



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

**AEDO**

**Accredited Economic Development Organization**



# AEDOs in their Own Words

**Why did you decide to pursue the  
AEDO accreditation?**



# AEDOs in their Own Words

“We’re always looking for ways to improve. We wanted to know what we’re doing right and what we could improve upon. It was a little scary to jump into that, but it’s a healthy process to do that kind of evaluation and find out what you need to do to grow. I came from an AEDO in Tulsa, so I had already been through the process and definitely wanted to test ourselves when I took the job here. Once you’ve been in an AEDO organization, you know it really is the gold standard.”

--Matt Pivarnik, GO Topeka



# AEDOs in their Own Words

“From an internal perspective, it engaged the entire department to act as a team and helped break down silos. We’re hopeful the process helped create a more efficient and effective organization, and the rigorous audit process has also made us a more confident organization...

It’s especially important for our international audience...When you speak to an international audience in particular, all the accreditation and credentials you can demonstrate become even more amplified in importance. The AEDO credential inspires confidence in the data, and confidence in our organization’s integrity.”

--Don Pierson, CEcD, Louisiana Economic Development



# AEDOs in their Own Words

“No matter the type of organization you work for, there is always a burden to prove that the initiatives you are spending your money and investment dollars on have purpose and are showing results. The AEDO accreditation helps reinforce our organization, and helps tell those investors and stakeholders that we are on the right path.”

--Peter Tokar III, City of Alpharetta Office of Economic Development



# AEDOs in their Own Words

“In the process of creating our strategic plan, we not only outlined a mission statement defining economic development for our community but also developed a vision statement for our department to achieve by 2019...There was no better way to become a best-of-class organization and be recognized for a high level of professionalism than by pursuing AEDO accreditation.”

--Danielle Casey, City of Scottsdale, Arizona Office of Economic Development



# 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
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
    - \* Site visits are conducted by members of the AEDO committee, CEcDs, and/or EDO CEOs
- Reaccreditation every three years





# 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



# Congratulations to **Newly Accredited Members!**

Since last year's Conference, the AEDO committee voted to **accredit six organizations including:**

- Sumter County Economic Development (Wildwood, Florida)
- Las Vegas Global Economic Alliance (Las Vegas, Nevada)
- GO Topeka (Topeka, Kansas)
- The Right Place (Grand Rapids, Michigan)
- Louisiana Economic Development (Baton Rouge, Louisiana)
- Town of Queen Creek Department of Economic Development (Queen Creek, Arizona)



# Congratulations to Reaccredited Members!

Over the past year, the AEDO committee voted to **reaccredit** ten organizations:

- Saint Charles County Economic Development Council (Saint Charles, Missouri)
- Roanoke County Department of Economic Development (Roanoke, Virginia)
- Temple Economic Development Corporation (Temple, Texas)
- Colorado Lending Source (Denver, Colorado)
- Tulsa Regional Chamber (Tulsa, Oklahoma)
- Lake Superior Community Partnership (Marquette, Michigan)
- Tyler Economic Development Council (Tyler, Texas)
- Saginaw Future, Inc. (Saginaw, Michigan)
- Tijuana Economic Development Corporation (Tijuana, Baja California, Mexico)



**Congratulations to  
Newly Accredited & Reaccredited  
Members!**

**60 Total AEDOs**

**2 Canadian AEDOs**

**2 Mexican AEDOs**

**2 Utility AEDO**

**4 Accreditations Pending**

# AEDO Members



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



Palm Beach County's  
Economic Development Resource

# AEDO Members



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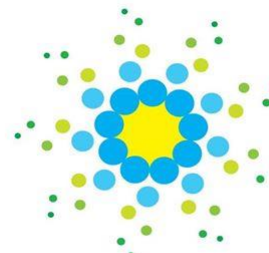
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PARTNERSHIP



GREATER HOUSTON  
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Making Houston Greater.



TAMPA HILLSBOROUGH  
ECONOMIC DEVELOPMENT CORPORATION



**Hamilton**



*H*  
**HADCO**

**INVESTATLANTA**  
Atlanta's Development Authority

**JEDCO**  
Jefferson Economic Development Corporation

TEXAS  
**Hutto**  
ECONOMIC DEVELOPMENT CORPORATION



Laredo  
Development  
Foundation



**LEHIGH VALLEY**  
economic development

**CLINTON REGIONAL**  
DEVELOPMENT CORPORATION  
BUILDING A BETTER TOMORROW



Blount  
Partnership



Muncie-Delaware County, Indiana  
Economic Development Alliance



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Regional Economic Development Inc.



