



How Colorado Came Together to Market Economic Development Week



@ColoradoEcoDevo

@EDCofCO

#EconDevWeek



Colorado Office of Economic Development & International Trade (OEDIT) + Economic Development Council of Colorado (EDCC)

- Teamed up to show how the State of Colorado celebrates Economic Development Week
- OEDIT created the Colorado Toolkit, proclamation from the Governor, video, and press release from the director of OEDIT
- EDCC also sent out a press release, promoted through its membership channels, encouraged participation, and coordinated the social media efforts

2017 NATIONAL ECONOMIC DEVELOPMENT WEEK

— TOOLKIT — **COLORADO**

#ECONDEVWEEK #EDW2017
MAY 8-13, 2017

BROUGHT TO YOU BY THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL



COLORADO
Office of Economic Development
& International Trade

TABLE OF CONTENTS

About National Economic Development Week.....	2
Sample Advertisements.....	3
Keep your EDW Campaign in the News.....	4
Colorado Strategy.....	5
Campaign Elements.....	5
Colorado Themes for EDW.....	5
Letter from OEDIT Executive Director.....	6
Example Blog Post.....	7
Social Media Content and Example Posts.....	8

ABOUT NATIONAL ECONOMIC DEVELOPMENT WEEK

Created by the International Economic Development Council, the goal of Economic Development Week (EDW) is to increase awareness for local programs that create jobs, advance career development opportunities and increase the quality of life. The 2017 event dates are May 8-13. The following is a guide to help you plan and share information about events your community will host.

RALLY FOR ECONOMIC DEVELOPMENT

Economic Development Week is an ideal time to bring supporters in your community together to learn about programs your EDO offers. It is also a great time to share successes your EDO has seen in the prior year.

- **Organize:** Invite local lawmakers, fellow economic developers and industry supporters, such as your partners and sponsors.
- **Show and Tell:** Heighten awareness and emphasize the importance and impacts of economic development in your community. Be creative. See some ideas your peers included in their activities.
- **Amplify:** Invite local press to attend your gatherings to help increase exposure through stories and interviews of your elected officials and your EDO's CEO.

Here are resources that will help you create visibility for your campaign:

- **Sample Resolution:** A document which can be passed by cities, counties, states and the federal government to help recognize Economic Development Week. Sample resolutions are available [here](#).
- **Sample Press Release:** A document that each business, community, etc. can distribute to local and regional press outlets. You can find this document [here](#) [available February 3]. Here's an example of how the Alaska Department of Commerce Community and Economic Development shared their [Economic Development Week activities](#) with the press.
- **Sample Advertisements:** Official artwork for EDW, offered in several dimensions. Sample art is available [here](#).

Sample Advertisements ([Download them here.](#))



Keep Your EDW Campaign in the News

Inviting local media to your economic development week event is only the beginning. You can highlight the importance of economic development through a variety of media outlets.

Write a guest column for your community's newspaper. Here's how:

- **Who should write:** Elected and appointed officials or recognized local authorities. Examples of relevant titles include governor, mayor, business leader, executive economic developer, board chairperson or other civic leader. If you don't currently hold one of these titles, think of someone who does and encourage them to write it. You might even ghost write it for them to ensure the message is authentic to your EDOs brand.
- **What to write:** Messages should be current, easy to read and concise. They should also provide compelling arguments on the benefits and necessities of economic development and what it has done for your business, community or state. Include case studies and other real life examples to increase interest. IEDC's strategic priorities for 2017 focus on creating and strengthening regional economic development strategies and partnerships, and increasing economic opportunity for all.

