



2024 EDD Wealth Creation Summit: *Building Equitable Regional Economies*

July 31 – August 2, 2024
The Westin Poinsett
120 S Main St.
Greenville, SC 29601

DRAFT AGENDA

Wednesday, July 31

8:00 am – 4:00 pm Registration

9:00 – 10:30am ***Opening Plenary – Sara Chester, The Industrial Commons***

The Industrial Commons is a mission-driven nonprofit based in Western North Carolina that develops community-owned manufacturing enterprises and programs to address business resiliency, worker agency, and environmental issues. In this opening plenary session, you'll hear from Industrial Commons co-founder Sara Chester about how they drive economic impact in a rural Appalachian region by leading with a five-part blueprint for rural wealth creation.

Speaker: Sara Chester, The Industrial Commons

11am – 4pm ***Tour of the Swamp Rabbit Trail.***

In the afternoon, a mobile workshop will take attendees on a bus tour along the City of Greenville's award-winning Swamp Rabbit Trail. The Trail is a key community asset that has helped to grow the city's downtown into a regional economic anchor. It is a 28-mile multi-use greenway that traverses along the Reedy River on an old railroad corridor. Stops at Travelers Rest, Furman University, and Mauldin will introduce attendees to colorful local businesses, driving home the impact of recreation and quality-of-life investments as a core component of a wealth creation strategy. On this tour, we will hear from a variety of people who have had a hand in the development of the trail and related trail-based developments. Lunch will be provided at the Swamp Rabbit Café and we will end the tour with a happy hour at the BridgeWay Brewery.

Alternative to the Mobile Tour:

11:00 am – 1:00 pm Lunch on your own.

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1:15 – 2:45 pm Regional Transportation Concurrent Session: Technology Tools to Support Transportation Planning and Delivery

Regional Transportation Concurrent Session: Communication Tools and Public Outreach to Support Bike/Ped Planning

3:00 – 4:30 pm Regional Transportation Concurrent Session: Current Issues in Regional Freight

Regional Transportation Concurrent Session: Bicycle and Pedestrian Data Collection to Support Planning for Access.

Thursday, August 1

8:00 am – 4:00 pm Registration

9:00 – 10:15 am ***Wealth Creation 101: Using the Eight Capitals***
This is a joint session with the Regional Transportation Conference.

The Eight Capitals are the assets that make a region an attractive place to live, work, and visit. In this session, NADO Research Foundation staff members Melissa Levy and Carrie Kissel will walk through the eight capitals framework to wealth building and the process of identifying each element in diverse types of communities. Breakouts and other interactive components will give attendees the chance to apply the framework to their own regions.

Speakers: Melissa Levy and Carrie Kissel, NADO

10:30 – 12:00 noon ***Plenary Training Session: Uncovering Opportunities Through Value Chain Mapping.***
This is a joint session with the Regional Transportation Conference.

A WealthWorks value chain is a network of people, businesses, organizations and agencies addressing a market opportunity to meet demand for specific products or services—advancing self-interest while building rooted local and regional wealth. In this workshop, we'll be mapping value chains in a variety of sectors, identifying gaps and opportunities.

Speakers: Melissa Levy and Carrie Kissel, NADO

12:15 – 1:30pm ***Lunch: Value chains and keeping wealth local***

Our lunch session will feature comments from Justin Holt of the Asheville Nuttery on the emerging walnut-based value chain in western North Carolina. Hear how one Appalachian

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business is taking a wealth creation approach to build a business and an industry that encourages sustainable agroforestry and pride in a region's natural assets.

Speaker: Justin Holt, Asheville Nuttery

1:45 – 3:00 pm

Concurrent session: Building an entrepreneurial ecosystem

At the core of an entrepreneurial ecosystem are talent, information and resources that help entrepreneurs find what they need at all stages of growth. This session will talk about the entrepreneurial ecosystem in the Greenville area around entrepreneurship support, social enterprise and access to capital.

Speakers:

Eric Weissmann, Next Gen

Dan Weidenbenner, Mill Village Ministries

Margaret Gifford, Abundance Capital

Concurrent session: Building partnerships and engaging new demand partners.

Key to the wealth creation approach are partners, whether demand partners, transactional partners, support partners and/or investment partners. In this session, we'll discuss the different kinds of partners and practice identifying and developing value propositions to engage them in your work.

Speakers: Melissa Levy and Carrie Kissel

3:15 – 4:30 pm

Concurrent session: Encouraging Sector Collaboration

Industry clusters grow when public, private, and philanthropic ventures work hand-in-hand to make a region's firms more than just a sum of their parts. In this session you'll hear from leaders who have helped to nurture two very different industry clusters in diverse local contexts. Learn how these leaders employ a wealth creation approach to build value chains in their outdoor gear manufacturing and arts and culture sectors.

Speakers:

Amy Allison – MadeXMountains – outdoor recreation sector

Noah Wilson - Mountain Bizworks - sector strategies

Sulynn Creswell, Black Belt Treasures – arts and culture sector

Kristin Law, Black Belt Treasures – arts and culture sector

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Concurrent session: Economies for people and planet – the Greenville Context

Hear about the Greenville context around wealth creation. The Upstate Impact Collective is a group of local business owners, nonprofit leaders and educational groups united by their commitment to community wealth building and environmental sustainability. The Collective is bringing together business owners and local leaders to make a positive impact in Upstate SC.

Speakers:

Phil Allen, Liability Brewing, Bricolage Dynamics, Upstate Impact Collective
Brannon Andersen, Furman University
Sarah Lyons, Piedmont Community Alliance

4:45 – 6 pm Networking happy hour

Friday, August 2

8:30 – 10:00 am Registration

8:30 am Breakfast

9:00am – 10:30 am ***Everyone Eats: Food systems and wealth creation***

Everyone eats! In this session you'll hear from EDDs that have focused efforts on cultivating local and regional food system opportunities, building equity and opportunities for farms and food producers in their regions.

Speakers:

John Fenderson, Croatan Institute
Mary Jane Lyonnais, Upper Coastal Plain Council of Governments about the Tri-COG Food Ecosystem Economic Development Strategy (FEEDS)
Jennifer Bedrosian, Piedmont Triad Regional Council

10:45 – 12:15 PM ***Data and Measurement.***

Developing quantifiable metrics is one key way to track progress on wealth creation goals and overall regional development trends. In this session you'll hear from Lowcountry COG about their Community Indicators site, a centralized hub for metrics tracking more than 100 indicators across 36 topics in the region. The site allows users to view,

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compare, and download relevant data sourced from local, state, and federal sources. Cheryal Hills of Region Five Development Commission will share about wealth creation metrics they're using in their food systems work.

Speakers:

Maleena Parkey, Lowcountry COG

Cheryal Hills, Region Five Development Commission

12:30 – 1:00 pm

Thank You and Closing.

Cheryal Hills, Region Five Development Commission

Melissa Levy, NADO Research Foundation