

# York University Fall 2024

<b>Course Instructor:</b> Professor Frank Miele (fmiele@yorku.ca/416-845-3874)
<b>Office Hours:</b> Before or after class; email; zoom
<b>Class Dates</b> (Hybrid – every other Thursday from 7pm – 10pm) Room: McLaughlin College 109
1. Sep 5 – Module 1 (in class) <b>Chapters 1, 2</b>
2. Sep 19 – Module 2 (in class) <b>Chapters 4, 5, 10, 11</b>
3. Sep 26 – Quiz 1 on Modules 1&2 (in class) 25% of Grade
4. Oct 3 – Module 3 (in class) Group Project Discussion <b>Chapters 6 to 9 &amp; 12</b> - Module 4 (in class) Group Project Discussion <b>Chapters 13 to 17</b>
5. Oct 10 – EDCO Regional Conference in Kingston “AI and Economic Development”
6. Oct 12-18 - Reading week
7. Oct 24 - Quiz 2 on Modules 3&4 (in class) 25% of Grade
8. Nov 7 – Zoom class meeting - Group Project Discussion
9. Nov 21 – Group Presentations and report submission (online 7-10pm) 40% of Grade
10. Attendance and Active Participation (5 marks each) – 10% of Grade
<b>Required Course Material - 2024 Course Textbook updated and published annually.</b> Miele, F. (2024). <i>Local Economic Development: An Introspective on Theory and Practice</i> (ISBN: 978-0-9959331-1-8) <b>Book Cost</b> - \$125. Contact the Publisher at <a href="mailto:ledtextbook@gmail.com">ledtextbook@gmail.com</a> NB: Students who drop the course will be refunded. Scott Library book on reserve

## Module Topics and Readings

**REQUIRED readings must be done prior to the lecture.** After the class, go through the readings again more carefully. The quantity of the required readings is quite reasonable; you should have no difficulty keeping up. The suggested readings are there primarily to help you with additional research for group paper.

Regional Economic Development Lecture Modules	
Module 1	<p><b>Topic 1: Local Economic Development Overview</b></p> <p><b>Readings Required:</b> Miele, F. (2024). <i>Local Economic Development: An Introspective on Theory and Practice</i> (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapter 1</p> <p><b>Suggested:</b> Michael Luger, <a href="#">“The Role of Local Government in Contemporary Economic Development”</a></p> <p>Rifkin, Jeremy (2019). <i>The Green New Deal: Why the Fossil Fuel Civilization Will Collapse by 2028, and the Bold Economic Plan to Save Life on Earth</i></p> <p><a href="#">Chomsky, N.</a>, <a href="#">Pollin, R.</a>, <a href="#">Polychroniou, C.J.</a> (2020). <i>Climate Crisis and the Global Green New Deal: The Political Economy of Saving the Planet</i></p> <p>Province of Manitoba. (2007). <a href="#">Community Economic Development for the Local Economic Development Officer</a>. Brandon, Manitoba: Manitoba Ministry of Agriculture, Food, and Rural Development. <a href="https://www.gov.mb.ca/agriculture/rural-communities/community-planning/pubs/devcorps.pdf">https://www.gov.mb.ca/agriculture/rural-communities/community-planning/pubs/devcorps.pdf</a></p> <p>IEDC, <a href="#">“Future Ready: Preparing for Tomorrow’s Economy”</a> IEDC 2012. Nourick, Shari. <i>New Realities for Economic Development Organizations</i></p>

