

MEDA

Maryland Economic
Development Association

Economic Development
Transforms lives.

A Primer for Economic Development in Maryland

Ignite Presentation:

Economic Development from the County Perspective

Three Primary Types of Economic Development Organizations



Public Economic Development Organizations

- **Local Government Department**
- **Part of a Local Government Department**
- **Part of the Local Government Management**



Public Economic Development Organizations

Characteristics of Innovative Public Sector Organizations

- **Community-owned/responsive**
- **Mission-Driven**
- **Anticipates Needs**
- **Serves as a Change Agent**
- **Results and Market-Oriented**
- **Enterprising & Customer-Driven**



Public Economic Development Organizations Disadvantages

- **Duplication of work between county departments**
- **Staff may make assumptions of other staff/departments responsibilities**
- **Ability to build consensus which leads to action (leadership is key here)**
- **Duplication of mission and/or efforts between regional and state EDO's**



Public-private organizations share long-term goals related to the social, political, and business environment in a community.

Public-private organizations are usually formed as a result of cost savings and collaboration.



Public-Private Economic Development Organizations

Advantages

- **Ability to invest in nonprofit and profit ventures as needed**
- **Less political influence is likely to occur**
- **Greater risk tolerance; directors/board members do not run for election**
- **Able to use resources/powers without public limitations (red tape, citizen review, civil service restrictions)**
- **Private sector has three things the government needs: resources, technical knowledge, and public support**
- **Working together builds upon an understanding of different points of view and draws on a broader range of expertise**



Successful Public-Private Economic Development Organization Have:

- **Clearly defined missions addressing both the private and public sectors**
- **Consensus regarding the mission & how to implement it**
- **Internal autonomy over the organization**
- **Adequate funding to achieve goals**
- **The commitment of both the public and private sectors**
- **Established performance measures to justify continued support and funding**



Public-Private Economic Development Organizations Disadvantages

- **Not under the same degree of public control, limiting its accountability**
- **Limited accountability may cause a public-private EDO to forfeit a portion of their influence**
- **Public often will still hold public entities responsible**
- **A clear legal and regulatory framework is crucial to achieving sustainable solutions**



Private Economic Development Organizations

- **Nonprofit corporations with an express mandate of promoting economic growth with no public control of governance and no formal links to government.**
- **Emphasize business attraction, retention, and expansion as their primary economic development mission.**
- **Most funding comes from membership dues or government contracts.**
- **Think Chambers of Commerce or Community Development Corporations.**

Public Economic Development Example





Kent County Department of Economic and Tourism Development



Kent County Department of Economic and Tourism Development



- **One of the Departments within County Government**
- **Reports to County Administrator & Elected Board of Three County Commissioners**
- **Partners with Community Leaders, appointed by the County Commissioners through the Economic & Tourism Development Commission**

Kent County Department of Economic and Tourism Development

Department Focus

- **Business Retention & Expansion**
- **Small Business Development & Entrepreneurship**
- **Tourism Development & Marketing**
- **Workforce Development**



Kent County Department of Economic and Tourism Development

- **Mission**
- **Vision**
- **Strategic Plan**

Kent County Economic and Tourism Development promotes activities that generate growth and prosperity and seek to enhance the business community, the services and income opportunities available to residents, as well as the social well-being and quality of life for all.



Kent County Department of Economic and Tourism Development

[Kent County Datastory](#)

Strategic Partners:

- Maryland Department of Commerce
- Upper Shore Regional Council
- Rural Maryland Council
- Small Business Development Center
- MD Technology Development Corporation
- Chamber of Commerce
- Higher Education
- Towns
- Maryland Economic Development Association
- International Economic Development Association

**For a listing of economic development organizations in
Maryland, visit:**

**[https://www.medamd.com/about-meda/economic-
development-organizations-in-maryland/](https://www.medamd.com/about-meda/economic-development-organizations-in-maryland/)**



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