



ECONOMIC DEVELOPMENT COUNCIL  
OF THE BLOOMINGTON-NORMAL AREA  
*Investing in McLean County*

## **Economic Development 101 - Course Agenda Saturday, October 24th**

- 8:00-8:30 a.m. Registration**
- 8:30-9:00 a.m. Introduction and Overview of Economic Development**  
The goal of this session is to put economic development into context. What is economic development, and how does it affect our local economy?
- 9:00-9:45 a.m. Business Retention and Expansion/Entrepreneurial Development**  
Business retention and expansion is a core component of economic development. Business retention and expansion programs assist businesses in an effort to: keep them from relocating to other areas, help them survive economic difficulties, assist them with expansions that add new jobs and increase their competitiveness in the wider marketplace. This session will introduce you to our local BizBAM business retention program.
- 9:45-10:15 a.m. Economic Development Marketing and Attraction**  
Business attraction has historically been a major focus of economic development. This session will introduce you to how and why the EDC employs various marketing and attraction tools.
- 10:15-10:30 a.m. BREAK**
- 10:30- 11:00 a.m. Economic Development Finance**  
This session will provide an overview of the role of capital in economic development and introduce you to the EDC's loan programs that are available to local business owners.
- 11:00-11:30 a.m. Workforce Development**  
Workforce development is quickly becoming the #1 focus for economic development. A skilled and educated workforce is crucial in today's economy. Without the proper infrastructure of skilled labor in place, communities cannot be competitive in attracting and retaining business. This session will highlight the EDC's workforce initiatives.
- 11:30-12:00 p.m. Strategic Planning & Investor Relations**  
So that economic development issues are addressed in a comprehensive way, it is important that communities undergo a strategic planning process. This plan should explore the community's vision of the future while, at the same time, identifying realistic and measurable goals. This session will focus on the EDC's strategic plan for 2007-2011 and discuss why we will be revisiting the plan soon.
- 12:00-12:15 p.m. Conclusion**