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## *EDA Know Your Region Project*

2012 EDA PHILADELPHIA REGIONAL CONFERENCE

JULY 10, 2012



# *Know Your Region: Overview*

---

- Federal context
- CEDS best practices
- EDD innovations
- Data tools

Federal Context:  
Big Picture Considerations

# Federal Context

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- Federal budget deficits and debt
- Defining federal role in economic development
- Administration Priorities
  - ▶ Quality of place
  - ▶ Regional innovation and collaboration across sectors
  - ▶ Federal interagency partnerships
  - ▶ Advanced manufacturing



# Smart Investments to Accelerate Job and Economic Growth





<http://www.manufacturing.gov/accelerator/index.html>



## JOBS & INNOVATION

### ACCELERATOR CHALLENGE

#### VISIT:

[Department of Commerce's \(DOC's\) Economic Development Administration \(EDA\)](#)

[Department of Commerce's \(DOC's\) National Institute of Standards and Technology's \(NIST's\) Hollings Manufacturing Extension Partnership \(MEP\)](#)

[Department of Energy's \(DOE's\) Advanced Manufacturing Office \(AMO\)](#)

[Department of Labor's \(DOL's\) Employment and Training Administration \(ETA\)](#)

[Small Business Administration \(SBA\)](#)

## JOBS & INNOVATION ACCELERATOR CHALLENGE

**\$26 Million Multi-Agency Advanced Manufacturing Jobs and Innovation Accelerator Challenge**

The Obama Administration announces a \$26 million Advanced Manufacturing Jobs and Innovation Accelerator Challenge, a partnership between the U.S. Department of Commerce's Economic Development Administration and National Institute of Standards and Technology, the U.S. Department of Energy, the U.S. Department of Labor's Employment and Training Administration, the Small Business Administration, and the National Science Foundation. This initiative will assist the development and implementation of regionally-driven economic development strategies that support advanced manufacturing and cluster development. In addition to the six partnering agencies, the initiative will leverage technical assistance from up to eight other Federal agencies.

The investments will accelerate innovation-fueled job creation and economic prosperity through public private partnerships, and serve as a catalyst for leveraging private capital, assisting entrepreneurial development in disadvantaged communities, and promoting cluster based development in advanced manufacturing.

# Supporting Sustainable Rural Communities

## Partnership for Sustainable Communities



In collaboration with the U.S. Department of Agriculture



# CEDS Standards of Excellence

*NADO's Peer Guidance Developed by EDDs*

# Commitment to Excellence

As a national network, America's EDDs are committed to pursuing excellence and innovation in both regional economic development and organizational performance.

This includes fostering a regional strategic planning and implementation framework that is:

- **results oriented**
- focused on **aligning and leveraging resources**
- **inclusive** of public, private and nonprofit sector leaders
- emphasizes the importance of **asset-based** regional economic development

# CEDS Standards of Excellence

- 1. Build more resilient economies and communities** by focusing and targeting regional strategies on the existing and potential competitive advantages of each individual region.
- 2. Foster a regional collaborative framework** to strategically align public sector investments from federal, state and local sources, as well as private, nonprofit and philanthropic partners.

# CEDS Standards of Excellence

- 3. Use modern scenario, data and analysis tools and planning techniques** that provide policy makers, stakeholders and the public with evidence-based and factual based information.
- 4. Transform the CEDS process into a more strategy-driven planning process** focused on regional visioning, priorities setting and performance outcomes, rather than broad-based encyclopedia or narrative of the region with a laundry list of random projects and programs.

# CEDS Standards of Excellence

- 5. Promote and support peer reviews and exchanges of Economic Development District planning professionals and policy officials** with the goal of increasing collaboration across EDD boundaries, enhancing organizational resources, and positioning regional CEDS as more effective building blocks for statewide and local strategies.

# CEDS Standards of Excellence

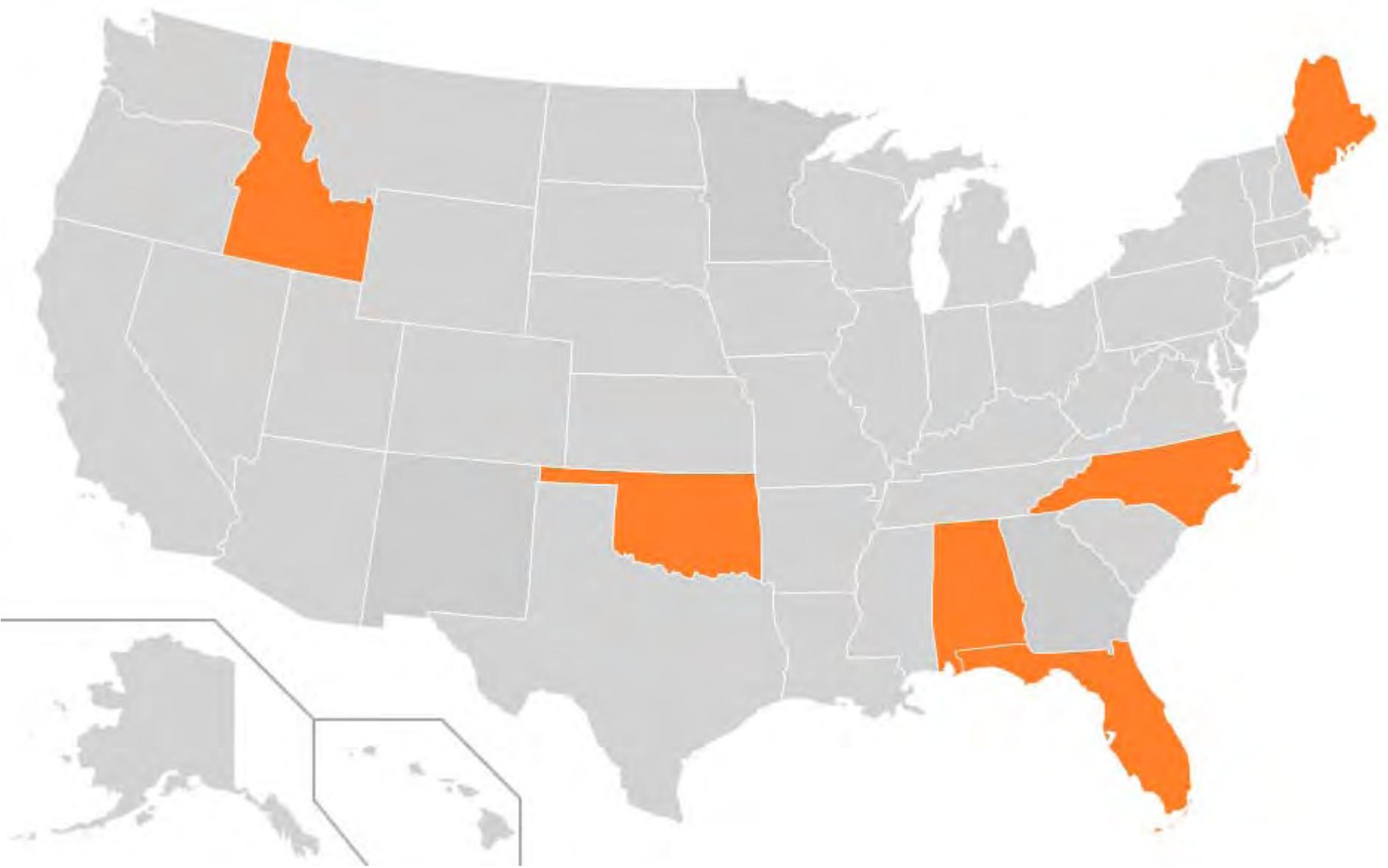
- 6. Communicate in a compelling and modern communication style**, including use of executive summaries, high quality print and online media, and social media.
- 7. Engage the public, private, nonprofit and educational sectors**, along with the general public, in the development and implementation of the CEDS.

