



## Economic Development Division Honors National Awardees!

by Emi Thériault, Division Chair-Elect



As usual, the National APA Conference was a wonderful event and your Economic Development Division (EDD) was there to support our membership! In addition to a well-attended mixer held in San Diego's Gaslamp district (co-sponsored by the Urban

Design Division), the EDD distributed swag throughout the conference, provided handouts regarding Economic Development-related training and activities, and facilitated a CM-earning presentation of case studies from award-winning economic development projects throughout the nation. Attendees were invited to join the EDD for review of the case studies and stay for a brief annual business meeting and awards ceremony, including the Holzheimer Scholarship Hunter Award. This year, we re-launched our Division Awards program after two years of NPC@Home programs.

Learning outcomes from the case study class/awards event included how to:

- Advocate for inclusion of diverse community members for participation in planning of economic development initiatives.
- Build skills to identify limitations of traditional data-mining for economic development policy development and learn how to bridge the gap between cultural expectations and public engagement systems.
- Harness the unique perspectives of multiple community groups in creating a shared pathway for sustainable, pragmatic, economic initiatives that engage and maintain community buy-in.

Presenters used award-winning examples from six communities of disparate ethnic makeup. Each case study chosen helped planners engage a greater breadth

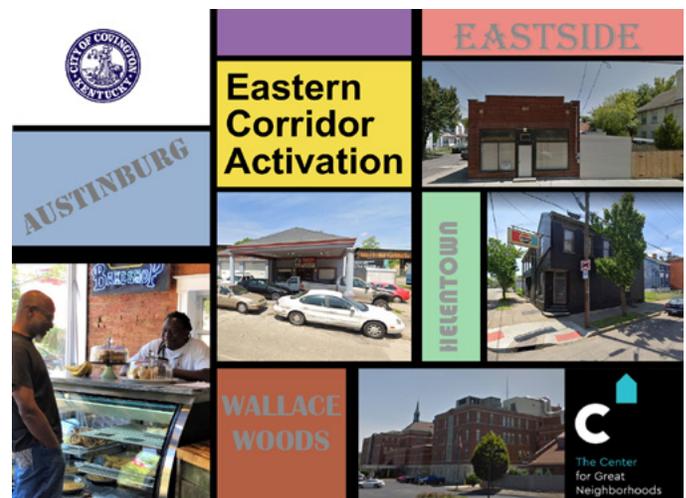
of community members to better represent their values and invite stakeholders that reflect their community's actual demographic makeup to the table where decisions are made, consider creative financing solutions, and how best to educate the public regarding practical options to improve their local economies. Attendees were also able to gain 1.0 CM for attendance at the event, which included the following case studies:

- **Covington, Kentucky** overcame challenges related to access, developer interest, acquisition and construction costs to activate a combined total of over 500,000 square feet of commercial development.

*(continued on page 2)*



Some lucky conference attendees got to take home this swag, courtesy of the EDD.



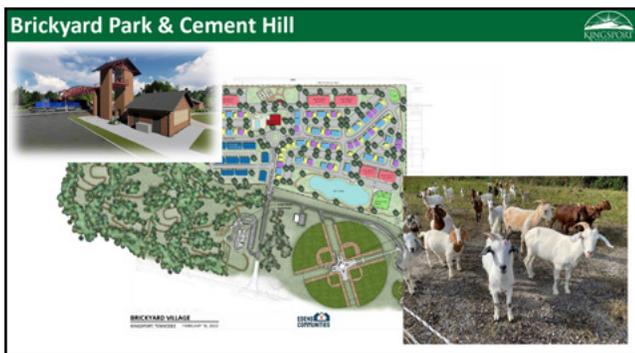
EDD HONORS NATIONAL AWARDEES, CONT. FROM P. 1

■ Quasi-governmental group **MassDevelopment** provided financing to stimulate business, drive economic growth and help communities across Massachusetts through their Transformative Development Initiative (TDI) model. TDI offers “a unique, holistic approach to sustainable, locally-led economic development.”



