

MEDA

Chesapeake Basic Economic Development Course

July 25-28, 2022

Monday, July 25

- 9:00 AM *Introductions & Case Study Highlights*, Sharon Disque, CEcD
- 10:00 AM *Managing EDO*, Jamie Williams, CEcD
- 12:00 PM Lunch
- 1:00 PM *Ethics*, Richard Griffin, CEcD
- 3:00 PM *Strategic Planning*, Lara Fritts, CEcD
- 5:00 PM *Case Study / Project Time* (independent)

Tuesday, July 26

- 9:00 AM *Business Retention & Expansion*, Heather Gramm, CEcD
- 11:00 AM *Finance*, Steve Primosch
- 1:00 PM Lunch
- 2:00 PM *Real Estate Redevelopment*, Dan Taylor
- 4:00 PM *Case Study / Project Time* (independent)

Wednesday, July 27

- 9:00 AM *MEDA Summer Conference (Theme: Workforce Development) **
- 1:30 PM *Workforce Development*, Latrice Lewis
- 2:30 PM *Small Business & Entrepreneurship*, Wynne Briscoe
- 4:30 PM *Case Study Prep* (group)

Thursday, July 28

- 9:00 AM *Marketing & Attraction*, Sandy Dubay
- 11:00 AM *Neighborhood & Community Development*, Amy Seitz & Main Street Manager
- 1:00 PM Lunch
- 1:30 PM *Presentations*
- 5:00 PM *Wrap-up*

*Required part of the course