

Final Agenda
MetroBusinessNet Spring Meeting
June 12 and 13, 2003
New York, NY

Hotel and Meeting Location

MetroBusinessNet participants will be staying at the Doral Park Avenue Hotel located at 70 Park Avenue at 38th Street (www.doralparkavenue.com). The meeting will take place in the Park Avenue Room on the hotel's second floor.

Wednesday, June 11

Evening reception at Doral Park Avenue Hotel **6:00 – 8:00**

Reception will take place in the hotel's restaurant adjacent to the bar/lounge.

Thursday, June 12

Continental Breakfast **8:00 – 8:30**

Opening Session: Welcome and Meeting Overview **8:30 – 9:00**

Erin Flynn and Brian Bosworth, FutureWorks

Welcome, review of meeting agenda and meeting materials

John Colborn, Deputy Director Ford Foundation

Welcome and update on the Ford Foundation Corporate Involvement Initiative

Session One: **9:00 – 12:00**

**Linking Regional Sector Strategies to Economic Opportunity
in the Urban Core: The Case of the St. Louis BioBelt**

St. Louis and its surrounding 11 counties in Missouri and Illinois are at the heart of a region dubbed the 'BioBelt.' The region boasts more than 390 plant and life science enterprises clustered in four growing research and development nodes. One of the four nodes is located in a central urban corridor St. Louis. This case study will explore how St. Louis RCGA and partners are developing the urban core to capture a large share of emerging life and plant science activity. MetroBusinessNet regional teams will learn about the development context in St. Louis, probe the urban strategy and provide feedback to RCGA and McCormack Baron.

Joe Cortright, Impresa Consulting

Economist Joe Cortright will provide an overview of the Biotechnology industry and its implications for regional economic development. Cortright is the author of ‘Signs of Life: the Growth of Biotechnology Centers in the U.S.’ published last year by the Brookings Institution Center on Urban and Metropolitan Policy.

Richard Fleming and Bob Coy, St. Louis Regional Chamber and Growth Association

Fleming and Coy will provide an overview of the St. Louis development context. They will then provide an overview of the regional BioBelt strategy focussing on five key components: branding the region, venture capital, viable downtown, real estate and infrastructure and workforce. Particular attention will be given to the urban corridor in which the bio and life sciences sector is taking hold. RCGA will discuss real estate and infrastructure development and how the urban ‘Technopolis’ will be linked to community economic and workforce development plans in adjacent low-income neighborhoods.

Richard Baron and Stan Mulvihill, McCormack Baron & Associates, Inc.

McCormack Baron is a nationally recognized developer specializing in rehabilitation of historic structures and large-scale, mixed income housing developments in distressed urban neighborhoods. Baron and Mulvihill will present the Chouteau Lake & Greenway Master Plan – a bold redevelopment concept with the potential to transform the physical and economic fabric of St. Louis. The Master Plan includes a 20-acre lake in downtown recreating the former Chouteau’s Pond of pre-Civil War St. Louis, a landscaped bike and pedestrian trail running from the riverfront to Forest Park, a high tech business corridor with a life sciences emphasis, and mixed use development and redevelopment in neighborhoods bordering the corridor.

Lunch

12:00 – 1:00

Preview new MetroBusinessNet products

Session Two:

1:00 – 2:30

MetroBusinessNet Learning Agenda: Building Regional Business-Civic Capacity

In this session we will revisit the MetroBusinessNet Learning Agenda. Our Learning Agenda provides a road map of the necessary stages for building regional business civic capacity – i.e., Collaborative Planning, Systems Analysis, Agenda Setting, Product/Strategy Development, Implementation, and Adaptation/Evaluation. In this session we will explore ‘lessons learned’ thus far at various stages of the Learning Agenda. What are the challenges business-civic organizations can expect to encounter as they move through these different stages? What caution/advice can we offer to other business-civic groups embarking on this path? Regional teams will break-out and map their work in relation to the MBN Learning Agenda. On Friday, each team will have report-out on this work. We will capture this collective learning in order to share with others (through website and publications).