Want to do more? Here are other ideas to increase communication about your campaign:

- **Blog post:** Ask to serve as a guest blogger during Economic Development Week and author a blog post. Topic examples include new project installations, awards and recognitions your EDO received, program updates and new features and upcoming events you'll offer after EDW, such as webinars and workshops. See blog examples from 2016. [Virginia Economic Developers Association](#), [Greater Portland](#), [International Trade Administration](#) and [Metro Denver Economic Development Corporation](#).
- **Blogger outreach:** Reach out to local bloggers in your community who cover economic development and alert them to Economic Development Week and activities you have planned. Bloggers may be considered press. Consider offering them complimentary access to an event in exchange for a followup story.
- **Newsletter:** Convey the importance of Economic Development Week and what it represents within your organization's regular communications or newsletter. Create an editorial calendar and include a series of articles to feature in your newsletter to build up anticipation.
- **Create a special video:** Go all out – Create a special video with your elected official and economic development team. See [this example](#) created by St. Charles, Missouri. The City of Arvada, Colorado created this special video showcasing their [Top 10 Economic Development Projects](#).

More than 75 communities participated in 2016 -
Celebrate 2017 National Economic Development Week!

COLORADO STRATEGY

*Colorado has the number one economy in the nation,
let's show everyone why!*

Goal: Promote the positive impact of economic development across Colorado by partnering with local EDCs to show how our collective effort is making Colorado's economy strong.

Campaign Elements Include:

- Governor Proclamation
- Letter from OEDIT Executive Director
- Example Blog Post
- Social Media Campaign

During Economic Development Week – Each day will have a “theme” based on the [resiliency study](#):

- Monday – Public / Private Partnerships
- Tuesday – Community Leadership
- Wednesday – Industry Diversity
- Thursday – Community Vision
- Friday – Access to Education / Healthcare & Transportation



April 7, 2017

Dear Esteemed Colleagues:

This year the Colorado Office of Economic Development and International Trade (OEDIT) is partnering with the Economic Development Council of Colorado (EDCC) to celebrate the work of local economic developers like you during National Economic Development Week, May 8-13.

National Economic Development Week was created by the International Economic Development Council with the goal of increasing awareness for local programs that create jobs, advance career development opportunities and improve quality of life.

Economic Development Week is an ideal time to bring supporters in your community together to learn about programs your EDO offers. It is also a great time to share successes your EDO has seen in the prior year. Here are a few reasons why you may want to create a special Economic Development Week campaign for your community:

- Recognition by your community of achievements with economic development
- Exposure of the economic development industry as a driving force behind local economies
- Highlight interaction between economic development organizations and community members

To assist with your planning, we have created an Economic Development Week Toolkit, which includes:

- Links to sample proclamations which can be passed by your local leadership to help recognize your work
- Links to sample press release which you may download, modify and distribute
- Sample blog you can customize and post on your website
- Sample social media posts and contest information

There are additional resources available on the International Economic Development Council website at iedconline.org. We encourage you to connect and celebrate with your peers through social media. Use the hashtag #econdevweek or #edw2017 and tag @ColoradoEcoDevo and @EDofCO whenever posting on your channels and make sure to participate in OEDIT Facebook contest to win some great prizes.

We also want to take a moment to thank you for the tireless work you do to make Colorado vibrant. We know that economic developers like yourself promote economic well-being and quality of life for your communities by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. We thank you for your continued collaboration and partnership with the State and we look forward to our continued success.

Sincerely,

Stephanie Copeland, Executive Director



{Enter City} Recognizes Importance of Economic Development during National Celebration Week

Next week, {Enter City} along with the Colorado Economic Development Council of Colorado (EDCC) and the State of Colorado will celebrate Economic Development Week, with seven days of national recognition for economic developers who generate growth, create better jobs for residents and facilitate an improved quality of life.

Economic Development Week is an event created by the International Economic Development Council (IEDC) in 2016 to celebrate achievements within the economic development profession. The International Economic Development Council (IEDC) council is the largest professional membership organization for economic development.

Watch a video {Link provided by April 21} from Governor John Hickenlooper introducing Economic Development Week and read the Governor's proclamation declaring May 8 -13, 2017 Colorado Economic Development Week.

