



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**  
DEVELOPMENT CORPORATION  
BUILDING A BETTER TOMORROW



INDUSTRIAL DEVELOPMENT  
COMMISSION OF MEXICO CITY  
1.800.952.8481



Blount  
Partnership



Muncie-Delaware County, Indiana  
Economic Development Alliance

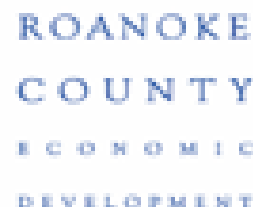


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**TULSA REGIONAL CHAMBER**



TOWN OF  
**QUEEN CREEK**  
ARIZONA



# AEDO Members



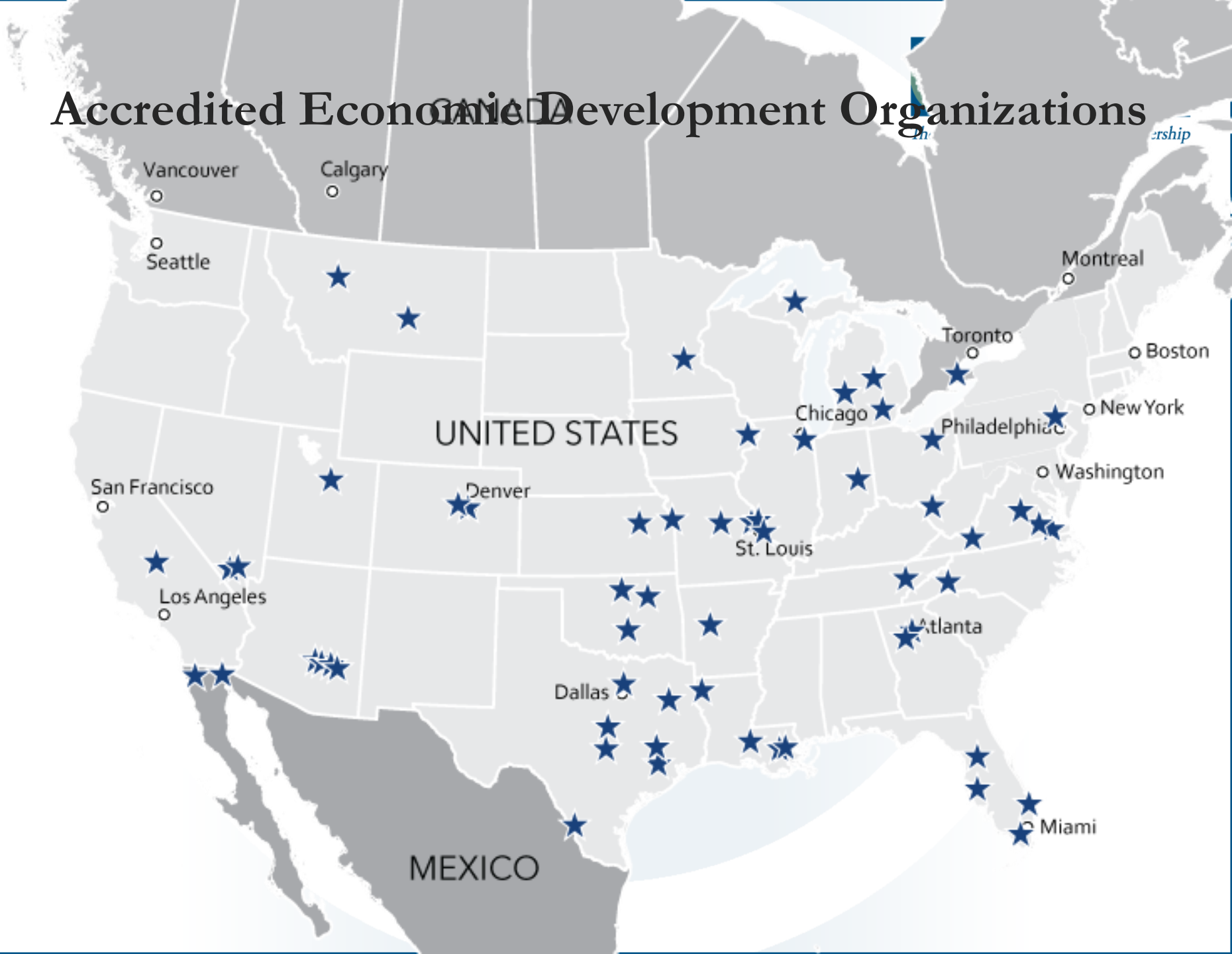
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Will your logo be  
here next?

# 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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