



Municipal Leadership
Development Program

Municipal Economic Development Fundamentals

AGENDA

Chapter 1: Role and Functions of Economic Development

- Early Beginnings
- Economic Development Today
- 21st Century Economic Development Continuum
- Leadership

Chapter 2: The Opportunity

- Why Invest in Economic Development

Chapter 3: Structure and Staffing

- The Economic Development Organization
- Key Success Factors to Consider
- Staffing the Organization
- Funding the Organization
- Ethics in Economic Development

Chapter 4: The Ten Fundamentals

1. Assess Your Strengths and Weaknesses
2. Determine Your Community's Place in the Regional Economy
3. Set Community Economic Development Vision and Goals
4. Implement Strategies to Attain Your Goals
5. Integrate Economic Development with Other Policies
6. Mind Your Regulatory Environment
7. Engage Economic Development Stakeholders and Partners
8. Pay Attention to Needs of Your Local Business Community
9. Know Your Community's Economic Development Message
10. Know Your Economic Development Staff

Chapter 5: Five Leadership Imperatives