



REACCREDITATION MAINTENANCE REPORT

As part of the reaccreditation process, documentation relevant to the mission, goals and activities of the applicant organization will be reviewed. Three (3) binders need to be assembled and sent to IEDC in the order outlined below. If you are a state-level organization, please contact AEDO Program Assistant Tye Libby for further detail. The following items must be included in your reaccreditation application. If there has been organizational restructuring—or a significant change in staff leadership, budget, or mission—since your organization’s original accreditation, then a site visit may be required to maintain your AEDO status.

Please enclose the following items for IEDC to review.

1. Last audited financial statement, compilation, review, or equivalent financial disclosure
2. Last annual report
3. Minutes of last four Board of Directors meetings
4. Marketing Plan¹
5. Strategic Plan²
6. Copies of all marketing materials used within last year
7. Annual budget
8. Year-end financial report
9. Most recent IRS Form 990
10. Commitment of support to CEO or other evidence of multi-year commitment to the economic development organization
11. Copies of organizational newsletters
12. Copies of published press releases issued within the past year
13. One page review of economic development projects accomplished over last three years

¹ AEDO Economic Development Organization Marketing Plan Criteria

i) Goals should be specific enough to lead to logical objectives. ii) Objectives are the specific targets to be achieved in realizing the goal. iii) Marketing strategies should describe how to achieve the goals and objectives identified (both short-term and long-term strategies should be developed). iv) Monitoring of established goals, objectives, and strategies should be an ongoing process.

² AEDO Economic Development Organization Strategic Plan Criteria

An economic development organization strategic plan includes: i) Mission Statement, ii) Achievable goals and objectives, iii) a realistic appraisal of available resources, constraints, and opportunities, iv) Project action plans to reach goals, including the identification of responsibility, timelines, and project or program prioritization.

The strategic plan is developed through a planning process that includes the building of consensus, measuring impact and performance, economic analysis and assessment, and an evaluation of strengths, opportunities, weaknesses, and threats.

14. Review of significant changes to staff leadership, budget, mission, or organizational structure over the last three years
15. Resumes for executive staff

Upon approval by the AEDO Committee, you will be notified by mail of your ongoing accredited status. In addition, you will receive a new plaque that displays the new term of your active membership.