



2022 Best Practices Conference ***“Vibrancy Matters!”***

July 13-15, 2022

Springfield, Ohio

Big or small, vibrancy matters! Join us in Springfield, Ohio to learn how a Midwestern community is leveraging its assets to create vibrancy and sustainable economic growth. Attendees will not only learn from the presenters and each other, but will leave with actionable ideas to build upon their own community’s assets. Along with educational sessions, take advantage of interesting, unique tours, and - of course - enjoy multiple opportunities for networking and getting to know your fellow Midwest economic development professionals and stakeholders in economic development. This is one conference you do not want to miss.

Register today at www.midamericaedc.org!

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Schedule of Events

Please note the specific location for each event/session below. Walking directions or transportation information will be provided for each event or location onsite and in the conference app (to be launched closer to the conference date).

Wednesday, July 13th

8:00 am-5:00 pm

Best Practices Conference Registration Check In

Location: Marriott Courtyard Ballroom Foyer, 1st floor

Thank you to Convergent Nonprofit Solutions for their generous sponsorship of Quint Studer's book "Building a Vibrant Community" for all Best Practices Conference attendees!



8:00 am-5:00 pm

Visit with Vendors

Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!

Location: Marriott Courtyard James DeMint

9:00 – 9:45 am

Networking Breakfast

Location: Marriott Courtyard Ballroom



9:45 – 10:00 am

Welcome/Conference Overview

Presenter: Horton Hobbs IV, Vice President of Economic Development, Greater Springfield Partnership

Location: Marriott Courtyard Ballroom

10:00 - 11:30 am

Vibrancy Matters!

Presenter: Quint Studer, Studer Community Institute

Vibrant Communities don't just happen; they are built. Every community wants to become a great place to live and work. The why is no mystery: We want to create a place our children and grandchildren will want to be. We also know the what: We need to attract investments, provide good jobs, and create lively downtowns where citizens will want to work, live, shop, and play. What's usually missing is the how. Quint Studer addresses all three aspects, but mainly focuses on the last one. How can your community get from where it is now to where it wants to be?

Location: Marriott Courtyard Ballroom



11:30 am-12:45 pm **Keynote Luncheon – “Ohio’s Future”**

Presenter: Andrew Deye, Vice President of Strategy, JobsOhio

Ohio is in the midst of a generational transformation of its economy. Hear from Ohio’s lead economic development organization, JobsOhio, as they reflect on recent successes and future opportunities.

Location: Marriott Courtyard Ballroom

1:00-2:00 pm

The Intel Effect -How communities of all sizes can leverage a State's Mega Project

Panelists:

- **Andrew Deye, Vice President, JobsOhio**
- **State Representative Mark Fraizer**
- **Alexis Fitzsimmons, Executive Director, GROW Licking County CIC**
- **Tony Ciambrone, Director, Project Management, JobsOhio**

Moderator: Tyler Yapple, Director, Government Affairs & External Engagement, JobsOhio

On January 21, 2022, leading global semiconductor manufacturer Intel Corporation announced that they’d chosen Ohio as the future home of their most advanced semiconductor manufacturing facilities in the world. Phase I of Intel’s investment in Ohio represents a \$20 billion capital investment, 3,000 direct Intel jobs earning an average of \$135,000 per year (plus benefits), 7,000 construction jobs, tens of thousands of additional indirect and support jobs, and a seismic economic impact on Ohio and the Midwest. Ohio has been preparing for a win like this for decades – this panel will discuss why Intel chose Ohio, the collective efforts Ohio and the Midwest will undertake to help make Intel successful here, and how communities across the region can benefit directly from Intel, while preparing for a “Mega Project” of their own.

Location: Marriott Courtyard Ballroom

2:00 – 3:00 pm

Broadband Accessibility Panel: The COVID Imperative

Panelists:

- **State Representative Brian Stewart, House District 78**
- **Rick Carfagna, Senior Vice President of Government Affairs, Ohio Chamber of Commerce**
- **Peter Voderberg, Chief, Broadband Ohio**
- **Alex Dietz, Economic Development Specialist, Clark**

Moderator: Brian Young, Director of State Government Affairs, Charter Communications

COVID-19 accelerated the issues with broadband access and community connectivity. Learn how Spectrum partnered with a local community to build out their broadband access to provide access to under-served areas of the community to high-speed access. Panelists will debate the pros and cons of remote work and internet accessibility.

