



2023 Best Practices Conference

May 10-12, 2023

Hotel Kansas City



Join us in Kansas City in May for the 2023 Best Practices Conference! The Best Practices Conference is the annual spring/summer conference for Mid-America EDC. This conference rotates throughout the states in the region, and we thrilled to have Kansas and Missouri as this year's host states!

You won't want to miss this opportunity to learn best practices from industry professionals and experts. There will also be plenty of opportunities for networking with your Midwest colleagues, as well as the opportunity to experience the development and innovation that Kansas City has to offer!

Register today at www.midamericaedc.org!

THANK YOU TO OUR ANNUAL SPONSORS



PLATINUM LEVEL SPONSORS



The Montrose Group, LLC



GOLD LEVEL SPONSORS



Schedule of Events

Tuesday, May 9th

5:00 pm

Networking Event at Kauffman Stadium – Kansas City Royals vs. Chicago White Sox

We are pleased to offer this optional pre-conference networking opportunity for a limited number of participants.

*Be sure to register early at the additional cost of \$67. This rate includes transportation to/from the game, entry to the private event space at the Miller Lite Fountain Bar Deck at Kauffman Stadium, food, and soft drinks. Charter transportation will depart the hotel at 5:00 p.m., and **all registrants for this event must take the arranged transportation to arrive as a group to Kauffman Stadium for entry to the private event space.***

Registration is limited to conference registrants as part of their online registration only at this time (no additional ticket purchases due to limited availability). Should additional tickets become availability, the Mid-America EDC office will send a notification via email with the opportunity to purchase additional tickets.

Location: Hotel Kansas City Lobby for 5:00 p .m. departure



Wednesday, May 10th

Thank you to our conference daily sponsor!



9:30-11:00 am

Mid-America EDC Board of Directors Meeting

11:30 am-5:00 pm

Best Practices Conference Registration Check In

Location: Hotel Kansas City, 3rd Floor Foyer

11:30 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: Hotel Kansas Library Ballroom, 3rd Floor

1:00-1:15 pm

Conference Welcome

Presenters: Horton Hobbs IV, Mid-America EDC President & Kansas City Mayor Quinton Lucas

Location: Hotel Kansas City President's Ballroom, 3rd Floor

1:15-2:00 pm

A Renaissance in the Heartland

Presenter: Tim Cowden, President & CEO, Kansas City Area Development Council

The Kansas City region is enjoying its moment in the sun with strong growth in several business sectors; resurgence of the arts and sports teams; and becoming a destination for visitor and new residents alike.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

2:00-2:30 pm

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

2:30-3:30 pm

Connected Communities – Tactics and Solutions to Move Community Broadband Access Forward

Presenters:

- **Jade Piros de Carvalho, Broadband Director, State of Kansas**
- **BJ Tanksley, Broadband Director, State of Missouri**
- **Melinda Stanley, Federal Program Officer, State of Kansas Office for Internet Connectivity and Growth**
- **T Mobile Representative TBA**

Moderator:

- **Tim Holverson, Director of Workforce & Business Growth, Overland Park KS Chamber**

This session will include a panel discussion on broadband and 5G access; the solutions it provides and opportunities it creates. Learn how we can pay for it, and how we can maximize it for our communities.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

3:30-3:45 pm

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

3:45-4:45 pm

Wednesday Keynote Presentation – Resilient, Unique, Human-Centered Communities by Design

Presenter: Joe Keal, Principal, Lamar Johnson Collaborative

In this post-pandemic time period, communities are in more need than ever to seek transformational opportunities to solve critical local issues, foster identity, promote civic pride and create mechanisms for long-term resiliency. This session will look to seek interaction, share examples and pose questions about the need and creative power of design and planning in the formulation and sustainment of communities.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

5:00 – 6:30 pm

Networking Reception

Join us for networking with your Midwest colleagues and our conference presenters and sponsors!

Location: Starlight Ballroom, 15th Floor

Thursday, May 11th

Thank you to our conference daily sponsor!



7:30 am-4:00 pm

Best Practices Conference Registration Check In

Location: Hotel Kansas City, 3rd Floor Foyer

8:00 – 9:00 am

Breakfast/Opening Session: ~~Made~~ Designed in Kansas City: How Kansas City Became the Sports Architecture Capital of the World

Presenter: Tom Waggoner, AIA, Owner, T Waggoner Design & Consulting

From humble beginnings, to a bright present. Kansas City area architecture firms have been at the forefront of modern stadium design for collegiate and professional sports team around the country and the world.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

9:00-9:15 am

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

9:15-10:15 am

Can We Grow?

