



Community Economic Development: Building Sustainable Economies PA 326/CDAE 326

A Five-Day, Intensive Summer Program offered by the UVM
Institute for Global Sustainability
www.learn.uvm.edu/sustainable_economies/

Dates: June 27, 2011 – July 1, 2011
Time: Class meets daily 9:00AM - 5:30PM and 6:00 PM -8:00PM on
Wednesday, June 29
Location: UVM Campus, Burlington, Vermont
Guest Lecturers: Chuck Lief, Co-founder of The Hartland Group [Community Developers
and Consultants LLC](#) and the first President of the Greyston Foundation; and numerous
Burlington-based business and community leaders.
Professor: Dr. Rhonda Phillips, CEcD, AICP
rhonda.phillips@uvm.edu, 352-672-1799 (mobile)

Program Overview:

In this unique five day program you will:

- Explore what it takes to succeed and survive as a healthy community amidst complex and sometimes destructive forces that shape and mold our society.
- Learn the basic concepts of community economic development theory, process and practice.
- Focus on innovative approaches to community revitalization.
- Consider community economic development as a balance between economic, environmental, social, physical, and political realms.
- Apply what you learn through analysis of plans, policies and programs.
- Explore the City of Burlington as a living case study.

Program Features:

The purpose of this course is to provide basic concepts of sustainable community (local) economic development illustrated with successful examples from the city of Burlington.

- Burlington, Vermont's largest city (with just 40,000 residents), is at the center of the sustainable development movement in the State.
- The Interval, a 700 acre floodplain, was converted from a waste dump into a thriving agricultural center for the city with more than a dozen community supported farms raising over 500,000 pounds of food annually for the local community and schools.
- Burlington's electric plant, the McNeil Generating Station is powered by sustainably sourced wood chips.
- The city has won many awards for being one of the most healthy and livable cities in America.

Why study community development? As people, places, and technology change, communities face inevitable changes as well, including the need to revitalize their economic and social functions. Small communities and inner city neighborhoods are particularly vulnerable to changes; consider how many "defunct" communities dot the landscape in the U.S. What does it take to succeed and survive as a healthy community amidst complex (and sometimes destructive) forces that shape and mold our society? Community economic development will be considered from the perspective of achieving balance between economic, environmental, social, physical, and political realms – a framework of sustainability. Community revitalization, as a major aspect of community economic development, will be considered in the context of both revitalizing small and mid-sized towns, as well as urban/inner city rejuvenation.

Text and Readings

R. Phillips and R. Pittman. (2009) *An Introduction to Community Development*. Abingdon, UK: Routledge.

Additional readings and links by topic as noted on the course Blackboard site.

Grading

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| A. 25% | Attendance and Participation in class and events |
| B. 25% | Community service project |
| C. 25% | Reflective paper on readings and experience |
| D. 25% | Readings and links summaries posted on Blackboard |

The first assignment includes active participation in each day (5 points per day) – attendance is vital (and required) due to the short length of the course. Activities will vary each day and always allow time for adequate preparation before class for readings and topic discussions; readings and links summaries are posted the week of class, by day. The reflective paper is due by July 8th on our course website. Bring a notebook with you to take notes and record your reflections during class. The community service project will be due July 15th. Both these assignments are described in separate postings under the "Assignments" tab on our course website and need to be uploaded online to the website for grading.

Schedule

(Note: be sure to prepare for each day's activities by reading the assigned materials and visiting the websites for background info as listed on the course Blackboard site!)

