2017 NATIONAL ECONOMIC DEVELOPMENT WEEK

TOOLKIT

#ECONDEVWEEK #EDW2017
MAY 8-13, 2017

BROUGHT TO YOU BY THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL
ABOUT NATIONAL ECONOMIC DEVELOPMENT WEEK

Created by the International Economic Development Council, the goal of Economic Development Week (EDW) is to increase awareness for local programs that create jobs, advance career development opportunities and increase the quality of life. The 2017 event dates are May 8-13. The following is a guide to help you plan and share information about events your community will host.

RALLY FOR ECONOMIC DEVELOPMENT

Economic Development Week is an ideal time to bring supporters in your community together to learn about programs your EDO offers. It is also a great time to share successes your EDO has seen in the prior year.

- **Organize**: Invite local lawmakers, fellow economic developers and industry supporters, such as your partners and sponsors.
- **Show and Tell**: Heighten awareness and emphasize the importance and impacts of economic development in your community. Be creative. See some ideas your peers included in their activities.
- **Amplify**: Invite local press to attend your gatherings to help increase exposure through stories and interviews of your elected officials and your EDO’s CEO.

Here are resources that will help you create visibility for your campaign:

- **Sample Resolution**: A document which can be passed by cities, counties, states and the federal government to help recognize Economic Development Week. Sample resolutions are available here.
- **Sample Press Release**: A document that each business, community, etc. can distribute to local and regional press outlets. You can find this document here [available February 3]. Here's an example of how the Alaska Department of Commerce Community and Economic Development shared their Economic Development Week activities with the press.
- **Sample Advertisements**: Official artwork for EDW, offered in several dimensions. Sample art is available here.
Sample Advertisements (Download them here.)

International Economic Development Council Presents:

NATIONAL ECONOMIC DEVELOPMENT WEEK
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Creating awareness for community programs that increase the quality of life.

iedconline.org/edw
#EconDevWeek

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Keep Your EDW Campaign in the News

Inviting local media to your economic development week event is only the beginning. You can highlight the importance of economic development through a variety of media outlets.

Write a guest column for your community’s newspaper. Here’s how:

• **Who should write:** Elected and appointed officials or recognized local authorities. Examples of relevant titles include governor, mayor, business leader, executive economic developer, board chairperson or other civic leader. If you don’t currently hold one of these titles, think of someone who does and encourage them to write it. You might even ghost write it for them to ensure the message is authentic to your EDOs brand.

• **What to write:** Messages should be current, easy to read and concise. They should also provide compelling arguments on the benefits and necessities of economic development and what it has done for your business, community or state. Include case studies and other real life examples to increase interest. IEDC’s strategic priorities for 2017 focus on creating and strengthening regional economic development strategies and partnerships, and increasing economic opportunity for all.

Want to do more? Here are other ideas to increase communication about your campaign:

• **Blog post:** Ask to serve as a guest blogger during Economic Development Week and author a blog post. Topic examples include new project installations, awards and recognitions your EDO received, program updates and new features and upcoming events you’ll offer after EDW, such as webinars and workshops. See blog examples from 2016. Virginia Economic Developers Association, Greater Portland, International Trade Administration and Metro Denver Economic Development Corporation.

• **Blogger outreach:** Reach out to local bloggers in your community who cover economic development and alert them to Economic Development Week and activities you have planned. Bloggers may be considered press. Consider offering them complimentary access to an event in exchange for a followup story.

• **Newsletter:** Convey the importance of Economic Development Week and what it represents within your organization’s regular communications or newsletter. Create an editorial calendar and include a series of articles to feature in your newsletter to build up anticipation.

• **Create a special video:** Go all out – Create a special video with your elected official and economic development team. See this example created by St. Charles, Missouri. The City of Arvada, Colorado created this special video showcasing their Top 10 Economic Development Projects.
Your Social Media Strategy – Share, Share, Share!

#EconDevWeek & #EDW2017 - The Official Campaign Hashtags

Chances are most people in your community are avid social media users. Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, Instagram, Facebook and Linkedin. Be sure to use the official hashtags and tag IEDC to ensure your peers across the country see your postings. Using the official hashtag also allows us to share, repost and retweet your messages. IEDC’s official social media accounts include:

Twitter: twitter.com/IEDCtweets - Shortcut: @iedctweets  
Facebook: www.facebook.com/iedcONLINE - Shortcut: @iedconline  
Instagram: www.instagram.com/iedconline - Shortcut: @iedconline  
Linkedin: www.linkedin.com/company/international-economic-development-council  
Pinterest: www.pinterest.com/iedconline - Shortcut: @iedconline  
Youtube: www.youtube.com/user/iedconline2 - Shortcut: @iedconline2

Here are some sample social media postings to get you started.

