2019 Best Practices Conference

July 17-19, 2019

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Wednesday, July 17th

8:15-11:15 am  **WEDA Academy:**  
**Impact Through Redevelopment**  
The Wisconsin Economic Development Association is offering an additional educational component at a discounted rate for Mid-America EDC members! This academy is held at the Marriott Milwaukee Downtown, as well, for added convenience. (Separate pre-registration with WEDA for this session was required.)

10:00-2:00 pm  **Best Practices Conference**  
**Registration Check In**  
Location: Eastside Ballroom Foyer

10:00-2:00 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: Eastside Ballroom Salon C

11:45-12:45 pm  **Best Practices Conference**  
**Opening Luncheon**  
Location: Eastside Ballroom Salons AB

12:45-1:00 pm  **Welcome/Opening Remarks from Best Practices Conference Co-Chairs, Kyle Adams and Steve Jahn**  
Location: Eastside Ballroom Salons AB

1:00-2:00 pm  **Regional Economic Development Leadership Council**  
**Moderator:** Patrick Schloss, Vice President, First-Ring Industrial Redevelopment Enterprise (FIRE)  
**Presenters:** Pat O’Brien, Executive Director, Milwaukee 7; Steve Jahn, Executive Director, Momentum West; Barb LaMue, Executive Director, New North, Inc.; Jerry Murphy, New North, Inc.  
Learn how Wisconsin’s regional economic development organizations work in conjunction with the Wisconsin Economic Development Corporation to launch programs to attract, develop, and retain talent and business.  
Location: Eastside Ballroom Salons AB

2:00-2:30 pm  **Break (before departing to Fiserv Forum)**

2:30 pm  **Travel to Fiserv Forum**  
Join us for an afternoon of sessions and a networking reception at the Fiserv Forum - the NEW home of the NBA’s Milwaukee Bucks!  
**Location:** Meet in Marriott lobby at 2:30 pm to board buses.

3:00-4:00 pm  **Industrial Real Estate Redevelopment**  
**Moderator:** Jeff Hoffman, CCIM, SIOR, Principal Industrial Services, The Boerke Company  
**Presenters:** Nate Ellis, Senior Vice President of Real Estate, Rabin; Rob Gerbitz, President and Chief Executive Officer, Hendricks Commercial Properties; Gale Price, Economic Development Director, City of Janesville, WI  
You have a vacant factory or industrial real estate property – now what? Hear from experts in the public and private sector on what it takes to combine all the pieces together for a successful redevelopment project.  
**Location:** Fiserv Forum

**Schedule of Events**

Please note that your conference name badge must be worn to **ALL** conference events and sessions.
Wednesday, July 17th

4:00-4:15 pm  Networking Break

4:15-5:15 pm  Stadium Area Redevelopment
This session will be a discussion on the benefits obtained from the developments to the economy, focusing on the surrounding area improvements in addition to the stadium facility itself.

**Moderator:** David Kircher, Phoenix Financial Advisors

**Presenters/Panelists:**
- Tim Sheehy, President of the Metropolitan Milwaukee Association of Commerce will speak in general about neighborhood redevelopment as a result of the Buck’s ownership investment in the team, the Fiserv Forum, and its neighborhood, a catalyst for further development throughout the metro Milwaukee downtown area.
- Alex Lasry, Senior Vice President, Milwaukee Bucks will discuss their reasons for the investment in Milwaukee and their vision for continuing development in the area.
- Aaron Popkey, Green Bay Packers will update us on the continuing process of “Packerville” neighborhood area development, the benefit to the team and to the metro Green Bay area.
- Jerry Murphy, The New North, Inc. On a smaller scale, the Milwaukee Bucks have also invested in the City of Oshkosh area (Menominee Nation Arena), and its NBA G-League team (the Wisconsin Herd). Learn how this has become a stimulant for the Fox Valley corridor between the cities of Fond du Lac and Green Bay.
- Mike Zimmerman, Roc Ventures/Ballpark Commons. In southern Milwaukee County, Mike has expanded areas surrounding and including a Milwaukee County Park. This includes commercial and residential real estate as well as a minor league ballpark for the new Milwaukee Milkmen and the Division I UW-Milwaukee baseball team.