■ **North Brooklyn, New York** worked to facilitate redevelopment of an industrial neighborhood. Evergreen, a non-profit local development corporation based in New York City, worked with the community, where 20% are foreign born, 19% of workers have industrial jobs, 11% of workers walk to work, 25% live at or below poverty level, and 23% have limited English proficiency to help them grow high-quality working class jobs.

■ **Kannapolis, North Carolina** revitalized their downtown through a City initiative to literally buy the entire downtown commercial area for a comprehensive redevelopment project. Private-public partnership model identified to establish an inclusive plan that addressed such disparate needs as meeting disabled population access, historic preservation, and leveraging public investment while protecting the local environment.



■ City leaders from **Kingsport, Tennessee** worked with Eden Communities to develop the Brickyard Park and Cement Hill projects resulting in new mixed use and workforce housing, and recreation facilities providing for 1700 new families.

■ **University of Virginia Tech Student Project** examines the phenomena of HQ2 (Amazon Campus site 2) site assessment tools. Using a comic book style, the project analyzes the process and potential far-reaching implications from the project on future equitable distribution of job creation and related economic opportunities.





**EDD Annual Meeting & Awards**  
May 1, 2022



*Standing proxy for APA Economic Development Division Chair, Sean Maguire, Chair-Elect Emi Thériault welcomed award winners to the 2022 APA EDD Awards Ceremony in San Diego (from the top, left to right):*

- 1) Chair-Elect Thériault with Stephen Fabian, Program Manager with Evergreen, and Edward Lamson, AICP, Senior Associate with BJH Advisors (Brooklyn, New York)
- 2) Chair-Elect Thériault with Wilmer Melton III, Assistant City Manager (City of Kannapolis, North Carolina)
- 3) Jessica Harmon, Assistant City Manager, and John Rose, Economic Development Director (City of Kingsport, Tennessee)
- 4) Tom West, AICP, Director of Economic Development (City of Covington, Kentucky)
- 5) Alejandro Lopez, TDI Program Manager; Tania Hartford, Executive Vice President, Real Estate; and Amanda Gregoire, Vice President, Real Estate Services with MassDevelopment (Commonwealth of Massachusetts)
- 6) Jack Trainor, Student with the Virginia Tech Master's of Urban & Regional Planning program (Blacksburg, Virginia)





**Mixer with the Urban Design & Preservation Division, April 30, 2022**



Notes From The Chair

Pride in our business

by Sean M. Maguire, AICP CEcD  
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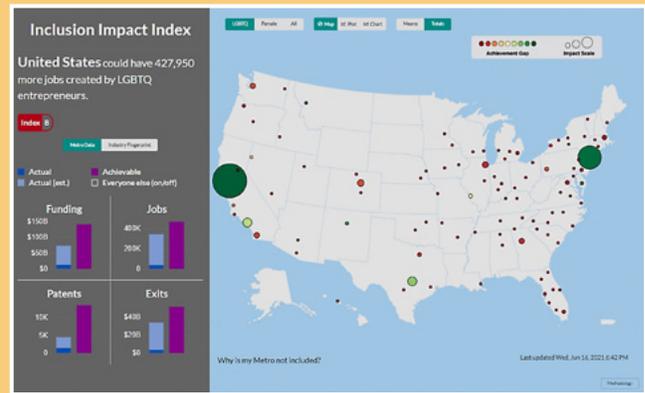
Each June, we join as a community to celebrate LGBTQ Pride Month which honors the 1969 Stonewall Uprising in New York City. While members of the LGBTQ+ community still face discrimination, hate crimes, and persecution, as a society we've

come far. The celebrations of Pride Month show that progress in many places. However, until we eliminate these divisions, we still have a long way to go and that's why Pride Month is necessary!

Admittedly my perspective is one of an outsider. It is important to acknowledge where you stand when faced with challenging issues including diversity, equity, and inclusion. I grew up in a white, blue-collar family where my parents had to make tough choices with limited resources. But as a straight man, I don't have the first-hand experience that my uncle has as a gay man. What I do have is a desire to not let our future create barriers based on who you love. As economic developers, we can do that by ensuring that our LGBTQ+ community has all of the support it needs to succeed, including the necessary boosts to hurdle over barriers that unnecessarily stand in the way.

