

# ECONOMIC DEVELOPMENT WEEK TOOLKIT



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**2024**

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# WHAT IS ECONOMIC DEVELOPMENT WEEK IN MARYLAND?

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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 21 to Friday, October 25, 2024;
- 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

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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](http://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

**Instagram:** MEDAMaryland

**LinkedIn:** MEDA (Maryland Economic Development Association)



# HOW TO CELEBRATE WITHOUT HOSTING

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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

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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

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## 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

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*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](mailto: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

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**Headline: (Name of Your Organization or Business)** Celebrates Economic Development Week in Maryland

**Subhead: (Provide additional context or details that complement the headline. ex:Give a brief description (one to two sentences) of the events you are celebrating)**

**(Insert Town), MD. (Month XX, 2024) – [Name of Your Organization or Business with a URL link to your organization’s website]**, in partnership with the Maryland Economic Development Association (MEDA), will celebrate Economic Development Week in Maryland.

Since 2011, this week-long observance has highlighted the transformative impact of economic development on communities and individuals. This year’s Economic Development Week will take place from Monday, October 21, through Friday, October 25. Events and activities hosted by various statewide economic development organizations will highlight the efforts and initiatives to improve business retention, job growth, and quality of life for Maryland residents.

As part of the celebrations, **[name of your organization]** will host **[describe your proclamation, event, or activity. Make sure to share event details like date, time, location, and registration.]**

**[Name of your organization]** is honored to celebrate Economic Development Week in Maryland, highlighting the crucial role that economic development plays in the state's ongoing prosperity and growth.

**[Insert quote from your organization’s executive director or other leadership]**

To learn more about **[name of your organization]**, please visit **[insert web address]**.

To learn more about Economic Development Week in Maryland, visit [www.MEDAmd.com](http://www.MEDAmd.com).

**About [insert title of your organization]:**

**[Insert boilerplate here.]**

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**Media Contact:**

**[Name]**

**[Email]**

**[Phone Number]**



# PROCLAMATION TEMPLATE

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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 a direct interest in the economy of Maryland—through its regular educational meetings, special programs, and community-driven projects, members address diverse issues; and

WHEREAS, Economic Development Week provides the opportunity for community-minded organizations to collaborate and share strategies, programs, and best practices on advancing Maryland's economy; 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, BE IT RESOLVED THAT **(I/WE)** the **(governing body or elected official)** of **(community)**, Maryland, do hereby proclaim the week of October 21st through October 25th, 2024, as Economic Development Week in Maryland.

**(I/We)** encourage all to join us in recognizing and reaffirming the importance of business development locally and statewide during this celebration.

**[Official Signature and Seal]**

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of **(community and state name)**, this \_\_\_\_ day of October 2024.

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(Title, Name)

MEDA Members  
in Action Through  
*Our Commitment*



# 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.