5:15-7:00 pm  Networking Reception and Welcome by Milwaukee Mayor Tom Barrett
Location: Fiserv Forum

7:00 pm  Buses depart to Marriott Milwaukee Downtown

Thursday, July 18th

6:00-7:00 am  Morning Run
Join us for an optional morning run through Milwaukee!
Location: Meet in Marriott lobby at 6:00 am.

7:00-4:00 pm  Best Practices Conference Registration Check In
Location: Eastside Ballroom Foyer

7:00-7:30 am  Networking Breakfast
Location: Eastside Ballroom Salons AB

7:00-2:00 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!
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7:30-8:15 am  Opportunity Zones: A Bottom Up Approach
**Presenter:** Rebecca Mitich, Partner, Husch Blackwell
Created as part of the 2017 Tax Cuts and Jobs Act, the Opportunity Zones program is designed to draw private capital into designated low income communities. This session will review the basics of the Opportunity Zone program with a focus on the role of the economic development community. The discussion will cover emerging trends at the state and local level, including the creation of community-centered Opportunity Zone Funds, the issuing of Opportunity Zone prospectuses by municipalities and state and local incentives for Opportunity Zone investments.
Location: Eastside Ballroom Salons AB

8:15-8:30 am  Networking Break/Visit with Vendors
Location: Eastside Ballroom Salon C
**Thursday, July 18th**

8:30-9:15 am  **How To Solve Your Manufacturing Talent Issues & Maintain Global Competitiveness**
*Presenters: Buckley Brinkman Executive Director/CEO, Wisconsin Center for Manufacturing & Productivity; Kelly Armstrong, Vice President of Economic Development, Greater Green Bay Chamber*

This session will cover how to leverage your state’s Manufacturing Extension Partnership by emulating Wisconsin’s transformational productivity initiative. Featuring case studies with resulting ROI. Learn how you as a local EDO can use this strategy to assist manufacturers in your region.

**Location:** Eastside Ballroom Salons AB

9:15-9:30 am  **Networking Break/Visit with Vendors**
*Location: Eastside Ballroom Salon C*

9:30-10:30 am  **Tomorrow’s Talent Is Here Today: Seizing Opportunity In The Digital Age**
*Presenter: Rebekah Kowalski, Vice President, ManpowerGroup North America*

Given the pace of change in skills driven by advancements in technology, the future is much more about what employees can do than the specific jobs they’ve done in the past. We can’t slow the pace of change, yet we can invest in skills to build the workforce of tomorrow and ensure we have the talent to win in the digital age. Join Rebekah for a discussion on workforce trends and how we become builders of talent so individuals and employers alike to succeed today and tomorrow.

**Location:** Eastside Ballroom Salons AB

10:30-10:45 am  **Networking Break/Visit with Vendors**
*Location: Eastside Ballroom Salon C*

10:45-11:45 am  **Technology Giant Foxconn Selects Wisconsin—How the Deal Came Together**
*Moderator: Kathryn Berger, Business Development Manager, CG Schmidt, Inc.*

*Presenters: Jela Trask, Key Business Liaison Business & Investment Attraction Director, Wisconsin Economic Development Corporation; Sam Rikkers, Strategic Economic Initiatives Director, Wisconsin Department of Administration; Laura Million, Business Development Manager, Racine County Economic Development Corporation*

Learn how Wisconsin won the Foxconn deal, the largest corporate attraction project in U.S. history. Insights from the team will reveal the state’s best practice model for supporting projects from attraction to workforce to supply chain to ensure positive impact to the economy.

**Location:** Eastside Ballroom Salons AB

11:45-1:30 pm  **Luncheon/General Session: “Capital Stacking” – Alternate Options to Fund Your Project**
*Presenters: Lynda Templen, Husch Blackwell; Kevin M. Fhalehty, Vice President & Relationship Manager, PNC Commercial Banking; David Kircher, Phoenix Financial Advisors*

Panelists will conduct a discussion on alternate sources and application of resources to fund a project. Federal, state, and local resources will be thrown in the mix.

