

Greg Last Bio

Experienced in economic development, planning & zoning, landscape architecture and management.

Overview / Bio

Greg Last is the Chief Executive Officer of *EDP Best Practices, LLC*, an economic development consulting firm focused on assisting municipalities and economic development organizations with tools, policies and programs that help the organization meet its goals and objectives. Greg has held certifications as a *Certified Economic Developer (CED)*, a *Nationally Certified Planner (AICP)* and a *Texas Registered Landscape Architect (RLA)*.

Employment includes ten years as a Planner / Landscape Architect with Civil Engineering / Planning firms prior to serving over 22 years as a municipal Community Development Director and Director of Economic Development & Tourism. Experience includes the visioning and development of Master Plans, regulatory ordinances and policies, as well as many aspects of economic development and tourism including marketing and promotion, business attraction, incentives and deal closing.

Greg served as the *2012 Chair of the Board of Directors* for the *Texas Economic Development Council* and previously served on the *Board of Directors* for the *Texas Chapter of the American Planning Association (TxAPA)*. He was also a Charter member of the *DFW Marketing Team*.

Certifications / Registrations / Degrees

- *Certified Economic Developer* - #1468
- *American Institute of Certified Planners* - #16505
- *Texas Registered Landscape Architect* - #1044
- *Bachelor of Science, Landscape Architecture*
- *Masters in Business Administration*

EDP Best Practices, LLC

Established in 2013, *EDP Best Practices, LLC* provides Economic Development and Planning services to municipalities and economic development organizations (EDO). Emphasis is on operations, focusing on **policies, plans and programs** to help them meet their goals and objectives. Services include:

- Incentive Policies / Property Enhancement Policies
- Incentive negotiations, analysis and Performance Agreements
- Action Plans / training for Boards or E.D. Staff
- Management & reporting tools such as Operations Dashboard, Directory Organization, process flow charts
- Planning & Economic Analysis for unique geographic areas with economic development potential
- Preparation of marketing resources such as Traffic Count Report, Business Park Marketing, Sites-Buildings Summary, Site-Building Marketing Flyers, Excel Data Summary, Local & Regional Profile and RFP Response Template
- For additional info see: www.EDPBestPractices.com

Leadership & Professional Involvement

- *Texas Economic Development Council (TEDC) 2012 Chair of the Board*, established *Economic Excellence* program, *Peer Group Roundtables*, *Retirement Proclamation*, and *Resource Library*, served as *Basic E.D. Course Board of Advisor's Chairman*
- *DFW Marketing Team Steering Committee* charter member
- *Texas Chapter American Planning Association (TxAPA)* Board of Directors, Chair of the Urban Design and E.D. Networks

Professional Publications & Presentations

- Authored *Summary of Economic Development Terms and Intro to Economic Dev.* in the *Texas Guide to Urban Planning*
- IEDC and BEDC presentations include *Strategic Planning, Entrepreneur and Small Business Development, Business Retention & Expansion, Proposals and Presentations, and Preparing E.D. Resources*

Master Planning & Ordinance Development

Extensive experience as municipal Community Development Director involved preparation and implementation of:

- Master Planning Components: Land Use Plan, Master Thoroughfare Plan, Corridor Study, Circulation Study, Parks and Recreation Master Plan, and Trail System Master Plan
- Municipal Ordinances: Subdivision, Zoning, Drainage, Sign, Landscape, Tree Preservation, and Impact Fee ordinances

Incentives

- Developed spreadsheets to calculate Ad Valorem and Sales Tax revenues, analyze incentives, and estimate fees
- Developed tools to help Board / Council evaluate their options and costs / benefits of each option

Representative City Projects

- *Sabre Holdings, World HQ; 474,000 sf, 3,300 employees
- *Verizon Wireless NOCC; 208,000 sf, over 400 employees
- *Southlake Town Square; 125 acres, 1.3M sf
- *Children's Medical Center; 10 acres, 69,000 sf
- *Forest Park Medical Center; 30 acres, 140,000 sf
- *Carillon; 285 acres, retail, office, hotel, residential
- *Shops of Southlake; 20 acres, 228,000 sf, Central Market
- Variosystems; 68,000 sf high-tech electric components
- *Park Village; retail, 22 acres, 196,000 sf
- *Westin Hotel; 250 rooms on 6.48 acres
- *Farmer Brothers HQ; 28 acres
- *Hampton Inn Hotel; 105 rooms, 65,000 sf
- *BYK Inc., \$50M expansion (*Incentive agreement involved)

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