



2024 Economic Development Week

May 6-10

2024 Economic Development Week Toolkit



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

www.iedconline.org/EDW
#EconDevWeek

2024 Economic Development Week Toolkit

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

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. This toolkit is designed to help you and your organization celebrate that work by engaging in the #EconDevWeek movement.



About Economic Development Week

IEDC celebrates #EconDevWeek each year to highlight the programs, best practices and exceptional individuals that positively impact life in their communities. In just a few years #EconDevWeek has become one of the most widely recognized events of its kind, validating the often unheralded work of the profession and generating hours of media coverage and millions of social media impressions for participants.

This year's theme celebrates our #EconomicDevelopmentHeroes. We are spotlighting economic developers who are pioneers in their communities.

Are you or someone you work with an economic development hero? Fill out this brief submission form for a chance to be spotlighted during #EconDevWeek:

[Fill Out Form](#)

About the International Economic Development Council

The International Economic Development Council (IEDC) is a nonprofit, nonpartisan 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 to promote economic well-being and quality of life for their communities by creating, retaining, and expanding high-quality 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 work to develop vibrant communities.



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SECTION 1

Getting Started

Download the Whova App to Network and Engage with Others

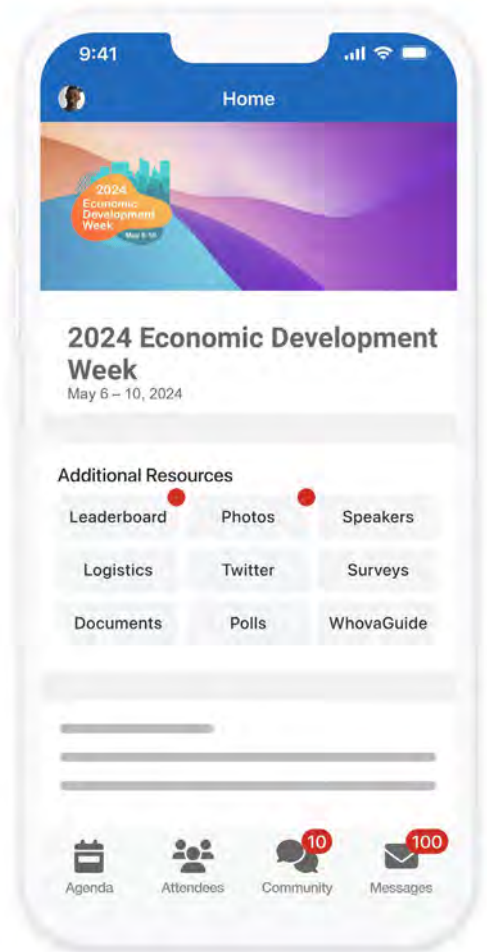
Scan QR code below to download the Whova app and create an account. Search for “Economic Development Week” or visit www.iedconline.org/EDW-Whova to login. Use the event code **EconDevWeek**.



- Network while winning prizes in the Leaderboard
- Join a discussion on the community board
- Start or join a virtual meetup
- Share photos and tag others

Learn more about how to participate in the Whova app with the resources below:

- www.whova.com/pages/whova-app-user-guide
- www.whova.com/pages/how-to-participate-event



Download the Official #EconDevWeek Assets

Use the official #EconDevWeek logo files, badges, and social media templates in Canva to plan your social media campaign.

Find all the official #EconDevWeek assets at www.iedconline.org/EDW.



SECTION 2

Amplify Your Efforts With a Solid Marketing Strategy

Develop a multi-weeklong campaign featuring community events, the launch of new resources, or even the opening of new community assets in the lead up to #EconDevWeek. Your campaign can feature your organization’s mission, the history of economic development in your community, facts about the profession, your service offerings, and any success stories in your community.

Engage your audience as much as you can and utilize local stakeholders and influencers to expand your message. Share photos, videos, and graphics on your social media channels, use the official hashtag #EconDevWeek and tag IEDC so we can engage with and share your content.

