

IEDC 2017 State, Regional and Provincial Association Survey Summary

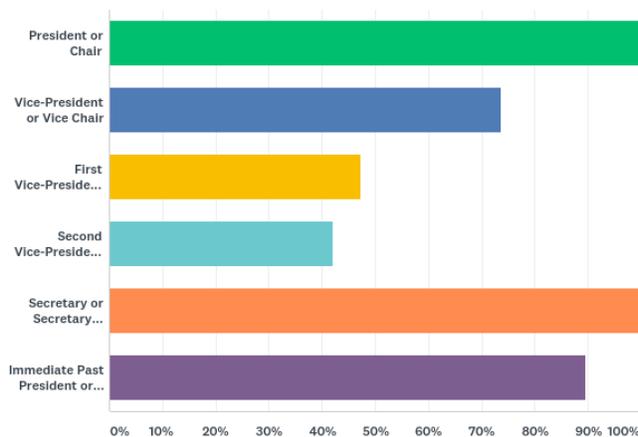
IEDC sent surveys to all State, Provincial and Regional Economic Development Association (SRPA) partners requesting information on areas such as their organization structure, management type, membership services, professional development and certification, budget, current challenges, and ways in which IEDC can assist them with these challenges. The survey was conducted through SurveyMonkey and concluded on December 18, with 26 responses.

Organizational Structure

A majority of the respondent organizations are managed by a Full-Time Executive Director (50%) or a Part-Time Executive Director (7.7%), while 38.5% are contract managed and one association is managed by a volunteer board.

Nearly 20% have one full-time staff, with 27% employing two staff and 11% with three. The majority do not have any part-time employees, with 25% employing one part-time staff. The board format is represented in the chart below.

Board Officers

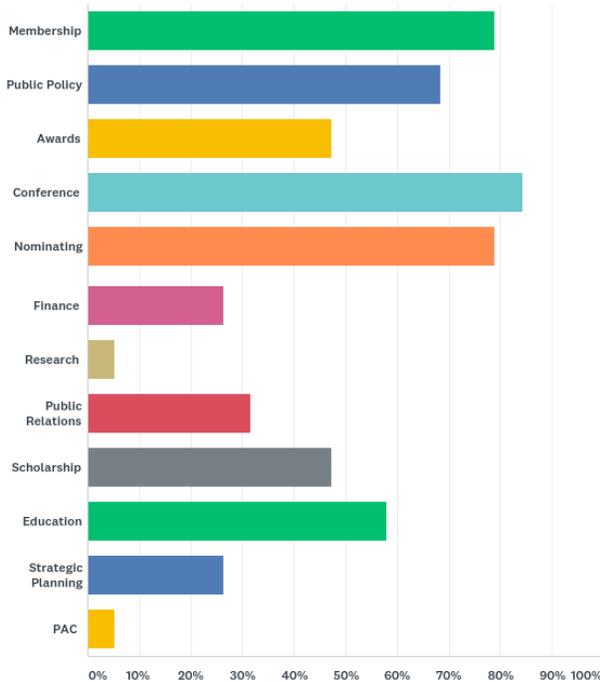


The two following charts breakdown association annual budget and revenue sources. Annual budget is relatively distributed among the budgets under \$1,000,000. Over a third of the budget is received through membership, with close to a quarter from conference registrations and sponsorship. 35% of associations received over 40% of revenue from membership, while 11% received 15% or less.

Annual Budget	
Less than \$100,000	20%
\$100,000 to \$250,000	24%
\$250,001 to \$500,000	28%
\$500,001 to \$1,000,000	24%
Greater than \$1,000,000	4%

Revenue Sources	
Membership dues	34%
Conference registrations	23%
Sponsorship	24%
Publications	2%
Training courses/workshops/seminars	7%
Other non-dues revenues	11%

Committees



More than three quarters of associations have the following as their current operating committees: Conferences (84%), Membership (79%) and Nominating (79%). More than half have committees focused on Public Policy (68%) and Education (58%).

