



Understanding the Building Blocks of Economic Development

**WYOMING
ECONOMIC
DEVELOPMENT
ASSOCIATION**
WEDA

Who & What

- Who's here?
- Who do you work for?
- What is Economic Development?



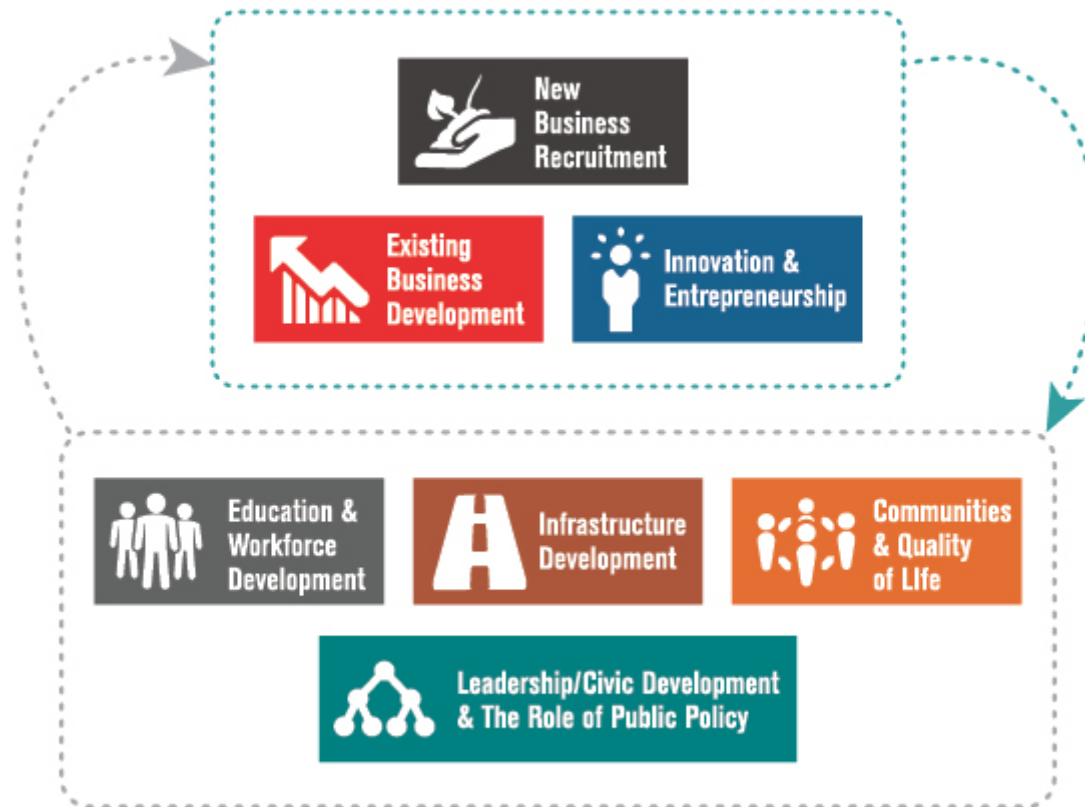
Building Blocks of Economic Development



Leadership/Civic Development & The Role of Public Policy

Cycles of Development

PROVIDE \$ FOR INVESTING IN BELOW



PROVIDE FOUNDATION FOR ABOVE



Leadership & Public Policy: *A Strong Foundation*



New
Business
Recruitment



Existing
Business
Development



Innovation &
Entrepreneurship



Education &
Workforce
Development



Infrastructure
Development



Communities
& Quality
of Life



Leadership/Civic Development & The Role of Public Policy



Without Leadership, Nothing Else Matters



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Leadership & Public Policy Development

- **Wyoming Economic Development Association (WEDA) provides leadership and support to foster economic development in Wyoming.**
- ***We do that in two ways:***
 - Develop skilled economic development practitioners in Wyoming
 - Educate leadership regarding the impact of economic development to maintain the programs and services which help us do our job.



Quality of Life: *Work Where You Want to Live*



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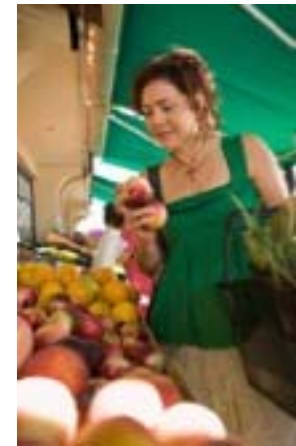
Communities
& Quality
of Life



Leadership/Civic Development & The Role of Public Policy



Quality of Life: *Makes a Community Worth Living In*





Quality of Life

- ***Our Key WY Business Council Programs:***
 - Community Facilities Program (CFP)
 - Community Enhancement Program
 - Community Development Block Grants (CDBG)
- These programs help *your* communities create community gathering spaces, and recreational and educational amenities, which promote a positive business climate in your home towns.



