

ED 101 for Elected Officials

WHAT: Half-day training designed to familiarize elected officials with their responsibilities and opportunities in the world of economic development (extended sessions available upon request)

WHEN: Scheduled at your convenience; dates available throughout 2014 (three- to four-week notice needed for optimum scheduling), in either morning or afternoon sessions.

WHERE: Delivered at your city hall or other community location of your choice.

WHO: Delivered by Kay Brockwell, who has almost 20 years’ experience in community economic development.

ED 101 is designed to familiarize elected officials with the nature of the economic development process, and their own roles, responsibilities and opportunities within that process. Among the topics to be covered are:

* Just what *IS* economic development, anyway?
* Getting started in economic development
* Working with your local program
* The city’s (county’s) role and responsibility
* FOI and how to manage information responsibly
* Funding economic development
* Incentives for development
* Developing industrial property
* Recruiting industry
* Supporting existing industry
* Working with partners
* Developing a product/infrastructure
* Marketing your community

The basic ED 101 program can be customized to meet the individual needs of each community, and can be expanded to a day-long program to present the community-specific training. Follow-up sessions may be scheduled on specific areas at the community’s request.

Fee structure (all fees include training materials for participants):

Half-day training for up to 12 people -- $1,000 plus travel expenses

Full-day training with customized content for up to 12 people -- $2,500 plus travel expenses

Follow up or expanded training fees will be discussed on a case by case basis, depending upon specific issues to be addressed.