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IEDC Launches Third Annual National Economic Development Week from May 7-12, 2018

March 15 Free Webinar, 2018 IEDC Awards, New Toolkit Available at iedconline.org/edw

WASHINGTON, DC (March 14, 2018) — The International Economic Development Council (IEDC) is celebrating the third annual [Economic Development Week](#). IEDC named May 7-12, 2018 Economic Development Week in correspondence with the anniversary of the organization's formation through the [merging](#) of two organizations, the American Economic Development Council (AEDC) and the Council for Urban Economic Development (CUED) on May 8, 2001. A free webinar is available to the public. Registration closes March 15 at 11 am EDT and is required: www.iedconline.org/edw.

The celebration week was created to increase awareness for programs and policies that aid in the creation, retention and expansion of jobs; the development of a stable tax base; and the enhancement of wealth. The week was also created to highlight economic developers and their unique roles played in local, county, regional and state economic development organizations.

"This national event keeps growing because it has helped economic development practitioners share their community's unique story and highlight details of their role in jobs creation for their community. Millions of impressions are created online and in print during National Economic Development Week, and it's all for the greater good. At the end of the day, we should be able to show how lives are enhanced as a result of economic development. This year's official hashtags are #EconDevWeek, #EDW2018 and #QualityOfLife and they are incredibly befitting! I'm looking forward to this year's celebrations." Craig Richard, CEcD, FM, President and CEO, Tampa Hillsborough Economic Development Corporation and 2018 IEDC Board Chair

About the Free March 15 webinar: Topics to be covered include how to determine a committee, establishing timelines for communicating, how to engage elected officials and ways to keep the celebration going after the week concludes. Speakers include:

- Sarah Larson, Marketing Manager, Invest Buffalo Niagara (NY)
- Sharon Mikesell, Administrative Analyst, City of Seaside (CA)
- Gloria Stearns, Economic Development Program Manager, City of Seaside (CA)
- Kimberly Woodworth, Operations Director, Economic Development Council of Colorado (CO)
- David Leezer, CEcD, FM, Director of Economic Development, City of St. Charles (MO)

Each webinar speaker contributed to their community's campaign success. Details for each speaker's role in their community's 2017 campaign may be seen online.

On Tuesday, September 2 during the 2018 Annual Conference in Atlanta, Georgia, #EconDevWeek campaigns will be officially recognized through the [IEDC Excellence in Economic Development Awards](#) ceremony. Communities may submit an application for their campaign post the celebration week. The awards category is "Innovation in Economic Development" and was created in 2016. The activities that communities include in their application packet must have been completed during the week of May 7-12, and the deadline to apply for the award is June 1, 2018. Information about the awards category and requirements may be seen at www.iedconline.org/awards2018.

Originally inspired by IEDC's 2016 Board Chair, Barry Matherly, CEcD, FM, HLM and CEO, Greater



Richmond Partnership, "*Economic Development Week was created to celebrate the difficult and often thankless work that economic developers do each day.*"

This year, IEDC also rolled out a special [two-day training course for elected officials](#) which communities may include as an official part of their campaign. Communities may schedule the training offer before, during and after the celebration week.

IEDC facilitates the celebration week by encouraging communities to create awareness campaigns and providing them with the tools they need to deliver an educational, fun and lively experience. Included in the many resources made available is this yearly [Toolkit](#) which shows economic developers and their staff how to:

Articulate: The value that economic development contributes to the local economy and explain how it helps the community overall.

Organize: Invite local lawmakers, their peers, and industry supporters to partner in the creation of economic development programs and service delivery.

Show and Tell: Heighten awareness and emphasize the importance and impacts of economic development in communities by being creative. Ideas that economic developers may consider including in their 2018 campaign and past year's activities around North America may be seen [here](#).

Amplify: By inviting local press and news outlets to attend their gatherings to help increase exposure through stories and interviews of elected officials and their executive leadership teams.

Over the span of two years, more than 500 campaigns have been created throughout the United States and Canada, creating millions of impressions, hundreds of news stories, blog entries, videos, events and many, many activities. Campaigns occurred in all 50 American states in 2017. More than 40 communities officially proclaimed the celebration week by signing resolutions, and many elected officials vocalized support for the profession and its contribution on their local economies. Several organizations also spearheaded the customization of the Toolkit to rally their entire [state](#) and [province](#).

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 5,200 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. www.iedcONLINE.org.