CEDS Noteworthy Practices:  
Statewide Collaboration &  
Modernization

# CEDS Best Practices

- **Growing recognition of value in statewide EDD collaboration**—common standards, resource sharing, peer accountability, & opportunities for playing larger role
- **Process *and* product**—capitalizing on CEDS potential will require more attention to the way information is communicated

# Known EDD-Led Statewide CEDS Initiatives





# Alabama CEDS

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY



<a href="#">Home</a>	<a href="#">Planning Process</a>	<a href="#">Economic Situation</a>	<a href="#">Analysis</a>	<a href="#">Vision</a>	<a href="#">Promotion</a>	<a href="#">Projects</a>	<a href="#">Measurements</a>
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Collectively, Alabama's Regional Councils represent the entire State of Alabama by working to plan and implement strategies that create opportunities for development and prosperity. The Comprehensive Economic Development Strategy (CEDS) of any of Alabama's twelve regions reflects the goals, objectives and priorities **specific to a given region.**

[learn more](#)

[previous](#) [next](#)

This report constitutes the Alabama Consolidated Comprehensive Economic Development Strategy of the Alabama Association of Regional Councils and the twelve Regional Councils that serve the communities of the State of Alabama. It is prepared and updated with the assistance of the United States Economic Development Administration in partnership with the Alabama Department of Economic and Community Affairs. The task of coordinating the preparation of this Strategy and the development of this report was performed by the Planning Task Force of the Alabama Association of Regional Councils.

The Alabama Consolidated Comprehensive Economic Development Strategy is funded by a grant from the U.S. Economic Development Administration with additional support provided by the Alabama Department of Economic and



# Alabama CEDS

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY



- Home
- Planning Process
- Economic Situation
- Analysis**
- Vision
- Promotion
- Projects
- Measurements

## Cross-Cutting Issues

Home » [An Analysis of Economic Development Issues](#) » Cross-Cutting Issues

All of the Regions of the State have their own perspective, that is, their own way of looking at issues and their own way of reporting what they find. Some regions look at issues in terms of physical assets. Others are more concerned with cultural and human capital, while still others are concerned with the programs and institutions that are in place to deal with the problems and issues at hand. Some Regions see things in terms of specifics, particularly local assets, while others speak in more general, region wide terms. Nevertheless, there are a number of common themes, or cross-cutting issues that come up time and again. In fact, the three primary cross-cutting issue categories that impact all areas of the State of Alabama and require the most attention to assure the continued economic development of the State are:

- Transportation and infrastructure;
- Education and workforce development; and
- Planning and leadership development.

When combined with the closely related issues of growth and sprawl, transportation and infrastructure are clearly the most significant issues of concern with regard to the continued

