



Want your local elected officials to understand and support your economic development efforts?

Sponsor an Economic Development Leadership Forum

It's been proven time again that local policy makers and elected officials who understand what economic development is and how it can improve their community's bottom line and quality of life will in turn provide the resources necessary to make it happen.

CALED, the statewide professional economic development association that has provided

leadership for economic development professionals for 25 years, can work with you to design a training session targeted specifically for local elected officials and policy makers on the issues affecting your city or county.

Let us help you demonstrate the value of economic development to your community leaders.

CALED'S LOCAL ELECTED OFFICIALS (LEO) TRAINING CAN:

- Answer your community leaders' key questions about what you do and why it's important.
- Give you a way to promote economic development to local policymakers.
- Teach your community leaders about the principles of economic development.
- Build consensus on economic development strategies.
- Engage local policymakers in discussions on critical issues in the context of today's economy, including your strategic plan and economic development efforts.
- **Demonstrate your value to your community.**

This forum will facilitate interaction and identify strategies to retain, expand, and attract business; strengthen the local and regional economy; and link these job opportunities to Workforce Investment and Welfare-to-Work programs.

For more information on how **CALED** can help you demonstrate the value of economic development to your community's leaders, contact us today.

CALED

550 Bercut Drive, Suite G Sacramento, CA 95811
(916) 448-8252 • www.CALED.org

PEOPLE ARE TALKING!

What council members are saying:

"I went up to an official and thanked her for coming. She said, 'It is I who should thank you. This was so helpful to me, I wish all of my fellow council people would be able to come to a workshop like this' Thanks CALED!"

What economic developers are saying:

"Thank you for all your efforts in bringing the event about. The day was worthwhile and will lead to a greater degree of cooperation and understanding among partners and agencies."

What supervisors are saying:

"It is of great benefit to have this type of learning forum because elected officials are looked to as 'experts' and this forum allows for questions and an open dialogue."

What city and county officials are saying.

"I have talked to many of the participants at the session, and they were all of the same consensus: That the training was a great success. They learned a great deal about what economic development is and how it can benefit our county."

Need help achieving your community's economic development needs?

CALED's Professional Advisory Service can help!

For over a decade, **CALED**'s onsite technical assistance program, the **Professional Advisory Service (PAS)**, has helped more than 100 communities achieve their economic development objectives.

We can help your community, committees, and board of directors:

- Understand what economic development is and its importance to the community
- Structure and fund economic development efforts
- Identify, build consensus for, and commit to key action steps to move a new economic development effort forward from where you are today in:
 - Business attraction
 - Business retention and expansion
 - Entrepreneurship and incubators
 - Targeting industries
 - Economic development strategies
 - Marketing strategies
 - Creative project financing
 - and much, much more...

PAS EARNS RAVE REVIEWS

Innovative

"The panel participants selected for the PAS were experienced and creative. They listened to our presentation of factual data and our ideas on successes as well as failures, before asking intuitive questions. The panel proposed some outstanding goals for our future planning!"

—Napa Valley E.D.C.

Effective

"Thank you for putting together a PAS for us. The workshop was well received by merchants, property owners, staff, and elected officials. I have heard nothing but praise for the PAS, and it has given a big boost to our goal of upgrading the downtown."

—City of San Bruno

Inspiring

"Thank you so much for assembling the PAS team. The feedback has been very complimentary. The information that was given has inspired our board to move on with their strategic planning."

—Santa Ana E.D.C.

Enjoyable

"The PAS team was very well versed on the areas of tourism and economic development through tourism. It was a pleasure to be able to participate in such a learning experience. The chamber appreciates CALED and its many programs dedicated to economic development. Thanks again for your support!"

—Ridgecrest Chamber of Commerce

The strength of **PAS** lies in the wealth of expertise found in **CALED**'s staff and members. We handpick a team of seasoned experts knowledgeable about the needs and concerns facing your community.

Your **PAS** team could include:

- Developers
- Economic development directors
- City managers
- Realtors
- Finance consultants
- Marketing experts
- Redevelopment professionals
- Utility representatives
- Bankers
- And others, depending on your unique needs!

From the basics of economic development to special problem solving for experienced communities, we offer objective, impartial evaluations and strive to advance your community's economic development agenda.

Contact us today for more information on how **CALED** can help your community solve its economic development problems.

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