

## EDC 2018 WORK PROGRAM

### I. EDC INSIGHTS

**Lead/Coordination:** EDC Staff Liaison

**Purpose:** Provide an opportunity to learn from EDC members.

**Scope:** 15-minute presentations by current EDC members are followed by 15 minutes for questions and discussion. Presentation specifics are at the discretion of the Commissioner, but should include information about company/industry sector, work responsibilities, thoughts about doing business/ living in Arlington and anything else that would be of interest to EDC members.

**EDC Member Responsibilities:** EDC members should volunteer by contacting EDC Staff Liaison.

MEETING	EDC MEMBER PRESENTING
January 9	XX
February 6	
March 20	Jerry Norris
April 10	
May 8	
June 12	
September 11	
October 9	
November 13	
December 11	

### II. QUARTERLY 2X2 MEETINGS WITH THE COUNTY BOARD LIAISON, L. GARVEY

**Lead/Coordination:** EDC Chair and EDC Staff Liaison

**Purpose:** The purpose of these conversational meetings with the County Board (CB) Liaison will be to 1) provide an update on the EDC strategy as well as activities, goals and other items of interest; 2) ask about upcoming needs/ issues where our support or advice may be helpful; and 3) pursue any other topics that are related to current or important EDC business. Depending upon Commissioners present, a specific topic may warrant a more detailed briefing to inform the Liaison.

**Scope:** Meetings will be scheduled 30-minute to 1-hour conversation at the County Board Office, or other location as desired.

**Timeframe:** Meetings will be scheduled by the EDC staff liaison and coordinated with the CB Liaison and EDC members.

**Materials:** Handouts and other materials to facilitate conversation and provide information will be developed and provided. EDC Staff Liaison will facilitate development and production of required materials. Materials may include:

- Slide deck of key messages and supporting notes
- *Framework for Prosperity 2.0*
- *EDC Guiding Principles*
- other materials as determined

**EDC Lead and Member Responsibilities:** Each meeting will include the EDC Chair or Executive Committee member and one other Commission member so that FOIA notice is not required and so that the CB Liaison can become familiar with other Commissioners on the EDC.

TIMEFRAME	EDC MEMBER	TOPIC (S)
January-March 2018		
April-June 2018		
July-September 2018		
October-December 2018		

**Work Product:** Attending Commissioners will be asked to report to the EDC Commission at a subsequent EDC meeting.

### III. 2018 JOINT SPECIAL MEETING WITH PLANNING COMMISSION

**EDC Lead/Coordination:** EDC member and EDC staff Liaison, EDC member/s should volunteer by contacting EDC Staff Liaison.

**Purpose:** Work with Planning Commission representative(s) to organize 2018 Joint Special Meeting between Planning Commission and Economic Development Commission.

**Scope:** One meeting with Planning Commission and Economic Development Commission members to discuss matters of mutual interest.

**Timeframe:** Activities should be oriented towards a Fall meeting.

**Materials:** Handouts and other materials to facilitate conversation and provide information will be developed and provided. EDC Staff Liaison, EDC members will facilitate development and production of required materials. Materials may include:

- Slide deck of key messages and supporting notes
- Framework for Prosperity 2.0
- EDC Guiding Principles
- Other materials as determined

**EDC Lead and Member Responsibilities:** One or two EDC members will be responsible for the following:

- Coordinating with Planning Commission representative (s)
- Scheduling meeting
- Developing agenda
- Preparing presentation
- Identifying supporting materials
- Coordinating staff briefings on planning commission activities/work program as needed.

**Work Product:** Completion of Joint Meeting and follow up any agreed upon action steps. The EDC member leads will also report the results at a subsequent Commission meeting.

**IV. 2X2 CONVERSATIONS WITH KEY ARLINGTON COMMISSIONS**

**EDC Lead/Coordination:** EDC Executive Committee member and EDC staff Liaison. EDC members should volunteer by contacting EDC Staff Liaison.

**Purpose:**

The purpose of these informal conversations is to develop relationships with relevant Arlington Commissions by providing an overview of the EDC, introducing them to pertinent strategies in the *Framework for Prosperity 2.0*, and highlighting areas of mutual interest and alignment.

**Scope:** Meetings will be scheduled with the EDC Commission Chair or an Executive Committee member and additional EDC member and designated members of the relevant Commission.

**Timeframe:** Meetings may occur at a time and location convenient to both Commissions. Handouts and other materials to facilitate conversation and provide information will be developed and provided.

**Materials:** Handouts and other materials to facilitate conversation and provide information will be developed and provided. EDC Staff Liaison will facilitate development and production of required materials. Materials may include:

- Slide deck of key messages and supporting notes
- Framework for Prosperity 2.0
- EDC Guiding Principles
- Other materials as determined

**EDC Lead and Member Responsibilities:** Attend meeting and be prepared to discuss specific topics (TBD) that advance EDC strategy and build relationships. Preparation may include pre-work to understand role and activities of other Commissions.