ROANOKE  
COUNTY  
ECONOMIC  
DEVELOPMENT



Economic  
Development Center  
of St. Charles County



Tijuana  
ECONOMIC DEVELOPMENT CORPORATION



SEQUOIA VALLEY  
CALIFORNIA  
*As big as it gets.*



VIRGINIA BEACH  
ECONOMIC DEVELOPMENT



TULSA REGIONAL CHAMBER



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**GreaterHalifax**  
PARTNERSHIP

**LED** LOUISIANA  
ECONOMIC  
DEVELOPMENT



Hamilton



*H*  
HADCO

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Laredo  
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**ORLANDO**  
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COMMISSION



**LEHIGH VALLEY**  
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**TULSA REGIONAL CHAMBER**

# AEDO Members



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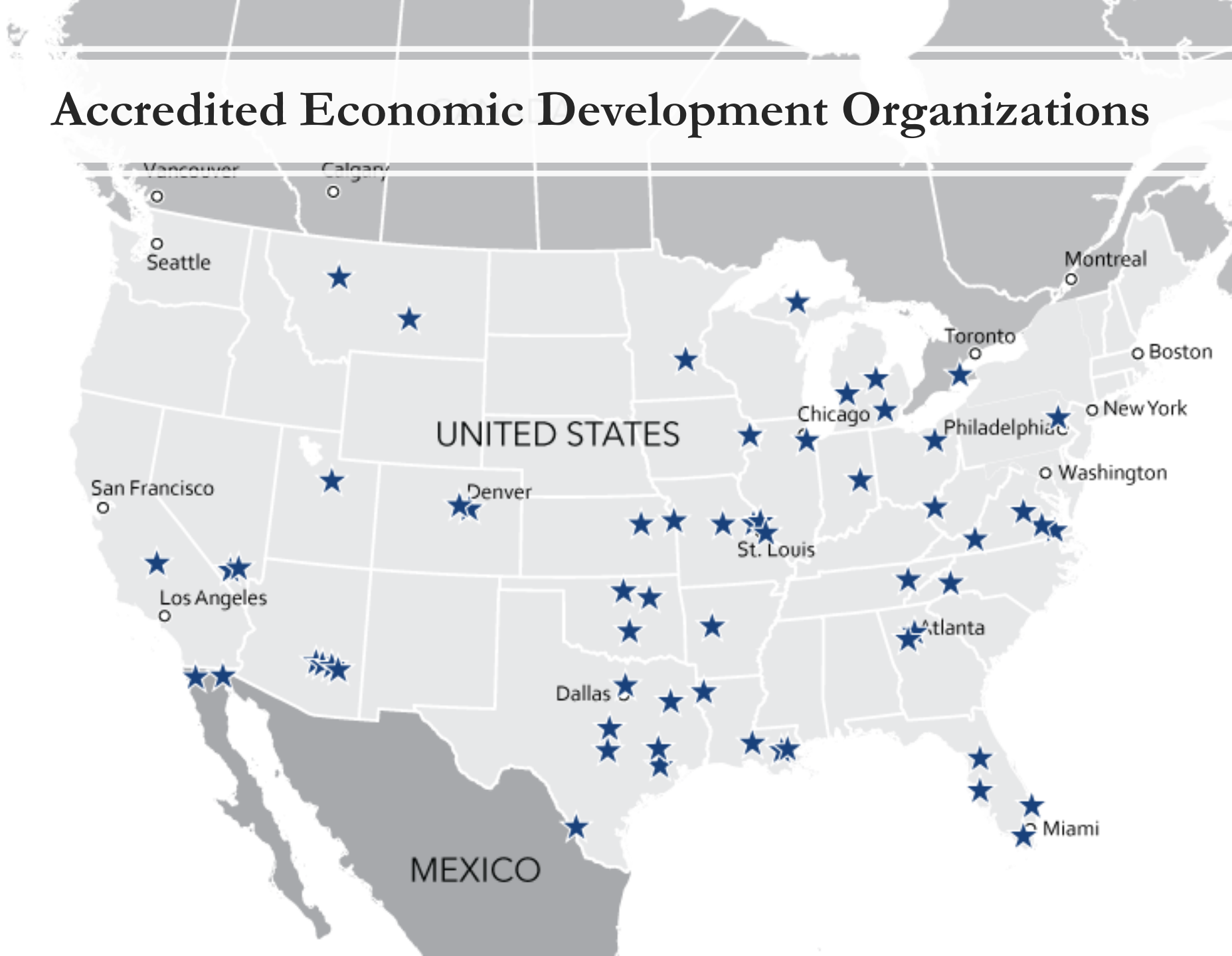
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Will your logo be here next?



# Accredited Economic Development Organizations







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

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