

**OLD DOGS, NEW TRICKS:
Business-Civic Organizations and the New Regionalism**
Hyatt Regency Miami – February 17-18, 2005

Purpose of the Convening: The convening provides an opportunity for participatory learning, information exchange, and agenda building for CEOs of regional, business-based leadership organizations and their key civic partners in major metropolitan areas of North America. The meeting will focus on the big opportunities and challenges of regional growth and development strategies that both contribute to business competitiveness and build a healthy region. A number of national experts will help provide context for the discussions, but the meeting style will emphasize the exchange of experience and information among participants.

FINAL AGENDA

Evening Reception: Wednesday, February 16 (Location: Orchid CD) **6:00 – 8:00 pm**

Day One: Thursday, February 17

Registration (Location: Outside of Riverfront South) **7:00 – 8:00 am**

Continental breakfast served in Riverfront South.

Session One: Welcome and Conference Overview (Riverfront South) **8:00 – 8:40 am**

How does the new regional growth and development agenda differ from traditional economic development and how are business-civic organizations across the country responding? Brian Bosworth and Erin Flynn will walk through the convening agenda and provide an overview based on the findings from *Minding Their Civic Business*, a new study that reports on the practices and priorities of business-civic organizations in 29 metropolitan regions of North America.

Session Two: The Changing Dynamics of Urban America (Riverfront South) **8:45 – 10:45 am**

This session presents findings from a major research effort entitled *The Changing Dynamics of Urban America*, undertaken by CEOs for Cities – a national leadership organization whose mission is to advance the economic competitiveness of cities. The “CD” project examined five key dimensions of change in America’s cities between 1990 and 2000 including: Knowledge Economy, Business Composition, Demographics, Urban Growth Form, and Regionalism. The research considers the varied performance of cities and identifies the factors that appear to account for success. James Rooney, consultant and former Policy Director of CEOs for Cities, and Riccardo Bodini, research consultant to the study, will present key findings and facilitate discussion on the changing role of cities in metropolitan regions.

Regional Response: Jim Wunderman is President and CEO of the Bay Area Council, a CEO-led public policy organization representing over 250 major employers in the nine-county Northern California Bay Area. Jim will discuss the “CD” findings in the context of the Bay Area, a metropolitan region that is home to three major cities, over 7 million residents and one of the most productive economies in North America.

What Matters I? How and Why Globalization Creates Demand for a Highly Educated Workforce (Pearson)

What trends in the global economy are driving the changing dynamics of urban America? How does a region ride these waves of change? What are the most important strategies a region can pursue to be successful on the leading edge of change? This session will explore these questions and consider how business leadership groups determine which strategies to pursue.

Facilitator/presenter: Graham Toft, Growth Economics

What Matters II? Increasing Returns to Higher Education (Riverfront South)

A key finding of the *Changing Dynamics* research is the positive impact of higher education on economic competitiveness. This break-out session will consider increasing returns to higher education and discuss strategies business-civic organizations can undertake in partnership with educational institutions to increase the proportion of college graduates in metropolitan regions.

Facilitator/presenter: Brian Bosworth and Vickie Choitz, FutureWorks

Break

10:45 – 11:00 am

Session Three: The Young and the Restless: Retaining Talent in a Mobile Age (Riverfront South)

11:00 – 12:15 pm

Impresa Consulting together with Coletta & Company has undertaken a path-breaking study of the migration and settlement patterns of 25-to-34-year olds, and the impact of this migration on metropolitan prosperity. The initial work focused on six cities: Memphis, Philadelphia, Portland, Providence, Richmond and Tampa Bay. Joe Cortright of Impresa Consulting will present findings from this national study and facilitate a discussion of the implications for business-civic leadership.

Regional Response: David Thornburgh, Executive Director of Pennsylvania Economy League, will discuss Greater Philadelphia's Knowledge Industry Partnership, a broad-based coalition of civic, business, government and higher education leaders working together to maximize the impact of the region's "knowledge industry" of college and universities on Philadelphia's competitive position.

Lunch (Hibiscus)

12:30 – 1:30 pm

Session Four: Spatial Dimensions of Regional Growth (or Does Sprawl Really Matter?) (Riverfront South)

1:30 – 3:30 pm

Are spread-out patterns of metropolitan growth and development bad for business? What's the evidence? This session will explore the impact of sprawl on regional economic competitiveness and the role business-civic leadership groups can play in redirecting growth patterns. Bruce Katz, Vice President and Director of the Metropolitan Policy Program at The Brookings Institution and The Adeline M. and Alfred I. Johnson Chair in Urban and Metropolitan Policy, will discuss spatial dimensions of regional growth.

What Works I? Narrowing the Jobs-Housing Mismatch (Riverfront South)

What is the extent of the jobs-housing mismatch in metropolitan regions and what is the cost to business? How are business-civic organizations tackling this competitiveness challenge? This session will present methods for measuring the mismatch and business-led strategies for narrowing it based on the experience of Chicago Metropolis 2020, a business-backed policy advocacy organization that has been tackling the jobs-housing mismatch on several related fronts.

