

A FREE GUIDE · OEDA SUMMIT 2026

The Intelligence Layer for economic *development*

How an economic development office gives AI the context,
the jobs and the review steps to do real work.

01 AI Brain

02 AI Employees

03 AI Systems

04 Content Engine

05 Business Intelligence

06 Mission Intelligence

From the session The AI-Native ED Office, with examples from Richland Area Chamber & Economic Development.

Why an office goes AI-Native

The thing standing between an economic development office and the project it has put off for thirty years was never the idea. It was resources.

Small teams get more asked of them every year. The work you owe people, the reports, the briefings and the forms, crowds out the work you are there to do. An Intelligence Layer gives the same team more capacity.

01

First, it could chat.

02

Then, it could think.

03

Now, it can work.

A TOOL

Waits for you.

It does nothing until you pick it up, and it starts from zero every time.

A TEAMMATE

Has already done the work.

It knows your office, runs the recurring jobs and hands its work to a person to approve.

Why you need an AI operating *system*

THE REQUEST

"Draft our answer to this site selection RFI."

WITHOUT

- It starts from nothing.
- It does not know your sites.
- It does not know your incentives.
- It does not know how you answered the last one.

It hands you something generic, and you spend the afternoon fixing it.

WITH AN INTELLIGENCE LAYER

- It starts from you.
- It reads your Brain.
- It knows your sites, your incentives and the answers you have already given.

It hands you the response you would have written, on a good day, with time.

THE SIX PARTS

The output is only as good as what it knows. The AI Brain sits underneath. The other five parts read from it, which is why the order matters.

02

AI Employees

The support team every office needs

03

AI Systems

One standard every system runs

04

Content Engine

Every kind of output, one source

05

Business Intelligence

The reporting, finished

06

Mission Intelligence

Outcomes and the community served

01

AI Brain Underneath all of it. What your office knows, written down once.

01

Excellent AI work
requires excellent *context*

Without a Brain, every prompt starts from zero and the output sounds like everyone. With one, nobody starts from a blank page and the work sounds like your office. Keep the source of truth in your own workspace, not inside a model, so you can switch tools without starting over. Richland Area Chamber & Economic Development, one of the offices behind this guide, keeps theirs in Notion.

01 Identity

Mission, service area, board, founding story, legal standing

02 Companies

Existing employers, expansion prospects, retention visits

03 Projects

Active projects, pipeline stage, jobs and investment

04 Sites

Available sites and buildings, utilities, zoning

05 Incentives

Local, state and JobsOhio programs, eligibility rules

06 People

Staff, board, key partners, named reviewers

07 Voice

Voice profile, preferred terms, banned terms, samples

08 Brand

Logos, colors, typography, templates, accessibility

09 Strategy

Strategic plan, annual goals, KPIs, active initiatives

10 Stack

Every operational tool, AI Teammate and System run

11 Guardrails

AI usage policy, JobsOhio confidentiality, escalation chains

12 Rhythms

Fiscal year, board calendar, reporting deadlines

START HERE Projects, Incentives and Guardrails, marked in green. Guardrails is where confidentiality rules, such as JobsOhio project confidentiality, are written down so every teammate follows them.

02

The support *team*
every office needs

An AI Employee is a role, not a prompt. It has a job, reads from the Brain and hands its work to a person. Every human role keeps its judgement. The AI Teammates take the recurring work underneath it.

Here is what that looks like in a real office. Richland Area Chamber & Economic Development is a small county economic development team in Mansfield, Ohio. These are the six recurring jobs its AI Teammates run.

RICHLAND'S SIX RECURRING JOBS

01 Mayor's briefing

Briefings prepared for the mayor

02 Friday report

The end-of-week report to the team and leadership

03 Meeting transcripts into
Airtable

Meeting notes turned into tracked records in Airtable, a shared database

04 The RFI answer bank

Past answers kept ready for the next site RFI

05 Letters of support

Drafted for partners' grant and project applications

06 Governor's Cup submissions

Project wins submitted for Site Selection magazine's annual Governor's Cup ranking

Same people, more *capacity*.

Hours moved off the things that were never the job.

FOR YOUR OFFICE

Which jobs come back every week or every month, and who gets pulled off their real work to do them?

03

Every system runs
the same *standard*

The IF System Standard is eight steps in four stages, whatever the job is. Trigger and context are set once. Gather and draft are the production run. AI review checks the draft against written rubrics, then a named person reviews it, and revisions go back round. Nothing ships without a person approving it, and every run is logged.