Follow us on social media below:

#EconDevWeek


[@International Economic Development Council](https://www.linkedin.com/company/international-economic-development-council)


[@iedcONLINE](https://www.facebook.com/iedcONLINE)


[@IEDCTweets](https://twitter.com/IEDCTweets)



Kick-Off Your Plan by Downloading the Official #EconDevWeek Assets

Branding and Logos

By participating in #EconDevWeek, you commit to display official #EconDevWeek logo and badges on all promotional materials related to #EconDevWeek, including social media posts, flyers, websites, emails, and more.

View and download the official #EconDevWeek assets here:

www.iedonline.org/EDW.



Social Media Templates

Customize the following social media templates in Canva to spotlight your events, leadership and economic development heroes.

- [View Facebook, LinkedIn and Twitter/X Template](#)
- [View Instagram Template](#)



Sample Social Media Posts

Customize the following social media post templates to suite your campaign needs.

Leading up to #EconDevWeek:

- **Post 1:** Economic Guardians, Unite! The countdown has begun! Gear up with [Your Organization] for an #EconDevWeek filled with innovation, collaboration, and superhero-sized achievements from May 6-10. Check out the action at [URL]. [Tag IEDC] #IEDC #EconDevHeroes
- **Post 2:** Building Futures, One Hero at a Time! This #EconDevWeek, every planner, every entrepreneur, every citizen is a hero. Come see how [Your Organization] is crafting a better tomorrow in [Your City/County]. Join the movement at [URL]. [Tag IEDC] #IEDC #EconDevHeroes

During #EconDevWeek:

- **Post 3:** It's official; we've declared #EconDevWeek in [Insert City or County Name]. Thank you to our elected officials [Tag Mayor, City Council Members, Statehouse Representatives, and Federal Representatives] for recognizing the value in what we do as #EconDevHeroes. Read the full #EconDevWeek [Press Release/Proclamation] at [Add URL]. [Tag IEDC]
- **Post 4:** DID YOU KNOW? Last year, the [Insert City/County Name] attracted [#] new businesses, retained [#] local businesses, assisted [#] aspiring entrepreneurs, and grew the population by [#] residents. Discover what it takes to realize your entrepreneurial vision for 2024 this #EconDevWeek #EconDevHeroes #GetItDone [URL] [Tag IEDC]
- **Post 5:** We worked with [#] businesses in 2023. We're aiming to help [#] in 2024. Let's make yours one of them. Learn more about what we're doing to strengthen local business and create jobs in [your community] by participating in #EconDevWeek!
- **Post 6:** Calling all changemakers! #EconDevWeek ignites May 6th! Partner with [Your Organization/City/County] to build a stronger economic future. Share your ideas, spark connections: [URL] [Tag IEDC] #EconDevHeroes #IEDC
- **Post 7:** It's time to unite, inspire, and celebrate the everyday heroes of economic development. Share your journey, make lasting memories, and be part of the movement. Dive into the festivities at #EconDevWeek: [URL] [Tag IEDC] #EconDevHeroes #IEDC
- **Post 8:** This #EconDevWeek week, we celebrate the collective power of economic development heroes. Join the movement with [Your Organization/City/County]: [URL] [Tag IEDC] #EconDevHeroes #IEDC

[Download editable template here.](#)



Proclamation Template

Communities from around the globe officially proclaim Economic Development Week each year. Proclamations and resolutions are signed in person, posted online, and shared within communities. Customize this proclamation to officially proclaim Economic Development Week in your community.

PROCLAMATION

[Insert City, County, State/Provincial Logo or Seal]

WHEREAS, more than 100,000 economic development or related professionals worldwide are committed to creating, retaining, and expanding top-tier opportunities that facilitate long-term, equitable community growth; and

WHEREAS, the economic development profession cultivates thriving neighborhoods, champions sustainability and resiliency, boosts economic prosperity, enhances the quality of life, and builds robust tax bases; and

WHEREAS, economic development professionals operate throughout diverse economic environments, including rural, suburban, and urban settings; local, state, provincial, and national governments; public-private partnerships; chambers of commerce; institutions of higher education; among many similar organizations and associations; and

WHEREAS, economic development professionals serve as stewards, bridging connections between community stakeholders such as residents, business leaders, elected officials, industry executives, and educational administrations, to collaborate in promoting job creation, community investment, infrastructure advancements, and an optimistic future; and

WHEREAS, economic developers contribute to the betterment and progress of [\[insert city, county, or state/province\]](#) within the [\[state/province or country\]](#) of [\[insert country\]](#).

