URBAN PLANNING 538 • ECONOMIC DEVELOPMENT PLANNING • FINAL EXAM

This is a take-home essay exam. Your answers are due no later than the end of the evening, Tuesday, December 16, in my office (3136 A&AB). (If I am not in, simply slip the exam under my door.) You may refer to books, articles, class notes and readings. However, you are not to discuss any aspect of this exam with students in the class or anyone else.

Please structure your essay carefully (i.e., think and outline your argument before you write), and illustrate with brief examples where necessary. Be sure to answer each part of the question. Refer to the literature where appropriate (including citations). You will be graded based on your knowledge of the material; the logic, structure and thoughtfulness of your argument; and the fit between the question and your answer. **Be sure your answer is double-spaced, with page numbers, and proper references** (see my web page for guidelines). [page limit: 6 – 8 pages, double-spaced, not counting the bibliography]  Good luck!

Short Essay. **Answer one of the following four questions (and be sure to cite the appropriate literature):**

1. Place marketing emerged as a central theme of this economic development course. For some, this emergence of place marketing is a logical and inevitable development of the late-capitalist, post-industrial era and its emphasis on culture, symbols, advertising images, tourism, mass-media, amenity-driven development, attracting the high-tech class, etc. Yet others might be skeptical of this pre-occupation with place marketing, arguing instead for “a return to the basics” in local economic development (that is, focusing on concrete, tangible factors such as infrastructure, education and training, tax rates, land development barriers, productivity, etc.) In your essay, examine this tension. (For example, is it the tension between appearance and reality? façade and structure? the “old economy” vs. the “new economy”? or something else?) Briefly discuss the historical evolution of place marketing in local economic development (i.e., is it something new, or has it always been a part of economic development strategies? How has it changed over time?) Finally, what do you think is the appropriate role of place marketing in economic development?

2. The authors of the course readings have emphasized a wide variety of (sometimes conflicting) elements that may be crucial to creating and sustaining a healthy local economy: a friendly business climate; agglomeration economies; a good offering of local amenities to attract a highly educated workforce; low-cost labor and land; a tight network of innovative firms; aggressive economic development tools (e.g., IRBs, TIFs); proximity to universities, research parks, airports, etc.; active neighborhood-based involvement; protectionism; free-trade; to name just a few. Categorize the major themes and policies discussed in this course by defining and contrasting three or four different schools of local economic development thought (ideology). Explain the basic assumptions, beliefs and favored policy tools of each school, and cite at least several articles and/or authors (from class readings) as examples of each school.

3. American-style economic development strategies are often applied to other parts of the world — sometimes with success, and sometimes quite inappropriately with unexpected outcomes (due to radically different regulatory contexts, labor markets, tax systems, social customs, etc). Select at least three economic development strategies (for example, enterprise zones, research parks, tax increment financing, university-based technology transfer, industrial revenue bonds). Be sure to precisely define each strategy. Discuss how well or poorly these tools can be applied to the non-U.S. context. Clearly explain your reasoning. To focus your analysis, you may use a specific city or country outside the United States as an example.

4. Contrast economic development planning with one of the following disciplines: (a) traditional land use planning; (b) public policy; (c) environmental policy; (d) social work; (e) economics; (f) architecture; or (g) business administration. How do the two fields differ or coincide in their basic values, ideologies, and overall world views? Consider some of the following aspects (you may include others): commitment to equity; importance of local communities and institutions; view of the "public interest"; the distinction between public and private sectors; procedural vs. substantive goals (ends vs. means); the role of power; the role of information; the use of analytical tools. Finally, consider the marriage (e.g., merger, combination, or dual degree program) of these two fields; is it a blissful marriage of professional soul mates, a pragmatic marriage of convenience; or a shotgun marriage of opposites? If there is tension between the two, is it more at the theoretical or practical levels?