

## Redevelopment Authority (RDA)

To: RDA Board

From: Mason T. Becker, RDA Executive Director

Date: 12-18-24

Subject: WEDA membership opportunity

### Background

As board members may recall, I have had a personal student membership with the Wisconsin Economic Development Association (WEDA) for the past year. I have found this membership beneficial in allowing me to attend conferences and networking opportunities, as well as learn more about economic and community development here in Wisconsin. Members may also recall that I attended the WEDA Fall Best Practices Conference in late September and shared an update on information gathered at the October 23, 2024 RDA board meeting. As I have since graduated from the MPA program at UW-Oshkosh I am no longer eligible for the student membership rate.

*“The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin’s economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin.*

*Through advocacy, networking, and education, we provide members with the resources and tools to strengthen their skills in economic development, help achieve their professional goals, and promote economic growth in communities throughout the state.”*

The RDA is eligible to join WEDA as a Small Organization Member (less than six employees). Two individual memberships are included. One could be assigned to the Executive Director and one could perhaps be assigned to the RDA Chair. Memberships are tied to the organization and not the individuals. Members receive access to industry training opportunities, member services, networking events, reduced fees for conferences and training opportunities, etc.

### Financial Impact

The total cost of the Small Organization Membership would be \$600.00, which could be renewed on an annual basis. This amount can be covered by the RDA’s marketing account, which has ample remaining balance at this time.

## Recommendation

There are three options, though I would recommend the first one as being the most beneficial to the RDA:

1. Join WEDA as a small organization member at a cost of \$600.00/yr
2. Pay for the RDA Executive Director to join WEDA at a cost of \$350.00/yr
3. Decline to join WEDA at this time

Thank you for your consideration.