Location: Marriott Courtyard Ballroom

3:00-3:30 pm

Networking Break/Ice Cream Social

Enjoy fresh, homemade ice cream, provided by the local legendary Young's Jersey Dairy!
Thank you to Young's for their support of the 2022 Best Practices Conference!

Location: Marriott Courtyard Main Entrance



3:30 – 5:00 pm

Solutions-Based Workforce Development Strategies

Presenters: Kendra Burnside, Talent & Education Coordinator, Greater Springfield Partnership; Erin Willoughby, Deputy Director, OhioMeansJobs Clark County; Crystal Jones, VP for Marketing, Diversity, and Community Impact, Clark State College
Moderator: Amy Donahoe, Director of Workforce Development, Greater Springfield Partnership

Learn from a panel of your peers about nationally recognized strategies to build your local talent pipeline. You will discover innovative ways to uncover student aptitudes, market career opportunities, and engage your employers.

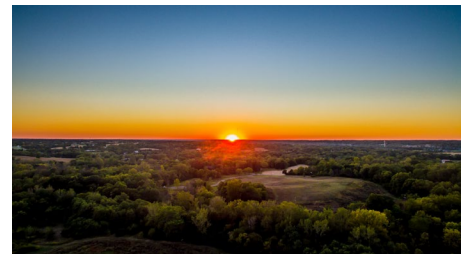
Location: Marriott Courtyard Ballroom

5:00 – 5:15 pm

Day in Review/Look Ahead

Presenter: Horton Hobbs IV, Vice President of Economic Development, Greater Springfield Chamber

Location: Marriott Courtyard Ballroom



6:00 – 7:30 pm

Opening Reception, sponsored by the Ohio Economic Development Association

Join us for networking at the hotel lounge, followed by dinner and entertainment on your own at local downtown establishments! Check out the conference app for dining suggestions.

Location: Marriott Courtyard Patio/Lounge, 1st Floor

Thursday, July 14th

7:30 am-5:00 pm

Best Practices Conference Registration Check In

Location: Hollenbeck Grand Hall Foyer, Clark State College (adjacent to the Courtyard Hotel)

8:00 – 9:00 am

Breakfast & Site Development Public-Private Partnerships

Presenters: Matt Gaston, Development Manager, NorthPoint Development & Nate Green, Director, Economic Development, Montrose Group

Industrial development is the hottest market in real estate today. It doesn't matter if your community is rural, urban, suburban or ex-urban, industrial is the ticket to jobs and prosperity. Come here this panel of expert developers and consultants discuss how public-private partnerships can lead to site development success.

Location: Hollenbeck Grand Hall, Clark State College

9:05 – 10:30 am

The Value of Placemaking

Presenters: Christopher Schutte, Vice President, Destination Marketing & Communications, Greater Springfield Partnership; Kelcie Webster, Visitor Center & Marketing Coordinator, Greater Springfield Partnership

Our team exploration of Quint Studer's book, "Building A Vibrant Community" – along with our visit to Quint's Pensacola, Florida base – set in motion a number of transformative placemaking, wayfinding and public art initiatives to bring a sense of vibrancy to downtown Springfield. In this session we will review some of the projects that have helped create a sense of place in Springfield, and how these concepts can benefit your community.

Location: Hollenbeck Grand Hall, Clark State College

10:30 – 10:45 am

Networking Break

Location: Hollenbeck Grand Hall Foyer, Clark State College

10:45 – 12:15 pm

Flying cars! "Advanced Air Mobility!" What's it all about?

Presenters: Tom Franzen, Assistant City Manager/Director of Economic Development, City of Springfield & Rich Granger, Managing Director, Workforce and Economic Development, DriveOhio

Join expert speakers and panelists from the City of Springfield, DriveOhio and others to learn about the statewide FlyOhio initiative and the future of transportation in the air. Discussion topics will include economic development, testing and manufacturing, economic impact, community engagement, workforce development, and much more!

Location: Hollenbeck Grand Hall, Clark State College

12:15 - 1:45 pm

Lunch on your Own

We hope you can take this time to gather with your Midwest colleagues, while checking out the various eateries in downtown Springfield. Check out the conference app for recommendations.

Afternoon Concurrent Sessions/Tours – Please selection your option(s) on your online registration form.

1:45 – 3:15 pm

Downtown Victorian Walking Tour

At the end of the 19th century, Springfield leaders understood that great architecture was part of their civic duty. With downtown as their canvas, architects painted a streetscape that exemplified Springfield's past achievements and future aspirations, including three of the best Victorian buildings in the Midwest: Warder Library (1890), City Building and Market (1890), and Bushnell Building (1893). Join Kevin Rose, national president of the Victorian Society on this tour through Springfield's Golden Age of architecture.



