

# MEDA

## Chesapeake Basic Economic Development Course

July 26-30, 2021

Virtual

**DRAFT**

### Monday, July 26, 2021

8:30 - 9:30: Introductions & Case Study Highlights  
9:30 - 11:30: Managing EDO  
11:30 - 2:00: Lunch  
2:00 - 4:00: Strategic Planning  
4:00 - 5:00: Case Study Prep

### Tuesday, July 27, 2021

8:30 - 10:30: Business Retention & Expansion  
10:45 - 12:45: Small Business / Entrepreneurship  
12:45 - 2:00: Lunch  
2:00 - 3:00: Introduction to Real Estate  
3:00 - 5:00: Case Study Prep

### Wednesday, July 28, 2021

9:00 - 12:00: MEDA Summer Conference:  
Real Estate Redevelopment & Reuse  
12:00 - 1:00: Lunch  
1:00 - 3:00: Marketing and Attraction  
3:00 - 4:00: Case Study Prep

### Thursday, July 29, 2021

8:30 - 10:30: Neighborhood Development  
10:30 - 12:30: Finance  
12:30 - 2:00: Lunch  
2:00 - 4:00: Workforce Development  
4:00 - 5:00: Case Study Prep

### Friday, July 30, 2021

9:00 - 11:00: Ethics  
11:00 - 12:30: Lunch  
12:30 - 3:00: Case Study Presentations