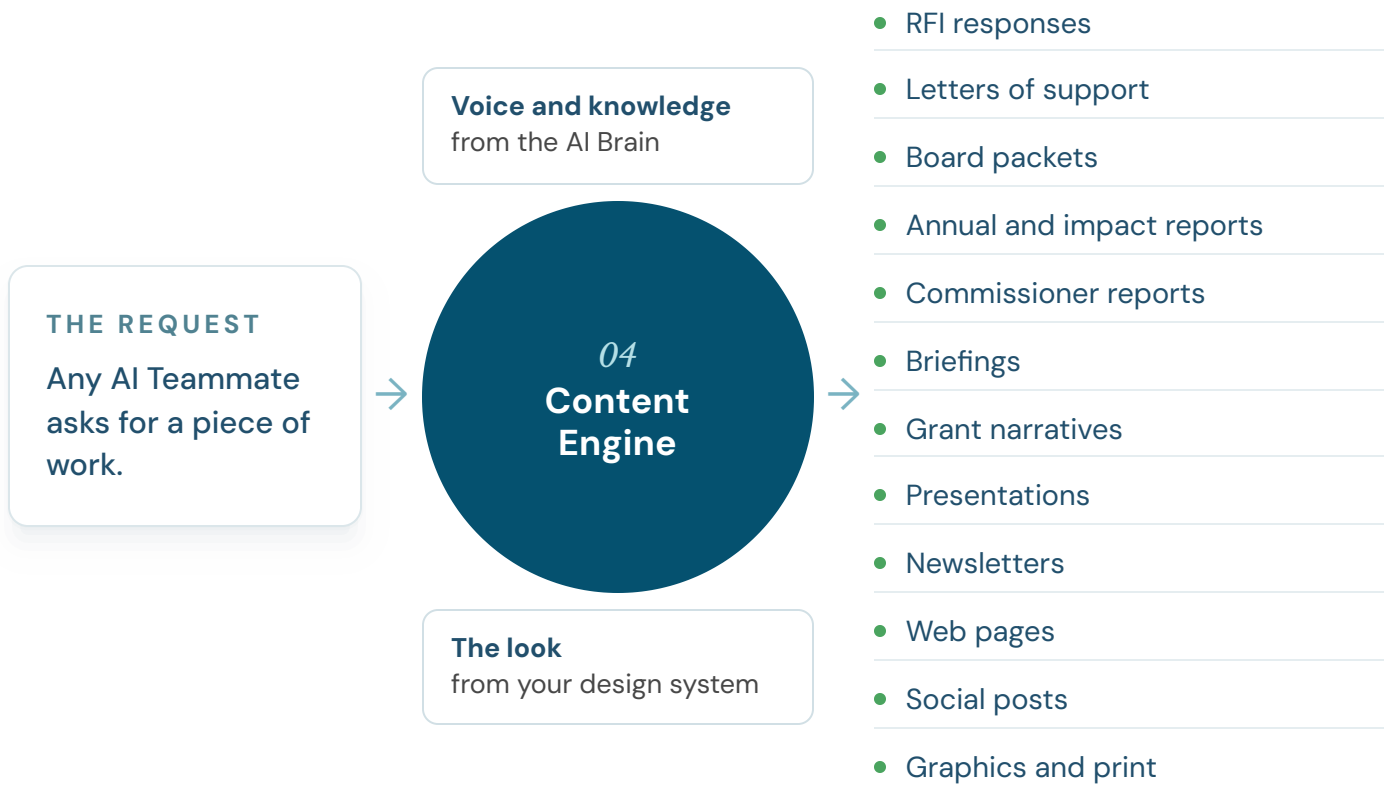
THE EXAMPLE

When a company is looking for a site in Ohio, JobsOhio sends a request for information (RFI) to local economic development offices through its regional partners. The office answers with its sites, utilities and incentives, often on a short turnaround. Richland Area Chamber & Economic Development runs these through the standard. Here is how one moves through the eight steps.

	THE STEP		EXAMPLE: A JOBSOHIO SITE RFI
SETUP	1	Trigger	The request arrives by email from the regional JobsOhio partner
	2	Context	Prior RFI answers pulled from the answer bank
PRODUCTION	3	Gather	Site and incentive data from the Brain
	4	Draft	The RFI form drafted
REVIEW	5	AI Review	Checked against written rubrics
	6	Human Review	The office's named reviewer approves
DELIVERY	7	Ship	Submitted to JobsOhio once approved
	8	Log	The submission logged for next time

One request, one source of *truth*

The teammates do not each carry the brand rules. They put in a request and the engine produces it. Voice and knowledge come from the AI Brain. The look comes from your design system.



