

Economic Development Policy
PADM 6123
Spring Semester 2007

Professor: Dr. Patricia Mitchell
Office: Off Campus
Class: Online
Office Hours: Online – scheduled between student and professor
Students may contact me by phone or email at any time
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Course Content:

Students will be expected to *read and comprehend a substantial amount of material* for this course. An individual semester long paper/project will be completed by each student that presents an original economic development strategy, program or project for a specific community (city/town or county). This project will be developed based on information learned in this course and will be applied to a community of the student's choosing. Due to required periodic reports on your project as a part of information shared with the professor it is necessary for the student to develop the paper/project over the semester and *not* during the final weeks of the semester.

Objectives of the Course:

- To familiarize students with the history and practices of economic development
- To familiarize students with the metropolitan economy and as a result, provide a better understanding of economic development strategies of urban cities and counties
- To familiarize students with rural economies and as a result, provide a better understanding of economic development strategies of small towns and counties
- To familiarize students with development policy options
- To familiarize students with the language, tasks, tools and experiences of economic development practitioners and theorists
- To expose students to the political economy that is an integral part of economic development

Though economic development can apply to global economies, national and state economies, as well as to cities and counties, this course will focus on local governments (cities and counties) within the U.S and the efforts at improving various aspects of the local economy. At the end of the course, it is expected that the student will be able to make a significant contribution to a city's or a county's economic development policies and practices.

Required Texts:

Banovetz, James J. (Ed.). (2004). *Managing Local Economic Development: Cases in Decision Making*. Washington DC: ICMA (International City County Management Association).

Koven, Steven G. and Thomas S. Lyons. (2003). *Economic Development: Strategies for State and Local Practice*. Washington DC: ICMA (International City County Management Association).

Lawrence, David M. (2000). *Economic Development Law for North Carolina Local Governments*. UNC-Chapel Hill Institute of Government.

White, Sammis B., Richard D. Bingham and Edward W. Hill. (Eds.). (2003) *Financing Economic Development in the 21st Century*. New York: M.E. Sharpe Publishers.

**Professor reserves the right to assign journal articles during the semester if she chooses.
Professor will assign various web sites during the semester.**

Case Studies / Readings:

Students will be assigned responsibilities for presenting and leading the case study discussions.

All assigned readings should be read when assigned to ensure an appropriate level of discussion. If the professor concludes a student is not reading the assigned material, the student's grade will be affected. This is a somewhat subjective judgment on the part of the professor and therefore, it is the students' responsibility to demonstrate that the material has been mastered.

Attendance:

There is no required chat room or attendance. Students are to follow instructions regarding posting conversation to the discussion board and submitting answers to discussion questions.

Grading:

Class Attendance	see previous statement
Discussion Board	10%
Community Paper	15%
Case Study Discussion	15%
Mid-Term Exam	15%
Economic Development Paper/Project	30%
Final Exam	15%

90-100 A

80-89 B

70-79 C

Below 70 - Fail

Course Requirements:

Class Participation:

All students are expected to participate in Discussion Boards and in assigned questions.

Exams:

Students will have two (2) exams.

Economic Development Project:

All students will complete an original economic development project for a community of their choosing with approval by the professor. The basis for this project will be the Community Paper.

ADA Accommodations:

East Carolina University seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a covered disability should contact the Department for Disability Support Service.

Academic Integrity:

Academic integrity is expected of every student. Please refer to the appropriate college catalog regarding plagiarism. Any violation of this policy is an "F" in the course and referral to the appropriate University official.

READINGS:

January 15

Class Introduction –

Submit an email assignment to Dr. Mitchell including the following information:

Institution of undergraduate study and major field of study

Number of MPA classes completed

Concentration within the MPA program

Public sector work experience, if any

Preferred contact information

Comment on the following: "If you had the perfect government or public sector job, what would that look like?" What do you want to do with your MPA degree?

