



Economic Development Project Analysis
February 9, 2022
9:00 a.m. – 2:30 p.m.
Madison Hilton

Organization Contact Person and Contact Information	Kathleen Heady, CECD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e., website address, short description of organization, etc.)	The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin's economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin. Through the Wisconsin Economic Development Academy, WEDA provides educational programming to meet the needs of local officials, board or commission members, private sector businesses and professionals in the planning, community, and economic development fields.
Academy Course Model	Comprehensive Program
Name of Academy Course:	Economic Development Project Analysis
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide a broad introduction to economic development project analysis, including financial analysis, community considerations and deal structuring. In this course, participants will develop knowledge and expertise to more comprehensively evaluate projects proposed for their communities and begin to develop skills to structure deals that yield positive results for all parties.
Description of Session or Course	Economic Developers are often called upon to analyze and make recommendations regarding projects and to assist in putting deals together that positively impact the communities where they work. Through this course, participants will learn important aspects of analyzing economic development projects. Key financial analysis tools and techniques will be reviewed along with an exploration of other critical evaluation factors. A range of project types will be considered with both urban and rural perspectives. Approaches to deal structuring and facilitation will be discussed. Participants will have an opportunity to work in small groups to try out their new skills.
Training Deliverables	Through this course, attendees will learn – <ul style="list-style-type: none"> • Financial analysis tools and techniques • Determining and filling financial gaps • Community considerations, including infrastructure availability, planning and regulatory requirements • Approaches to deal structuring

<p>Instructors' Names</p>	<p>Kathryn Berger, JD, EDFP, HDFP, Business Development Manager CG Schmidt, Inc.</p>  <p>Kathryn Berger is Business Development Manager for Milwaukee-based CG Schmidt, Inc., one of the top construction management firms in the Midwest. In that role, she coordinates the firm's business development strategies, provides technical assistance to future projects and developments in the M7 Region and identifies potential business opportunities for the firm.</p> <p>Previously, Kathryn served as Regional Economic Development Director with Wisconsin Economic Development Corporation, delivering financial and technical assistance to communities in Southeastern Wisconsin to help spur local economic development. She also spent ten years at Local Initiatives Support Corporation (LISC) in Milwaukee, where she provided financing and technical assistance to community development and affordable housing projects throughout the City of Milwaukee. Kathryn has a BA in English from Hamline University in St. Paul, MN, a JD from UW Madison Law School, and holds the EDFP and HDFP certifications from the National Development Council. She has worked in economic and community development in Southeastern Wisconsin for more than 20 years.</p> <p>CG Schmidt, a family-owned company since 1920, provides clients with professional construction planning and management services. The firm delivers exceptional projects in the corporate, industrial, healthcare, educational, multifamily, senior living and cultural markets. With almost 500 employees, CG Schmidt consistently ranks among the top construction managers in the state and the Midwest.</p>
<p>Instructors' Names #2</p>	<p>Brad Elmer, CFA, Managing Director Baker Tilly Municipal Advisors</p>  <p>Brad Elmer brings 20 years of public finance experience to the Baker Tilly's Municipal Advisory practice. Drawing on both public and private experience, Brad advises clients on the issuance of bonds and supports municipal clients with his special expertise in real estate, economic development and urban redevelopment initiatives. Brad has an in-depth understanding of real estate development and the public and private financial tools available to finance it. He uses this knowledge to reduce the financial burden on municipalities and to help communities achieve their goals for investment. Brad is a CFA charter holder, earned an MBA from UW-Madison, and is a Registered Municipal Advisor.</p> <p>Baker Tilly Municipal Advisors is a top 3 municipal advisory firm that works with communities in Wisconsin and across the country to optimize operations and to improve quality of life. The firm has 130 years of combined operating experience with more than 420 public sector professionals that bring the full range of depth and knowledge to match the broad requirements of each client we serve, helping them win and anticipate tomorrow.</p>

Instructors' Names #3

**Scott Harrington, AICP, Principal Planner
Vandewalle & Associates**



Scott Harrington is a Principal Planner and project manager contributing special expertise in the creation and implementation of urban redevelopment initiatives. For over 30 years, Scott has worked on the front lines in cities in the Midwest, West and Southern U.S. He is well versed in the complex processes of project management, community participation, and financing and negotiations required to craft and implement large-scale revitalization efforts.

Scott leads and assists with a wide variety of projects including everything from regional economic positioning initiatives, to tax increment finance districts, to redevelopment strategies for downtowns, corridors and sites. He holds a Bachelor of Science, Natural Resources and Master of Urban of Planning, both from the University of Michigan, Ann Arbor, and is in his 19th year with Vandewalle & Associates. Scott fully embraces Wisconsin's four-season climate as an avid downhill skier, hiker, hack golfer, and gardener.

Vandewalle & Associates

Vandewalle & Associates is a guild-like collection of highly talented masters with diverse expertise in economic strategy, planning, design, energy systems, food and water systems, redevelopment, architecture, marketing, and real estate. Our purpose is to impact lives and bring positive change by rebuilding places, cities and economies to foster inclusion and equity, better living experiences, new jobs, and higher quality of life. We are driven to find new and better ways to make more of each place's assets. www.Vandewalle.com

Instructors' Names #4

**Todd Kearney, SVP Senior Credit Officer
IncredibleBank**



Mr. Kearney has over 30-years' experience in commercial lending and economic development. As a CPA, Mr. Kearney spent 20 years at the Wisconsin Department of Commerce where he had the pleasure of working with an incredibly gifted group of economic development professionals. As head of Business Development, Mr. Kearney managed to survive through three Governors and ten Cabinet Secretary's. Eventually lured away to the private sector, Mr. Kearney is the Senior Credit Officer at IncredibleBank, a \$1.8B commercial bank headquartered in Wausau, WI with clients

located throughout the U.S. In addition to lending in the traditional commercial credit space, IncredibleBank is also one of the Nations' largest SBA lenders. As a father of ten children, it is unlikely that Mr. Kearney, whose preferred personal pronoun is Todd, will be retiring anytime soon. He is a member of MDC's Venture Loan Fund and the Workforce Development Board and looks forward to the opportunity to learn from the other panel members, share best practices and reconnect with old colleagues.

Location (city, state) of each Instructor/Planning Committee	Kathryn Berger, Milwaukee, WI Brad Elmer, Madison, WI Scott Harrington, Madison, WI Todd Kearney, Middleton, WI
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