

AEDO Best Practices: Leveraging Partnerships

2017 IEDC ANNUAL CONFERENCE

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Today's Presentation

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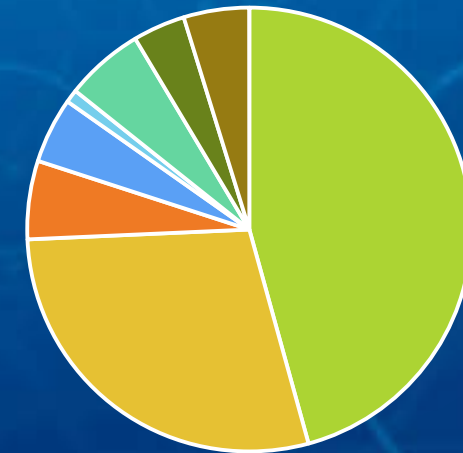
- ▶ Economic development organizations and demographics
- ▶ Partnership pros, cons and goal
- ▶ Program examples

How many of you.....

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1. Represent a government organization, with sponsorships restrictions?
2. Represent a local Chamber of Commerce or other local nonprofit organization?
3. Wish you had a better budget?
4. Have a good relationship with your 'sister' Chamber/City/EDO?
5. Have zero interest in even the appearance of getting along with community business organizations? (ok, that's rhetorical, I hope...)

EDO Types



- Public Agencies
- Non-Profit
- Private
- Consulting Firm
- Utility
- P3
- Educational Institution
- Other

Source: 2017 IEDC Salary Survey

Why do we need each other?

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Public Sector Entities

- ↑ Have the 'credibility' of the public sector
- ↑ Often direct access to elected leaders
- ↓ Procurement restrictions
- ↓ Cumbersome sponsorship regulations
- ↓ Cannot fund certain things like: alcohol, client travel, gifts

Private Sector Entities

- ↑ Flexibility in raising and receiving funds
- ↑ Can utilize foundations and take policy positions
- ↓ Do not have as direct access to leadership
- ↓ May not have the budget or the interest in traditional economic development

Annual Broker Event

- Sponsorships of up to \$5k
- Events held at fun, harder to get into venues
- All local CRE brokers and developers invited for an evening fun
- City is able to deliver value proposition message to a large audience
- CHAMBER: exposure to new mix of individuals
- CITY: Able to host an event these folks will *actually* come to



Small Business Training

- Professional program facilitator hired by City
- Funding for program from utility sponsors
- Instructors sourced by the Chamber
- Co-promotion of program by City and Chamber
- CHAMBER: Gets recognition for offering tools to small business, speaks at one of the classes
- CITY: Access to volunteer instructors without having to 'police' them



Video Programming

- Video promotion 'Downtown Spotlight' series
- Businesses must apply to be featured and commit to sharing information at a later time for BRE purposes
- Chamber funding production of first 5 videos
- CHAMBER: Creates exposure for video company member and to City's social media audience
- CITY: Controls video content, brand, and featured companies selected; avoids public procurement and having to fund the pilot program



Signature Events

- Large, signature events of 350 + attendees
- Chamber accepts sponsor funds and ticket revenue, executes and pays contract for venue
- City does nearly all event production and speaker selection
- CHAMBER: Retains the minimal revenue for Foundation; access to guest lists
- CITY: Additional sponsor dollars can be received; support on promotion and event registration



Advocacy Groups and Committees

- New vision for what was previously a Chamber Downtown Committee meeting
- Event held in a public facility at no cost
- Program is designed to deliver critical information to businesses
- Goal is to bring together a very splintered Downtown contingency
- CHAMBER: Gets access to businesses that are not current members
- CITY: Avoids front seat on controversial topics



Downtown Small Business Gathering

CHOOSE Scottsdale
CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

SCOTTSDALE
area chamber of commerce

October 18, 2017

7 - 9 a.m.
Program begins at 7:30 a.m.

Featured Panelists

Adam L. Eggebrech - Co-Founder, Regroup Coffee + Bicycles

Jose F. Ramirez - Owner & Designated Broker, OX Urban Properties

Stephanie Inzalaco - Owner, Stephanie's Concept Store

Western Spirit: Scottsdale's Museum of the West
3830 N. Marshall Way
Scottsdale, AZ 85251

Event is free and you do not need to be a Scottsdale Area Chamber of Commerce member to attend.

Q&A? Thank You.

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City of Scottsdale

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