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City of St. Charles, MO

# ECONOMIC DEVELOPMENT WEEK: STRATEGIES & AWARD WINNING TIPS



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

# City of St. Charles

- St. Louis Metro Suburb – 70,00 Population
  - 3<sup>rd</sup> Largest in St. Louis Metro
  - 9<sup>th</sup> Largest in Missouri
- Home to Lewis & Clark Expedition
- Start of U.S. Interstate System
- Historic Main Street
- Diverse Employment Base
- Incubation
- Retail



# How Did We Celebrate ?

- Allies Promoting the Event
- Businesses Supported Us
- Celebration by EDC of St. Charles County
- City & State Proclamations





# Focused on Partnerships

- ◉ ECONOMIC DEVELOPMENT IS A “TEAM” GAME
- ◉ We Were Recognized Because We Recognized Others
- ◉ IEDC Article in Our Electronic Newsletter
- ◉ City Departments & Allies



## Featured Article - IEDC Celebrates its 90th Anniversary and the Year of the Economic Developer

Jeffrey Finkle, President and CEO, International Economic Development Council (IEDC)

This is an exciting year for the [International Economic Development Council](#), known as IEDC. Not only are we celebrating the [90th Anniversary of IEDC](#), but we have also declared this the Year of the Economic Developer.

For those of you who may not be familiar with our organization, IEDC was formed through the merger of the American Economic Development Council (AEDC) and the Council for Urban Economic Development (CUED) in 2001. The AEDC was originally founded 90 years ago, and CUED was established 49 years ago. Through the merger, IEDC became the world's largest membership organization serving the economic development profession, and today boasts over 4,700 members. From public to private, rural to urban, and local to international, our [members](#) represent the entire range of economic development experience, and our programs and services are designed to specifically help practitioners build strong and sustainable communities.



Ostensibly, the field of economic development has become more complex over the past 90 years. Today, practitioners need to be ever more nimble, applying cutting-edge techniques to make their communities more resilient in this volatile economic development landscape. Through [professional development and training](#), [networking](#), and [advisory services](#), as well as [newsletters](#) and [publications](#), we provide the tools for economic developers to fine tune strategies and enhance their capacity for innovation.

By declaring 2016 as the Year of the Economic Developer, we hope to raise awareness of the important contributions that practitioners make in our communities. Through the newly developed [52 Weeks in Economic Development series](#), we are paying homage to various practitioners throughout the year. And while we already acknowledge the best in economic development annually at the IEDC [Annual Conference](#) with IEDC's [Excellence in Economic Development Awards](#) program, we have additionally created [Economic Development Week](#) as an event to celebrate the achievements of economic developers everywhere. The event will occur for the first time May 8-14 and will spotlight the significance and value of economic development. We encourage you to promote economic development in your area, and some guidelines on how to celebrate the week in your home town are described [here](#).

Moreover, you can quickly and effectively connect and celebrate with other practitioners throughout Economic Development Week by sharing information about your events with photos and videos on [Twitter](#), making sure to use the hashtag [#YearofEconDev](#). You can also share your messages on [Facebook](#), and [LinkedIn](#).

# Building on the Award

- ◉ Promoted through City Media Channels
- ◉ Social Media
- ◉ Recognized at City Council Meetings
- ◉ Promoted Winning the Award



# End Game – Branding & Celebration

- Accredited Economic Development Organization (AEDO) - 2014 & 2017
- IEDC Pioneer Award for Economic Development Week
- Celebrate the Award
- Recognize the Industry
- Who Else is Going to Do This?



# Thank You

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