All week, {Enter City} will be highlighting Economic Development Week on our website and social media. Be sure to check out our [blog, Facebook and Twitter](#) daily to see how we are commemorating Economic Development Week and celebrating all the great work economic developers do in Colorado.

{Insert Quote about importance of economic development from leadership}

{Enter City} provides several economic development services and programs. {Insert economic development services, programs and success stories}

Follow the Economic Development Week conversation at #econdevweek or #edw2017. [Learn more](#) about the IEDC and Economic Development Week or visit choosecolorado.com for updates about economic development activities at the state.

Social Media Strategy – Share, Share, Share!

#EconDevWeek & #EDW2017 - The Official Campaign Hashtags

Chances are most people in your community are avid social media users. Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, Instagram, Facebook and LinkedIn. Be sure to use the official hashtags and tag IEDC to ensure your peers across the country see your postings. Using the official hashtag also allows us to share, repost and retweet your messages. IEDC's official social media accounts include:

Twitter: Tag @ColoradoEcoDevo and @EDCofCO

Facebook: Tag @ColoradoEcoDevo and @EDCofCO

Instagram: @ColoradoEcoDevo

LinkedIn: www.linkedin.com/company/colorado-office-of-economic-development-and-international-trade

Here are some sample social media postings to get you started.

For Posting on LinkedIn & Facebook:

- **Post 1:** Economic Development Week is from May 8 - 13. See what's planned and prepare to participate. [__URL__]
- **Post 2:** We are thrilled to announce the 2017 dates for Economic Development Week; May 8 - 13. We're planning a set of activities that will showcase programs in our community that your business can take advantage of this year. Communities across the entire nation are participating. See what's planned in our city, and prepare to join us. [__URL__]

Twitter:

- **Tweet 1:** Celebrate Economic Development Week with [__your city's name__].
- **Tweet 2:** Join in on the fun. It's Economic Development Week around the country. Here's what [__your city's name__] is doing. URL

COLORADO CONTEST – “Tell Us Your Economic Development Impact Story”

Participation: Share an economic success story related to each day's theme, tag @ColoradoEcoDevo and @EDofCO, and use the hashtag #EconDevWeek. One winner will be selected each day to win a Choose Colorado t-shirt.

GET CREATIVE! Create a short video or post some fun photos to help tell your story!



PRESENTED BY:



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



COLORADO
Office of Economic Development
& International Trade

2017 NATIONAL ECONOMIC DEVELOPMENT WEEK

#ECONDEVWEEK #EDW2017
MAY 8-13, 2017



WHEREAS, the International Economic Development Council is celebrating its 91st anniversary and has proclaimed May 8th to May 13th as National Economic Development Week; and

WHEREAS, economic development is a process that is strengthened by the critical partnership between economic development professionals and local government leadership to promote a shared vision for developing resilient communities; and

WHEREAS, economic developers cultivate and nurture entrepreneurship that helps to secure the next generation of new businesses, working in partnership with industries, brokers, educators, and other key allies to foster an effective business climate and meet the increasingly critical need for a skilled and competitive workforce; and

WHEREAS, 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; and

WHEREAS, the Economic Development Council of Colorado works to strengthen our state's economy by unifying organizations involved in economic development, fostering the exchange of ideas, insights, and best practices for economic developers; and

WHEREAS, the Office of Economic Development and International Trade is dedicated to working with the EDCC and local economic developers to create a vibrant Colorado;

Therefore, I, John W. Hickenlooper, Governor of the entire State of Colorado, do hereby proclaim, forever after, the period between May 8, 2017 and May 12, 2017, as

ECONOMIC DEVELOPMENT WEEK

in the State of Colorado.



