

# Leadership in Public Finance and Economic Development: The Role of Fiscal Officers in Ohio's Future

## Course Description Quick Guide

Course Name	Course Description
Registration, Breakfast, and Networking	
Welcome and Introductions	
<b>Our Future: Working Together to Build Tomorrow</b> Alan Harold, County Auditor, Stark County, Alex Zumbar, Stark County Treasurer, Stark County	Ohio's communities are ripe for economic growth, and fiscal officers play a critical role in building the foundation for stability and success. This session will provide fiscal officers with a detailed look at how they can make a positive and meaningful impact on economic development projects, especially during the early planning phases.
<b>Understanding Your Toolbox: Development Districts and Other Structures</b> Russell Balthis, Senior Attorney, Squire Patton Boggs, James Christopher McCoy, Assistant Chief Project Manager, Auditor of State's Office, Brad Evans, Executive Director, UC Economics Center	There's no one-size-fits-all approach to job creation and growth. Presenters will provide an overview of commonly used economic development tools and share best practices for how fiscal officers should evaluate their impact. Attendees will learn how various development structures (such as JEDDs and TIFs) affect revenue streams and the ability to adequately plan for future costs.
<b>Remarks from Ohio Auditor Keith Farber</b>	TBA
<b>Infrastructure, Investment, and More</b> Heather Arling, Director-Public Finance, Bradley Payne Advisors, LLC, Allison Binkley, Partner, Squire Patton Boggs LLP, Andrew Laskey, Vice President, RBC Capital Markets	Strong infrastructure makes economic development possible, but upgrades and ongoing maintenance are a major investment. Presenters will offer insight into the ways credit ratings and the capital markets can impact the overall costs of these critical projects. Attendees will receive a market overview, instruction on the basics of debt financing, legal considerations, and best practices for issuing debt to meet infrastructure needs. This session will provide information on the various factors that determine a credit rating, ways to optimize interactions with rating agencies, and strategies to improve a local government's rating.
Lunch	
<b>Creating 'Buy-In': Best Practices for Connecting and Engaging</b> Jamael Tito Brown, Mayor, City of Youngstown, Dana Matz, President, Muskingum Co Chamber of Commerce, Prashant Shah, Director of Finance, City of Westlake, Erik Collins, Development Director, City of Centerville	Buy-in is critical for the success of any project. Attendees will learn from their peers how public finance officers can lead and collaborate with their counterparts to add value to the team's overall mission. Presenters will share case studies that illustrate best practices to utilize when conducting community engagement.
<b>"From Then to Now" – Lessons Learned</b>	From budget impact to more accurate and dynamic forecasting, communities often make decisions on-the-fly after landing a big project. Presenters will provide attendees with a first-hand recap of their own experiences and lessons learned when shepherding major projects, as well as the things they wish they had known prior to beginning the process.