COMMISSION	EDC MEMBER
Citizens Advisory Commission on Housing	
Transportation Commission	

Joint Facilities Advisory Commission (JFAC)	
Arlington Commission for the Arts	

**Work Product:** Completion of meetings and follow up on any agreed upon action steps. Attending Commissioners will also report the results of the presentations to the EDC at a subsequent Commission meeting.

**V. EDC PRESENTATIONS TO COMMUNITY ORGANIZATIONS**

**EDC Lead/Coordination:** EDC member and EDC staff Liaison. EDC members should volunteer by contacting EDC Staff Liaison.

**Purpose:** The purpose of these presentations is to engage with civic, business and community organizations to educate and inform Arlington residents and businesses about Arlington’s economic development strategy and issues.

**Scope:** Presentations will include providing an overview of the EDC, introducing the *Framework for Prosperity 2.0* and other relevant EDC work products, and highlighting areas of mutual interest and alignment. The EDC may be invited as a featured speaker or may be included as an item on the organization’s agenda. Organizations will be recommended by EDC members.

**Timeframe:** Dependent upon available slots at desired organizations.

**Materials:** Presentation materials will include

- Slide deck of key messages and supporting notes
- Framework for Prosperity 2.0
- EDC Guiding Principles
- Other materials as determined

**EDC Lead and Member Responsibilities:** One EDC member coordinates with organizations to arrange presentation opportunities with additional EDC members available to make presentations and lead subsequent discussions.

ORGANIZATION	PRESENTER(s)
Civic Federation	
Committee of 100	
...	
...	
...	

**Work Product:** Completion of presentations and follow up on any agreed upon action steps. Attending Commissioners will also report the results of the presentations to the EDC at a subsequent Commission meeting.

## VI. 2018 EDC WORKING GROUPS

### 1. Advancing Framework for Prosperity 2.0

**EDC Lead/Coordination:** Executive Committee Member and EDC staff Liaison.

**Working Group Members:** EDC members should volunteer by contacting EDC Staff Liaison.

**Charge:** Facilitate County Board Approval of EDC Strategic Plan in 2018. Target date June 2018.

**Tasks:**

- a. Identify documentation of Economic Development elements in County documents and planned activities that implement the Framework for Prosperity 2.0 economic strategies.
- b. Prepare summary of documentation to demonstrate complementing and competing elements in adopted County documents and current or planned activities that implement Economic Development strategies.
  1. Staff Liaison will review existing documents and provide initial analysis findings to working group.
  2. Working group and EDC Commissioners will also identify relevant documents or community activities to support the analysis findings.
- c. Conduct Community outreach and engagement activities as needed to prepare for County Board Work Session.
- d. Prepare communication and messaging tools:
  1. Slide deck with supporting notes
  2. Messaging Fact Sheet
  3. Brochure (based on Boeing example)
- e. Messaging tools so all EDC Commissioners can be strategy "Ambassadors": Target May 2018
- f. Schedule County Board Work session. Target June 2018

**Work Products:**

Completion of documentation and community outreach in preparation of County Work Session and County Board Approved Framework for Prosperity 2.0. Target June 2018.

### 2. Regional Considerations

**EDC Lead/Coordination:** EDC Member and EDC staff Liaison.

**Working Group Members:** EDC members should volunteer by contacting EDC Staff Liaison.

**Charge:** Enlighten EDC members about critical regional dynamics that are likely to have noteworthy bearing on economic development in the future.

**Tasks:**

- a. Using the expertise and ideas of EDC members, identify 3-4 critical topics.
- b. Invite experts/thought leaders to EDC meetings.
- c. Facilitate the discussion to include the following questions:
  1. How is Arlington “playing” in these dynamics? Formally and/or informally?
  2. How large is Arlington’s regional footprint? What is Arlington’s ability to effect the definition of issues, solutions, and organizational approaches?
  3. What actions should be recommended to address jurisdictional issue(s), and influence the action agenda of regional economic development efforts?
- d. Develop a strategy of implementation options for EDC review and consideration.
  - a. Incorporate the relevant goals and strategies included in Framework for Prosperity 2.0 into the strategy.
  - b. Highlight areas for consideration by CB and others.

**Work Product:**

- a. Present draft strategy to EDC for review and consideration. Target September/October 2018
- b. Present findings to County Board members via one on one meetings or other methods as appropriate – county meetings/ forums, etc. Target Fall 2018
- c. Share Implementation strategy with other County Commissions, civic organizations as appropriate. Target Date: Fall of 2018 and 2019.
- d. Consider aspects of strategy for incorporation into EDC 2019 Workplan for future work.