

THE WOMEN IN ECONOMIC DEVELOPMENT FORUM

Sofitel Chicago Magnificent Mile
October 6 – 8, 2019

OPENING — SUNDAY, OCTOBER 6TH

5:30 pm **Registration Opens**
Paris Ballroom Foyer

6:00 – 7:00 pm **Speaker & Sponsor Private Reception**
Bordeaux Room/Paris Ballroom Foyer

Sponsor:



7:00 – 7:45 pm **Welcome Networking Reception**
Paris Ballroom

Sponsor:



7:45 – 9:00 pm **Welcome Networking Dinner**
Paris Ballroom

Sponsor:



DAY ONE — MONDAY, OCTOBER 7TH

7:30 – 8:45 am **Opening Breakfast**
Paris Ballroom Foyer

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8:45 am **Welcome to the Forum**
Paris Ballroom

Dennis Shea, President/Publisher
Area Development | The Consultants Forum

Moderator: Amy Gerber, Executive Managing Director,
Business Incentives Practice
Cushman & Wakefield

9:00 – 9:20 am **Setting the Stage**
We will look at key topics impacting site selection today and what the future may hold, while spotlighting conference topics and presenters.

Speaker:

Executive Managing Director, Business Incentives Practice
Cushman & Wakefield

9:20 – 10:00 am **How to Move the Needle:
Staying on the Short List and Shifting Mindsets**
During this session we'll cover best practices at the onset of a site selection project and how to move from the long list to the short list. We'll dive into examples of what has gone wrong, as well as what jurisdictions that fell off the short list have done to secure the project.

Speakers:

Senior Manager, Location Investment Services
EY

Executive Director, Southeast Leader,
Business Tax Credit & Incentives Practice
EY

10:10 – **Networking Break**
10:15 am *Paris Ballroom Foyer*

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10:15 – **Growth Considerations in the Middle Market**
10:45 am

As middle market companies evaluate expansion opportunities, they must consider different factors than those that often drive expansion for larger corporations. Understanding these factors is critical for economic developers to effectively retain and attract middle market companies. In this session, we will review the growth drivers for clients in the middle market using recent examples as well as offer strategies that economic developers can use to better connect and support these companies.

Speaker: Principal, Baker Tilly Capital, LLC

10:45 – **Cold Storage: About to Heat Up?**
11:15 am

E-commerce is poised to disrupt where food is stored and how it gets to our homes. The U.S. currently has approximately 3.6 billion cubic feet of food-commodity cold storage capacity covering 180 million sq. ft. of industrial space, and 2 billion cubic feet of similar capacity covering 300 million sq. ft. of retail space. While online grocery sales represented only \$19 billion or about 3% of total grocery sales in 2017, they're poised to reach \$100 billion (13%) by 2024, according to FMI/Nielsen. Depending on the property type used to fulfill online grocery sales, up to 35 million sq. ft. of cold storage for food distribution could be shifted from retail to industrial properties.

Speaker: Vice President, Location Incentives Group
CBRE

11:15 – **Social Impact Considerations for Economic Incentives Professionals**
11:45 am

This session will cover a review of the expected social impacts that are the goals and results of economic incentive programs from the standpoint of the communities where the project is taking place, with a focus on place-based incentives, communication strategies, wage criteria, and

workforce considerations. The role of an incentive is to spur action, and what is often shadowed by the sheer numbers is that incentives are designed to help both the offering and the accepting parties. The focus of this discussion will revolve around several considerations based on experience and research, which will help the audience understand what these social impacts are and leave the audience with some considerations when interpreting, designing, offering, and implementing incentives.

Speaker: Managing Director, Global Corporate Services
Newmark Knight Frank

11:45 am – **Networking Lunch**
1:00 pm *Paris Ballroom Foyer*

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KEYNOTE SESSION

1:00 – **Transformative Growth: Creating a Global Destination for Health and Wellness**
1:45 pm

Destination Medical Center (DMC) in Rochester, Minn., is a unique 20-year economic development plan and the largest public-private economic initiative in Minnesota's history. Learn how DMC is leveraging \$585 million in public infrastructure funding to attract nearly \$6 billion in private investment. The transformative effort will result in major economic benefits for the state and local jurisdictions, create significant job growth and new business opportunities, and secure Rochester and Minnesota's status as the world's premier destination for life science discoveries and healthcare innovation.

Moderator: Executive Managing Director,
Business Incentives Practice
Cushman & Wakefield

Speaker: Lisa Clarke,
Executive Director
Destination Medical Center EDA

1:45 – 2:15 pm **Unlocking the Mysteries Behind Data Scoring**
This interactive session will provide insight into conducting a site selection quantitative analysis. The audience will decide the factors required to analyze potential locations, review the data associated with different projects, and score two different models to decide on a winning location.