Transportation Infrastructure

Industrial Infrastructure

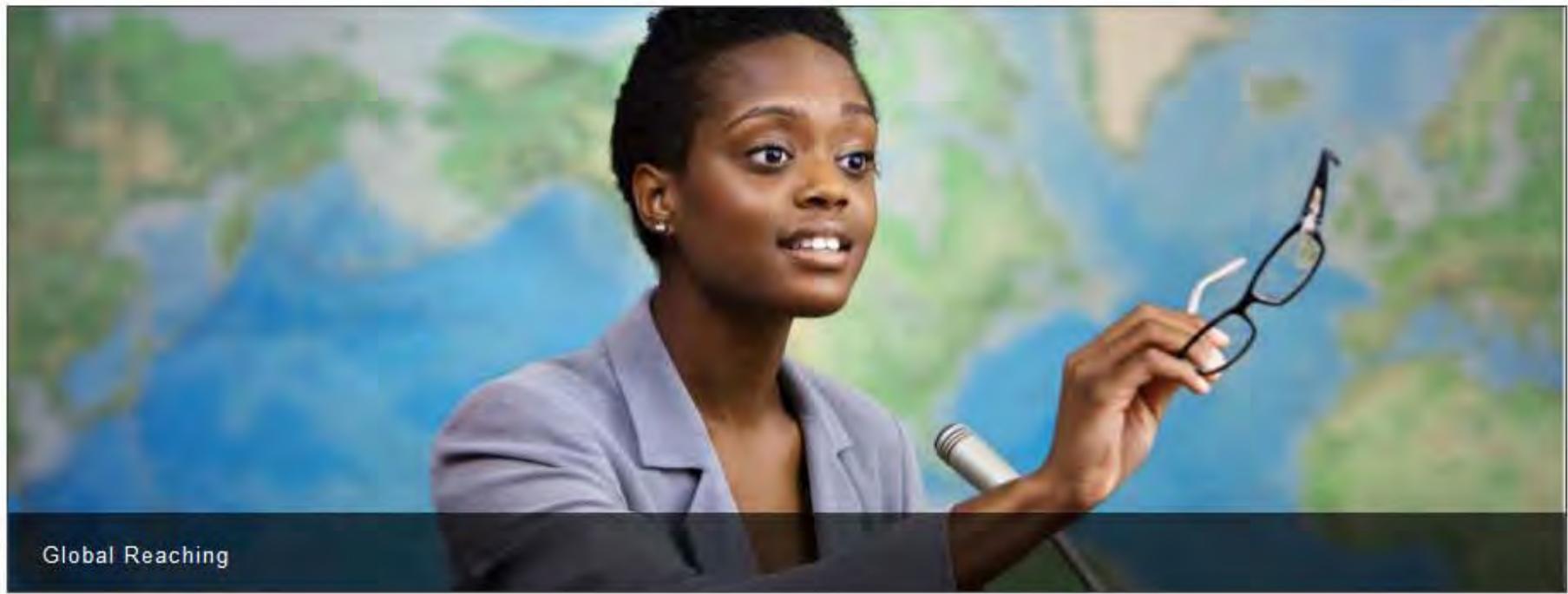
Community Infrastructure

Education and Workforce Development and Other Projects

- [Cluster Opportunities](#)
- [Investment Opportunities](#)
- [Related Plans and Studies](#)
- [A Short Selection of Readings on Sustainability](#)

### Links to documents referenced in this report

- [2011CEDS-NARCOG](#)
- [Unemployment](#)



Global Reaching

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## What is NC Tomorrow?

The North Carolina Association of Regional Councils is leading a collaborative partnership with assistance from the US Economic Development Administration, North Carolina Department of Commerce -Division of Community Development, the US Department of Housing & Urban Development and the SAS Institute of Cary, NC to create a statewide **Strategy**

for Comprehensive Economic Development for North Carolina



# NC TOMORROW

A Collaborative for Sustainable Economic Growth



NORTH CAROLINA



HUD.GOV

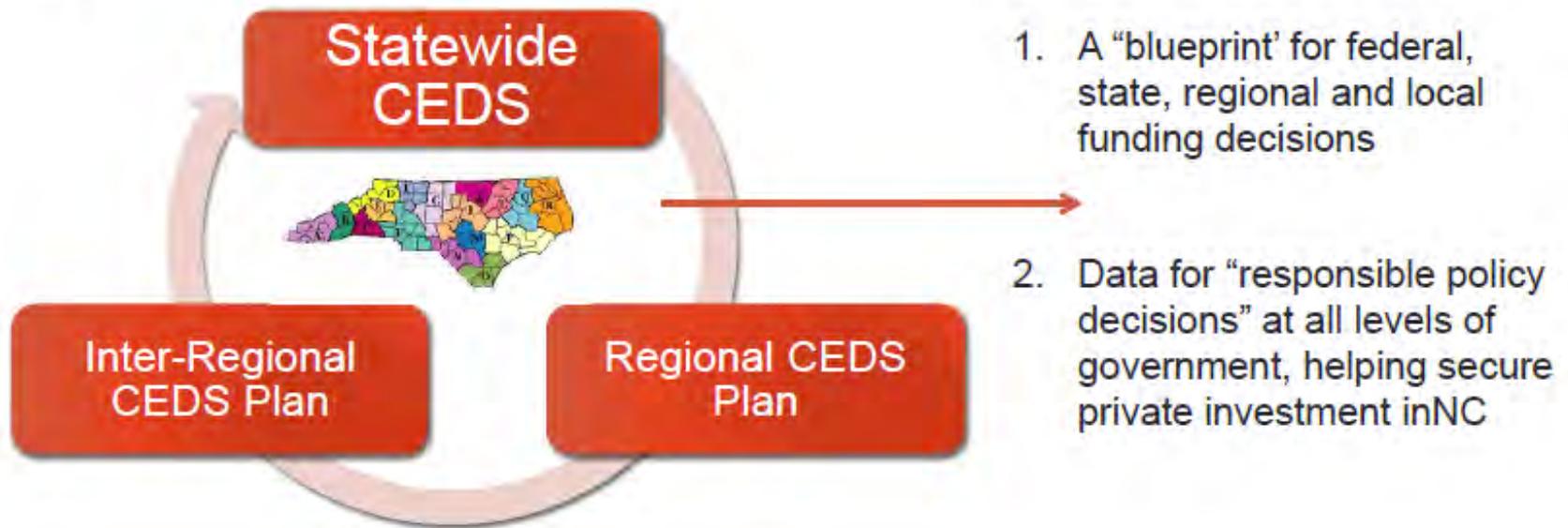
U.S. Department of Housing and Urban Development



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# How the Process Will Work

- When the regional planning is completed, the *NC Association of Regional Councils* will “roll up” the work into first **inter-regional plans** and then finally a **Statewide Comprehensive Economic Development Plan**



# Economic Development Districts Coordinated CEDS Plan



***November 16, 2011***

***Partnerships for the Future***

# Economic Development Districts Coordinated CEDS Plan



## Why Standardization?

- Coordination Among District Strategies
- Common Language
- Integration Into State Economic Development Strategic Plan

*Partnerships for the Future*

# Economic Development Districts Coordinated CEDS Plan



## SIX PILLARS OF FLORIDA'S FUTURE ECONOMY



# CEDS Best Practices: Modern Approaches



### **Enhance the CEDs**

- ★ Reduce the size of the document and focus more on strategic development and collaboration to implement regional vision
- ★ Discontinue five-year CEDs updated schedule
- ★ Make the CEDs planning process annual
- ★ Conduct better outreach to increase awareness and the use of the strategy
- ★ Partner with EDA University Centers to collect data