Recently I took the time to better reflect on how we can drive economic empowerment and opportunity to the LGBTQ+ community. My regional Chamber of Commerce has taken an active role in openly discussing and making resources available to address diversity, equity, and inclusion. The Small Business Administration provides information about how it seeks to be more inclusive with LGBTQ+ business owners and its alliances around the country to support those businesses.

A resource that may be new to you is the LGBT-Owned Business Enterprise Certification (Certified LGBTBE®) offered by the National LGBT Chamber of Commerce. This program looks to provide better



*Inclusion Impact Index, a project of StartOut.*

connections between traditional corporate America and businesses owned by LGBTQ+ entrepreneurs. The program seeks to provide opportunities similar to minority business enterprise (MBE), (woman business enterprise) WBE, and other disadvantaged business programs. A Certified LGBTBE business must be at least 51% owned, operated, managed, and controlled but an LGBTQ+ person or persons who are U.S. citizens or permanent residents.

Another organization, [StartOut](#), has developed SPEII: StartOut Pride Economic Impact Index. The index measures economic impact using metrics including jobs created, the number of patents filed, and the likely number of LGBTQ+ entrepreneurs in a metro region. It makes comparisons between actual economic performance of a region and its unrealized potential from LGBTQ+ entrepreneurs. StartOut [publishes its SPEII methodology here](#). In the graphic shown here, according to the index, nationally we could have more than 425,000 more jobs created by LGBTQ+ entrepreneurs. Cities like New York City and San Francisco clearly stand out as areas with significant impact and potential for LGBTQ+ businesses.

As we go through June and move on to the rest of the year, don't let this be the only time we put serious thought into how we can support our LGBTQ+ businesses and entrepreneurs. As economic development planners, we should do our absolute best to learn about the topic and fill in our own personal knowledge gaps, recognize potential bias, and remember our overall commitment to make better communities — for all.

See the [LGBTQ and Planning Division](#) of APA for more resources.

# Holzheimer Memorial Student Scholarship Awarded to Jack Trainor of Virginia Tech

The 2022 Holzheimer Memorial Student Scholarship winner is **John (Jack) Trainor** of Virginia Tech, who submitted a comic book titled “Cluster Bucks: Agglomeration Economies and Lessons Learned from HQ2.” This comic book creatively visualizes the process of the Amazon Headquarter 2’s searching and discusses the economic and social issues involved, with a great sense of humor. The comic book is created based on intensive case studies and in-depth thinking, and is a great way to communicate with people outside of planning and economic development scholarship and practices.



Jack Trainor

The scholarship was presented at the APA National Planning Conference in San Diego on May 1 as part of the Division’s annual business meeting and awards ceremony (see page 1). See the following pages for sample panels from the winning paper, then follow the link to read the entire comic book online.

The committee also awarded “Honorable Mentions” for the following two papers:

- **Jaclyn Williams** (Hunter College), “Cultivating Economic Opportunities in New York State through the Marijuana Regulation and Taxation Act”
- **Josh Newton** (The University of Texas at Arlington), “Craft Brewery Dispersion: Reconsidering the Role of Planners in Encouraging Economic Development Through Beer Tourism”

Summaries of the two honorable mention papers will appear in a future edition of *News & Views*.

