



Business Attraction: Selling Your Community Assets

May 26, 2021
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.)	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	Webinar Briefing (90 minutes)
Name of Academy Course:	Business Attraction: Selling Your Community Assets
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide an introduction to the fundamentals of business attraction including how to effectively sell your community assets to grow job opportunities and expand the local tax base. After completing this course, participants should have an understanding of the site selection process and how to prepare their community for business attraction opportunities - including responding to requests for proposals (RFPs).
Course Description	<p>Does your community have a business retention and expansion (BRE) program in place to support your local business community? Are you ready to expand your economic development efforts to attract new business opportunities to your community?</p> <p>Through this course, participants will learn how to be prepared to undertake business attraction efforts. Topics will include the importance of focusing on projects that are a good fit for your community, identifying available sites and buildings, developing the necessary community and site information, and identifying the resources and relationships to support your efforts. Once your community is prepared, how do you effectively respond to requests for proposals (RFPs)? Tips and best practices will be explored.</p> <p>The site selection process will be introduced, from initial project criteria, the proposal and evaluation process, negotiations and selection. Participants will develop an understanding of the site selection process and how laying the groundwork in advance of an opportunity may result in greater success.</p> <p>If you are new to business attraction, would like a refresher or want to introduce your board or local officials to important attraction concepts, this is the course for you.</p>

<p>Training Deliverables</p>	<p>Through this course, attendees will learn –</p> <ul style="list-style-type: none"> • How to prepare your community for business attraction opportunities • Responding effectively to requests for proposals (RFP) • The process and criteria used by site selection consultants • Tips and best practices
<p>Instructors' Names</p>	<p>Robert Hess, Vice Chairman NEWMARK</p>  <p>Robert Hess is a Practice Leader and Senior Principal for Newmark’s Global Consulting and Strategy Solutions Group, responsible for strategy development, business development, market outreach and client service. Robert is a preeminent, sought-after service provider and respected leader in corporate location strategy, site selection and incentive negotiations. He has conducted approximately 300 assignments globally, across a variety of industries and asset types, including mega-facility projects in Asia, Europe and Mexico.</p> <p>Robert has led over 30 major economic development strategy development initiatives, including states, regions, utilities and private sector developers. He has led the strategic placement and boardroom level business case support of over 100M SF of operations (all asset types) across the U.S. and many global markets and helped secure over \$3.0B in bottom line cost reduction and financial incentives to support these efforts.</p> <p>Prior experience includes being co-founder and consulting partner with Cushman & Wakefield’s Global Supply Chain Consulting Group, as well as a long-term tenure with Deloitte’s Fantus Location Strategies service line (formerly PHH Fantus), a specialty practice known for industry leading strategic facility planning, global location strategy, site selection, incentive negotiations and real estate advisory services.</p> <p>Robert graduated cum laude from the University of Minnesota Duluth, where he earned his Bachelor of Arts in Economic Geography/Urban and Regional Planning. He also earned an MBA in Marketing Management from DePaul University in Chicago. Robert has completed executive development programs at Northwestern University for Advanced Analytics and Automation, MIT for Creative Problem Solving/System Dynamics and Oxford University for Scenario Planning. He has also completed multiple leadership development courses at the University of Pennsylvania’s Wharton School of Business</p>

Kim L. Moore, CEcD, EDFP, EDMP
Senior Managing Director, Consulting
NEWMARK



Kim L. Moore joined Newmark's Dallas office in 2014. With a background in economic development, incentive negotiation and strategic planning, Kim has led the marketing efforts and strategic planning for the private sector as well as multiple cities and counties. She has a diverse background with a broad range of economic development and incentives experience.

Kim has managed multiple projects that have secured almost 11M SF of new and redeveloped space, increased the tax base with committed investments of more than \$1.3 billion, created over 17,600 new jobs and negotiated over \$4 billion in incentives.

Kim has developed economic development strategic plans, target industry studies and labor surveys for communities and counties in California, Massachusetts, Minnesota, New York, Tennessee and Texas. She is often a featured speaker/panelist at multiple economic development focused conferences.

Kim graduated from the University of North Texas with a Bachelor of Business Administration degree majoring in Marketing. She is also a graduate of the Economic Development Institute sponsored by the University of Oklahoma. Kim completed in the Advanced Economic Development Leadership Master Practitioner (EDMP) certification sponsored by the University of New Mexico, Clemson University, Texas Christian University, and the University of Southern Mississippi

Today, **Newmark**, operated by Newmark Group, Inc. (NASDAQ: "NMRK"), is one of the world's leading and most trusted commercial real estate advisory firms, offering a complete suite of services and products. Newmark advises and represents clients on all aspects of property occupancy and investment. We offer a complete range of real estate services. Taking a consultative approach, our array of services has been strategically developed to provide our clients with a comprehensive resource for every facet of their real estate objectives, allowing Newmark to be a true partner to our clients. Occupier services and products include tenant representation, real estate management technology systems, workplace and occupancy strategy, global corporate services consulting, location strategy, economic incentives advisory, economic development consulting, project management, lease administration, and facilities management. We enhance these services and products through innovative real estate technology solutions and data analytics designed to enable our clients to increase their efficiency and profits by optimizing their real estate portfolio.

Instructors' Names #2

**Coleman J. Peiffer, AICP, Senior Business Attraction Manager
Alliant Energy**



Coleman Peiffer has over 10 years of experience in economic development. As the Senior Economic Development Manager 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. 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.

Coleman was named Wisconsin Economic Development Association's Young Professional of the Year in 2017 for his work in economic development with WEDC. 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).

Alliant Energy is a Midwest U.S. energy company primarily engaged in electric generation and the distribution of electricity and natural gas. We serve approximately 975,000 electric and 420,000 natural gas customers through our two public utility subsidiaries, Interstate Power and Light (IPL) and Wisconsin Power and Light (WPL). IPL provides retail electric and gas service in Iowa, and sells electricity to wholesale customers in Minnesota, Illinois and Iowa. WPL provides retail and wholesale electric and retail gas service in Wisconsin. Headquartered in Madison, Wisconsin, Alliant Energy has approximately 3,400 employees. Based on electric sales, the largest cities served in Iowa and Wisconsin are Cedar Rapids and Beloit, respectively. Our company provides energy services to parts of 80 of 99 Iowa counties and parts of 35 of 72 Wisconsin counties. Alliant Energy is proud to be an Equal Opportunity Employer that provides an inclusive work environment. Our company recognizes and respect diversity and appreciates the differences and perspectives a diverse culture brings to the work environment, the company and our customers. We take our responsibility as a corporate citizen seriously and are careful stewards of the environment and support the communities in which we do business. We aggressively pursue emerging technologies and safe, sustainable methods of energy production. For more information on us, visit alliantenergy.com.

Location (city, state) of each
Instructor/Planning Committee

Robert Hess, Chicago, Illinois
Kim L. Moore, CECd, EDFP, EDMP, Dallas, Texas
Coleman J. Peiffer, AICP, Madison, WI