



MEDA

Maryland Economic
Development Association

Economic Development Week

An Initiative of The MEDA Foundation, Inc.

2019 EDW Toolkit



What is Economic Development Week?

Maryland Economic Development Week, a project of the Maryland Economic Development Association (MEDA), will celebrate its ninth year this month. Your initiatives deserve the spotlight, so do participate and let them shine! Here are some quick facts about Economic Development Week:

- It will be celebrated from Sunday, October 20 to Saturday, October 26.
- It emphasizes that economic development directly impacts quality of life and community prosperity.
- It celebrates Maryland's economic development organizations, businesses and workforce.

Economic Development Week is the perfect opportunity to showcase your team's commitment to business attraction, retention and workforce development. Read on to learn more.



Get Involved! Host an Event.

Hosting your own event publicizes your organization and deepens the dialogue about valuable initiatives. Event ideas follow:

- **Organize a panel on a targeted topic.** Capitalize on your organization's connections to thought leaders, entrepreneurs and elected officials. Organize a panel where they can enlighten the public about topics that matter.
- **Hold a meeting.** Use Economic Development Week as an opportunity to promote an existing economic development meeting and invite local businesses to participate.
- **Hold an open house.** Open houses convey hospitality and strengthen connections. Open your offices to the public and invite their ideas and concerns. Organize presentations and tours at convenient times. Provide food and entertainment to encourage families to attend.



Get Involved! Host an Event.

- **Attend an existing event.** Send representatives from your organization to another Economic Development Week event, like MEDA's Fall Conference. For more information, visit the Programs page on medamd.com.
- **Distribute press releases and proclamations.** Templates are included in this packet for easy customization.

If you host an Economic Development Week event, publicize it on social media platforms like Facebook, twitter and LinkedIn.



Get Involved! Share on Social Media.

You can't raise awareness in an empty room, so spread the word with social media savvy. These tactics will make your publicity pop:

- **Share events on Facebook.** Post your Economic Development Week events to your organization's Facebook page. Create a public Facebook event so your followers can engage, RSVP and share with others. Post updates during the event and be sure to follow up after.
- **Take plenty of photos.** A picture is "worth a thousand words" and a high volume of likes and shares! Take pictures during your event and post to your social media accounts.
- **Use the hashtag #EconDevWeek.** Use the hashtag posts #EconDevWeek to join in the conversation and make your posts easily searchable. Do tag MEDA in your posts and tweets—we'll share your events on our social media accounts as well.



Social Media Examples

Customize these sample posts to your liking:

- Join us in celebrating Maryland #EconDevWeek! [Name of your organization] is proud to represent [name of your county] and its buzz-worthy business community.
- What gives [name of your county] 's serious appeal? We're sharing the love about _____. Happy #EconDevWeek!
- Visit us at [name of your organization] for [name of event]! It's #EconDevWeek and we're celebrating by [description of event].



How to Celebrate Without Hosting

If you lack the resources or personnel to host an event for Economic Development Week, you can still support the effort! Celebrate your commitment by:

- **Posting on social media.** From parks and recreation to Main Street renewal projects, economic development touches every aspect of community life. Use your social media platforms to share how economic development shapes your community. Check out more social media tips on page 4.
- **Creating a blog post.** Write a post or a series of posts in celebration of Economic Development Week. You might explain the intent of the week, publicize resources available through your organization or profile businesses in your area. Once you've published your blogs, share them across social media platforms.
- **Supporting other economic development organizations.** Our economic development community works collectively in support of a stronger Maryland. Lend a hand by attending other organizations' events or publicizing their events via social media, in your newsletter and on your website's events page.
- **Issuing a proclamation.** Proclamations heighten the profile of Economic Development Week, even if you aren't holding an event. For your convenience, templates are included in this toolkit.



Why You Need It and How to Do It: Press Releases

Press releases formally introduce your event to the media and illustrate why that event is valuable to the public. Press releases give your organization essential exposure.

When writing a press release:

- **Use third-person.** Press releases are written using third-person pronouns (he, she, the organization, etc.). Third-person is the standard voice for press releases and demonstrates your organization's professionalism.
- **Structure your press release.** Press releases are formally structured with introductory, body and concluding paragraphs. After the conclusion, include boilerplate language for your organization.
- **Include hyperlinks.** Press releases are posted in print publications and online as well. Hyperlinks drive traffic to your website, giving you the opportunity to expand your audience.
- **Ask for assistance.** Media pitching can be time consuming and frustrating if you lack experience. For media pitching advice, contact MEDA at info@medamd.com.