# CEDS Modernization

- **Professional look**—attractive template (does not have to be Word), pull quotes, photos
- **Smart format**—executive summary, web presence (not just PDF), appendices
- **Relevant data**—compelling data analysis in context of SWOT assessment
- **Strategic projects**—incorporate in plan and performance measures

# EDA Draft CEDS Regulations

- **Promote regional economic resiliency**
- **Four key elements**
  - ▶ Summary of economic development conditions
  - ▶ In-depth SWOT analysis
  - ▶ Strategies and implementation plan
  - ▶ Performance measurements to evaluate success
- **List of specific projects is *optional***
- **EDA plans to publish additional guidance**



*A New Vision for the*  
**Southern Tier's**  
**Economy**

**Regional Economic**  
**Development Councils**

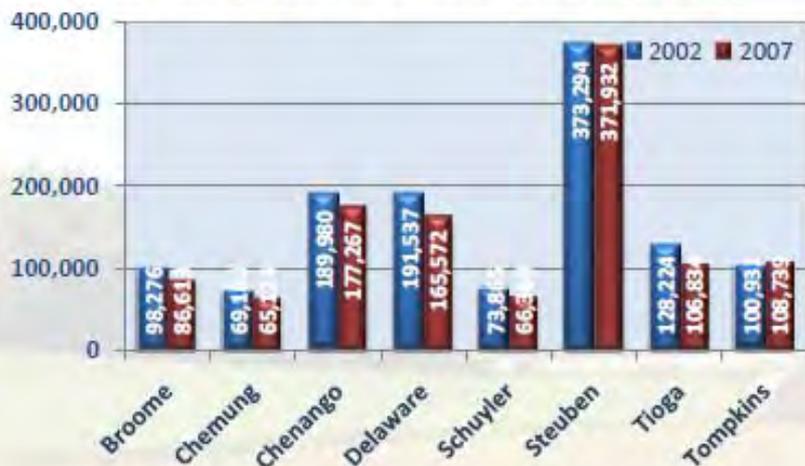
*Putting New York Back to Work*



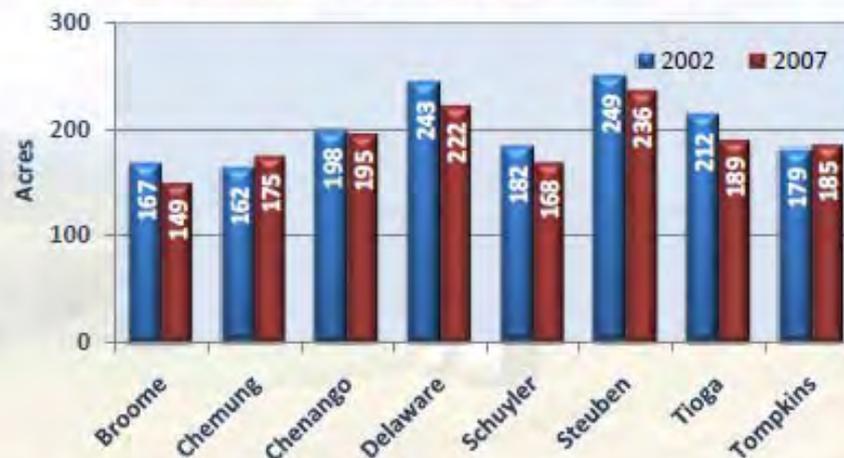
**Governor Andrew M. Cuomo**  
**Lieutenant Governor Robert J. Duffy**

# Industry Structure and Concentration

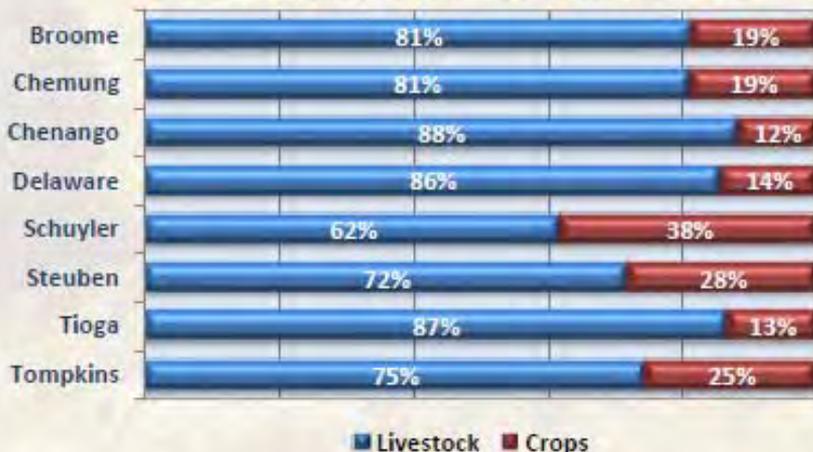
Acres of Farmland 2002/2007



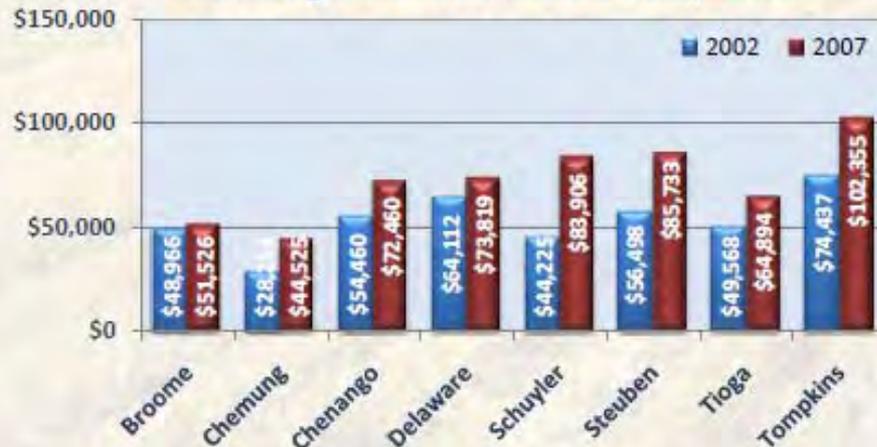
Average Farm Size 2002/2007



Distribution of Farm Sales 2007



Average Farm Sales 2002/2007



# Industry Structure and Concentration

## Electronics and Imaging Cluster:

40 companies

7,070 employees



Source: Empire State Development analysis of NYS Department of Labor data, 2008.

