

“A Primer for Economic Development in Maryland”
June 4, June 11, June 18, 2020 Beginning at 9:00am
Online
\$25 MEDA Members/\$50 Non-Members

Join MEDA for a virtual training that has been created to provide participants an introduction and overview of how Maryland practices economic development. Course attendees will quickly develop a network of resources and link people and faces, all while building camaraderie among participants to further Maryland’s economic development team.

This course is designed for those who are new to economic development in Maryland, in addition to strategic partners in collaborative industries. Find out how economic development transforms lives by creating opportunities, inspiring innovation, and enriching communities. Together we can work to make a brighter, more prosperous future for the state of Maryland!

Thursday, June 4, 2020

- 9:00 – 9:10 **Welcome**
Heather Gramm, CEcD, President, Maryland Economic Development Association (MEDA)
- 9:10 – 10:05 **Fundamentals of Economic Development**
Jeff Finkle, CEcD, President /CEO, International Economic Development Council
- 10:05 – 10:15 **Ignite Presentations: City/County**
Richard Griffin, CEcD, Director, City of Frederick Department of Economic Development
Denise Beaver, CEcD, Deputy Director, Carroll County Department of Economic Development

Thursday, June 11, 2020

- 9:00 – 10:15 **Maryland’s Economy, Key Industries and Strategic Advantages**
This session provides an overview of Maryland’s economy, its competitive strengths and weaknesses, and key economic assets. We’ll take a closer look at Maryland’s different regions and key industry sectors, how Maryland competes with other states and discuss Maryland’s value proposition for new business investment.
- 10:15 – 10:45 **Ignite Presentations: Higher Education/Finance/Business Partners**
- 10:45 – 12:00 **How Does Maryland “Do” Economic Development**
Our moderator will provide an overview of how state and local representatives work together, and break down the scenarios for how specialized programs depend on the jurisdiction, the company, and the overall needs of the community.
- Presenters will provide a discussion of varying approaches for business startups, growth, retention and attraction, from the perspective of the state and rural, suburban and urban communities. The panel will address significant elements of what goes in to the business development process depending on the jurisdiction, the project, and the requirements of the company. Speakers will share case studies to show the key elements of a project.
- 11:45 – 12:00 **Q&A with Panel**

Thursday, June 18, 2020

9:00 – 9:30 **Ignite Presentations: State and Financial Partners**

9:30 – 10:00 **Ignite Presentations: More State Partners/Regional and Community Colleges**

10:00 – 11:00 **Wrap up**

Hear a wrap up of the full 3 sessions. Each speaker will be invited back and allow for questions from attendees. Speakers will respond to your questions.