Less than 26% of associations have Community Development, Finances, Research, PAC or Strategic Planning committees.

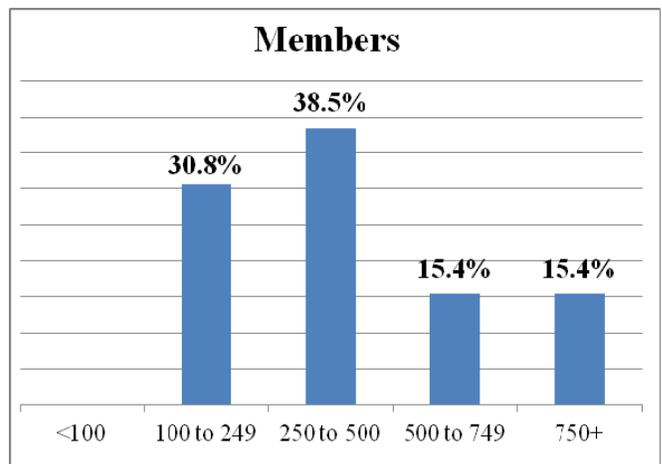
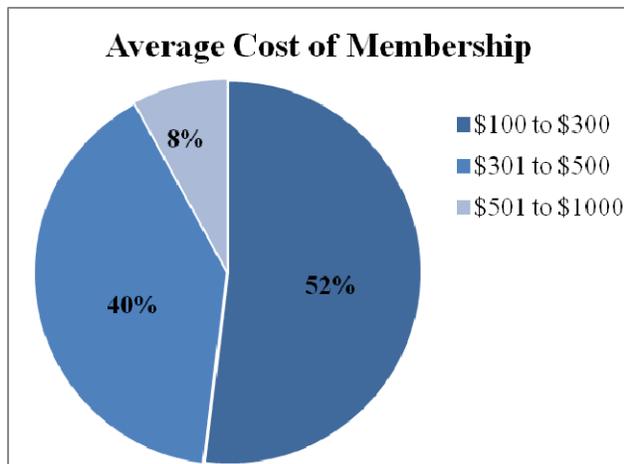
Some of the added committees were Mentoring, Marketing and Young Professional.

Membership

As for membership, 54% percent of respondents have an individual membership structure while 38% has a combination of individual and organizational, followed by 8% with only an organizational membership.

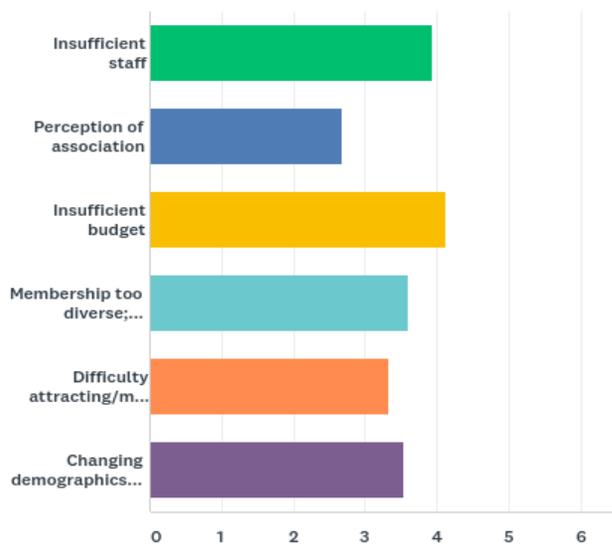
None of the associations had an average cost of less than \$100 or over \$1,000. Breaking down by membership structure, 71% of individual memberships averaged \$100 to \$300, with more than half (55%) of combination memberships averaging \$301 to \$500.

Our survey found over 70% of responding organizations have a count of 100 to 500 members, with the remaining reporting membership over 500.

