



2023
Economic
Development
Week

May 8-12

2023 ECONOMIC DEVELOPMENT WEEK TOOLKIT

MAY 8-12, 2023



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

www.iedonline.org/EDW
#EconDevWeek

2023 Economic Development Week Toolkit

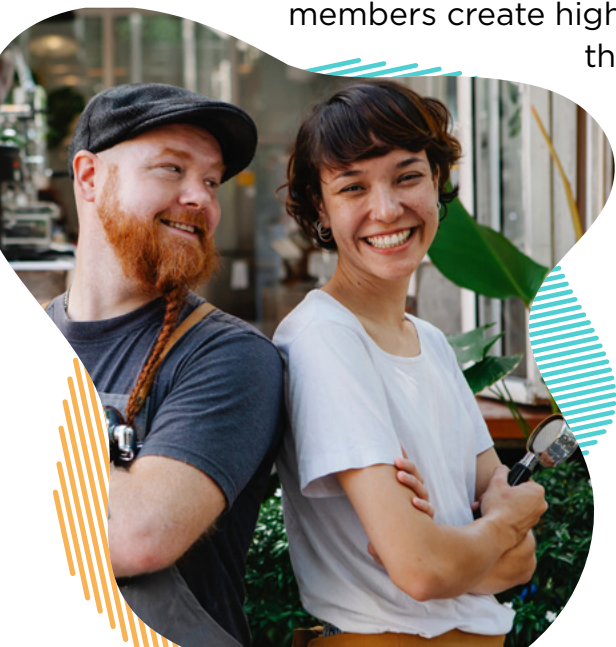
From hosting your own events to helping your organization craft the right messaging to promote your successes and offerings, this celebration guide will provide your Economic Development Organization (EDO) with all the necessary tools to ensure this #EconDevWeek is a success.

About Economic Development Week:

The International Economic Development Council (IEDC) created Economic Development Week in 2016 to recognize the work that economic development organizations and professionals do in their communities. We have continued this tradition to promote and raise awareness for local job creation programs, advance career development opportunities, and improve communities' quality of life everywhere. Since starting this initiative, over 450 international Economic Development Week campaigns have generated millions of impressions, hours of media coverage, and hundreds of news stories, generating buzz for EDOs globally.

About the International Economic Development Council:

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 4,300 members, IEDC is the largest organization of its kind. Economic developers typically work for cities, counties, states, public-private partnerships, and chambers of commerce and 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 experiences. 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.



Celebrate and share successes your EDO has seen in the prior year! This guide will show you how to articulate, organize, show and tell, and amplify the value of your EDO's contributions to the local and regional economies.

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Section 1: Build the Hype!

Develop a multi-week long celebration campaign featuring community events, the launch of new resources, or even the opening of new community assets in the lead up to Economic Development Week. Your campaign can deliver general or specific details about your organization's mission, the history of economic development in your community, facts about the profession, your EDO's service offerings, and any success stories in your community.

Write a letter to the editor for your local newspaper.

Who should write? Your most prominent brand ambassadors and those who are passionate about your vision and mission!

- Governors
- Mayors
- Business Leaders
- Executive Economic Developers
- Board Chairpersons
- Other civic leaders

You can always write one for them to help expedite the process and ensure that the message aligns with your organization's mission.

What should you write about? No doubt, you have a story to tell, but think about what would resonate the best with the audience of your letter.

- Use data to emphasize statistics and impact
- Share a public interest story about a new or thriving business
- Educate your community about programs and significant activities
- Share testimonials, offerings, imagery, and graphics

Download a press release template:

Use the template IEDC has provided to customize with your celebration campaign. The release applies to communities, organizations, and businesses. Access the press release template at www.iedconline.org/edw.

[Download Template](#)

Section 2: #EconDevWeek Social Media Strategy

Engage your audience as much as you can, and utilize local stakeholders and influencers to expand your messaging; they may have tricks to garner more attention and interactions to your posts.

If you have not already done so, give them guidelines to interact positively across your channels. Encourage the sharing of photos, videos, and graphics on Twitter, Instagram, Facebook, and LinkedIn. Make sure to use the official hashtag (#EconDevWeek); using this hashtag also allows us to share, repost, and retweet your messages to broadcast to our audience.

[Download Graphics](#)

IEDC's official social media accounts include:



IEDCOnline



IEDCTweets



International
Economic
Development
Council



IEDCOnline



IEDCOnline



Like our Economic Development Week Page on Facebook:

Visit www.facebook.com/EconomicDevelopmentWeek, and post your celebration photos, articles, and other news items to this page. Make sure to tag them in photos and videos you share on your pages and share content about Economic Development Week directly from this page as well.

2023 Sample Artwork

Download logo files, brand guidelines and sample graphics here for your promotion needs. Art is available in several dimensions and file types. Need the source files or a different file type? Send an email to Hannah Chertock at hchertock@iedconline.org



Sample Social Media Posts

For LinkedIn & Facebook:

Post 1: Communities worldwide are preparing to participate in the 2023 Economic Development Week celebration, and so are we. We'd like to hear from you: What does economic development mean to you? #EconDevWeek - **ADD URL**

Post 2: Save the dates! 2023 #EconDevWeek Week runs from May 8 - 12. Keep an eye out as we prepare to showcase the programs - and the people - who make our communities stronger! - **ADD URL**

Post 3: 2023 #EconDevWeek kicks off today! Watch for [tag your organization] events and activities all week. #EconDevWeek - **ADD URL**

For Twitter and Instagram:

Post 1: We worked with # businesses in 2022. We're aiming to help # in 2023. Let's make your organization one of them. Learn more about what we're doing to strengthen local business and create jobs in [your community] by participating in #EconDevWeek! Check out our event calendar - **ADD URL**

Post 2: It's official! We've declared #EconDevWeek in city/county. Thanks to our elected officials for recognizing the value of the profession. #EconDevWeek @iedctweets - **ADD URL**

Post 3: In 2022, # new businesses launched in [your city, county]. Find out what it takes to successfully launch yours this year. #EconDevWeek - **ADD URL**

Section 3: Celebration Ideas for #EconDevWeek

Draft an Economic Development Week Proclamation for your Elected Officials.

