

CONSULTANTS FORUM



The Loews Coral Gables Hotel

DECEMBER 9-11, 2024

organized by **AREADEVELOPMENT**

FALL CONSULTANTS FORUM

Area Development would like to acknowledge our Host Sponsors:



OPENING — MONDAY, DECEMBER 9

5:30 – 9:00 pm **Registration**
Alhambra Ballroom Foyer

6:00 – 7:00 pm **Sponsor and Speaker Private Reception**
Event Deck

Sponsor:



7:00 – 9:00 pm **Welcome Reception and Dinner**
Event Lawn

Reception Sponsor:



Dinner Sponsor:



DAY ONE — TUESDAY, DECEMBER 10

7:15 – 8:15 am **Opening Breakfast**
Sevilla Ballroom

Sponsor:



8:30 – 8:45 am **Opening Remarks**
Alhambra Ballroom

Dennis Shea
President & Publisher, Area Development

Rodrick T. Miller
President & CEO, Miami-Dade Beacon Council

9:00 – 9:30 am **A Year In Review – The Impacts of Industrial**
Our leadoff speakers will discuss how power, batteries, renewable energy, and good old manufacturing dominated the site selection space. The session will highlight the state of the industry and how the last year set the stage for what's next. Will vacant space be absorbed? Will manufacturers continue to deliver 10-figure projects? Did heavy power users ruin it for us all? Let's examine today's critical location factors.

Speakers:

Devin Hillsdon-Smith
Director, Integrated Site Selection – Industrial
Cushman & Wakefield

Brad Migdal
Executive Managing Director, Business Incentives Practice
Cushman & Wakefield

**9:35 –
10:10 am**

Working Together in an Evolving Project Landscape

In recent years it has become more challenging to navigate the site selection process and complete projects. The session will look at some specific reasons why and actions that can be taken by site consultants and economic developers together to work through these obstacles and best serve the client/prospect.

Panelists:

Annie Baxter

Senior Vice President, Advisory & Transaction Services
CBRE

Shannon O'Hare

Executive Managing Director, Business Incentives Practice
Cushman & Wakefield

Chris Schwinden

Partner
Site Selection Group

**10:15 –
10:35 am**

Networking Refreshment Break

Foyer

Sponsor:



Conference Wi-Fi Sponsor:



Speaker Memento Sponsor:



**10:40 –
11:15 am**

Election Impacts on Economic Development and Site Selection

On the heels of the U.S. election, this session looks at potential moves at the federal level and how they may impact key sectors and economic development. The session will offer insights on recent trends, what we could expect from the new administration, and how states and communities assess opportunities.

Panelists:

Marc Beauchamp

President
SCI Global

Benton Blaine

Managing Director, Business Incentives Practice
Cushman & Wakefield

Ford Graham

Senior Vice President, Infrastructure & Economic Development
McGuireWoods Consulting

**11:20 –
11:55 am**

Certified Sites Confidential

This discussion will go deep and get real on the highly non-standardized status impact of site readiness programs. What is the perceived value to site consultants of various program attributes and how these programs might be improved moving forward.

Panelists:

Amy Gerber

Executive Managing Director, Business Incentives Practice
Cushman & Wakefield

Scott Kupperman

Founder
Kupperman Location Solutions

Alan Reeves

Senior Managing Director, Global Strategy
Newmark

**12:00 –
1:00 pm**

Networking Lunch

Event Lawn

Sponsor:



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

AFTERNOON — BREAKOUT SESSIONS

Please refer to the emails that were sent to you or the big board screen for your room assignments.

1:15 – 2:00 pm **Breakout Sessions**
Alhambra Ballroom A-C, D and E

A-C **Steve Brunson and Blair Westmoreland – DMA, Inc.**
Understanding Taxes and Incentives: Key Factors in Site Selection

D **Steven Pearce – McGuireWoods Consulting**
Maximizing Industrial Development for Mid-Size Manufacturers

E **Nichollette Ross – Global Location Strategies**
Transatlantic Ties: Driving Foreign Investment in the U.S.

