

ECONOMIC DEVELOPMENT SUMMIT PROGRAM

DAY 1 MONDAY, MARCH - 2

REGISTRATION OPENS 12:00 NOON
GENERAL SESSION: BALLROOM B

Welcome	1:00 PM
Rivian – The Good, The Bad, & The Ugly	1:15 PM
How a City Grows: Gainesville’s Downtown Transformation	1:45 PM
Actions Speak Louder than Words: Understanding Non-Verbal Communication	3:00 PM
Evening Reception [Heavy Hors d’oeuvres] - The Westin Grand Ballroom	6:30 PM

DAY 2 TUESDAY, MARCH - 3

Breakfast 7:00 AM - 9:00 AM | THE WESTIN GRAND BALLROOM
ECG Board Meeting 8:00 AM - 8:45 AM | MEETING ROOM 3

BREAK OUT SESSION

INDUSTRIAL DEVELOPMENT

BALLROOM B

Industrial Market Refresh and Outlook	9:00 AM
When Product Shelves are Empty	10:15 AM
What it takes to Win in the Food & Beverage Space	11:00 AM

BREAK OUT SESSION

RETAIL / COMMUNITY DEVELOPMENT

BEN PORTER SALON

Mainstreet Thrives When Small Businesses Thrive	9:00 AM
From Vacant to Vibrant: How Cities Can Turn Empty Spaces into Economic Engines	10:15 AM
How Public Partnerships Drive Placemaking & Small Business Success	11:00 AM

Golf	12:45 PM
Reception / Dinner / Entertainment - Ballroom A	6:30 PM

DAY 3 WEDNESDAY, MARCH - 4

Breakfast 7:00 AM - 8:00 AM | THE WESTIN GRAND BALLROOM
GENERAL SESSION: BALLROOM B

From Metro Atlanta to Rural Georgia, How IHG Hotels Sees the Possibilities	8:00 AM
Creating Economic Development Websites That Convert	9:00 AM
Workforce World: Evolve or Go Extinct	10:15 AM