	<p>Queens University COVID-19 ECONOMIC RECOVERY WORKING GROUP, (2020). <a href="#">The Future of Work Post-Pandemic.</a></p> <p><b>Videos:</b></p> <ol style="list-style-type: none"> <li>1. <a href="#">Economic Development Matters Video - EDAC</a></li> <li>2. <a href="#">Conventional Economic Development is Dead Wrong   Greg Tehven   TEDxStPeterPort</a></li> <li>3. <a href="#">EDCO Podcast about the role of LED in community building municipalities</a></li> <li>4. <a href="#">The Resilient Society</a> - Jeremy Rifkin (54 min)</li> <li>5. <a href="#">Clean Disruption and the Collapse of the Oil</a> industry – Tony Seba (58 min)</li> <li>6. <a href="#">Introduction to Economic Development for Elected Officials</a>- Michael Pealow (9 min)</li> <li>7. <a href="#">The Changing World Order</a> – Ray Dalio (43 min)</li> </ol> <p><b>Topic 2: Economic Development Strategic Planning Process</b></p> <p><b>Readings Required:</b> Miele, F. (2024). <i>Local Economic Development: An Introspective on Theory and Practice</i> (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapter 2</p> <p><b>Suggested:</b></p> <p>Free Management Library, <a href="#">“All About Strategic Planning”</a></p> <p>Grimsby Economic Development Strategic <a href="#">Action Plan</a> 2022-2025 and/or <a href="#">Summary Action Plan</a></p> <p>Goldbard, Arlene (2011). <i>“A Guide to Strategic Planning.”</i> Ndi.org. National Democratic Institute, n.d. Web. 10 November 2011.</p> <p>Lim, S. (2019). <i>20 Short-Term Goals Examples and Why They Are Important.</i> Retrieved from <a href="https://stunningmotivation.com/short-term-goals-examples/">https://stunningmotivation.com/short-term-goals-examples/</a></p> <p>McKay, Emily Gantz. (2011). <i>Strategic Planning: A Ten-Step Guide.</i> Based on materials originally prepared for use with SHATIL, the technical assistance project of the New Israel Fund. Modified for the National Council of La Raza, and further modified for MOSAICA, May 1994 and July 2001. Retrieved from <a href="https://siteresources.worldbank.org/INTAFRREGTOPEIA/Resources/mosaica_10_steps.pdf">https://siteresources.worldbank.org/INTAFRREGTOPEIA/Resources/mosaica_10_steps.pdf</a></p> <p><b>Videos:</b></p> <ol style="list-style-type: none"> <li>1. <a href="#">Strategic Planning Process at York Region Video</a></li> <li>2. <a href="#">Strategic Planning Toolkit for LED Video</a></li> </ol>
Module 2	<p><b>Topic 3: Economic Impact Analysis &amp; Performance Management</b></p> <p><b>Readings Required:</b> Miele, F. (2024). <i>Local Economic Development: An Introspective on Theory and Practice</i> (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapter 10 &amp; 11</p> <p><b>Suggested:</b> Trevor Tombe, <a href="#">“CBC Radio Program 2016”</a> Louise Watson, <a href="#">“Could these Bad Habits be Causing your Performance Measurement Struggles?”</a></p> <p><b>Videos:</b></p> <ol style="list-style-type: none"> <li>1. <a href="#">Oshawa GM Assembly Plant Closes Nov. 25, 2018</a></li> <li>2. <a href="#">GM to reopen Oshawa plant to make trucks, hiring 2,500 workers</a></li> <li>3. <a href="#">Ford Motors electric vehicles funding in Oakville Oct. 2020</a></li> <li>4. <a href="#">Performance measurement toolkit in LED video</a></li> <li>5. <a href="#">What is the point of an EIA video</a></li> </ol>

## Topic 4: Economic Development Marketing

### Readings Required:

Miele, F. (2024). *Local Economic Development: An Introspective on Theory and Practice* (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapter 4

FCM, (2015). ["Community Branding and Marketing"](#)

### Suggested:

Baker, Bill (2012). *Destination Branding for Small Cities: The essentials for successful place branding*. Creative Leap Books: Portland, Oregon, U.S.A.

Chadwick, I. (2014). *Brands, Buzz & Going Viral: A sourcebook of modern marketing strategies, tips, and tactics to promote your municipality*. Union, Ontario: Municipal World Inc.

Canada, Eric P. (2018). *Economic Development for the Team*. Chicago, U.S.A.: Blane, Canada Publishers.

Potter, S. (2015). ["The Growth of Municipal Marketing"](#)

Ubalde C. Anatalio & Eric Simundza (2008). *Economic Development Marketing: Present and Future*. UC Berkley, U.S.A.: GIS Planning Inc.

