



**"The Best of the Midwest"**

[www.maedc.net](http://www.maedc.net)

## *2010 Best Practices Conference*

*"Reinventing our Region  
through Redevelopment, Regeneration,  
and Reinvestment"*

*May 5-7, 2010*

*Hampton Inn & Suites Milwaukee Downtown*



Register online at [www.maedc.net](http://www.maedc.net) !



*Message from the Best Practices Conference  
Committee Chairperson, Barb Fleisner*

It is with great pleasure that I invite you to the 2010 MAEDC Best Practices Conference, ***Reinventing Our Region through Redevelopment, Regeneration, and Reinvestment.***

Our Conference Committee and MAEDC Board of Directors fully understand that we are all operating under a new set of rules – a drastically modified economic landscape. As economic development professionals, now more than ever, we need to look at innovative ways of community sustainability and growth. That is why we decided that this conference needed to focus on how to reinvent our Midwest region with commitment and vigor never witnessed before.

The conference journey starts with a TIF professional development seminar, hosted by the Council of Development Finance Agencies (CDFA), with credit toward IEDC recertification, followed by an opportunity to witness firsthand a successful BID project in the heart of Milwaukee, ending at Historic Third Ward where colleagues will be able to enjoy a wide array of dining options.

The following two days are filled with redevelopment case studies, analysis of a regional economic development organization covering Wisconsin's most populated city and surrounding counties, and reinvestment through "buy local" campaigns. Feedback from real estate professionals on the future business market seen through the eyes of their clients, discovery of new tools through economic gardening, and reinvestment through angel and venture capitalists will also be shared.

If that is not enough, we will learn how to better measure these economic tools, gain knowledge on the development of America's first nationwide program of high-speed intercity passenger rail, and be enlightened over lunch and during many opportunities for peer-to-peer networking.

We encourage you to seek out our sponsors at the conference and thank them for their financial support to bring this conference to you at affordable rates.

Finally, we value your time commitment. We are confident you will see the immediate return on your investment. On behalf of the conference committee and the MAEDC Board of Directors, we look forward to sharing time with you.

**Barb Fleisner, Executive Director  
Centergy, Inc.**

# 2009 Best Practices Conference Schedule of Events

Please note: All sessions and breaks will be held  
in the Crystal Ballroom, 6<sup>th</sup> Floor of the Hampton Inn & Suites.

**Wednesday, May 5<sup>th</sup>**

## Pre-Conference Tax Increment Finance Seminar

*MAEDC is pleased to partner with the Council of Development Finance Agencies (CDFA) to offer a pre-conference seminar as an additional educational option. This opportunity is ideal for those seeking IEDC recertification but registration is available to all!*

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).

### **Agenda:**

**8:30 a.m. – Registration and Networking**

**9:00 – 9:15 a.m. – Welcome and Overview**

Welcome participants, introduce CDFA and set the stage for the day's events.

**9:15 – 10:00 a.m. – Unlocking the TIF Advantage: Guiding Principles for Success**

This session describes what makes tax increment finance (TIF) advantageous compared to other redevelopment and revitalization techniques, including its district-based approach to improvements and the ability to stimulate growth in targeted areas. Can Public Improvements Districts, Municipal Management Districts, Municipal Utility Districts work compatibly with TIFs? The session will also look at the benefits of layered districts on project financing and viability.

**10:00 – 10:50 a.m. – Understanding Your TIF Statute**

This session outlines the TIF regulations and approval processes, including how to maximize economic development goals. Speakers explain how 'but for' provisions apply, relay guiding principles and describe reporting measures. Are local guidelines necessary?

**10:50 – 11:00 a.m. – Networking Break**

**11:00 a.m. – Noon – Inside Financing: TIF Bond Issuance & Structure**

TIF bonds are issued for a variety of development and redevelopment activities. This session explores the structuring options and outlines different methods used to secure revenue for projects. What makes a deal taxable versus tax exempt, and which is more advantageous? How can bank financing and private placements facilitate financing through TIFs?

**Noon – 1:00 p.m. – Lunch on your own**

**1:00 – 2:15 p.m. – Case Studies: A Look at TIF Across the Region**

The session will highlight examples of how communities have used TIF to enhance their economic development toolbox. The session will present case study examples from across the MAEDC region.

**2:15 – 2:30 p.m. – Networking Break**

**2:30 – 3:00 p.m. – Building Community Partnerships**

As an instrument designed to facilitate physical and economic community improvements, TIF financing requires input from the community itself. This session explains how cities and states have engaged and incorporated input from citizens, business owners, school districts and neighboring or overlapping jurisdictions as well as how these models can lead to greater community and economic development benefits.

