



**Ohio CDC Association (OCDCA) and the
Ohio Conference of Community
Development, Inc. (OCCD) presents**



INTRODUCTION TO COMMUNITY ECONOMIC DEVELOPMENT

**With
Mark Barbash
Economic Development Consulting
and
Brian Higgins
Arch City Development**

Tuesday, October 25, 2011

Registration Deadline: October 20, 2011

Sponsored By:



Department of
Development

To Register Visit www.ohiocdc.org under Trainings/Events or

[Registration Link: Introduction to Community Economic Development - October 25, 2011](#)

INTRODUCTION TO COMMUNITY ECONOMIC DEVELOPMENT TUESDAY, OCTOBER 25, 2011

The one-day training will teach the terminology, fundamental concepts, and financing mechanisms of community economic development. The training will provide examples of how community development organizations and governments have employed innovative approaches to revitalize their local economy. In addition, the training shall discuss the challenges and successes faced by community-based economic development.

TRAINING AGENDA:

- CED Concepts
 - Business Attraction
 - Business Retention and Expansion
 - Entrepreneurial Development
 - Main Street Revitalization
 - Mixed Use Development
 - Housing
- Effective Partnerships
 - Local, state and federal government
 - Economic Development Organizations
 - Business Collaborations
 - Banks
- How to Prepare for CED
 - Mapping your community's assets
 - Engaging the community leadership
 - What skills are necessary for CED
 - Demographics/Mapping
- Project Development and Analysis
 - Real estate development
 - Operating business assistance
 - Working with financial statements
- Rules of the Game
- Toolbox
 - Financial Tools/Partners (Conventional Lending, Community Development Lending)
 - Other Tools (BID, NMTC, TIF, etc.)
- Labs
 - Succinct Look at Difference Community Economic Development Projects That Have Yielded Very Different Results

TRAINERS:

Mark Barbash is a nationally recognized trainer in business and real estate financing and has taught for a wide range of national economic development organizations. In addition to making presentations at hundreds of seminars across the country over the past twenty-four years, Mark Barbash has also been an instructor in a wide variety of economic development training seminars and professional development courses, in the following areas:

- Real estate project development, financial analysis and capital
- Business project development, credit analysis and financing
- Establishing and running revolving loan funds
- Microenterprise development and financing
- Focused courses on specific public and private sector financing tools (brownfield cleanup, bank, national capital markets, venture capital, seed capital, etc.)

Brian Higgins currently services as principal in Arch City Development (ACD), a consulting firm that specializes in urban housing and development solutions. ACD has provided development services to a multitude of community based non-profits and technical assistance on behalf of the U.S. Department of Housing and Urban Development.

Previous to creating ACD, Mr. Higgins spent eight years as a Program Director at Enterprise Community Partners' Columbus office, where he specialized in housing development, foreclosure mitigation, environmental sustainability, economic development, brownfield redevelopment, public policy, transportation, land use planning, data analysis and information technology.

Mr. Higgins earned his Master's Degree in City and Regional Planning 2000 and his undergraduate degree in International Studies, Urban Geography and Russian in 1995, both from The Ohio State University.

ADDITIONAL TRAINING INFORMATION:

Time:

Registration begins at 8:30 am with Training Workshop from 9:00 am to 4:30 pm

Training Location:

Holiday Inn Worthington, 7007 North High Street, Worthington, OH 43085
Sleeping Rooms are available for \$89/night. Cut-off date October 12, 2011.
Call the hotel directly to reserve your room at 1-614-436-0700.

Fee:

Registration Fee: \$55

Please Note: Continental Breakfast and Lunch are included

Registration:

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Please Mail Your Payment To:

OCCD Office, P.O. Box 776, Urbana, Ohio 43078

Registration Deadline October 20, 2011.

Contact:

For questions contact Amy Rosenthal at 614.461.6392 x. 204 or arosenthal@ohiocdc.org or Debra Mayes at 937-215-5872 or trainingcoordinator@occd.org.

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Partnerships (OHCP)** through the Ohio Housing
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<http://www.development.ohio.gov/cdd/ohcp/>



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