



EDUCATE. ADVOCATE. CONNECT.

## About Florida Economic Development Week

Economic development in all its various disciplines is vital to Florida's competitiveness and prosperity. The Florida Economic Development Council (FEDC) believes that, as an engine for progress, economic development should be recognized through a dedicated week of emphasis. FEDC has designed this initiative to raise the general public's awareness of the importance of economic development for Florida communities and to deepen the understanding and appreciation of the work and value of economic, workforce and community developers' contributions to Florida's business climate, job retention and growth, tax base and overall quality of life.

FEDC and its 150 member organizations, representing close to 500 practitioners, celebrate **Economic Development Week** each year throughout Florida's counties, cities and communities. Elected leaders will recognize economic, workforce and community development organizations through proclamations. Events highlighting job creation, capital investment and talent development best practices will be held throughout the week.

**Celebrate Florida Economic Development Week in your community. Below are some ideas for a week's worth of exciting programs and communications:**

- 1. Start with a Proclamation.** Contact your mayor's office or board of county commissioners to obtain a form requesting a proclamation for February 11-15 as Florida Economic Development Week. Be sure to have your team and a photographer on hand to capture photos of you and your elected officials holding the Proclamation and share it on social media and with your stakeholders.

**Hillsborough County EDW Proclamation video/tweet:** Today, the [@HILLSBOROUGHFL](#) BOCC issued a Proclamation celebrating National [#ECONDEVWEEK](#) | May 8-13 !! [#EDW2017](#) [#BizDEV](#) [#THRIVEINTAMPA](#)

<https://twitter.com/TampaEDC/status/859812608215580673>

**2. Issue a Press Release about Florida Economic Development Week.** Explain the importance of the

Week in general and highlight the activities that your organization will be doing to celebrate it.

**3. Develop a toolkit to share with your partners.** The Greater Naples Chamber, Tallahassee/Leon

Office of Economic Vitality and Charlotte County EDO/Marketing Alliance assembled award-winning toolkits for promoting the 2018 IEDC Economic Development Week. Let their success spark some ideas for you.

<https://fedconline.org/professional-development/resource-center/education/>

**4. Host Educational Programs.** This is a great way to engage your community partners and share

their expertise. Host workshops with your local workforce boards, education and training partners, and area service providers; lunch and learn sessions, webinars, redevelopment tours, or other tours of successful projects that have relocated to or expanded in your community. Be sure to have leaders of companies you've worked with on hand to offer testimonials. Invite local businesses, the media and elected officials to attend.

**Webinar example:** Growing Pains?: Eight ways the EDC can help take the hassle out of your business expansion: <https://vimeo.com/159837398>

**5. Shoot and Share Videos.** If someone on your team is handy with a smartphone, you can do a

simple video introducing your staff and having them share how they assist businesses and share that on social. If you do have a budget, professionally produced videos can be used for a variety of purposes beyond FEDW.

Here are two examples:

Business Development Manager explaining how he can help:

**#DYK** over the past 8 years we've helped nearly 200 companies create close to 30,000 jobs?

Info: <http://TampaEDC.com> #ECONDEVWEEK #EDW2017.  
<https://twitter.com/TampaEDC/status/862321352937754625>

Professionally shot video testimonial from a company receiving economic development assistance: <https://youtu.be/kw8QCq0y4Jo>

## **6. Media Roundtables and Editorial Board Meetings –** With the 2019 legislative session coming

up, it would be a good time to host a media roundtable with local reporters or an editorial board meeting at your major newspaper to share FEDC's/your organization's economic development priorities and educate reporters about the work you are doing.

Ideal attendees for these meetings are the CEO of your organization, board chair, local elected official involved in economic development projects (such as the Mayor or county administrator), workforce board director, and/or representative from college, university, or trade school.

Here is the link to the FEDC 2019 Legislative Agenda:  
<https://fedconline.org/advocacy/>

## **7. Open Houses –** If your office is large enough, you may want to invite local businesses to come to

your space and enjoy some refreshments while networking with peers and learning more about how you can help their businesses grow.

## **8. Redevelopment Tours, Grand Openings/Ribbon Cuttings, Facilities Tours –** This week would be

a great time to invite members of the business community and the media to see the results of your work. Think of projects you've done and businesses you've assisted and see if you can schedule a "show and tell" type event that will allow you to highlight one of your successful projects during Florida Economic Development Week.

## **9. Develop a Social Media Campaign.** Plan ahead and schedule posts and tweets to be released

during Florida Economic Development Week. Make sure you tag partners and other influencers in your community and encourage them to spread the word/retweet/share your posts as well.

Social media promotion of Florida Economic Development Week should include:

#FLEconDevWeek19 @FloridaEDC

<https://www.linkedin.com/company/florida-economic-development-council/> <https://www.facebook.com/FloridaEDC/>

Need some inspiration? Check out these award-winning social media campaigns from Charlotte County EDO/Marketing Alliance, Naples Chamber and the Tallahassee-Leon Office of Economic Vitality

<https://fedconline.org/professional-development/resource-center/education/>

## **10. Recap your successful Florida Economic Development Week in articles, newsletters, and blog**

**post**

**s.**

Example of blog post – Greater Naples Chamber of Commerce:

<https://www.napleschamber.org/blog/2018-national-economic-development-week>

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