

O'Neill

Lead for the Greater Good

**SPEA F-622 Local Economic Development
Fall 2019**

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Office Hours: Monday & Wednesdays 11:00 a.m. – 12:00 p.m.
& by appointment (email request)
Class: M/W 9:30-10:45 a.m. PV 278
Revised 9/12/2019

Course Description

The course will cover concepts, theories, and practices of sustainable local economic development. Class sessions will consist of lectures, guest practitioners, and group discussions culminating in a group project. Readings, discussion, and speakers will examine the theories, strategies, and tools of local and regional economic development.

Local economic development is multidisciplinary and includes more subjects than can be covered in a one-semester course. I have opted for width and diversity rather than depth and specialization, with the intent that you will be exposed to a wide range of strategies, tools, and theories that may be useful in pursuing work in one of the many forms of LED. The class schedule is non-linear; it was developed to accommodate the schedule of a range of LED professionals and it reflects the ever-changing work of practitioners engaged in the field. Readings and

Learning Outcomes

By the end of the semester students should be able to make sense of and be able to explain to policy makers and citizens the sophisticated and sometimes contradictory theories and practices of local economic development (LED) in order to provide professional recommendations to policy makers and gain support of the community regarding economic development policies and implementation strategies.

Students should be able to:

- Explain and apply the fundamental concepts and principles of sustainable local economic development
- Understand and explain the methods used by local governments to regulate land use
- Understand and identify the roles of public, nonprofit, and private sector actors in local economic development
- Identify economic development problems and opportunities in a local community
- Explain and apply local economic development tools and strategies
- Develop and present professional recommendation to address local economic development problems and opportunities
- Participate knowledgeably in job interviews for entry level professional positions in local economic development.

For International Students

Many of the readings and discussions are focused on economic development trends, conditions, and policies in the US. The principles and strategies are applicable in most other places, although they might need to be modified to reflect political, economic, or legal conditions found in your home country. Therefore, it would be appropriate for your responses to assignments to reflect those conditions.

Reading Assignments

- Nancey Leigh & Edward Blakely, *Planning Local Economic Development 6th Ed*, Sage, 2017
- Donald L. Elliott, *A Better Way to Zone: Ten Principles to Create More Livable Cities*, Island Press, 2008
- David B. Audretsch, *Everything in its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States*, Oxford Press, 2015
- Articles and other documents listed on the syllabus will be posted on Canvas 10 days in advance of the assigned due date.

Not everything in the readings will be discussed in class and not everything discussed in class is covered in the readings. Additional articles have been posted on Canvas in Files Folders on topics that may not be covered in the syllabus but that may be of interest to some students.

Written Assignments

All written assignments are expected to meet the rigorous standards of professional writing, including the lack of any spelling, punctuation or grammatical errors. The default format is single spaced, 1" margins, 11 pt. serif font. See documents posted on Canvas on Professional Communications.

Economic Development Planning Assignment

Select and analyze a municipal economic development plan (not a Comprehensive Land Use Plan) from a community of their choice. A full description of this assignment is posted on Canvas. Articles have been posted on Canvas to provide background for this assignment.

Field Observations Assignment

Submit a written report covering your visit to one meeting of the Bloomington or Monroe County Plan Commission and one meeting of the Bloomington City Council or Monroe County Commission. A full description of this assignment is posted on Canvas.

Book Critiques

Prepare critical reviews of *A Better Way to Zone Ten Principles to Create More Livable Cities* by Donald Elliot, and *Everything in its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and State* by Professor David Audretsch. The specific requirements are posted on Canvas.

Innovative Local Economic Development (ILED) Team Project

This group project provides a culminating exercise in lieu of a final exam. Its components constitute a significant portion of your final grade (40%).

The project provides an opportunity to engage with a community partner to identify an economic development challenge, analyze it, and to then apply one or more local economic development theories or strategies by recommending an innovative project that addresses the identified economic development challenge.

Teams of 3 or 4 students will prepare a written simulated grant application and make an oral presentation as though it were being presented to an economic development foundation. A full description of the assignment is posted on Canvas.

