



October 21 – 27, 2018

SUNDAY, OCTOBER 21, 2018

3:00pm – 4:30pm Discover Cumberland Main Street!

Join the Maryland Department of Housing and Community Development as we celebrate the 20th anniversary of the Main Street Maryland program with a tour of one of the state's first designated Main Streets!

Designated a Main Street Maryland community in 1998, Cumberland is also a state designated Arts & Entertainment District, a National Register Historic District, and located in the Canal Place Heritage Area. Along with the resources that these designations bring, the City of Cumberland has leveraged state funding programs to create a vibrant downtown that has benefitted from a variety of public-private partnerships. Tour participants will see first-hand the results of the \$24 million of investment that has spurred property re-development, historic commercial and residential rehabs and brought new businesses to downtown over the last 20 years. And if that isn't enough, you'll learn the impact that the arts and outdoor recreation opportunities have had on the local economy and what's to come in the next 20 years!

Tour Participants: Meet at 3:00 pm at the McCoury Family Stage, 1 North Liberty Street, in the heart of Cumberland's Main Street district!

NOTE: The tour will conclude at 4:30 at the MEDA Welcome Reception being held at The Manhattan Social

4:30 – 6:30 Welcome to Western Maryland Reception and
Kick off Economic Development Week

The Manhattan Social
69 Baltimore Street
Cumberland, MD

We want to thank all our sponsors for the combined Sunday October 21 and Monday October 22 tour, reception and conference in Cumberland. All our sponsors are listed on the next page.

MEDA 2018 Fall Conference

*Understanding the
Site Selection Process*

UNDERSTANDING THE SITE SELECTION PROCESS

MEDA FALL CONFERENCE

October 22, 2018

8:00 a.m. to 1:00 p.m.

Rocky Gap Casino Resort, Flintstone, MD

The MEDA Fall Conference will explore how site selection is done today. Site Selection plays a major role in business location decisions and with the advance of new technologies that process is rapidly changing. Using a data driven process, site selectors already have access to the most of the information they need right at their fingertips - land/building inventories, demographics/labor market information, and community social media posts. Find out where site selectors get *your data* and how you can ensure it remains current and stands out to make your community rise to the top of “the short list.”

Whether you are the lead economic developer, the attraction expert, the web designer, the data analyst, a local elected official, or the lead connection to the businesses that are seeking a location - this is the conference for you.

Co-Sponsored By:

Maryland Department of Commerce

Maryland Department of Housing & Community Development

Allegany County Department of Economic & Community Development

Bowman Development

Cumberland Development Corporation

First Energy

Frostburg State University

Garrett County Development Corporation

Garrett County Department of Economic Development

Tri County Council of Western Maryland

8:00 – 9:00

REGISTRATION AND CONTINENTAL BREAKFAST

9:00 – 9:20

WELCOME and OPENING REMARKS

Kimberly A. Clark, President, MEDA

The Honorable George Edwards, Maryland State Senator

The Honorable Brian K. Grim, Mayor, City of Cumberland

The Honorable Jacob C. Shade, President, Allegany County Board of Commissioners

9:20 – 9:40

Maryland, An Analysis

Steve Pennington, Managing Director, Division of Business & Industry Sector Development, Maryland Department of Commerce

Hear from the leader of the business attraction team at the Maryland Department of Commerce how the state stacks up in the competition. Steve will discuss some of the great things being done at state level to optimize the strengths and opportunities of locating in Maryland.

9:45 – 10:45

Site Selection/Real Estate 2.0 Panel

The site selection process has advanced dramatically over the years. Hear from site selectors and real estate developers who are interested in your community and how they work to encourage business expansion. Do “selectors” already know about your community? And, regardless of your geographic designation, how can you best position your community to demonstrate your competitive advantages so you make “the short list?”

Moderator: Jayson Knott, Senior Director, Office of Business Development, Maryland Department of Commerce

Panelists:

James Clarke, Senior Vice President, JLL

Tom Dubel, CPA, Senior Director, Altus Group

Aaron Tomarchio, Sr. VP/Administration & Corporate Affairs, Tradepoint Atlantic

10:45 – 11:00

BREAK

11:00 – 12:00

Site Selection Data Resources and Tools Panel

Some say site selection is both an art and a science, but with quick access to the right technology tools, the necessary data that affects the selection process is far more streamlined than ever before. This panel discusses those web-based databases and tools that help site selectors and executives collect, analyze, and compare data on potential locations for business expansion and relocation.

Moderator: Sandy Sponaugle, CEO, Platinum PR

Panelists:

Matt Felton, President, Datastory

Christian LeBarton, Senior Market Analyst, CoStar

Frank Dickson, Director, Strategic Business Initiatives, Maryland Department of Housing & Community Development

12:00 – 1:00

LUNCH, BUSINESS MEETING & KEYNOTE ADDRESS

MEDA BUSINESS MEETING

President Kim Clark presiding
Secretary's Report – Daniel K. Thompson
Membership Report – Kiesha Haughton

KEYNOTE ADDRESS

Our keynote speaker is a highly sought-after consultant who will provide attendees with practical applications for going through the selection process with an emphasis on how to differentiate your community. Scott will sum up the conversations heard today and put into perspective the ways you can optimize your assets to maximize results.

Scott Pollock, Senior Vice President, Juniper Solutions

1:00pm

Adjournment and Drawing

Next MEDA Events:

October 26, 2018 Economic Development & Higher Education, Salisbury University

November 13, 2018 Engaging your Elected Official, Anne Arundel Economic Development

Next MEDA Quarterly Conference: January 10, 2019

2019 Legislative Outlook, Governor Calvert House, Annapolis MD

(Registration coming soon)