



6TH ANNUAL CITY ECONOMIC DEVELOPMENT CONFERENCE

Wednesday, June 15, 2016

Vineyard Room, Davidson Executive Conference Center, University of Southern California

- 9:00 – 9:15 a.m. Check-in and Registration and Continental Breakfast
- 9:15 – 9:30 a.m. Welcome Remarks
- 9:30 – 10:00 a.m. Los Angeles County's Economy in 2016 and Beyond
Discussion of priorities and concerns for the County's business community, including issues, needs, attitudes, and how they will drive economic success.
Tracy Hernandez, Founding CEO, BizFed - Los Angeles County Business Federation
- 10:00 – 11:00 a.m. Tools for Kick-Starting Economic Revival
There exists inventive tools for attracting new businesses and housing where economic development has stalled. Learn about efforts to creatively modernize a costly and outdated municipal infrastructure that hampered economic growth.
Brian Haddix, City Administrator, City of Chowchilla
Lance Weislak, Municipal Advisor, Wulf, Hansen & Co
Maureen McDonald, Senior Account Executive, Johnson Controls
- 11:00 – 11:15 a.m. Break
- 11:15 – Noon Economics of Medical Marijuana
Learn how the new state regulatory scheme and Cannabis Industry recent trends are reshaping economic strategies for local agencies. There will be discussion of the different approaches that can be used in determining which type of cannabis businesses are best suited in your community.
David McPherson, Principal, HdL Companies
- Noon Buffet Lunch
- 12:30 – 1:30 p.m. Impacts of the Minimum Wage
A \$15 minimum wage law is now on the books and will be implemented soon. What does that mean for business owners, economic growth and the region's economy?
Chris Tilly, Professor of Urban Planning and Sociology & Director, Institute for Research on Labor & Unemployment, UCLA
- 1:30 - 2:15 p.m. Opportunities and Trends for Foreign Direct Investment in the Los Angeles Region
In the past few years, LA has witnessed a surge of FDI into the local economy. There are hundreds of investments that are coming to cities in the LA region. What are these deals? Who are these investors? What should smaller cities do to attract these foreign investors?
Stephen Cheung, President, World Trade Center Los Angeles
- 2:15 – 3:00 p.m. Be a Leader in the New Green Economy
California leads the U.S. in encouraging cities and regional authorities to find different ways to reduce their carbon footprint. Smart collaborations can result in significant economic benefits to your community. Learn how your city can be a leader in sustainability and bring economic dollars back to the community.
Doug Jackson, President and CEO, Sioneer
- 3:00 p.m. Closing Remarks and Adjournment