**Format/Timeline:**
- 11:45-12:30 – Lunch/Networking/Visit with Vendors
- 12:30-1:30 – General Session

**Location:** Eastside Ballroom Salons AB

1:30-2:00 pm  **Networking Break/Visit with Vendors**
*Location: Eastside Ballroom Salon C*
Thursday, July 18th

2:00-3:15 pm Best Practices in Talent Strategies
Presenters: Janet Ady, President and CEO, Ady Advantage; Ashley Scray, Director of Client Services, Ady Advantage
Best Practices Communities:
• Perry County, IN – Pick Perry Campaign: Alvin Evans
• Hendricks County, IN – Logistics Sector Partnership: Lora Steele
• Hutchinson County, MN – TigerPath: Miles Seppelt
• Michigan City, IN – Promise Scholarship: Clarence Hulse
Communities large and small, urban and rural are struggling to attract and retain the talent their businesses need to thrive and grow. And as current demographic trends continue, the problem is only going to get worse. But what can economic developers do about it? What talent strategies are communities currently using that are scalable, affordable, and – most of all – effective? Are there proven solutions to the talent challenge? Ady Advantage has collected information on over 200 unique talent strategies throughout the U.S. to help communities understand best practices, as well as tailor talent strategies to address their unique issues and challenges. In this presentation, Ady Advantage will discuss key national talent trends, as well as share best practices from Mid-America EDC communities who are working to addressed talent challenges in their regions and how they have been successful in doing so.

Location: Eastside Ballroom Salons AB

3:15-3:45 pm Break before Milwaukee Presentation in Ballroom/departure for Walking Tours

3:45-4:00 pm Milwaukee Presentation and Walking Tours
A Rising Global City – Milwaukee’s Time to Shine
Presenter: Beth Weirick, CEO, Milwaukee Downtown, BID #21
From Gen Z to Boomers, Downtown Milwaukee is the place to live, work and socialize. Where else can you access world-class cultural arts, best-in-league sport teams, award-winning restaurants, a 3.1-mile RiverWalk, 1,400 acres of beaches and greenspace adjacent to Lake Michigan, and major corporate headquarters all within one-walkable-square-mile? With more than $3.1 billion invested in private and public projects since 2010, downtown Milwaukee is poised to host the 2020 Democratic National Convention next summer. Learn what the world will soon realize from Milwaukee Downtown’s leader for over 20 years.

Location: Eastside Ballroom Salons AB

4:00-5:00 pm Walking Tours
Please note that all tours will gather in the ballroom after the 3:45-4:00 p.m. session and will end at the Networking Event at Jazz in the park at Cathedral Square – 520 East Wells Street.

Walking Tour #1 – The Hop Streetcar, presented by Potawatomi Hotel & Casino
Streetcars do more than simply improve mobility and connections. Among the primary benefits of fixed-rail transit systems, such as The Hop, are the numerous potential economic development opportunities it provides and supports. Learn more about Milwaukee Downtown, BID #21 efforts to support and promote development along and near the streetcar corridor in downtown and surrounding neighborhoods.

Walking Tour #2 – Activating Wisconsin’s Main Street
Since 2014, 16 flagship properties along Wisconsin Avenue have announced plans for new construction, reinvestment, or repurposing. Coupled with a series of new activations, including Sculpture Milwaukee, utility box murals, Otocast, and Key to Change, Wisconsin Avenue has reestablished its identity as Milwaukee’s “main street.” The programs, launched in 2017, have received global recognition as best-practices from the International Downtown Association.

