



2021 CALED'S WEBINAR WEDNESDAY PROFESSIONAL DEVELOPMENT SCHEDULE

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.

Thank you to our Technology Sponsor:



For more information please contact Helen Schaubmayer, helen@caled.org.