For Posting on Linkedin & Facebook:

- **Post 1:** Economic Development Week is from May 8 - 13. Visit us online. See what’s planned. Prepare to participate. [___URL___]
- **Post 2:** We are thrilled to announce the 2017 dates for Economic Development Week; May 8 - 13. We’re planning a set of activities that will showcase programs in our community that your business can take advantage of this year. Communities across the entire nation are participating. See what’s planned in our city, and prepare to join us. [___URL___]

Twitter:

- **Tweet 1:** Celebrate Economic Development Week with [___your city’s name___]. See what we’ve got planned. URL
- **Tweet 2:** Join in on the fun. It’s Economic Development Week around the country. Here’s what [___your city’s name___] is doing. URL

Contact Your Members of Congress

- **Meet:** Request an in-district meeting with Members of Congress and their staff to update them on the importance of economic development and its impact on your local economy.
- **Call:** If you are unable to have an in-person meeting, call your elected officials and inform them of the importance of economic development.
- **Write:** Send a letter asking lawmakers to support economic developers and the industry as a whole, or thank them if they are already supportive.
- **Tweet:** Tag your Member of Congress in a tweet and incorporate the hashtag #EconDevWeek to raise their awareness within your individual community and beyond.
Gathering to Celebrate Results of Economic Development – Consider These Ideas

1. **Host a development or redevelopment tour** – Show off a successful project in your community. Invite your elected officials, partners and the press along. Here’s an example created by the Economic Development Association of Minnesota.

2. **Create an educational program** - Help your community understand the role economic development plays in your community and how to get involved. See Grow Licking County, Ohio’s example from 2016.

3. **Host a series of events each night of the celebration week** - Here are a couple of events that took place in Richmond, Virginia: Economic Development Partners Lunch & Learn; and a Regional Business Walk. Different host organizations participated to pull off this successful set of experiences.

4. **Highlight jobs** - Organize a gathering that will showcase those who have been hired as a direct result of the economic development efforts that have been put forth within your community. Or, create a video with short interviews of those who have gotten jobs because of your economic development activity. This can be a social media or in-person event, or both!

5. **Visual symbol of support** - Create a large sign-up board and place it in a central location of significance within your community. On this board, encourage community leaders, business leaders, workers and others who have been significantly impacted by economic development to sign their name in support of the profession and of Economic Development Week. They can even write a message with any relevant anecdotes that represent the extent to which economic developers have positively impacted their lives or the lives of their peers.

6. **Circulate a currency** - An exciting way to tangibly spread awareness of Economic Development Week within your community is to circulate a number of two dollar bills throughout the local economy. This uncommon currency will catch the attention of those who will be unaware that Economic Development Week is occurring, allowing this piece of money to bring awareness to those with limited knowledge of the importance and relevance of the economic development profession.

See more examples, download the 2016 EDW Commemorative Keepsake.
Innovation in Economic Development Week (EDW) Award - Free to participate

Created last year to highlight outstanding EDW celebrations, this new category of the IEDC Excellence in Economic Development Awards program offers a free opportunity to gain national recognition for your promotional campaign. This award is open to communities, regions, states and provinces who participate in the 2017 Economic Development Week. Types of promotion include, but are not limited to, an event, seminar, marketing tour, web or print projects, video, and social and digital media campaigns.

Judging Criteria for Innovation in EDW Campaign:

Please note that criteria are meant for completion during EDW (May 8-13, 2017)

• Goal/mission
• Innovation/creativity
• Effectiveness of EDW promotion
• Community or other EDO involvement (local, regional or state level)
• Use and quality of promotion utilizing social media

Congratulations to the 2016 Innovation in EDW winners:
Gold: Greater Richmond Partnership
Silver: The Grand Junction Area Economic Development Partnership & the Frisco Economic Development Council
Bronze: Hot Springs Metro Partnership, Larimer County Government, Columbia Empowerment Zone (CEZ Inc.).

Congratulations to the 2016 Pioneers in Economic Development Week winners:
City of St. Charles, MO and Grow Licking County.

Questions? Please e-mail Akia (Garnett) Ashmond Brew at agbrew@iedconline.org.
PRESENTED BY:

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