### Videos:

1. [The City of Alpharetta video](#)
2. [10 Key Trends in Economic Development Websites Webinar](#)

## Topic 5: Foreign Direct Investment and Strategic Alliances

### Readings Required:

Miele, F. (2024). *Local Economic Development: An Introspective on Theory and Practice* (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapter 5

Development Counsellors International. (2019). [U.S. Executives' Perception of Canada's Business Climate: A view from the lower 48](#)

### Suggested:

Novae Res Urbis, ["More Than Just Tax Breaks"](#)

Daily Harald, [Wisconsin Offers Foxconn \\$3B](#)

Joseph A. Montgomery, ["Strategic Alliances: A Concept for Global and National Marketing"](#)

### Videos:

1. [What is FDI video \(1.20 min\)](#)
2. [Amazon HQ pursued by Canadian Cities](#) (4.15 min)
3. [Economic Development with John Oliver](#) (14.55 min)

Module 3

## Topic 7: Business Retention & Expansion Strategies

### Readings Required:

Miele, F. (2024). *Local Economic Development: An Introspective on Theory and Practice* (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapter 6, 9 & 12

Flaming, Harold (2000). *Retention and Expansion: A Community-Based Model*. Retrieved from <http://www.ecdevjournal.com/en/News/index.aspx?feedId=cf33f2f4-daa0-404b-a434-5df5da21830f&newsId=62968a9c-832a-4035-bf5c-e98d1cc068c0>

**Suggested:**

“Building Back Better: A Sustainable, Resilient Recovery after COVID-19.” OECD, 5 June 2020  
<http://www.oecd.org/coronavirus/policy-responses/building-back-better-a-sustainable-resilient-recovery-after-covid-19-52b869f5/>

[Development Permit System. Ministry of Municipal Affairs and Housing: A Handbook for Municipal Implementation.](#) 2008, Provincial Planning Policy Branch. Wueen’s Printer for Ontario, 2008.  
<http://www.mah.gov.on.ca/AssetFactory.aspx?did=6131>

[Streamlining the Municipal Development Review Process: Current Buide of Municipalities’ Best Practices.](#) Association of Municipalities of Ontario (AMO). January 23, 2020. <https://www.amo.on.ca/AMO-PDFs/Reports/2020/Streamlining-The-Municipal-Development-Review-Proc.aspx>

[Business Expansion and Location Assistance.](#) City of Toronto’s Gold Star Service.  
<https://www.toronto.ca/business-economy/business-operation-growth/business-expansion-and-location-assistance/>

[Business Retention & Expansion – University of Minnesota Extension](#)

Marco Marino & Lina Dechellis, (2019). [“Welcome to our Cities. Please Build”](#)

Business Development Corporation (2019). “BDC Transition Planning” Retrieved from  
<https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/ebooks/pages/transition-guide.aspx>

BR+E in Ontario (2019). *Business retention and expansion in Ontario.* Retrieved from  
<https://www.ontario.ca/page/business-retention-and-expansion-program>

Business Retention and Expansion Program SEDA (2019). *Business Retention and Expansion Program in Saskatchewan.* Retrieved from <https://www.seda.sk.ca/html/SEDA-Services/Business-Retention-Expansion/index.cfm>

**Videos:**

1. [Business Retention and Expansion - Minnesota](#)
2. [Facing the Demographic Shift in Rural Business](#)
3. [San Francisco is the Poop Capital of America](#)

**Discussion Question:** Since 80-90% of the jobs in a community are created by existing businesses, should do EDPs and Politicians spend any time and effort in FDI and why?

## **Topic 8: Tourism Development; Downtown Revitalization/Urban Renewal; Opportunity Sites**

**Readings Required:**

Miele, F. (2024). *Local Economic Development: An Introspective on Theory and Practice* (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapters 7 & 8

**Suggested:**

Audrey Jamal, [“Are Downtowns Back?”](#)

[Kingston Downtown Action Plan](#)

[Ontario’s Brownfields Redevelopment Cleanup Plan](#)

