



New Orleans Regional Biosciences Initiative

Workshop on Leadership and
Management

St. Louis, January 30, 2007

Agenda and Presentation Materials

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Workshop Agenda

- 8:00-8:15am Introduction to Process
- 8:15-9:00am Lessons from St. Louis
- 9:00-11:30am Policy Leadership & Management Concepts & Discussion
 - 9:00-10:00am Management Functions & Peer Models
 - 10:00-11:30am Building a Leadership & Management Strategy for Success
- 11:30am-Noon Where are We Heading Now?



Workshop Objectives

- Define functions and tasks required to successfully carry out the Medical District Strategy
- Review how similar districts manage this work
- Clarify the functions for NOLA
- Facilitate your discussion about how best to carry out these functions—to help us prepare a “solution”



Next Steps

- Develop one or more leadership and management scenarios—based on today’s discussions and directions
- Meet with stakeholders (mid-Feb.) to review
- Develop “final” management (and entity) plan
- Present for final discussion (mid-March) with all other elements of Medical District strategy (Bring It All Together Session)



Functions

- Innovation Strategy
- Academic / Clinical Programs and Facilities
- Land and Infrastructure
- Real Estate



Innovation Strategy— Programs and Services

- Research / Technology Niche Strategies
- Entrepreneurship Programs
 - Seed Capital
 - Incubator Facilities/Services
- Work Force Development
- Access to University Specialized Resources
- Political and Community Liaisons
- Marketing—Programs and Services



Academic / Clinical Programs and Facilities

- Expansion, Modernization, or Replacement of Major Facilities:
 - Each institution
 - Joint programs, e.g. Cancer Center and LGTRC
- New Joint Programs or Facilities?
- Political Support for Funding Priorities



Land and Infrastructure

- Land Consolidation
- Infrastructure Development
- Financing
- Site Support Services



Real Estate

- Development of Facilities
- Financing
- Asset Management
- Marketing – Real Estate



Peer Models

- CORTEX
- Illinois Medical District
- Memphis Medical District
- University City Science Center
- University Circle



Peer Models

Characteristic	St. Louis	Chicago	Memphis	Philadelphia	Cleveland
Complex Regional Strategy	X	X	X	X	X
Urban Site in a Major Urban Center	X	X	X	X	X
Multiple Universities and Health Care Institutions as Sponsors	X	X	X	X	X
Biosciences or Life Sciences is Entire (or Major) Focus	X	X	X	X	
Mature Strategy: (Bioscience Industry Cultivation)				X	
Mature Strategy: (Urban Redevelopment and Campus Improvements)		X		X	X



CORTEX—St. Louis

- Alliance of key institutions with common vision and funding commitments:
 - Life sciences strategy
 - Entrepreneurship & innovation
 - Urban redevelopment
- Institution-driven, but many players, all sectors
 - Strong role played by individual leaders
 - “Public powers” provided by City to support development and City enabled the Center for Emerging Technologies



Illinois Medical District— Chicago

- Elements of mission to achieve:
 - Medical institution development
 - Private company presence
 - Overall urban redevelopment
- Very strong public control model:
 - For joint benefit of several medical institutions
- State funds for land assembly



Memphis Medical District— Memphis BioWorks

- New initiative to bring all stakeholders together with common vision, including multiple institutions & all sectors
- Very broad-based vision/strategy:
 - Entrepreneurship
 - R&D-Biosciences
 - Health care
 - Mixed use development
 - Work force
 - Even K-12 education



University City Science Center—Philadelphia

- Most mature example of urban (bio) research park:
 - Slower start-up in early phases:
 - 1.5MM SF in first 40 years
 - Expect to double or more in next 10 years
 - Long-range results in urban redevelopment—huge changes
 - Over time, shift from real estate focus to company formation/growth focus



University Circle— Cleveland

- Mature example of collaboration based on enlightened self-interest of institutions:
 - Make their “neighborhood” a better place for the institutions to be
 - Preserve opportunities for institutional growth
 - Provide common services
 - Induce or develop community resources



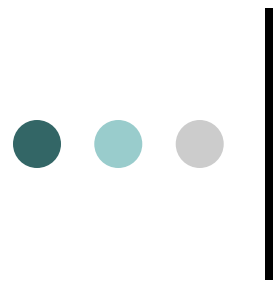
Issues to Consider— Functions

- Innovation (Programs and Services):
 - LEAD economic development
 - So, Innovation Strategy action plan is critical
- Medical/Clinical Program and Facilities:
 - Can be assisted by a land acquisition / land-bank program
- Land and Infrastructure:
 - Not just land acquisition
 - Needs a “big picture,” land use plan
- Real Estate:
 - Facilities for institutions, private companies, mixed use
 - Needs a “big picture,” design guidelines
 - Public & institutional funding must be in place, before attraction of private risk capital



Issues to Consider— The Vision

***Can we more clearly articulate our
“Vision Statement”
for the Medical District strategy?***



Issues to Consider— Applying Lessons from Others

- What are strengths of various examples from elsewhere?
- What are main success factors in policy leadership of initiatives of this type?
- How does all this apply to New Orleans Medical District?
- How will the various functions requiring policy leadership and management be addressed?
- What is the interplay of financing with management?
- What are constraints now to getting organized and how will they be overcome?



Discussion Notes