



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Navigating Uncertainty: Effective Economic Development in Complex Times

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Dell Gines,

Chief Innovation Officer, International Economic Development

Why Join IEDC?

Introduction

We are the world's largest professional association for economic developers

Impact

Over \$100M leveraged across American communities through the Economic Recovery Corps in 2024

20% growth in membership & record conference attendance

Expanding professional development course offerings



CEO Nathan Ohle

What's New

New membership model for broader access

Stronger partnership and collaboration focus

Broader geographic and topical focus

The Critical Role of Competent Economic Developers

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Advocacy
Amid Fiscal
and Policy
Challenges

The Critical Role of Economic Developers

The Critical Role of Competent Economic Developers

Navigating Complexity

Economic developers provide essential guidance and expertise to manage rapidly changing economic, technological, and policy environments.

Strategic Leadership

Skilled professionals help communities effectively identify and prioritize opportunities, mitigating potential threats and risks.

Stakeholder Coordination

Competent economic developers facilitate collaboration among diverse stakeholders, enhancing community-wide alignment and responsiveness.

Informed Advocacy

Professional economic developers possess the analytical capabilities and policy knowledge necessary to engage proactively with policymakers, advocate for beneficial policies, and secure critical resources.

Long-Term Vision and Short-Term Adaptability

Balancing immediate economic pressures with sustainable future planning, professionally trained developers position communities for enduring prosperity and resilience.

The Evolving Role of Economic Developers





We've both been hearing and seeing that "traditional" economic developers are being asked to work in more spaces than ever before, including workforce development, housing development, power and utilities, and community development. Economic development challenges are multi-faceted, complex, and require more holistic responses to ensure long-term competitiveness.

Evolving Economic Trends and Industry Disruptions: Our Recent Insights



Professional Development
Focus on career pathways, mentoring, and skill development.



Quality of Life/Community Well-being
Emphasis on equity, community well-being, and nontraditional impact measures.



Workforce/Talent
Concerns over labor shortages, talent attraction, and skills gaps.



Housing
Issues of affordability, shortages, and housing's influence on site selection.



Investment/Policy
Shifts in public investments and regulatory changes affecting strategies.

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New Approaches to Economic Development

A New Emergent Development Trend

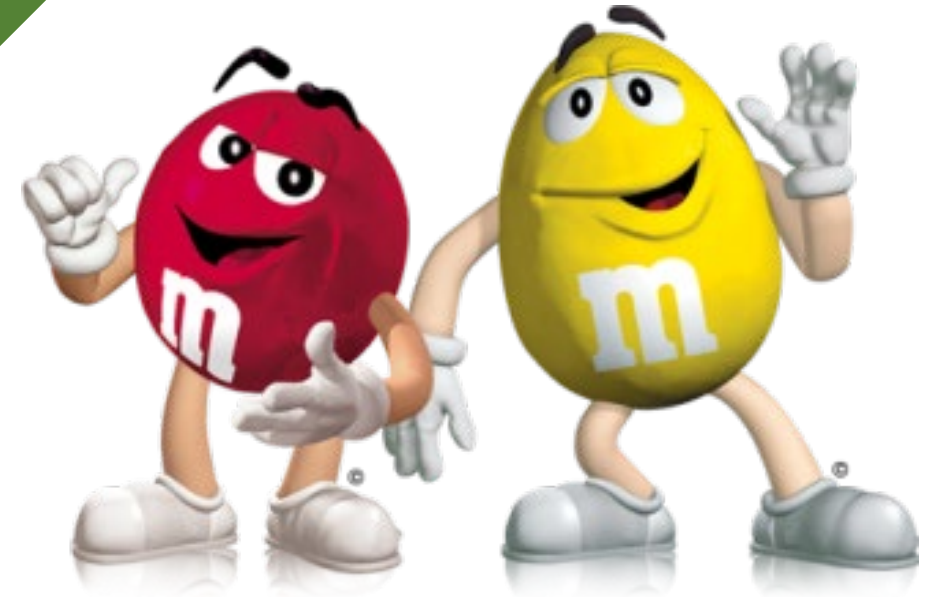
Industrial Attraction 1930s

Entrepreneurship 1980s

Cluster Theory 2000s

Ecosystem Building
2010

Multi-stakeholder,
Multi-sectoral








The Rise of Multi-Stakeholder, Multi-Sectoral Collaboration: Definition

M&M Economic Development is a strategy that helps regions grow by using their unique strengths, like skilled workers, infrastructure, and culture, to stay competitive.



It brings together businesses, schools, government, and community groups to work toward common goals.



By connecting different industries and resources, this approach encourages new ideas, strengthens the economy, and supports long-term success.



Advocacy and Strategic Navigation Amid Fiscal and Policy Challenges

ONE Kitsap & Economic Vitality

New or enhanced efforts made possible by One Kitsap:



CREATE Capacity

- Analyze our lands, buildings and economic growth potential
- Increase Industrial / Commercial Capacity on Highway 3
- Convene Kitsap Industrial Readiness Summit



INCREASE Workforce

- Add Retiring Navy to Kitsap's workforce
- Inventory Kitsap's Top 10 necessary jobs
- Grow Community Technical Education & Apprenticeships



GROW Business

- Double Site Visits to Local Businesses (50+)
- Support healthcare talent recruitment and training
- Targeted, Data-driven business recruitment



BUILD Community

- Grow Kitsap's Entrepreneurial Ecosystem
- Position Silverdale for urban vibrancy
- Host BIPOC Business Forums

Proactive Engagement on Your Own Behalf

- Crucial for influencing outcomes rather than passively responding
- Align advocacy efforts with clear, measurable economic objectives
- Build effective strategic coalitions across sectors

Advocacy and Strategic Navigation Amid Fiscal and Policy Challenges

Practical Guidance for Navigating Uncertainty:

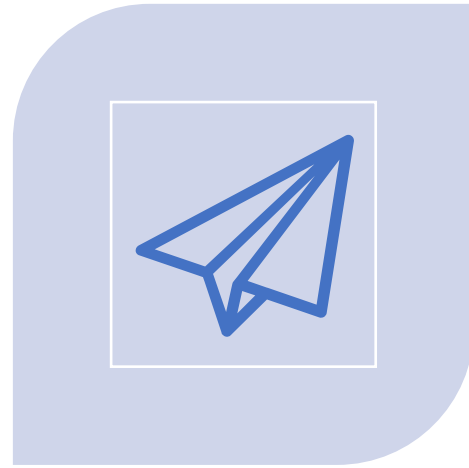
- Emphasize adaptability, collaboration, and transparency
- Balance short-term responses with a sustained, strategic vision
- Leverage data-driven decisions and continuous stakeholder engagement
- Clearly communicate economic impacts to policymakers and stakeholders



Call to Action

1. Support your developers.
2. Build a bigger table AKA increase your collaboration and network of actors
3. Develop a common vision
4. Leverage that for short-term advocacy and long-term strategy.

Contact



Email: dgines@iedconline.org



LinkedIn: Dell Gines

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