

May 17-19, 2012 | Manhattan Beach, California

FORMULATING EFFECTIVE ECONOMIC DEVELOPMENT POLICY

MARKETING AND COMMUNICATIONS STRATEGIES



"As the Nation's economy struggles out of the worst economic cycle since the Great Depression, I cannot think of a more important program for America's Mayors and Council Members."

Michael Kasperzak

2012 League of California Cities President, Mayor, Mountain View, CA



NATIONAL LEAGUE of CITIES | LEADERSHIP TRAINING INSTITUTE

Co-Sponsored by the League of California Cities

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Economic development is one of the key levers local governments have to support job growth, business development and overall quality of life in the community. Although the fiscal climate is making it difficult for cities to implement large-scale, capital intensive economic development projects, there are many avenues for local governments to support economic growth and to better meet the needs of the business community.

Enhancing communication capacities both within local govern-

ment and with the business community and economic development stakeholders will be an important part of this seminar. Do you know who the key stakeholders in your community, both service providers and business organizations? How are you connecting and leveraging these organizations?

Learn strategies to help local leaders leverage new technologies to effectively market the community and to rethink existing tools and processes to support homegrown businesses.

MARKETING

Your city's online presence matters to your current businesses and to potential businesses. The internet has changed how we communicate, access information, and how cities do economic development. Not only do you need to have a city website that conveys timely and pertinent information, but there are a slew of other social media vehicles, like Facebook and LinkedIn, that can be economic development tools as well.

In addition to creating new ways to do economic development, technology has also created new ways to collect data to monitor and evaluate economic development policies. Explore how to use internet to further economic development goals and how to use data to develop more effective policies.

BUSINESS-FRIENDLINESS

In addition to new technologies to further economic development goals, existing local policies can directly impact economic outcomes and the ease of doing business in your community. Often times, regulations with confusing or redundant steps and vague time lines put unnecessary burdens on prospective and current businesses.

Are you a champion of business inside and outside of City Hall? Do you support new and small businesses? Are your policies transparent and consistent? Go in depth exploring the needs of your business community, strategies to build partnerships with key stakeholders, and how to create stronger lines of communication between businesses and the city.

While cities may not create businesses, they can help or hurt their ability to succeed and grow. It is imperative to:

- Understand the needs of local businesses
- Create better lines of communication between businesses and government
- Coordinate efforts across multiple agencies to provide regulatory support for business development

Join us in California with leading scholars, experts and trainers as they guide you through an engaging program that will examine workable solutions for your community.

CORE COMPETENCY

Competent Practitioner - 8 Credits in the Certificate of Achievement in Leadership program

SEMINAR PRESENTERS



ANATALIO UBALDE is CEO of GIS Planning Inc., an economic development internet company; ZoomProspector.com, an online site selection and business intelligence service; and SizeUp, a small business intelligence service. GIS Planning's ZoomProspector Enterprise web-based GIS product is the industry standard for site selection websites in economic development.

His work in geographic information systems, economic development and the Internet is featured in The Wall Street Journal, Bloomberg BusinessWeek, Forbes, Fortune, and The New York Times. Mr. Ubalde is co-author of the books Economic Development Online and Economic Development Marketing: Present & Future. Before GIS Planning he worked in local economic development with a focus on business attraction, retention, and site selection assistance.



KATHERINE AGUILAR PEREZ served most recently as the Executive Director of the Urban Land Institute, Los Angeles District Council (ULI LA) prior to co-founding ELP Advisors LLC. Ms. Perez professional history includes being the Vice President of Development for Forest City Development co-founder and Executive Director of the Transportation and Land Use Collaborative (TLUC) of Southern California, and as the Deputy to the Mayor of Pasadena.

Ms. Perez has been featured in CNN's Future of Cities series, interviewed by National Public Radio, PBS, Los Angeles Times, Los Angeles Weekly, Wall Street Journal, Urban Land Magazine, The Daily Commerce, and Swiss TV. Ms. Perez has been identified by 2009 Hispanic

Business Magazine in the "Top 100 Influential Hispanics" in the United States, and 2009 Real Estate Southern California Magazine, "Woman of Influence."



Having completed his second term as Mayor of Manhattan Beach on July 19, **RICHARD MONTGOMERY** led the hire of a new City Manager, Police Chief, and Fire Chief - - all within the past ten months. He continues to serve on the City Council, to which he was elected in 2005 and again in 2009.