# SOUTHERN TIER



## THE SOUTHERN TIER'S APPROACH TO ECONOMIC GROWTH

*Catalytic, Collaborative, Comprehensive, Competitive*

# SECTION I. INTRODUCTION AND EXECUTIVE SUMMARY

## A. Introduction

On August 4, 2011, at Binghamton University, the Southern Tier Regional Economic Development Council was established. Thirty two individuals representing the region's colleges and universities, businesses and industry, economic development agencies, government, education, health care and services sectors joined together with the ambitious goal of forging a plan, that over five transformative years, would guide the region to renewed economic prosperity.

The planning process brought together stakeholders, community leaders, economic development practitioners, innovators at the forefront of their fields, and for the first time, brought scholars and researchers from the region's distinguished universities into a collaborative exchange. That exchange catalyzed productive discussion and, through the leadership of the Council by late October, culminated in a focused, comprehensive economic development plan designed to restore the Southern Tier to a competitive market position.

This strategic plan demonstrates an overall economic development strategy that addresses challenges, leverages opportunities and is focused on return on investment with measurable results.

## B. Philosophy and Approach

The Regional Council's approach to the planning process was based on the assumption that its strategic plan would be "Catalytic, Collaborative, Comprehensive and Competitive."

To reach this objective the Council set forth a vision, and then undertook an intense process designed to maximize citizen involvement and those resources that have the potential to be economic drivers in the information-gathering process, while assuring an accurate and comprehensive identification and analysis of issues and opportunities from across the Southern Tier and its economic sectors.

The Council reached out to every critical constituency group, acknowledging realities and differences, encouraging lively and frank discussions, and finally, achieving consensus-building from within. The Regional Council actively engaged these stakeholders and the general public in meaningful dialog through eight work plan groups, online surveys, open comment section of its public website, six public forums, and public sessions held during each Council meeting. Experts in their fields, academic leaders and scientists, business decision-makers and strategic planners were brought in to make certain the Council's plan would maximize the potential and bring about real, measurable results that would be in the form of job creation and improved quality of life. This process helped the Council set its priorities, and craft proactive, practical strategies that will capitalize on the Southern Tier's unique strengths and assets while addressing its most compelling issues. The Council has found the process effective and plans to execute its plan through on-going collaboration.

# Pennyrile Future

## A Strategy for Workforce and Economic Development

[Home](#) | [Survey](#) | [Process](#) | [About the Region](#) | [Reports](#) | [Consultants](#) | [Contact](#)

Pennyrile's new regional data portal is now available. **Pennyrile Headlight** offers an interactive research tool, containing extensive workforce and economic information about the nine-county region. Click here to visit the website: [www.pennyrileheadlight.com](http://www.pennyrileheadlight.com).

## Planning Our Future

Turbulent economic times currently challenge our nation and our state. The West Kentucky Workforce Development District (PADD) have taken time to create a plan that ensures our region is prepared for

Thanks to support from the U.S. Department of Labor and Economic Development Administration, the of identifying future economic development targets and aligning workforce programs around those

National consultants from Avalanche Consulting, Inc. and the Council for Adult and Experiential Learning evaluation of the region and crafted a strategic plan that will result in long-term growth and prosperi

The process answered critical questions such as: What characteristics of our region are competitive and how do we fill them? What specifically should the region do to expand and recruit companies in

As a result of this process, the nine-county Pennyrile region is better positioned for the next wave of tools to succeed.



Pennyrile Future  
Strategy for Workforce & Economic Development  
May 2010  
[www.pennyrilefuture.com](http://www.pennyrilefuture.com)

### Planning For Our Future

**T**urbulent economic times currently challenge our nation and our state. The West Kentucky Workforce Investment Board (WKWIB) and Pennyrile Area Development District (PADD) are taking this time to ensure that our region is prepared for the future. Thanks to support from the U.S. Department of Labor and Economic Development Administration, the WKWIB and PADD have begun a five-month process of identifying future economic development targets and aligning workforce programs around those businesses' needs. National consultants from Avalanche Consulting, Inc. and the Council for Adult and Experiential Learning (CAEL) will conduct a multi-faceted, in-depth

evaluation of the region and craft a strategic plan that will result in long-term growth and prosperity.

**T**his process will answer critical questions such as: What characteristics of our region are true competitive advantages? How do individual counties' strengths combine to create a unique environment for business? Where are the gaps in our talent pipeline? What specifically should the region do to expand and recruit companies in tomorrow's high growth sectors? As a result of this process, the nine-county region will be positioned for the next wave of economic growth and have the expertise, vision and tools to succeed.

#### The Process

The five-month project will be comprised of two distinct phases:

**Phase One: Workforce Analysis**  
During the first phase, the consulting team will conduct an in-depth assessment of the Pennyrile region. The process will begin by updating statistical information about the region's economy and workforce conditions. The consulting team will conduct focus groups, interviews and surveys to understand local perceptions and vision. Next, an evaluation of the region's educational infrastructure and assets will reveal strengths and gaps in the talent pipeline. Phase One will conclude with a series of strategic recommendations for enhancing skill sets and preparing the region for current and future employer needs.

**Phase Two: Emerging Sector Analysis & Plan**  
Phase Two will occur concurrently with Phase One. During this phase, the consulting team will evaluate the region's industry base and recommend targets for future business recruitment, expansion, and entrepreneurship initiatives. The process will conclude with strategic recommendations for aligning workforce, community, and economic development efforts to prepare the region for target industry growth.

#### Sponsored by:



## Welcome to Pennyrile Headlight

...Your source for economic, demographic, and workforce data on the Pennyrile region.

