

ECONOMIC DEVELOPMENT WEEK IN MARYLAND TOOLKIT

2025



WHAT IS ECONOMIC DEVELOPMENT WEEK IN MARYLAND?

During this week-long celebration from **Monday, October 20 to Friday, October 24, 2025**, the economic development initiatives energizing Maryland's towns, cities, and counties take center stage! Economic development creates opportunities, strengthens quality of life, and makes Maryland a great place to live, work, and play—one community at a time. Join us as we recognize Maryland's dedicated economic developers and their contributions and efforts.

Together, we're emphasizing that economic development directly impacts quality of life, investment, and community prosperity while 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. Let's celebrate!



HOST AN EVENT

SHOWCASE YOUR IMPACT

Hosting an event is a powerful way to highlight your organization's role in economic development and engage your community in meaningful discussions. Consider these event ideas to maximize your impact:

- **Organize a panel.** Leverage your organization's connections with thought leaders, entrepreneurs, and elected officials to host a discussion on key economic development topics.
- **Hold a meeting.** Use this week as an opportunity to promote an existing economic development meeting and invite local businesses to participate.
- **Host a speaker.** Invite a local expert or leader to discuss economic development projects or initiatives shaping your community.
- **Honor local businesses.** Celebrate local businesses and encourage the community to "shop local" with a fun activity like a treasure hunt or bingo card.
- **Attend an event.** If you can't create an event this year, show your support by attending an existing event! Visit the events calendar on medamd.com.

If you host an Economic Development Week event, share it on social media and tag MEDA!



MEDAmd



MEDAMaryland



MEDA (Maryland Economic Development Association)



HOW TO CELEBRATE WITHOUT HOSTING AN EVENT

If you're unable to host an event for Economic Development Week in Maryland, you can still still make a meaningful contribution and 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 posts celebrating this week! You can explain the intent of Economic Development Week, publicize resources available through your organization, or profile local businesses. Once you published your blogs, share them on your social media platforms.
- **Supporting other economic development organizations.** Our economic development community works collectively in support of a stronger Maryland. Support fellow organizations by attending their events or promoting them on your social media, newsletter, and website events page.
- **Distribute a press release or issue a proclamation.** Use the templates in this toolkit to easily share your organization's efforts with your community and the media.



SHARE ON SOCIAL MEDIA

SPREAD THE WORD

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 RSVP, engage, and share with others. Post updates before and during the event on all platforms. After the event, share photos, takeaways, resources, and, if applicable, event recordings.
- **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 them to your social media accounts.
- **Use the hashtag #EconDevWeek.** Use the hashtag #EconDevWeek to join in the conversation and increase your visibility. Don't forget to tag MEDA—we'll share your events and posts across our accounts!



SOCIAL MEDIA EXAMPLES

FOR INSPIRATION

Customize these sample posts to your liking:

- [Organization] is proud to represent the dynamic business community of [town/city/county]. Did you know that [County] is known for [interesting fact or data point]? Economic Development Week in Maryland is a perfect time to showcase our economic success and share our [County] pride! #EconDevWeek
- As part of #EconDevWeek in Maryland, [organization] is excited to host [name of event]! This event will [brief description of event's impact]. Join us as we highlight the projects and partnerships driving economic growth in [town/city/county] and beyond. We look forward to celebrating with you!
- Happy #EconDevWeek! This week, we highlight the impact of economic development in [town/city/county] and across the State of Maryland. From job creation to business expansion, we are committed to strengthening our local economy and enhancing the quality of life in our community. Learn more about our work on our blog: [insert link to blog].

Try our customizable social media template! >>>



GET INVOLVED!

SHARE A PRESS RELEASE OR MAKE A PROCLAMATION

Press releases formally introduce your event to the media and highlight its value to the public, giving your organization essential exposure. Proclamations, likewise, raise visibility with local officials and generate media awareness. When writing a press release:

- **Use third-person.** Press releases are written using third-person pronouns (he, she, they, 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.** Since press releases appear both in print and online, hyperlinks help drive traffic to your website and expand your reach.
- **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 make participation easy, we've included a press release and proclamation templates on the next pages. Simply fill them in and distribute them to local media.



PRESS RELEASE TEMPLATE

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, 2025) – [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 20, through Friday, October 24. 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.

About [insert title of your organization]:

[Insert boilerplate here.]

###

Media Contact:

[Name]

[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 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 20th through October 24th, 2025, 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 2025.

(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.

