



Connecticut
Economic
Resource Center



FUNDAMENTALS OF ECONOMIC DEVELOPMENT

A *Transformational Approach*

What our participants are saying...

"This training is an unparalleled commitment by the collaboration of partners, CERC, CEDAS, the Connecticut Main Street Center and the Metro Hartford Alliance, to the economic health of Connecticut municipalities. Any municipality interested in educating its citizenry and volunteers on economic development cannot pass-up this informative and dynamic training opportunity." - Ray Carpentino, Economic Development Director, Town of Rocky Hill

"The program helped bring some focus to the role of Economic Development both locally and regionally." - Susan Beckman, Economic Development Director, Town of Old Saybrook

Economic development is a critical component of any community's strategic plan. It is important that public officials across the municipal structure understand the intricacies of the local, state and global economy, and develop a strong and successful economic development foundation for their community's future.

To help Connecticut's public officials facilitate such efforts, a collaboration of partners – including the Connecticut Economic Resource Center, Inc. (CERC), the Connecticut Economic Development Association (CEDAS), the Connecticut Main Street Center and the MetroHartford Alliance – has developed a unique municipal economic development course.

The free 90-minutes workshop is geared to **ALL** within a municipality who impact economic development, and is designed to get everyone working collaboratively. The curriculum will answer the following questions:

- What is economic and community development?
- Who is responsible for economic development?
- What role does/should your "economic development team" and community play?
- How do you convince your residents and businesses of the importance of economic development?
- How is your municipal economy impacted by the state, region and global economy?

Additionally, attendees will receive information about research, marketing and general economic development practices, as well as resources and tools available to achieve economic development results.

To schedule a training session for your town, contact Courtney Hendricson, CERC's Vice President of Municipal Services, at 860-571-6219 or chendricson@cerc.com.



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Municipal Training Application

Town: _____ Contact Name: _____

Phone: _____ Email: _____

Presentation date/time (2-hour slot): _____

If selected date is during winter season, we suggest scheduling a snow date: _____

Location/address of presentation: _____

Is a screen/projector available? _____

CERC will bring a laptop and back-up projector. Please also supply sound if needed.

Please sign here to acknowledge that
you agree to the next steps _____:

<i>Two months prior (date) _____</i>	<ul style="list-style-type: none"> ○ Submit application to CERC ○ Confirm logistics date/time/location
<i>One month prior (date) _____</i>	<ul style="list-style-type: none"> ○ Send invitation from mayor/first selectman to elected officials, legislators, planning/zoning, land use, finance, EDC, etc.; cc: CERC ○ Include survey link with invite: https://www.surveymonkey.com/s/MunicipalTrainingSurvey ○ Send copy of invite to CERC ○ If needed, meet requirements of public meeting notification ○ Track registration ○ Schedule conference call with CERC about town's current ED efforts and challenges
<i>Two weeks prior (date) _____</i>	<ul style="list-style-type: none"> ○ Confirm attendance/send list of attendees to CERC – a minimum of 20 persons is required to hold training ○ Send CERC online link to town's POCD ○ Have conference call with CERC
<i>Day of presentation</i>	<ul style="list-style-type: none"> ○ Provide meeting refreshments ○ Prepare space with classroom or theater seating ○ Send follow up survey to all attendees: https://www.surveymonkey.com/s/MunicipalTrainingFeedback

Email completed form to nrosenbaum@cerc.com or 860-571-7150.

Questions? Call 860-571-7136.