	<p>Sousa, C. D. (2017). Trying to Smart-In-Up and Cleanup Our Act by Linking Regional Growth Planning, Brownfields Remediation, and Urban Infill in Southern Ontario Cities. <i>Urban Planning</i>, 2(3), 5. doi:10.17645/up.v2i3.1026</p> <p>Canadian Urban Institute (2021). <a href="#">The Case for the Core: Provocations for the Future of Canada’s Downtowns</a>. This report addresses What are the key functions of downtowns? What are the possible scenarios and implications for the future of downtowns? What trends have impacted Canadian downtowns as the pandemic has unfolded? Why are downtowns important? What are the bold ideas to transform our downtowns? Retrieved from: <a href="https://canurb.org/wp-content/uploads/CUI_Case_for_the_Core_Sept_21.pdf?mc_cid=269540d65a&amp;mc_eid=5fc1e77bac">https://canurb.org/wp-content/uploads/CUI_Case_for_the_Core_Sept_21.pdf?mc_cid=269540d65a&amp;mc_eid=5fc1e77bac</a></p>
Module 4	<p><b>Topic 9 – Good Governance, Ethics, Public Relations; Indigenous Economic Development</b></p> <p><b>Readings Required:</b> Miele, F. (2024). <i>Local Economic Development: An Introspective on Theory and Practice</i> (2nd ed., Vol. 2). Toronto, Ontario: The Economic Development Journal of Canada. Chapters 12 to 17</p> <p><b>Suggested:</b></p> <ol style="list-style-type: none"> <li>1. National League of Cities, <a href="#">“The Role of Local Elected Officials in Economic Development”</a></li> <li>2. The <a href="#">Role of Local Elected Officials in Economic Development(Opens PDF document)</a>: 10 things you should know, National League of Cities-Center for Research &amp; Innovation (2010).</li> <li>3. Windsor Star, Craig Pearson, <a href="#">“Councillor wants more Accountable Economic Development Corporation”</a></li> <li>4. Adam Dooley, <a href="#">“Top 5 PR and Communications Trends”</a></li> <li>5. IEDC 2015. Ethics Training Manual (PDF on Moodle page)</li> <li>6. IEDC 2015 – <a href="#">Policies and Procedures for IEDC Code of Ethics Enforcement</a></li> <li>7. Ed Burghard, <a href="#">“Advertising Ethics in Local Economic Development”</a></li> <li>8. Michael Pealow, (2017). <a href="#">A New Tool for Educating Elected Officials on Economic Development and the Role of the EDP</a></li> <li>9. Byrum, K. (2019). <i>Public relations strategies and tactics</i>. San Diego, CA: Cognella Academic Publishing.</li> </ol> <p><b>Good Governance Videos</b></p> <hr/> <ol style="list-style-type: none"> <li>1. <a href="#">What is Governance?</a></li> <li>2. <a href="#">What is Good Governance?</a></li> </ol> <hr/> <p><b>PR Videos</b> This video reviews the definition of PR, and explores the different types and functions of PR, such as employee relations (internal PR), campaigns and politics, government relations, and media relations. <a href="#">What is Public Relations?</a></p> <p>This video explores PR strategies and tactics, in the context of the PR planning process. This video is part of a series that I developed for my Introduction to PR class at Bridgewater State University. <a href="https://www.youtube.com/watch?v=IEw9MTToY50s">https://www.youtube.com/watch?v=IEw9MTToY50s</a></p> <p><b>Working with Politicians videos</b> Former Minister of Economic Development for the Province of Ontario, Sandra Papatello, resigns as the Executive Director of the Windsor Essex Economic Development Corporation. What precipitated Ms.</p>

	<p>Pupatello resignation? Was she overreacting to Councillor Hilary Payne’s questions of the number of jobs and businesses attracted by the Corporation (ROI)?</p> <ol style="list-style-type: none"><li>1. <a href="https://www.youtube.com/watch?time_continue=2&amp;v=XHHFF1jhEHc&amp;feature=emb_logo">https://www.youtube.com/watch?time_continue=2&amp;v=XHHFF1jhEHc&amp;feature=emb_logo</a></li><li>2. <a href="https://www.youtube.com/watch?v=q4M0LDHNk_U&amp;feature=emb_logo">https://www.youtube.com/watch?v=q4M0LDHNk_U&amp;feature=emb_logo</a></li></ol>
Module 5	<b>Group Presentations and Report Submission</b>