**3:00 p.m. – Wrap Up & Adjourn**



## Wednesday, May 5<sup>th</sup> - continued

**3:30 – 5:00 p.m.**      **MAEDC Board of Directors Meeting**  
**Location: Milwaukee Room, 2<sup>nd</sup> Floor**

**5:30 p.m.**              **Optional Walking Tour of Milwaukee Downtown Bid 21**  
**Location: Meet at hotel main lobby by 5:25 p.m.**

*Join with representatives of the Milwaukee Downtown BID on a conversational 45 minute walk through the downtown business district. Executive Director Beth Nicols and others will talk about Milwaukee's ongoing efforts at downtown revitalization including public and private redevelopment, investments in infrastructure and streetscaping, and retail recruitment. The tour will extend through the Wisconsin Avenue corridor, ending at the Milwaukee Public Market in the Historic Third Ward. At the end of the walking tour, network with your peers at the Public Market ([www.milwaukeepublicmarket.org](http://www.milwaukeepublicmarket.org)) and enjoy the many dinner options in this bustling area of Milwaukee! For more information about this area, visit [www.historicthirdward.org](http://www.historicthirdward.org).*

## Thursday, May 6<sup>th</sup>

**6:00 – 8:00 a.m.**      **Continental Breakfast**  
Join your peers for breakfast in the main lobby of the Hampton Inn & Suites.

**8:00 a.m.–4:00 p.m.**   **Registration - Crystal Ballroom Foyer, 6<sup>th</sup> Floor**

**8:30 – 9:30 a.m.**      **Sustainable Urban Redevelopment: Maximize Economic Development Gains Projects**

**Presenter: Laura Bray, Executive Director, Menomonee Valley Partners Inc.**

*Ten years ago, the Menomonee Valley Partners Inc, was formed with an aim of redeveloping a blighted industrial corridor in the heart of the City of Milwaukee, taking nearly 300 acres of contaminated land and returning it to productive use in the valley. The area stretches from Miller Park east to the Menomonee River, along which sits the Harley-Davidson motorcycle museum, the \$75 million crown jewel of the redevelopment effort. Ms Bray will present the challenges, successes, businesses attracted and future of this important sustainable redevelopment effort.*

**9:30 – 9:45 a.m.**      **Networking Break**

**9:45 – 10:45 a.m.**    **Realigning Resources Through Regional Collaboration**

**Presenter: Pat O'Brien, Executive Director of Milwaukee 7 (M7)**

*Milwaukee 7 launched in 2005 and was formed to create a regional, cooperative economic development platform for the seven counties of southeastern Wisconsin. As Wisconsin's most populated region, M7's efforts to attract, retain and grow diverse business and talent is critically important to the whole state. Mr. O'Brien will present lessons learned in this type of environment and the importance of not only region to region connections, but the strength of unity among Midwestern states.*

## **Thursday, May 6<sup>th</sup> continued**

- 10:45 a.m. – Noon**     **A Return to Buying Local**  
**Presenters: Richard Brooks, Outreach Program Manager, University of Wisconsin-Madison & Teresa Cuperus, Economic Development Consultant, Wisconsin Department of Agriculture, Trade, and Consumer Protection**  
*As economic developers we know the value of keeping money recirculating in our local economy. Working against this are retail chains, the internet, multinational corporations and a host of other forces that siphon the spending of businesses and consumers to distant locations. Economic development organizations are slowly embracing the programs that encourage people to shop in their community and businesses to source their materials locally. This session highlights two of these initiatives. Buy Local Dane is an organization that promotes patronage of its local and independently-owned business members. Buy Local, Buy Wisconsin is a program of the Wisconsin Department of Agriculture of Wisconsin that seeks to increase the purchase of grown or produced food by local food buyers. Organized as a panel discussion, representatives will provide an overview of their organizations and the success they have achieved, and then respond to questions from attendees.*
- 12:00 – 1:30 p.m.**     **Redevelopment in the Midwest – Is New Development on the Horizon?**  
**Presenter: James Russell, President, Pizzuti Solutions LLC**  
*The real estate market has taken a significant hit over the past two years with turmoil in the economy and credit markets. James Russell, President of Pizzuti Solutions, LLC, will examine the changing real estate climate and the prospect for new development and redevelopment in the Midwest in the coming years. \*Please note the following: Lunch - 12:00-12:30, Presentation - 12:30 – 1:30 p.m.*
- 1:45 – 3:00 p.m.**     **What's Hot, What's Not, in the Real Estate Market!**  
**Panelists: Max Rasanky, Managing Director for CB Richard Ellis for the State of Wisconsin and Robert Gintoft, SIOR, MS, EDP, Senior Vice President, Industrial and Corporation Real Estate at NAI MLG Commercial**  
*What is the economic forecast of the industrial and commercial real estate market for 2010? Hear from a panel of seasoned real estate professionals that represent local, national and international clients. What are their clients telling them? What can economic development professionals offer in their communities to attract these clients? This panel will be moderated by Marilyn Haroldson, CEcD, Vice President, Equity Commercial Real Estate LLC*
- 3:00 – 3:15 p.m.**     **Networking Break**
- 3:15– 4:45 p.m.**     **Measuring Impacts: Building Support for Economic Development**  
**Presenter: Ken Poole, Executive Director, Council for Community and Economic Research**  
*Economic development has long relied on its claims to job creation efforts to sustain political support. However, in these tough fiscal times, government and business investors alike are demanding more credible information that economic development actually has the intended impact. In this session, you'll learn the basics about how to assess the economic and fiscal impacts of your efforts. What tools are available? What are some tips on developing good performance monitoring? How can you ensure that your return on investment reports are credible and transparent to your investors?*
- 5:00 – 7:00 p.m.**     **Networking Reception**  
*Take this opportunity to networking with your Midwest colleagues at the Hampton's nightly manager's reception, held in the hotel main lobby area.*

