

PLAN 699: State & Local Economic Development Policy

Spring 2014

Landscape Architecture/Regional & Community Planning • Kansas State University

Hours Monday, Wednesday & Friday, 9:30am to 10:20pm
Room 252 Seaton Hall

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Course Overview

This course is designed to introduce students to the practice of economic development. Students will become acquainted with the practice of economic development at the sub-national level through the study of how many different strategies have been implemented in cities around the United States. Students will apply these lessons by recommending an economic development strategy for Blue Township in Pottawatomie County, Kansas.

Learning Objectives

By the end of this course students will ...

...be aware of...

- several programs and strategies to accomplish a variety of economic development goals.
- several sources of funding for economic development.
- economic theory and how it applies to local economic development.

...be competent in...

- the details of proposing and implementing one economic development program.

Course Website

The K-State Online course website is central to this class. Students will turn in homework assignments and final projects online and feedback will be done electronically and returned via the website. All assignments should be turned in as PDFs.

Textbook & Readings

There is one required text for this class.

Nancey Green Leigh & Edward J. Blakely. 2013. *Planning Local Economic Development Theory & Practice*. Thousand Oaks, Calif.: Sage Publications.

Other required and suggested readings will be made available on KSOL. Case studies will be located in the text of the readings or on various websites. Graduate students are expected to do all required and suggested readings. Undergraduates are expected to do only the required readings (though they are welcome to read the suggested ones too!).

Attendance

You are responsible for attending class. Your presence for classroom lectures will greatly improve your understanding of the material and your performance on the exams, the case summaries and the final project. Readings are meant to support and give greater depth or background to topics covered in class. Therefore, there is material that will be covered in class (and will appear on exams) that is not present in the readings. If you need to miss class, you are responsible for obtaining notes from

your classmates and learning the material on your own.

Exams

There will be 3 exams. Each exam will cover the material in the previous section. None of them will be cumulative. The purpose of each exam is to ensure that you understand basic concepts from that section.

Case summaries

At the beginning of the term you will choose 4 cases to summarize using the standard summary format provided on the course website. Each student will choose one of the cases from each of the sections on the sign-up sheet. Graduate students will be responsible for developing one of these cases into a 1,500 word memo.

Late assignments will not be accepted. Early assignments are welcome so if you know that you will not be able to turn in your assignment on the day it is due, feel free to turn it in earlier. If there is a catastrophic event that prevents you from doing an assignment (e.g., a car accident), please contact me as soon as possible to make other arrangements.

Final Project

Throughout the term we will be discussing and analyzing one particular place, Blue Township in Pottawatomie County, Kansas. For the final project, each student will choose one strategy to develop for Blue Township. The strategy will describe what the purpose of the program is, who would need to be involved, how much it is likely to cost and possible sources of funds. The portfolio of these strategies will be given to the Pottawatomie County Economic Development Organization and the resident activist group to help them identify new opportunities and funding strategies for the development of the township.

Evaluation

Your grade is based on...

Exams	300 points
Exam 1: The Context of Economic Development	100 points
Exam 2: Economic Development Programs and Strategies	100 points
Exam 3: Implementing an Economic Development Strategy	100 points
Case Summaries (4 at 50 points each)	200 points
Case study Memo (<i>graduate students only</i>)	100 points
Final Project	500 points
Visit to Blue Township	50 points
First Draft	50 points
Second Draft	50 points
Third Draft	50 points
Final Policy	300 points
Total (undergraduate)	1000 points
Total (graduate)	1100 points

I will grade all exams and assignments on an A through F scale. Work that meets the performance expectations for an AP Design student for the assignment will receive a B (80 to 89%). Work that exceeds the expectations of the assignment will receive an A (90 to 100%). Work that is satisfactory but below the expectations for an AP Design student on the assignment will receive a C (70 to

79%). Work that is unsatisfactory but demonstrates effort will receive a D (60 to 69%) and work that does not demonstrate any effort will receive an F (below 60%).

Special Accommodations

Any student with a disability who needs a classroom accommodation, access to technology or other academic assistance in this course should contact Disability Support Services (dss@k-state.edu) and/or the instructor. Students who require assistance during an emergency evacuation should discuss their needs with their instructors and DSS. DSS serves students with a wide range of disabilities including, but not limited to, physical disabilities, sensory impairments, learning disabilities, attention deficit disorder, depression, and anxiety. I am happy to accommodate students with documented disabilities and other reasonable needs.

Academic Honesty

Kansas State University has an Honor System based on personal integrity, which is presumed to be sufficient assurance that, in academic matters, one's work is performed honestly and without unauthorized assistance. Undergraduate and graduate students, by registration, acknowledge the jurisdiction of the Honor System. The policies and procedures of the Honor System apply to all full and part-time students enrolled in undergraduate and graduate courses on-campus, off-campus, and via distance learning. The honor system website can be reached via the following URL: www.ksu.edu/honor. A component vital to the Honor System is the inclusion of the Honor Pledge which applies to all assignments, examinations, or other course work undertaken by students. The Honor Pledge is implied, whether or not it is stated: "On my honor, as a student, I have neither given nor received unauthorized aid on this academic work." A grade of XF can result from a breach of academic honesty. The F indicates failure in the course; the X indicates the reason is an Honor Pledge violation.

Classroom Conduct

All student activities in the University, including this course, are governed by the Student Judicial Conduct Code as outlined in the Student Governing Association By Laws, Article VI, Section 3, number 2. Students who engage in behavior that disrupts the learning environment may be asked to leave the class.