READINGS:

January 15 & 22

Koven / Chapter 1 and Chapter 2

Theories of Economic Development

Tools of Economic Development

White / Overview, Chapter 1 & 2

Local Economic Development and Its Finance

What Public Finance Do State Constitutions Allow

Lawrence / Chapter 1
Constitutional Considerations

February 5 Koven / Chapter 3
Business Attraction and Retention

White / Chapters 3 & 4
Tax Incremental Financing in Theory and Practice
Location Incentives with Clawbacks, Recisions and Recalibrations

Community Paper Discussion

Discussion of NC Department of Commerce www.commerce.state.nc.us

February 12 **Community Paper Due / Discussion**

Koven / Chapter 4
Business Creation

Lawrence / Chapter 2
Substantive Economic Development Programs

Discussion of NC Institute for Constitutional Law & Robert Orr; Daimler Chrysler and Dell

February 19 **Online Class / Chatroom**

White / Chapter 5
Development Exactions

Lawrence / Chapter 4
Financing and Organizing Economic Development Activities

Discussion of Economic Development Regions, e.g. Advantage West

February 26 Guest Online Speaker: **Robert J. Dunn**
Stump Corporation

Mr. Dunn has hands-on economic development experience in rural and urban counties in NC, and with the NC Dept of Commerce. Mr. Dunn has also consulted with private companies looking for locations in the southeast. This will be a "how-to" discussion. He will address the fundamentals of economic development - product, marketing and sales - and will use actual project experience to provide illustrative examples. Each topic will receive equal time.

March 5 **Case Study #2**
Economic Development Project Discussion
TEST [Koven 1-4 and White 1-5; class discussions; NCICL; ED Regions; Mr.Dunn]

Spring BREAK

Mitchell
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March 19 **Case Study #4**

Koven / Chapter 5
High Technology, Education and Development

Discussion of BioTechnology

White / Chapters 7 & 8
*The Efficacy of Local Economic Development Incentives
Incentives and Economic Development*

March 26 White / Chapter 12
Financing Redevelopment of Brownfields
Guest Speaker: Jonathan Halsey / Alleghany County NC
Program Director for Teapot Museum

Case Study #9

April 2 & 9 Koven / Chapter 6
Understanding the Local Environment

White / Chapter 14
Rural Economic Development

Discussion of Grants

April 16 & 23 **Case Study #5**

White / Chapters 16 & 17
*Business Angels
Venture Capital*

April 30 **Presentations**

FINAL EXAM (Final Exam will include all materials read since Test #1)

COMMUNITY PAPER and PROJECT GUIDELINES

Students are to submit a “community paper” by **February 12**. This paper should be 6-8 pages in length and should provide the reader a comprehensive picture of the student’s chosen community for which he/she will develop a project for economic development. The following information needs to be included in the paper: demographics, labor statistics, geographical area (size), topography, population, community/political structure, business/Chamber of Commerce/government relationships, financial structure, environmental issues, and any other applicable information that you consider necessary. Government web sites, chamber of commerce web sites, and local newspapers are excellent sources of information.

THIS IS THE BASIS FOR YOUR ECONOMIC DEVELOPMENT PROJECT. GIVE A GREAT DEAL OF CONSIDERATION TO YOUR COMMUNITY AND TO THIS PAPER – YOU WILL NOT BE ALLOWED TO CHANGE COMMUNITIES ONCE YOU SUBMIT THIS PAPER.

Your paper should be double-spaced using 11-point Times New Roman font. Use 1” margins. In addition to content about your community, your paper will be graded on the use of correct grammar, capitalization, spelling and sentence construction. Your paper should be divided into logical sections (headings that are in bold font). A paper that is written without logical sections (headings) will be unacceptable. You will need to decide how to best present your particular community.

This paper will be submitted to the professor February 12th and will also be briefly (informally) posted on the Discussion Board. Though these community papers and economic development projects are individually prepared, we will be sharing all of our work with the class as the semester progresses – again by way of the Discussion Board. Therefore, you need to work on your project as we progress through the semester. You will not be able to write this project the last few weeks of class and do an acceptable project.