



Economic Development District Leadership Forum **July 21-22, 2022 | Kansas City, MO**

Thursday, July 21

9:00 - 10:30 a.m. Concurrent Sessions (*held in conjunction with the National Regional Transportation Conference*)

Data for Regional Planning: Challenges, Opportunities, and Resources

Data is critical to creating compelling and accurate regional plans. This session centers on opportunities and resources including insights to improved community-level data, how to perform quick quality assurance, and available data tools at the federal and regional levels.

- Alison Turner, Founder/CEO, Metrics Together, Albuquerque, NM

Positioning Your RDO/RPO for Future Opportunities

During this historic time of funding available for economic development and infrastructure projects, how can your region make the most of these opportunities? In this facilitated conversation, learn how best to position your organization, nurture partnerships, and leverage resources. Come prepared with questions and to share your experiences.

- Steve Etcher, Manager, MarksNelson, Kansas City, MO
- Joe McKinney, Executive Director, NADO, Washington, DC

10:45 - 11:45 a.m.

Plenary Session (*held in conjunction with the National Regional Transportation Conference*)

KC Rising: Fostering a Shared Vision for Regional Prosperity

KC Rising is a regional economic development initiative formed in 2015 to grow an inclusive economy. Guided by a steering committee composed of business and education leaders, as well as regional elected officials, KC Rising concentrates its efforts on seven pillars of prosperity: enterprise, industry, inclusion, connectivity, culture, neighborhoods, and education. During this session, hear from KC Rising leaders and partners at the Mid-America Regional Council to learn more about this transformative effort that is making real change in the Kansas City area.

12:30 - 1:15 p.m. Leadership Forum Networking Lunch

During a casual lunch, meet and network with colleagues and learn more about challenges and opportunities in their regions and states.

1:30 – 5:00 p.m. Building a Strong and Sustainable Organization

The afternoon will be spent focusing on three key factors for assuring a strong EDD: an active and engaged board, a strong and committed team of professionals, and a state association that advocates for EDDs at the state level and provides resources to EDDs directly. Attendees will participate in group discussions and

exercises and share their experiences as they are guided through an afternoon of learning from a subject matter expert and from each other.

- Steve Etcher, Manager, MarksNelson, Kansas City, MO

5:30 – 6:30 p.m. Happy Hour

Join your peers for beverages (cash bar) and snacks (provided by NADO) and make plans to have dinner at one of Kansas City's many eateries.

Friday, July 22

7:30 – 8:45 a.m. Good Conversations Breakfast & Networking

Over breakfast, discuss topics of interest with your peers, whether you have had only months on the job or many years of experience. Participants will determine the topics covered... please offer topic ideas on the white board located in the conference registration area and meeting space.

9:00 – 10:15 a.m. Building Entrepreneurial Ecosystems

As small communities and regions continue to recover from the recession and pandemic, an entrepreneurship strategy can serve as a powerful, asset-based approach. This session will highlight strategies, best practices, and resources available to build and nurture an entrepreneurial ecosystem in your region. It will also explore ways to dismantle barriers to entrepreneurship and foster a more inclusive and equitable approach to economic development.

- Dell Gines, Lead Community Development Advisor, Federal Reserve Bank of Kansas City, Omaha, NE

10:30 -11:30 a.m. Data Strategies and Approaches for EDD Leadership

At the heart of good data are effective data stewards who collect, oversee, and analyze information. This session will focus on data engagement within economic development offices and your community. Participants will be guided through resources for finding, collecting, storing, and using data for funding opportunities, progress reports, and planning to support the data stewards in your offices and regions.

- Alison Turner, Founder/CEO, Metrics Together, Albuquerque, NM

11:30 – 12 p.m. Closing Activity and Next Steps

Before heading home, attendees will have an opportunity to reflect on their time together and set an intention for personal and organizational goals moving forward.

For more information:

To register for this free event, [click here](#).

To reserve a room at the Kansas City Marriott Country Club Plaza, [click here](#).

To learn more about the event, contact Laurie Thompson at lthompson@nado.org or Ciara Ristig cristig@nado.org