



Choice Neighborhoods Southeast Regional Grantee Convening March 20-21, 2014

ECONOMIC PLACE MAKING: HOW TO DEVELOP A "NEIGHBORHOOD BUSINESS PLAN" ATLANTA HUD FIELD OFFICE MARCH 20-21, 2014

TRAINERS

Robert Weissbourd, President, RW Ventures, LLC
Sophie Cohen, Associate, RW Ventures, LLC
Teresa Lynch, Principal, Mass Economics, LLC

DESCRIPTION

The training will begin with an introductory module: first establishing the **next economy framework**, flowing from global to regional to neighborhoods, and including the five market levers which drive regional growth in the next economy; then second explaining how that framework leads to the need for neighborhood business planning, including an overview of the **approach and elements of a neighborhood business plan**.

The training then turns to "**High Level Neighborhood Assessment and Goal Development**," which will include an overview of neighborhood types and their functions within regional systems, and provide grantees with the opportunity to think about the characteristics that define their neighborhood and how they hope to change them over time. The next module, "**Neighborhood Economic Growth - Developing and Deploying Neighborhood Assets in the Context of the Regional Economy**," will include sessions on the implications of each regional market lever for neighborhood development (e.g. human capital, clusters, etc.). Each of these sessions will walk through the elements of business planning applied to that lever, with a primary focus on market analysis and goal development, but also including illustrative strategies, products, operational and financial implications.

A fourth module, "**Neighborhoods as Places to Live**," will focus on how more local-facing issues, such as housing, retail and quality of life, can shape your neighborhood's type and trajectory. The "**Bringing It All Together**" session will illustrate how the prior components come together into a comprehensive Neighborhood Business Plan. Finally, we will conclude with a closing wrap-up session identifying next steps and additional resources. (Please see the **agenda** for all session topics.)

PARTICIPANTS

Choice Neighborhoods Planning and Implementation grantees from the southeast region and their local government as well as neighborhood partners are participating. The grantee cities include: Baton Rouge, LA; Columbia, SC; Durham, NC; Kingsport, TN; Little Rock, AR; New Bern, NC; New Orleans, LA; Opa-Locka, FL; Tampa, FL; Wilson, NC; Winston-Salem, NC; Savannah, GA; and Spartanburg, SC.

LOCATION AND SCHEDULE

We will be meeting at the HUD Atlanta Regional Office, 40 Marietta Street, from 9:00 - 5:15 pm on Thursday, March 20 and from 8:00 am to 4:00 pm on Friday, March 21.



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DAY 1: THURSDAY, MARCH 20, 2014

8:00 am - 9:00 am	Arrival at HUD Atlanta Office, 40 Marietta Street, Atlanta, GA
9:00 am - 9:15 am	Welcome & Introductions <i>Edward "Ed" Jennings, Regional Director, U.S. Department of Housing and Urban Development</i> <i>Jessica Rosenberg, Choice Neighborhoods, HUD</i>
	ECONOMIC PLACE MAKING: HOW TO DEVELOP A "NEIGHBORHOOD BUSINESS PLAN" <i>Robert Weissbourd, President, RW Ventures, LLC</i> <i>Sophie Cohen, Associate, RW Ventures, LLC</i> <i>Teresa Lynch, Principal, Mass Economics, LLC</i>
9:15 am - 9:30 am	Agenda and Objectives Review
	MODULE I: CONTEXT AND OVERVIEW
9:30 am - 10:15 am	Session 1 - Economic Framework
10:15 am - 10:30 am	Session 2 - Neighborhood Business Planning
10:30 am - 10:45 am	Break
	MODULE II: HIGH LEVEL NEIGHBORHOOD ASSESSMENT AND GOAL DEVELOPMENT
10:45 am - 12:15am	Session 3 - Neighborhood Typologies
12:15 am - 12:45 pm	Session 4 - Goal Development
12:45 pm - 1:45 pm	Lunch
	MODULE III - NEIGHBORHOOD ECONOMIC GROWTH: DEVELOPING AND DEPLOYING NEIGHBORHOOD ASSETS IN THE CONTEXT OF THE REGIONAL ECONOMY
1:45 pm - 3:00 pm	Session 5 - Human Capital
3:00 pm - 3:15 pm	Break
3:15 pm - 4:30 pm	Session 6 - Clusters
4:30 pm - 5:00 pm	Session 7 - Innovation and Entrepreneurship
5:00 pm - 5:15 pm	Debrief and Wrap-Up - Day 1
5:30 pm - 7:00 pm	Happy Hour <i>Terrace Bistro, The Ellis Hotel</i>
7:30 pm - 9:30 pm	Dinner



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DAY 2: FRIDAY, MARCH 21, 2013

7:30 am - 7:45 am	Arrival at HUD Atlanta Office, 40 Marietta Street, Atlanta, GA
8:00 am - 8:05 am	Overview of Day 2 <i>Jessica Rosenberg, Choice Neighborhoods, HUD</i>
8:05 am - 8:10 am	Agenda and Objectives Review
	MODULE III: NEIGHBORHOOD ECONOMIC GROWTH (CONT'D)
8:10 am - 9:10 am	Session 8 - Urban Growth Form
9:10 am - 9:50 am	Session 9 - Governance and the Institutional Environment
9:50 am - 10:05 am	Break
	MODULE IV: NEIGHBORHOODS AS PLACES TO LIVE
10:05 am - 11:45 am	Session 10: Connecting the Frames and Important Neighborhood Amenities
11:45 am - 11:50 am	Stretch/Short Break
	MODULE V: BRINGING IT ALL TOGETHER
11:50 am - 12:10 pm	Session 11 - Sample Neighborhood Business Plan
12:10 pm - 2:15 pm	Session 12 - Creating Your Neighborhood Business Plan/WORKING LUNCH
2:15 pm - 3:30 pm	Session 13 - Presenting Your Neighborhood Business Plans
3:30 pm - 4:00 pm	Wrap-Up and Next Steps
4:00 pm	Depart