Instructor:

Bob Duffy – Tourism & Economic Development Director, City of Oconomowoc, WI

duffyr@uwm.edu
262-894-1738

I do not have regular office hours on campus, but you can either take the opportunity to schedule some time before or after class or schedule an appointment for a virtual visit. Please be aware, I have a calendar that fills up several weeks in advance, so do not leave questions to the last minute.

Course Information and materials will be provided through Canvas. Students shall provide email address to be added to the document sharing and course communication platform.

Course Subject Matter/Content

This course addresses the nature of growth and development with a focus on community & economic development applications and practices for successful change. Students will learn to understand the underlying forces that are affecting communities who are attempting to deal with broad economic change, whether they are tourism dependent communities, or retail, services and manufacturing communities. While each community is unique; they face many common economic and growth-related challenges.

The material presented is grounded in economic theory, but the challenges facing communities require understanding in a broad range of approaches to national, regional, State, or local economic development. Students in this class are expected to gain technical understanding and proficiency in the application of economic development, and practices to address economic development, planning, and public policy challenges, while also appreciating the relationships to other development approaches. Discussions will also occur related to social, economic, and cultural frameworks related to communities; the limitations of markets related to an economy; the significance of partnerships in a community; the role of location in regional economic success; the importance of community capital, attributes, and assets; and the emphasis the interconnectedness of all of the different elements of a local, State & regional economy.

Objectives:
1. Gain an overview of economic development practices and applications.
2. Develop a toolbox for analyzing the strengths and weaknesses of the community’s economy.
3. Explore alternative processes for affecting change at the community level.
4. Improve the economic understanding of students interested in affecting change at the local level.

**Grading:**

There will be three projects identified below in the class that will be worth 80% of your final grade. Students will be expected to apply the models, methods, and tools discussed in the class to problems they might encounter working with communities in the field of community economic development.

**Student Engagement & Class Participation:**

- 10% of grade

**Community Profile Project:**

Students will produce a community profile that incorporates the tools and methods discussed in this class.

- 20% of grade

**Community and Economic development issue briefing Paper & Presentation**

- 20% of grade

**Informational Interview of Economic Development Professional**

- 20% of grade

**Group Exploration project and presentation**

- 30% of grade

**Grading criteria**

The specific grading criteria for each report will be given with the report assignment. Note that writing always “counts.” In assigning a particular grade, the following guidelines set by the UWM graduate school will be followed:

A: Superior work
B: Satisfactory, but undistinguished work
C: Work below the standard expected of graduate students
Here are some general rules for the assignments and metro report:

1. Papers must be typed, double-spaced, in 12-point font (preferably Times New Roman or Arial), with 1-inch margins.
2. Pages must be numbered.
3. The paper must comply with any specific requirements of the assignment, such as page limits, organization, etc.
4. Unless noted otherwise, please submit your report to the appropriate Canvas Assignments AND turn in one hard copy during class.
5. Late Reports: Reports are due at the beginning of the class period in which the report is due. Late reports are NOT accepted unless the student obtains an extension based upon justification such as illness or family/workplace emergency.

CLASSROOM CONDUCT

For in-person participants, please turn off and put away all cell phones and audible devices during class. For online participants, please try to turn the camera on and participate in class discussions.

SPECIAL ACCOMMODATION

Students with limitations due to disability, including learning disability may request for any reasonable accommodations. Students will be allowed to complete examinations or other requirements that are missed because of a religious observance. In case of special accommodations are needed in order to meet any of the requirements of this course, please contact me as soon as possible.

ACADEMIC CONDUCT

The University, as an instrument of learning, is predicated on the existence of an environment of integrity. Faculty have the primary responsibility for establishing and maintaining an atmosphere and attitude of academic integrity such that the enterprise may flourish in an open and honest way. Students share this responsibility for maintaining standards of academic performance and classroom behavior conducive to the learning process. Please review Chapter UWS 14 and Faculty Document No. 1686 at: http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm (Links to an external site.) for both UWM’s and our expectations of appropriate student academic conduct.

Original Work and Plagiarism: All work in this course should be your own. In written work, cite your sources for quotes, facts, and opinions, both in the body of your work and in the bibliography. Do not copy word for word unless you place the words in quotation marks. Any plagiarism will be dealt with as a serious ethical breach. If you have questions about whether you are crossing an ethical line, ASK ME. Here is a link to some good information on plagiarism from Indiana University Bloomington: https://www.indiana.edu/~istd/definition.html (Links to an external site.)

Other Course Policies: This course adheres to campus policies regarding students with disabilities, religious observances, active military service, incompletes, discriminatory conduct, academic
misconduct, complaints about the course, grade appeals, and firearms. For details about these policies, see:


Work Expectation: On average, students should spend 48 hours per credit per semester on in-class activities and activities outside of the classroom (i.e., approx. 144 hours for a 3-credit course).

Anti-racism and DEI (Diversity, Equity, and Inclusion) Policies: This course is committed to addressing systemic racism across all its dimensions in our curriculum. Towards this goal, this course acknowledges the historical roles of urban planning in creating and replicating racial inequities in the built environment. We are committed to developing pedagogical approaches and curricular content to train urban planners on anti-racist planning strategies.

We desire to foster and reinforce an inclusive culture in which democratic principles embrace the richness of our diverse society. This course facilitates and advances respectful dialogues among participants (students, instructors, class project clients, community members, and so on) of diverse backgrounds and experiences.

COURSE SCHEDULE AND ASSIGNMENTS

The schedule below identifies the readings, assignments, and preparations for class discussion that you need to prepare each week. Additional details and Instructions for written assignments (community profile, issue briefings, group exploration project) will be posted at least two weeks prior to the due date. This course also has assignments where you will need to collect, understand, and analyze articles/information to participate in course discussions. Your discussion of the assignments will be graded in “student engagement and class participation/discussion”. Students will also be required to present information on their projects and assignments.