Location: Tours meet at the Courtyard Main Entrance

1:45 – 3:15 pm

Solowork and the Rural and Urban Housing Demand

Presenter: Kati Thompson, Executive Director, Bowling Green Economic Development
Moderator: Nate Green, Director, Economic Development, Montrose Group
Work from home? Remote Work? Returning to the Office? The last 2 years has turned how we work on its side. Come hear what the future might look like from an office perspective, and how that impacts cities and regions that rely on tax dollars that office workers provide.

Location: Hollenbeck Grand Hall, Clark State College

1:45 – 5:00 pm

Springfield-Beckley Airport - Advanced Air Mobility Tour

Get a peek at the infrastructure and requirements necessary to support the 3rd revolution of flight - the electrification of aircraft! Springfield-Beckley showcases both ground and elevated electric charging capabilities for electric and electric Vertical Take Off and Landing Aircraft. Private investments from BETA Technologies include an elevated veritpad and flight simulators for BETA's aircraft - the Alia 250. Get a first-hand look at what airports and communities will need to offer to support the growth of this exciting industry and be one of the first to (virtually) fly an eVTOL aircraft!

Please note that space is limited to 35 registrants (first come, first served for those who pre-register).

Transportation from the Courtyard is provided.

3:30 – 5:00 pm

Revitalization Crawl Walking Tour

In 2021, a reporter with the New York Times called to ask a perplexing question, "How did one of the worst cities in America in terms of health, happiness, and economic base turn things around to be listed as the second hottest real estate market in America?" Join us on this walking tour of Downtown Springfield as we attempt to answer this question. We will explore a \$28M adaptive reuse housing

Location: Tours meet at the Courtyard Main Entrance

6:00 – 11:30 pm

**Big Bash at Mother Stewarts,
sponsored by the City of Springfield**

Join us for an evening filled with fun events and networking! Food trucks will be onsite for dinner purchases all evening. Emily Grace McGill, a Nashville recording artist, will perform from 6-9 p.m. (Check her out on Instagram at @emilygracemcgillmusic). And, tune up your vocal cords for karaoke from 9:30-11:30 p.m. Mother Stewarts is just a short walk from hotel – check the app or your visitor's guide for more information about the location.

Location: Mother Stewarts, 109 W. North Street – Springfield



Friday, July 15th

7:30 – 10:45 am

Best Practices Conference Registration Check In

Location: Marriott Courtyard Ballroom Foyer, 1st floor

7:30 – 10:45 am

Visit with Vendors

Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!

Location: Marriott Courtyard James DeMint

8:00 – 8:45 am

Networking Breakfast

Location: Marriott Courtyard Ballroom

8:45 – 10:30 am

The Critical Role and Impact of Early Childhood Systems in Economic Development

Presenters: Mike Feeken, Strategic Partnerships Advisor, First Five Nebraska & Jamie Zastrow, Executive Director, Progress Lakeshore

Moderator: Brittany Ashby, Vice President, The Align Team

In this session we will hear from a panel of early childhood experts regarding the issues that they encounter in providing services to communities and families. They will also discuss the impact they have on local economies from their perspective and how they see the future of early childhood services working with the growth and development of communities and the businesses in their communities.

Location: Marriott Courtyard Ballroom



10:30 – 10:45 am

Networking Break

Location: Marriott Courtyard James DeMint

10:45 – 11:45 am

Anatomy of a Project: Bringing It All Together

Presenter: Horton Hobbs IV, Vice President of Economic Development, Greater Springfield Chamber

Vibrancy matters when attracting new investment. Hear how Springfield, Ohio has leveraged the topics of this conference to attract thousands of jobs and hundreds of millions in investment over the past decade. Stay with us to the end - this session will tie the entire conference together!

Location: Marriott Courtyard Ballroom



The 2022 Best Practices Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CEd).

Best Practices Conference Location, Hotel, and Travel Information

This year's Best Practices Conference will be held in Springfield Ohio. Events will be held at various facilities as noted in the schedule of events. Conference check-in and primary educational sessions will be held at the [Courtyard Springfield Downtown](#) and the Hollenbeck Bayley Creative Arts and Conference Center on the Clark State College Campus, adjacent to the Courtyard Springfield Downtown.

