

# TEDC WEBINARS 2020

Registration per webinar:  
\$79/individual \$295/group

Register online: [www.texasedc.org](http://www.texasedc.org)

All webinars are recorded and recordings are available for purchase via the TEDC's Webinar Library

## 1.22.20 New Data Sources and How These Are Changing Business Location Decisions

Presenter: Ron Bertasi, GIS Webtech

This webinar will explain the drivers of data availability, new data available, and how businesses are incorporating new data into location decisions.

## 2.12.20 The Who, What, When, Where and Why of Affordable Housing in Texas

Presenter: Council of Development Finance Agencies

This presentation will explore some of the tools that can be utilized to support housing challenges and opportunities, and how development finance agencies can become key partners in housing development.

## 3.23.20 Ten Impacts of Coronavirus on the Economic Development Profession & Solutions to Mitigate Challenges

Presenter: Anatalio Ubalde, Founder & CEO, SizeUp

This webinar will review 10 specific impacts economic developers will face and direct solutions surrounding the coronavirus pandemic.

## 4.1.20 Assisting Small Businesses During Turbulent Times - Resources and Information for Economic Developers

Presenters: Office of the Governor-Economic Development & Tourism; Texas Workforce Commission; South-West Texas Border SBDC Network and Texas Department of Agriculture

This presenters will introduce you to some of the programs and resources that you can explore and pursue to help small businesses in your community, including to managing revenue losses, dealing with financial market uncertainty, and workforce and labor related matters.

## 4.8.20 Covid-19: What's Next for Retail

Presenter: Kelly Cofer, CEO and Aaron Farmer, President, The Retail Coach

The presentation will touch on tools to help existing business, retail trends for the remainder of 2020, and what economic development organizations can be doing now and in the future to build a stronger retail base in their communities.

## 4.15.20 Local Economic Developer's Response to the Covid-19 Crisis

Moderator: Kevin Carter, Amarillo Economic Development Corporation

Panelists: Michaela Dollar, City of Georgetown; Christian Fletcher, Marble Falls Economic Development Corporation; Misty Mayo, Development Corporation of Abilene; Kent Sharp, Sherman Economic Development Corporation

Hear from your peers about new and enhanced programs and initiatives that they have implemented in their Texas communities to support local businesses in response to the Covid-19 pandemic.

## 4.22.20 How Covid-19 Will Shape Economic Development in Texas-A 10 Point Action Plan for Economic Developers

Presenter: Steven Pedigo, Professor of Practice, Director, LBJ Urban Lab, Lyndon B. Johnson School of Public Affairs, The University of Texas at Austin

This presentation will detail a ten-point action plan for economic developers to help you and your community mobilize, and will outline a path forward that could help your economy come back stronger, more inclusive and more resilient.

## 4.29.20 Build Fiscally Strong Communities - Money Talks: Understanding, Communicating and Closing Your City's Resource Gap

Presenter: A J Fawver, VAssociate/Community Consulting Program Leader, and Kevin Shepherd, Found & CeO, Verdunity

The presenters will share how City leaders must find new ways to communicate and work strategically to address growing needs with limited resources. Including closing the resource gap and fiscal sustainability.

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## 5.6.20 **Researching in Place: Top 5 Free Data Sources for Mastering Your Local Economy While Stuck at Home**

Presenter: Brian Kelsey, Civic Analytics

There are several free tools and information sources powered by publicly available data that every economic developer should know how to use to understand their local economy.

## 5.13.20 **Economic Impact and Tax Revenue Forecasting in the Age of Covid-19: An Approach for Local Governments and Economic Developers**

Presenters: Jon Hockenyo and Travis James, TXP

Presenters will review the process they are using to develop impacts/forecasts, as well as discussing how communities can begin to develop a path to effectively reopening the local economy.

## 5.20.20 **Virtual Lead Generation: Investment Feedback and Trends in Response to Covid-19**

Presenters: Amber Hunter, VP Business Development and Erika Magder, VP Sales & Global Products, Research Consultants International

How economic developers may be able to react to meet and mitigate the emerging challenges brought on by the COVID-19 pandemic.

## 5.27.20 **How Equity and Inclusion Boost Economic Recovery and Ensure a More Resilient Future**

Presenters: Tracie McDaniel, President; Jaclyn Le and Jenn Todd-Goynes, TIP Strategies, Inc.

As economic developers help businesses, residents, and communities in the recovery, a focus on equity and inclusion will better position communities for a more sustainable recovery and greater resilience in the face of future challenges.

## 5.28.20 **New Market Tax Credits: Achieving Job Creation and Economic Growth in Distressed Census Tracts**

Presenters: Thane Hutcheson; Michael Perrine and Gary Lindner, Baker Tilly

Baker Tilly NMTC experienced representatives will discuss actual transactions to show how New Market Tax Credit projects achieve economic and job creation benefits in distressed census tracts.

## 6.3.20 **Economic and Social Impact of Covid-19 on the Texas Travel and Tourism Industry**

Presenters: John Osborne, Lubbock Economic Development Alliance; Daniel Decker, Texas Travel Industry Association

The current state of the travel and tourism in Texas and the impacts of travel restrictions and social distancing due to COVID-19. They will also offer insights into ways to mitigate economic losses in your community related to travel and tourism.

## 6.10.20 **Using SitesOnTexas 3.0: Data Driven Decisions for Your Location Questions**

Presenter: Ben Wilson, STDB Product Specialist, CCIM Institute

This webinar presentation will show you how to gather location insight using data and mapping, while displaying the data to clients, providing said clients with meaningful and actionable data that presents demographic, employment, business and market trends.

## 6.16.20 **National Economic Update from the Federal Reserve Bank**

Presenter: Joseph Tracy, Executive Vice President and Senior Advisor to the President, Federal Reserve Bank of Dallas

The impact of the coronavirus pandemic on the U.S. and Texas economy, including updates on key industries and employment.

## 6.17.20 **Public Private Financing for Infrastructure During Uncertain Times**

Presenter: CDFA

Presenters will share how to navigate the use of public-private partnerships for infrastructure projects in Texas.

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## 6.24.20 Post-Covid19 – How Global Supply Chain Strategies Are Changing

Presenter: Rosemary Coates, Executive Director, Reshoring Institute

Planning for “Black Swan” events – how companies must become responsive and resilient; understanding the changes to global supply chain flows and how these will affect business locations; learning how supply chains can turn crisis into opportunity through fast response, rapid retooling, and tracking demand.

## 6.30.20 Tapping Into Hidden Capital for COVID-19 Recovery

Presenters: David Dodd, CEcD, President & CEO, International Sustainable Resilience Center and Wayne O'Neill, Founder & CEO, Reset to Growth  
Economic developers must provide adaptive financial sourcing in response to the massive disruption of COVID-19. Learn how you can tap into “hidden capital” to fund struggling local governments, universities and health care facilities and safeguard the fiscal wellbeing of your communities.

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