Group Discussions / 4-Question Assignments

On the days on which discussion groups are scheduled, students will divide themselves into three (3) groups. For each discussion group, a student will be assigned to serve as facilitator on that day (see Canvas). Ten days prior to the discussion, three (3) questions will be posted on Canvas. These questions will cover assigned readings. You are to answer these questions in writing and submit them electronically; also bring a copy to class to aid in the discussions. Each question will require a few paragraphs. Number your answers. Refer to specific readings where appropriate. Additionally, you are to formulate a fourth question that reflects something that is still not clear or which you want to discuss with other members of the group, one of our guest practitioners, or the instructor. These assignments should not exceed two pages. Answers will be graded on whether you thoroughly but briefly answer each question, including specific references to assigned readings (if applicable) (3pts), satisfactorily answer the question with some reference to the readings (if applicable) (2 pts) or fail to adequately answer the question or reference no reading (if applicable) (1 pt). The 4th question written by you will relate to the assigned readings (1pt).

Group discussions will be limited to approximately 40 minutes after which the class will reconvene to discuss the material.

Class Participation & Attendance

Participation. For optimal discussion and learning to occur, it is imperative that students develop ideas and ask questions that are relevant to the subject matter and show their comprehension of the assigned reading materials.

Attendance. While regular attendance is expected, occasional absences may be necessitated by sickness or a critical appointment. An absence does not postpone the date on which an assignment is due.

Grading Policy

Final course grades will be based on the following distribution of points:

Economic Development Plan Assignment	10%
Field Observations Report	10%
Book Critique 1	10%
Book Critique 2	10%
Discussion Questions	20%
Economic Development Project	40%
	100%

Grading Scale

<u>Total Score</u>	<u>Grade</u>
94+	A
90 – 93	A-
88 – 89	B+
84 – 87	B
80 – 83	B-
78 – 79	C+
70 – 77	C

Professional Conduct, Civility, and Academic Integrity

The MPA is an applied degree intended to prepare students for a professional career in public service. Students are expected to behave as professionals. Professional endeavors as well as learning occur best in a climate characterized by intellectual diversity, a respect for each other, and the contributions of each person.

The O'Neill Student Honor Code focuses on ethical behavior and conduct including, but not limited to, course work inside and outside of O'Neill, internships, community service, and overseas study.

<https://myspea.indiana.edu/doc/ugrad-doc/ugrd-student-honor-code.pdf>

Access and Disability

Students requiring special accommodations should contact Disability Services for Students at

<https://studentaffairs.indiana.edu/disability-services-students/> or 812 855-7578 as soon as possible if accommodations are needed.

Academic Assistance

This is a graduate level course and students are expected to perform at that level. Students having trouble in organizing their studies, completing assignments, properly writing and formatting assignments or comprehending the readings should contact the Academic Support Center to seek assistance.

Syllabus Disclaimer

This syllabus may be changed as needed throughout the semester. Whenever a change is made, students will be notified as early as possible during class and/or via Announcements on Canvas. While every effort has been made to accurately identify assignments and dates and match them to the files posted on Canvas, errors sometimes occur. Do not hesitate to inform me if you think that this has occurred.

Schedule of Assignments – Subject to change in the event of extenuating circumstances

Date	Topic & Readings	Assignment Due
M 8/26	Introductions & Syllabus Review	Student Information Form NameCoach
W 8/28	Trends Affecting the Local Economic Development <i>13 Urban Trends to Watch</i> <i>5 trends for the future of manufacturing</i> <i>Our Miserable 21st Century</i> <i>Emerging Trends in Real Estate 2019</i> <i>Where People Will Want to Be</i> <i>Most of America's Rural Areas Doomed to Decline</i> Discussion Groups	Discussion Questions 1
M 9/2	LABOR DAY - No Class	
W 9/4	Concepts & Theories of Economic Development <i>Leigh & Blakeley Ch. 3</i> <i>The 4 Types of Cities and How to Prepare Them for the Future</i> <i>The Great Divide: Economic Development Theory Versus Practice-A Survey of the Current Landscape</i> <i>Sustainable Economic Development Strategies</i> <i>Should Economic Development Focus on People or Place?</i> <i>What are "Third Wave" State Economic Development Efforts? From Incentives to Industrial Policy</i> Discussion Groups	Discussion Questions 2
M 9/9	Planning for Economic Development Guest Practitioners: Professor Frank Nierzwicki, and Christy Langley Economic Development Coordinator of Hoosier Energy and former Bloomington Planning Director <i>CityLab University: Zoning Codes</i>	
W 9/11	Introduction to Local Economic Development: A Public Perspective <i>Leigh & Blakely Ch. 1 & 2</i> <i>The Flow of Money</i> <i>The 4 Types of Cities and How to Prepare Them for the Future</i> <i>The Big Economic Development Questions</i> <i>The Reality of Mayors' Economic Promises</i> <i>Remaking Economic Development (Optional)</i>	
M 9/16	Responding to Market Failure Lakeside Crossing: A Case Study in Suburban Redevelopment <i>Market Failure Approach to Regional Economic Development Policy</i> <i>Coming Back from Economic Despair</i> <i>The Saga of an Inner Suburb</i> <i>Zombie Houses</i> <i>Vacant Walmart Sites Create Big-Box Stumbling Blocks for Local Governments</i> Discussion Groups	Discussion Questions 3
W 9/18	Introduction to Innovative Local Economic Development (ILED) Project First ILED Team Meetings	Team Preference

