



**Missouri Economic Development
Financing Association**



2012

ANNUAL
CONFERENCE

GILMORE BELL



Polsjnnelli
Shughart^{PC}

GOLD SPONSORS

OCTOBER 11 - 12, 2012

THE EMBASSY SUITES
ST. LOUIS - DOWNTOWN
ST. LOUIS, MISSOURI





Join us in St. Louis for the 2012 MEDFA Annual Conference. The Embassy Suites St. Louis-Downtown will host this year's conference designed to continue MEDFA's mission to educate those involved in economic development across the state and to promote the responsible use of the financing tools that are essential to economic growth.



For further information on the conference contact Jill Quinn, Program Consultant, at (816) 691-2120, or email at jquinn@edckc.com or visit www.medfa.com.

11:30 A.M. - 1:00 P.M.

Conference Registration

11:30 P.M. - 12:45 P.M.

Pre-Conference Workshop & Lunch "Economic Development Financing 101" Thompson Coburn Law Offices US Bank Building

Moderator: Steven Wild, Attorney
Thompson Coburn

Panel: Deborah Rush, Attorney
Thompson Coburn

Mike Downing, Deputy Director
Missouri Dept. of Economic Development

1:00 P.M. - 2:15 P.M.

Opening General Session

Welcome Remarks
Mayor Francis Slay
St. Louis, MO

Guest Speaker: William Emmons
Assistant Vice President and Economist
Federal Reserve Bank of St. Louis

General Membership Meeting
Nominating Committee Report - Mark Grimm, Chair
Election of 2012-13 Board of Directors

Legislative Update

Moderator: Doug Stone, Legislative Committee Chair

Panel: Randy Scherr
MEDFA Governmental Relations Consultant
RJ Scherr & Associates

John Britton
MEDFA Governmental Relations Consultant
John Britton Associates

2:15 P.M. - 2:30 P.M.

Break

2:30 P.M. - 3:30 P.M.

General Session - "Demographic Trends & the Impact on Development"

Demographics are like the weather. They are always there, but they always change. This panel will present some intriguing demographic forces and trends taking place in Missouri and in selected major areas of the state, and then will demonstrate how these persistent changes can be readily predicted. The panelists will offer observations on what Missouri's future demographics tell us about different real estate products that we'll need, how land planning is affected, and possible impacts on public financing that helps communities adapt to changes.

Moderator: Robert Lewis
Principal
Development Strategies

Panel: Mark Tranel, Ph.D.
Director, Public Policy Research Center
Research Associate Professor,
Public Policy Administration
University of Missouri-St. Louis

(cont'd Panel from page 2)

Sarah L. Coffin, Ph.D.

Associate Professor of Public Policy Studies
St. Louis University

3:30-3:45 P.M. **Break**

3:45 P.M. - 4:45 P.M. **General Session - "Re-evaluating the Tool Box"**

Economic Development Incentives are constantly evolving and changing depending on public policy decisions at the state and local levels, and changes in the national and global economy. Two nationally renowned economic development incentive consultants will share their insights on current trends in incentives and their impact on the site selection process. The competitiveness of Missouri's programs compared to other regional and national incentive programs will be discussed, including ways in which MEDFA members may want to tweak or add to its programs in order to maximize the attraction of new business investment.

Moderator: **Doug Rasmussen**
Senior Vice President, Business Development Division
St. Louis County Economic Council

Panel: **Greg Burkart**
Managing Partner
Duff & Phelps Business Incentives

Julia Hoffman
Executive Director - Business Incentives & Credits
Ernst & Young

4:45 P.M. - 5:15 P.M. **Break and move to reception**

5:15 P.M. - 6:30 P.M. **Evening Reception**
Lewis Rice & Fingersh Law Offices
600 Washington, 25th Floor

Enjoy cocktails and networking with colleagues while enjoying a stunning view of the riverfront, the Arch and Downtown St. Louis

6:30 P.M. **Return to the Embassy Suites Hotel**

6:45 P.M. - 8:00 P.M. **Awards Dinner**
Embassy Suites St. Louis-Downtown

Presentation of Richard A. King Award



Keynote Speaker
Dennis E. Lower
President & CEO
CORTEX

In May 2010, Dennis Lower became the President and CEO of the Center of Research, Technology and Entrepreneurial Exchange (CORTEX) in St. Louis, Missouri. CORTEX is an urban bioscience district founded by Washington University, Saint Louis University, the University of Missouri - St. Louis, BJC HealthCare System and the Missouri Botanical Garden. The mission of CORTEX is to leverage the Sponsor's research base and the region's existing life science industry presence to establish St. Louis as a nationally and internationally recognized biosciences hub.

From 1998 to April 2010, Mr. Lower served as Vice President of Planning & Development for the Biomedical Research Foundation of NW Louisiana where he oversaw the development of InterTech Science Park. Under Louisiana Governors Mike Foster and Kathleen Blanco he was appointed as Chair of the Louisiana Economic Development Council.

Prior to that Mr. Lower was the Executive Director of University Heights Science Park in Newark, New Jersey. All three of these research parks are urban redevelopment efforts and all three are multi-university sponsored.

7:30 A.M. – 9:00 A.M.

Networking Breakfast Buffet & Roundtable Topics

- Foreign Trade Zones
- Working with the Mo. Dept. of Economic Development-How to Navigate the Process
- Status of Smith vs. City of St. Louis Lawsuit
- New Market Tax Credits
- Others TBD

9:00 A.M. – 9:15 A.M.

