

PUBA 780

Changing the DNA of your Community

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Spring 2017

Residential and On-line Immersion Course

The goal of this course is to reinforce financial concepts from PUBA 731 through a case analysis of an economic development project. Your coursework will be in two sequences. First, you will have an asynchronous sequence with readings and assignments. These will cover tax considerations, economic development incentives, and the diversity of approaches that states take. Second, you will have the in-person portion of the course. This will involve both lectures and group work. The course will conclude with group presentations and discussion.

This course will discuss how change is implemented and financed in local government. Change is a fact of life, even for governments, but it is not always straightforward. As populations grow, decline, age, and evolve government needs to change with it. One way in which this happens is through economic development. Economic development can have great potential to attract businesses and residents, but current residents must also be considered. This course will focus on one of those critical elements, how to finance change. It will address issues of balancing fairness with pragmatism and short term versus long run needs.

The asynchronous work will begin March 1st and the intensive weekend will begin in the evening of Thursday April 20th and conclude the evening of Saturday April 22nd.

On Friday the 21st and Saturday the 22nd there will be instruction from Kara Millonzi, Tyler Mulligan, Kim Nelson, and Rick Morse. I encourage you to review some of the work that they do in advance of the lectures. Here are some places to start:

Millonzi: <http://canons.sog.unc.edu/author/rowing/> ; <http://www.ncfinanceconnect.com/>

Mulligan: <https://www.sog.unc.edu/resources/microsites/development-finance-initiative/project-examples>

Nelson: <https://www.sog.unc.edu/about/faculty-and-staff/kimberly-l-nelson#!/>

Morse: <https://www.sog.unc.edu/about/faculty-and-staff/ricardo-s-morse#!/>

A final resource that you may want to peruse is a blog that Greg Allison, Kirk Boone, and I have recently started, Death & Taxes: The public finance blog you can't avoid. <http://deathandtaxes.sog.unc.edu/>

Learning objectives:

- 1) Understand the different ways in which local governments can finance government and capital.
- 2) Be able to discuss the potential benefits and drawback of different finance options and how they may affect different populations differently.
- 3) Discuss policy options from the perspective of different stakeholders.

Course Outline:

Time Period	Readings and Work	Assignments Due
3/1-3/10	Tax Policy Readings & ICMA Code of Ethics	
3/10-3/24	Economic Development Readings	Economic Development Assignment
3/24-4/14	Course wide research project: plan on two weeks for research and delegating work and one week (at least) for write-up	Maryland Options Assignment
4/10-4/17	Changing the DNA of your Community: Introduction	Short Answers to Questions for Consideration
4/17-4/20	Changing the DNA of your Community: Strategy & Bryson (2004)	Short Answers to Questions for Consideration
4/20	Welcome Dinner	
4/21	Lectures Close of day: Changing the DNA of your Community: Case	Read Case and review the Questions for Consideration
4/22	Group work and Final Case Presentation	

*Assignments are due on the last day of the period unless otherwise specified.

**For the Maryland options assignment and the case presentation you will not just be graded for the work presented but you will also be peer evaluated by your small group for your contribution.

***For some of the economic development readings you are only required to read a portion of the article/chapter. In those cases it is noted in the title of the pdf.

Grading policy:

Economic development assignment	15%
Maryland options assignment	15%
Peer assessment	10%
Introduction: QfC	10%
Strategy: QfC	10%
Case Presentation	25%
Peer assessment	15%

In-person schedule:

Thursday April 20th:

Welcome Dinner 6-8 pm

Friday April 21st:

Arrival and breakfast 8-8:30 am

Welcome and overview 8:30-9 am

Finance Tools: Criteria 9-9:50 am

Capital Financing 10-11:15 am

Lunch 11:15-12 pm

Public-Private Partnerships 12-2:15 pm

Managing Change 2:30-4 pm

Wrap Up 4-4:30 pm

Saturday April 22nd:

Arrival, Breakfast, and Welcome 8:15-9 am

Engaging Stakeholders 9-11 am

Presentation of Case 11-11:45 am

Lunch and Travel 11:45-12:30 pm

Group Work 12:30-3 pm

Case Presentation and Discussion 3-4:30 pm

Wrap-up 4:30-5 pm