*GIVEN under my hand and the
Executive Seal of the State of
Colorado, this eighth day of
May, 2017*

John W. Hickenlooper
John W. Hickenlooper
Governor




COLORADO
Office of Economic Development
& International Trade





Behind the Resiliency Study:

As Colorado communities around the state continue to confront different economic challenges, certain communities demonstrate a resiliency that others do not. While some communities bounce back quickly from downturns, others lag behind and sometimes never completely recover. Why do some communities recover more quickly, and what assistance can be provided to others? In other words, what makes a community successful? A comprehensive, statewide analysis of factors that affect a community's resiliency is important because it will allow stakeholders to assist struggling communities better, while encouraging communities that are already moving in the right direction.



Each day, we based the topic on the key findings in the study, that make communities resilient in economic downturns:

- **Monday – Public / Private Partnerships**
- **Tuesday – Community Leadership**
- **Wednesday – Industry Diversity**
- **Thursday – Community Vision**
- **Friday – Access to Education / Healthcare & Transportation**

“Colorado has an extremely collaborative network in place, which allowed for our Economic Development Week campaign to reach a broader audience.”

– Meredith Marshall, Senior Economic Development Manager,
OEDIT





Results



@ColoradoEcoDevo

@EDCofCO

#EconDevWeek

Media Hits

BARN ONAIR & ONLINE 24/7/365

Ag News, Markets & MORE...OnAir, OnLine & OnDemand!

05-04-17 CO-OEDIT: Economic Development Week May 8-13: Governor's Message and Proclamation

MAY 4, 2017 / BRIAN ALLMER - THE BARN



CO-OEDIT: Economic Development Week: Governor's Message and Proclamation



The Pueblo Chieftain

71°
Clear

Search...

News

Sports

Prep Rally

Business

Life

Entertainment

Opinion

Obituaries

Classifieds

Economic Development Week

MAY 14, 2017 COMMENTS

PuebloPlex joined with the Economic Development Council of Colorado and the state of Colorado to mark national Economic Development Week, which concludes today.

Published on *City of Evans Colorado* (<http://www.evanscolorado.gov>)

City of Evans Celebrates Economic Development Week



The City of Evans celebrates Economic Development Week from May 8-14. Economic Development Week was created by The International Economic Development Council in commemoration of its 90-year anniversary as the largest professional membership organization for economic developers.

Economic developers are charged with generating economic growth, creating better jobs for residents and facilitating an improved quality of life. The industry remains as complex, challenging and rewarding as ever.

The economic development efforts provided by economic developers are being showcased this week nationally. Members of Congress are also highlighting the work of our nation's economic developers through special resolutions that are appearing in the Congressional Record.

Barry Matherly, the Chair of the International Economic Development Council and the President of the Greater Richmond Partnership said, "We are so pleased that the City of Evans is helping to celebrate the profession and the professionals that work hard to create opportunity for all citizens and their communities."

The City of Evans and the State of Colorado have also recognized the week of May 2 – 6 as Small Business Week to recognize their contribution to our state and our city's prosperity and for reflecting the true entrepreneurial spirit of Colorado.

Mayor John Morris said, "Economic development in the City of Evans would not be possible without our partners including the Small Business Development Center, Upstate Colorado, our local business owners and our Chambers of Commerce. We want to thank them for everything they continue to do in support of economic development."

The City of Evans has several programs within the Economic Development Department including the Farmer's Market, the Shop in Evans program, business incentives, the Spotlight Awards Dinner, and outreach programs and support for business owners. Please contact Sheryl Trent strent@evanscolorado.gov for more information.

PEDCO CELEBRATES INTERNATIONAL ECONOMIC DEVELOPMENT WEEK



**PEDCO CELEBRATES INTERNATIONAL ECONOMIC DEVELOPMENT WEEK
([HTTP://WWW.PEDCO.ORG/NEWS/PEDCO-CELEBRATES-
INTERNATIONAL-ECONOMIC-DEVELOPMENT-WEEK/](http://www.pedco.org/news/pedco-celebrates-international-economic-development-week/))**

Pueblo Economic Development Corporation Recognizes Importance of Economic Development during National Celebration Week

PUEBLO – Next week, Pueblo Economic Development Corporation (PEDCO), along with the Colorado Economic Development Council of Colorado (EDCC) and the State of Colorado will celebrate Economic Development Week, with seven days of national recognition of economic developers who generate growth, create better jobs for residents and facilitate an improved quality of life.

