



This Webinar has been approved for 1 certification maintenance credit by AICP



BETTER COMMUNITY PLANNING & ECONOMIC DEVELOPMENT



SPEAKER

Join Leverage NC in a four-part series titled Better Community Planning & Economic Development for NC cities and towns.

This series is led by Ed McMahon, a leading authority on topics such as the links between health and the built environment, sustainable development, land conservation, smart growth, and historic preservation. You do not want to miss this fantastic opportunity!

This series will explore small town economic development and quality of life, post-pandemic real estate and land use practices, asset-based economic development, and what to know about reviving suburbs and commercial corridors.

Each hour long session will be offered via a Zoom live webinar beginning at 1:00 pm.

SERIES 3 | JUNE 30

Asset Based Economic Development -

Today successful economic development is more about what a community has, rather than what it doesn't have. This workshop will examine how the economic development paradigm is changing. Industrial recruitment, for example, is still important, but today, growing existing businesses is even more important. The workshop will also outline the role "place" plays in economic development and will provide examples of how communities are investing in and enhancing "quality of place" to foster new jobs and investment.



Ed McMahon
Senior Resident Fellow,
Urban Land Institute

JUNE 30, 2021 | 1:00 pm

Register Here:

<https://cvent.me/lz80Kg>

SERIES 4 | SEPTEMBER 28

www.LeverageNC.org



Leverage NC is a partnership of the NC League of Municipalities, NC Department of Commerce's Main Street & Rural Planning Center, NC Department of Cultural Resources' State Historic Preservation Office and the NC Downtown Development Association. We aspire to build economic development capacity in every town or city across the state.