WHEREAS, since 1926, the International Economic Development Council has been a leader and driving force in advancing economic development initiatives, with a steadfast commitment to fostering growth and prosperity in communities of all sizes worldwide through equity, inclusion, sustainability, resilience, and innovation; and

NOW THEREFORE BE IT RESOLVED, that the [\[insert city, county, or state/province\]](#) recognizes the week of May 6 through May 10, 2024, as Economic Development Week, and remind individuals of the importance of this community celebration which supports expanding opportunities, bettering lives, and moving society forward.

[Download editable template here.](#)



Media Alert Template

Customize this template to invite national/local news media and journalists to cover your event.

[Organization Name] to Highlight Economic Achievements and Opportunities with [Event/Initiative Name]

WHEN:

Monday, May 6, through Friday, May 10, 2024
[Event Time(s) or "Various Times, See Highlights"]

WHERE:

[Venue Name and Address], [City, State, Zip Code]
[Additional Location Details, if any, such as "Virtual Attendance Options Available"]

WHAT:

[Organization Name] is thrilled to mark the 2024 Economic Development Week, an annual celebration led by the International Economic Development Council (IEDC) aimed at recognizing and enhancing the efforts that create vibrant communities with strong economies. During this significant week, from May 6 to May 10, [Organization Name] will host [Event/Initiative Name], featuring a series of [events/activities/workshops] designed to showcase our local achievements in economic development and to explore future opportunities for the growth and prosperity of our community.

Highlights of the week include:

- [Highlight #1]: [Brief Description]
- [Highlight #2]: [Brief Description]
- [Highlight #3]: [Brief Description]

[Event/Initiative Name] promises to be an engaging and informative event, bringing together community leaders, business owners, and the public to discuss strategies for sustainable economic growth and resilience.

WHO:

[Organization Name], in partnership with [Partner Organizations, if any]
Featuring [Key Speakers/Participants], [Their Titles]
Open to the public.

WHY:

To celebrate the accomplishments of economic development in our community and to engage in dialogue about future directions and opportunities for inclusive growth.

VISUALS/INTERVIEWS:

Opportunities for photos, videos, and interviews with key participants will be available.
[Specific Visuals, if any, list spokespeople / available interviewees.]

CONTACT:

[Name of the Contact Person], [Their Title], [Organization Name], [Phone Number], [Email Address]

Please RSVP by [RSVP Deadline, if applicable] to [Contact Person's Name] for details or to arrange interviews.

Your participation in Economic Development Week 2024 is warmly welcomed and greatly appreciated, as we aim to bring together diverse voices to champion the cause of economic development in our community.

###

Press Release / Article Template

Customize this article to share with your national/local news media outlets, include on your website, publish in your newsletter and share on social media.

FOR IMMEDIATE RELEASE

[Date]

Contact Information:

[Name of the Contact Person], [Title], [Organization Name]

[Phone Number], [Email Address]

[Organization Name] Celebrates 2024 Economic Development Week

Taking place from May 6 - 10, the week recognizes and honors the dedicated work of economic developers and their contributions to communities around the world.

[City, State], [Date] — [Organization Name] is proud to announce its participation in the 2024 Economic Development Week, a global initiative led by the International Economic Development Council (IEDC).

“As the local and regional economies evolve, the economic development profession must remain agile and responsive to change. The expertise of dedicated economic development professionals and organizations is vital in cultivating sustainable growth and prosperity,” said IEDC President & CEO Nathan Ohle. “This year’s Economic Development Week will showcase innovative community leadership driving collaboration and creating opportunities in their communities. I hope our communities and economic developers around the world will join us in celebrating the accomplishments of a profession full of passionate changemakers and community builders.”