Facilitator/presenter: Charles Wheelan, Harris Graduate School of Public Policy, University of Chicago, former Director of Policy and Communication for Chicago Metropolis 2020

What Works II? City-Regional Linkages (Pearson)

Economies are increasingly regional and the economic success of cities and suburbs is inevitably linked as part of one regional economy. Yet municipal competition for business development and tax revenue often breeds an "us against them" mentality leading to inefficient growth and development patterns. This session will explore the different types of linkages that bind city and suburb (e.g., labor force, labor market, real estate, infrastructure, amenities) and the challenges associated with coordinating economic development strategies across municipalities in a metropolitan region.

Facilitator/presenter: Erin Flynn and Brian Bosworth, FutureWorks

Evening Cocktail Reception

(Location: The Spire Deck at the Hotel of South Beach,
801 Collins Avenue, South Beach)

5:30 – 7:30 pm**Day Two: Friday, February 18***Continental breakfast served***7:30 – 8:30 am****Session One: Spreading the Wealth: Tackling Social and Economic Inequality in Metropolitan Regions** (Riverfront South)**8:00 – 10:00 am**

The business community has historically addressed issues of social and economic inequality through philanthropy. Increasingly, however, business-civic leadership groups recognize that addressing social and economic disparity is a business imperative. How and why are business-civic leadership groups in major metros undertaking market-based strategies to tackle this challenge?

Hattie B. Dorsey, President and CEO of The Atlanta Neighborhood Development Partnership, Inc. (ANDP) will discuss how her organization is working with business leaders in Atlanta on mixed-use affordable housing. ANDP is a housing development catalyst created to “rebuild neighborhoods where people can live full, safe and secure lives,” and to promote, advocate for and build affordable new housing for the growing populations of people who are priced out of homes in close proximity to jobs.

What Works I? Regional Double Bottom Line Investing (Riverfront South)

Across the United States, business civic organizations, community leaders and government agencies are working together to launch regional investment initiatives to attract private investment into the poorest communities in their respective regions. These initiatives utilize investment funds to produce double bottom line returns – risk adjusted market rate financial returns and substantial social and environmental returns – in priority neighborhoods. This session will provide an overview of regional double bottom-line investing and will discuss the accomplishments of investments funds from various regions across the country with a particular focus on the Bay Area Community Capital Investment Initiative.

Facilitator/presenters: Erin Flynn, FutureWorks; James Nixon, Sustainable Systems; Belden Daniels, Economic Innovation International; Lyz Ferguson, Bay Area Council; Victor Hsi, Alliance for Community Development

What Works II? The Missing Link: Health Care Workforce and Low-Income Communities (Pearson)

A majority of metropolitan areas suffer from a healthcare workforce shortage, especially at the technician and nursing levels. At the same time, many low-income workers seek career opportunity. Healthcare employers and low-income communities are often co-located yet the links between the two are poorly developed. What role can business-led civic organizations play in addressing this mismatch? What prevents the creation of stronger and more efficient links between this important industry sector and low-income communities? This session will explore these questions in the context of two metropolitan regions: Boston and Greater Washington, D.C.

Facilitator/presenters: Malo Hutson and Vickie Choitz, FutureWorks

Break**10:00 – 10:15 am****Session Two: Getting Organized: Institutional Arrangements for Regional Growth and Development** (Riverfront South)**10:15 – 12:15 pm**

Business-civic leaders recognize that challenges to a region’s quality of life and economic competitiveness are too complex to be solved by any one group or business organization. This session will explore how business-civic organizations are “getting organized” both within the business sector and across sectors. Brian Bosworth and John Parr will present a typology from the *Minding Their Civic Business* research which outlines different institutional arrangements.

Regional Response: Ralph Marrinson is President of the Marrinson Group and Chairman of the South Florida Regional Business Alliance. He will discuss the recent formation of the RBA, a business-led organization addressing regional transportation, regional cooperation, and net economic growth.

What Works I? Coordinating Business Leadership (Riverfront South)

What explains why some regions are characterized by formal agreements between business-civic leadership groups while others find themselves in the Wild West? This session will explain how and why business-civic organizations coordinate with each other on the complex challenges facing their respective regions with a particular focus on Pittsburgh.

Facilitator/presenters: Steve Michon, FutureWorks; Mike Langley, Allegheny Conference on Community Development

What Works II? Coordinating with Regional Partners (Pearson)

In many regions across the country, formal institutional arrangements are emerging among business, government and community to address growth and development challenges. In other regions, these institutional arrangements are nascent or nonexistent. This session will explore why and how business-civic organizations are "getting organized" to work in partnership with other regional entities.

Facilitator/presenters: John Parr, Alliance for Regional Stewardship; Carolyn Dekle, South Florida Regional Planning Council; Victor Hsi, Alliance for Community Development; Lyz Ferguson, Bay Area Council

Getting Organized: Report Out and Group Discussion (Riverfront South)

Lunch (Hibiscus)

12:15 – 1:15 pm

Closing Session: Agenda Setting: Business-Civic Organizations and the New Growth and Development Agenda
(Riverfront South)

1:15 – 2:15 pm