

The Initiative for a Competitive Inner City presents

Inner City Economic Forum Summit 2011

October 3-4, 2011

Chicago Cultural Center, 78 E. Washington St., Chicago, IL 60602

Urban 2.0: Creating the Next Generation of Jobs and Businesses

Job creation is at the forefront of all economic discussions. As headlines read “Jobs, Jobs, Jobs,” the country is looking for ways to create the next generation of jobs and jumpstart America’s economic recovery. Yet in this time of austerity, cities must look to the resources they have to generate economic opportunity. Leaders across the nation are recognizing that urban America --- **Urban 2.0** --- already holds the assets critical to fostering business growth. At the 2011 Inner City Economic Summit, a select group of experienced corporate, civic and nonprofit leaders will convene to develop business-led strategies that will leverage preexisting urban assets to create jobs for residents. Interactive panel sessions will focus on repurposing industrial assets, cultivating emerging markets and engaging private sector resources. Together, we will discuss, “how do you leverage inner city assets to create jobs?”

Detailed Agenda

Monday, Oct. 3: *Chicago Best Practice Forums: Leveraging Community-Based Assets:*

2:00 **Welcome/Opening**, Mary Kay Leonard, CEO, ICIC

2:15 – 3:30 **Community-Based Capital for Small Business Financing**

Community-based financial institutions have become an increasingly important driver for urban business growth. An examination of financial institutions in Chicago will lay the groundwork for a conversation on the current status and future direction of community-based finance for urban businesses, with particular emphasis on CDFIs, community-based banks and innovative SBA lenders.

Speakers:

- Matthew Reilein , JPMorgan Chase Bank (Lead/Moderator)
- Robert Ibanez, U.S. Community Development Finance Institutions Fund
- Mary Houghton, Founder, Shorebank
- Joe Neri, CEO, IFF
- Jonathan Brereton, Accion Chicago
- Calvin Holmes, Chicago Community Loan Fund

3:45 – 5:00 **Corporate Community Engagement in Chicago: Commitment and Results**

Chicago boasts a unique asset to its economic health and vitality - the active and successful “CEO-Civic” organizations, which extend their corporate assets towards public sector issues and community growth. A case study on Chicago’s Civic Consulting Alliance’s role in the “reinvention” of City Colleges of Chicago, the most comprehensive transformation of a community college system in the nation, will be highlighted to show how collaboration across sectors – public, private and non-profit – can succeed to make immediate and lasting impact on city outcomes.

Introduction: Stephen Jordan, Business Civic Leadership Center of the US Chamber of Commerce

Speakers include:

- Brian Fabes, Civic Consulting Alliance (Lead/Moderator)
- James Glerum, Chair, Civic Consulting Alliance Board
- Cheryl Hyman, Chancellor, City Colleges of Chicago
- Michael Scimo, Managing Director Chicago Office, Accenture
- Bill Zizic, Manager, KPMG
- Terry Mazany, Chicago Community Trust

Monday, Oct. 3 continued

5:30-8:00pm **National Inner City Leadership Reception** (Rotunda, Chicago Cultural Center)

Innovation. Inspiration. Job creation. Economic revitalization. Urban wealth generation.

Join ICIC, speakers, participants and Chicago leaders as we welcome attendees to Chicago and kickoff the Summit event. Meet, mingle and network before we tackle the agenda the following day. Featuring the presentation of the 2011 Mayoral Inner City Leadership award to **Cincinnati Mayor Mark Mallory** for his visionary thinking and passionate commitment to inner city economic revitalization

Speakers:

- Michael E. Porter, Founder and Chair, ICIC; Harvard Business School
- Mayor Mark Mallory, City of Cincinnati
- Michael Jasso, Managing Director, City of Chicago Housing and Economic Development
- Rita Athas, President, World Business Chicago

Tuesday, Oct. 4 “Leveraging Urban Assets: Strategies for Economic Growth and Equity”

8:00 Registration/Breakfast

8:30 Welcome and Introduction(s)

8:40 – 10:00 **Keynote remarks featuring:** Michael E. Porter, Founder and Chair, ICIC

Building Jobs by the Cluster: Using Cluster-Based Economic Development to Revitalize Urban Economies

Industry clusters – interconnected firms, suppliers and service companies in a concentrated geographical area – drive economic activity and promote innovation. Cluster theory is a potent tool for economic development, particularly for the U.S.’s urban areas. During this presentation, Dr. Michael Porter will present new ICIC research on cluster-based approaches to job creation in inner cities. Promising growth opportunities in industrial and local business-to-business clusters will be highlighted along with a discussion about positioning industrial assets for job creation. The presentation will conclude with a look at the equity implications of cluster-based approaches.