M 9/23	Sustainable Economic Development Guest Practitioner: Ian Nicolini, VP Economic Development Indy Chamber <i>Inclusive Economy Indicators</i> <i>The surprisingly short list of US Metro areas achieving inclusive economic growth</i> <i>The Five Characteristics of an Inclusive Economy</i> <i>Sustainable Economic Development Strategies</i> <i>Asset-Based Economic Development: Building Sustainable Small and Rural Communities</i> <i>Rising Sea Levels Pose Risk to Institutional Real Estate Investment</i>	Economic Development Plan Assignments 1 & 2
W 9/25	Local and Regional Approaches to Development: The Role of NGOs <i>Leigh & Blakely Ch. 4 & 5</i> Guest Practitioner: Jen Pearl President of the Bloomington Economic Development Corp. (tentative) and Erin Predmore, President of Greater Bloomington Chamber of Commerce Visit: www.bloomingtonedc.com <i>Strategic Plan for Economic and Community Prosperity in Southwest Central Indiana</i> <i>The Geography of Brain Drain in America</i>	
M 9/30	Drafting an Economic Development Plan Guest Practitioner: Scott Burgens <i>A Better Way to Zone</i> <i>Framework for Creating A Smart Growth Economic Development Strategy: A Tool for Small Cities and Towns</i> <i>Preparing an Economic Development Strategy in Ten Easy Steps</i>	Book Critique 1
W 10/2	Regulating Land Use <i>Dillon's Rule</i> <i>Zoning 101 – Understanding Zoning Law</i> <i>Minnesota Planning & Zoning 101</i> <i>Invasion of the Tech Tenants</i> <i>Planning and Zoning in Indiana</i> Discussion Groups	Discussion Questions 4
M 10/7	Local Economic Development Strategies <i>Leigh & Blakely Ch. 7</i> <i>Should Economic Development Focus on People or Places?</i> <i>Arts and Crafts Critical to Economic Development</i> Discussion Groups	Discussion Questions 5
W 10/9	Real Estate Development Process Guest Practitioner: Steve Harden, Attorney, Faegre Baker Daniels, Indianapolis <i>Fundamentals of Real Estate Development</i> <i>Assessing your development's feasibility</i> <i>Kelo V. City of New London</i>	
M 10/14	Strategy: Cluster-Based Development <i>Leigh & Blakely Ch. 6</i> <i>Location, Competition, and Economic Development: Local Clusters in a Global Economy</i> <i>A Practitioner's Guide to Economic Development Tools for Regional Competitiveness in a Knowledge Economy</i> <i>Cluster-Based Economic Development Strategies</i> Discussion Groups	Discussion Questions 6
W 10/16	Strategy: Incentives <i>21st Century Incentives Summary</i> <i>Adding a Stick to the Carrot: Location Incentives with Clawbacks, Recisions, and Recalibrations</i> <i>TIF Basics Slide Show</i> <i>Opportunity Zones (PM Article)</i> <i>The Tool That Local Economic Developers Should Rely On</i> Review www.iedc.in.gov/incentives (Incentives available in Indiana)	ILED Progress Report