## **Friday, May 7<sup>th</sup>**

- 6:00 – 8:00 a.m. Continental Breakfast**  
Join your peers for breakfast in the main lobby of the Hampton Inn & Suites.
- 8:00 – 9:00 a.m. Economic Gardening – The Next Generation – What Is It and How Does It Fit in My Community?**  
**Presenter: Mark Lange, Executive Director, Edward Lowe Foundation**  
*Economic Gardening is a popular yet often misinterpreted concept that has attracted a great deal of attention. This session will explore both the philosophy and the technique of economic gardening to provide clarity as it relates to understanding the original concept developed by Chris Gibbons in Colorado, and how that concept is being formalized to include national standards and a certification process. The presentation will also highlight advocacy and research tools developed by the Edward Lowe Foundation to promote and serve the growing economic gardening movement.*
- 9:00 – 9:15 a.m. Networking Break**
- 9:15 – 10:15 a.m. Reinvestment Tools to Get the Deal Done**  
**Presenters: Teresa Esser, Director, Silicon Pastures & John K. Reinke, CFA, Generation Growth Capital, Inc.**  
*Commercial lending is not what it used to be. Trends in business financing involve innovative partners such as angel and venture firms.*
- Silicon Pastures, based in Milwaukee, is a network of angel investors and strategic partners for emerging businesses in the Midwest. Silicon Pastures focuses on businesses with technology that is protectable with patents, copyrights, and trade secrets.*
- Generation Growth Capital (GGC) Fund is a Milwaukee-based private equity fund. It provides capital to small businesses supporting a broad range of growth opportunities and ownership transitions. GGC partners with solid management teams, and provides professional resources through its seasoned business advisors and operating partners.*
- Ms. Esser and Mr. Reinke will discuss how angel and venture capital firms can augment getting deals done.*
- 10:15 – 11:30 a.m. Midwest on Track for High Speed Rail**  
**Presenter: Richard Harnish, Executive Director, Midwest High Speed Rail Association**  
*Development of America's first nationwide program of high-speed intercity passenger rail service is being spurred by \$8 billion in Recovery Act funding, including \$2.75 billion for projects in the MAEDC region states of Wisconsin, Illinois, Iowa, Indiana, Michigan, and Ohio. These are among the first steps in implementing the Midwest Regional Rail Initiative, an ambitious vision for high-speed rail service between major cities in the Midwest Region. The Midwest High Speed Rail Association has been one of a number of organizations advocating on behalf of passenger rail service, promoting the idea of speeds up to 220 miles per hour. Rick Harnish will provide an overview of the progress being made on high speed rail and its potential impacts to states in the MAEDC region.*
- 11:30 a.m. Best Practices Conference Closing Remarks/Grand Prize Raffle**  
Be sure to stay for your chance to win our grand prize raffle drawing!  
(You must be present to win.)

## **Best Practices Conference Hotel Information**



### **Hampton Inn and Suites Milwaukee Downtown 176 W. Wisconsin Avenue, Milwaukee, WI 53203**

**A limited number of hotel rooms have been blocked for the nights of May 4-6, 2010 at the discounted rate of \$119 per night. To book your hotel room, call 414-271-4656 by April 12, 2010. Be sure to mention that you are with the Mid-America Economic Development Council (MAEDC) to receive this discounted rate!**

**Visit the link below for the Hampton Inn and Suites Milwaukee Downtown Website.**

<http://www.hamptoninn.com/en/hp/hotels/index.jhtml?ctyhocn=MKEDWHX>

#### **Driving/Parking – to the Hampton Inn & Suites Downtown Milwaukee:**

- From W (Madison): I-94 heading E, take I-794 E and exit James Lovell St. Turn R on Wells, turn R on 2nd St and enter CPS parking structure.
- From S (Chicago) Take I-43 N/I-94 E and exit Plankinton Ave, take Plankinton 1/2 block past WI Ave, to CPS Parking.
- From North (Green Bay): Take I-43 heading South, take Fond du Lac/ McKinley Ave ramp, turn L on W McKinley, turn R on 6th st, L on Wells St, turn R on 2nd St. Enter hotel from parking structure, located on 3rd level of garage.