Presenters:

- Jeff Barnard, PE, Business Development Director, Burns & McDonnell
- Ryan Browning, Market Development Representative, ONE Gas
- Jason Klindt, Sr. Director of External Affairs, Evergy

Moderator:

- Jeff Pipkin, Economic Development Manager, Hoosier Energy

Does it seem like project infrastructure needs are getting larger, and the timelines are getting shorter? This session will overview how infrastructure requests are changing, and how communities and providers can keep up and stay competitive.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

10:15-10:30 am

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

10:30-11:30 am

Meeting in the Middle: How the Logistics Parks Kansas City Intermodal facility helped transform the region

Presenters:

- Chris Gutierrez, President, Kansas City SmartPort
- Additional presenters TBA

Moderator:

- Brad Reams, Industrial Park Director, Great Plains Development Authority

Kansas City has always been one of the main rail hubs in the country – second busiest and second by tonnage. That position was further cemented in place when more than a decade ago BNSF identified Edgerton, KS as their intermodal site for items being offloaded from the Port of Los Angeles. In the years since, Logistics Park KC has far surpassed the lofty expectations that had been set. Hear how this happened and how a region has taken advantage of this opportunity.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

11:30 am-1:00 pm

Luncheon Keynote: Fireside Chat-Dynamic Business Attraction, Retention, and Recovery with Ron Frierson

Ron Frierson serves as Director of Economic Development for the U.S. West Region at Amazon. In his role, Ron leads the team that supports and champions Amazon investment projects across multiple business lines. Before joining Amazon, Ron served as Director of Economic Policy for Los Angeles Mayor Eric Garcetti. Ron led the Business Team for the Mayor's Office, which developed business policy affecting the world's 3rd largest metropolitan economy.

Moderator: Astra Ferris, CEO, Barton County Chamber of Commerce

Location: Hotel Kansas City President's Ballroom, 3rd Floor

1:00-1:15 pm

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

1:15-2:15 pm

Economic Development on a Budget

Presenter: Chad Chancellor, Co-Founder, Next Move Group, LLC

Learn how the low cost of online marketing in 2023 allows rural communities to employ the same prospecting strategies as larger communities to create opportunities.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

2:15-2:30 pm

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

2:30-3:30 pm

Co-Opetition: The Benefits of Collaboration and Competition

Presenters:

- **Rob O'Brian, CEcD, President, O'Brian & Associates, LLC**
- **Andrew Nave, Executive Vice President of Economic Development, Greater Wichita Partnership**
- **Jill McCarthy, Senior VP, Corporate Attraction, Kansas City Area Development Council**
- **Dan Moye, Director of Land Development, EDC of Kansas City**

Moderator:

- **Cathleen Flournoy, Vice President, Business Recruitment, Missouri Partnership**
Economic development is a highly-competitive team sport, but the best outcomes result when we work together for the greater good.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

3:30 pm

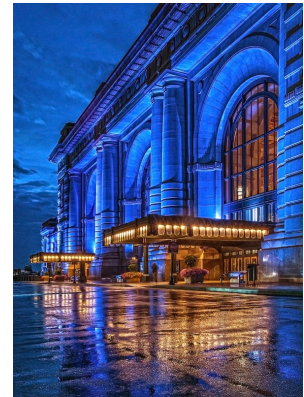
The Economic Impact of the Arts in Kansas City

Join us for an overview and highlights from Dana Knapp, President & CEO [of ArtsKC Regional Arts Council](#), before we depart for a walking/street car excursion to check out the historic Union Station Kansas City!

4:15 pm

Union Station Kansas City

Join us for an excursion to check out this historic venue! [Union Station Kansas City](#) is a historical landmark and civic asset originally opened in 1914 and renovated and reopened to the public in 1999. It features a science center, world-class touring exhibitions, an extreme screen theatre, planetarium, live theatre, shops, and restaurants. Visit <https://unionstation.org/> for more information.



Location: Attendees will meet in the Hotel Kansas City main lobby at 4:15 p.m. to depart to Union Station as a group. The group will take a short walk to catch the [KC Streetcar](#) to Union Station. Attendees will tour Union Station at their own pace/level of interest before an open evening to check out any other sites that evening of interest in Kansas City.

Friday, May 12th

Thank you to our conference daily sponsor!



