

# WEDA Winter Economic Development Conference

"Building Economic Development Capacity in your Communities"

February 16 & 17, 2012

Little America • 2800 W. Lincolnway, Cheyenne, WY 82009 • 800-445-6945

## AGENDA

### THURSDAY, FEBRUARY 16: Little America, Cheyenne

**1:00 p.m. - 1:30 p.m. Conference Registration, networking & welcome refreshments**

**1:30 p.m. - 5:00 p.m. – Building Economic Development Capacity:** Thursday's Conference programs focus on the changes and progress that Wyoming's economic development professionals, communities and the Wyoming Business Council made to their recruitment programs following the Site Selector Training conducted by Ed McCallum of McCallum-Sweeney at the WEDA Fall Conference.

#### *Panel Topics:*

- **Site Selection Certification:** Certification of Business Sites and Engineering Firms, and Funding Sources for Certification.

- **Improvements to Recruitment Tools:** Economic development websites, data collection, marketing and more.

#### **How ready is your region for Data Centers?**

*Joe Sharkey, Vice-President TMNG Global*

The Wyoming Business Council contracted Joe Sharkey to evaluate each region of the state for capacity for Data Center recruitment. This is the initial report from Mr. Sharkey by region.

#### **Using Wyoming GIS Data for Economic Development Purposes**

*Scott N. Lieske PhD, Geospatial Extension Specialist in Community Planning*

*Wyoming Geographic Information Science Center (WyGISC), University of Wyoming*

Dr. Lieske will feature several examples of Wyoming economic development projects his Center has worked on using GIS technology.

#### **Economic Development Legislative Briefing for the 2012 Budget Session**

*Lynn Birleffi, WAGAN; Scott Sutherland, WEDA Legislative Committee Co-Chair*

**5:30 p.m. - 8:30 p.m. - WEDA 7th Annual Economic Development Legislative Reception**

*Sponsored by Rocky Mountain Power*

### FRIDAY, FEBRUARY 17: Little America, Cheyenne

**7:30 a.m. - 8:30 a.m. Breakfast and WEDA Membership meeting - Election of Board Members**

**8:30 a.m. - 1:00 p.m. Building Economic Development Capacity:** Friday's Conference Programs focus on making your Economic Development Organization sustainable and powerful.

#### *Panel Topics:*

- **Capacity Building Tools: How to have control over land, buildings, influence and money.**

A panel will discuss how to structure your deal and use Revenue Recapture to support operations, local investments and special uses.

- **Growing Capacity through Sales Tax Income**

Hear about examples of successful economic development funding through local optional sales taxes and the economic development sales tax.

#### **How to Develop Prospects and a Lead System for Rural Communities**

*Tom Johnson, Wyoming Business Council*

*Conference ends at 1:00 p.m. after lunch - drive safely!*

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