



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

The International Economic Development Council's  
**Accredited Economic Development  
Organization (AEDO) Program**

**Recognizing Professional Excellence in  
Economic Development Organizations**

INTERNATIONAL ECONOMIC  
DEVELOPMENT COUNCIL



**Accredited Economic Development Organization**



# AEDO Program Goals & Benefits

- Recognize excellent EDOs
- Heighten the EDO's visibility in its community
- Provide EDOs with independent feedback on their operations
- Acknowledge the organizational leader's vital contribution to the economic development process



# What Critical Issues Does the AEDO Program Examine?

- **Does the organization:**
  - Have professional leadership and staffing adequate to its mission?
  - Retain the necessary budget and resources?
  - Possess the support of the community or region with active commitment and participation?
  - Maintain and follow a strategic plan while allocating resources based on the mission and identified opportunities?



# What EDOs Earn Accreditation?

- Public-private economic development partnerships
- Utility EDOs
- State and local economic development departments and corporations
- Private, nonprofit business associations
- International EDOs
- SBA Lenders





# Benefits of Accreditation:

## Internal Value

Heightened  
recognition as  
a leading EDO



Enhanced  
authority on  
economic  
development  
issues



Increased  
private-  
sector  
investment



Celebrated in  
the  
community



# Benefits of Accreditation:

## External Value

Differentiates  
you from  
competitors



Demonstrates  
your  
mechanisms  
and resources



Provides  
prospects with  
confidence that  
you have  
capable  
leadership and  
active  
community  
support



# How AEDOs Rate the Program

- **Most Important Benefits:**
  - Recognition of Accomplishments
  - Recommendations and evaluation from report
- **Very Important Benefits:**
  - Peer mentoring provided during site visit
  - Added credibility to funding and support efforts
  - Marketing opportunities
  - Compiling materials for the application
  - Increased exposure through IEDC





# The Accreditation Process

## Phase 1: Documentation Review

**Not “pass or fail,” but a process...**

- Applicants submit documents demonstrating the organization's development, structure, and activity
- Mission & Goals Statement
- Strategic Plan
- Marketing Plan & Materials
- Annual Budget
- Review of Successful Development Projects





# Documentation Review

1. Mission & goals statement
2. Articles of incorporation & bylaws
3. Last audited financial statement
4. Last annual report
5. Minutes of last four board meetings
6. Description of officers' roles & responsibilities
7. Org. chart & employee job descriptions
8. Marketing plan
9. Strategic plan



# Documentation Review (con't.)

- 10. Copies of all current marketing materials
- 11. Annual budget
- 12. IRS letter of exemption (if applicable)
- 13. Most recent IRS Form 990 (if applicable)
- 14. Staff policy & procedures manual
- 15. Commitment of support to CEO
- 16. Review of successful development projects
- 17. Organizational newsletters
- 18. Press releases
- 19. Resumes for executive staff



# The Accreditation Process

## Phase 2: Site-Team Visit

- An AEDO Review Team will assess the organization in action
  - Community tour
  - Corporate visits
  - Meetings with community leaders
  - Staff interviews



# Reaccreditation

- Accreditation expires every three years
- First reaccreditation—documentation review only if no change in leadership, mission, budget or structure
- Second reaccreditation—documentation review and site visit.



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# Accreditation Notification & Awards

- Custom-designed AEDO Award Plaque
- Official IEDC Press Release
- Announcements in IEDC Publications
  - *ED Now*
  - *ED Journal*
  - *IEDC News*
  - IEDC website
- AEDO Logos
- Site Visit Report with Recommendations





# How Much Does It Cost?

- Application Fee: \$275
  - \$300 for State-level Organizations
- Sliding Scale: Accreditation Fee Based on Organizational Budget (\$1,200 to \$10,900)\*
- Reimbursement for the 2-3 Person Review Team's Transportation (Coach Airfare), Meals, and Accommodations

\*Member discounts are offered

# AEDO Members



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GREATER HOUSTON  
**PARTNERSHIP**

*Making Houston Greater.*



[www.gconedc.org](http://www.gconedc.org)



Palm Beach County's  
Economic Development Resource

# AEDO Members



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**GreaterHalifax**  
— PARTNERSHIP —