Commented [A1]: Alternatives: Mayor Hamilton, Mark Lauchle

M 10/21	Why Economic Development Practitioners and Academics Don't Agree Guest Lecturer: Professor David Audretsch <i>Everything in its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States</i>	Book Critique 2
W 10/23	The Economic Development Process Guest Practitioners: Courtney Zaugg, CEO Plaka & Associates and Marlon Webb, Project Manager Veridus Group <i>What Economic Developers Actually Do</i> <i>Shoot Anything that Flies, Claim Credit for Anything that Falls</i>	
M 10/28	Strategy: Branding and Marketing Guest Speakers: Judi Johnson, Economic Development Director & Aaron Head, Assistant Director of Noblesville, IN <i>Marketing Basics for Successful Business Attraction</i> <i>Developing a Marketing Plan - Eight Steps Towards Developing a Marketing Plan for your Group</i> <i>How to market a small town</i> <i>Winning Strategies in Economic Development Marketing</i> <i>15 Principles of Authenticity: Making Real Estate Real</i> Visit: www.choosenoblesville.com	
W 10/30	Strategy: Attracting the Creative Class <i>Leigh & Blakely Ch 8</i> <i>The Creative Class and Economic Development</i> <i>Creative Class and Economic Prosperity: Old Nostrums, Better Packaging?</i> <i>Which Indicators Explain Metropolitan Performance Best? Traditional of Creative Class</i> <i>A Failed Urbanism</i> <i>18-Hour Cities Reinforce Their Hold on Investors' & Developers' Attention</i> Discussion Groups	Discussion Questions 7
M 11/4	Role of Manufacturing in Economic Development Guest Speaker: Dr. Keith Belton, Director of O'Neill's Manufacturing Initiative <i>High-Tech Manufacturers Moving to Smaller Factories, Bigger Warehouses</i> <i>Maker Movement Bringing Life Back to Warehouse Districts</i> <i>Manufacturing Jobs Aren't Coming Back</i> <i>The Short History of the Future of Manufacturing</i> <i>Manufacturing Job Loss in U.S. Deindustrialized Regions, 2015</i>	
W 11/6	Strategy: Tourism Guest Practitioners: Mike McAfee, Exec. Dir Visit Bloomington; Mike Campbell, Chair Bloomington/Monroe County Convention & Visitors Bureau; Jane Ellis, Director Brown County Visitors Center <i>Travel and Tourism in North America</i> <i>Exploring Factors that Affect Destination Brand in the Tourism Industry</i> <i>SMERFs</i> <i>The Politics of Bread and Circuses: Building the City for the Visitor Class</i> <i>Bloomington Marketing Plan</i> <i>Brown County Benchmark and Marketing Report</i>	
M 11/11	Development Approval Process <i>Leigh & Blakely Ch. 14</i> Discussion Groups: Field Observations & Questions	Field Observations Report
W 11/13	ILED Group Meetings	

11/18	Strategy: Workforce Development Guest Practitioners: Robert King, Executive Director South Central Workforce Board, Steve Bryant Exec Dir Gayle & Bill Cook Ctr for Entrepreneurship, Adam Gross Workforce Alignment Coordinator Ivy Tech, & Todd Hurst Director Education & Workforce ROI (Regional Opportunity Initiatives) <i>Leigh & Blakely Ch. 9 & 10</i> <i>Job Creation and the Knowledge Economy: Lessons from North Carolina's</i> <i>Shifting Workforce Development into High Gear</i> <i>Cliff Effect</i> <i>Region 8 WIOA Plan</i> <i>Occupational Needs Assessment (1 of 3) for Southwest Central Indiana</i>	ILED Progress Report Discussion Questions 8
W 11/20	Managing Local Economic Development <i>State of the Art Measures in Economic Development</i> <i>Economic Development Performance Measures</i> <i>Monitoring Economic Development Performance</i> <i>Redevelopment Director Job Description</i> Discussion Groups	Discussion Questions 9
11/25-27	THANKSGIVING BREAK	
M 12/2	What Did We Miss? Class Discussion	ILED Proposals
W 12/4	ILED Presentations: Teams 1 & 2	
M 12/9	ILED Presentation: Teams 3 & 4	
W 12/11	Discussion of ILED Project OCQ	ILED Written Reports
M 12/16	(Finals Week)	ILED Peer Reviews ILED Reflections