

# OLIVIA GONZALEZ

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## EDUCATION

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<b>Ph.D., Economics</b> , George Mason University (GMU)	2025
Fields: Urban Economics, Economic Sociology Dissertation: "Exploring the Persistent Effects of Sundown Towns and Institutional Racial Discrimination" Committee: Thomas Stratmann (Chair), Stefanie Haeffele, Noel Johnson	
<b>M.A., Economics</b> , GMU	2020
<b>B.S., Economics</b> , GMU	2014
<b>A.S., Business Administration</b> , Northern Virginia Community College	2011

## EMPLOYMENT

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Research Associate, Center on Rural Innovation (CORI)	2025–present
Graduate Lecturer, GMU	Fall 2025
Economist, U.S. Small Business Administration	2022–2025
Economist (Pathways Program), Bureau of Economic Analysis	2019–2022
Research Associate, Mercatus Center at GMU	2016–2019
Research Assistant, Mercatus Center at GMU	2014–2016
Program Associate, Mercatus Center at GMU	2014
Research Intern, Mercatus Center at GMU	2013–2014
Intern, U.S. Department of Energy	2012

## PUBLICATIONS

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### ***Journal Articles***

"Before Euclid: Sundown Towns and Zoning Adoption." *Journal of Law, Economics & Policy*, forthcoming 2026.

### ***Book Chapters (Peer-Reviewed)***

"Exploring the Persistent Effects of Racial Discrimination on Entrepreneurship and Growth." In *Knowledge and Entrepreneurship in Public Policy*, edited by Christopher J. Coyne, Abigail R. Hall, and Eileen Norcross. Lexington Books, 2023.

"Preparing State Finances for a Time of Crisis." In *New Perspectives on State Government Fiscal Challenges*, edited by Barry W. Poulson and John Merrifield. Lexington Books, 2023.

"Destruction to Beauty: The Polycentric Adaptive Reuse of the Torpedo Factory." In *Social Coordination and Public Policy: Explorations in Theory and Practice*, edited by Roberta Q. Herzberg, Gavin Roberts, and Brianne Wolf. Lexington Books, 2023.

### ***Reports & Articles***

"Measuring the Pulse of Entrepreneurship: Inside the Rural Entrepreneurship Index" (with Amanda Weinstein and Adam Dewbury). Center on Rural Innovation, 2026.

### ***Policy Research Papers & Briefs***

"Zoning for Opportunity: A Survey of Home-Based Business Regulations" (with M. Nolan Gray). Center for Growth and Opportunity Research Paper, 2020.

- "The Economics of a Targeted Economic Development Subsidy" (with Matthew D. Mitchell, Michael D. Farren, and Jeremy Horpedahl). Mercatus Special Study, 2019.
- "California Zoning: Housing Construction and a New Ranking of Local Land Use Regulation" (with Salim B. Furth). Mercatus Center Research Paper, 2019.
- "Ranking the States by Fiscal Condition" (with Eileen Norcross). Mercatus Center Research Paper, 2016, 2017, 2018 editions.
- "Making Room for Home-Based Businesses: A Survey of 12 Zoning Ordinances" (with M. Nolan Gray). American Planning Association Economic Development Division, 2017.
- "Fiscal Health Lessons for New York City." Manhattan Institute Report, 2023.
- "The Path to Public Pension Reform" (with Eileen Norcross). Mercatus Policy Brief, 2017.
- "State Budget Institutions" (with Matthew Mitchell). Mercatus Center Research Summary, 2016.
- "State and Local Tax Policy" (with Adam Millsap). Mercatus Center Research Summary, 2016.
- "Property Tax Rates and Local Government Revenue Growth" (with Justin Ross). Mercatus Policy Brief, 2015.