#### **Airport Directions/Transportation:**

From General Mitchell International Airport – Take I-94 W to Plankinton Ave Exit. CPS Parking Garage 1/2 block past Wisconsin Ave on L. Enter hotel from 3rd level of garage. For airport ground transportation information, visit [http://www.mitchellairport.com/ground\\_transport.html](http://www.mitchellairport.com/ground_transport.html).

# *MAEDC 2010 Best Practices Conference Registration Information*

**To register, visit [www.maedc.net](http://www.maedc.net) Best Practices Conference page. You may register online via check\*, credit card, or Paypal.**

**\*Please note, if you register online via check, you will receive an email confirmation invoice with your total due and the address to send your check payment.**

## **Registration Fees**

**Pre-registration is required. Deadline for registration is April 28, 2010.**

**1. MAEDC Member Registration - \$200  
(Does not include optional events)**

**2. MAEDC New WISCONSIN Member Packages (Does not include optional events)**

Because Wisconsin is the host state for the MAEDC 2010 Annual Best Practices Conference, **new** MAEDC members from Wisconsin receive a special membership discount for 2010!

**Join now AND register for the Best Practices Conference at the discounted rates below!**

- **Individual Membership/BP Conference Reg. - \$350**
- **Additional Firm Membership/BP Conference Reg. - \$262.50**
- **Retired ED Professionals and Students/BP Conference Reg. - \$212.50**

**3. MAEDC New Member Packages - outside Wisconsin. (Does not include optional events)**

New MAEDC Members (outside Wisconsin) - Join now and save \$25 on your Individual or Additional Firm MAEDC membership (visit [www.maedc.net](http://www.maedc.net) for full details on membership categories) AND attend the Best Practices Conference at the member registration rate – an additional \$100 savings! **TOTAL SAVINGS of \$125!!!**

- **Individual Membership/BP Conference Reg. - \$475**
- **Additional Firm Membership/BP Conference Reg. - \$300**

**4. MAEDC Non-Member Registration - \$300  
(Does not include optional events)**

**5. Optional Events Registration:**

- **May 5<sup>th</sup> - Pre-Conference Seminar – Tax Increment Finance Seminar - \$175 per person**
- **May 5<sup>th</sup> –Tour of Milwaukee Downtown Bid 21 - No charge – pre-registration required**

### **Policies:**

Full payment must accompany registration. If you are an established MAEDC sponsor receiving a complimentary registration as a sponsorship benefit, please input “SPONSOR” after your last name on this form. Please note that optional events are not included with sponsor complimentary conference registration.

With written cancellation notice, received by April 28<sup>th</sup>, you will receive a full refund, less a \$50 administrative fee. Cancellations after April 28<sup>th</sup> are nonrefundable. Notices of cancellation must be emailed to the MAEDC office at [ashley@assnoffices.com](mailto:ashley@assnoffices.com). Sorry, no-shows are not eligible for refunds.

## *Thank You to our 2010 Annual Platinum Sponsors*

- ✚ MidAmerican Energy - [www.midamerican.com](http://www.midamerican.com)
- ✚ Nebraska Public Power District - [www.nppd.com](http://www.nppd.com)
- ✚ South Dakota Governor's Office of Economic Development - [www.sdreadytowork.com](http://www.sdreadytowork.com)

## *Thank You to our 2010 Annual Gold Sponsors*

- ✚ Consumers Energy - [www.cmsenergy.com](http://www.cmsenergy.com)
- ✚ Duke Energy - [www.locationindiana.com](http://www.locationindiana.com)
- ✚ Indiana Municipal Power Agency - [www.impa.com](http://www.impa.com)
- ✚ Iowa Lakes Corridor Development Corporation - [www.lakescorridor.com](http://www.lakescorridor.com)
- ✚ Nebraska Department of Economic Development - [www.neded.org](http://www.neded.org)
- ✚ The Siouxland Initiative - [www.siouxlandchamber.com](http://www.siouxlandchamber.com)

## *Thank You to our 2010 Annual Silver Sponsor*

✚ Council of Development Finance Agencies - [www.cdfa.net](http://www.cdfa.net)

## *Thank You to our 2010 Annual Bronze Sponsors*

✚ Alliant Energy - [www.midwestsites.com](http://www.midwestsites.com)

✚ Buffalo County Economic Development Council -  
[www.ci.kearney.ne.us](http://www.ci.kearney.ne.us)

✚ Iowa Area Development Group - [www.iadg.com](http://www.iadg.com)

✚ Madison Gas & Electric – [www.mge.com](http://www.mge.com)