



OHIO
ECONOMIC
DEVELOPMENT
ASSOCIATION

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

*The work of OEDA is possible
through the generous support of:*



*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:

- Strategic Planning
- Community and Neighborhood Development
- Business Retention & Expansion
- Business Attraction & Site Development
- Managing Economic Development Organizations
- Economic Development Finance & Incentives
- Ethics in Economic Development
- 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.

***CLICK HERE TO REGISTER FOR THE 2024
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

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COURSE***

LODGING INFORMATION:



EMBASSY SUITES®

Columbus - Dublin
columbusdublin.embassysuites.com

The 2024 Ohio Basic Economic Development Course is taking place at the Embassy Suites Dublin Columbus, located at 5100 Upper Metro Place, Dublin, Ohio, 614-790-9000

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. Click [HERE](#) to make reservations.

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COURSE*

Tentative 2024 Ohio BEDC Schedule

Subject to Change

Day 1: April 29, 2024

Registration will open at 8:00 a.m.

(Lunch will be provided, and a welcome reception will be held at the end of the day).

9:00 am	Basic Course Welcome and Course Introduction
9:30 – 10:00 am	Basic Course Keynote: JP Nauseef, President and CEO, JobsOhio
10:30 am	10 Rules for the Practice of Regional Economic Development, Dr. Ned Hill, The Ohio State University
11:45 am	Luncheon: The Real World of Strategic Planning: How to have a Strategic Plan that Supports your Work
1:30 pm	Workforce and Talent
3:00 pm	Workshop: Hands-on Workforce & Strategic Planning
5:30 – 7:00 pm	Basic Course Reception for all students and instructors

Day 2: April 30, 2024

8:00 am	Breakfast and Networking
8:30 am	Business Retention & Attraction (BRE)
10:30 am	Site Selection
12:30 – 1:30 pm	Luncheon: Know your Regional Economic Development Organization (REDO): Build Diversity, Foster Inclusion, Create Equity: Research, Project Management
2:00 pm	Ethics and Economic Development
3:30 pm	Workshop: BRE, Ethics and Diversity

Day 3: May 1, 2024

8:00 am	Breakfast and Networking
8:00 am	Small Business & Entrepreneurship
9:30 am	Keynote: Lydia Mihalik, Director, Ohio Department of Development
10:30 am	Small Business & Entrepreneurship Continued
11:30 am	Economic Development Financing & Incentives
1:30 pm	Luncheon: The Critical Role of Utilities in Economic Development
2:30 pm	Real Estate Development
4:00 pm	Workshop

Day 4: May 2, 2024

8:00 am	Breakfast and Networking
8:30 am	Managing Economic Development Organizations
10:30 am	Keynote: Thomas Winston, Chair, Ohio Economic Development Association
11:00 am	Community and Neighborhood Development
Noon	Conclusion of Course

COURSE REGISTRATION:

Registration includes all instruction, materials, breakfast & lunch. Registration is required no later than April 15, 2024.

Registration is available online at: www.ohioeda.com/events. You may pay via credit card or check via this online system.

Current OEDA Members: \$649 per person (early)

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

Non-Members: \$759 per person (early)

Significant discounts are available for early bird registration.

Join OEDA and Save: \$849 (early)

NEW members - Join OEDA for 2024 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, 2024. 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.



Certification
Maintenance

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.

INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*