He recently led the development and approval of a balanced city budget of \$95 million, ending with a surplus of \$750,000, preserving cash reserves, and keeping Manhattan Beach as one of only two California cities with a triple-A credit rating. Montgomery is a 23-year resident of Manhattan Beach and is a Manhattan Beach business owner and valuation consultant.



DAVID CARMANY was appointed to the position of City Manager on June 4th, 2007. Mr. Carmany came to the City of Seal Beach with over 25 years of experience in public service. He has served as City Manager in the cities of Agoura Hills, Malibu, and Pacifica.

Under his leadership the City of Pacifica received the San Mateo County Outstanding Leadership Award for Financing and Preservation of Oceanview Senior Housing Development, and completed the construction of a fifty million dollar waste water treatment plant. On January 11, 2010, Mr. Carmany was appointed City Manager of the City of Manhattan Beach.

AGENDA (SUBJECT TO CHANGE)

Thursday, May 17, 2012

- 12:00 pm — 6:00 pm Registration
- 1:30 pm — 5:00 pm **MOBILE WORKSHOP** - Manhattan Beach Media Campus

Friday, May 18, 2012

- 7:00 am — 5:00 pm Registration
- 7:30 am — 8:30 am Continental Breakfast
- 8:30 am — 12:00 pm **OPENING SESSION:** Tools for Communicating, Marketing and Evaluating Economic Development Goals
- 12:00 pm — 1:00 pm Lunch
- 1:00pm — 5:00 pm **SECOND SESSION:** Creating a Supportive Business Environment
- 5:00 pm Session Ends
- 5:30 pm Evening in Manhattan Beach

Saturday, May 18, 2012

- 7:30 am — 8:30 am Continental Breakfast
- 8:30 am — 10:30 am **CLOSING SESSION:** Streamlining Strategies for Sustainable Economic Development
- 11:00 am — 3:00 pm **MOBILE WORKSHOPS:** Manhattan Beach Business Development Success
 - Body Glove • Skechers, USA
- 3:00 pm Seminar concludes



REGISTRATION FORM

HOW TO REGISTER

- 1.) To register by credit card...
 - a. Complete the registration form and include your credit card information
 - b. Fax your registration form to (202) 626-3116 or (202) 626-3043
- 2.) To register by check or purchase order...

Attach a copy of your registration form with a check made payable to NLC and mail to...

National League of Cities
Attn: 2012 LTI Seminar — Manhattan Beach
1301 Pennsylvania Ave., NW — Suite 550
Washington, DC 20004
- 3.) Make your room reservation directly with the Manhattan Beach Marriott in Manhattan Beach, CA by calling (800) 228-9290 or (310) 546-7511
Guest Room Rate for Single or Double Occupancy \$119
Check-in: 4:00 pm Check-out: 12:00 pm

- 4.) Make your travel reservations...

When making your flight arrangements, the Los Angeles International (LAX) airport is 5 miles from the Manhattan Beach Marriott.

REGISTRATION CANCELLATION POLICY

All requests to cancel a registration must be submitted by March 31, 2012, to receive a refund. All cancellations must be submitted in writing and are subject to a \$75.00 processing fee. Telephone cancellations are not accepted. Submit written cancellation request to Leadership Training Institute c/o NLC.

Note: Room block will close on May 3, 2012 or earlier when it sells out.

REGISTRATION FEES (check appropriate box below)

Learning should be a shared effort when representing your city. In an effort to assist cities during this difficult economic time, we are offering a Group Registration rate.

The Group Registration rate: For every two paid seminar registrations from the same city, receive one FREE seminar registration for a third person to attend. PLEASE SUBMIT ALL REGISTRATIONS TOGETHER.

- \$295 NLC Member City
- \$395 Non Member City
- \$0 Third Person Group Rate (see details below)
- \$145 Guest Registration (only covers meal functions)

Name _____

Title: _____

Representing: (City or Town of) _____

Mailing Address: _____

City _____

State _____ Zip _____

Phone #: (_____) _____ Fax #: (_____) _____

Participant email: _____

Clerk/Assistant email: _____

Name of Registered Guest: _____

Special needs (mobility, dietary, etc.) _____

CREDIT CARD AUTHORIZATION IF PAYING BY CREDIT CARD:

NLC is authorized to use the credit card below to pay my registration fees.

Amex/Visa/MasterCard Number _____

Security Code _____ Exp. Date: _____

Name on Card: _____

Cardholder Signature: _____

SPACE IS LIMITED. CALL (202) 626-3170 FOR DETAILS.

