Economic Development is the creation of wealth in which community benefits are realized. It is more than a jobs program, it’s an investment in growing your economy and enhancing the quality of life for all residents.

**Perspectives on Economic Development**

**Business**
Local economic development includes public and private sector stakeholders that work with existing and potential employers to help them thrive.

**Government**
Local economic development involves the allocation of resources that positively affect business activity, job creation, income generation, and fiscal sustainability.

**Community**
Local economic development translates the community vision into reality by integrating the needs of residents and business with municipal goals.

**Elected Officials**
Local economic development is more than a jobs program – it focuses the community on a shared, long-term vision and creates policies to enhance business vitality and increase the standard of living.

**5 Tips to Accelerate Your Economic Development**

**Understand**
- Have a realistic vision for your community, and understand your competitive advantages and disadvantages.

**Work**
- Create a strategic action plan with specific goals, timelines, responsibility assignments, and performance measures.

**Assess**
- Know what you have: assets, infrastructure resources, partners, real estate, talent pool, etc.

**Create**
- Foster a business-friendly climate through your policies, actions, and messaging.

**Identify**
- Find champions to communicate the community vision and goals.
The California Association for Local Economic Development (CALED) is the premier statewide professional economic development organization dedicated to advancing its members’ ability to achieve excellence in delivering economic development services to their communities and business clients. We are California’s Economic Development Network.

CALED

GROWING LOCAL ECONOMIES

To Increase the Quality of Life