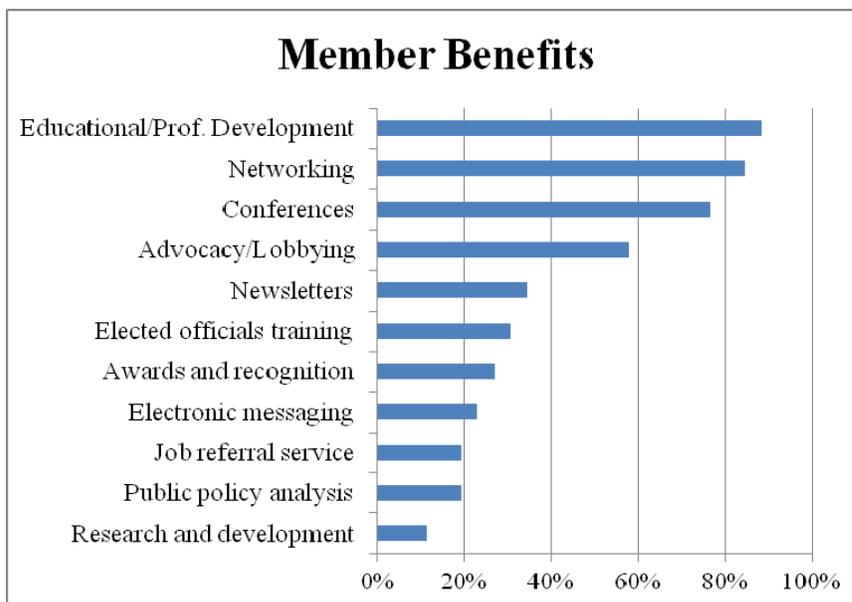


The membership makeup for the associations is mostly rural (42%), followed by mostly urban (15%) and mostly suburban (11%). About 35% had representation from all segments or combination of two, with rural included in most responses. These members represent municipal governments (40%), public-private partnerships (36%), and non-profits (16%). In the last year, net membership changes have increased by 3-5% (12%), 7-10% (20%) or remained the same (35%). Only 7% experienced a decline. Over a three year period, 36% experienced a gain of 5-10%, with another 36% increasing by 15-20%. Small decreases were experienced by less than 15% of respondents.

When ranking the major challenges in regards to growing an organization’s membership, the most significant factor proved to be insufficient budget, followed by insufficient staff and the membership being too diverse/difficulty meeting needs of different segments.



Organizations were asked to select the top 5 membership benefits and services they provide their members. All respondents chose educational/professional development. Over 50% chose the following: Education and Professional Development, Networking, Conferences and Advocacy/Lobbying.



Less than 20% of associations offer Job referral or posting services, Public policy analysis, Research and development, Technical Assistance, Trade development, Travel discounts or Affinity programs.

The survey found that 85% of organizations hosted annual awards. The chart below provides the awards offered by associations. Submissions of President’s, Community Leadership, Workforce Excellence, Economic Excellence, Volunteer and Scholarship awards were provided by respondents.

Annual Awards	
Economic developer	64%
Economic development project	59%
Lifetime achievement	41%
Young professional	23%
Member	18%
Small business	18%
Large business	18%
Economic development program	18%
Publications	18%
Business leadership	14%

Professional Development and Certification

When asked what professional development/training programs that these associations provide to their members, over 40% indicated Basic Economic Development, EDO Management, Marketing and Business Retention and Expansion courses.



As members continue with their professional development, many look to acquire the Certified Economic Developer (CEcD) designation. We found that 28% of associations provided support to their members studying to take the CEcD exam. For those that provided support, the responses were split between organizing study groups and facilitating mentoring relationships, with one association hosting a preparatory course.

