

MEDA

Maryland Economic
Development Association

Economic Development Week

An Initiative of The MEDA Foundation, Inc.

TOOLKIT



WHAT IS ECONOMIC DEVELOPMENT WEEK IN MARYLAND?

During this week-long celebration, the economic development initiatives energizing Maryland's towns and cities take center stage! Economic development grows opportunities and strengthens quality of life, one community at a time. Join us as we recognize Maryland's economic developers and their contributions to our towns and cities. Together, we're:

- celebrating from Monday, October 25 to Friday, October 29, 2021;
- emphasizing that economic development directly impacts quality of life, investment, and community prosperity;
- honoring Maryland's economic development organizations, businesses, and workforce.

Economic Development Week in Maryland is the perfect opportunity to showcase your team's commitment to business attraction, retention, and workforce development. Read on and get ready to celebrate.



GET INVOLVED! HOST AN EVENT

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

- Organize a virtual panel on a targeted topic. Capitalize on your organization's connections to thought leaders, entrepreneurs, and elected officials. Organize a virtual meeting to enlighten the public about topics that matter.
- Hold a virtual meeting. Use Economic Development Week in Maryland as an opportunity to promote an existing economic development meeting and invite local businesses to participate.
- Attend an existing event. Send representatives from your organization to another Economic Development Week in Maryland event. For more information, visit the events calendar on medamd.com.
- Distribute press releases and proclamations. Templates are included in this packet for easy customization.

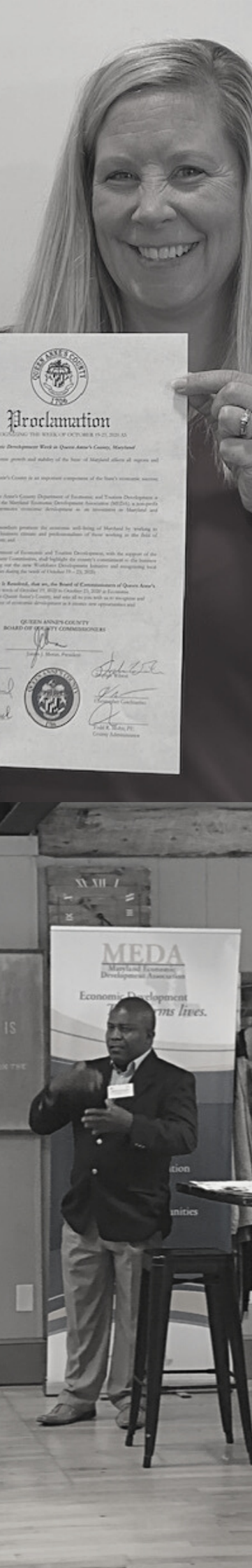
If you host an Economic Development Week in Maryland event, showcase it on social media platforms like Facebook, Twitter, Instagram, and LinkedIn and tag MEDA!

Facebook: MEDAmd

Twitter: MEDAmd

Instagram: MEDAMaryland

LinkedIn: MEDA (Maryland Economic Development Association)





HOW TO CELEBRATE WITHOUT HOSTING

If you lack the resources or personnel to host an event for Economic Development Week in Maryland, 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.
- **Creating a blog post.** Write a blog or a series of blog posts in celebration of Economic Development Week in Maryland. You might explain the intent of the week or 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 raise the profile of Economic Development Week in Maryland, even if you aren't holding an event. For your convenience, templates are included in this toolkit.



GET INVOLVED! SHARE ON SOCIAL MEDIA

You can't raise awareness in an empty room; spread the word with social media savvy.

These tactics will make your publicity pop:

- **Share events on social media.** Post your Economic Development Week in Maryland events to your organization's Facebook page. Create a public Facebook event so your followers can engage, RSVP, and share with others. Post updates before and during the event on all platforms. After the event, share photos or screenshots, takeaways, resources, and, if applicable, an event recording.
- **Take plenty of photos or screenshots.** A picture is "worth a thousand words" and a high volume of likes and shares! Take pictures during your event and post them 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. 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 #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] serious appeal? [Share fact or data point about county]. #EconDevWeek
- Visit us at [name of your organization] for [name of event]! It's #EconDevWeek, and we're celebrating by [description of event].
- Happy #EconDevWeek! This week, we recognize economic development in [name of your county] and across the State. We're proud of the significant projects we've accomplished to make our County and Maryland a better place to be. Learn more about these accomplishments through this blog on our website: [insert link to blog]





GET INVOLVED! SEND A PRESS RELEASE OR MAKE A PROCLAMATION

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 it to local media.

PRESS RELEASE TEMPLATE

Name of Your Office or Business to celebrate Economic Development Week in Maryland

(Give a brief description of events you are celebrating)

(Insert location/town), Md. (October XX, 2021) – [Name of Your Office or Business], in partnership with the Maryland Economic Development Association (MEDA), will celebrate Economic Development Week in Maryland.

The week-long event, running Monday, October 25 through Friday, October 29, will showcase how economic development transforms lives. Events and activities hosted by various economic development organizations will highlight 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.] *Make sure to share event details like date, time, location and registration.*

[Name of your organization] celebrates Economic Development Week in Maryland to emphasize the importance of economic development for the State of Maryland to the general public. The week is designed to increase an 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 organization], please visit [insert web address]. To learn more about Economic Development Week in Maryland, visit www.MEDAmd.com.

About [insert title of your organization]

[Insert boilerplate here.]

Media Contact:

[Name]

[Title]

[Email]

[Phone Number]

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 opt for a proclamation only, delete the part in []].

Now, Therefore, the (governing board) of (your community), Maryland hereby proclaims the week of October 25-29, 2021 as Economic Development Week in Maryland.

Economic Development Week in Maryland will highlight the investment in partnerships that strengthen our competitiveness in (your name), 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 SPONSORS!



MEDA thanks the sponsors of the 2021 Economic Development Week in Maryland. 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 to select the best option for your organization. If you have any questions, please email info@medamd.com.

