

# 2017 NATIONAL ECONOMIC DEVELOPMENT WEEK

## TOOLKIT — COLORADO —

#ECONDEVWEEK #EDW2017  
MAY 8-13, 2017



BROUGHT TO YOU BY THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL



**COLORADO**  
Office of Economic Development  
& International Trade

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## ABOUT NATIONAL ECONOMIC DEVELOPMENT WEEK

Created by the International Economic Development Council, the goal of Economic Development Week (EDW) is to increase awareness for local programs that create jobs, advance career development opportunities and increase the quality of life. The 2017 event dates are May 8-13. The following is a guide to help you plan and share information about events your community will host.

## RALLY FOR ECONOMIC DEVELOPMENT

Economic Development Week is an ideal time to bring supporters in your community together to learn about programs your EDO offers. It is also a great time to share successes your EDO has seen in the prior year.

- **Organize:** Invite local lawmakers, fellow economic developers and industry supporters, such as your partners and sponsors.
- **Show and Tell:** Heighten awareness and emphasize the importance and impacts of economic development in your community. Be creative. See some ideas your peers included in their activities.
- **Amplify:** Invite local press to attend your gatherings to help increase exposure through stories and interviews of your elected officials and your EDO's CEO.

### Here are resources that will help you create visibility for your campaign:

- **Sample Resolution:** A document which can be passed by cities, counties, states and the federal government to help recognize Economic Development Week. Sample resolutions are available [here](#).
- **Sample Press Release:** A document that each business, community, etc. can distribute to local and regional press outlets. You can find this document [here](#) [available February 3]. Here's an example of how the Alaska Department of Commerce Community and Economic Development shared their [Economic Development Week activities](#) with the press.
- **Sample Advertisements:** Official artwork for EDW, offered in several dimensions. Sample art is available [here](#).

Sample Advertisements (Download them here.)

**IEDC Presents:**

**NATIONAL  
ECONOMIC  
DEVELOPMENT  
WEEK**

**MAY 8-13  
2017**



Creating awareness for  
community programs  
that increase the  
quality of life.

**iedconline.org/edw**  
**#EconDevWeek**



International Economic Development Council Presents:

**NATIONAL ECONOMIC DEVELOPMENT WEEK**  
MAY 8-13  
2017

Creating awareness for community programs  
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iedconline.org/edw #EconDevWeek

**NATIONAL ECONOMIC DEVELOPMENT WEEK**  
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#EconDevWeek



## Keep Your EDW Campaign in the News

Inviting local media to your economic development week event is only the beginning. You can highlight the importance of economic development through a variety of media outlets.

**Write a guest column for your community's newspaper. Here's how:**

- **Who should write:** Elected and appointed officials or recognized local authorities. Examples of relevant titles include governor, mayor, business leader, executive economic developer, board chairperson or other civic leader. If you don't currently hold one of these titles, think of someone who does and encourage them to write it. You might even ghost write it for them to ensure the message is authentic to your EDOs brand.
- **What to write:** Messages should be current, easy to read and concise. They should also provide compelling arguments on the benefits and necessities of economic development and what it has done for your business, community or state. Include case studies and other real life examples to increase interest. IEDC's strategic priorities for 2017 focus on creating and strengthening regional economic development strategies and partnerships, and increasing economic opportunity for all.

**Want to do more? Here are other ideas to increase communication about your campaign:**

- **Blog post:** Ask to serve as a guest blogger during Economic Development Week and author a blog post. Topic examples include new project installations, awards and recognitions your EDO received, program updates and new features and upcoming events you'll offer after EDW, such as webinars and workshops. See blog examples from 2016. [Virginia Economic Developers Association](#), [Greater Portland](#), [International Trade Administration](#) and [Metro Denver Economic Development Corporation](#).
- **Blogger outreach:** Reach out to local bloggers in your community who cover economic development and alert them to Economic Development Week and activities you have planned. Bloggers may be considered press. Consider offering them complimentary access to an event in exchange for a followup story.
- **Newsletter:** Convey the importance of Economic Development Week and what it represents within your organization's regular communications or newsletter. Create an editorial calendar and include a series of articles to feature in your newsletter to build up anticipation.
- **Create a special video:** Go all out - Create a special video with your elected official and economic development team. See [this example](#) created by St. Charles, Missouri. The City of Arvada, Colorado created this special video showcasing their [Top 10 Economic Development Projects](#).

More than 75 communities participated in 2016 -  
Celebrate 2017 National Economic Development Week!

## COLORADO STRATEGY

*Colorado has the number one economy in the nation,  
let's show everyone why!*

Goal: Promote the positive impact of economic development across Colorado by partnering with local EDCs to show how our collective effort is making Colorado's economy strong.

### Campaign Elements Include:

- Governor Proclamation
- Letter from OEDIT Executive Director
- Example Blog Post
- Social Media Campaign

**During Economic Development Week** - Each day will have a “theme” based on the [resiliency study](#):

- Monday - Public / Private Partnerships
- Tuesday - Community Leadership
- Wednesday - Industry Diversity
- Thursday - Community Vision
- Friday - Access to Education / Healthcare & Transportation



## COLORADO

Office of Economic Development  
& International Trade

1625 Broadway, Suite 2700  
Denver, CO 80202 USA

April 7, 2017

Dear Esteemed Colleagues:

This year the Colorado Office of Economic Development and International Trade (OEDIT) is partnering with the Economic Development Council of Colorado (EDCC) to celebrate the work of local economic developers like you during National Economic Development Week, May 8-13.

