



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

BRINGING BACK MAIN STREET

International Economic Development Council

October 22, 2019

Presented by Todd Lang



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



Agenda



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

1. Overview of IEDC Services
2. Economic Resilience Opportunities for Texas Communities

About IEDC



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

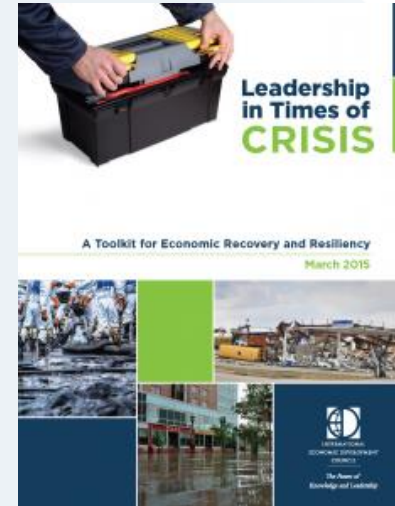
- World's largest, oldest organization for economic development with 5,000+ members and network of 30,000+
- Mission is to help people involved in economic development at all levels to do the jobs more effectively
- When we succeed, economic developers help improve the quality of life in their communities

IEDC's Services



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership



Certification

- ***Industry-recognized credentials for both organizations and individuals***
- ***Become a leader in your profession and have your organization meet industry standards of excellence***

Content for ED Professionals

- ***Research, publications, newsletters, webinars***
- ***Some fee-based, some no-cost***

IEDC's Services



Conferences

- *Meet with industry leaders*
- *Learn latest trends to help you help your community succeed*



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership



Technical Assistance

- *Reports and research delivered by IEDC staff, members and volunteers*

Economic Recovery Program



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

- Grants from U.S. Economic Development Administration
- Working in disaster-affected communities since Hurricane Katrina
- Deploy volunteers provide technical assistance on a wide range of economic development projects
- Develop courses, workshops, and other resources
- No cost to community



How Does it Work?



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

How does it work?

An economic development organization or governmental entity in a disaster-impacted community identifies an economic recovery project



IEDC drafts a scope of work and identifies volunteers with matching skills



The volunteers work in the community for one week to provide expertise and additional capacity on the project

Who Are The Volunteers?



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

- Economic development professionals who want to lend their expertise to communities in need
- Typically at least 10 years of experience
- Many are CECDs
- Subject matter experts in the area of your focus
- You!



What Does a Visit Look Like?



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

Days 1-3: Meetings and interviews between volunteer and key stakeholders, businesses, and community members

Day 4: Development of recommendations and action items

Day 5: Presentation and discussion of preliminary recommendations

Common deliverables post-visit can include:

- Observation report with key findings and recommendations
- Action plan for next steps
- Analysis of industry or economic development priorities identified in scope of work



