



ECONOMIC DEVELOPMENT FOR ELECTED OFFICIALS

OTHER COURSES OFFERED:

Establishing a Foundation
in Economic Development

Business Retention & Expansion

Business & Investment Attraction

Opportunity Identification

Project Management in Economic
Development

The Site Selection Process

Supporting Agriculture through
Community Economic Development

*For more information or to book
your course now, contact:*

Economic Developers Alberta
Phone: 1-866-671-8182
www.edaalberta.ca



**When it comes to economic development
– are you really in the loop?**

**Economic development is an essential,
complex, competitive field.**

**It encompasses processes, policies
and projects that community leaders
need to know about to improve the
economic, political and social
well-being of their residents.**

**It also requires strong leadership and
community engagement.**

**Elected officials have an
important role to play.**

EDA's **Economic Development for Elected Official's** course provides you with strategies, tools, resources and experiences to help your community survive, thrive and grow. You will learn about:

1. The Role and Function of Community Economic Development (CED):

- What is CED? How does it work?
- Who practices CED and how does it affect elected officials?
- How should you budget and monitor the economic development function?
- What is the relationship between municipal planning and economic development?

2. Issues and best practice examples in:

- Business investment, retention, expansion and attraction
- Tourism development and planning
- Industrial development and planning
- Understanding the role of public/private partnerships
- Opportunities for technology led development

3. How to manage the process:

- Working with your economic development staff
- Bringing the whole community to the table
- Developing and running effective community boards/committees
- Getting the right information at the right time, and getting a second opinion
- Obtaining funding for projects, plans and infrastructure
- Liability concerns and issues

4. How to create effective outcomes for your community:

- Ethical considerations in economic development decision-making. When economic interests compete with social good
- Measuring community value of the work done by your economic development staff

Elected Officials + Economic Development Training = Success