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Friday, October 27, 2017

## RESURGENCE OF RURAL COMMUNITIES

The Lower Eastern Shore Region in Maryland is rich with communities that are drivers of job creation and investment for the counties in which they reside. Revitalization of these rural communities depends on many factors including reusing existing real estate and buildings, finding adequate funding to support business, building partnerships among public and private sectors, and understanding how regional cooperation impacts the future.

The Lower Shore Rural Economic Development Session is designed to bring attendees ideas to enhance the positives that already exist in our unique downtowns and communities. Discussions and speakers will highlight opportunities that are available to move these ideas forward to positively impact a resurgence in region.

8:00 AM **Continental Breakfast**

8:40 AM **Welcome Remarks**

Danny Thompson, Director, Somerset County Economic Development, MEDA Board Secretary

Jake Day, Mayor, City of Salisbury

Memo Diriker, Director, The Business, Economic, and Community Outreach Network (BEACON)

Raymond W. Hamm, Jr., Executive Vice President, PNC Bank

9:00 AM **OPENING KEYNOTE ADDRESS**

**Introduction:** Christopher Rockey, Market Manager, Greater Maryland Community Development Banking, PNC Bank

**Keynote:** Kenneth C. Holt, Secretary, Maryland Department of Housing & Community Development

Secretary Holt joins us today to set the tone for the conference bringing his expertise in neighborhood revitalization, finance, and housing issues. In his role as Secretary of DHCD he manages the state's housing finance, mortgage insurance, community development and building code programs.

Secretary Holt's on the ground experience and his professional expertise speaks to today's program.

9:20 AM

**Why Downtowns Matter!**

This panel will explore reasons why healthy and vibrant downtowns matter in community development today. Planning, cultural, social, commercial, workforce and civic perspectives will be explored. Past and present downtowns will be analyzed. Discussion of best practices will lend insight as to the challenges and opportunities to anyone wanting to improve their downtown.

**Moderator:** Dave Ryan, Director, Salisbury/Wicomico Economic Development  
Michael Day, Director, Snow Hill Economic Development  
Carrie Samis, Manager, Princess Anne Main Street  
Jamie Heater, Executive Director, Salisbury Arts & Entertainment District  
Mike Dunn, President/CEO, Greater Salisbury Committee

10:20 AM

**BREAK**

10:45 AM

**Real Estate Reuse – challenges and opportunities**

Property development and revitalization presents a host of opportunities that can prompt community resurgence. When these opportunities are recognized and the challenges are overcome, the community as a whole reaps the rewards. Join us as our panel speakers discuss the significant steps forward they have taken on the Lower Shore to develop specific sites. The panel will also discuss sites that are waiting for discovery as they explore what is possible when you breathe new life into old.

**Moderator:** Merry Mears, Director, Worcester County Economic Development

Brad Gillis, Principal, DEVRECO Development Real Estate Company  
Rick Pollitt, City Manager, Crisfield  
Glenn Irwin, Executive Director, Ocean City Development Corporation  
Peck Miller, Developer, Ocean City

11:45 AM

**Break for Lunch**

12:00 PM

**Lunch and Keynote Address**

**Introduction:** Jeffrey Trice, Director of Economic Development, Dorchester County

**Charles Fairchild II, Owner, Fairchild Properties LLC**

Mr. Fairchild's company is overseeing the redevelopment of two primary real estate projects along route 50 in Cambridge/Dorchester County. Taking vacant and underutilized acreage to create vibrant communities is something Fairchild properties excels at and the 24-acre site where Shore Health will be located is a prime example of revitalization in a rural community. Hear from Mr. Fairchild about his projects and the positive impact they will make on the shore.

12:45 PM

**Closing Comments/Takeaway: Danny Thompson, MEDA Secretary**

**In Cooperation with:** Dorchester, Somerset, Wicomico and Worcester Counties



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