Conferences

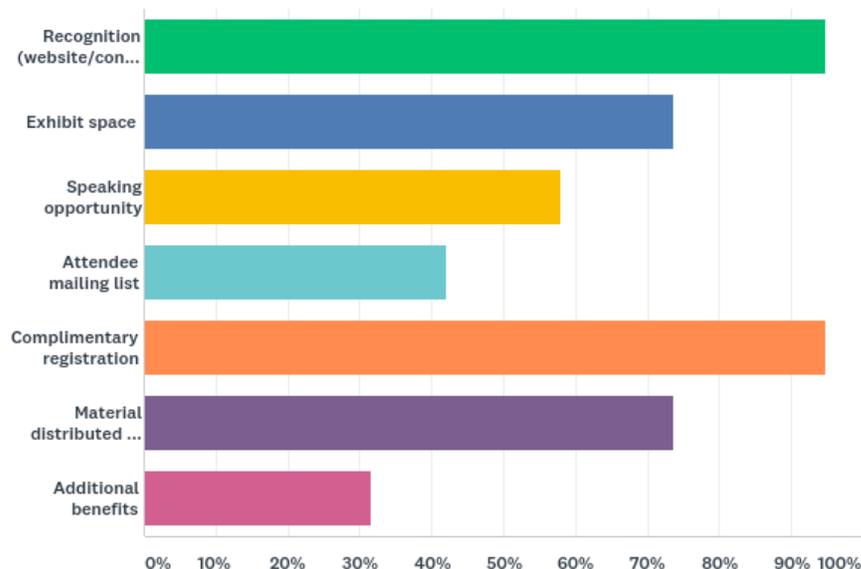
The majority of organizations hosted conferences or meetings at least semi-annually, with only 20% stating a frequency of bi- annually. The most popular months to hold their conferences are February, May, August and October. The average attendance for annual conference is 230, with a high 450 and low of 65. Over half averaged attendance of 100-200, with 20% averaging 400 or more.

Quarterly	16%
Semi-annually	44%
Annually	20%
Bi-annually	20%

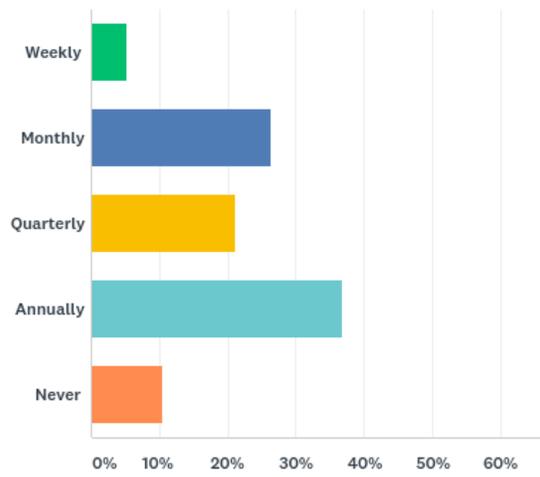
Just about all associations provided information on sponsorship, with most associations offering between 4 to 6 sponsorship levels, averaging \$890 for the entry level, compared with an average of \$7,500 for the premier level.

Close to a third of associations do not offer year round sponsorship opportunities, while the remaining provide year long or corporate sponsorships, often times attaching the conference sponsorships to yearlong benefits.

Benefits to Sponsors



Overall, the majority of respondents interacted with other state, regional and provincial associations throughout the year, with only 10% stating that they had no interaction.



From the options provided when asked how IEDC can help its partners and peers resolve the challenges they face, 81% chose coordination with SRPA to share best practices, followed by 45% to create forums for SRPA to share experiences and 36% wished to develop more partnered events and programs. Respondents ranked the benefits of partnering with IEDC, results below:

Partnering with IEDC

	1	2	3	4	5
Information and News	58%	6%	23%	12%	0%
Networking	0%	37%	18%	18%	25%
Professional Development	31%	21%	26%	16%	5%
Public policy analysis & advocacy	0%	22%	11%	44%	22%
Research reports	11%	16%	22%	11%	39%