Speaker:
Managing Director, True Partners Consulting

2:15 – 2:30 pm **Networking Break**
Paris Ballroom Foyer

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2:30 – 3:00 pm **Reinventing Communities to Grow and Attract Information Age Workers**
Every company is looking for that happy valley of talented workers at lower than median wages. Does it exist? Given increasing labor shortages in key skills, how can communities best develop talent and the quality-of-life attributes that both nurture local businesses as well as attract new employers? What factors drive success in information-age business attraction and retention? What roles do “local heroes” play? Do the old rules apply to this new generation of workers?

Speaker: Executive Vice President,
Head of Strategy and Innovation Consulting,
Corporate Solutions | Americas
Colliers International

3:00 – 3:45 pm **Leadership Panel**
Three women who have different yet extensive experiences in economic development talk about their career paths that have led them to prominent executive positions at their current EDOs. The panelists will share their thoughts, insights, and viewpoints about a field that is expanding its leadership roles for women.

Moderator:
Managing Director, True Partners Consulting

Speakers:
Tricia Braun, Chief Operating Officer
Wisconsin Economic Development Corporation (WEDC)
Lara Fritts, President/CEO
Greater Richmond Partnership

Jenna Saucedo-Herrera, President/CEO
San Antonio Economic Development Foundation

WINE TASTING & ROUNDTABLE DISCUSSIONS

Paris Ballroom

3:45 – 4:15 pm **Roundtable I**

4:15 – 4:45 pm **Roundtable II**

4:45 pm **Close of Day One**

EVENING AGENDA

6:30 – 8:00 pm **Speaker & Sponsor Private Dinner**
LUXBAR
18 E Bellevue Place

A short walk from the hotel, LUXBAR is one of the Gold Coasts favorite places to meet. The dinner will be held in a private dining room.

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ECONOMIC DEVELOPMENT

On the Town Dining

Attendees can plan an evening out to enjoy the many restaurant choices both near the hotel or in the surrounding neighborhoods.

DAY TWO – TUESDAY, OCTOBER 8TH

7:30 – **Networking Breakfast**
8:45 am *Paris Ballroom Foyer*

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8:45 am **Welcome to Day Two**
Paris Ballroom

9:00 – **Mega Project Site Selection and Incentive Trends**
9:30 am Apple, Amazon’s HQ2, and Foxconn are all examples of large-scale investment projects that received a mega incentive package and attracted the attention of everyone from the average citizen to the economic development community. Since a small project does not attract a big one, but a big project will attract many small projects, the focus on attracting the next large anchor project is a strategy undertaken by many economic development agencies. This session will provide an in-depth overview of how the process differs for large-scale site selection projects, the attraction approaches currently being used, and how each state compares in attracting mega projects.

Speaker: Director, Consulting Services
CAI Global Group

9:30 – **New Technologies:**
10:00 am **What Will Impact Corporate Site Location Decisions and What Can Communities Do to Prepare?**
How will automation, AI, IoT, augmented reality, big data analytics, blockchain, and other disruptive changes impact corporate site location decisions in your near future? How does the relevance of these technologies’ shift depending on the type of site selection project you may face? How can communities capitalize on these changes to compete in a technology-driven world? A site selector’s perspective on what can be driving site selection choices in the future and what may be in store for communities.

Speaker: Principal, Terrafinder Consulting LLC

10:00 – **Networking Break/Hotel Checkout**
10:30 am *This extended break will allow you to checkout and stow your luggage in the ballroom.*

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10:30 – **FDI in Turbulent Times**
11:00 am This session will address the impact on foreign direct investment of trade wars, Brexit, and the changing dynamics around global supply chain planning. Participants will hear case studies and get an understanding of the mindset of the first-time investor to the United States. We will discuss common investor misconceptions, areas of typical first-time investor education, as well as ways in which communities can differentiate themselves.

Speaker: Managing Director,
Global Incentives Leader, Site Selection & Incentive Advisory
Duff & Phelps

11:00 – **Importance of Social Impact Measurement to ROI Discussions on Capital-Intensive Projects**
11:30 am For decades now, economic development authorities have sought to attract companies to their cities by offering incentives ranging from tax breaks to infrastructure investments to bring home perceived benefits usually summed up in a word: jobs. Companies and communities should apply more rigor to the evaluation of the impact of potential capital investments and broaden the aperture beyond simply the economics (e.g., jobs, wages, tax revenues). Enter SIMM, the Social Impact Measurement Model (SIMM), an innovative model born from collaboration by Deloitte data scientists, social impact leaders, and location strategists.

Speaker: Senior Manager, Real Estate & Location Strategy
Deloitte Consulting

11:50 am – **Closing Networking Lunch**
1:00 pm *Paris Ballroom Foyer*

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