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# Empowering Regions through the CEDS Process

December 6<sup>th</sup> 2019

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# CEDS & EDA PROJECTS ALIGNED

Developing proposals, submitting applications, and implementing EDA projects relies on the critical relationship between the Economic Development Districts and the Austin Regional Office.



Process for making successful investments is locally driven, and EDDs play a critical role e.g. Executive Directors, Economic Development Directors and Staff, CEDS Strategy Committee, Board, etc. collaborating to develop and implement the CEDS.

# LEVERAGING THE CEDS

1. Applications for financial assistance are submitted via grants.gov with and without guidance from EDDs, and the CEDS is an effective planning tool that serves as a “touchstone” to bring stakeholders together around a common goal.
2. Applicants developing multiple projects can use the CEDS as guideline for discussions on which project will have the most significant economic impact in the region.
3. CEDS development and implementation includes regional SWOT analysis, developing public/private partnerships, etc. and can be an effective process for establishing strategic partnerships throughout the region.
4. In the aftermath of federally declared disasters or other economic disruptions, CEDS can provide critical data and serve as a roadmap for economic recovery and resiliency activities in the region.
5. Applicants developing projects aligned with EDA Investment Priorities and the CEDS will improve competitiveness when applying for financial assistance offered by EDA regular programs and disaster supplemental funding.

# EDA PROGRAMS

## PROGRAMS



**Economic Adjustment**



**Public Works**



**University Centers**



**Regional Innovation Strategies**



**Revolving Loan Funds**



**Economic Development Integration**



**EDA Vista Corps**



**Planning & Local TA**



**Opportunity Zones**

➤ Special Need Eligibility



**Disaster Supplemental Funding:**

- *DS-2018 for disasters in 2017*
- *DS-2019 for disasters in 2018 and 2019 tornadoes and floods*

# BEST PRACTICES FOR CEDS PROCESSES

1. CEDS that address issues most relevant to the region e.g. specific industries, sectors of the economy, rural/urban, etc., can be leveraged to demonstrate increased relevance and value to jurisdictional members.
2. Many regions include other well-established economic development organizations, and EDDs identifying a critical role and/or area of expertise to serve in the region that's also reflected in the CEDS can be an effective strategy for enhancing the profile of the EDD.
3. CEDS annual updates and 5-year comprehensive strategies can be featured at events hosted by EDDs to address regional issues e.g. infrastructure, workforce, economic diversification, resiliency, etc.
4. Update the CEDS on a regular basis, make it user-friendly, post it on the EDD website, and make it readily available for digital distribution.
5. Discuss the CEDS development and implementation process with your EDA Project Officer as needed and to improve outcomes.