



## *Broomfield City Council Training and Travel Report*

Elected Official Name: Bob Gaiser

Date of Travel or Training: December 1 through December 4, 2010

Description of Travel or Training: National League of Cities Congress of Cities & Exposition & Leadership Training Seminar

Total Amount Expended:	Conference	\$ 335.00
	Classes	\$ 275.00
	Trans/meals	\$ 90.14
	Total:	\$ 700.14

How this Travel or Training Benefitted the Citizens of Broomfield:

### Leadership Training Seminar Attended: Strategic Leadership and Decision Making in Local Government

Understanding how to develop the necessary concepts and competencies for achieving strategic leadership and decision making for elected officials. Engaged in an experiential exercise designed to determine my individual strategic leadership style that will be helpful in Broomfield city council's focus session. Learn how to use a 12-step strategic leadership and goal-setting process within Broomfield.

### Growing your Own: Support for Local Business

The great majority of all new jobs in any local economy are produced by small, local businesses already in the community. For this reason, many cities are shifting economic development priorities from attracting new companies to developing existing local businesses. This economic development concept, commonly referred to as economic gardening, strives to create an entrepreneurial culture where local businesses can begin, grow, and prosper. Learn local strategies to support entrepreneurship, specifically for second-stage, revenue generating companies. Having this understanding will help Broomfield continue to grow local businesses.

### The Global Economy: Why You Need to Care and What You Can Do about It

Increased global economic activity in cities and regions has been touted as the country's pathway out of the current recession and integral to long-term economic competitiveness in the 21st century. Some cities have taken an active role in expanding trade opportunities for local businesses and increasing foreign investment. Others, however, find it difficult

to internationalize the realities of the global economy for their community, to overcome steep political barriers and to reorient their economic strategies. Learn how to provide leadership and upgrade your community's economic development toolbox to support critical sources of growth from around the globe.

### Shopping for Retail

NLC Capstone Partner, the International Council of Shopping Centers along with Corporate Partners Home Depot, Starbucks, Walgreens and Wal-Mart will discuss marketing strategies for attracting retail to location communities. You will learn what type of site information is needed by retailers; how to identify suitable retail space for retailers; key demographic data –what's important and what's not; and how to utilize ICSC resources, including conferences and deal making events, to market your sites to retailers and developers. This was a great session on how these players look for retail sites in cities.

### Effective Ways to Improve Your City's Sustainability Triple Bottom Line: Four Innovative Programs You Need to Know About

More than ever before, today's cities need to operate with an air of transparency and economic responsibility while being sustainable. With all of the issues that city leadership is dealing with on a daily basis, this program will provide you with details of four innovative and results-oriented programs that your city/ town can utilize to help meet your triple-bottom line goals. This was a great seminar on how to make Broomfield's sustainability plan a economic success.

### Managing Your Commercial Property Market

Challenges in the commercial property market are a rising problem in many communities. The causes include foreclosures requiring revitalization strategies. It also includes properties vacated by a debt-ridden owner; those in which banks have extended or modified loan terms but are no longer economically viable; and those whose owners are unable to be identified altogether. This leaves the city with abandoned property not contributing to the economic health of the community, and with few options to deal with them. Participants in this session will learn how they can take a proactive approach to managing their commercial property market. This included examples from Colorado (Louisville) and other older cities and how to prevent economic stagnation.

### Practical Strategies to Attract and Retain Economic Investment

In order to better position your community to expand industry, private investment, a sustainable tax base and high quality good-paying jobs, it is critical to have a realistic understanding of your economic strengths and weaknesses, as well as your community's capacity to meet economic goals. During this workshop, participants will engage with a self-assessment tool to evaluate and interpret their jurisdiction's characteristics and processes that are directly linked to the factors affecting local investment.

### Immigrant Integration: Listen, Reflect, Act

The mini welcome to Shelbyville provides a powerful, contemporary snapshot of what demographic change looks like in America today, particularly as more and more immigrants move to the Midwest, the south and suburbs around the country. The film demonstrates that successful immigration is a two-way street that requires both incoming immigrants and long-term residents to make adjustments. The goal of this session is to serve as a springboard for constructive conversations about demographic change and the roles of cities and city leaders in community-building and problem-solving. The session will begin with a brief viewing of clips from the film, followed by facilitated conversations with the film's makers and city leaders. Attendees will have an opportunity to debrief and share their thoughts and concerns. Copies of NLC's Civic Engagement and Recent Immigrant Integration, discussion guide will be distributed for attendees to take home to their cities.

General session speakers:

Chuck Hagel, Former Senator from Nebraska

Kelly Cafferelli Director, The Home Depot Foundation for awards

L. Hunter Lovins President and Founder of National Capitalism, Inc.

John E. "Jeb" Bush, Former Governor of Florida, Miami, Florida

Robert D. Putnam, Professor of Public Policy, John F. Kennedy School of Government, Harvard University (whom I had in class at Harvard).