



2023 OHIO BASIC ECONOMIC DEVELOPMENT COURSE

SPONSORED BY THE OHIO ECONOMIC DEVELOPMENT ASSOCIATION
Accredited by the International Economic Development Council

Register Soon: Space is Limited!

Intensive, Accredited Training for
Economic Developers and Community Leaders



AICP members can earn Certification Maintenance (CM) credits for this activity. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at planning.org/cm.



Certification
Maintenance



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

The Ohio Basic Economic Development Course is accredited by the IEDC. Completion of the course qualifies you to apply for the Economic Development Institute (EDI), a week-long professional development course held both in person and on-line.

THE COURSE:

The Ohio Basic Economic Development Course is an intensive training experience for economic development practitioners, community leaders, local government officials and others committed to building healthy economies for their communities. The course is appropriate both for people who are new to the economic development profession as well as those more experienced who are seeking a refresher on basic practices and principles.

The Basic Course covers essential basic skills necessary for a successful economic development professional and is taught by experienced practitioners from Ohio and the nation.

The course meets May 1 – 4, 2023. The course takes place at the Embassy Suites Columbus Dublin; 5100 Upper Metro Place, Dublin, Ohio 43016. The room rate for course registrants will be \$132.00

The Basic Course covers essential basic skills necessary for a successful economic development professional taught by experienced practitioners from Ohio and the nation, including:

- Community Preparedness
- Strategic Planning
- Community and Neighborhood Development
- Business Retention & Expansion
- Business Attraction & Site Development
- Managing Economic Development Organizations
- Economic Development Finance & Incentives
- Ethics
- Small Business and Entrepreneurship
- Workforce and Talent
- Advanced Location Marketing
- Your Community's Competitive Advantages

The Ohio Basic Economic Development Course is a prerequisite for pursuing the Ohio Certified Economic Developer (OhioCED) credential from the Ohio Economic Development Institute (OEDI). OEDI provides top-tier Ohio focused advanced training for professionals in the area of real estate, finance and incentives, retention and expansion, site selection/site development and workforce development. OEDI also provides elective courses in a wide range of current topics in economic development. For more information about OEDI, visit www.ohioeda.com.

The Ohio Basic Economic Development Course is accredited by the International Economic Development Council and counts toward the CECD certification for professional economic developers.

AICP members can earn Certification Maintenance (CM) credits for completing the Ohio Basic Economic Development Course.

THE OHIO BEDC OFFERS:

- Skilled instruction that provides practitioners and community leaders with a base of knowledge for making informed decisions on economic vitality
- Accreditation for practitioners seeking to establish professionalism in the field
- Networking with course faculty and participants, giving you important state and national contacts within the economic development community
- “Insider” knowledge of how to pursue economic development within Ohio and the nation
- Training on core economic development subjects applicable to economic development positions nationwide
- The best introduction you can have for directing economic development in your community

WHO SHOULD ATTEND?

While the Ohio Basic Economic Development Course (OBEDC) is open to anyone interested in learning more about economic development, it is targeted to the working economic development professional and community leaders involved at some level in economic development for their communities.

- Past participants have included:
 - Economic and community development professionals
 - Federal, state and local government officials (elected and non-elected)
 - Public utility employees
 - Community and urban planners
 - Attorneys who work with economic development projects
 - Chambers of Commerce staff and board members
 - Financial institution representatives
 - Industrial/Commercial developers

COURSE REGISTRATION:

We are pleased to offer our in-person Basic Course no increased rates Registration includes all instruction, course manual and materials. Registration is required no later than April 16, 2023.

Follow the Link Below to Register for the 2023 Ohio Basic Economic Development Course:

Link to Register:

<https://oeda.wildapricot.org/event-5120301>

You may pay via credit card or check via this online system.

Early Bird Registration: Current OEDA Members: \$649 per person (Save \$50)

If multiple OEDA members from the same organization are registering, we are happy to offer a discounted rate of \$599 per person. (All registering must be current OEDA members, as OEDA membership is an individual membership).

Early Bird Registration Fee: Non-Members: \$749 per person (Save \$50)

Early Bird Fee: Join OEDA and Save: \$849 (Save \$50)

NEW members - Join OEDA for 2022 with your Basic Course registration and save 30% on membership!

Payment/Refund Policy: Early Bird Registration is available thru March 1, 2023. Payment must be received on or before the first day of the course. Registrations are refundable, less a \$50 processing fee, for cancellations made by April 14, 2023. Sorry, no refunds will be given after this date. Registrations with payment pending will be responsible for full payment if cancellation is received after April 14, 2023.

LODGING INFORMATION:

The site of the 2023 Ohio Basic Economic Development Course is the Embassy Suites Columbus Dublin. The hotel is located at 5100 Upper Metro Place, Dublin, Ohio. 43017. A limited number of hotel rooms have been blocked for the nights of May 1, 2 and 3 at the discounted rate of \$132 per night, not including taxes and fees. **Hotel reservation deadline is Sunday, April 9, 2023 at 11:59pm.**

Link to Hotel Reservation:

<https://www.hilton.com/en/attend-my-event/oedaecondevcourse23-od2/>

Group Name: 2023 OEDA Basic Economic Development Course

Group Code: OD2

Central Reservations Number: 800.220.9219

Tentative 2023 Ohio BEDC Schedule

Subject to Change

Day 1: May 1, 2023

*Estimate timeline is 10:00 a.m. – 6:00 p.m. Registration will open at 8:00 a.m.
(Lunch provided, and a Welcome Reception at the end of the day).*

10:00 am	Basic Course Welcome and Course Introduction
11:00 am - Noon	Basic Course Keynote
12:15 – 1:15pm	Issues Luncheon #1: 10 Rules for the Practice of Regional Economic Development, Dr. Ned Hill, The Ohio State University
1:25 – 3:25 pm	Strategic Planning
3:35 – 5:30pm	Workforce and Talent
5:30 – 7:00 pm	Basic Course Reception for all students and instructors

Day 2: May 2, 2023

Estimate timeline is 8:00 a.m. – 6:00 p.m. (Breakfast and Lunch provided)

8:00 – 10:00am	Business Retention and Expansion
10:15 – 12:15 pm	Site Selection & Attraction
12:30 – 1:30 pm	Issues Luncheon #2: Prepared Communities Roundtable (tentative)
1:45 – 3:45 pm	Small Business and Entrepreneurship
3:55 – 5:55pm	Real Estate Development

Day 3: May 3, 2023

Estimate timeline is 8:00 a.m. – 6:00 p.m. (Breakfast and Lunch provided)

8:00 – 9:30 am	Economic Development Financing
9:45 – 11:15 am	Economic Development Incentives
11:30 am – 1:00 pm	Issues Luncheon #3: Housing and Economic Development (tentative)
1:00 – 3:00 pm	Neighborhood and Community Development
3:15 – 5:15 pm	Managing EDO's

Day 4: May 3, 2023

Estimate timeline is 8:00 a.m. – 2:00 p.m. (Breakfast and Lunch provided)

9:00 – 11:00 am	Managing EDO's
11:30 – 1:00 pm	Issues Luncheon #4: Topic TBD
1:00 pm	Conclusion of Course