Select from any of the datasets above:

- Industry Employment
- Wages & Income Levels
- Workforce & Unemployment Rates
- Firm Count By Industry and Size
- Demographics (Births/Deaths/Migration)
- College Graduates by Degree

Headlight gives you, the user, the full capability to generate reports based on the criteria **you** select.

Headlight is kept up-to-date automatically as new data is released, so you know you've got the most current information available on your economy.

[Click here](#) to learn more about how to use the Headlight System, or start by clicking any of the datasets above.



PennyrileHeadlight.com was developed as part of a strategic planning process for the [Pennyrile Area Development District \(PADD\)](#) and the [West Kentucky Workforce Investment Board \(WKWIB\)](#) completed in October, 2010.

The portal was designed to provide up-to-date information on the Pennyrile economy and workforce. The Pennyrile region consists of nine counties located in the western area of Kentucky: Caldwell, Christian, Crittenden, Hopkins, Livingston, Lyon, Muhlenberg, Todd and Trigg.

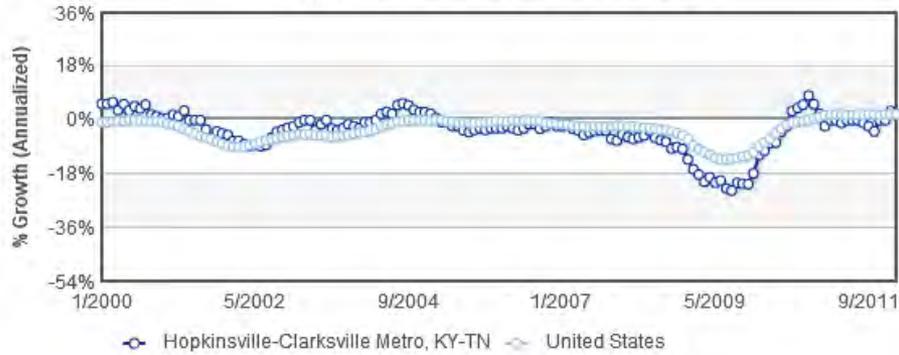


Please direct questions or comments to

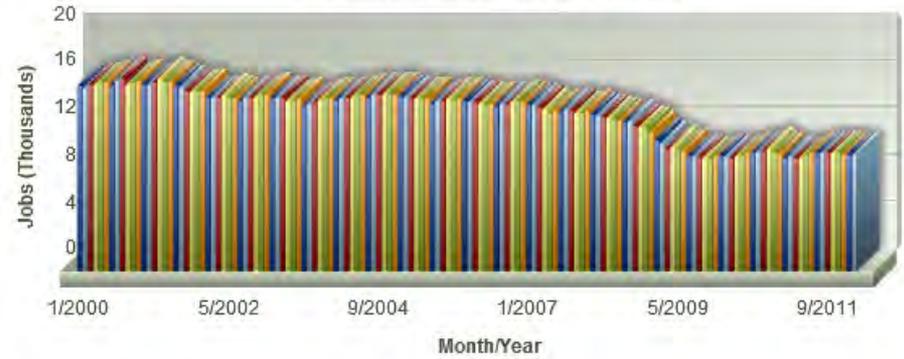
# Monthly Employment

Geography:  Industry:  Start Year:  End Year:

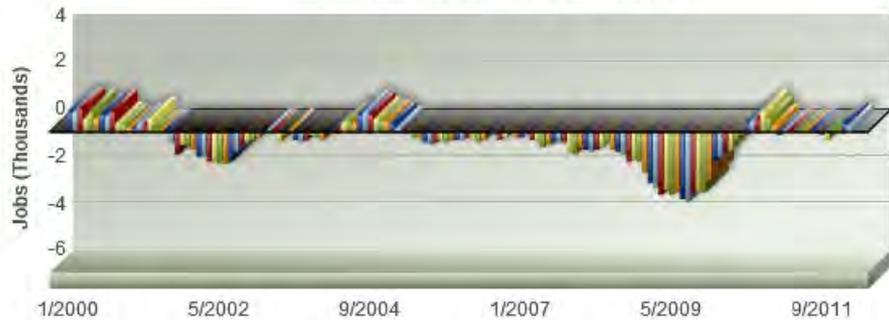
**% Growth, Employment, Manufacturing, 2000-2012**  
Hopkinsville-Clarksville Metro, KY-TN vs. U.S.



**Total Employment, Manufacturing, 2000-2012**  
Hopkinsville-Clarksville Metro, KY-TN



**Net New Jobs Per Year (Annualized), Manufacturing, 2000-2012**  
Hopkinsville-Clarksville Metro, KY-TN



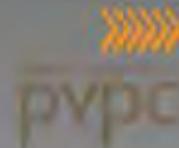
# CRAFTING THE AGENDA OF THE 21<sup>st</sup> CENTURY REGION

Lessons Learned from the Pioneer Valley's Ambitious Plan to Re-engineer Its Future



Presented to:

National Association of Development Organizations (NADO)  
Creating Excellent Regional Strategies Webinar  
Thursday, May 17, 2012



Presented by:

Tim Brennan, Executive Director  
*Pioneer Valley Planning Commission*



# Prosperity Partnership



## Regional Economic Strategy

Puget Sound Regional Council

PSRC

Chris Endresen Scott  
Director of Economic Development

[cendresen@psrc.org](mailto:cendresen@psrc.org)