To keep participation simple, we've included a press release template on the next page. Simply fill it in and distribute to local media.



Press Release Template

[Name of Your Office or Business] to Celebrate Economic Development Week

(Give brief description of associated events)

[Insert location/town], Md. – Name of Your Office or Business, in partnership with the Maryland Economic Development Association (MEDA), will celebrate the ninth annual Economic Development Week in Maryland.

Celebrated Sunday, October 20 through Saturday, October 26, the weeklong event will showcase how economic development transforms lives. Events and activities hosted by various economic development organizations will showcase the efforts and initiatives improving business retention, job growth and quality of life for Maryland residents.

As part of these celebrations, [name of your organization] will host (describe your proclamation, event or open house activity, complete with date, time and location).

[Name of your organization] is proud to celebrate Economic Development Week to emphasize the importance of Maryland's economic development to the general public. The week strives to increase understanding of economic development's contribution to the State's business climate, job retention and growth, the tax base and the overall quality of life in Maryland.

“Insert quote from executive director or manager.”

To learn more about [name of your organization], please visit [insert web address]. To learn more about Economic Development Week visit www.MEDAmd.com.

About insert [title of your organization]

Insert boilerplate here.

Media Contact:

Name

Title

Email

Phone Number



Why You Need It and How to Do It: Proclamations

Proclamations formally announce matters of public importance and are signed by governmental officials. Proclamations are submitted to your municipality for authorization. Even if you are not hosting an event, creating a proclamation demonstrates your commitment to Economic Development Week to the general public. Here's how to do it:

- **Research submission requirements.** Every local government has different requirements for requesting a proclamation. Be sure to research your government's requirements thoroughly before submitting.
- **Submit your package.** Once you've assembled your submission, send it out! Make sure to factor government deadlines into your plans.
- **Publicize your proclamation.** When you receive your proclamation, tell MEDA all about it! We will promote your participation on our website and social media platforms.

To lighten your load, we've included a proclamation template on the next page. Simply fill it in and include it in your submission packet.



Proclamation Template

Whereas, the [your name] Office of Economic Development is an active member of the Maryland Economic Development Association (MEDA), a nonprofit organization established in 1961 whose mission is to enhance the knowledge and skills of its members, encourages partnerships and networking among people committed to bringing jobs and capital to Maryland, and promotes economic development as an investment in Maryland; and

Whereas MEDA members promote the economic well-being of Maryland by working to improve the state's business climate and the professionalism of those in the field of economic development including other professionals with an interest in the economy of Maryland, and through its regular meetings, special programs and projects, members address diverse issues; and

Whereas, the economic growth and stability of the State affects all regions and jurisdictions of Maryland, and [your name] is an important component of the State's economic success, [and will highlight those successes by [hosting XX event; recognizing important projects; visiting local businesses; whatever any type of local event may be] –or, if you will do just a proclamation, delete the part in [].

Now, Therefore, the [governing board] of (your community), Maryland hereby proclaims the week of October 20 – 26, 2019 as Economic Development Week. Economic Development Week will highlight the investment in partnerships that strengthen our competitiveness in (your community), and asks all to join with us to recognize and reaffirm the importance of business development locally and statewide.



About MEDA

MEDA enhances the knowledge and skills of its members and encourages partnerships and networking among those committed to bringing jobs and investment to Maryland. In addition to quarterly conferences, members have access to opportunities, discounts and scholarships for professional development. Members can participate in awards programs that recognize the best economic development projects or programs, redevelopment projects or programs and marketing efforts in business development, locally and statewide.

Thank you to our 2019 Sponsors!

MEDA thanks the sponsors of the 2019 Economic Development Week. For more than 50 years, MEDA members have pioneered job creation and community renewal on behalf of all Marylanders. Our sponsors bask in the successes of every job created and every neighborhood strengthened; their support empowers members to lead with confidence. Please browse our Sponsorship Opportunities below to see what might seem like a good fit for your organization. If you have any questions, please feel free to email sponsorship@medamd.com.

