

# Urban Plan for Elected Officials

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NLC UNIVERSITY

## **Instructors:**

**Sean Geygen**  
**Urban Land Institute, Washington, DC**

**Sophie Lambert**  
**Senior Director of UrbanPlan - Urban Land Institute, Washington, DC**

**Gideon Berger**  
**Director of the Daniel Rose Fellowship Program -**  
**The National League of Cities, Washington, DC**

**Jess Zimbabwe**  
**Executive Director of the Daniel Rose Center for Public Leadership -**  
**The National League of Cities, Washington, DC**



## Congressional City Conference

### Key Take-Aways

NLC University – Urban Plan for Public Officials

Saturday, March 11th

9:00 am – 5:00 pm

**Presenters:** Sean Geygen, Sophie Lambert, Gideon Berger, Jess Zimbabwe

By taking on the role of real estate developers, participants in the Urban Plan for Public Officials workshop get a chance to broaden their knowledge in the following areas:

- 1. The economics of different building types and community benefits;***
- 2. The risk associated with lengthy negotiations among all parties; and***
- 3. The importance of a clear and open process in the selection of a private partner.***