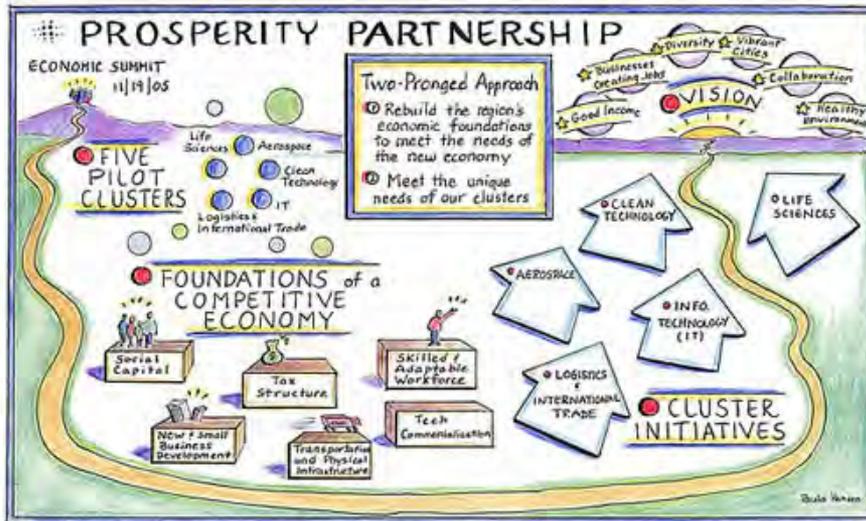
# advancing the regional economic strategy

## ECONOMIC DEVELOPMENT

- Prosperity Partnership
- Regional Economic Strategy
- Global Health
- Energy Efficiency
- Higher Education
- Aerospace
- Military
- International Benchmarking
- Performance First
- Cultural Access
- Public Works Prioritization
- Publications
- Economic Development District Board

## 2005-2010 Regional Economic Strategy

In 2005, the EDD Board unanimously adopted the Regional Economic Strategy for Puget Sound Region, a set of detailed action initiatives focused on strengthening our leading industry clusters and rebuilding the foundations of our economy.



Regional Economic Strategy for the Central Puget Sound Region — SUMMARY

Prosperity Partnership

### The Prosperity Partnership

**A Regional Economic Strategy for Puget Sound**  
An extraordinary economic development effort is underway in the central Puget Sound region. Hundreds of government, business, labor and nonprofit leaders in King, Snohomish, Pierce, and Whatcomsch counties have organized a coalition called Prosperity Partnership.

*Microsoft is trying to hire every great college graduate who has basic computer-savvy skills and facts on their mind of highly talented... It's already very unusual when life thrives... It's really a great job at school so do things!"*  
— Bill Case III, quoted in Seattle Times, 7/20/05

The coalition created Prosperity Partnership because economic conditions in the region, combined with dramatic changes in the global economy, create a critical need for a regional strategy and action. To address this need, coalition members are working together toward a common goal: help bring economic prosperity for the entire region. Prosperity Partnership envisions a region where residents have good jobs and nice family-wage incomes, where globally competitive businesses thrive, where diversity is embraced because it is good for business—a region with vibrant, connected communities and a high quality of life built upon our outstanding natural environment and cultural treasures.

### A Regional Economy with Promise—and Challenges

Many of the building blocks for regional prosperity are in place. Mature industries stand beside new and emerging enterprises. The area boasts a number of industry clusters—concentrated areas of competing,



## REGIONAL ECONOMIC STRATEGY PUBLICATIONS

### 2012 Action Items

Regional Economic Strategy: Summary

Volume 1: A Regional Economic Strategy for the Central Puget Sound Region

Volume 2: Economic Analysis of the Central Puget Sound Region | Appendices

Volume 3: Portfolio of Cluster Action Initiatives

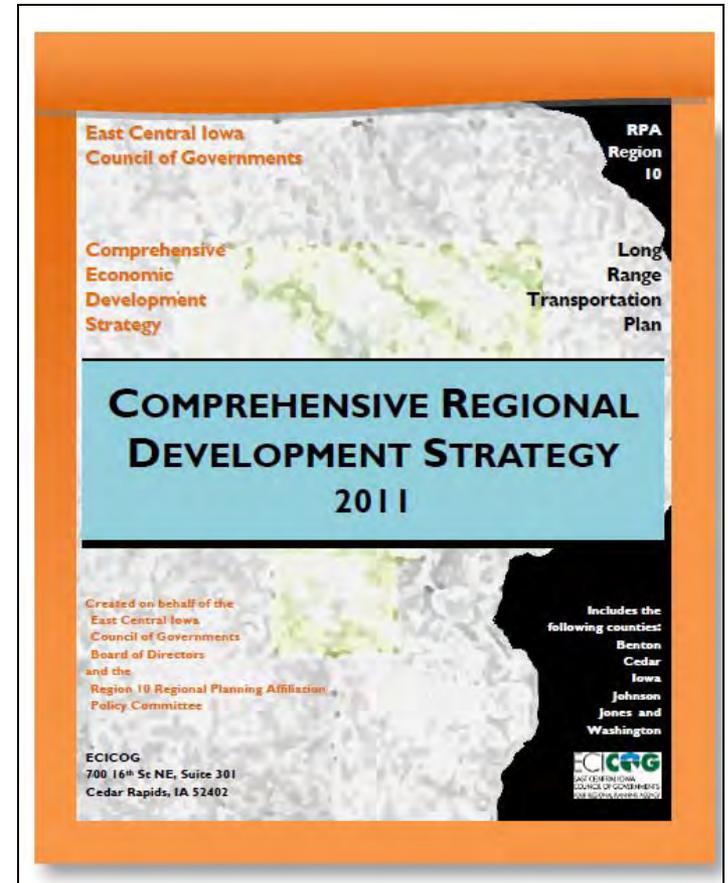
Military Cluster Strategy Report

Tourism and Visitor Cluster Strategy Report



# CEDS: Breaking Down Silos

- Increasing focus on how CEDS can be leveraged to fulfill objectives of other planning programs
- EDA supportive of interdisciplinary approaches



EDD Innovations:  
Redefining Role Through “Bottom-Up”  
Regional Strategies

SEPTEMBER 2011

# MOBILIZE MAINE:

Asset-Based Regional Economic Development



**NADO**  
NORTHERN MAINE DEVELOPMENT  
RESEARCH FOUNDATION

In Partnership with the EDA from the Region of Maine

Northern Maine  
Development Commission

- ◇ Asset-based regional strategy
  - ◇ Low-growth population region
  - ◇ Asset-rich natural environment
  - ◇ Strong private sector engagement
- 
- Regional cluster analysis
  - Asset mapping and analysis –  
cultural, environmental and economic
  - Wealth flow impact assessment
  - Public + private + nonprofit sectors
- = ***New approach to the future***