Wake-up Walk and Break

2:30 – 3:00

Session Three:

3:00 – 4:30

Distinctive Cities: Capitalizing on Difference in an Era of Homogenization

In this session we will investigate how the five MetroBusinessNet cities differ from each other along key dimensions. Where does each city stand in terms of income and population growth? Are the cities doing better or worse than 10 years ago? What are the key distinguishing features of each city? Does this distinction suggest particular economic development strategies? **Bob Weissbourd** and **Joe Cortright** will facilitate this session. Bob will present new data on each MetroBusinessNet region from the 2000 census and explore how cities across the U.S. are differentiating. Joe will explore the relationship between ‘distinctive cities’ and the movement of 25-34 year olds around the country. Portland, Oregon will be presented as an example of a city that has built from its distinctive attributes. MetroBusinessNet regional teams will break out to characterize their cities’ distinctive traits and explore the economic development implications.

Group Dinner

6:30 – 8:30

We will have dinner at Belluno Ristorante located at 340 Lexington Avenue (short walking distance from hotel).

Friday, June 13

Continental Breakfast

8:30 – 9:00

Session One:

9:00 – 12:00

Moving Markets to Include Low Income Communities

Market dynamics at play across regions often break down in low-income communities. Distressed neighborhoods have undervalued assets, lack specialized market intelligence and suffer from poor economic networks. How can we ‘move markets’ to serve low-income communities in our regions? What do we mean by ‘moving markets’ and what is the role of the private sector in facilitating this movement? What information and incentives are required to engage private investment? We will explore these questions with insight and perspective from three expert practitioners working to move different types of markets. **Bob Weissbourd** will frame/introduce the morning session.

Kathryn Wylde, Partnership for New York City

Kathryn Wylde is President and CEO of the Partnership for New York City, a nonprofit membership organization comprised of a select group of two hundred CEO’s from New York City’s top corporate, investment and entrepreneurial firms. Ms. Wylde will provide an overview of the Partnership and its current priorities. She will also discuss outcomes and lessons learned thus far through the New York City Investment Fund, a \$100 million fund that invests in businesses and non-profits that promote the local economy. To date, the fund has invested in over 45 projects.

Richard Baron, McCormack Baron

Richard Baron is President of St. Louis-based McCormack Baron & Associates, Inc. Baron is recognized nationally for leading the development of innovative, mixed-income housing in abandoned urban neighborhoods. McCormack Baron has developed successful mixed-income developments in St. Louis, Kansas City, San Francisco, Louisville, Little Rock, Atlanta, Pittsburgh and Cleveland. Baron will describe how the firm’s mixed-income developments serve to both break up concentrations of poverty and re-establish socially and economically viable neighborhoods.

Shelly Herman, MetroEdge

Shelly Herman is President of MetroEdge. Since 1998 MetroEdge has delivered market intelligence to retail and financial service companies seeking to optimize their growth and performance strategies in underserved markets. MetroEdge also provides community and government leaders with intelligence to attract and grow business in their cities. MetroEdge is a business unit of Shorebank Corporation, the nation’s oldest and largest community development bank. As such, it leverages decades of experience targeting products and services in a variety of U.S. markets – specialty, ethnic, emerging, and urban. Herman will discuss how MetroEdge’s unique methodology and market intelligence have helped increase consumer choice in distressed urban markets throughout the U.S.

Lunch

12:00 – 12:30

Learning Agenda Report Out

Regional Teams will report out on their ‘Learning Agenda’ work from previous day. We will determine key ‘lessons learned’ to date re: building regional business civic capacity.

Break

2:00 – 2:30

MetroBusinessNet: Next Steps and Work Plan

2:30 – 4:00

**New Metropolitan Research – Brian Bosworth and Steve Michon, FutureWorks
John Parr, Alliance for Regional Stewardship**

FutureWorks and the Alliance for Regional Stewardship are embarking on a new study in partnership with the Ford Foundation, Metropolitan Leadership Network and the Committee for Economic Development. The study will inventory the structure, activities and partnerships of business-civic organizations in the 30 largest metropolitan areas of the United States. We will preview the study methodology and seek input from the regional teams regarding study content, final products and dissemination strategies.

Products

Web site launch, Regional Case Studies, Final Report

Speakers Bureau

Update on speakers’ bureau and upcoming opportunities for presentations

MetroBusinessNet Phase II (?)