10:00 – 12:45pm **Industrial 2.0: Rethink, Repurpose, Retrain**

Lessons from Industrial Cities. Historically industrial cities are adapting their assets to uncover growth opportunities. Leaders from different cities with strong industrial assets will come together for an active discussion to solicit best practice examples and recommended actions for how to position industrial cities for growth. Initiatives that leverage workforce skills, land and industrial real estate, and innovative capacity will be emphasized.

Speakers:

- Toni Griffin, Harvard Graduate School of Design (Lead/Moderator)
- Flint, MI: Steve Montle, Flint Mayor’s Office
- Chicago: Dan Swinney, Chicago Manufacturing Renaissance Council
- Newark, NJ: Lyneir Richardson, Newark Brick City Development Corp
- Philadelphia: Scott Page, Interface Studios
- Ft. Wayne, IN: John Stafford, Indiana University–Purdue University Fort Wayne

Plenary Address: Roland Martel, Executive Vice President, Illinois Tool Works

A prime example of how shared value approaches can benefit business and community outcomes, manufacturer Illinois Tool Works has been based in the Chicago area for almost 100 years, producing goods for the transportation,

construction, packaging, electronics and food industries. ITW has shown a continued commitment to community, and a successful emphasis on connecting working training to available jobs.

Case Study: Developing an Industrial Strategy for Detroit

How can industrial-focused cities leverage their assets—industrial land, firm capabilities, workforce skills—for economic growth? A case study on how Detroit is repositioning existing industrial assets to spur economic growth will be used as the basis of an interactive session exploring how these lessons can be applied to relevant issues facing urban leaders in both large and small industrial cities.

- **Facilitator:** Jeremiah Boyle, Federal Reserve Bank of Chicago
- **Lead:** Olga Stella, Detroit Economic Growth Corporation

1:00pm-2:00pm **Networking Lunch and Keynote Address**

Keynote Address: Kristin Groos Richmond, co-founder and Chief Executive Officer, Revolution Foods

Based on Oakland, California, Revolution Foods is a fast-growing company that is focused on getting healthy foods to kids. They partner with Whole Foods and urban school districts to deliver delicious and healthy meals to children in cities across the U.S.

2:15-3:30 **Food 2.0: Cultivate and Nourish a Growing Industry**

Food Cluster in Urban Economies. Local food systems – the locally-based ecosystem of consumers, firms and infrastructure that support the production, distribution and consumption of food – can contribute to overall economic health. As local food clusters evolve to respond to the changing consumer and institutional demands for healthy food, new opportunities for employment and entrepreneurship will be created. What are the opportunities for different types of cities? How do we leverage trends to create jobs and entrepreneurship in low-income communities? We will preview food cluster strategies being developed for two U.S. cities, Boston and Detroit.

Introduction: Teresa Lynch, ICIC

Lead: Jon Aram and Adina Astor, NextStreet Financial & Karen Karp, Karp Consulting

3:30-4:30 **Town Hall Forum: Targeting Distressed Economic Areas in the Age of Regionalism**

Regional growth can benefit inner city neighborhoods. However, regional growth is not always sufficient to “lift all boats” for inner city workers. Experts in urban and regional economic and workforce development will discuss the merits and drawbacks of focusing economic development efforts on a region as a whole, versus targeting on distressed areas. Issues of equity will be of particular importance.

Speakers:

- Diane Bell McKoy, Associated Black Charities (Lead/Moderator)
- Teresa Lynch, ICIC
- Bob Weissbourd, RW Ventures
- Jack Litzenberg, Mott Foundation
- Lavea Brachman, Greater Ohio Policy Center