The IEDC created Economic Development Week in 2016 to recognize the work that economic development organizations and professionals do in their communities. IEDC celebrates Economic Development Week every year, highlighting the programs, best practices and exceptional individuals that positively impact life in their communities. In just a few years the event has become one of the most widely recognized awareness weeks of its kind validating the, often unheralded, work of the economic development profession.

“Economic Development Week is a crucial time to reflect on our collective achievements and to plan for a future of inclusive and sustainable growth,” said [Name of the Spokesperson], [Title of the Spokesperson] at [Organization Name]. “Through [Event/ Initiative Name/Etc.], we are inviting businesses, community leaders and the public to join us in celebrating our progress and to engage in meaningful discussions about the economic future of our community.”

Continued on next page.



This year's Economic Development Week celebrates Economic Development Heroes, spotlighting economic developers who are pioneers in their communities. [Organization Name] is proud to celebrate [Name, Title] whose incredible work has led to [achievement]. [Organization Name]'s has also organized events and initiatives designed to coincide with Economic Development Week 2024, offering [list of activities, e.g., workshops, seminars, networking events] that highlight innovative practices and resilience strategies in economic development.

Event Highlights:

[Highlight #1: Name and brief description]

[Highlight #2: Name and brief description]

[Highlight #3: Name and brief description]

All events are open to the public, and we encourage everyone interested in the economic well-being of our community to participate.

For additional information about [Event/Initiative Name] and how to get involved, please contact [Name of the Contact Person] at [Phone Number] or [Email Address].

About Economic Development Week

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About [Organization Name]

[Organization boilerplate]

About the International Economic Development Council (IEDC)

The International Economic Development Council (IEDC) is a nonprofit, nonpartisan membership organization serving economic developers. With thousands of members, IEDC is the largest organization of its kind. Economic developers typically work for cities, counties, states, public-private partnerships, and chambers of commerce to promote economic well-being and quality of life for their communities by creating, retaining, and expanding high-quality 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 work to develop vibrant communities.

###



SECTION 3

Customize Your Celebration With Unique Initiatives

Draft an Economic Development Week proclamation for your elected officials.

Communities from around the globe officially proclaim Economic Development Week each year. Proclamations and resolutions are signed in person posted online, and shared within communities. Template resolution is available at www.iedconline.org/edw.

Promote your event in the Whova App.

Promote your event through the Whova app, the official event platform at www.iedconline.org/EDW-Whova. Utilize Whova's features to network while winning prizes in the Leaderboard, post a discussion in the community board and share photos. (Learn more on page 4).

Reach out to local influencers, bloggers, and content creators.

Identify local creatives interested in economic development and reach out to them. They represent trusted third-party perspectives on the issues and businesses that impact your community. You'll need to give them credit for their hard work - logo and link exchanges, special social media badges, or even an online forum that allows them to share the stories are all ideas to consider. These professionals can remain long-term partners after Economic Development Week ends.

Give a virtual or in-person tour of your latest project.

Invite your Members of Congress (U.S. House and Senate), state, local and federal officials and executive leadership teams to visit your office and explore your latest project or initiative.

Align with sponsors.

This is an opportunity to strengthen your relationships with the companies and community advocates who have similar goals and objectives. Think of which brands would benefit from association with your organization, these mutually beneficial partnerships give both parties the opportunity to reach new audiences and serve to deepen your relationship with these important regional stakeholders.



SECTION 4

New Members who Join During #EconDevWeek Enter a Raffle for Free Registration to Annual Conference!

In celebration of Economic Development Week, any new members who join IEDC between May 6-10, 2024 will be entered into a raffle for a chance to win one free registration to the IEDC 2024 Annual Conference in Denver, CO, September 17-20 (a value of \$1,250).

IEDC members save over \$1,800 compared to non-members. Some of our member benefits include:

- Access to member only networking opportunities
- Engage and meet others through participation in IEDC advisory committees
- Member discounts on conference, seminar, and webinar registrations
- Member-only access to the ED Now biweekly newsletter
- Discounted professional development courses
- Exclusive access to our online member directory
- Complete access to all IEDC publications
- And more!

