994, in an effort to spearhead economic efforts in Indiana County by facilitating access to resources and information and assisting businesses in their efforts to grow and expand, the Indiana County Center for Economic Operations (CEO) was established as a public-private partnership. This partnership consisted of five affiliate members, including the Indiana County Commissioners, the Indiana County Chamber of Commerce, the Indiana County Development Corporation, the Indiana County Tourist Bureau and Indiana University of Pennsylvania. Today, through this cooperative effort, the members of this community's professional services delivery team have sustained an integrated approach to meeting their stakeholders' needs. This session will explore best practices in organizational sustainability, including opportunities, challenges and time proven results, using the story of the establishment and growth of CEO as a case study.

### ***Exploring New Design / Build Construction Management Strategies***

Are you leveraging Design-Build services to market available property and / or space in your region? Design-Build is becoming the preferred method of project delivery for many property owners and construction industry professionals. These services can include enhanced "value-engineering" and pre-construction reviews, early knowledge of guaranteed costs, accelerated delivery, increased quality control, lower design and engineering fees as well as reduced owner risk and administrative responsibilities. As an economic development team, learn how you can leverage these types of services to attract new business into your region.

### ***Leveraging Institutions of Higher Education***

Institutions of higher education play a significant role in the economic development of their surrounding communities. Partnerships and collaborations between these institutions, private firms, economic development organizations and others enable the development and sustained health of environments in which entrepreneurs, business leaders and government officials can successfully pursue a shared vision of economic opportunity and prosperity for their stakeholders.

### ***America Makes: Increasing the Global Competitiveness of U.S. Manufacturing***

As the national accelerator for additive manufacturing (AM) and 3D printing (3DP), America Makes is the nation's leading and collaborative partner in AM and 3DP technology research, discovery, creation and innovation. Structured as a public-private partnership with member organizations from industry, academia, government, non-government agencies and workforce and economic development resources, they work together to innovate and accelerate AM and 3DP to increase our nation's global manufacturing competitiveness.

America Makes was established in 2012, is based in Youngstown, Ohio and is the flagship Institute for Manufacturing USA, the National Network for Manufacturing Innovation. America Makes is managed and operated by the National Center for Defense Manufacturing and Machining (NCDMM), a 501(c)(3) not-for-profit organization delivering innovative and collaborative manufacturing solutions that enhance our nation's workforce and economic competitiveness. NCDMM has extensive knowledge in manufacturing and continually works to innovate, improve and advance manufacturing technologies and methodologies.

This session will address how the global competitiveness of U.S. manufacturing can be increased.

### ***Overcoming the Workforce & Talent Gaps***

Our workforce is aging and, across Pennsylvania, businesses are increasingly struggling to find adequate numbers of new employees to replace those who are retiring. The reasons for this problem in preparing today's workforce for in-demand jobs is twofold. Not only is there a challenge in finding workers with the appropriate skill sets to fill in-demand jobs, but there is also a growing issue of finding enough workers to whom training can even be provided. During this session, you'll hear from representatives of widely recognized companies about the challenges they're facing and the strategic approaches they're taking to overcome these widespread issues.