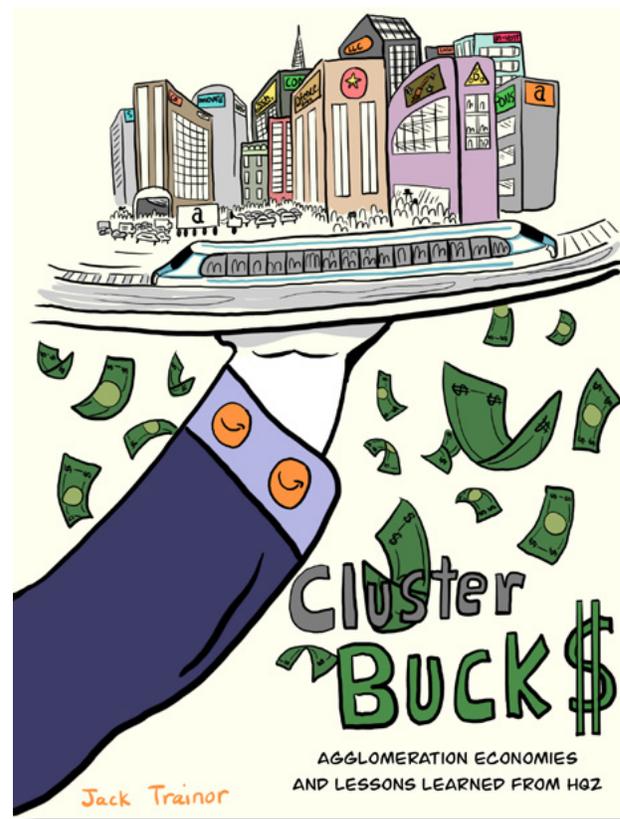
## About the Holzheimer Scholarship

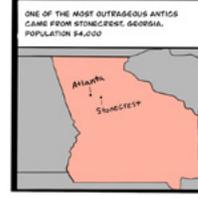
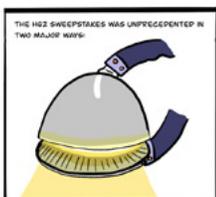
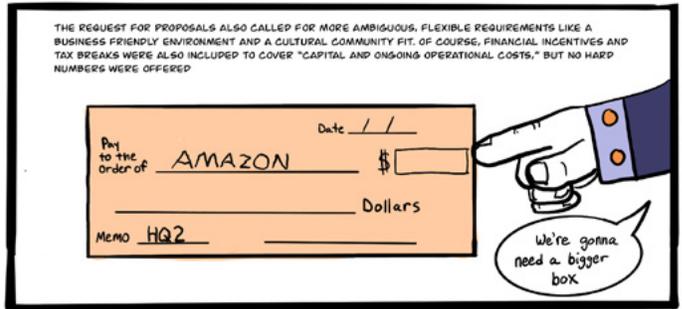
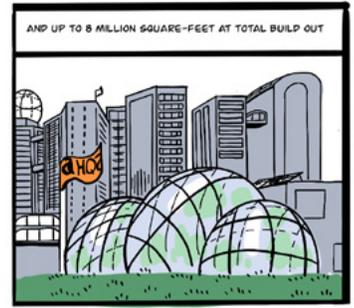
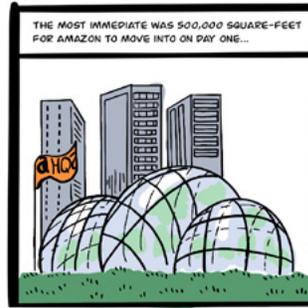
The EDD annually solicits applications for the Holzheimer Memorial Student Scholarship for Economic Development Planning. Students enrolled in or recently graduated from PAB-accredited planning programs, or other current student or recently graduated APA early career members, are eligible to apply. The application system generally opens in late November, with the deadline in January (subject to change).

The scholarship is named in memory of longtime APA member and economic development visionary, Dr. Terry Holzheimer of Arlington County, Virginia and Virginia Tech. The \$2,000 scholarship award is typically used to support attendance at the APA National Planning Conference.

The 2022 Holzheimer Scholarship committee was comprised of: **Dr. Li (Kerry) Fang** of Florida State University (chair); **Dr. Greg Schrock** of Portland State University; **Dr. Henry Renski** of University of Massachusetts at Amherst; **Corey Proctor** of Forrest County, Mississippi; **Katie McConnell** of Arlington (VA) Economic Development; and **Emily Egan** of City of Elmhurst, Illinois. Address any questions to Kerry Fang at [lfang3@fsu.edu](mailto:lfang3@fsu.edu).

