Managing an Economic Development Office (EDO)

Presented by:

Chad Newell, President
Area Development Partnership (ADP)
Greater Hattiesburg, MS

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Because I’ve been a migrant worker...
Meridian
Starkville
Jackson
Hattiesburg
Mobile
Opelika
Birmingham
Nashville
Hattiesburg
What does it take to effectively manage an economic development organization?
• Jack of all trades
  – Multidisciplinary field
• Economic development knowledge
  – Understanding of site selection factors
• Communication skills
  – Oral and written
• Political awareness
• Strategic Marketing
• Site selection factors
  – Real Estate
  – Utilities
  – Education/Workforce
  – Taxes
  – Permitting
  – Customer base/logistics
  – Transportation system
• Site selection factors
  – Quality of Life
    • Healthcare
    • Housing
    • Amenities
  – Leadership
  – Pro-business attitude
  – Incentives...tools in the toolbox
  – Cost of doing business
  – Cost of living
  – Intangibles...gut feel
• Strategic Marketing – Branding
  – Brochure
  – Regional profile
  – Newsletter
  – Folders
  – Website
  – Social Media
• People skills
• Assemble a championship caliber team
• Strive for excellence
• Continue to raise the bar while managing expectations
• Leadership skills
• Follow your heart
• Be passionate…it’s contagious

Area Development Partnership
NO ENERGY VAMPIRES ALLOWED!

10 Rules to Fuel Your Life, Work and Team with Positive Energy!

www.TheEnergyBus.com
SMILE
It Keeps the Energy Vampires Away

10 Rules to Fuel Your Life, Work and Team with Positive Energy!
www.TheEnergyBus.com

Area Development Partnership
THINK BIG!
Because every journey begins with a desire to go somewhere and do something.

ENTHUSIASM
Attracts more passengers and energizes them during the ride.

10 Rules to Fuel Your Life, Work and Team with Positive Energy!
www.TheEnergyBus.com
• Responsiveness
• Confidentiality
• Exude quality … professionalism
• Cog in the wheel … it’s a team sport
• Humility
• Mentor your staff
• Push them to the edge of the cliff … just not over
• Relationships
• Fundraising
• The art of the deal
• Demonstrate results
What type EDO do I want to manage?
• Economic Development Careers
  – Public
  – Utilities
  – Private Non-profit
  – Local, regional, statewide
The Area Development Partnership’s Mission:

The Area Development Partnership stimulates economic growth through the resources of its members and partners leading to an improved economic well-being and quality of life for Greater Hattiesburg Area citizens.
• ADP Divisions
  – Chamber of Commerce
  – Community Development
  – Economic Development
• 9 Full-Time Employees
• $1.4 Million Annual Budget
  – 71% private
  – 29% public
• 850 Members

1) Business Retention, Expansion, and Workforce Development

2) Business Recruitment

3) Site/Infrastructure Development and Advocacy for Key Transportation/Port Improvements

4) Community Relations and Military Affairs

5) Retiree Recruitment
Stion Announces 1,000 NEW JOBS in Greater Hattiesburg
The Accelerator Specifications

60,000 sq. ft. (5,574 m²) total  |  17,000 sq. ft. (1,579 m²) Incubation Space

National Formulation Science Laboratory  |  Mississippi Polymer Institute
Let’s all be Chief Energy Officers (CEO’s)
Chad Newell
President
Area Development Partnership (ADP)
1 Convention Center Plaza
Hattiesburg, MS 39401
(601) 296-7513

c.newell@theadp.com
www.theadp.com