

*Gladewater Economic Development Corporation  
2022 Economic Development Workshop & Strategic Planning Retreat  
March 14, 2022*

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Location:  
519 E. Broadway  
Gladewater, TX 75647

## Agenda

- 7:45am Coffee
- 8:00am Welcome *Michelle Palmer, Executive Director*  
2021 Accomplishments *Jim Bardwell, Board President*  
2022 Look Ahead
- 8:15am Introductions/Expectations *Alysia A. Cook, PCED, IOM  
Opportunity Strategies LLC*
- 8:30am “Understanding the Economic Development Process” Workshop
- Community Development
    - Leadership Development
    - Workforce Development
    - Social Infrastructure
    - Physical Infrastructure
  - Business Development
    - Recruitment/Attraction
    - Business Retention & Expansion
    - Entrepreneurial Development
    - Tourism Development
  - EDC Board Responsibilities/Engagement
  - Elected Official Responsibilities/Engagement
  - Best Practices
  - 5 C’s of Ethical Economic Development
- 9:30am Break
- 9:45am “Understanding the Economic Development Process” Workshop (continued)
- Noon Joint Meeting with Invited Guests Adjourns  
Lunch served on-site
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- 12:30pm Economic Development Corporation Board & Staff Strategic Planning Portion Begins
- Mission & Vision Statements
  - SWOT Analysis
- 2:00pm Break
- 2:15pm Goal Development  
Strategy Development  
Metrics/Key Performance Indicators Development  
Timetables
- 5:00pm Wrap-Up & Adjourn