Walking Tour #3 – Urban RiverWalk Exploration
Serving as a catalyst for transforming vacant warehouses, breweries and an abandoned industrial corridor into a thriving destination to live, work and socialize, the Milwaukee RiverWalk has helped define Milwaukee as the Fresh Water Capitol of the World. With a total investment of $52 million since the late-1980s, the RiverWalk has generated a $1 billion increase in property values. Recognized as one of the world’s best urban riverfronts, the Milwaukee RiverWalk received the 2017-2018 Global Awards for Excellence from the Urban Land Institute.
**Thursday, July 18th**

5:00-9:00 pm Networking Event at Jazz in the Park at Cathedral Square
Jazz in the Park is Milwaukee’s favorite outdoor summer music series, featuring everything from Jazz and big band to R&B, Funk and Salsa! Dinner and beverages will be provided.
Location: Cathedral Square – 520 East Wells Street (located in the white tent set up for our private event)

**Friday, July 19th**

7:00-9:00 am Best Practices Conference Registration Check In
Location: Eastside Ballroom Foyer

7:00-7:45 am Networking Breakfast
Location: Eastside Ballroom Salons AB

7:00-10:00 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: Eastside Ballroom Salon C

7:45-8:30 am Cluster Diamonds in the Midwest
Moderator: Kathryn Berger, Business Development Manager, CG Schmidt, Inc.
Presenters: Dean Amhaus, Executive Director, The Water Council; Norb Biderman, President & Founder of Growth Enterprises, LLC; Ed Morrison, Director, Purdue University Agile Strategy Lab
Through a combination of great “DNA,” chance opportunities, hard work, and good decisions, industry cluster groups in Milwaukee and Minneapolis have made great strides in establishing robust regional ecosystems for their respective industries. In a discussion with the top executives of these leading industry cluster groups, learn about these organizations’ accomplishments, traits of successful cluster initiatives, investment returns for their states, and organizational structures through which each engages industry leaders, public entities and academia to cluster around their particular industry base.
Location: Eastside Ballroom Salons AB

8:30-8:45 am Networking Break/Visit with Vendors
Location: Eastside Ballroom Salon C
Friday, July 19th

8:45-9:30 am  **Electrification of The Transportation System – Is Your Community On Board**

*Moderator:* John Drury, Business Development Manager, Madison Gas and Electric

*Presenters:* Debbie Branson, New Market Manager for Energy Products and Services, Madison Gas and Electric; Mahanth Joishy, Fleet Superintendent, City of Madison

Municipalities, utilities, employers and vehicle manufactures are investing in, and planning for the continued development and growth of the electric transportation system. Hear from industry experts as they share current trends, benefits, and best practices for going electric in your community.

**Location:** Eastside Ballroom Salons AB

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9:30-10:00 am  **Break (before departing to Harley-Davidson Museum)**

10:00 am  **Travel to Harley-Davidson Museum**

*Location:* Meet in the Marriott lobby at 10:00 am to board bus

**Bus Transportation:** The bus will depart at 10:00 am for the Harley-Davidson Museum. While at the Museum your bags/suitcases may be left securely on the bus if you will take the bus to the airport.

The bus will start loading at the Museum at 12:15 and leave promptly at 12:30 for a trip back to the Marriott for drop-offs and then on to the airport (Mitchell International Airport (MKE)). The bus will arrive at the airport at 1:00 pm.

The bus will then return to the Harley Davidson Museum for additional trips to the Marriott, departure times from the Museum are 1:30 and 2:00 pm (to the Marriott only).

If you prefer to drive/uber/taxi, you may do so. Parking is complimentary at the Museum. The Museum address is 400 W Canal St, Milwaukee, WI 53201.

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10:30-2:00 pm  **Harley-Davidson Museum Event & Tours**

Join us and tour the world-famous Harley-Davidson Museum! A private space for the Mid-America EDC group is reserved to allow for additional networking, as well. Light food and beverages will be provided. Registrations received after June 21st are encouraged to attend the event/reception for networking, food, and beverages. Guided tours are full, however attendees may tour the museum on their own.

**Location:** Eastside Ballroom Salons AB

12:30-2:00 pm  **Departures (see bus schedules above)**
The 2019 Mid America 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 (CEcD).