Break

9:15 A.M. – 10:15 A.M.

General Session – “Lessons Learned”

Ensuring a successful project and successful use of economic development incentive tools can be enhanced by understanding the mistakes of other projects. This panel will focus on examples of the things that can go wrong, how to avoid them in the first place, and how to develop a “Plan B” contingency. The discussions will feature issues such as revenue shortfalls for debt retirement, legal challenges to adopted plans, clawback enforcement, general obligation guarantees, faulty market assumptions, and procedural mistakes that can stall a project or a redevelopment plan.

Moderator: John Brancaglione

Vice President, Urban Consulting
Peckham, Guyton, Albers & Viets, Inc.

Panel: Mark Grimm

Attorney
Gilmore & Bell

Doug Rasmussen

Senior Vice President, Business Development Division
St. Louis County Economic Council

Dale Ruthsatz

Director, Commercial Development
St. Louis Development Council

Scott Goldstein

Attorney
Spencer Fane Britt & Browne

10:15 A.M. – 10:30 A.M.

Break

10:30 A.M. – 11:30 A.M.

General Session – “New Driver in the New Economy – Higher Education & Health Care”

Dramatic growth in health care delivery, consolidation and dispersal of health care providers, university investment in off-campus housing, university-based research parks and business parks are all part of the new economy. What impact will these trends have on local communities? What are institutional expectations and what role should cities play in attracting and supporting projects that may be tax exempt?

Moderator: Mark Levin

City Administrator
City of Maryland Heights

Panel: Michael F. Nichols, Ph.D.

VP Research & Economic Development
University Missouri System

Donn Sorensen

President, St. Louis Region
Mercy Healthcare

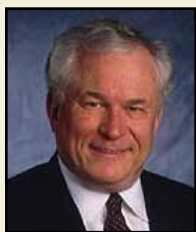
11:45 A.M. – 1:15 P.M.

Post-Conference Walking Tour & Lunch

Weather permitting, we will gather in the Embassy Suites Lobby for an optional Walking Tour and Lunch at the Terrace View at City Garden. In addition to City Garden, we will see the Mercantile Exchange, Macy's, the Old Post Office and Plaza, Paul Brown mixed use building, Syndicate Trust mixed use building, the Culinaria food market, Wainwright State Office Building and return to the Embassy Suites.

Tour Host: **Dale Ruthsatz**
 Director of Commercial Development
 St. Louis Development Corporation

RICHARD A. KING AWARD



Richard A. King

The Richard A. King Award was established by the MEDFA Board of Directors to honor the memory of one of MEDFA's "Founding Fathers" and most dedicated supporters. Dick served on the Board since the association's beginning in 1991, and as President from 1999-2001.



Denny Coleman
President & CEO
St. Louis County Economic Council

Denny Coleman has been one of the most significant contributors to economic development in the State of Missouri and the St. Louis region for thirty years. To name just a couple of his roles and activities, Denny

is a past Chairman (2011) of the International Economic Development Council and serves as an advisory board member for St. Louis University's master's degree program in urban planning and real estate development, and the International Institute for Business. He has overseen a multitude of economic development initiatives that have earned St. Louis County national recognition for outstanding progress in the areas of community revitalization, business development, and job creation. The St. Louis Business Journal has repeatedly recognized Denny as a "Most Influential St. Louisan" in nine out of the last 11 years. He is recognized as someone who views collaboration as one of the most important aspects of economic development, and his outstanding management and leadership skills are admired by his staff and colleagues alike.



RECEPTION SPONSOR



NETWORKING BREAKFAST SPONSOR



SILVER SPONSORS



To register online, go to
<http://medfaconference2012.eventbrite.com>

Member Regular Fee (prior to 10/1/12) - \$175.00
Member Late Fee (10/1/12 or later) - \$200.00
Non-Member Regular Fee - \$225.00
Non-Member Late Fee (10/1/12 or later) - \$250.00
Elected Officials Fee - \$100.00
Student Fee - \$65.00
Spouse/Guest Fee - \$40.00 (Reception/Dinner Only)

Fee includes pre-conference workshop & lunch, evening reception, awards dinner, breakfast buffet, refreshment breaks, and all program material.

No refunds if cancellation after October 8, 2012
CLE credits will be available for this conference

Please make all checks payable to:

MEDFA
1100 Walnut, Suite 1700
Kansas City, Missouri 64106

Fax (816) 691-2170
E-mail: jquinn@edckc.com

Hotel Information:

Please make your own hotel reservations. A block of rooms has been reserved until September 27, for the MEDFA Conference (conference rate is \$139.00). Room reservations can be made by the following methods:

- By Phone and ask for Missouri Economic Development Financing Association Group Rate at 1-800-EMBASSY
- Online at www.stlouisdowntown.embassysuites.com - Add special rate code (Group Code: EDF)



**Missouri Economic Development
Financing Association**

1100 Walnut, Suite 1700
Kansas City, MO 64106

REGISTRATION FORM

Name _____ Title _____

City/Firm/Agency _____

Address _____

Telephone _____ E-Mail _____

I plan to attend the following events (check all that apply)

Pre-Conference Economic Development 101 Session _____

Evening Reception at Lewis Rice & Fingersh _____

Awards Dinner _____

Networking Breakfast _____

Post-Conference Walking Tour _____

Spouse/Guest Name: _____

Please specify any special dietary or other needs:

(Please use separate registration form for each individual attending from your office.)

You may copy this blank form.)

