

## Watertown Redevelopment Authority (RDA)

To: RDA Board

From: Mason Becker, RDA Executive Director

Date: June 18, 2025

Subject: WEDA Economic Development 101 Proposal

### Background

We have had some discussions about future planning and goal setting for the Watertown RDA at recent meetings.

I was recently able to attend the Basic Economic Development Course offered through the Wisconsin Economic Development Association (WEDA), which is the first step in reaching a Certified Economic Developer certification (CEcD) which is a professional goal that I have. Recall that the RDA has a small organization membership with WEDA.

During this class session, I received info on the Economic Development 101 session that WEDA offers to local communities and organizations. Info on this is included in your agenda packet.

Melissa Hunt, the WEDA President, would be conducting this session. Deb Reinbold (from Thrive ED) and I would likely co-facilitate certain portions.

This is normally a single three-hour session. We could choose to do this in one session, or split into two 90-minute sessions if the board prefers. There would be no impact to the total cost.

If the RDA approves participating in this Economic Development 101 session, we could also invite the Common Council, Mayor Stocks, and possibly other local stakeholders (e.g. the WUSD school board or others).

This session could also serve as a good way to set up the RDA for future strategy and planning sessions.

### Financial Impact

A one-time fee of \$1,000 would cover the cost of the Economic Development 101 session.

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## Recommendation

I recommend that the RDA board approve spending \$1,000 for WEDA Economic Development 101. This cost would be covered through our marketing budget, which has ample room remaining for this year.