



COLORADO – BASIC ECONOMIC DEVELOPMENT COURSE

June 14-17, 2021

AGENDA

MONDAY, JUNE 14TH

1 – 1:45 p.m.

WELCOME/ORIENTATION

- *Course Director:* Michelle Claymore, CEcD, Economic Development Director, City of Commerce City

1:45 – 2:30 p.m.

VIDEO/CLASS DISCUSSION

***As Goes Janesville* (PBS Documentary)**

2:30 – 3:30 p.m.

KNOWING YOUR COMMUNITY'S ECONOMIC MAKE-UP: RESEARCH & ANALYSIS

- Lisa Strunk, Senior Economist, Development Research Partners

3:30 – 5 p.m.

OVERVIEW OF ECONOMIC DEVELOPMENT

- John Cody, CEcD, Economic Development Director, City of Thornton



***Accredited with the International Economic Development Council*

TUESDAY, JUNE 15TH

8:00 – 10:00 a.m.

COMMUNITY/NEIGHBORHOOD DEVELOPMENT

- Stephanie Troller, CEcD, Senior Economic Development Officer, City of Westminster

10:00 -- 10:15 a.m.

BREAK

10:15 a.m. – 12:15 p.m.

WORKFORCE DEVELOPMENT

How the Federal Workforce System Enhances Economic Development Programs and Goals

- Patrick Holwell, M.A. Economist, Arapahoe/Douglas Works!
- Stephanie Mufic, Business Services Manager, Arapahoe/Douglas Works!

12:15 – 1:00 pm

LUNCH – *on your own*

1:00 – 2:00 p.m.

CORE STRATEGY: BUSINESS ATTRACTION

- *Mastering On-line Marketing for Economic Development*
Shanleigh Mcstay, Senior Manager-Digital Marketing, Development Counsellors International (DCI)

2:00 -- 2:15 p.m.

BREAK

2:15 - 4:15 p.m.

INTRODUCTION TO COMMERCIAL REAL ESTATE

Facilitator: Wendi Nafziger, CEcD, Business Development Manager, City of Commerce City

- Sam Bailey, Vice President, Metro Denver Economic Development Corporation

4:15 – 5:00 p.m.

CASE STUDY WORKGROUPS

WEDNESDAY, JUNE 16TH

8:00 – 10:00 a.m.

ECONOMIC DEVELOPMENT FINANCE

Facilitator: Mike Van Den Bosch, CEcD, EDFP, Financial Analyst,
Brocade Communication Systems

10:00 a.m. – 10:15 a.m.

BREAK

10:15 – 12:15 p.m.

BUSINESS ETHICS AND ECONOMIC DEVELOPMENT

- Michelle Claymore, CEcD, Economic Development Director,
City of Commerce City

12:15 – 1:00 p.m.

LUNCH– *on your own*

1:00 – 3:00 p.m.

CORE STRATEGY: BUSINESS RETENTION & EXPANSION

Why BR&E Is Important In Every Community

- Daniel Ryley, Executive Director of Economic Development,
Arvada Economic Development Association
- Wendell Pryor, Director, Chaffee County Economic
Development Corporation

3:00 – 5:00 p.m.

**WORKING WITH SITE SELECTORS/ THE SITE SELECTION
PROCESS**

- Victoria Horton, Partner, Myriad Partners

THURSDAY, JUNE 13TH

8:00 – 10:00 a.m.

SMALL BUSINESS AND ENTREPRENEURSHIP – THE BACKBONE OF OUR ECONOMY

Facilitator: Becky Nelson, CEcD, Economic Development Coordinator, Douglas County Department of Community Development

10:00 – 10:15 a.m.

BREAK

10:15 a.m. – 12:15 p.m.

BUILDING & MANAGING EDOS

What E.D. Program Structure is Right for Your Community

- Richard C. Werner, President & CEO, Upstate Colorado Economic Development

Economic Development Organizations/Programs in Rural Areas

- Laura Lewis Marchino, CEcD, Executive Director, Region 9 ED District of SW Colorado

12:15 – 1 p.m.

LUNCH – *on your own*

1:00 – 3:00 p.m.

STRATEGIC PLANNING

- Adam Kruger, CEcD, Deputy Director, Economic Development, City of Thornton

3:00 – 4:00

CASE STUDY PRESENTATIONS

4:00 – 5:00 p.m.

WRAP-UP