Dozens of communities officially proclaimed Economic Development Week in 2022. Not only were proclamations and resolutions signed in person, but many were posted online and shared within communities. Sample resolutions are available at www.iedconline.org/edw.

Reach Out to Local Influencers, Bloggers, and Content Creators:

Identify local creatives covering economic development and reach out to them. They represent trusted third-party perspectives on social issues and commercial brands. You'll need to give them credit for their hard work. Logo and link exchanges, special social media badges, and even an online forum that allows them to share the stories are all ideas to consider. These professionals can remain long-term partners even after the celebration ends.

Give a Virtual or In-Person Tour of Your Offices:

Prepare to bring in specific crowds while taking your messages directly to general audiences. Show off your staff, office, and service offerings by holding a virtual or in-person office tour! Invite your executive leadership teams and elected officials to participate.

Host a Photo or Scavenger Hunt Competition:

Competitions are one of the most accessible, easy ways to encourage community-wide participation in Economic Development Week festivities. Additionally, they produce content that can last well beyond the week itself. While your criteria will vary depending on the needs of your community, be sure to set parameters that encourage creativity among participants and allows local businesses to express what the profession means to them.

Align with Sponsors:

This is an opportunity to partner with companies and community advocates who have similar goals and objectives. Begin thinking of which brands would benefit from the exposure while helping to increase the reach, not only with funding, but also with access to their unique audiences.

Section 4: Distribute Key Tools and Resources

The following resources and tools are designed to help you engage and educate stakeholders in your community about the work you do, why you do it, how you do it and its impacts.

What is Economic Development Brochure:

Download the What is Economic Development Brochure to provide a basic overview on economic development, EDOs, and what economic developers do for your community as part of your campaign materials.



Who Economic Development Programs Help and How Brochure:

Download this brochure to give a higher-level overview of who and how economic development programs help, including examples of some of the services that EDOs typically provide..

Why Invest in Economic Development Brochure:

The *Why Invest in Economic Development* brochure includes information about federal economic development investments that have been implemented in communities across America. **Download the brochure** and pull facts directly from it.



Championing Economic Development Videos:

Check out **IEDC's YouTube page** for a series of videos about the profession and its accomplishments. See interviews with key economic development professionals on topics such as the roles of key partners, engaging elected officials, successful projects and more.

Section 5: Watch a Free Webinar to Finalize Your Communications Strategy

Inside Championing Economic Development & #EconDevWeek Primer

In January 2019, the Economic Development Research Partners (EDRP), the research think-tank of IEDC, partnered with over 12 economic development organizations (EDOs) to produce a report examining public skepticism of the profession. The report, entitled “Championing Economic Development” addresses common misconceptions the profession faces, and provides guidance to economic developers on how to address challenges facing the industry, including:

- *Lack of understanding of the role of economic development as a professional practice*
- *Lack of understanding of the role of EDOs*
- *Transparency concerns*
- *Ideological opposition*

An informational webinar reviewing the report and discussing its key takeaways **is available on YouTube**. The webinar features IEDC communications staff and former Board Chairs and reviews best practices for devising a successful #EconDevWeek campaign.



Speakers on the webinar include:

- Tracye McDaniel, 2020 IEDC Board Chair
- Craig J. Richard, CECD, FM, 2020 IEDC Immediate Past Chair
- Jeffrey A. Finkle, CECD, President & CEO of IEDC
- Matthew Mullin, Vice President of Policy & Communications for IEDC
- Swati Ghosh, Senior Director of Research for IEDC



Watch the webinar recording, *Inside Championing Economic Development*. **Visit IEDC's Youtube Channel for the video.**

Section 6: Add Your Campaign to the List of Award Winners

Keep the momentum going after #EconDevWeek by entering your campaign into the Innovation in Economic Development Week category for the 2023 IEDC Excellence in Economic Development Awards.

This award is open to communities, regions, states and provinces who participate in the 2023 Economic Development Week. Types of promotion include, but are not limited to, an event, seminar, marketing tour, web or print projects, video, and digital media campaigns. This program offers opportunities to gain national recognition for your promotional EDW campaign and celebrations.

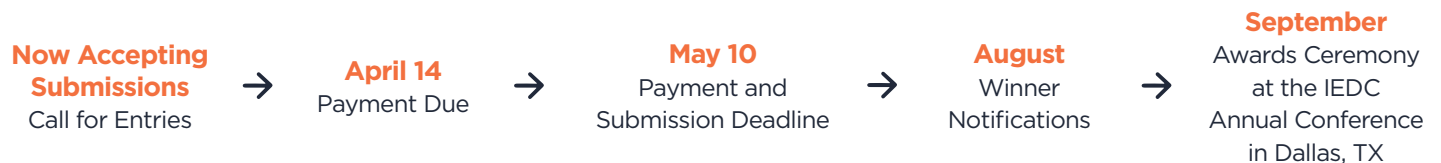


Judging criteria for the Innovation in an EDW category includes:

- 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

Please note that criteria are meant for completion during EDW (May 8-12, 2023)

Innovation in Economic Development Week Award Timeline



Questions? Contact Sarah Gallant at awards@iedconline.org.

Download the application at www.iedconline.org/Awards

2023 ECONOMIC DEVELOPMENT WEEK IS PRESENTED BY:



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of
Knowledge and Leadership

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