All webinars will be from 1:00pm – 2:00pm (PST).

January 6, 2021
How to Foster a Competitive Retail Sector During the Economic Recovery
In this session, we’ll check in on the state of the retail and restaurant industries and share practical tips for keeping your retail sector competitive.

February 3, 2021
CALED Legislative Outlook
Hear from CALED’s legislative representatives on an Economic Development Policy Agenda for 2021 and other issues impacting economic development such as the Governor’s Budget.

March 3, 2021
Recovering and Resetting Economic Development in a COVID-19 Environment
COVID is accelerating a land use revolution that had been initiated prior to the pandemic, one that is essentially restructuring the fundamentals of commercial viability of retail, industrial, hospitality, office, and residential. Learn tips on how to strategically retool local economies in response to the specific impacts of the COVID shutdown.

April 7, 2021
EIFDs and Technical Finance
Learn fundamentals about EIFDs including what makes them work, what policies guide decision-making, and how these mechanisms can be combined with other financing approaches to achieve desired economic development outcomes in your community.

May 5, 2021
Small Business Month Highlight—Supporting Small Businesses in your Community
Learn how to support small businesses in your community through financing, technical assistance, and other resources.

June 2, 2021
Tourism and Economic Development
For many California communities, tourism is critical to their economic development efforts. Join us to see where we’ve been and projections for what’s next for tourism in California.

July 7, 2021
Bridging Silos
Effective relationships among EDOs and other partners facilitates economic development success. Hear how communities have benefitted from collaboration among jurisdictional departments, community members, nonprofits, and other organizations.

August 4, 2021
Outsmart Disaster
Learn how to support your businesses with actionable steps for resiliency through an overview of Outsmart Disaster, which is the State of California’s awareness campaign focused primarily on providing California
businesses and nonprofits with the resources they need to adequately prepare for and recover from all types of disasters.

**September 1, 2021 -- CANCELLED**

**CALED Legislative Wrap-Up**

Join CALED's legislative representatives as they provide the status on this year’s legislation and insights from 2021.

**October 6, 2021**

**EDO and Manufacturer Engagements**

Celebrate Manufacturing month by hearing peers share best practices of how economic development organizations are working with manufacturers in their community.

**November 3, 2021**

**Marketing for Economic Development Success**

Increase your knowledge on strategies for measuring, tracking and marketing economic development success for your economic development organization (EDO).

**December 1, 2021**

**Pro Forma Overview**

Gain a high-level overview of pro forma analysis and application. This is a must-attend as we look at a potential of shifting commercial property values based on impacts of COVID-19.

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For more information please contact Helen Schaubmayer, [helen@caled.org](mailto:helen@caled.org).