



How to Seal the Deal: The Role of Planners, Municipal Managers and Economic Development Practitioners.

Over 120 professional planners, community and economic developers, and city and village administrators attended a summit that was held at the ComEd Commercial Center in Oak Brook, Illinois on November 30th 2007. The event focused on the achievements of successful developments within and outside the region highlighting the individual roles of developers, municipal managers and planners coming together to implement a successful development and make a good deal. The panel included Bruce Knight, Planning Director with the City of Urbana; Michael Murphy, Vice President of Development with CenterPoint Industrial Properties; Mark Peterson, City Manager of the City of Normal; and Mayor Randy Pye, Director of Investor Relations with Metro Denver EDC.

Each panelist focused on a particular project that were challenging for them in their respective profession. They highlighted the importance of understanding what the final goal of each development is and stressed the importance of internal coordination, policies, knowledge of how each professional member worked and what made them tick. They then gave the audience specific indicators for their individual success.

Bruce Knight said much of the success was due in large part that they established the cities vision and stuck to it. When they brought in the right team of experts he said good communication and transparency of information helped tremendously.

Mark Peterson re-affirmed that sticking to the cities' vision throughout the entire process was essential. It lent them credibility and helped them establish two other important aspects for success -- engaging all stakeholders and creating public/private partnerships to keep the development on track.

Michael Murphy stressed the importance of due diligence in completing assessments and details of the development upfront. This upfront work allows for greater transparency with city councils and city managers. He stressed the importance of ensuring the needs of the client match those of the community before moving forward.

Mayor Randy Pye said the success of regional development was due in large part to mobilizing Economic Development partners to collaborate on all issues in order to attract development in the region. All partners and municipalities agree to initially promote the region of Denver and then identify communities within the region highlighting its opportunities and assets. Success

of the Economic Development organization has been allowing the private sector to lead all its efforts.

After the presentations and discussion, a number of questions were asked, some of which included how to use of incentives effectively, detailed information about what kind of strategies had been used to balance development, and what measures each speaker used to involve the local community in the development decisions.

The majority of the attendees found the event valuable and thought the topics covered by the speakers were relevant. Many gained a better understanding of general practices for achieving successful development although some wanted a concise focus on tools and process. Attendees expressed an interest in future topics that surrounded topics that include: The integration of economic development with transportation and land-use; Redevelopment Strategies; Financial Incentives (particularly TIF and Alternative Tax Options); Understanding the Local Economy; Successful Marketing of Projects; Workforce Development; and What do you do when a development goes wrong?

Overall, attendees found the event valuable and thought the topic covered by all the speakers were relevant to their various roles. Many gained a better understanding of good practices for achieving successful development. Future topics suggested include: The integration of economic development with transportation and land-use; Redevelopment Strategies; How to use financial Incentives effectively- TIFs and Alternative Tax Options; Understanding the Local Economy; Successful Marketing of Projects; Workforce Development; and What do you do when a development goes wrong?

For more details or to access the PowerPoint presentations, please visit us at:

<http://www.cmap.illinois.gov/economic/events.aspx>. If you have any suggestions for future topics please contact Brian Rademacher at brademacher@cmap.illinois.gov or call (312)386-8668.