Infrastructure: *"Shovel Ready"*



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“Shovel Ready”

- ***A key tool in our tool kit:
WY Business Council – Business Ready
Communities Program (BRC)***
- This program builds the infrastructure needed to attract and grow both existing and new business.



Workforce: *Without Good Employees, Job Creation is Not Possible*



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Recruitment



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Without Good Employees, Job Creation is Not Possible

- **Wyoming's workforce relies upon the Department of Workforce Service's Workforce Training Fund**
- This program is used repeatedly by Wyoming citizens and businesses to improve their skill sets to become more attractive to relocating businesses requiring a trained workforce.



Entrepreneurship: *Living Your Dream*



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Home-Grown Companies



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Existing Business: *Grow Your Own*



New
Business
Recruitment



Existing
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Innovation &
Entrepreneurship



Education &
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Development



Infrastructure
Development



Communities
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Leadership/Civic Development & The Role of Public Policy



Vibrant Local Business

- **Wyoming's banner economic development projects historically rely on these key programs:**
 - Planning Information from WY Business Council
 - Statistics from Workforce Development/Labor
 - Infrastructure Grants from WY Business Council
 - Workforce Training Grants from Department of Workforce Services



New Business: *Hitting the Target*



New
Business
Recruitment



Existing
Business
Development



Innovation &
Entrepreneurship



Education &
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Infrastructure
Development



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Business Recruiting: *Adds jobs, Diversifies & Enhances Existing Base*



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Business Recruiting: Adds jobs, *Diversifies & Enhances Existing Base*

- **Recent Announcements & Programs Used:**

- Microsoft – supported by WBC’s **Business Committed Program (BRC)**
- Hi-Viz – supported by WBC’s **Business Ready and Business Committed Programs (BRC)**
- Gestamp Worthington Wind Steel – supported by **State Bonding**
- Haystack Coal Company – supported by WBC’s **Business Committed Program (BRC)**
- Insultech – supported by WBC’s **Business Ready and Community Facilities Programs (BRC & CFP)**

Wyoming Business Resource Network



**WYOMING
TECHNOLOGY
BUSINESS CENTER**



**Wyoming
SBIR/STTR
Initiative**

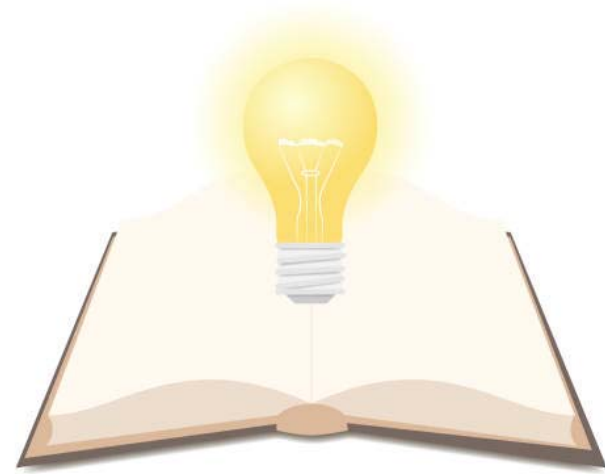


Wyoming Department
of Workforce Services



Marketing

- What is your product?
- Targets of Marketing
- Why do it?
- Know and understand your market
- Personal contact with your prospect is most important



Media Communications

- Confidence
- Connection
- Credibility
- Be prepared
- Know your audience
- Traps to avoid
- Have a plan

Leadership

- General expectations of a manager
- Econ. Dev. is an art
 - **Need creative leaders**
- Collaborative leadership is key to be a successful director
- A boss has the position
 - **A leader has the people**

Random Thoughts

Contact Me

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A portrait of a middle-aged man with a bald head, glasses, and a light beard, wearing a light-colored button-down shirt. He is smiling and standing in front of a background of autumn leaves.A blue logo for the Wyoming Economic Development Association (WEDA). The text "WYOMING ECONOMIC DEVELOPMENT ASSOCIATION" is stacked vertically, with "WEDA" in a white box at the bottom.

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