

# SIDEBAR CONFERENCE

AND

## DEVELOPMENT AUTHORITY BOARD MEMBER TRAINING

(8 Hours Training Credit)

### SPONSORED BY



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- WHAT:** LOCAL AUTHORITIES: PARTNERS IN ECONOMIC DEVELOPMENT
- WHEN:** Wednesday, June 14, 2017
- WHERE:** Cobb County Chamber of Commerce  
240 Interstate North Parkway, Atlanta, GA 30339  
(Directions below)
- 8:00-8:30** Registration and Continental Breakfast
- 8:30-8:35** Welcome to Sidebar Conference from Host Sponsor  
Lauren Lambiase, ED Region Project Manager, GA Power Company
- 8:35-8:50** The Economic Development Community in Georgia  
Kevin Shea, President, Georgia Economic Developers Association
- 8:50-9:00** Development Authorities and Financing Economic Development  
Module 1: Why We Have Development Authorities  
Where They Came From; What They Can Do  
Dan McRae, Seyfarth Shaw

9:00-9:50	Module 2: Some Things Development Authorities Can't Do <i>and some work-arounds to do them anyway</i> Dan McRae, Seyfarth Shaw
9:50-10:00	Break
10:00-11:00	Open Meetings, Open Records /Ethics, Liabilities Kevin Brown, Seyfarth Shaw LLP
11:00-12:00	CIDs – Why They Are a Big Deal <i>and some big deals they have done</i> Tad Leithead, Chair, Cumberland CID and Director, Greater North Fulton CID & Perimeter CID
12:00-12:45	Working Lunch: Small Business Credit Initiative Tim Smith, Program Manager, Georgia Department of Community Affairs
12:45-1:30	Development Authorities and Financing Economic Development Module 3: What Bonds Development Authorities Can and Can't Issue and why Dan McRae, Seyfarth Shaw
1:30-1:40	BREAK
1:40- 2:40	<i>The Growing Trend- International Projects</i> <ul style="list-style-type: none"> <li>• Why Georgia (and some other states) Use "Bonds for Title"</li> <li>• Your Competition- What Other States Are Doing</li> </ul> Matt Lowell, Ryan Consulting Charles Stallworth, Sr. Project Manager for Economic Development, GA Power Company
2:40- 3:30	Closing the Large Deal – Be Prepared Before the Opportunity Arises <i>Develop a Plan of Action That Works for Your Community</i> Scott Malone, LaGrange
3:30- 4:30	"ROI" = Return on Incentives <ul style="list-style-type: none"> <li>* How the Market Affects Incentives Offers</li> <li>* Measuring Incentives</li> </ul> Lauren Lambiase, ED Regional Project Manager, GPC
4:30-5:00	Recent Legislative Changes Affecting Economic Development in Georgia David Raynor, Georgia Chamber of Commerce
5:00	Closing Remarks by Dan McRae, Seyfarth Shaw

**Make sure your certification is up to date!**  
**SIDEBAR fulfills required State training credit for**  
**Development Authority Board Members**

REGISTRATION: There is no cost to attend, but registration is required and seating is limited. If you are a project participant with a pressing need for information, or a group traveling together, please let us know and we will try to accommodate you.

TO REGISTER: Email: [jclay@seyfarth.com](mailto:jclay@seyfarth.com)

MORE INFORMATION: PEGGY JOLLEY, [peggyjolley@liveoakconcepts.com](mailto:peggyjolley@liveoakconcepts.com) 912-429-2000

PROGRAM MATERIALS: Available now at [www.danmcrae.com](http://www.danmcrae.com) (on White Papers page under "Sidebar Program Materials")

FUTURE CONFERENCE DATES: Calhoun – August 2<sup>nd</sup>  
Statesboro – December 6<sup>th</sup>

DIRECTIONS

Traveling North on I-75

Exit 260 (Windy Hill Road). Stay in the right lane and you will have no choice but to exit onto Interstate North Parkway. Go .7 miles (seven tenths of a mile) passing the Marriott Hotel on your left. We are on your left in a gray, two-story building with a dark green roof.

Traveling South on I-75

Exit 260 (Windy Hill Road). Turn left and immediately get into the right lane. Go over I-75 and turn right at the first street (Interstate North Parkway). Go .7 miles (seven tenths of a mile) passing the Marriott Hotel on your left. We are on your left in a gray, two-story building with a dark green roof.

From U.S. 41, Smyrna and all points West

Travel East on Windy Hill Road. Go over I-75 and turn right at the first street (Interstate North Parkway). Go .7 miles (seven tenths of a mile) passing the Marriott Hotel on your left. We are on your left in a gray, two-story building with a dark green roof.

WHO SHOULD ATTEND

Board Members, Council Members, Elected and Appointed Officials and their Staff  
Economic Development and Community Development Professionals  
Government and Nonprofit Finance Officers, Bankers, Bond Issuers and Underwriters  
Real Estate Developers, Brokers/Dealers and Commercial Real Estate Professionals

## NOTES

Seyfarth Shaw LLP  
1075 Peachtree Street, N.E., Suite 2500  
Atlanta, GA 30309  
Attention: Daniel M. McRae [dmcrae@seyfarth.com](mailto:dmcrae@seyfarth.com)

**Atlanta Boston Chicago Houston London Los Angeles Melbourne  
New York Sacramento San Francisco Shanghai Sydney Washington, D.C.**

**General note:** This document is a quick-reference guide for economic developers, participants in the real estate and financial industries, and company and public body directors, executives and managers and their advisors. The information in this document is general in nature. Various points that could be important in a particular case have been condensed or omitted in the interest of readability. Specific professional advice should be obtained before this information is applied to any particular case. Any tax information or written tax advice contained herein (including any attachments) is not intended to be and cannot be used by any taxpayer for the purpose of avoiding tax penalties that may be imposed on the taxpayer. (The foregoing legend has been affixed pursuant to U.S. Treasury Regulations governing tax practice.)

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