Course Schedule

Date	Class activity	Due
<hr/> <i>Week 1: Introduction</i> <hr/>		
PART I: The Context of Economic Development		
Wednesday, January 22	Introduction	
Friday, January 24	Measuring economic development	
	<i>Required Reading</i> • PLED, chapter 3	
<hr/> <i>Week 2</i> <hr/>		
Monday, January 27	Trade and economic development in historical perspective	
	<i>Required Reading</i> • Alan Berube & Joseph Parilla. 2012. "Metro Trade: Cities Return to their Roots in the Global Economy" Washington, DC: Brookings institution.	
Wednesday, January 29	Types of Economic Development Strategies	
Friday, January 31	Evaluation of Economic Development Strategies	
<hr/> <i>Week 3</i> <hr/>		
Monday, February 3	The profession of Local Economic Development	
	<i>Required Reading</i> • PLED, chapter 4	
Wednesday, February 5	Guest lecture (?)	
Friday, February 7	Visit Blue Township (?)	
<hr/> <i>Week 4</i> <hr/>		
Monday, February 10	The institutional arrangement for economic development	
	<i>Required Reading</i> • PLED, chapter 13	
Wednesday, February 12	Property Taxation and Local Government Finance	
Friday, February 14	EXAM I: The Context of Economic Development	
<hr/> <i>Week 5</i> <hr/>		
PART II: Economic Development Strategies		
Monday, February 17	What makes a good strategy? Part 1	
	<i>Required Reading</i> • PLED, chapter 7	
Wednesday, February 19	What makes a good strategy? Part 2	
Friday, February 21	Locaity Development	
	<i>required reading</i> • PLED, chapter 8	

Week 6

Monday, February 24	Locality Development	
Wednesday, February 26	TIF,BID,EZ, CID	
	<i>required reading</i>	<ul style="list-style-type: none">• Woolever, Alan. 2008. Tax increment financing, government bonds and developer tax consequences: An analysis of statutes, regulations, case law and related policy considerations. <i>The Urban Lawyer</i>, 40(2): 299-329.
Friday, February 28	Historic Preservation	
	<i>required reading</i>	<ul style="list-style-type: none">• Listokin, David, Barbara Listokin and Michael Lahr. 1998. The contributions of Historic Preservation to Housing and Economic Development, <i>Housing Policy Debate</i> 9(3): 431-478.
	<i>required reading</i>	<ul style="list-style-type: none">• Werwath, Peter. 1998. Comment on David Listokin, Barabra Listokin and Michael Lahr's "The contributions of historic preservation to housing and economic development", <i>Housing Policy Debate</i> 9(3): 487-495.

Week 7

Monday, March 3	Case Study Presentations	Strategy Summary
Wednesday, March 5	Business Development	
	<i>required reading</i>	<ul style="list-style-type: none">• PLED, chapter 9
Friday, March 7	Business incentives	
	<i>required reading</i>	<ul style="list-style-type: none">• Story, Louise. 2012. As companies seek tax deals, governments pay high price, <i>New York Times</i> (December 1).
	<i>required reading</i>	<ul style="list-style-type: none">• Markusen, Ann and Katherine Nesse. Institutional and political determinants of incentive competition, in <i>Reining in the Competition for Capital</i>, Ann Markusen, ed. WE Upjohn Institute: Kalamazoo, Mich.

Week 8

Monday, March 10	Business incentives: Is it hopeless? <i>required reading</i> • Sharp, Elaine B. and Kevin Mullinix. 2012. Holding their feet to the fire: Explaining variations in city governments' use of controls on economic development subsidies, <i>Economic Development Quarterly</i> 26(2):138-150.	
Wednesday, March 12	NO CLASS -- Portland	
Friday, March 14	NO CLASS -- Portland	

Week 9 -- Spring Break

Monday, March 17	NO CLASS -- Spring Break	
Wednesday, March 19	NO CLASS -- Spring Break	
Friday, March 21	NO CLASS -- Spring Break	

Week 10

Monday, March 24	Case Study Presentations	Strategy Summary
Wednesday, March 26	Human Resource Development <i>required reading</i> • PLED, Chapter 10	
Friday, March 28	Human Resource Development	

Week 11

Monday, March 31	Arts & Cultural Development <i>required reading</i> • Markusen, Ann and Anne Gadwa. 2010. Creative Placemaking. National Endowment for the Arts: Washington DC.	
Wednesday, April 2	Case Study Presentations	Strategy Summary
Friday, April 4	Community Economic Development <i>required reading</i> • PLED, chapter 11	

Week 12

Monday, April 7	Case Study Presentations	Strategy Summary
Wednesday, April 9	Economic Development strategies reviewed	
Friday, April 11	EXAM II: Economic Development Programs and Strategies	

Week 13

PART III: Implementing an Economic Development Strategy

Monday, April 14	The Local Economic Development Planning Process <i>required reading</i> • PLED, chapter 5	
Wednesday, April 16	Guest lecture (?)	

Friday, April 18	In-Class Work Day	Blue Township ED Program Draft 1
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Week 14

Monday, April 21	Building the implementation plan <i>required reading</i> • PLED, chapter 12	
Wednesday, April 23	Project Financing	
Friday, April 25	In-Class Work Day	Blue Township ED Program Draft 2

Week 15

Monday, April 28	Flex Day	
Wednesday, April 30	EXAM III: Implementing an Economic Development Strategy	
Friday, May 2	In-Class Work-Day	Blue Township ED Program Draft 3

Week 16

Monday, May 5	In-class presentation work day	Final ED Programs Due
Wednesday, May 7	Practice presentations	
Friday, May 9	NO CLASS -- Presentations to Blue Township TBA	

Week 17: Exam Week

No Exam