

**OEDA**

**Managing Economic  
Development Organizations**

Jeremiah Gracia  
City of Dublin  
Economic Development

---

---

---

---

---

---

---

A little about me...

  **ECONOMIC  
DEVELOPMENT**

---

---

---

---

---

---

---

What type of ED organization do  
you represent?

A. Public  
B. Private  
C. Public-Private  
D. Other

---

---

---

---

---

---

---

What is the population of the community you represent?

- A. 0 - 10,000
- B. 10,001 - 20,000
- C. 20,001 - 30,000
- D. 30,001 - 40,000
- E. > 40,000

---

---

---

---

---

---

---

---

## Managing ED Organizations

- ▶ You are ultimately dealing with people




---

---

---

---

---

---

---

---

What is Economic Development?

- ▶ **IEDC definition:**
  - A program, group of policies, or activity that seeks to improve the economic well-being and quality of life for a community, by creating and/or retaining jobs that facilitate growth and provides a stable tax base.

---

---

---

---

---

---

---

---

## Is Community Development the same as Economic Development?

---

---

---

---

---

---

---

---

## Do you recognize these people?



Of course you recognize them. They're the people you work with, sell to, depend on, live with. Learn to deal with them quickly and confidently at *Dealing with Difficult People*.

---

---

---

---

---

---

---

---

## Fundamentals for Managing EDOs

1. Defining Your Vision & Mission Statements
2. Developing Your Strategic Plan
3. Developing Staff, Board of Directors, & Community Stakeholder Buy-In
4. Engaging Outside Partners
5. Execution is Everything!
6. Measuring and reporting the results

---

---

---

---

---

---

---

---

## Vision & Mission

- Identify Your Customer
  - You can't be all things to all people...or can you?
  - What is it your customer expects from your EDO?
- How Will You Service Your Customer?
  - Areas of expertise and staffing to meet customer demands
- Where Do You Want Your EDO to go in the Future?
  - Your EDO is only one piece of the pie!
  - Are you the "only game in town?"

---

---

---

---

---

---

---

---

## City of Dublin

- ▶ **Vision**  
A global city of choice. Vibrant. Innovative. Engaged.
- ▶ **Mission**  
To provide the best quality of life and environment in which our residents and businesses can thrive.

---

---

---

---

---

---

---

---

## Developing Your Strategic Plan

- How Will You Implement Your Mission Statement?
  - What resources do you need to succeed?
  - Are there other staffing/partnership needs to accomplish your mission statement?
- Don't Go At It Alone
  - Engage staff, board members, elected officials and other key partners in discussions
  - Take your time
- Stick To Your Guns!
  - Don't let special interests detour your plan

---

---

---

---

---

---

---

---

Do you have a current strategic plan that you benchmark & report results?

---

---

---

---

---

---

---

---

### Developing Board and Community Stakeholder Buy-in

- Identify Your Public & Private Sector Assets
  - Who are your community's leaders?
    - Elected officials, schools, major employers, niche employers, etc.
  - Engage them in your organization
    - Their engagement = Their buy-in
- Leverage Resources of Your Stakeholders
  - Who do they know?
  - How can they help you succeed?

---

---

---

---

---

---

---

---

### Execution is Everything!

- Can You Afford to Do It All?
  - What is your EDOs funding structure?
  - Is there a "secure" funding stream?
  - Do you have enough \$\$ & staff to be successful?
- Look for Other Funding Avenues
  - Consider partnerships with other entities
  - Charge Fees for Service
- Consider Other Ways to Raise Money
  - Hiring fundraising entity
  - Hosting business functions for fees

---

---

---

---

---

---

---

---

## Dublin's Execution Mindset




---

---

---

---

---

---

---

---




---

---

---

---

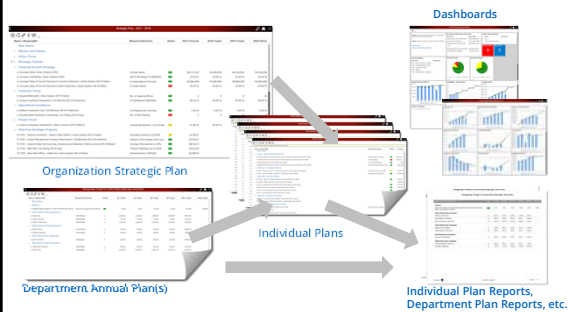
---

---

---

---

## Software Implementation of Plan




---

---

---

---

---

---

---

---

## Case Study – Small Group Exercise

- ▶ Let's apply what you've learned here and in your work!




---

---

---

---

---

---

---

---

## Effective Collaboration

- ▶ **Separate people from the problem**
  - Deal with people as human beings, and with the problem on its merits.
- ▶ **Focus on interests, not positions**
  - Learn the underlying reasons a person has for their position

---

---

---

---

---

---

---

---

## Effective Collaboration

- ▶ **Create options for mutual gain**
  - Identify shared interests and how differing interests can dovetail
- ▶ **Provide insight with objective criteria**
  - Fair standards and fair procedures to enable a discussion based on principle.

---

---

---

---

---

---

---

---

## Managing ED Organizations

- You are ultimately dealing with people



---

---

---

---

---

---

---

---

Thank you!

[jgracia@dublin.oh.us](mailto:jgracia@dublin.oh.us)

614-410-4655

---

---

---

---

---

---

---

---