

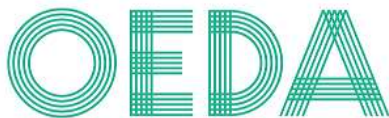


2024 OHIO BASIC ECONOMIC DEVELOPMENT COURSE

SPONSORED BY THE OHIO ECONOMIC DEVELOPMENT ASSOCIATION
Accredited by the International Economic Development Council

April 29 – May 2, 2024
Dublin, Ohio

Intensive, Accredited Training for
Economic Developers and Community Leaders



**2024 Ohio Basic Economic
Development Course Sponsor:**



THE COURSE:

The Ohio Basic Economic Development Course is an intensive training experience for economic development practitioners, community leaders, local government officials and others committed to building healthy economies for their communities. The course is appropriate both for people who are new to the economic development profession as well as those more experienced who are seeking a refresher on basic practices and principles.

The Basic Course covers essential basic skills necessary for a successful economic development professional and is taught by experienced practitioners from Ohio and the nation.

The course meets April 29 – May 2, 2024. The course takes place at the Embassy Suites Columbus Dublin; 5100 Upper Metro Place, Dublin, Ohio 43016. The room rate for course registrants will be \$139.00

The Basic Course covers essential basic skills necessary for a successful economic development professional taught by experienced practitioners from Ohio and the nation, including:

- Community Preparedness
- Strategic Planning
- Community and Neighborhood Development
- Business Retention & Expansion
- Business Attraction & Site Development
- Managing Economic Development Organizations
- Economic Development Finance & Incentives
- Ethics
- Small Business and Entrepreneurship
- Workforce and Talent
- Advanced Location Marketing
- Your Community's Competitive Advantages

The Ohio Basic Economic Development Course is a prerequisite for pursuing the Ohio Certified Economic Developer (OhioCED) credential from the Ohio Economic Development Institute (OEDI). OEDI provides top-tier Ohio focused advanced training for professionals in the area of real estate, finance and incentives, retention and expansion, site selection/site development and workforce development. OEDI also provides elective courses in a wide range of current topics in economic development. For more information about OEDI, visit www.ohioeda.com.

The Ohio Basic Economic Development Course is accredited by the International Economic Development Council and counts toward the CEcD certification for professional economic developers.

AICP members can earn Certification Maintenance (CM) credits for completing the Ohio Basic Economic Development Course.

THE OHIO BEDC OFFERS:

- Skilled instruction that provides practitioners and community leaders with a base of knowledge for making informed decisions on economic vitality
- Accreditation for practitioners seeking to establish professionalism in the field
- Networking with course faculty and participants, giving you important state and national contacts within the economic development community
- “Insider” knowledge of how to pursue economic development within Ohio and the nation
- Training on core economic development subjects applicable to economic development positions nationwide
- The best introduction you can have for directing economic development in your community

WHO SHOULD ATTEND?

While the Ohio Basic Economic Development Course (OBEDC) is open to anyone interested in learning more about economic development, it is targeted to the working economic development professional and community leaders involved at some level in economic development for their communities.

- Past participants have included:
 - Economic and community development professionals
 - Federal, state and local government officials (elected and non-elected)
 - Public utility employees
 - Community and urban planners
 - Attorneys who work with economic development projects
 - Chambers of Commerce staff and board members
 - Financial institution representatives
 - Industrial/Commercial developers

LODGING INFORMATION:

A limited number of hotel rooms will be blocked for the nights of April 29 – May 1 at the discounted rate of \$139 per night. There will be an link for hotel registration.

Tentative 2024 Ohio BEDC Schedule

Subject to Change

(The full course schedule will be released soon.)

Day 1: April 29, 2024

*Estimate timeline is 10:00 a.m. – 6:00 p.m. Registration will open at 8:00 a.m.
(Lunch provided, and a Welcome Reception at the end of the day).*

10:00 am	Basic Course Welcome and Course Introduction
11:00 am - Noon	Basic Course Keynote
12:15 – 1:15pm	Issues Luncheon #1: 10 Rules for the Practice of Regional Economic Development, Dr. Ned Hill, The Ohio State University
1:25 – 3:25 pm	Strategic Planning
3:35 – 5:30pm	Workforce and Talent
5:30 – 7:00 pm	Basic Course Reception for all students and instructors

Day 2: April 30, 2024

Estimate timeline is 8:00 a.m. – 6:00 p.m. (Breakfast and Lunch provided)

8:00 – 10:00am	Business Retention and Expansion
10:15 – 12:15 pm	Site Selection & Attraction
12:30 – 1:30 pm	Issues Luncheon #2: Housing as an Economic Development Strategy (tentative topic)
1:45 – 3:45 pm	Small Business and Entrepreneurship
3:55 – 5:55pm	Real Estate Development

Day 3: May 1, 2024

Estimate timeline is 8:00 a.m. – 6:00 p.m. (Breakfast and Lunch provided)

8:00 – 9:30 am	Economic Development Financing
9:45 – 11:15 am	Economic Development Incentives
11:30 am – 1:00 pm	Issues Luncheon #3: Ethics in Economic Development (tentative topic)
1:00 – 3:00 pm	Neighborhood and Community Development
3:15 – 5:15 pm	Managing EDO's

Day 4: May 2, 2024

Estimate timeline is 8:00 a.m. – 2:00 p.m. (Breakfast and Lunch provided)

9:00 – 11:00 am	Managing EDO's
11:30 – 1:00 pm	Issues Luncheon #4: Topic TBD
1:00 pm	Conclusion of Course

COURSE REGISTRATION:

We are pleased to offer our in-person Basic Course no increased rates Registration includes all instruction, course manual and materials. Registration is required no later than March 16, 2022.

Registration will be available online. You may pay via credit card or check via this online system.

Current OEDA Members: \$699 per person

Significant discounts are available for early bird registration and multiple course registrants.

Non-Members: \$799 per person

Significant discounts are available for early bird registration.

Join OEDA and Save: \$899

NEW members - Join OEDA for 2022 with your Basic Course registration and save 30% on membership!

Payment/Refund Policy: Payment must be received on or before the first day of the course. Registrations are refundable, less a \$50 processing fee, for cancellations made by April 14, 2023. Sorry, no refunds will be given after this date. Registrations with payment pending will be responsible for full payment if cancellation is received after March 16, 2024.

AICP members can earn Certification Maintenance (CM) credits for this activity [or many activities at this event]. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at planning.org/cm.



The Ohio Basic Economic Development Course is accredited by the IEDC. Completion of the course qualifies you to apply for the Economic Development Institute (EDI), a week-long professional development course held both in person and on-line.