





**Fundamentals of Industrial and Business Parks**  
**November 8, 2023**  
**1:30-3:00 p.m.**  
**Webinar**

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.)	For over 45 years, the Wisconsin Economic Development Association (WEDA) has represented the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives. Driven by the needs of our members, we are committed to providing the resources and tools to promote economic prosperity in Wisconsin. WEDA is proud of our history, our growing list of accomplishments, and our past, current, and future efforts that make it possible for economic development professionals and organizations to be successful. The WEDA Academy aims to advance economic development through education and offers multiple training opportunities on the leading economic and community development issues of the day. The seminars are taught by recognized industry experts and provide continuing education credits.
Academy Course Model	Webinar Briefing (90 minutes)
Name of Academy Course:	<b>Fundamentals of Industrial and Business Parks</b>
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide an introduction to the fundamentals of industrial and business park development, focusing on key considerations such as needs assessment, planning and design, marketing, and deal structuring. After completing this course, participants should be better prepared to explore the creation or expansion of industrial or business parks in their community.
Description of Session or Course	<p>As part of a comprehensive economic development effort, communities may choose to consider the creation or expansion of industrial or business parks to accommodate future business growth. Economic developers may be called upon to help local leaders explore options and make informed decisions before proceeding.</p> <p>Through this course, attendees will learn about key concepts to consider and evaluate when exploring opportunities. Is there a need for an industrial or business park? What data should be considered and how does this market information help to guide decision making. What are some of the critical planning and design considerations, including ownership, infrastructure, location, partners, and local support. What funding opportunities may be available to support development.</p>

	<p>If your community decides to pursue the development of an industrial or business park, how will it be marketed and who will be responsible for this activity? What type of businesses do you hope to attract to your park? When a deal is proposed, who will be in charge and what expectations are in place to ensure that community goals are being met.</p>
<p>Training Deliverables</p>	<p>Through this course, attendees will learn –</p> <ul style="list-style-type: none"> <li>• Determining the need and planning for a park</li> <li>• Marketing approaches and deal structuring</li> <li>• Funding resources</li> <li>• Best Practices</li> </ul>
<p><b>Instructors' Names</b></p>	<p><b>James Otterstein, CEcD, EDFP, Economic Development Manager, Rock County</b></p>  <p>Mr. Otterstein is the Economic Development Manager for Rock County (Janesville-Beloit MSA), WI. As a member of the County’s Planning, Economic &amp; Community Development Agency, James is responsible for providing economic development consultative services to public and private sector clients. These services include, but are not limited to: real estate acquisition and development; infrastructure development and financing; strategic planning; communications and marketing; project management; workforce and talent development; and government relations.</p> <p>As a seasoned economic development practitioner, James works with an eclectic array of publicly-traded and privately-held businesses; various professional service providers; and local, regional and national stakeholders. In addition to his Certified Economic Developer (CEcD) and Economic Development Finance Professional (EDFP) designations, James has twice been named to North America’s Top 50 Economic Developers list. As a recognition of outstanding contributions to the economic development profession in Wisconsin, the Wisconsin Economic Development Association (WEDA) recognized James in 2021 with its Frederick C. Pearce Award.</p> <p>During his tenure, James has held numerous local, regional and statewide leadership and/or board member positions. Mr. Otterstein obtained both his B.S. and M.S. degrees from Illinois State University.</p>

<p>Instructors' Names #2</p>	<p><b>Coleman Peiffer, AICP, Manager Customer and Community Development, Alliant Energy</b></p>  <p>Coleman Peiffer has over 15 years of experience in economic development. As the Manager of Customer and Community Development at Alliant Energy, Coleman is responsible for the attraction of new business into Alliant’s Wisconsin service territory promoting the business climate, workforce availability, sites and utilities. Coleman also oversees the companies key account managers and gas conversion teams. Prior to his role with Alliant Energy, Coleman led the State of Wisconsin’s business attraction department successfully marketing and attracting major projects to the state. During his tenure with the Wisconsin Economic Development Corporation (WEDC), Coleman helped attract over \$11 billion in capital expenditures and 15,000 new jobs to the state. Specifically, Coleman led attraction efforts on Foxconn, Haribo of America, Johnsonville and Saputo Cheese site selection process. Coleman also has experience consulting individual businesses on their expansion efforts. Coleman was a manager at Ernst and Young based in Chicago where he assisted Fortune 500 companies in their investment strategies and expansion efforts.</p> <p>Coleman was named Wisconsin Economic Development Association’s Young Professional of the Year in 2017 for his work in economic development with WEDC and most recently a top 50 economic developer in North America by Consultant Connect. He earned his Bachelor’s degree in Broadcast Journalism from Arizona State University and a double Masters in Public Administration and Urban Planning from the University of Wisconsin – Milwaukee. Coleman is also a member of the American Institute of Certified Planners (AICP).</p>
<p>Location (city, state) of each Instructor/Planning Committee</p>	<p>James Otterstein – Janesville, WI</p> <p>Coleman Peiffer – Madison, WI</p>