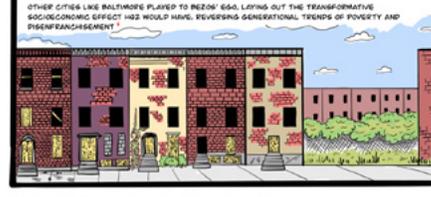
Learn more on the Division’s [Holzheimer Memorial Student Scholarship page](#).



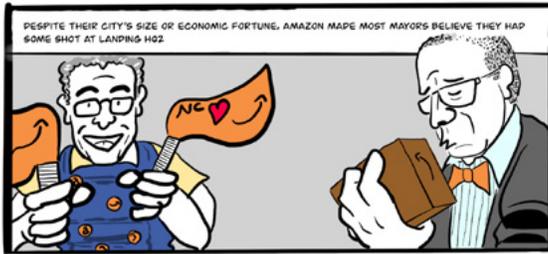


AMAZON REMAINED TIGHT LIPPED THROUGHOUT THE ENTIRE PROCESS, FORGING THE MEDIA TO REPORT ON CHANGING BETTING ODDS AS UPDATES

AMAZON HQ2 TUESDAY NOVEMBER 3	NASHVILLE, TN +1050
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NEW YORK, NY +550	TAMPA, FL +1350
PHOENIX, AZ +570	SAN DIEGO, CA +1375
SAN FRANCISCO, CA +580	NEW ORLEANS, LA +1400
	PITTSBURGH, PA +1433
	NEWARK, NJ +1500



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Okay, we know we left you hanging...But you can read ALL of “Cluster Bucks” (25 pages!) by clicking on the comic book cover here.



## Resources

- [Global Study Will Provide Urban Leaders With an Evidence-Based Roadmap for Making Their Cities More Sustainable, Resilient, Inclusive, and Future-Ready](#), *BusinessWire.com*, June 2, 2022 — This discusses a study with a coalition of governments, business leaders, and academic institutions on making cities ready for the future with technology, economic development, and sustainability efforts.
- [Federal Funding Bolsters Creative Solution to Local Economic Recovery](#), *Planning Magazine*, March 10, 2022 — This article discusses how Providence, Rhode Island used federal dollars for tourism and the arts.
- [Visualizing Jobs and Labor Force Data with OnTheMap](#), *U.S. Census Bureau* — Visualize where workers live and work in your community.
- [Understanding the Economic Development Administration's Investments and Impacts](#), *Urban Institute*

and the U.S. Economic Development Administration — This is a study on eight EDA programs with data from 2010 to 2019.

- [“City of Yes”: NYC Mayor Unveils Zoning Amendments for Economic Recovery](#), *PublicNewsService.org*, June 3, 2022 — This is an article on new zoning initiatives in New York City to promote economic development, called the “City of Yes” plan.
- The APA-MA Economic Development Committee will host a webinar on July 27 (9 a.m. EST) on how development decisions impact municipal budgets. Thought leaders **Joe Minicozzi** and **Shayne Kavanaugh** will be discussing how land use planning and development patterns can boost the tax base. Their [compelling case studies](#) shows graphically how compact/mixed-use development is revenue-positive while low density and sprawling development patterns create negative fiscal impacts. Email [pdigiuseppe@nortonmaus.com](mailto:pdigiuseppe@nortonmaus.com) for the Zoom link.

## Member Spotlight

## MEET: Bobby Boone, AICP

*Interview by Joseph Laws. Responses have been edited for concision.*

Bobby Boone, AICP, is the Founder + Chief Strategist at [&Access](#), a consulting firm focused on creating equitable retail real estate solutions for historically excluded small businesses and neighborhoods. Bobby also serves as Senior Practitioner at the [Small Business Anti-Displacement Network \(SBAN\)](#). Before founding [&Access](#), Boone led a citywide effort to attract and maintain small businesses in Detroit while he was a Senior Strategist at Streetsense. He is a lecturer at Howard University and the University of Maryland and serves as a Culture of Health Leader, a program of the Robert Wood Johnson Foundation.

#### How did you first get into the field of economic development?

In planning school, I switched my concentration from housing policy to economic development because I found economic development more aspirational and inspiring. Then, during a study abroad trip to Istanbul Technic University, I enrolled in a Location Theory course, which focused on how retailers decide where to locate. That experience sparked a curiosity about locational disparities among minority and low-income communities and launched my drive to create a more equitable distribution of goods and services.

