# Empowering Regions through the CEDS Process

December 6, 2019
SWREDA Conference

NADO
NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS
RESEARCH FOUNDATION

# STRONGER CEDS STRONGER REGIONS

A NADO Research Foundation Program

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

# Framing Thoughts

# We are in a Golden Age for the CEDS

Rawpixels.com

# CEDS Content Guidelines: Make it Your Best Friend!

US Economic Development Administration - 030916

## Comprehensive Economic Development Strategy (CEDS) Content Guidelines:

*Recommendations for Creating an Impactful CEDS*

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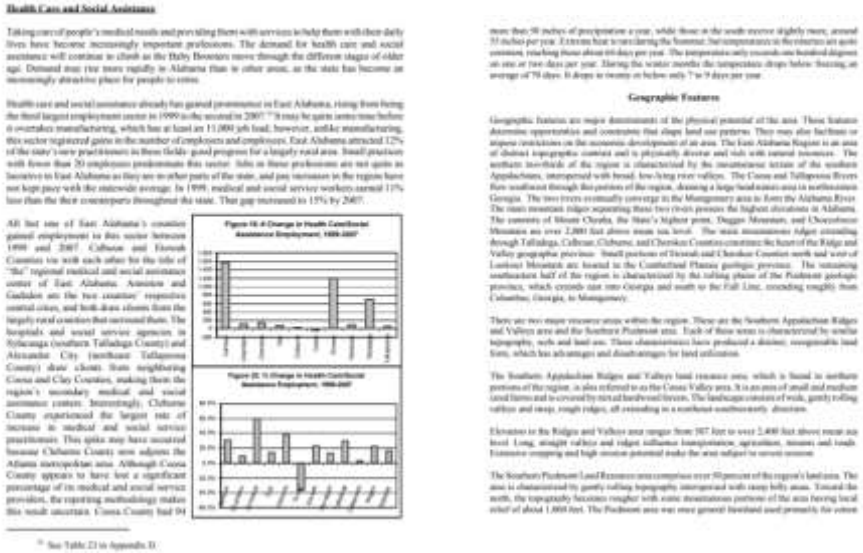
- Provides guidance on the required sections of the CEDS
  - Summary Background
  - SWOT
  - Strategic Direction/Action Plan
  - Evaluation Framework
  - Economic Resilience
- Best practices, case studies, and links

www.eda.gov/CEDS

# A New Era for the CEDS

From this…



…to this!

# A New Era for the CEDS

From this…

Credit: Everyday Health

…to this!

# A New Era for the CEDS

From this…

Credit: countingjobs.com.au

…to this!

**The eight capitals**

| The capital | The definition |
|---|---|
| Individual | The existing stock of skills, understanding, physical health and mental wellness in a region's people. |
| Intellectual | The existing stock of knowledge, resourcefulness, creativity and innovation in a region's people, institutions, organizations and sectors. |
| Social | The existing stock of trust, relationships and networks in a region's population. |
| Cultural | The existing stock of traditions, customs, ways of doing, and world views in a region's population. |
| Natural | The existing stock of natural resources—for example, water, land, air, plants and animals—in a region's places. |
| Built | The existing stock of constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region's places. |
| Political | The existing stock of goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making. |
| Financial | The existing stock of monetary resources available in the region for investment in the region. |

Credit: Wealthworks.org

# A New Era for the CEDS

From this…

Credit: Industry Week

…to this!

ecos
A SUSTAINABLE FUTURE FOR CHITTENDEN COUNTY
2018 Regional Plan

**Resilience**: The ability of a region or community to anticipate, withstand, and bounce back from shocks, disruptions, and stresses including:

- ❑ Weather-related disasters or hazards / Impacts of climate change
- ❑ The closure of a large employer or military base
- ❑ The decline of an important industry
- ❑ Changes in workforce / effects of automation
- ❑ Demographic shifts
- ❑ Much more…

Never stop asking: "How can we make our CEDS process more **inclusive**, more **engaging**, and more **valuable**?"

Region Nine Development Commission (MN)

CEDS CENTRAL

Home CEDS 101 Training Resilience Case Studies About/Contact

www.CEDSCentral.com

# Today's Presenters

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- **Jason Wilson**, Economic Development Representative
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