Membership in IEDC can help build your career, expand your network, and better your community! Get in touch with a representative today at membership@iedconline.org.



SECTION 5

Receive Recognition for your #EconDevWeek Work

Keep the momentum going after #EconDevWeek by entering your campaign in the Innovation in Economic Development Week category of IEDC's 2024 Excellence in Economic Development Awards.

This award is open to communities, regions, states, and provinces who participate in Economic Development Week 2024. Promotions can include events, seminars, marketing tours, web or print projects, videos, digital media campaigns, and more. The award is an opportunity to gain national recognition for your Economic Development Week campaign and celebration. Learn more at www.iedconline.org/awards.



Check out what these 2023 award winners did for Economic Development Week

Greenville Eastern North Carolina Alliance

CELEBRATE Economic Development

HOSTED EVENTS

Monday, May 8

- Kickoff luncheon with City of Greenville and Pitt County graduation presentations and panel discussion about local collaborative economic development efforts
- Greenville ENC Alliance sponsors the keynote luncheon for the Southern Economic Development Council (SEDC) Meet the Consultants Forum in Atlanta featuring Abigail A. Cantill, the Assistant Secretary of Commerce for Economic Development at the U.S. Economic Development Administration

Tuesday, May 9

- Uroinda Durn, Vice President of Business Development for the Greenville ENC Alliance, will moderate a panel about Foreign Direct Investment (FDI) at Meet the Consultants
- Members of the North Carolina Tallgrass for Offshore Wind Economic Resource Strategies (NCTOWERS) will be in Pitt County to read a children's book about wind energy to second grade students at South Greenville Elementary School
- North Carolina Department of Commerce leadership will tour Saint Carolina University's Life Sciences and Biotechnology Building
- The Greenville ENC Alliance will host a welcome reception for NCTOWERS

Wednesday, May 10

- NCTOWERS will host a May meeting in Greenville at ECU to discuss supply chain competitive advantage for offshore wind sector development in North Carolina

Thursday, May 11

- The Greenville ENC Alliance and Pitt County Economic Development will facilitate a focus group discussion for young professionals on talent attraction and retention efforts in partnership with Young Professionals of Pitt County

Friday, May 12

- Human Resources managers at industries in Pitt County will meet for breakfast to discuss their experiences with local workforce topics and trends

Logos: Greenville, Pitt County, International Economic Development Council

Decide DeKalb (Ga.) Development Authority



Greater Gallup (N.M.) Economic Development Corporation

You're invited to the 2023 Greater Gallup Economic Development Week

Monday, May 8	Tuesday, May 9	Wednesday, May 10	Thursday, May 11	Friday, May 12
9:30 am - 12:00 pm Breakfast with Mayor, Council, Business & Residents	11:30 am - 2 pm Business Reception & Expansion (BEE) Luncheon	9 am - 1 pm City Council Meeting	10 am - 12 pm Creative Industry Strategy Meet	9 am - 10:30 am Breakfast
5:30 pm - 7:30 pm City Council Meeting	6 pm - 7:30 pm City Council Meeting	9 am - 10:30 am City Council Meeting	4:30 pm - 5:30 pm City Council Meeting	10:45 am - 12 pm Breakfast
		10:45 am - 12:15 pm City Council Meeting	5:30 pm - 7:30 pm Creative Industry Strategy Meet	1 pm - 3:15 pm Breakfast
		1:15 pm - 2:00 pm City Council Meeting		6:30 pm - 8 pm Breakfast
		2 pm - 3 pm City Council Meeting		

For more information, including how to access livestreamed events, go to VisitGallup.com/Economic-Development-Week

GREATER GALLUP



Laredo (Texas) Economic Development Corporation



**2024
Economic
Development
Week**

May 6-10

IS PRESENTED BY:



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of
Knowledge and Leadership

**#EconDevWeek
May 6 -10, 2024
www.iedconline.org/EDW**