



UTILITY ECONOMIC  
DEVELOPMENT ASSOCIATION

## 2024 - 2026 STRATEGIC PLAN



### Introduction

The Utility Economic Development Association (UEDA) presents its strategic plan for 2024-2026 focusing on key initiatives and goals that will drive the organization forward. In an ever-evolving landscape, UEDA remains dedicated to supporting economic development in investor-owned electric and gas utilities and their service providers in the United States. This plan outlines our commitment to adapt, innovate, and achieve excellence in the utility industry.

### Mission

UEDA's mission is to empower its members to thrive in a dynamic utility industry by providing education, networking, advocacy, and recognition of excellence in economic development.

### Vision

To be the preeminent resource for economic development practitioners within investor-owned utilities and their service providers, contributing to their growth, sustainability, and impact on communities.

### STRATEGIC INITIATIVES:

*Led by the Executive Director and association management firm of record while working collaboratively with the current four committees (when applicable)*

#### 1. PR PUSH FOR TRADE PUBLICATION AND/OR SOCIAL MEDIA INCLUSION (ONGOING)

##### Action Steps:

- Develop a comprehensive public relations strategy led by the Executive Director.
- Cultivate relationships with industry journalists for regular submissions .
- Share at least two success stories or industry insights of members per quarter with members and perspective members.
- Biannual forum follow up communications through contact database and social media.

#### 2. Sponsorship Expansion (Ongoing):

##### Action Steps:

- Identify potential sponsors and partnership opportunities quarterly.
- Review customized sponsorship packages for each event.
- Expand the annual sponsorships for utility members and the associate membership category.



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### 3. Website Redesign (continuing 2023 and implementation 2024):

#### Action Steps:

- Develop a detailed design timeline:
  - Q4 2023: Finalize website requirements and features
  - Q4 2023: ARG to commence the website build/development
  - Q1 2024: User testing and refinement
  - Q1 2024: Launch the redesigned website to launch for registration for the Spring Forum of 2024 (April 22-25, 2024)
- Promote the redesigned website by Q1 2024

### 4. Association Management Software Implementation (concurrent with the website):

#### Action Steps:

- Engagement and development by Q4 2023 by ARG team.
- Prepare for member training and communication during Q1 2024.
- Launch the software for member use by the end of Q1 2024.

### 5. Reserve Bank Account Growth (Ongoing):

#### Action Steps:

- Review financial performance quarterly.
- Increase a minimum of 5% to the reserve account annually.

### 6. Emeritus Membership Program (2024):

#### Action Steps:

- Define eligibility criteria and benefits by Q1 2024.
- Launch the program in Q2 2024 for implementation at the Spring Forum of 2024.

### 7. Member Project Recognition Awards (2024):

#### Action Steps:

- Develop award criteria, submission process, and judging panel by Q1 2024 for implementation at the Spring Forum in 2024.
  - Electric Project, Gas Project, Combo Award



### 8. Forum Exhibit Enhancement (2024):

#### Action Steps:

- Possible inclusion of exhibitors at the UEDA Forums as an additional revenue source – attempt to implement in 2024 Spring Forum.

### 9. Benchmark Survey (2024):

#### Action Steps:

- Develop and implement biannual benchmark survey
- Streamline questions and length of survey to make more appealing to membership

### 10. EDO Affiliate Membership (2025):

#### Action Steps:

- Develop clear membership criteria and sponsorship guidelines.
- Must be sponsored by current utility member.
- Launch the program in Q2 2025.

### 11. Powering Connections Consultant Event (2025):

#### Action Steps:

- Establish event objectives and content in Q3 2024.
- Host the inaugural event in Q4 2025.

### COMMITTEE GOALS:

*Working in conjunction with the Executive Director*

#### 1. Membership

- As of December 31, 2023, Utility Membership has 129 individuals from 42 companies, goal to increase at least 10 % annually using the membership structure.
- As of December 31, 2023, Associate Membership has 24 individuals from 17 companies, goal to increase at least 10% annually using the membership structure.
- Membership benefits further identified.
- Define membership as yearly with start date based on date of sign up.



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### **2. Programming and Education Committee**

- Goal of 100 attendees at forums starting with Spring Forum of 2024.
- Discuss possibility and feasibility of one annual joint effort with an ally organization starting in 2024 or 2025.
- Identify theme and content as well as speakers for the 2024 and 2025 Spring and Fall Forums.
- Confirm recommendations for locations and hosts of the Spring and Fall Forum for 2024 and 2025 and present to the board for approval.

### **3. Finance and Sponsorship Committee**

- Maintain at least one-year expenditures in reserves.
- Raise \$30,000 more in 2024-2026 through new sponsorships/expanded using sponsorship models for forum and annual sponsorships.
- Recommend to Executive Director and Association Management firm potential sponsors for outreach.
- Review the current sponsorship models, fees and benefits and make recommendations to increase the value proposition.
- Budget reviews as appropriate in preparation for board review for events and the association as a whole.
- Work with Executive Director to increase the reserve account by minimum of 5% year to year.

### **4. Strategic Planning Committee**

- Continue to review the strategic plan throughout 2024 and make recommendations that can be considered for implementation in 2024 and 2025.



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### **EXECUTIVE DIRECTOR AND ASSOCIATION MANAGEMENT FIRM:**

- Research and develop possible future forum locations including siting the various locations.
- Continue to promote and develop the membership structure and rates.
- Continue to promote the new annual sponsorships and the sponsorships for the respective forums.
- Update website on an ongoing basis as required and develop the new website and membership software as outlined.
- Continue to update and improve communication methods with members, sponsors, prospective members and UEDA leadership using a variety of platforms including new software, website as well as Constant Contact.
- Manage social media outreach on the various UEDA platforms.
- Act as liaison and counsel for the four committees as well as the board of directors and officers.
- Continue fiduciary responsibility and accountability for the association in conjunction with the finance and sponsorship committee, the Treasurer and the officers of the association.

### **Conclusion**

The 2024-2026 UEDA Strategic Plan reflects our commitment to adapt, innovate, and advance economic development in the utility industry. Through collaboration, engagement, and a forward-thinking approach, UEDA aims to achieve its mission and vision while providing exceptional value to its members and partners. We look forward to the exciting journey ahead.