



Year 2 Course Descriptions & Learning Objectives

Core Topics

Building Entrepreneurial Communities

Entrepreneurship is strongly associated with economic growth. Discover what entrepreneurship is, what challenges startups face, and how to attract and keep these innovators. This session includes an analysis of what characteristics exist in an entrepreneurial community. Participants will rate their own community's level of entrepreneurship by assessing these same characteristics. The course will also provide tools communities can use to build extra capacity and continue to build on that capacity.

Learning Objectives

Participants will:

1. Discover what entrepreneurship entails.
2. Study the challenges start-ups face and how to attract and keep entrepreneurs
3. Gain tools communities can use to foster entrepreneurship

Business Attraction and Site Selection Process

Location factors are essential to attracting, retaining, and expanding businesses, but what do companies look for in the site selection process? Learn about the top site selection factors and discover the opportunities to enhance or build on these factors for your community.

Learning Objectives

Participants will:

1. Review the site selection process
2. Discuss how communities and developers can make their sites and buildings competitive
3. Learn the importance of effective communication between the community developer and the company and/or site selection consultant during the process

Business Retention and Expansion

This course covers the basic components of a successful BRE Program and why nurturing and supporting existing businesses is so critical to a community's economic health. Participants will also learn how to increase the competitiveness of local businesses, job creation strategies, and cost-effective approaches to economic development, including the role individual community members can play in supporting a BRE Program.

Learning Objectives

Participants will:

1. Review the three-legged stool of economic development: recruitment, small business development/entrepreneurship, and business retention and expansion
2. Study the rationale for, and history of, BR&E
3. Learn about BR&E programs (incentives, training, visitation program, executives' roundtable, etc.) and barriers to BR&E

Community and Economic Development Finance

Creating a remarkable community with sustainable infrastructure and the ability to influence its growth takes fiscal management and insightful risk assessment strategies. Learn to maintain full-cost funding and budgeting for long-term success.

Learning Objectives

Participants will:

1. Study the role of financial management in the community development process
2. Explore risk assessment strategies
3. Learn how to establish a local funding team

Quality of Place

Quality of place is defined as the physical characteristics of a community that affects the quality of life of people living and working in it and those visiting it. Developing a strong quality of place allows communities to distinguish themselves from one another. Defining a community's quality of place also determines the demographic that the community wants to or will attract. When considering the quality of place initiative, leaders should consider what is desirable to citizens and visitors and achievable for their location and culture. Quality of place can play a large role in economic development as it pertains to the recruitment of businesses and people.

Learning Objectives

Participants will:

1. Learn how a strong quality of place can promote economic development
2. Understand the role of the arts in civic engagement
3. Learn strategies for supporting a creative economy
4. Learn how the built environment can promote connected, healthy communities

Additional topics to be announced