

Chris Beacham

919 260-6297

[chris@chrisbeacham.com](mailto:chris@chrisbeacham.com)

<https://www.linkedin.com/in/chrisbeacham/>

## SUMMARY

Trained as an economist, I have exceptional experience in public policy and economic, business, and workforce development within the for-profit, non-profit, academic, and government sectors. I have worked with a broad range of stakeholders including government agencies, businesses, developers and property owners, advocacy groups, and community associations. While most of my career has focused on traditional economic development and modeling, over the last decade my efforts have expanded into creative placemaking, arts-based economic and vision plan development, and public art policy and management.

My management skills are exemplary and I understand how to be effective in results-oriented environments. I understand the role of program evaluation and success measurement tools. I am creative, analytical, and effective in public environments.

(Note: all links in this document can be accessed at <http://chrisbeacham.com>.)

## SKILLS

○ Economic Development	○ Economic Modeling	○ Workforce Development
○ Public Policy	○ Strategic Planning	○ Community Development
○ Creative Placemaking	○ Grant Management & Writing	○ Public Art Management

## EXPERIENCE

### **Consultant in Economic Development, Placemaking and Strategic Marketing, Brooklyn NY January 2016 — March 2016**

I provide economic and community development consulting services to organizations, companies, and public agencies. I also focus on using arts, culture, and creativity to build stronger companies, economies and communities. I am committed to my clients' philosophies and goals. Current and recent projects include a community redevelopment plan for Dade City, Florida, strategic marketing and management for a Manhattan wine retailer, and assistance to a Brooklyn non-profit focused on helping residents age in place.

### **Senior Program Director, Creative Economies, North Carolina Arts Council, Raleigh NC December 2012 — December 2015**

My work was concentrated on helping communities, regions, and the state implement strategic actions to improve economic performance and community health through arts- and culture-driven initiatives. We focused on artist development, public art, wayfinding, streetscapes, and building reuse. The work involved collaboration with a range of stakeholders from community organizations to artists, and private developers.

- Member of the Arts Council leadership team
- Founding Director of the Creative Economies program that implements the SmART Initiative (<http://bit.ly/1TW51TP>), the state's preeminent arts-driven economic development program
- Advised communities on walkability, wayfinding, streetscapes, public art, lighting, and other elements to make communities more livable, safer, and vibrant
- Led development of successful grant applications to government and non-profit funders

- Led public art and arts vision planning efforts from developing requests for qualifications to artist selection, vision plan management, and plan implementation. Key examples include Durham (<http://bit.ly/1TW3WLD>) and Burnsville (<http://bit.ly/1TW3b5n>)
- Founding member of *Art That Moves You*, a collaboration of the Culture, Transportation, and Economic Development departments to integrate aesthetics in infrastructure development

### **Principal and Director of Economic Development Programs**

#### **Regional Technology Strategies (RTS), Inc., Carrboro NC — 2007-2012**

My work at RTS focused on helping communities, regions, and states develop strategic actions to improve economic performance, with an emphasis on communities and regions with economic, workforce, and social challenges. RTS's work involved collaboration with university systems, community colleges, city, state, and federal government, nonprofits, and advocacy groups.

- Key leader for RTS's focus on arts-driven economic development, technology-based economic development, and triple-bottom-line measurement of corporate and organizational impacts
- Led quantitative analysis of economic clusters, supply chains, and economic impact modeling
- Developed innovative strategic action plans for university systems to improve technology transfer, entrepreneurship, and business development
- Directed analysis of manufacturing industry training needs and developed recommendations for strengthening community college training responses
- Developed winning grant responses to foundations, state and local government, universities, community colleges, and other funders

### **Assistant Secretary for Policy, Research and Strategic Planning Division**

#### **North Carolina Department of Commerce, Raleigh NC — 2004-2007**

I led the department's adoption of stronger strategic analysis in its decision-making and pressed for a more diversified portfolio of economic development strategies. I shaped closer integration among economic, community, and workforce development efforts.

- Grew the division from a staff of 8 to 14, significantly increasing division capabilities
- Led the strategic analysis of recruitment efforts for Credit Suisse, Merck, Cree, and many other major site selection decisions and directed evaluation of the requirements of incentive packages to insure that state benefits were greater than costs
- Moved the department towards more proactive and strategic economic development policies in entrepreneurship, technology innovation, and workforce and economic development integration
- Spurred increased collaboration with state, local, and federal agencies, universities, nonprofits, philanthropic organizations, and the private sector

### **Director of Research**

#### **North Carolina Rural Economic Development Center, Raleigh NC — 1999-2004**

I led the transition of the research office from a support organization to one that pro-actively analyzed and developed policies to improve economic conditions in rural areas. I was the first director of the Agricultural Advancement Authority created as a recommendation of the Rural Prosperity Task Force.

- Grew the Research office increasing the focus and impacts of the Center's efforts to promote innovative economic development strategies in North Carolina's rural areas
- Specific areas of policy development included structural economic change, workforce issues, value-added agriculture, regional strategic development and policies for tobacco-dependent communities

- Led a major effort as a response to the increasing rate of layoffs in traditional manufacturing sectors in rural areas. The project led to an increased profile for the economic and workforce needs of distressed rural areas and increased attention in the North Carolina General Assembly
- Wrote or co-wrote numerous action-oriented articles and reports on issues of importance to rural North Carolina including manufacturing layoffs, strategies for transforming tobacco-dependent communities, and utilizing new technology to improve rural economic conditions
- Led the development of the online Rural Center Rural Databank aimed at the data and informational needs of rural leadership
- After Hurricane Floyd, directed a multi-organizational team in creating and implementing a \$5 million program to assist farmers devastated by the storm

**Director Socioeconomic Department and Senior Economist  
Geo-Marine Inc., Baton Rouge LA — 1991-1998**

- Office manager for nine-person office generating \$1.6 million in revenue in 1997
- Responsibilities included market analyses, strategic and master planning, feasibility studies, regulatory issues, environmental analysis, and public involvement
- Special focus on urban and rural housing market demand/supply analyses involving issues of affordability, structural integrity, and privatization feasibility
- Managed/assisted in environmental analyses (NEPA) requiring extensive public involvement, analyses of community dynamics, and socioeconomic/demographic impacts
- Developed programs for sustainable economic development
- Pioneering involvement in analysis of environmental justice issues under E.O. 12898.

**Senior Economist**

**Gulf Engineers & Consultants, Baton Rouge LA — 1989-1990**

**Director of Advisory Services**

**Louisiana State University Ports & Waterways Institute, Baton Rouge LA — 1988-1989**

**Economist**

**Gulf South Research Institute, Baton Rouge LA — 1984-1988**

**SOCIAL MEDIA**

 Twitter – cbeacham0204

 Instagram – cbeacham

 Pinterest – chrisbeacham

 LinkedIn – chrisbeacham

 YouTube – cbeacham

Webpage – <http://chrisbeacham.com>

Painting webpage – <http://www.chrisbeachampaints.com>

**BOARD MEMBERSHIPS & VOLUNTEER EFFORTS**

Chair Carrboro, NC Arts Commission

Board Member Chapel Hill, NC Arts Commission

Board Member Triangle ArtWorks

Ex Officio member North Carolina Freedom Monument Park

**HONORS & CERTIFICATIONS**

AICP - Association of Certified Planners (1995-1998)

Phi Beta Kappa

Omicron Delta Epsilon, Economics Honor Society

**EDUCATION**

Louisiana State University — Masters of Science in Economics

Louisiana State University — Bachelor of Arts in Economics