



Certificate Program in Economic Development Program Calendar and Descriptions 2011-2012

Class Time: 4:30pm-7:30pm

Location: 121 South Meramec Ave., 10th Floor Conference Room, St. Louis, MO 63105

Fall Semester

Class 1: Why Should Cities Encourage Development: Fundamentals of Commercial Development from the Public Perspective

Date: Thursday, October 13, 2011

Description: This introductory class will address the important initial question of whether and why a city should encourage commercial real estate development. The class will provide an introduction to the basics of economic development through the examination of the logistics of economic development and benefits/risks involved. Concepts including land use, master planning, costs and benefits of economic development, and how cities think about economic development will also be covered. The class will provide a look at the various types of developments and explain critical factors on what drives these investments.

Class 2: Developer vs. Municipal Views on Development: Keys to Making the Development Process Work Effectively, Efficiently, and Responsibly

Date: Thursday, October 27, 2011

Description: This class will explore the factors that make the development process work, including the importance of timing, costs, conditions, transparency and communications. Participants will be exposed to the various views and roles of elected and appointed officials. The class will discuss the motivations and expectations of the municipality and the developer in planning, zoning, code enforcement, and management.

Class 3: Real Estate Finance and Deal Structuring: Fundamentals of Commercial Development from the Private Perspective

Date: Thursday, November 3, 2011

Description: This class will give an overview of the basic concepts of real estate financing and what is viewed by the private sector (developers and financial institutions) to determine a project's feasibility. The class will discuss the key aspects of a pro forma, how a development location is chosen, and what the concepts of "the market," return on investment, and "cap rates" are. Additionally the class will provide a basic overview of leasing, acquisition, typical lending practices related to commercial development/redevelopment, common deal structuring practices (including the basic legal and accounting advantages/disadvantages underlying various types of ownership and joint venture arrangements used by developers), and the benefits of private partnering.

Class 4: Fundamentals of Land-Use Regulation: Planning, Zoning, Design and Building

Date: Thursday, November 17, 2011

Description: This class will focus on the municipality's land-use process – its structure, possibilities and limitations. The class will cover key planning and zoning issues, land use law, building and zoning codes, the definition of highest and best use, what to expect from inspectors, and architectural design practices and trends in the field. There also will be a class discussion of how codes, laws, and roles impact development and the appropriate role of local government in applying review and guidance standards on project design.

Spring Semester

Class 5: Economic Development Incentives

Date: Thursday, February 9, 2012

Description: The class will provide an overview of incentive tools authorized by the State of Missouri and how they are utilized on various project types. The class instructor(s) will review programs including tax abatement, Tax Increment Financing (TIF), Chapter 100 bonds, Community Improvement Districts (CID), Neighborhood Improvement Districts (NID) and Transportation Development Districts (TDD). The purpose of the class is to give an overview of available incentives and help determine when they should (and should not) be used. This class will build an understanding of the application of economic incentives utilized to stimulate investment for the purpose of maintaining or creating jobs.

Class 6: Infrastructure and Transportation

Date: Thursday, February 23, 2012

Description: The class will explore the development and importance of various types of infrastructure to projects. It will look at roads, bridges, sidewalks, bikeways, water, sewer, electricity, natural gas, public transportation and telecommunications to demonstrate how their presence and/or capacity can help or damage a project.

Class 7: Economic Development Tools

Date: Thursday, March 8, 2012

Description: This class will provide an overview of the economic development tools that can be practically utilized, what tools are available to consultants and cities in terms of analyzing their town, and how to read/interpret developers findings. Some of the tools that will be covered are market studies, Geographical Information System (GIS) data/maps, and census data.

Class 8: Marketing and Branding of Cities

Date: Thursday, March 22, 2012

Description: The class will outline the importance of promotion and public relations for the long-term success of a development project. Citing various product case studies, this class will provide an understanding of the elemental components of marketing both new and existing developments utilizing target marketing, brand identity, media, public relations, and sales.

Graduation Announcement: March 22, 2012

Graduation Requirement: Students are required to attend at least six of eight classes to receive the certificate.