2:15 – 3:00 pm **Breakout Sessions**
Alhambra Ballroom A-C, D and E

A-C **Jose Beceiro – Kroll**
Leveraging Resilient Infrastructure to Attract AI Data Centers

D **Matt Powers – OnPace Partners**
Charting a Course for the Future: The Path Forward in 2024

E **Shane Williams – EY**
How Companies are Preparing for Uncertainty in the Trade Landscape

3:15 – 4:30 pm

Roundtable Discussions
Alhambra Ballroom

The Roundtables are meant for casual discussion and to provide an additional platform for speakers and attendees to connect. Please refer to the back of your badge for your table numbers (left to right). Be ready to introduce yourself and help drive the conversations!

PRIVATE RECEPTION

Event Deck

5:30 – 6:30 pm

Sponsor



NETWORKING RECEPTION

Event Lawn

6:30 – 8:00 pm

Sponsor



THE ART & SCIENCE OF BUILDING

Speaker Water Glass Sponsor:



Speaker Refreshment Table Sponsor:



Speaker Charging Station Sponsor:



Speaker Travel Bag Sponsor:



DAY TWO — WEDNESDAY, DECEMBER 11

NETWORKING BREAKFAST 7:30 AM | GETAWAY FARE & DRINK 11:00 AM

Breakfast Sponsor



Getaway Sponsor



MONTGOMERY COUNTY
ECONOMIC DEVELOPMENT
CORPORATION **MARYLAND**

Break Sponsor



BREAKOUT SESSIONS: 9:00-9:40 AM

ALHAMBRA BALLROOM A-C

Office to Opportunity: Converting Office Buildings into Industrial and Mixed-Use Developments

The session will explore how communities utilize geography, deficit of product, and financial incentives to successfully convert existing office properties into industrial and mixed-use developments.

Speaker: Alex Baker

Senior Manager, Location Analysis & Incentives
Maxis Advisors

ALHAMBRA BALLROOM D

Empowering Decisions: Key Factors in Site Selection for Energy-Intensive Users

Join Deloitte for a dynamic session where we will dive into what truly matters to energy-intensive users during the site selection process. Discover how communities and utilities are stepping up to the plate and competing to win. We will also explore leading practices that economic development teams can use to outshine other locations.

Speaker: Sarah Carnes

Senior Consultant, Enterprise Services & Location Strategy Practice
Deloitte Consulting LLP

ALHAMBRA BALLROOM E

Best Practices in Economic Development Marketing

This presentation will explore the best practices in marketing through real-world examples, equipping economic developers with the knowledge and tools to rethink your strategies. Whether you're a seasoned professional or just starting out, this session will provide valuable takeaways to enhance your marketing efforts.

Speaker: Alicia Janesko Hutchings

Director, Site Selection | Incentives
Cresa

BREAKOUT SESSIONS: 10:00-10:40 AM

ALHAMBRA BALLROOM A-C

From Old to Gold: Redevelopment Strategies for Economic Growth

Dive into the transformative world of redevelopment in this dynamic session exploring how underutilized areas can be revitalized to drive economic prosperity. Learn from national stories and expert insights on leveraging existing infrastructure and local talent through strategic and creative public and private investments. This engaging session promises to equip attendees with actionable strategies for sustainable economic development and community revitalization.

Speaker:

Geri Campos Lopez

Consulting Manager, Economic Development Advisory Services
EY

ALHAMBRA BALLROOM D

Navigating the Future: Key Trends in Site Selection

In an ever-evolving global landscape, where to locate your business can be the difference between leading the market and falling behind. This closing session will explore the recent trends shaping site selection decisions. From the surge in foreign direct investment to the booming aerospace sector, and the transformative power of AI in reshaping industries, you'll discover what's driving corporate decisions and the competitive race for strategic locations.

Speaker:

Brad Elmer

Managing Director
Baker Tilly