Many readings are identified on the syllabus, and items of current relevance may be distributed at class time. Instructor may add additional readings to UP 684 Economic Development Canvas page. PowerPoint presentations will be posted to Course files, but sometimes not until after class.

Course Schedule

January 23, 2023

Introduction to Economic Development
Role of the Economic Developer
Economic Development Challenges & Issues
Information Review & Readings: Available in Week 1 Canvas

Economic Development Fact Sheet

Economic Development Perspectives Info Graphic


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January 30, 2023

Economic Development Theory – Virginia Carlson (Guest Lecturer)

Information Review & Readings: Available in Week 2 Canvas

Chapter 3 - Concepts Theory: Leigh Blakely

Amazon HQ2 RFP - Students should review & pay attention to the factors that Amazon specifically said they were looking for.

Local Economic Profile & Analysis

Information Review & Readings: Available in Week 2 Canvas

Introduction to Economic Development, International Economic Development Council

Glossary of Economic Development Terms

February 6, 2023

Globalization – Virginia Carlson (Guest Lecturer)

Information Review & Readings: Available in Week 3 Canvas

The Box Chapter 14 - Just In Time

A Dream Derailed

Local Economic Development

· Marketing
· Attraction
Information Review & Readings: Available in Week 3 Canvas

Roadmap to Livability Series: Economic Development Workbook; ©AARP 2018

Amazing Place – Six Cities Using New Recipe for Economic Development; Smart Growth America 2016

Review of Richard Florida’s *The Rise of the Creative Class*

February 13, 2023

Real Estate Development Process

Information Review & Readings: Available in Week 4 Canvas

Economic Development Checklist

February 17, 2023,  Economic Profile Project Due

February 20, 2023

Financing Tools & Methods

Information Review & Readings: Available in Week 5 Canvas


Other Economic Development Financing Tools Primer; GFOA

February 27, 2023

Guest Speaker:

**Phoenix Financial Advisors**

Commercial Real Estate (CRE) Lender/broker

Information Review & Readings: Available in Week 6 Canvas
• Articles, resources, and scenarios may be provided by guest speaker.

March 3, 2023, Community & Economic Development Issue Brief Paper Due

March 6, 2023

Student Issue Presentations

Workforce Development

Information Review & Readings: Available in Week 7 Canvas

Briefing Paper: Creating an effective workforce system for the new economy; © 2018 McKinsey & Company

March 13, 2023

Guest Speaker

  Robyn Luedtke - Waukesha Co. Business Alliance – Talent Development

  Nicole Ryf – Waukesha Co. Center for Growth – Regional Economic Development

Information Review & Readings: Available in Week 8 Canvas folder

  • Articles, resources, and scenarios may be provided by guest speaker.

March 17, 2023, Informational Interview of Economic Development Professional Due

March 20, 2023 – Spring Break

March 27, 2023

  Housing

  Utilities

  Transportation
Information Review & Readings: Available in Week 9 Canvas

Thinking & Acting Regionally – Implications for Local Economic Development Practice; Erin Flynn, Ph.D. 2005

April 3, 2023

Development Types:
- Business Expansion
- Industrial Development
- Greenfield Development
- Brownfield Development

Information Review & Readings: Available in Week 10 Canvas

Economic Impact of brownfield Investment; UWW Whitewater Fiscal & Economic Research Center & Redevelopment Economic; For WI Economic Development Association- 2015

- Article: Lawrence Warehouse costs estimated, with job creation
- Article: Milwaukee Park East Freeway Case Study
- Commercial & Industrial Facility Development; ©2011 Community Action Partnership

April 7, 2023  Exploration Project Framework & Proposal Due

April 10, 2023

Entrepreneurship & Small Business Development

Business Plans

Information Review & Readings: Available in Week 11 Canvas


April 17, 2023

Redevelopment & Reuse

Downtown Revitalization

Case Study – Planning + Economic Development = Creating Vibrant Places

Information Review & Readings: Available in Week 12 Canvas

An Analysis of Downtown Storefront Improvements; © 2014 Cooperative Extension of the University of Wisconsin System

Principles of New Urbanism infographic

Useful Tools to Rejuvenate CRE Assets and Communities: New Urbanism, Smart Growth, and ESG Investment Principles; DBRS Morningstar, 2021

(Re)Building Downtown-A Guidebook for Revitalization; Smart Growth America; 2015

April 24, 2023

Guest Speaker

Matt Moroney - President/COO – Wangard Partners, Inc.

Economic Development Planning

Strategic Doing

Information Review & Readings: Available in Week 13 Canvas

Economic Development Performance Measures

Strategic Doing Info to be added later

May 1, 2023

Bringing It all together.... The Art of the Deal!

Information Review & Readings: Available in Week 14 Canvas
May 5, 2022   Exploration Project Due

May 8, 2022

   Project Presentations

Course Summary:

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<td>Fri Feb 17, 2023</td>
<td>Assignment Develop an Economic Profile for a community of your choice</td>
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<td>Fri Mar 3, 2023</td>
<td>Assignment Community and Economic Development Issue Briefing Paper</td>
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<td>Sun Mar 5, 2023</td>
<td>Assignment Issue Paper Presentation</td>
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<td>Fri Mar 17, 2023</td>
<td>Assignment Informational Interview of Economic Development Professional</td>
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<td>Fri Apr 7, 2023</td>
<td>Assignment Exploration Project Framework &amp; Proposal</td>
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<td>Fri May 5, 2023</td>
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