

Pacific Northwest E D C Portland – June 20, 2005

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**What works & what doesn't
work with EDCs across
the country**



Building high-performance communities

By: Dr. Phil Burgess, Ph.D.

Eight Key Initiatives

1. Promote local growth
2. Promote entrepreneurship
3. Foster innovation
4. Create collaborative networks
5. International Commerce
6. Promote SO/HO markets
7. Lone eagles
8. Promote telecommunications

Parallel Effort Needed !

Build a high performance Community
and
Build a high performance EDC

Three Master Characteristics

1. Culture
2. Organizational Principles
3. Program Foundations

CULTURE

- Focus
- Process vs Project-Oriented
- Realistic goals / expectations
- Build and utilize partnerships
- Proactive and creative

ORGANIZATIONAL PRINCIPLES

- Investor/Member Involvement
- Active Board & Committee Structure
- Results Oriented/Performance Measures
- Strategic Planning
- Hired Professionals
- Board focuses on Policy

PROGRAM FOUNDATIONS

- Public Relations vs Paid Advertising
- Local Business Oriented
- Research/Data Oriented
- Media Relations
- Local Development/Real Estate/Committee Support