**LED** LOUISIANA  
ECONOMIC  
DEVELOPMENT



Hamilton



*H*  
HADCO

**A** INVESTATLANTA  
Atlanta's Development Authority

**JEDCO**  
Jefferson Economic Development Corporation

**ORLANDO**

ECONOMIC  
DEVELOPMENT  
COMMISSION



**TEXAS Hutto**  
ECONOMIC DEVELOPMENT CORPORATION



Laredo  
Development  
Foundation



LEHIGH VALLEY  
economic development



**CLINTON REGIONAL**  
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Muncie-Delaware County, Indiana  
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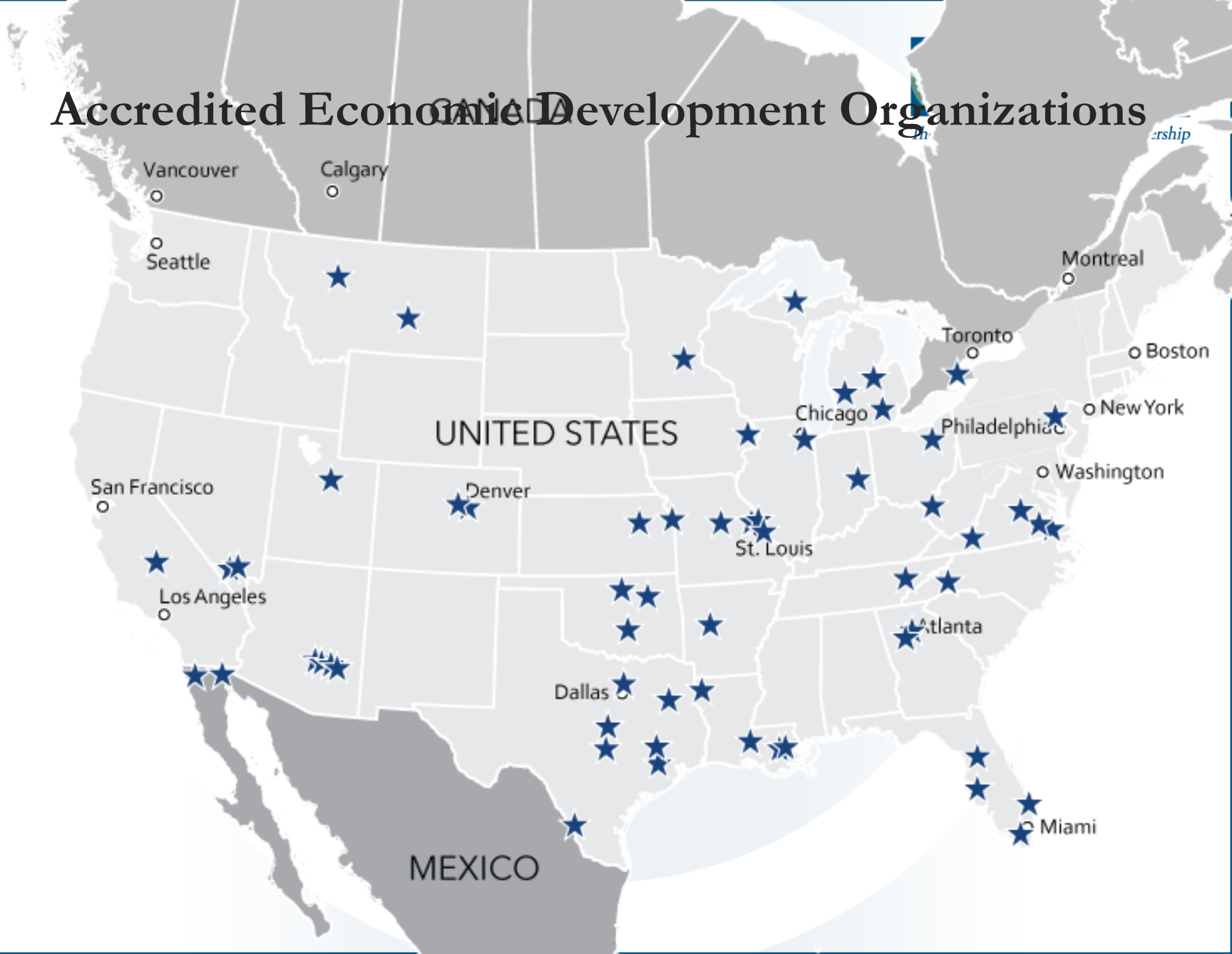
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Will your logo be  
here next?

# Accredited Economic Development Organizations





# The Experienced Panel



**Brett Doney, CEcD, FM**  
President & CEO  
Great Falls  
Development  
Authority  
Great Falls, Montana



**Gary Hines**  
Senior Vice President  
Business Development  
Board of Palm Beach  
County  
West Palm Beach,  
Florida



**Scott Martinez, CEcD**  
President  
North Louisiana  
Economic  
Partnership  
Shreveport, LA



**David Myers, MA, CEcD**  
Executive  
Director  
Ponca City  
Development  
Authority  
Ponca City, OK



# **WHY DID YOUR ORGANIZATION DECIDE TO PURSUE THE AEDO ACCREDITATION?**



# HOW DID YOU PERSUADE YOUR BOARD OF DIRECTORS AND/OR LOCAL STAKEHOLDERS TO INVEST IN ACCREDITATION?



# HOW DID YOU BEGIN GETTING THE APPLICATION MATERIALS TOGETHER?



# **CAN YOU DESCRIBE THE SITE VISIT AND YOUR INTERACTION WITH THE AEDO SITE VISIT TEAM?**





# **WERE THE AEDO REVIEW TEAM'S INSIGHTS AND RECOMMENDATIONS HELPFUL?**



# WHAT DO YOU SEE AS THE PRIMARY BENEFITS OF ACCREDITATION?



# HOW DID YOU CAPITALIZE ON ACCREDITATION TO HELP FURTHER PROMOTE YOUR ORGANIZATION?



# WHAT IS THE MOST IMPORTANT ADVICE YOU WOULD GIVE AN ORGANIZATION CONSIDERING ACCREDITATION?



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For more information, download the  
“**Guide to Becoming an AEDO**”  
[www.iedonline.org/AEDO](http://www.iedonline.org/AEDO)

**or contact:**

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