



National Association of Counties

County Prosperity Summit

In Partnership with WealthWorks and the Ford Foundation

"Imagination is more important than knowledge"
Albert Einstein

NACO is hosting a series of County Prosperity Summits in 2015 to convene local leaders, build strategies to strengthen regional relationships and identify ways to deepen and sustain economic development activities. More information is available at naco.org/prosperity and wealthworks.org.

8:00 a.m. Registration/Networking
Light breakfast served

8:45 a.m. Welcoming Remarks

9:00 a.m. Stakeholders' Introductions
Attendees will briefly introduce themselves to identify shared common interests in the room.

9:40 a.m. Overview of WealthWorks: Principles and Practice
This plenary session will introduce attendees to the WealthWorks framework and principles, followed by an example demonstrating how the WealthWorks approach helped address a specific market opportunity in a local case study.

10:45 a.m. Networking Break

11:00 a.m. Identify Assets, Investment Opportunities and Ownership
This working session will help participants identify various forms of wealth, or capital, in the county to better understand where a specific local sector is strongest and weakest. First, participants will map local assets and ownership. Then, in small groups, participants will brainstorm how to use stronger capitals to invest in the less robust ones.

12:30 p.m. Networking Lunch
A working lunch will provide time for small groups to identify forms of capital they know best and least about building, and then brainstorm with whom they might connect to build or strengthen those capitals in the community and throughout the region.

- 1:30 p.m. Map Value Chains, Identify Gaps/Opportunities and Design Interventions**
This session will deepen the group’s understanding of value chains, defined as collaborative networks that aim to both meet market demand and generate greater local wealth overall. First, participants will learn the utility and application of a value chain tool to map and understand opportunities. Then, in small groups, participants will map a value chain for the example local sector and work through a series of discussion-based questions to assess how to link market opportunities with demand.
- 2:50 p.m. Networking Break**
- 3:00 p.m. Build Relationships with Demand, Engage Stakeholders and Identify Coordinator Roles**
This session will detail the types of partnerships and relationships necessary to build and invest in value chains that utilize multiple capitals, promote inclusivity and provide new local ownership opportunities.
- 3:45 p.m. Next Steps and Follow Up**
Participants will reflect on personal and group-wide next steps that will take place after the summit, including identification of stakeholders missing from the conversation, additional research and resource needs and other follow-up activities.
- 4:15 p.m. Closing Session**
Attendees will discuss and build consensus around the next step activities with final reflections from members of the leadership team.
- 4:30 p.m. Adjourn**