



MEDA

Maryland Economic
Development Association

Economic Development Week

An Initiative of The MEDA Foundation, Inc.

TOOLKIT



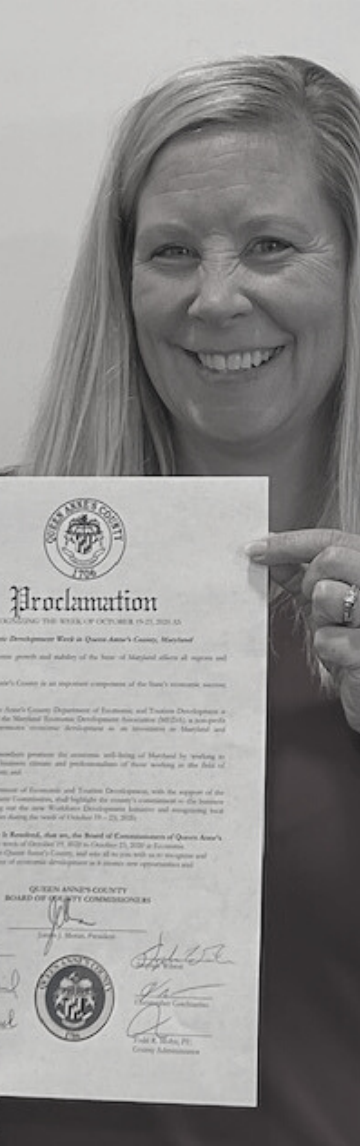
WHAT IS ECONOMIC DEVELOPMENT WEEK IN MARYLAND?

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 23 to Friday, October 27, 2023;
- 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:

- Come and join our celebration of #EconDevWeek! [Organization] takes great pride in representing the vibrant business community of [name of your county].
- Did you know that [county] is known for [Share an interesting fact or data point about the county.] #EconDevWeek is a great week to share our [county] pride!
- Don't miss out on [name of event] at [organization]! As part of #EconDevWeek, we're excited to commemorate the occasion by hosting this event that [description of event].
- Wishing you a delightful #EconDevWeek! During this week, we acknowledge the economic development happening in [name of your county] and throughout the State. We take immense pride in the significant projects we have accomplished and our contributions to improving our County and the State of Maryland. Find out more about our work in 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

Headline: (Name of Your Office or Business) to celebrate Economic Development Week in Maryland

Subhead: (Give a brief description of the events you are celebrating)

(Insert Location/Town), MD. (XX XX, 2023) – [Name of Your Office or Business], in partnership with the Maryland Economic Development Association (MEDA), will celebrate Economic Development Week in Maryland.

Since 2011, this week-long observation has showcased how economic development transforms lives. Economic Development Week will be held this year from Monday, October 23, through Friday, October 27. Events and activities hosted by various economic development organizations statewide 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 the 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.

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About [insert title of your organization]

[Insert boilerplate here.]

Media Contact:

[Name]

[Title]

[Email]

[Phone Number]

PROCLAMATION TEMPLATE

WHEREAS, **(organization name)** 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, encourage 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 statewide economic well-being by working to improve Maryland'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 affect all regions and jurisdictions of Maryland, and **(organization 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, **(I/We)** the **(governing body or elected official)** of **(community)**, Maryland do hereby proclaim the week of October 23-27, 2023 as Economic Development Week in Maryland, and ask 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.

