



PENNSYLVANIA ECONOMIC DEVELOPMENT
INSTITUTE



**Pennsylvania Economic Development Institute
and PEDA Present:**

*Best Practices in Effectively Utilizing
Economic Impact Analyses*



September 10, 2014

9:30 am – 11:00 am

Web Seminar

BEST PRACTICES IN EFFECTIVELY UTILIZING ECONOMIC IMPACT ANALYSES

Participants of previous offerings have gained insight into *why* they should measure the impact of economic development programs and how basic tools can be effectively utilized by practitioners. During this Best Practices web seminar, participants will advance well beyond the preliminary phase and be presented with various approaches to implementing – and effectively utilizing the results of – economic impact analyses.

While maintaining a broad approach applicable to participants with diverse analysis needs, this web seminar will explore the effectiveness, reliability and value of economic impact analyses, demonstrating how those seeking to have a project funded, application approved or other professional cause advanced should proceed. Using best practices and employing brief case studies to help participants grasp opportunities for application to their own organizational circumstances, the content of this training is essential to professionals in economic development and related industries.

Who Should Attend?

It is highly recommended that professional level members of non-profit, public and private economic development organizations participate in this web seminar.

PROFESSIONAL DEVELOPMENT UNITS

This event qualifies for 1.50 organizational PDUs (Marketing / PR) through the Pennsylvania Economic Development Institute (Institute).*

REGISTRATION INFORMATION

Registration Fees: The per person fee for PEDDA members is \$75 and for non-members is \$99.

Cancellation & Refund Policies: Requests for cancellations and refunds must be made in writing and received by close of business August 29th. No refunds will be granted after that point. All cancellations and refunds are subject to a \$50 administrative fee. No-shows will be billed in full.

Questions: Contact Joshua Skopp at (717) 441-6047 or jskopp@wannerassoc.com.

**A complete explanation is provided in the Guidelines for Certification of Economic Development Organizations (Guidelines) issued by the Pennsylvania Department of Community and Economic Development (DCED) and in the Institute's Policies and Procedures.*

PRESENTER

Lee Huang is Senior Vice President and Principal of Econsult Solutions. With an undergraduate degree from the Wharton School and a master's degree from the Fels School of Government of the University of Pennsylvania, Lee provides an excellent perspective for public, private, and non-profit clients. Prior to joining Econsult Solutions, Lee was a director at Econsult Corporation, and was been responsible for leading projects examining commercial corridors, affordable housing, neighborhood change, transportation financing, MWBE procurement, real estate development, economic development, tax policy, economic and fiscal impact, transit-oriented development, financial modeling, tax increment financing, waterfront development, discrimination in lending practices, higher education, workforce development, technology, historic preservation, and recreational amenities.

From 1995 to 2005, Lee was employed at The Enterprise Center, an entrepreneurial center in West Philadelphia where he acquired extensive experience in day to day management as well as strategic decision making. He most recently served as Executive Vice President, where he was responsible for all programs and operations, and helped manage fifty staff and interns and a \$1.2 million budget. He was also Founder of The Enterprise Center's YES (Youth + Entrepreneurship = Success) Program and Director of Cities Beyond, The Enterprise Center's consulting department.

In 2006, Lee earned his Masters of Public Administration at the University of Pennsylvania's Fels Institute of Government, where he also received certificates in Public Finance and in Economic Development and Growth. Lee received his Bachelor of Science degree in Economics in 1995 from the Wharton School of Business at the University of Pennsylvania, with a dual concentration in Accounting and Management.

Lee lives with his wife Amy and their daughter Jada and son Aaron in West Philadelphia, and is an active member and elder of Woodland Presbyterian Church. He currently serves on the board of the Spruce Hill Community Association.

Note: We reserve the right to reschedule or cancel this offering. In the event of a cancellation, a refund will be provided to registrants.



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REGISTRATION FORM

Attendee Information: *One registration per form. For additional registrations, copy this form or download additional forms from www.peda.org. All requested information is required.*

Full Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Emergency Phone _____

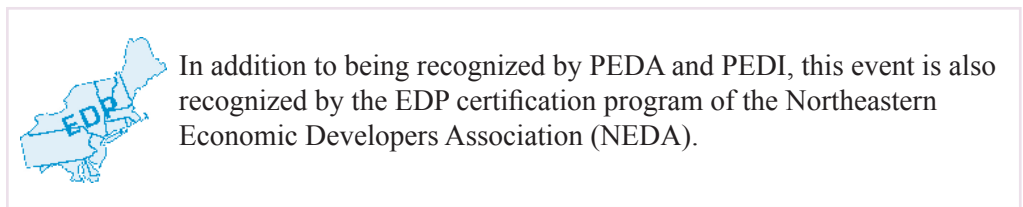
Email _____ Fax _____

REGISTRATION

Online registration will remain open through COB on September 8th. Please select a registration option below.

- PEDA Member - \$75**
- Non-Member - \$99**

Total Amount Due \$ _____



- Payment Enclosed**
- Check requested/will follow in the mail**

PAYMENT

1. **Check** – Download this form, complete required information and mail, with check made payable to **Pennsylvania Economic Development Association**, to 908 N. 2nd St., Harrisburg, PA 17102 or fax form to (717) 236-2046.
2. **Credit Card** – Go to www.peda.org to register and pay by credit card for the event.

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