



WEBINAR SESSION: MARKET DATA: TURNING NUMBERS INTO OPPORTUNITY

Have you ever wondered what the best approach is to tell your communities' story to entice political support, leverage internal or external investments, and recruit prospective businesses?

There is opportunity in the numbers. Learn how to understand market and demographic data and how to use them to tell your communities' stories to improve your possibilities.



SPEAKER: Joe Borgstrom

Joe Borgstrom is an accomplished professional in the fields of Downtown Redevelopment, Community and Economic Development, Main Street and Placemaking. His 25-year career includes executive management, project financial structuring and evaluation, fund development, foreign direct investment recruitment, market research, program management, public speaking and consulting. He and his teams have used state and local incentives to leverage more than \$2.2 billion in private investment into communities.



FEB 8, 2023 | 10 - 11AM
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