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RELATIONSHIP BUILDING FOR ECONOMIC SUCCESS

LORI COLLINS, MIGNONNE HOLLIS, AND RON CURTIS
MODERATED BY CARRIE KELLY



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With more than 500 members statewide, AAED is Arizona's unified voice advocating for responsible economic development through an effective program of professional education, public policy, and collaboration

Priority Area Pillars:



Educate



Advocate



Collaborate

Organizational Foundations:



Member
Services



Financial
Management



Marketing/PR



What is Economic Development?

- Broadly defined as a group of programs or activities that seeks to improve the economic well-being and quality of life for a community. This can be achieved by:
 - Creating and retaining well-paying jobs
 - Supporting business growth
 - Diversifying Tax Bases
 - Developing key real estate
 - Providing access to open space, neighborhood amenities and cultural programs



DEFINITION

Economic Development:

In politician terms:

Economic Development is a chance to get in the news and celebrate my good policy judgement.

In School official terms:

Economic Development means my student's parents have good, stable jobs and the students have a chance for a strong future. It also means property values are high enough I don't have to worry about a new Bond year after year.

In Government Finance Officer terms:

It is the process of creating and sustaining wealth and providing a stable tax base.



DEFINITION

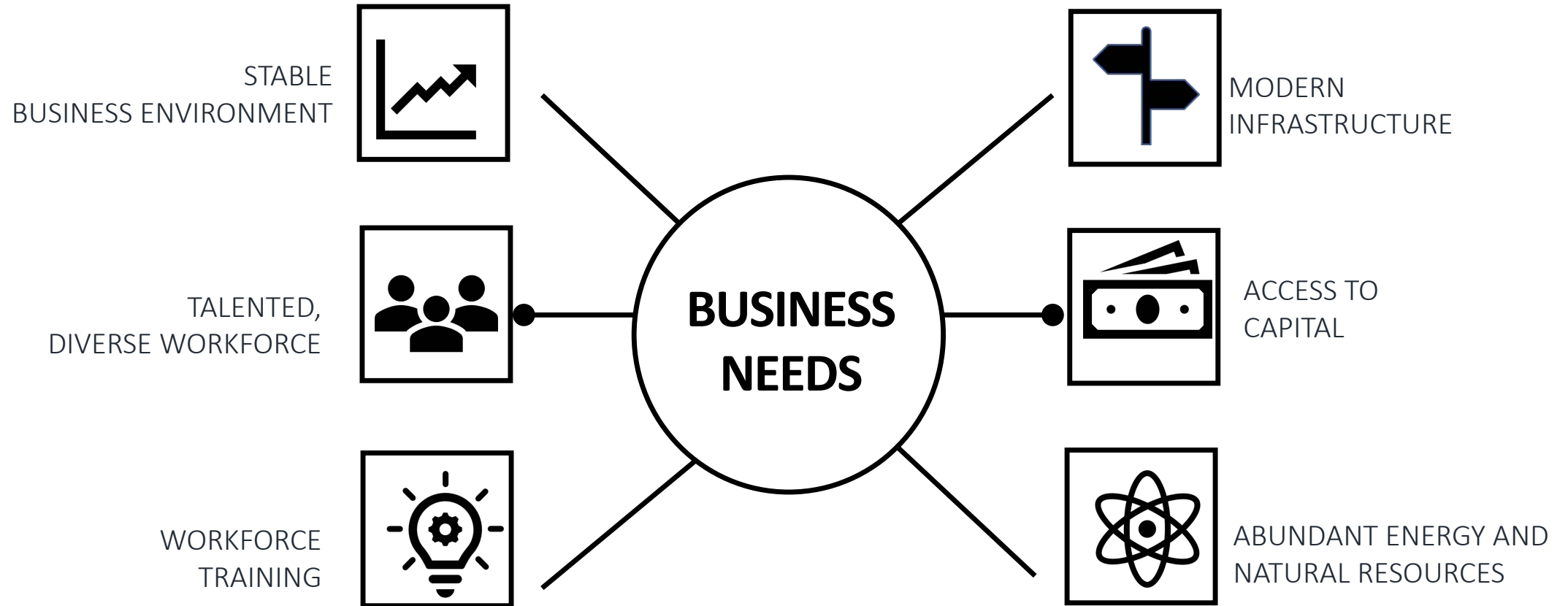
In real-people terms:

Economic Development:

Working to ensure everyone has the opportunity for a good job, close to where they live.



Needs of Business Community



Key Functions of Local Economic Development

- Strategic Planning
- Business Marketing and Attraction
- Entrepreneurial and small business development
- Workforce development
- Real Estate development and reuse
- Neighborhood redevelopment
- Economic Resiliency
- Tourism



Role of Elected Leaders

- Be a student
- Be a convener
- Be a listener
- Be a policymaker
- Be a salesperson
- Be an ambassador



Role of Finance Officers

Providing:

- Financial assistance to business ventures and programs
- Financial assistance for projects:
 - ie parking garage in a city center



Case Study