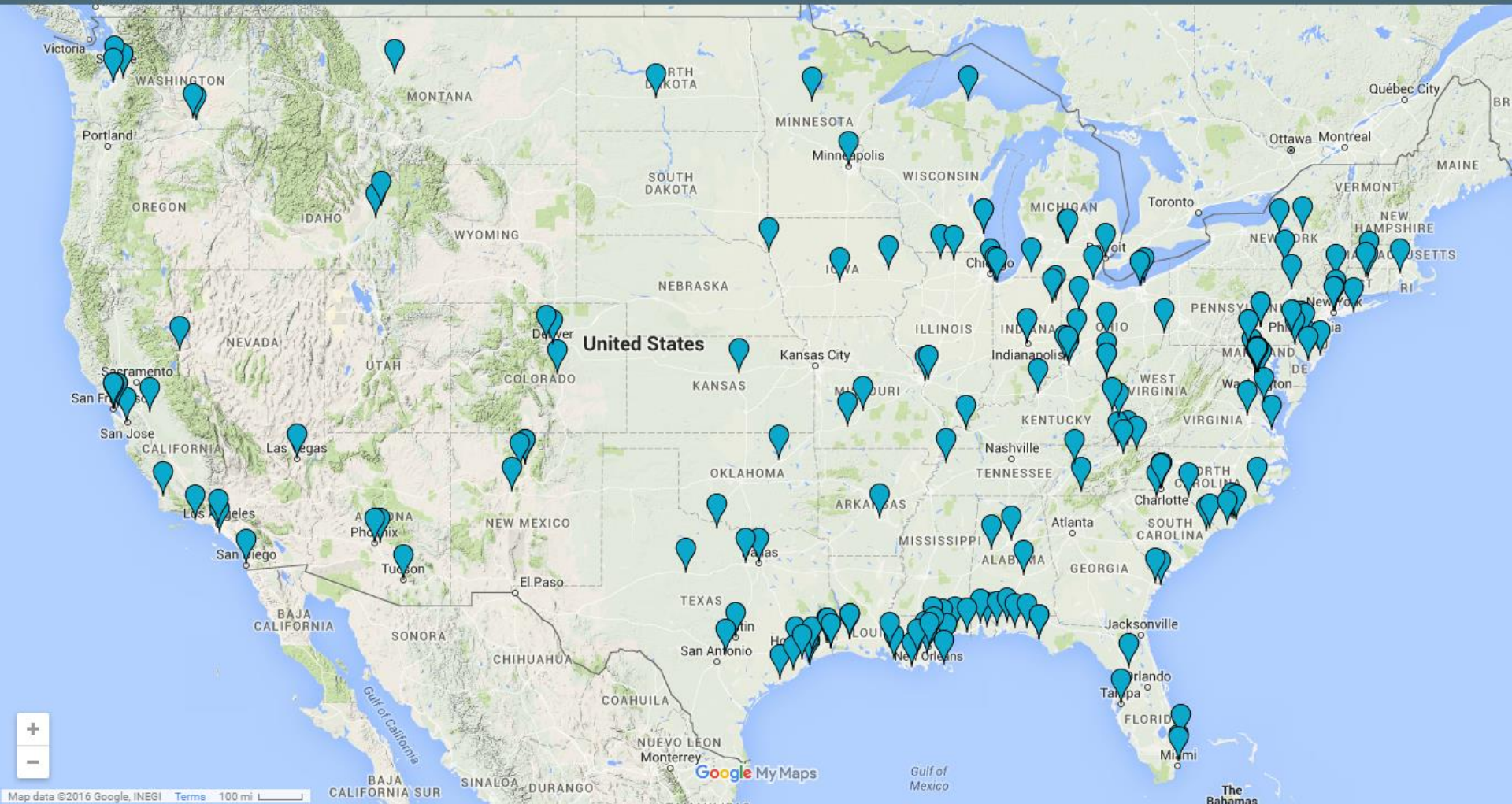
Where We've Worked



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

IEDC's Advisory Services & Research Sites



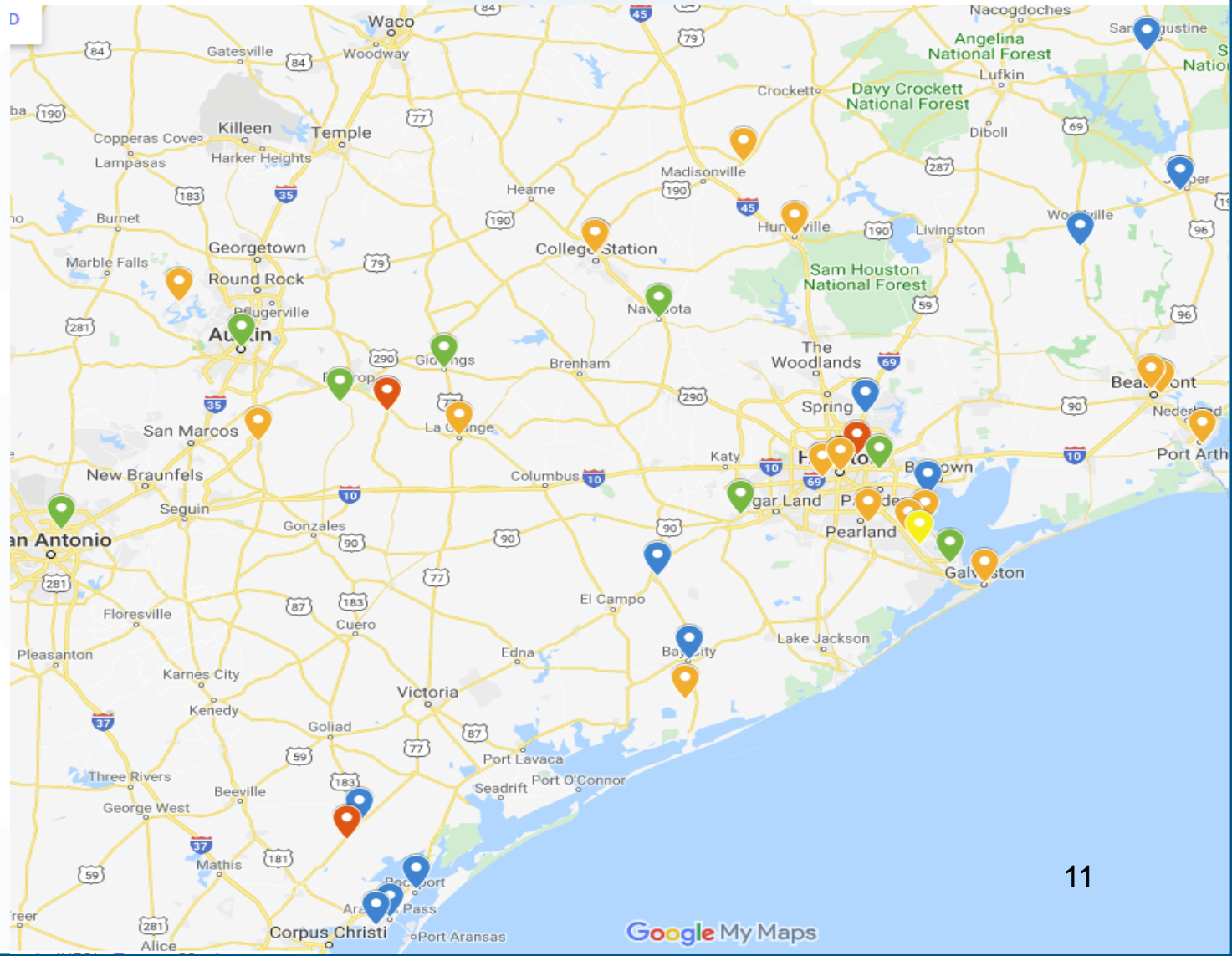
Texas Work Since 2017



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

**52 Communities
Served**



Examples of Work for Texas Communities



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership



Houston-Galveston Area Council August 19-23, 2019

- ***Workshop w/ Opportunity Zone Experts***
- ***Provided 1on1 consultation on OZ with El Campo, Kendleton, Palacios, Richmond, Texas City, Wharton***
- ***Volunteers: Ron Berkebile, City of Virginia Beach & Peter Malone, Hudson Hamilton Group***



Examples of Work for Texas Communities



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

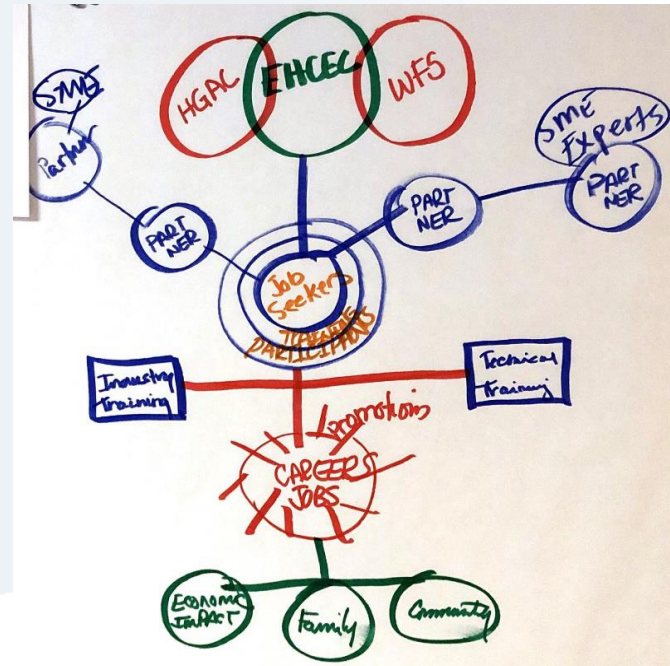


East Harris County Empowerment Council
July 9-12, 2019

- **Scope of Work:** Development of an Action Plan for a Workforce Readiness Program for East Harris County residents
- 5-day visit including interviews with stakeholders and work sessions with EHCEC
- Volunteer: Allison Larsen, CEcD, TadZo Consulting



(Top) Allison Larsen interviews EHCEC stakeholder



(Left) Mapping EHCEC's workforce ecosystem

Upcoming Texas Work



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership



Volunteer arrives tonight!

- **Focus:** Develop economic development strategy
- **Volunteer:** Susan Grafton, Allegiance Consulting



Early 2020

- **Focus:** Economic development strategy
- **Volunteer:** TBD



November 12-16

- **Focus:** Strategic planning process
- **Volunteers:** Jim Fram – Founder, Community Growth & Services Ron Swager – President, Swager Consulting"



Early 2020

- **Focus:** Economic development, retail and tourism attraction strategy
- **Volunteer:** Gynii Gilliam - President of Jobs Plus Inc. Coeur d'Alene, ID

Scopes of Work



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

WORKFORCE DEVELOPMENT
MARKETING & BRANDING
RESILIENCE PLANNING
OPPORTUNITY ZONES
DOWNTOWN REVITALIZATION
MASTER PLAN
INVESTMENT ADVICE
BRE PROGRAM
BUSINESS CONTINUITY PLANNING
SMALL BUSINESS

Resources



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

www.iedonline.org

www.restoreyoureconomy.org

Todd Lang | 202-942-9488 | tlang@iedonline.org