



### WHO SHOULD ATTEND:

- Mayors
- City Council Members
- City Clerks
- County Commissioners
- State Senators
- State Representatives
- School Board Members
- Probate Judges
- Industrial Development Board Members
- Local Utility Managers
- Key Local Volunteers

### FOR INFORMATION & SCHEDULING:

Juliet Miller  
PowerSouth Energy Cooperative  
(850) 337-3408  
Juliet.Miller@PowerSouth.com  
www.florida.coop



### ENDORSED BY:

- 850 Magazine
- CHELCO
- Chipola College
- Enterprise Florida
- Escambia River Electric Cooperative
- Gulf Coast Electric Cooperative
- Gulf Power Company
- Opportunity Florida
- PowerSouth Energy Cooperative
- Workforce Florida
- West Florida Electric Cooperative

### BROCHURE PROVIDED BY:



## THE PROGRAM:

The Community Leadership Training Program was developed as an outgrowth of recent requests by economic development professionals for training at the local level.

The program is an opportunity to get the training these communities need to be more successful in the economic development arena. It is a formal economic development program designed specifically for elected officials and key community leaders to increase the level of economic development understanding.

The primary goals of the program are to provide participants with:

- An understanding of a broader definition of economic development;
- An overview of the economic development process and measures of success;
- An overview of the foundations every community must possess to be successful in economic development.
- An understanding of the different roles participants may play in the economic development process; and
- An understanding of where to go for technical and advisory assistance.



## TOPICS:

### Economic Development Process

- An overview
- The role of local and statewide economic development organizations
- The importance of teamwork
- Available resources
- Identifying the competition

### Site Selection Process

- Characteristics of a good site
- Determining your site's viability
- Site selection consultants
- Costs of good, well-developed sites
- The elected official's role
- The competition

### Industrial Park Development

- Existing park, conduct an objective evaluation
- Balancing resources with prospect needs
- Steps to developing industrial parks
- Costs associated with industrial parks
- An explanation of available state and local incentives

### Teambuilding

- Roles in community development
- Planning for your community's development

### Working with Existing Industries

- Keys to a successful existing industry program
- Successful program examples
- How to get started

### Workforce Analysis/Demographics

- Building a well-trained workforce
- The importance of collecting data
- Prospect information needs
- Selling your workforce to the prospect

### Working with Prospects

- Responding to inquiries/RFPs
- The presentation team
- Protocol/confidentiality/the community tour
- What works and what doesn't

### Retail/Commercial Development

- Comparison to industrial development
- Incentives
- Involvement of statewide developers

### Who is Our Target Market?

- What image do you want to portray?

Putting your community on the *track* to success