Economic Development Week is an event created by the International Economic Development Council (IEDC) in 2016 to celebrate achievements within the economic development profession. The IEDC council is the largest professional membership organization for economic development.

All week, PEDCO will be highlighting Economic Development Week on our website and social media. Be sure to check out our daily posts on Facebook and Twitter to see how we are commemorating Economic Development Week and celebrating the great work economic developers do in Colorado.

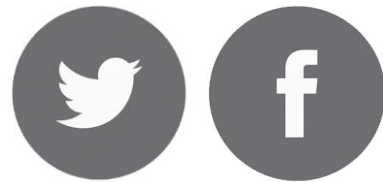
PEDCO Chairman of the Board, Brian Moore, spoke to the work of PEDCO and Economic Development Week, saying, “Good economic development is the lifeblood of any community. The very definition of a primary job means that we’re injecting revenue from outside the community that funds our schools, transportation, and other community priorities. These are the jobs that PEDCO focuses on help build a better Pueblo for our children and grandchildren. This is just one reason I’m excited to be affiliated with PEDCO.”

“Pueblo’s dedication to economic development, combined with our incredible workforce brought us out of the tough times we faced in the early 80s,” added Jeff Shaw, President, and CEO of PEDCO. “Through a dedicated effort in economic development, with a great community economic development team, Pueblo will become the community we vision and want for our children.”

Follow the Economic Development Week Conversation at [#econdevweek](#) or [#edw2017](#). Visit www.choosecolorado.com (<http://www.choosecolorado.com>) for updates about economic development activities at the state.

Leave comment

Social Media



Denver South EDP Campaign

Denver South @DenverSouth · May 8

We're celebrating National Economic Development Week! Follow along to learn more about our efforts in #DenverSouth. #EconDevWeek #EDW2017