7:30 – 10:45 am

Best Practices Conference Registration Check In

Location: Hotel Kansas City President's Ballroom, 3rd 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: Hotel Kansas Library Ballroom, 3rd Floor

8:00 – 8:30 am

Networking Breakfast

Location: Hotel Kansas City President's Ballroom, 3rd Floor

8:30-9:30 am

Anatomy of Midwest Mega Projects

Presenters: TBA

Moderator: Jason Kester, Regional Development Director, Ohio Valley Office, Agracel, Inc.

Building off our national mega project session at the Mid-America Competitiveness Conference in Chicago, this session will review the best practices and success stories related to winning mega projects in our host communities.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

9:30-9:45 am

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

9:45-10:45 am

Raising the Debt Ceiling & Interest Rates: Impacts on Taxes, Spending and Growth?

Presenter: Ernie Goss, Ph.D., MacAllister Chair & Professor of Economics, Creighton University

The federal debt now stands at more than \$31.4 trillion, and barring an agreement between D.C. Democrats and Republicans, the nation faces a financial crisis in the first week of June. How will Social Security payments and other spending programs, as well as interest rates, be affected? Goss will discuss findings from Creighton's two monthly economic surveys across 12 Mid-America and Mountain states as it relates to this budget/spending crunch.

Location: Hotel Kansas City President's Ballroom, 3rd Floor

10:45-11:00 am

Networking Break/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: Hotel Kansas Library Ballroom, 3rd Floor

11:00 am-12:00pm

Innovative Workforce Strategies: Designing the Workforce Experience from Recruitment to Retirement

Presenter: Heather Hardinger, Director of DEI, Human Resources, Cox Health

The Great Resignation. Labor shortages. Economic concerns. These forces and many more are impacting employers worldwide. Organizations are asking, "How might we understand our employees' values, needs, and desires, and deliver experiences that differentiate us in the market for talent?" Hear success stories and learn about one of the most critical factors of individual and organizational success that can help employers recruit with intention, move the needle on retention, keep your people motivated and your culture strong.

Thank you to our conference supporting sponsor!



Interested in Mid-America EDC Annual Sponsorship or Best Practices Sponsorship opportunities? [CLICK HERE](#) for packages and/or email Tracey Hogan at tracey@assnoffices.com for more information!

Best Practices Conference Location, Hotel, and Travel Information

This year's Best Practices Conference will be held at the Hotel Kansas City, 1228 Baltimore Avenue, Kansas City, Missouri 64105



Hotel Reservations:

You may reserve your hotel room at now through April 24, 2023 at <https://www.hyatt.com/en-US/group-booking/MCIJD/G-DQGM>.

Be sure to reserve early to receive the discounted rate of \$189 per night for single/double occupancy. Reservations at the discounted rate are available for the nights of May 9, 10, and 11. Parking at the Hotel Kansas City is valet only. Overnight parking for hotel guests is \$35 per vehicle per night, and has unlimited in and out privileges.

Day Parking and KC Transportation Options:

Short term parking at the hotel for day guests is \$18 per vehicle (no in and out privileges). For additional parking options, [CLICK HERE](#).

For information about KC transportation options, [CLICK HERE](#).



The 2023 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).

2023 Best Practices Conference Registration

Register online through May 2nd via check OR credit card at

<https://maedc5.wildapricot.org/event-5184671>

Registration Options:

- **MID-AMERICA EDC Member Conference Registration - \$399**
- **Non-Member Conference Registration - \$499**
- **MID-AMERICA EDC New OHIO Member Package - \$549**
New KANSAS AND MISSOURI Members Only! (\$799 Value: Membership Valued at \$300 plus non-member Conference Registration \$499) Join MID-AMERICA EDC now AND register for the Best Practices Conference for only \$50 more than the non-member conference registration! Because Kansas and Missouri are the host states for the 2023 Annual Best Practices Conference, new MID-AMERICA EDC members from Ohio receive this special membership discount for the remainder of 2023! For full details about membership benefits visit <https://www.midamericaedc.org/membership/join-us>.
- **One-Day Member Conference Registration (\$229 – Weds or Thurs, \$149 Fri.)**
- **One-Day Non-Member Conference Registration (\$329 – Weds or Thurs, \$249 Fri.)**
- **Optional May 9th Networking Event (Kansas City Royals game) - \$67 additional charge (available to conference registrants only)**

Policies:

Deadline for online registration is May 2, 2023. You may register onsite only after this date. (Conference registration/check in opens on Wednesday morning, May 10th at 11:00 a.m. at the Hotel Kansas City, 3rd floor.

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 May 2nd, you will receive a full refund. Cancellations after May 2nd 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.