***Popular Press***

- "NYC's Fiscal Problem is Even Worse than it Looks." *City & State New York*, 2023.
- "Home-Based Businesses Are Coming: As COVID-19 accelerates remote working, are cities prepared?" (with M. Nolan Gray). *City Journal*, 2020.
- "Ky.'s pension crisis isn't just a funding problem – it's a management one" (with M. Nolan Gray). *Lexington Herald Leader*, 2018.
- "Are Virginia's Attempts to Save for a Rainy Day Enough?" (with Eileen Norcross). *Richmond Times-Dispatch*, 2017.
- "How Planners Can Liberate the Next Amazon" (with M. Nolan Gray). *Planetizen*, 2017.
- "Florida Defies Big-State Financial Curse" (with Eileen Norcross). *Tribune News Service*, 2017.
- "The Texas Budget Battle: The Good, the Bad and – Well, at Least It's Not All Ugly" (with Eileen Norcross). *Fort Worth Star-Telegram*, 2017.
- "The Biggest Movers in State Fiscal Health" (with Adam Millsap). *Real Clear Policy*, 2016.
- "Human Nature Makes for Bad Budgeting" (with Matthew Mitchell). *U.S. News & World Report*, 2016.
- "Tax Rates Matter; Smarter Taxes Matter More" (with Adam Millsap). *Real Clear Policy*, 2016.

**WORKING PAPERS**

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- "Institutional Persistence and Economic Development Across America's Sundown Towns."
- "Estimating the Historical Determinants of Sundown Towns and Suburbs."

**SELECT PRESENTATIONS**

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- "Uneven Ground: Public Funding Gaps Between Rural and Nonrural America" (with Amanda Weinstein, Adam Dewbury, Lindsey Elliott, and Drew Rosebush). Southern Regional Science Association Annual Conference, Louisville, KY, 2026.
- "Institutional Persistence and Economic Development Across America's Sundown Towns." Southern Regional Science Association Annual Conference, Louisville, KY, 2026.

- "Euclid, Nectow, and a Century of Zoning Sprawl." Panel, Euclid Turns 100 Law Symposium, hosted by Pacific Legal Foundation, *Journal of Law, Economics & Policy*, and Mercatus Center, 2026.
- "Exploring the Persistent Effects of Sundown Towns and Institutional Racial Discrimination." Markets & Society Conference, 2025.
- "Building Capacity: The Benefits of an Interdisciplinary Team in Federal Program Evaluation and Research." Federal Committee on Statistical Methodology (FCSM) Annual Conference, 2024.
- "Public Policy and the Changing Workforce." Barriers to Economic Opportunity for the Next Generation Conference, hosted by Center for Growth and Opportunity (CGO) and Institute for Humane Studies (IHS), 2020.
- "Arkansas Fiscal Health and Ranking." Arkansas Center for Research in Economics Speaker Series, 2018.
- "Do Targeted Incentives Work as Advertised?" Arkansas Center for Research in Economics Workshop, 2018.

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### TEACHING

International Economic Policy (ECON 385), GMU	Fall 2025
Online asynchronous course on international trade, finance, and policy.	

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### PROFESSIONAL SERVICE & LEADERSHIP

Student Capstone Coordinator, SBA/Georgetown McCourt School	2024–2025
Co-Lead, SBA Evidence & Evaluation Community of Practice	2022–2024
Regulatory Analysis 101, U.S. Small Business Administration	2022–2025
Staff training course on regulatory economic analysis and cost-benefit analysis.	
Board Member, JP Innovation Project	2021–present
Graduate Student Liaison, Mercatus Center MA Fellowship Program	2016–2019
Referee: <i>Journal of Regional Analysis &amp; Policy</i>	
Affiliations: Society for Benefit-Cost Analysis; U.S. Economic Classification Policy Committee (ECPC)	

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### AWARDS & GRANTS

Principal Investigator, IPUMS Restricted Full-Count Census Data	2026–2027
<i>"The Long Shadow of Exclusion: Sundown Towns, Institutional Persistence, and Contemporary Economic Outcomes"</i>	
Humane Studies Fellowship, Institute for Humane Studies	2025
Evaluation and Evidence Team of the Year, Evaluation Officer Council	2024
Frédéric Bastiat Fellowship, Mercatus Center at GMU	2019–2022
Holzheimer Memorial Student Scholarship, American Planning Association	2017

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### CERTIFICATIONS

Agile Project Management, Learning Tree International	2024
Contracting Officer's Representative (FAC-COR) Levels I & II	2023–2025
Census Special Sworn Status, U.S. Census Bureau	2022–present