IEDC



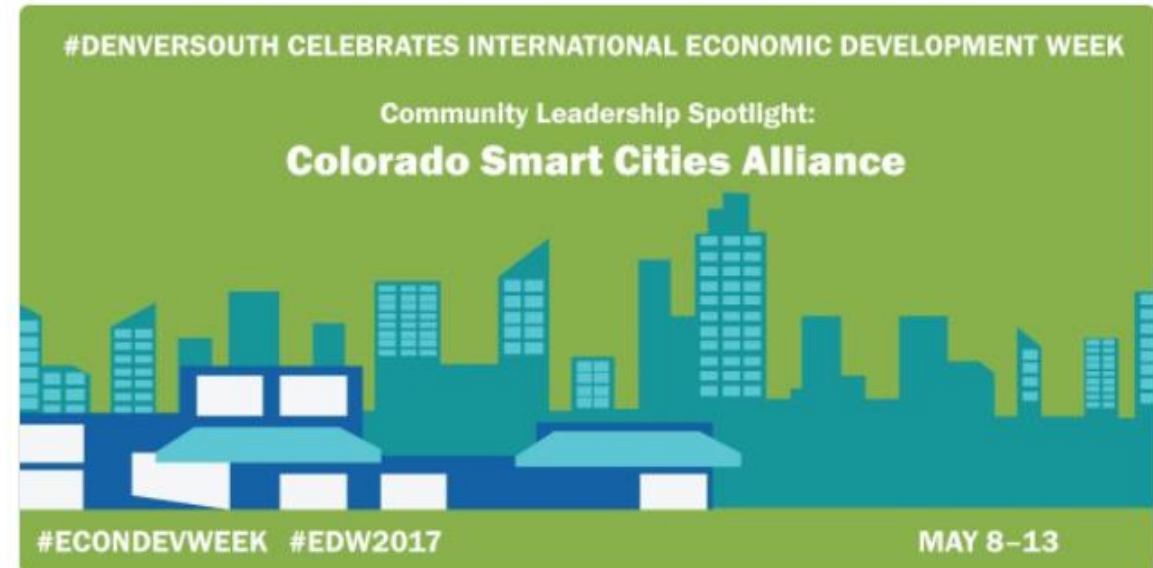
Denver South @DenverSouth · May 8

Today's #EconDevWeek theme is public-private partnerships. #DenverSouth @lyft & @CentennialGov tackling transit bit.ly/2pokLpQ



Denver South @DenverSouth · May 9

This #EconDevWeek we are proud of the Colorado Smart Cities Alliance's community leadership & collaboration. More: bit.ly/2qnecl



You, IEDC and Colorado Eco Devo



Denver South @DenverSouth · May 10

#DenverSouth's industry diversity = 🌟 Healthcare, aviation, bioscience & more
bit.ly/2qUgZJu #EconDevWeek @ColoradoEcoDevo @EDCofCO



Denver South Retweeted



Colorado Eco Devo @ColoradoEcoDevo · May 10

CO is fortunate to have many econ dev'rs who generate growth, create jobs, & improve quality of life. #EconDevWeek



Colorado Celebrates Economic Development Week | Colorado Office ...

Colorado is excited to participate in the second annual National Economic Development Week, May 8 – 13, 2017. We are partnering with the Eco...

choosecolorado.com



Denver South @DenverSouth · May 11

Thanks, @ColoradoEcoDevo! We've had so much fun celebrating #EconDevWeek and seeing the amazing work happening across Colorado!

Metro Denver EDC Campaign

Press Release:

News & Deals

The region's economic development initiatives are winning several high-profile company relocations and expansions.

33
companies

6,000
new jobs

\$748M
capital investment



Major Company Relocations & Expansions





Social Media:

**Metro Denver EDC** @MetroDenverEDC · May 8

In Metro #Denver, we celebrate reg'l cooperation too! More about the groups in our 9-county region! bit.ly/2pnuqgu #econdevweek

 4  5 



Metro Denver EDC @MetroDenverEDC · May 9

Take a look at our [#EconDev](#) "News & Deals" - company relos & expansions in Metro [#Denver](#) bit.ly/1wUPWsl [#EconDevWeek](#)



4 10



Metro Denver EDC @MetroDenverEDC · May 11

[#EconDevWeek](#) is almost over; it's been awesome to celebrate the profession & positive impacts in our communities bit.ly/2pofx2k



Grand Valley Economic Development Partners Campaign





Grand Junction
Area Chamber
of Commerce

@grandjunctionchamber

Home

About

Photos

Likes

Videos

Events

Reviews

Posts

Videos

Public/Private Partnership - ED Week 2017



See All



and Junction
Area Chamber
of Commerce

andjunctionchamber

me

out

otos

es

leos

ents

views

sts

reate a Page

Like

Comment



Grand Junction Area Chamber of Commerce

May 15 at 6:32am · 🌐

A key component to successful economic development is the relationship between public and private entities.

****LEARN MORE**** about Grand Junction's newest partnership in the first of our week-long series "Economic Development - Conversations with our Community"

Thank you Grand Junction Economic Partnership, Bonsai Design, Inc., and the City of Grand Jct for helping us tell this story!

#econdewweek #edw2017 Colorado Office of Economic Development and International Trade #westslopebestslope





We were thrilled to receive the Silver Award for 2017 Economic Development Week!

We are looking forward to our collaboration in 2018 which will build off of our efforts from last year.

This marketing campaign is gaining momentum and we encourage all Economic Development organizations to think BIG and get as many elected officials, businesses, trade associations, and media involved.
The sky is the limit!



@ColoradoEcoDevo

@EDCofCO

#EconDevWeek



COLORADO
Office of Economic Development
& International Trade