Hotel Reservations:

You may reserve your hotel room at the Courtyard Springfield Downtown for the Best Practices Conference online now through June 15, 2022 at

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1643727208001&key=GRP&app=resvlink>. The discounted rate is \$119 per night. Reservations at the discounted rate are available for the nights of July 12, July 13, and July 14. Complimentary onsite parking is available for hotel guests.



OVERFLOW HOTEL: When the Courtyard Springfield room block is full, you may make a reservation at the Holiday Inn Express & Suites Springfield by July 5th at the discounted rate of \$119 per night [by clicking HERE](#) and using code **EDC**. (Please note that this block has a cancellation deadline of July 7th at 6:00 p.m. ET. If you need to cancel, you must do so by this time to cancel without penalty.) There are a limited number of rooms available for the nights of July 12, 13, and 14, so be sure to reserve early! Please note that there will be a conference shuttle provided to transport to/from Holiday Inn/Courtyard on July 13, 14, and 15. The shuttle will run continuously between the two hotels from 7:30 a.m. – 10 p.m. on Wednesday and Thursday, and 7:30 a.m. - 1:00 p.m. on Friday, for your convenience.

Day Parking Options:

For those who drive in each day for the conference, there are ample parking options in downtown Springfield for your convenience. Additional information will be included in the conference app.

Airports, Location, and Transportation:

- Dayton International Airport (DAY) is the closest International airport option.
 - You may arrange for an uber from Dayton (about 25 minutes/\$45 rate) to Springfield.
 - You may also request complimentary shuttle service via Mid-America EDC.
 - Shuttle service from the Dayton International Airport to the Courtyard Springfield Downtown will be available all day/evening on July 12th and the morning of July 13th only.
 - Return shuttle service from the Courtyard Springfield Downtown to the Dayton International Airport will be available beginning at Noon on Friday, July 15th.
 - You may arrange for taxi transportation to the Dayton International Airport, but please speak to the hotel front desk for recommendations and to make arrangements.
 - **To request shuttle service, email Karla Dunbar at karla@assnoffices.com by June 30th with your flight itinerary (times, airline, flight #s), your name, email, and cell phone number. You will receive a confirmation to include your estimated pick up and/or return time.**
- John Glenn Columbus International Airport (CMH) is approximately 60 minutes from Springfield. A rental car is recommended.
- Cincinnati/Northern Kentucky International Airport (CVG) is also an option and is approximately 90 minutes from Springfield. A rental car is recommended.

2022 Best Practices Conference Registration

Register online through July via check OR credit card at

<https://maedc5.wildapricot.org/event-4819052>

Registration Options:

- **MID-AMERICA EDC Member Conference Registration - \$329**
- **Non-Member Conference Registration - \$429**
- **MID-AMERICA EDC New OHIO Member Package - \$479**
New OHIO Members Only! (\$729 Value: Membership Valued at \$300 plus non-member Conference Registration \$429) Join MID-AMERICA EDC now AND register for the Best Practices Conference for only \$50 more than the non-member conference registration! Because Ohio is the host state for the 2022 Annual Best Practices Conference, new MID-AMERICA EDC members from Ohio receive this special membership discount for the remainder of 2022! For full details about membership benefits visit http://www.midamericaedc.org/media/userfiles/subsite_185/files/memberbrochure-both.pdf.
- **One-Day Member Conference Registration (\$179 – Weds or Thurs, \$119 Fri.)**
- **One-Day Non-Member Conference Registration (\$279 – Weds or Thurs, \$219 Fri.)**

Policies:

Deadline for online registration is July 5, 2022. You may register onsite only after this date. (Conference registration/check in opens on Wednesday morning, July 13th at 8:00 am at the Courtyard Springfield Downtown.

If you are an established Mid-America EDC Annual Sponsor or Best Practices Sponsor receiving a complimentary registration as a sponsorship benefit, you may register online. Your main sponsorship contact will be sent an email with a Registration Code. Once you have the code you can register online by selecting the "SPONSOR" registration option. After you have selected your desired "SPONSOR" registration option, you will then be asked for the registration code. Once you enter the code you, will then enter your registration information and click next. You will then be asked to review and confirm your information, if everything is correct select "Confirm" and your registration will be submitted without any payment due.

With written cancellation notice, received by July 5th, you will receive a full refund, less a \$50 administrative fee. Cancellations after July 5th are nonrefundable. Notices of cancellation must be emailed to the Mid-America EDC office at karla@assnoffices.com. Sorry, no-shows are not eligible for refunds and are responsible for the full amount due.