

ESSENTIALS OF ECONOMIC DEVELOPMENT

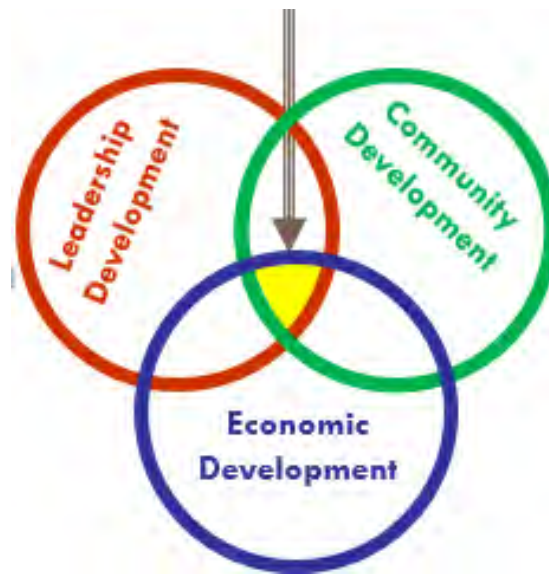
Jenny Robbins, Moderator
Manager, Community Development
Georgia Electric Membership Corporation



*Think of the last time you traveled
through an unknown community...*



Research indicates communities that equally invest in the three essential areas of Community Development, Economic Development, and Leadership Development experience more vibrant economies and manageable growth than communities that do not.



OBJECTIVES:

- *Identify and define the three essential areas of investment*
- *Learn best practices, innovative ideas, and key resources from professionals with expertise in each*
- *Learn best practices, innovative ideas, and key resources from each other*



ESSENTIALS OF ECONOMIC DEVELOPMENT

Community Development *is a locally-driven inclusive effort to assess issues, identify solutions, form a unified vision, and develop a plan for the future of the community.*

Economic Development *focuses on developing and marketing the community's people and product.*

Leadership Development *supports and enhances existing leaders to be collaborative and up-to-date on trends as well as growing the next generation of leaders.*





COMMUNITY DEVELOPMENT
David Leckey, Executive Director
Orton Family Foundation

Orton Family Foundation's key program is Community Heart & Soul[®] which brings people together to build stronger, healthier and more economically vibrant small communities based on what matters most to everyone. He launched rural programs for business development, job creation, and revitalization in his previous roles as a nonprofit and state government executive. Leckey resides in Burlington, Vermont.





ECONOMIC DEVELOPMENT
*Aaron Brossoit, Co-founder
Golden Shovel Agency*

Brossoit lives in Santa Cruz, California. He has worked with hundreds of communities across the country with their business attraction, retention, workforce, and marketing strategies. Brossoit was recently a board member for the Mid-America Economic Development Council and is a frequent presenter at state and regional economic development conferences.





ECONOMIC DEVELOPMENT

Garry Clark, Executive Director

Greater Fremont Development Council

Clark gained experience previously as the NIFA Opportunity Fund Manager out of the Omaha and Lincoln offices and served as Cuming County Economic Development Director in Northeast Nebraska. Clark has a BA in Sociology from Dana College, Blair, N.E. and a Master of Science in Urban Studies/Public Administration from the University of Nebraska at Omaha.





ECONOMIC DEVELOPMENT

Eric S. Phillips, *Economic Development Director*
Union County/Marysville, Ohio

Since 2001, Phillips has been responsible for business retention and expansion, marketing, workforce development, and building civic infrastructure in Union County and Marysville. He also serves on various regional boards including the Mid-Ohio Development Exchange, Columbus 2020, Mid-Ohio Regional Planning Commission, and the DriveOhio Alliance.





LEADERSHIP DEVELOPMENT
*Pat Merritt- Vice President,
Community & Economic Development
Georgia Electric Membership Corporation*

Merritt has worked with electric co-ops since 1986 and is responsible for the creation of the Georgia Academy for Economic Development, a statewide leadership course that has educated more than 7,000 local leaders on community and economic development best practices. Merritt and her husband Buz live in Tucker, Georgia.



COMMUNITY DEVELOPMENT-*David Leckey*

- *Resident Engagement-What We've Learned About What Matters Most*
 - *People don't live in an economy, they live in a community.*
 - *We can't involve everyone if we don't know who everyone is.*
 - *When In Doubt, Get Out of the Van.*
 - *People don't want to be represented, they want to be connected.*
 - *"Stories are data with soul."-Brene Brown*
 - *Everybody & everything we need is already where we live.*



ECONOMIC DEVELOPMENT-*Aaron Brossoit*

- *Websites as lead generators*
- *Advanced marketing*
- *New trends*
- *Virtual reality*



ECONOMIC DEVELOPMENT-*Garry Clark*

- *Promote yourself*
- *Growing pains*
- *Workforce, housing, and production*



ECONOMIC DEVELOPMENT-*Eric S. Phillips*

- *Fully comprehend and leverage your community's opportunities*
- *Understand and work to lessen your community's threats*
- *Collaboration and partnerships between the public and private sectors are key to success*
- *Be prepared for disruption*



LEADERSHIP DEVELOPMENT-*Pat Merritt*

- *Regional team building facilitation training for cooperative communicators/member relations representatives*
- *Cooperative reps serving on planning committees*
- *Connecting the dots*
- *Consistent, competitive, and diverse programs*
- *Graduates taking on the administration of the program*



PANEL Q & A



“None of us know as much as all of us.”

TABLE TALKS

- *The three table topics are Community Development, Economic Development, and Leadership Development.*
- *Each table has a facilitator who will capture the best practices, innovative ideas, and resources shared for that topic.*
- *At the sound of the chimes, randomly rotate to another topic.*
- *Repeat until you have visited all three tables.*
- *Notes captured will be made available on NREDA.org*
- *Questions?*



Evaluation & Adjourn

- Please complete the quick survey on the pre-conference session
- Leave completed surveys on the table by the **SURVEY** tent card

Thank you for participation!