National Economic Development Week was created by the International Economic Development Council with the goal of increasing awareness for local programs that create jobs, advance career development opportunities and improve quality of life.

Economic Development Week is an ideal time to bring supporters in your community together to learn about programs your EDO offers. It is also a great time to share successes your EDO has seen in the prior year. Here are a few reasons why you may want to create a special Economic Development Week campaign for your community:

- Recognition by your community of achievements with economic development
- Exposure of the economic development industry as a driving force behind local economies
- Highlight interaction between economic development organizations and community members

To assist with your planning, we have created an Economic Development Week Toolkit, which includes:

- Links to sample proclamations which can be passed by your local leadership to help recognize your work
- Links to sample press release which you may download, modify and distribute
- Sample blog you can customize and post on your website
- Sample social media posts and contest information

There are additional resources available on the International Economic Development Council website at [iedconline.org](http://iedconline.org). We encourage you to connect and celebrate with your peers through social media. Use the hashtag #econdevweek or #edw2017 and tag @ColoradoEcoDevo and @EDofCO whenever posting on your channels and make sure to participate in OEDIT Facebook contest to win some great prizes.

We also want to take a moment to thank you for the tireless work you do to make Colorado vibrant. We know that economic developers like yourself promote economic well-being and quality of life for your communities by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. We thank you for your continued collaboration and partnership with the State and we look forward to our continued success.

Sincerely,

Stephanie Copeland, Executive Director



**{Enter City} Recognizes Importance of Economic Development during National Celebration Week**

Next week, {Enter City} along with the Colorado Economic Development Council of Colorado (EDCC) and the State of Colorado will celebrate Economic Development Week, with seven days of national recognition for economic developers who generate growth, create better jobs for residents and facilitate an improved quality of life.

Economic Development Week is an event created by the International Economic Development Council (IEDC) in 2016 to celebrate achievements within the economic development profession. The International Economic Development Council (IEDC) council is the largest professional membership organization for economic development.

Watch a video {Link provided by April 21} from Governor John Hickenlooper introducing Economic Development Week and read the Governor's proclamation declaring May 8 -13, 2017 Colorado Economic Development Week.

All week, {Enter City} will be highlighting Economic Development Week on our website and social media. Be sure to check out our [blog, Facebook and Twitter](#) daily to see how we are commemorating Economic Development Week and celebrating all the great work economic developers do in Colorado.

{Insert Quote about importance of economic development from leadership}

{Enter City} provides several economic development services and programs. {Insert economic development services, programs and success stories}

Follow the Economic Development Week conversation at #econdevweek or #edw2017. [Learn more](#) about the IEDC and Economic Development Week or visit [choosecolorado.com](http://choosecolorado.com) for updates about economic development activities at the state.



## Social Media Strategy - Share, Share, Share!

### #EconDevWeek & #EDW2017 - The Official Campaign Hashtags

Chances are most people in your community are avid social media users. Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, Instagram, Facebook and LinkedIn. Be sure to use the official hashtags and tag IEDC to ensure your peers across the country see your postings. Using the official hashtag also allows us to share, repost and retweet your messages. IEDC's official social media accounts include:

**Twitter:** Tag [@ColoradoEcoDevo](#) and [@EDCofCO](#)

**Facebook:** Tag [@ColoradoEcoDevo](#) and [@EDCofCO](#)

**Instagram:** [@ColoradoEcoDevo](#)

**LinkedIn:** [www.linkedin.com/company/colorado-office-of-economic-development-and-international-trade](http://www.linkedin.com/company/colorado-office-of-economic-development-and-international-trade)

Here are some sample social media postings to get you started.

#### For Posting on LinkedIn & Facebook:

- **Post 1:** Economic Development Week is from May 8 - 13. See what's planned and prepare to participate. [\_\_URL\_\_]
- **Post 2:** We are thrilled to announce the 2017 dates for Economic Development Week; May 8 - 13. We're planning a set of activities that will showcase programs in our community that your business can take advantage of this year. Communities across the entire nation are participating. See what's planned in our city, and prepare to join us. [\_\_URL\_\_]

#### Twitter:

- **Tweet 1:** Celebrate Economic Development Week with [\_\_your city's name\_\_].
- **Tweet 2:** Join in on the fun. It's Economic Development Week around the country. Here's what [\_\_your city's name\_\_] is doing. URL

## COLORADO CONTEST – “Tell Us Your Economic Development Impact Story”

**Participation:** Share an economic success story related to each day's theme, tag [@ColoradoEcoDevo](#) and [@EDofCO](#), and use the hashtag [#EconDevWeek](#). One winner will be selected each day to win a Choose Colorado t-shirt.

**GET CREATIVE!** Create a short video or post some fun photos to help tell your story!



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