“Place-Making” Economic Development & University/Corporate Real Estate’s Connectivity to Creating Social Value and Innovation

iHotel Conference Center, Champaign, IL
Friday, October 23, 2015, 8:00am to 12:00pm

“Real estate is the currency for economic development and job creation in today’s economy”

The most important decision in people’s lives today is the “place” they choose to live. Communities that are fortunate enough to have a major research university are capitalizing on innovation jobs through research parks, innovation districts, and fostering the technology industry in their regions.

The future of economic development will be rooted in regional innovation, “place-making”, and entrepreneurship. Universities with vibrant research parks and business/entrepreneurship programs will lead the country’s economic recovery based on AURP’s 2013 Battelle report. The University of Illinois is blessed to have an award winning research park (AURP 2011) and one of the top IT and computer science programs in the country. This is the ideal foundation for future regional innovation.

Our challenge to UIUC, the research park, and regional community is; How can we build on UIUC’s amazing recognition and reputation for technology and entrepreneurship in a way that retains/attracts more talent (grads) and unlocks more economic development and job creation for the region?

Our answer is; By collaborating with regional communities on innovative real estate strategies that transform under-productive public and private assets into “cool lifestyle places” that draw more demand.

The University of Illinois College of Business, The University of Illinois Research Park, SAP, and Sperry Van Ness proudly present an academic and professional Symposium focusing on how UIUC regional communities can generate more economic development activity and demand for their real estate through innovative “place-making” strategies. Symposium topics will include:

• How to create Strategic Marketing Plans and new "market stories" that transform underproductive real estate assets into economic development catalysts that attract new investment.

• How to develop "place-making" and branding strategies that “tell a new market story” and motivate grads (and other markets segments) to choose communities in the UIUC region as their “place”.

• How can corporate, governmental, UIUC, and research park real estate decisions foster regional economic development collaboration on business/social entrepreneurship and inclusive value creation (CityLabs, public asset re-imagination, data analytics for real estate optimization).

Symposium attendees will gain new perspectives on how collaborative, regional “place-making” strategies will add significant value to the existing “world class” innovation ecosystems in the UIUC region and statewide. Regional collaboration will result in more grads “choosing to live” in the area, will attract even more companies/entrepreneurs, and will deliver inclusive social and economic value to regional stakeholders from food, aviation, healthcare, manufacturing, technology, entrepreneurial, and agricultural ecosystems.
“Place-Making” Economic Development Strategies & University/Corporate Real Estate’s Connectivity to Creating Social Value and Innovation

iHotel Conference Center, Champaign, IL
Friday, October 23 2015, 8:00am to 12:00pm

Welcome and Opening Remarks

- Dr. Jeffrey R. Brown, Dean, College of Business, University of Illinois at Urbana-Champaign
- Laura Frerichs, Director, Research Park & Economic Development, University of Illinois
- Jim Schultz, Director, Illinois Department of Commerce & Economic Opportunity, DCEO
- Deborah Frank Feinen, Esq., Mayor, City of Champaign
- Dr. Roger Cannaday, Associate Professor Emeritus, College of Business, University of Illinois

Strategies that Create "Place-Making" Economic Development and New Demand for Real Estate

- Jim Schultz, Director, Illinois Department of Commerce & Economic Opportunity, DCEO
- Dr. Dan Young, Adjunct Professor – Horn Program for Entrepreneurship, University of Delaware Lerner College of Business & Economics, Assistant Professor, Wilmington University
- Craig Rost, Executive Director, Champaign County Economic Development Corporation
- Dr. Michael H. Casson, Associate Professor, Delaware State University College of Business, Director, DSU Center for Economic Development and International Trade (“UCEDIT”)
- Andrew Duffell, MBA, CEO, The Research Park at Florida Atlantic University
- Alex Ruggieri, CRE, CCIM, MBA, Sperry Van Ness – Ramshaw Real Estate (Moderator)

Real Estate’s Connectivity and Optimization for Social Value & Innovation in Communities (Research and Innovation Parks, CityLabs, Data Analytics, Inclusion & Diversity Plans)

- Alexei V. Tchisty, PhD, Associate Professor, UIUC, Director - Office of Real Estate Research
- Dave Cocagne, President & CEO, Vermilion Development, Adjunct Faculty, Kellogg School
- Lindsay Thompson, Ph.D., Associate Professor, Johns Hopkins Carey Business School, CityLab
- Scott Harding, Carle Foundation Hospital, VP, Facilities & Support Svcs Administration
- Tom Anderson, Global Product Owner, Real Estate Solutions and RE Cockpit, SAP
- David J. Wilk, CRE, MAI, National Chair, Corporate RE & Advisory Services, Sperry Van Ness; Adjunct Faculty, University of Delaware (1989-2012), JHU Carey Business School (MC)