



Economic Development 101

Wisconsin Economic Development Association (WEDA)

The Wisconsin Economic Development Association (WEDA) Economic Development 101 is an informative and immersive session. This special event is designed for local elected officials and others who aim to enhance their understanding and proficiency in economic development. By participating in this session, officials will be better equipped to relate to their staff and support the economic growth initiatives that drive their communities forward.

Purpose and Objectives

Economic Development 101 may be a deep dive but is not intended to transform elected officials into economic development practitioners. Instead, it aims to provide a comprehensive understanding of the principles, strategies, and challenges that underpin economic development efforts. This knowledge will enable officials to engage more effectively with their staff, board members, and residents, fostering a collaborative environment where economic development initiatives can thrive.

Curriculum Overview

The curriculum for this session is based on the standards and best practices established by the International Economic Development Council (IEDC). It offers a structured and detailed overview of the key components of economic development, tailored to address the specific issues affecting cities and counties in Wisconsin.

Key Topics Covered

Economic Development Fundamentals:

- Understanding the core concepts and goals of economic development.
- Exploring the economic development ecosystem and the roles of various stakeholders.

Strategic Planning and Implementation:

- The importance of planning in economic development.
- Steps to develop and implement effective economic development plans.

Session Format

Economic Development 101 is designed as a three-hour training session, ensuring a thorough exploration of the topics while allowing ample time for discussion and interaction. The format includes presentations, community examples, and interactive exercises that encourage participants to apply what they have learned to real-world scenarios.

Benefits for Participants

By attending this session, local elected officials will:

- Gain a solid foundation in economic development principles and practices.
- Enhance their ability to support and advocate for economic development initiatives.
- Build stronger relationships with economic development staff and other stakeholders.
- Increase their community's capacity for sustainable economic growth and resilience.