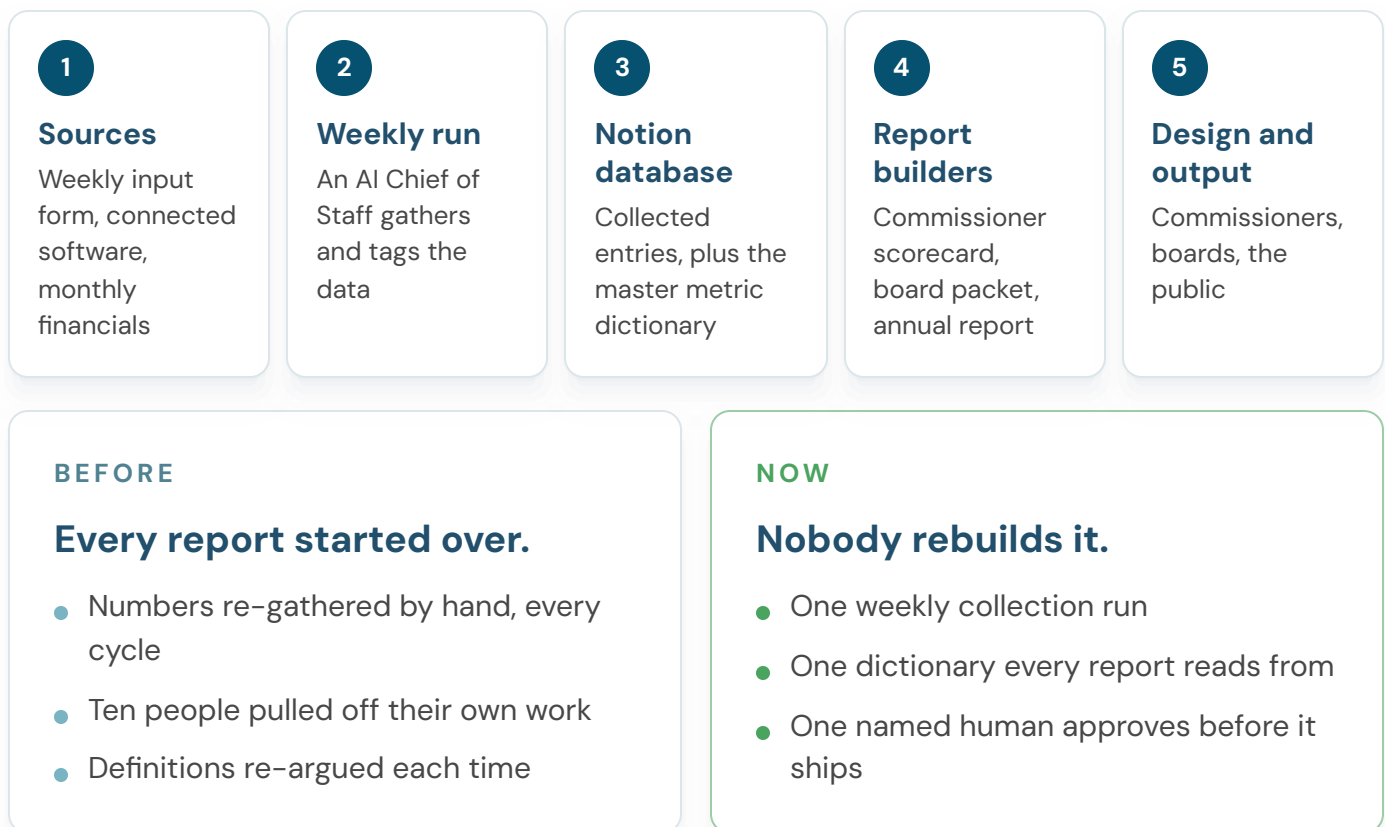
Every kind of output, one source of *truth*.

The report arrives *finished*

Reporting is the tax on work you have already finished. When every metric has one definition and one owner, and each one knows which report it feeds, nobody rebuilds the report. It assembles itself and lands where the work already happens.

Richland reports to its county commissioners, its boards and the public, on different schedules. This is the workflow behind all of those reports.

EXAMPLE: HOW RICHLAND'S REPORTING RUNS



At least

280

hours a year

WHAT IT GAVE BACK

Seven full work weeks. Richland's estimate: 2 hours per person, per report, times 10 people, times 14 reporting cycles a year.

06

PART 06 · MISSION INTELLIGENCE

How the community is being *served*

Business Intelligence reports on the office. Mission Intelligence reports on the community: outcomes and projects, tracked as they happen, so you know what is working for the businesses and people you serve.

01

OUTPUT

What we did

Site visits, projects worked, businesses contacted.

02

OUTCOME

What changed

Jobs, investment and properties that moved, tied to the project behind them.

03

GAP

What we do not know yet

Named plainly, so a report never fills the blank with a guess.

HOW IT STAYS HONEST

- | | |
|---|---|
| ● Every figure tagged output or outcome | ● Projects shown as one path |
| ● Gaps named, not guessed | ● Figures you pick become report and grant language |

SECURITY

The same security as the software you already *trust*

This is the question your board and your law director will ask. Everything here sits on paid tiers held to the same standard as your CRM, your accounting software and your email. The risk gets created when staff use free AI with no data agreement.

Independently audited, every year

SOC 2 Type II

Your data never trains a model

Every tool here, in writing

Only the right people see the numbers

Permissioned by section

Nothing happens that you cannot trace

Every run logged

Check each vendor's trust center yourself. Claude, Notion, Fireflies and Circleback all publish theirs.

WHERE TO START

Three *steps*

01 Write the Brain down

Begin with Projects, Incentives and Guardrails. Everything else reads from it.

02 Pick one recurring job

The one that pulls the most people off their own work, every week or every month.

03 Run it through the standard

Eight steps, a written rubric and a named person who approves it before it ships.

ONE QUESTION TO TAKE BACK

**What has been sitting in
your office for years because
nobody had time to *start* it?**

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