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

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AEDO

Accredited Economic Development Organization

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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

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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?

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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

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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

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Differentiates you from competitors

+

Demonstrates your mechanisms and resources

→

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

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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

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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

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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

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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

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

Accreditation Notification & Awards

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- 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

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How Much Does It Cost?

- Application Fee: $275
  - o $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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ANN ARBOR SPARK
IGNITING INNOVATION

ARVADA
ECONOMIC DEVELOPMENT ASSOCIATION

THE CITY OF ALPHARETTA
GEORGIA

mesa·az
ECONOMIC DEVELOPMENT

CenterPoint Energy

CHOOSE Scottsdale
CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

GREATER HOUSTON PARTNERSHIP
Making Houston Greater.

COLORADO LENDING SOURCE

TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

GREATER RICHMOND PARTNERSHIP
Prosper here.

GREAT FALLS MONTANA
DEVELOPMENT AUTHORITY

Greater Akron Chamber

Greater Conroe Economic Development Council
www.gcedc.org

Business Development Board
BDB
Palm Beach County's Economic Development Resource

AEDO Members

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Greater Halifax Partnership

Greater Reading Economic Partnership
Be Something Greater.

Ada Oklahoma

Hamilton

Virginia's Hampton Roads Economic Development Alliance

HADCO

INVESTATLANTA
Atlanta's Development Authority

JEDCO

ORLANDO ECONOMIC DEVELOPMENT COMMISSION

Texas Hutto Economic Development Corporation

Laredo Development Foundation

Lake Superior Community Partnership

Lehigh Valley economic development

Clinton Regional Development Corporation
Building a Better Tomorrow

Industrial Development Commission of Mexicali
1.800.952.8481

Blount Partnership

Muncie-Delaware County, Indiana Economic Development Alliance

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north louisiana economic partnership

saginaw FUTURE

ST. LOUIS ECONOMIC DEVELOPMENT PARTNERSHIP
serving st. louis city and county

PONCA City OKLAHOMA

CITY OF Las Vegas

ROANOKE COUNTY ECONOMIC DEVELOPMENT

GREATER MSP
Minneapolis Saint Paul Regional Economic Development Partnership

Richardson, Texas
ECONOMIC DEVELOPMENT PARTNERSHIP
Home of the Telecom Corridor® area.

CITY OF SAINT CHARLES EST 1809 MISSOURI

edc BUSINESS & COMMUNITY PARTNERS

Tinley Park

ChooseTemple! www.choosetemple.com Texas

SEQUOIA VALLEY CALIFORNIA
As big as it gets.

Tyler TEXAS

TULSA REGIONAL CHAMBER

VIRGINIA BEACH ECONOMIC DEVELOPMENT

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SUMTER COUNTY ECONOMIC DEVELOPMENT

GILBERT ARIZONA

THE RIGHT PLACE
Advancing the West Michigan Economy

The Beacon Council
Miami-Dade County's Official Economic Development Partnership

BIG SKY ECONOMIC DEVELOPMENT

Tijuana Economic Development Corporation

redi
Regional Economic Development Inc.

ECONOMIC DEVELOPMENT COALITION
Asheville-Buncombe County

provo
WELCOME HOME

HOT SPRINGS PARTNERSHIP
Hot Springs Metro Partnership
Growing Hot Springs
ARKANSAS

BIG SKY ECONOMIC DEVELOPMENT

GO Topeka

NEW ORLEANS BUSINESS ALLIANCE

KCP&L
energizing life

LAS VEGAS GLOBAL ECONOMIC ALLIANCE

Will your logo be here next?

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The Experienced Panel

Bradley Arnold
County Administrator
Sumter County, Florida
Wildwood, FL

JoAnn Crary, CEcD, FM, HLM
President
Saginaw Future, Inc.
Saginaw, MI

Jim Fram, CEcD, CCE, FM
Founder and Principal
Community Growth Strategies, LLC
Osage Beach, MO

Paul Saldana, CEcD
President & CEO
Tulare County Economic Development Corporation
Exeter, CA

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WHY DID YOU DECIDE TO PURSUE THE AEDO ACCREDITATION?

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

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HOW DID YOU BEGIN GETTING THE APPLICATION MATERIALS TOGETHER?

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

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

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WHAT DO YOU SEE AS THE PRIMARY BENEFITS OF ACCREDITATION?

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

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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.iedconline.org/AEDO

or contact:

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