

learn the tools
leverage partnerships
bring your expertise



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UrbanPlan

for Public Officials

Join us for a 1-DAY VIRTUAL WORKSHOP FOR ELECTED AND
PUBLIC SECTOR OFFICIALS

*A highly interactive case study fostering constructive dialogue among
public, private, and community stakeholders*

Saturday, April 24th

In teams, you and fellow officials will:

- Adopt roles on competing development teams responding to a mock city-issued RFP
- Address conflicting business, community, and public sector needs and goals
- Evaluate the economic risks and benefits of different land uses and building types
- Develop a pro forma (financial model) for an economically sustainable development

WHAT IS URBAN PLAN?

The UrbanPlan interactive case study engages participants in unfamiliar decision-making roles that address the fundamental challenges, complex trade-offs, and economics that are at play in land development.

WHY URBANPLAN FOR PUBLIC OFFICIALS?

UrbanPlan is an opportunity for public officials to build their toolkit for understanding how public/private partnerships can make a positive impact on city-led projects. Through this workshop teams will explore key issues of land-use with other elected officials, professional land use practitioners and ULI volunteers.

TIME COMMITMENT

One-day | Hands-on Workshop

Teams will explore the trade-offs and risks at play in the development process, including financial and physical constraints, conflicting stakeholder interests, and the need for economic sustainability. Teams work together to create a feasible proposal that meets the RFP's objectives, the community's interests, and an investor's bottom line