



Economic Development 101 Top Takeaways

Thank you for joining us for an intense, and highly abbreviated session designed to introduce you to the concepts of the economic development profession and how AREA and our partners are tackling the challenges of advancing our regional – and state – economy. Some items we hope you are leaving today with deeper resources and knowledge on include:

1. Economic development as an actual profession, with dedicated and complex training and a code of ethics for career practitioners
2. Roles & responsibilities of board members & elected officials in economic development – and what they are NOT
3. Unique roles and partnerships between economic development agencies at the state, regional and local levels
4. Why confidentiality is of the utmost importance
5. How base industries bringing net new wealth to the community provide local benefit through the multiplier effect
6. Why economic development is so challenging due to competitiveness issues
7. What the typical economic development processes and timelines can look like and why they are also so often unique for each project
8. How using tax dollars to spur private investment generates more tax dollars when we invest in ourselves: “no product, no project”
9. The hard work isn't done once you announce a project!
10. Why business retention is a core element of any economic development program

According to the National League of Cities, here is the “top 10 list” of things elected officials should know about economic development to be effective leaders. These include:

1. **Your local economic strengths and weaknesses.** A stronger understanding of your community's economic profile will help you create a realistic vision and strategies for economic development.
2. **Your community's place in the broader regional economy.** With a firmer grasp of how your community fits into the broader region, you're better prepared to work with other jurisdictions to share responsibility for regional economic success.
3. **Your community's economic development vision and goals.** Local elected officials can play a key role in building consensus for a vision and goals that provide clear direction or local economic development.

Albuquerque Regional Economic Alliance



4. **Your community's strategy to attain its goals.** A strategic approach means linking economic development goals to specific activities, allocating a budget and staff to these activities and evaluating performance based on measurable outcomes.
5. **Connections between economic development and other city policies.** When crafting economic development policies, it is essential to consider how other city policies (e.g., transportation or housing) affect your economic development goals.
6. **Your regulatory environment.** Your community's regulatory process should allow for timely, reliable and transparent resolution of issues facing businesses, while still remaining true to your long-term economic development vision.
7. **Your local economic development stakeholders and partners.** Local officials should think strategically on a project-by-project basis about who needs to be involved, the resources they bring to the table, and what it will take to get them engaged.
8. **The needs of your local business community.** Local officials can help create an environment that supports the growth and expansion of local businesses, primarily by opening lines of communication.
9. **Your community's economic development message.** You will want a clear, accurate and compelling message that reflects your local vision and that helps ensure broad support for economic development projects undertaken by the city and its partners.
10. **Your economic development staff.** Local elected officials will be more effective in leading economic development activities to the extent that they forge strong relationships with staff members who work on these issues on a daily basis.

Top Takeaways from Session Presentations:

Creating an Advanced, Inclusive Economy

Economic development is a profession with a robust certification and accreditation program

An advanced economy is one that is based on market-driven, inclusive growth:

- It is production-based, not consumption-based
- Creates supply chains and provides a tax base for the market
- Generates sustainable growth, as opposed to the cyclical events observed in consumption-based economies
- It requires intervention to drive an economy forward

AREA has developed a robust, comprehensive and data driven strategic plan designed to address our economic growth and move us into a higher tier of job growth rate competitiveness in comparison to similarly sized markets



Regional Competitiveness Considerations

- Economic base, (traded) industries are foundational to long-term economic success.
- Markets are competitive at the regional level.
- The best way to evaluate competitiveness is through the lens of your customer.
- Economic alignment requires participation from public, private, and regulatory leadership.
- Economic strategies should be grounded in evidence and benchmarked nationally.

Regional Competitiveness Considerations: Our Assets & Challenges

- A burdensome regulatory environment in the region hampers development with added complexity
- We work with location decision makers: national site selection consultants, real estate brokers, professional service providers (legal, accounting, etc.), and companies directly
- Projects come to us directly or through partners, or through our own lead generation, and flow through a traditional sales funnel
- AREA utilizes a sequential locate model to provide services to potential locates
- Consistent market feedback from location decision makers includes:
 - Site readiness and access to talent are the top site selection determining factor
 - A rising interest in quality of life

Economic Development Marketing & Communications

- Economic development marketing is complex due to the numerous audiences, and states and regions are investing significant funds into these programs
- Research and having a formal marketing plan is critical
- Branding is more than just a logo
- Community branding and tourism are linked
- Talent attraction is a HUGE national trend in economic development
- Economic development organizations are doing a lot of marketing to site selectors and others OUTSIDE of the local community every day

Business Retention & Expansion

- Existing companies are a primary driver of new jobs and investment in any community



- A comprehensive outreach program includes numerous partners, each adding support and value to the company, and collecting data and insights on needed change in the market
- Economic developers are looking for target firms and warning drivers and opportunities
- AREA offers a variety of training sessions, tools and resources for local businesses from research to job recruitment boards and incentive analysis and recommendations

How YOU Can Assist Our Efforts:

- Connect us to business contacts interested in understanding what the region has to offer.
- Do you know a local company in need? Send them to us for assistance.
- Be a voice for economic development tools and resources such as site readiness!
- Attend an AREA event or program: www.abq.org/events
- Become an Investor or Ambassador: www.abq.org/ambassadors/