Monday, June 27

- 9:00-11:00 Introduction to course and Community Economic Development
- 11:00 -11:30 Break
- 11:30-2:00 Leadership Luncheon
Bruce Seifer, Moderator and Speaker, City of Burlington CEDO Assistant
Director of Economic Development
<http://www.cedoburlington.org/>
Speakers and information on Burlington's development approach and outcomes
- 2:00 – 2:30 Break
- 2:30 – 4:00 CD Theory and Practice
- 6:00 – 8:00 “Heart and Soul” of Community Economic Development, Dinner and
Conversation
William Roper, President and CEO, Orton Family Foundation
<http://www.orton.org/>

Tuesday, June 28

- 9:00-12:00 Understanding Local Economies
Assessing and Analyzing Communities
Beyond Numbers: What makes a community great?
Screening: The Economics of Happiness
<http://www.theeconomicsofhappiness.org/>
- 12:00-1:00 Lunch
- 1:00 Community Tour (note: wear comfortable attire as we'll have walking tours today)
Bus will pick us up I
- 1:15 Burlington's Bread Basket - Intervale Center
Travis Marcotte, Executive Director
<http://www.intervale.org/>

Will Raap, Founder and CEO, Gardener's Supply(invited)
www.gardeners.com
- 3:15 Pick up at Intervale Center

South End Arts + Business District, Pine Street
<http://www.seaba.com/>
A tour of the area and likely will stop for a pick-me-up at Speeder and Earl's
<http://www.speederandearls.com/history.html>
- 4:00 Waterfront District, One Main Street

Melinda Moulton, Sustainable Redeveloper, Founder and Partner, Main Street Landing
<http://www.mainstreetlanding.com/>
Walking tour of waterfront redevelopment area

- 5:10 Pick up at One Main Street, onward to Old North End to H.O. Wheeler School to the Farmer's Market
- 5:30 Leave Farmer's Market and drive back to UVM

Wednesday, June 29

- 9:00-10:00 Organizing, Planning and Implementation
- 10:00 – 11:15 Governance and Partnerships: Perspectives on Economic Development
Robbie Harold, Management Consultant and former Director Economic Development and Deputy Commissioner of the Department of Development for the State of Vermont
- 11:15- 12:15 Socially Responsible Businesses
Owen Milne, Vermont Businesses for Social Responsibility
<http://vbsr.org/>
- 12:30-2:30 Social Enterprise Panel and Lunch
Keynote Speaker: Chuck Lief, first President of the Greyston Foundation
<http://www.contemplativemind.org/programs/socialjustice/lief.html>

This special event will be an enlightening luncheon with major social entrepreneurs. We'll have our keynote speech, followed by a panel with other social entrepreneurs.
- 2:45- 3:00 Break
- 3:00 – 4:15 Collaborative efforts for accomplishing inclusive development/structuring projects
Ed Antczak, City of Burlington, CEDO
- 4:15 – 5:30 Infrastructure
Focus: Reliant energy and conservation
Scudder Parker, Vermont Energy Investment Corporation, former State Senator and Staff in the State's Energy Office (invited)
<http://www.veic.org/index.aspx>

Thursday, June 30

- 9:00 - 9:30 Assessing and Evaluation
- 10:00- 11:00 Wealth Creation in Rural Communities
Shanna Ratner, Principal and Founder, Yellow Wood Associates
http://www.yellowwood.org/about_us.aspx

- 11:15 – 12:00 Sectoral Strategy: Local Foods Movement and Community Development
Agri-tourism, culinary tourism, building food systems sustainability and connections to community development
- 12:00- 1:15 Local Foods Lunch!
Meghan Sheridan, Director of the Vermont Fresh Network will join us for an enlightening look at local foods systems and connections to community (invited)
<http://www.vermontfresh.net/contact/>
- 1:30 Leave for Field Trip to Hinesburg for Community Service Project
Meet with Joe Colangelo, Town Administrator
Tour
Conduct prelim assessments
<http://www.hinesburg.org/>
- 5:00- 5:30 Return trip to UVM

Friday, July 1

- 9:00 -11:00 Sectoral Strategy: Arts & Culture and community economic development
Viewing: *Downside Up: How Arts Can Change the Spirit of a Place*
- 11:00 – 11:15 Break
- 11:15 – 12:30 Community Service Project Work Session
- 12:30- 1:30 Lunch (continue work session)
- 1:30 – 2:00 Break
- 2:00 – 4:00 Bringing it all together: Making CED work long-term
Wayne Fawbush, Program Officer, Economic Development Unit
Ford Foundation
<http://www.fordfoundation.org/>
- Summarize and share experiences of the week