

South Carolina Economic Development School (SCEDS)



Beginning its 19th year, the 2009 South Carolina Economic Development School (SCEDS) is a partnership of the South Carolina Department of Commerce, the South Carolina Economic Developers' Association and the College of Charleston. The purpose of SCEDS is to educate those who support community and economic development in their communities by focusing on the knowledge and tools that will help South Carolina compete in today's competitive environment.

Presented by:



What is SCEDS?

Housed at the College of Charleston's Tate Center for Entrepreneurship, SCEDS provides attendees general overview of community and economic development. Sessions include exercises allowing for student participation.

What is included in the SCEDS curriculum?

SCEDS consists of four two-day sessions each year:

- *1 - Deciding What We Want to Build: What are Community and Economic Development?
- 2 - Laying a Foundation for Community & Economic Development (Planning/zoning, infrastructure, workforce/downtown development)
- 3 - Framing Community and Economic Development (Product development, incentives, meeting client needs)
- 4 - Putting the Finishing Touches on Community & Economic Development (Marketing, funding, group presentations)

Who teaches at SCEDS?

Topics are presented by highly experienced and knowledgeable people. Included are:

- Local practitioners
- Economic development experts
- Academicians
- Private business representatives

Who should attend?

- Local development board members
- Local & state elected officials
- Local government administrators
- Economic & community development practitioners
- Representatives of utilities, banks, etc.
- Community members with an interest in economic development

SCEDS COURSE CONTENT

***Session 1 (Feb 12-13)**

Deciding What We Want to Build: What are Community & Economic Development?

- Getting Started & Moving in the Right Direction
- Economic Development in SC: Then & Now
- Traditional vs. Non-Traditional Development
- Legislative Issues: Recent & Upcoming
- Competitive Communities
- Development Organization Structures in SC
- Leadership & The Quality Needed in SC

Session 1 provides you with information about the basic principles of economic development. It offers a clear picture of the economic development process, and illustrates the interconnection of South Carolina organizations that promote economic development.

*Session 1 of SCEDS is a prerequisite for sessions 2, 3, and 4, leading toward a SC Economic Developers' School Certificate of Achievement.

Sessions 2, 3 and 4 must be completed in one calendar year. Variance in attendance must be approved by the SCEDS Committee prior to attending SCEDS.

Session 2 (May 14 - 15)

Laying a Foundation for Community & Economic Development

- Workforce Development
- Infrastructure Development
- Resources to Attract Small Businesses and Entrepreneurs
- Strategic Planning
- Downtown Revitalization

What is your community like today and where would you like it to be in the future? Are you ready for growth? Session 2 will help you lay a foundation and more as you work to improve the wealth in your community. You'll examine the many components of "community" and discuss ways to prepare for a vibrant future for the entire population. This session will provide the tools you'll need to build a competitive community.



Session 3 (Aug. 20-21)
Framing for Community & Economic Development

- Product Development (Industrial Parks, Speculative buildings, etc.)
- Consultant View: Prospect Needs/Incentive Use
- Local View: Incentives as a Tool
- Success Stories from S.C. Businesses
- Existing Industry: Their Value and What You Need to Know
- State and Local Resources for Existing Industry and Business

Does your community have the necessary ingredients to attract jobs and investment? Session 3 will focus on the necessary components companies require when relocating or expanding.

Session 4 (Nov. 5-6)
Putting on the Finishing Touches of Community & Economic Development

- Marketing and Promoting Your Assets
- Now That We've Planned , Let's Fund
- Presentation Skills That Sell and Get What We Want

In this final session participants will compile their knowledge learned to market and present a group presentation to complete SCEDS.



REGISTRATION FORM - SCEDS
Session 1 \$225 - All Other Sessions \$250 each

Name: _____ Called: _____ Position: _____

Organization: _____ Address: _____

City: _____ State: _____ Zip: _____ County: _____ SCEDA Member: YES/NO

Phone: _____ Fax: _____ Email: _____

Session 1 - Feb 12-13, 2009 _____

Session 2 - May 14-15, 2009 _____

Session 3 - Aug 20-21, 2009 _____

Session 4 - Nov 5-6, 2009 _____

Amount Enclosed \$ _____

Check # _____

Or
Credit Card Payments

NAME ON CARD _____ Amount \$ _____

MC or VISA # _____ Expiration Date _____

Zip Code of Billing Address _____ Phone # of Billing Address _____

Signature _____

2009 SC Economic Development School

Deciding What We Want to Build: What are Community and Economic Development? **Feb 12-13**

Laying a Foundation for Community & Economic Development **May 14-15**

Framing Community and Economic Development **Aug 20-21**

Putting the Finishing Touches on Community & Economic Development - **Nov 5-6**

COURSE FEE

Session I - \$225 all other sessions \$250 each

The course fee includes all necessary classroom materials, reception, continental breakfast, breaks and lunch. Make your check or money order payable to "Tate Center." Register early to ensure your place in this program. Space is limited. Please remit payment no later than 1 week prior to the course start date. Advance payment arrangements are required to guarantee your place in the class. Payment must be received one week prior or a late \$50 payment fee applies. A portion of the registration fee will be retained due to late or no cancellation notice.

CANCELLATIONS AND REFUNDS

To cancel your registration and receive a full refund, you must call (843) 953-6596. A course cancellation received fewer than 7 business days prior to the course start date will be refunded the registration amount, less \$100 to cover the costs of materials and facilities. If you do not call to cancel your registration and do not attend the course, you are still responsible for the full registration fee. However, substitutions are permitted.

LOCATION

Instruction takes place at the College of Charleston's Tate Center for Entrepreneurship located at 5 Liberty Street - between King and St. Philips Streets in downtown Charleston.

LODGING

Use the code "**Tate Center/SCEDS**" to ensure the discounted rate. Please call at least 30 days prior - rooms are reserved quickly.

For your convenience, we have reserved a block of rooms located in Historic Downtown Charleston.

- **Charming Inns Inc.** has the **Kings Courtyard Inn**, 198 King St., 800-845-6119, the **Fulton Lane Inn** 202 King St., 800-720-2688, and the **Victoria House Inn**, 208 King St., 800-933-5464. The rate is \$119 for a single or double. www.charminginns.com

- **Francis Marion Hotel**, 387 King St., 877-756-2121. The rate is \$179(May), \$129 (Aug) for single or double rooms. www.francismarionhotel.com

- **Hampton Inn Historic District**, 337 Meeting St, 843-414-1685. The rate is \$119 (Feb-Code CCC, May-Code CC2 & Aug-Code CC3), \$149 (Nov-Code CC4). www.charleston-hotels.net - Use Codes for on-line booking.

REGISTRATION:

E-MAIL: www.cofc.edu/~tate
TateRegistration@cofc.edu

Please include all of the information outlined on the registration form. Also, include course name and date.

FAX: send the registration form to (843) 953-7633. This line is available 24 hours a day.

MAIL: Tate Center
66 George Street

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