#### Describe your past and current work in economic development.

I focused the beginning of my career on learning as much as I could about how retail works and the importance of thriving entrepreneurial ecosystems. After graduate school, I served as a market analyst and retail strategist at Streetsense, where I consulted for developers, municipalities, and retailers on neighborhood investment and independent retailer real estate strategy. I worked on nearly 100 projects, including the development of Atlanta's downtown Gulch district, Marriot's restaurant investment strategy, and the Detroit Economic Growth Corporation's strategy for independent retailer attraction and expansion to neighborhoods outside the downtown core. In June 2019, I used this varied consulting and economic

development expertise to launch my own firm called [&Access](#).

#### Can you talk about the Small Business Anti-Displacement Network, and how economic development professionals can use this initiative to inform their work?

The [Small Business Anti-Displacement Network \(SBAN\)](#) is a J.P. Morgan Chase supported program of the National Center for Smart Growth Research and Education at the University of Maryland (UMD). SBAN cultivates a community of professionals working to support the preservation of minority-owned businesses in gentrifying communities. The initiative produced a toolkit to identify, assess, and disseminate promising practices and policies ranging from community ownership models to legacy business preservation policies. I hope economic development professionals [subscribe to our newsletter](#) to learn more about our work and implement our suggested policies and programs to support businesses in their communities.

#### How can economic development professionals better support entrepreneurs and small-scale retailers?

I would say start by creating better data systems. Many economic development organizations do not know enough about the small businesses in their municipality, including those home-based start-ups, mobile vendors, and brick-and-mortar businesses. As planning professionals, we need to acknowledge the various types of space needed for retail entrepreneurs. Perpetuating systems where independent retailers only belong in traditional brick and mortar opportunities will continue to exclude many business owners without the access to capital, networks, and the knowledge base to be successful.

#### Why is cultivating healthy and equitable small business ecosystems important for economic development?

I think of entrepreneurial ecosystems like a game of Chutes and Ladders. Some entrepreneurs will come from a privileged position and experience a series of ladders to brick-and-mortar expansion. While other

*(continued on page 10)*



*MEMBER SPOTLIGHT, CONT. FROM P. 9*

entrepreneurs from less privileged backgrounds need support and may fall down a chute. Entrepreneurship can build wealth, but the financial risks associated with retail are high. Who are we to minimize someone’s dream? Instead, by supporting growth, our communities become more desirable— attracting larger employers, creating increased economic activity streetside, and ultimately a larger tax base for other community investments.

**What trends in economic development do you think are most important for planners to consider in the future?**

I am going to focus on retail equity here. Innovations in the delivery of goods and services are no longer as dependent on customers coming to the store. These innovations might change the value of central business districts’ (CBD) real estate, providing opportunities to redefine access. I think about how we can create plans that enable centralized downtown spaces to serve neighborhoods historically excluded from retail opportunities. Is there a role for underutilized spaces in these neighborhoods (e.g., schools, libraries, or community centers) to serve as retailing hubs for distribution for emerging entrepreneurs? Can more creative, independently owned, ground floor tenants (especially restaurants, bars, and performance venues) occupy CBD storefronts to bolster the role of downtown as a place for all to create community connections?

**How do you like to spend your time outside work? What’s your favorite hobby?**

As a new father, I now spend my days/nights/ weekends staring at my beautiful baby girl. But honestly, I crafted my work at &Access to align with my interests outside of work. I love traveling to new cities, biking around commercial corridors, and checking out the newest restaurants and retailers. Oh, and I also listen to countless hours of music across most genres — I think Apple told me I listened to over 18,000 unique songs last year. I’ll be in A&R at a record label in an alternate life.

*If you are interested in being interviewed for our Member Spotlight, please contact Joe at [joseph.a.laws@gmail.com](mailto:joseph.a.laws@gmail.com).*



**APA**  
American Planning Association  
**Economic Development Division**

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