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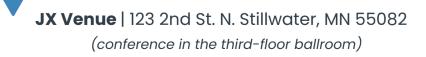




ILLINOIS // IOWA // INDIANA // KANSAS // MICHIGAN // MINNESOTA MISSOURI // NEBRASKA // NORTH DAKOTA OHIO // SOUTH DAKOTA // WISCONSIN // WYOMING

May 13 - 15, 2025





#### BEST PRACTICES CONFERENCE



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# **SPEAKERS**

## Welcome!

#### Stillwater: A Vibrant Community



Ted Kozlowski Mayor, Stillwater

Brandon Marshall Wyoming Business Council

#### **Keys to Strong Partnerships**





Anne Rahm <sub>CBRE</sub>

#### The Power of Community Engagement







Innovate

Marquette

Domenic

Cheyenne

Bravo

Visit

Opening Reception
Stillwater Riverboat
Networking for all attendees

## May 13 - 15, 2025

# AGENDA | MAY, 13

## **Morning Gathering**

- Conference Registration | 11:30 to 5:00 p.m.
- Vendor Displays | 11:30 to 5:00 p.m.
- Board of Directors Meeting | 9:30-11:00 a.m.
- Past President's Gathering | 11:30 a.m.

## **Afternoon Sessions**

- 12:45 p.m. Welcome: Brandon Marshall & Mayor Kozlowski
  - Mid America EDC President, Brandon Marshall and Stillwater Mayor, Ted Kozlowski will give our welcoming address and share insight into our 2025+ vision.
- 1 p.m. Opening Keynote: Keys to Strong Partnerships
  - With extensive experience in commercial real estate partnerships between public agencies and education institutions to build strong communities, Mike McShea and Anne Rahm will share insights into best practices.
- 2 p.m. The Power of Community Engagement: Collaborative Planning and Development at The Heights
  - In a panel, learn how deep community engagementbeyond a standard master plan-shaped the vision, sustainability goals, and development roadmap for The Heights. Best practices will be shared for managing complex site coordination, balancing stakeholder priorities, and keeping large-scale redevelopment projects on track, even as multiple efforts unfold within a single site.
- 3 p.m. Tech-Driven Development

   Meta will open a new \$800 Million data center in Rosemount spurring jobs and will be part of the University of Minnesota's Outreach, Research and Education Park. Learn how this large greenfield development partnership came together.
- 4 p.m. Tourism Fuels Growth
  - This panel will include Explore Minnesota, Innovate Marquette, USDA Outdoor Recreation, Wyoming Tourism in sharing insights across multiple states and localities for how to embrace tourism and recreation as part of your economic development strategy. From a multistate collaborative effort to regional approaches for investing in your outdoor recreation drivers, panelists will discuss marketing, branding, infrastructure, and business development activities.

# **Evening Session**

- Riverboat Cruise aboard the Empress
  - All attendees are invited to set sail for an unforgettable evening of drinks, dinner and networking as the historic paddlewheel boat glides past wooded bluffs and twinkling shore lights.

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# **SPEAKERS**

Patrick

Building a Healthcare Innovation Hub



Seeb Executive Director, Destination Medical Center

#### Grid Modernization and Powering Clean Energy









#### Sustainable Air Fuel Innovation







Julia Silvis Greater MSP Minneapolis St. Paul Partnership

#### Leading in Food and Agriculture



MN Department of Agriculture



#### Driving High Impact Growth - Consultant Insights



# **Evening Activities**

#### **Unplug and Play**

Join us for Happy Hour at The Lumberjack. Enjoy an evening of ping pong, foosball, retro arcade games, skee ball, pinball, shuffleboard, and darts.

#### From Hollywood to Home

Sponsors, join our consultants for a night with our super couple: L.A. chef & his musician wife, Caroline Smith, as we network and share a night of food (seafood & prime rib buffet) and live music in their re-imagined venue as they share why they came home to Minnesota.



# May 13 - 15, 2025

# AGENDA | MAY, 14

# **Morning Activities**

- 7 a.m. Fun Run supported by Wild River Running
- 8 a.m. Networking Breakfast
- 9:00 a.m. to 5:00 p.m. Registration & Vendor Displays

## **Morning Sessions**

- 9 a.m. Building a Healthcare Innovation Hub • The Destination Medical Cetner is a unique public/private partnership created to build America's City for Health. With the Mayo Clinic at its heart, Rochester is building for the future of healthcare innovation and ensuring community involvement in the process.
- 10 a.m. Concurrent Tours
  - 1) Take a ride on a Stillwater trolley for a tour of the city and understanding of commercial, residential, and industrial development partnerships. 2) Powered by the largest solar array of any distillery in the U.S., visit Tattersall Distillery where spirits use the finest local ingredients for the best cocktails anywhere.

## Afternoon Sessions

- 12 p.m. Lunch & Scholarship Award Presentation • 1 p.m. - Grid Modernization and Powering Clean Enerav
  - This panel discussion will center around Midwest utility companies decommissioning fossil fuel-burning power plants and investing in new renewable generation. This clean energy transition is occurring amid a tech-fueled electricity demand boom. We'll discuss the current state and future vision.
- 2 p.m. Sustainable Air Fuel Innovation The Minnesota SAF Hub, led by the GREATER MSP Partnership, is the nation's first large-scale hub committed to scaling production of sustainable aviation fuel to replace conventional jet fuel. Learn how Bank of America, Delta Air Lines, Ecolab, and Xcel Energy had early successes and what's on the horizon to benefit rural areas and other industry sectors.
- 3 p.m. Leading in Food and Agriculture • Minnesota's emerging and scaling food businesses are a growth engine unlocking opportunities and shaping rural economies. With iconic brands such as General Mills, Hormel, and Land O'Lakes showcasing Minnesota to a global audience, today's rise of local food entrepreneurs are fueling community vitality and innovation. The panel will feature diverse voices from the founders themselves to those that support them, sharing insights on entrepreneurship, market access, and regional impact.
- 4 p.m. Consultants & Site Selectors Panel • Unlock strategic partnerships, accelerate innovation, and drive high-impact growth with keys to partnerships from global business institutions.

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## May 13 - 15, 2025

# AGENDA | MAY, 15

## **Morning Activities**

- 8 a.m. Networking Breakfast
- 8 11:00 a.m. Registration & Vendor Displays

# **Morning Sessions**

- 9 a.m. Healthcare's Silicon Valley
- As the #1 HealthTech Cluster in the world, Minnesota's Medical Alley has been called the Silicon Valley of healthcare. In 2023, Minnesota MedTech 3.0 (MMT3.0) was designated one of America's leading technology hubs by the U.S. Economic Development Administration. This panel of experts will discuss current efforts within the MedTech/Life Sciences sector in the state and provide strategies for developing industry-specific support networks to foster innovation and growth.

 10 a.m. - Developing Main Street

 This panel will discuss how America's main streets reviatlize and
 This panel will discuss how America's main streets reviatlize and

 enhance the economic, social, and cultural vibrancy of a city by fostering community engagement, supporting local businesses, and preserving a town's historic charm.

## **Closing Remarks**

 Thank you for attending! We'll see you at the Best Practices Conference in 2026!

JX Venue | 123 2nd St. N. Stillwater, MN 55082

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