

## ***UTILITY REACCREDITATION MAINTENANCE REPORT***

---

As part of the reaccreditation process, documentation relevant to the mission, goals and activities of the applicant organization will be reviewed. Applications should be submitted via Dropbox ([www.dropbox.com](http://www.dropbox.com)) to [aedo@iedconline.org](mailto:aedo@iedconline.org) Please create a master folder with your organization's name and a subfolder for each of the following required items that 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. Also, every AEDO organization's second reaccreditation application (e.g. the organization's 6th year as an AEDO organization) will automatically require a site visit.

Please enclose the following items for IEDC to review.

1. Mission and goals statement
2. Detailed annual economic development budget with variances for last two years. (Include breakdown of salaries, marketing, and local economic development organization financial support)
3. Key Performance Indicators and/or metrics dashboard specific for the economic development department
4. Economic development department annual report (internal or external)
5. Organizational chart, resumes, and changes to job descriptions for economic development department (Function and corporate positioning)
6. Marketing plan (see specific Marketing Plan Criteria)<sup>1</sup>
7. Strategic plan (see specific Strategic Plan Criteria)<sup>2</sup>
8. Copies of all marketing materials currently in use (Print and social)

---

<sup>1</sup> <sup>1</sup> 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.

<sup>2</sup> <sup>2</sup> 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.

9. List of key economic development partners with division of responsibility
10. Copies of economic development-related media releases issued within the past year
11. One-page review of between three and five of your most successful development projects over the past three years (Project review should describe how the utility was involved or include a level of participation percentage rate)
12. Clearly defined asset management goals with identified regions that can be most easily served
13. Clearly articulated description of what is needed from ED partners to effectively respond to service inquiries.
14. Line extension requirements and incentives (if applicable, include tariff language and incentive example)
15. ED Partnership Program manual (i.e., a description of programs, information on how to apply, and the requirements for approval)
16. Changes to Economic Development Policy and Procedures Manual
17. Letter of support from the following:
  - a. One utility senior executive
  - b. One state agency or State Public/Private Partnership
  - c. Three local economic development organizations
  - d. One Corporate/business assisted

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