

# ECONOMIC DEVELOPMENT CONSULTANT HANDOUT

## Everything I Needed to Know About Being an Economic Development Consultant, I Learned from Being a Nanny:

1. **Broccoli, Pants, and \$95M Incentives:** If you can get a toddler to eat broccoli *and* wear pants simultaneously, you can absolutely convince a government agency to greenlight a \$95M incentive package.
2. **Hidden Socks to Prime Real Estate—Same Game, Bigger Stakes:** If you've ever tracked down an elusive missing sock or fished a peanut out of a 5-year-old's ear, then find and turning that landlocked brownfield spike site into a perfect accessible rail served site for your Fortune 500 client's 1000 job expansion that is just another day at the office.
3. **Mazes, Landmines, and Incentive Programs:** If you have the vision and skill to navigate a room filled with sharp randomly placed toy landmines and perpetually sporadically relocating toddlers, maneuvering through the JDIG and CDBG incentive programs will feel like second nature.
4. **Why-ing You to Death:** If you can keep your cool when asked to submit the same information on 50 different government forms in 50 different ways (none of which let you cut and paste), then congratulations—you're well-prepped for life in economic development consulting.
5. **Tantrums, Aisle 5 Edition:** If you can walk calmly as an all-out meltdown in the cereal aisle with a 4-year-old screaming, "You're not the boss of me, and I want ice cream for breakfast!"—you're more than ready to handle a C-Suite executive losing it over their incentive package being cut due to the WARN notice they just filed. Pro tip: Remind them their project is more "Target" than "Tiffany's."
6. **Managing Sticky Egos:** If you can handle a sticky-handed 3-foot-tall *Stewie Griffin* who is always the smartest person in the room—just ask him—you'll thrive managing clients, government officials, and other consultants in economic development. (Those on this panel not included.)
7. **Improv as a Sport:** If you've ever salvaged a negotiation after your client went completely Michale Scott - off-script—by showing a 7-minute PowerPoint about the greatness of Republicans to a sitting Democratic governor and secretary of commerce—congratulations, you, my friend, are born to be an economic development consultant.
8. **Spotting & Nurturing the Beauty in the Chaos:** If you can see the untapped greatness of a toddler who just colored on the walls (again), defend that potential on principle, and nurture it through late nights, early mornings, and occasional spit-up, and tantrums, then you're more than ready to foster sustainable growth as an economic development consultant, my friend!