# Northern Maine Strategic Approach & Goals

- Industry Sectors**
- Forestry
  - Agriculture
  - Healthcare
  - Tourism
  - Information Tech
  - Education
  - Manufacturing
  - Energy

Inform



Goals

- Aroostook 2015 Goals**
- 1,677 new jobs @ \$42,000
  - 1,118 new jobs @ \$38,500
  - Improvement of 6,628 jobs by \$5,000/yr.
  - \$365M new wages
  - Increase Internet Subscriptions to 37,500
  - Reach Regional GDP of \$2.8B
  - 27.7% Private Payer Healthcare Reimbursements

- Strategic Components**
- CEDS Planning
  - Business Retention & Expansion
  - Business Recruitment
  - Business Incubation
  - Leadership Training

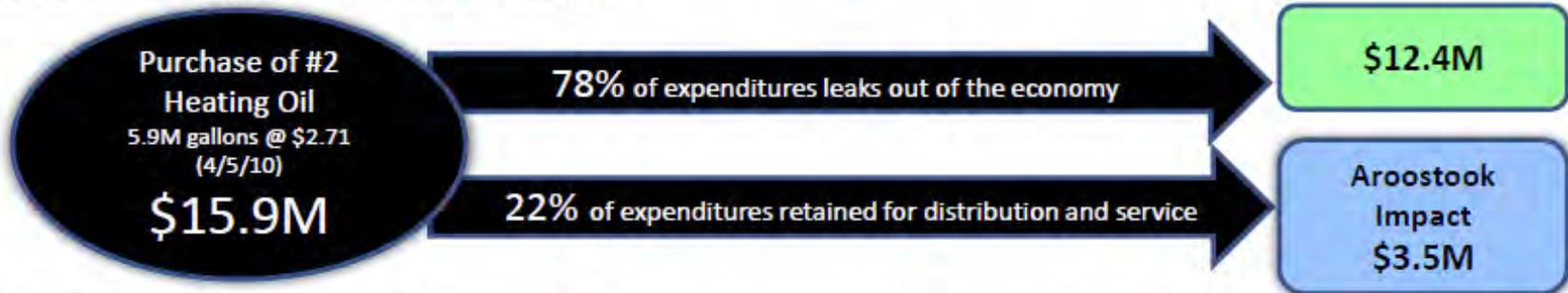


Working for Northern Maine's Future. Today.

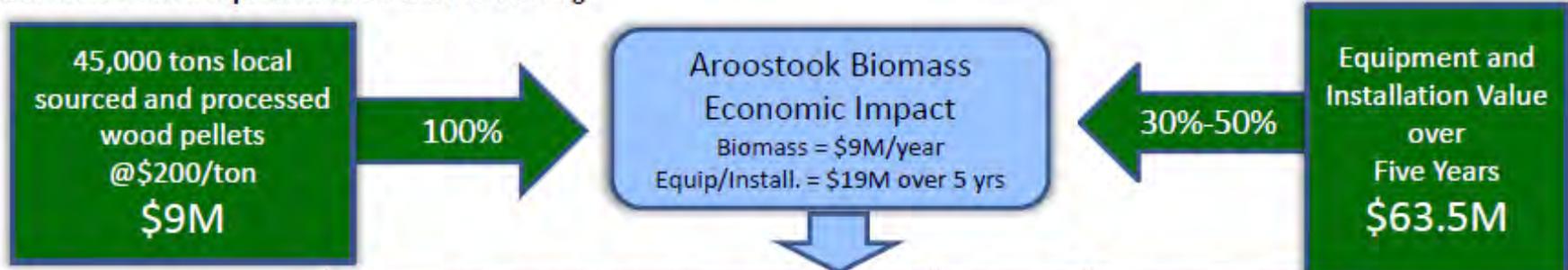


# Biomass to Energy Opportunity Value – 45,000 tons/year

## Economic Flow of Expenditures on Home Heating Oil



## Economic Flow of Expenditures on Biomass Heating



Job Creation Categories	Direct Jobs	Indirect & Induced	Economic GDP Impact Value
Acquisition & Production of biomass fuel	90	67	\$8.4M
Installation & Admin	40	30	\$3.7M
Wealth Retention			\$6.9M
<b>Total</b>	<b>130</b>	<b>97</b>	<b>\$19.0M</b>



Working for Northern Maine's Future. Today.



## Leveraging Federal Resources \$36.6 Million for REIC

---

- Workforce Investment Act - \$97,102
- USDA RBEG - \$165,000
- NIST-MEP - \$150,000
- HUD SCI - \$800,000
- DoD PTAC - \$80,000
- USDOT ARRA TIGER - \$31.5 million
- ARRA Energy Funds - \$6 million



Working for Northern Maine's Future. Today.

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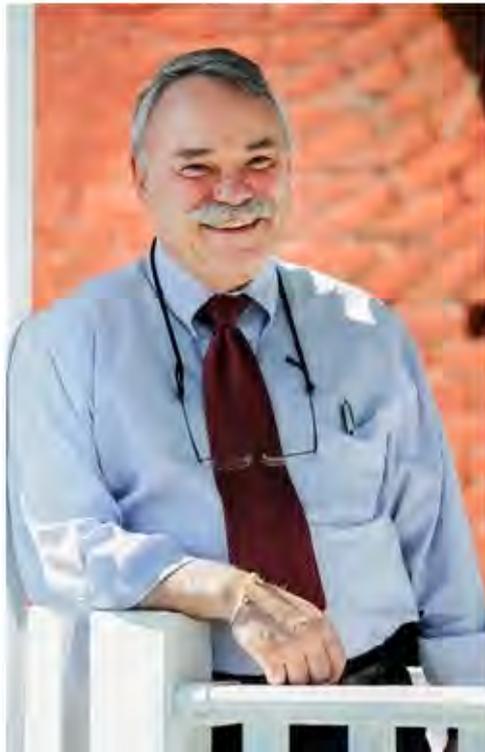
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IN THE MAY 14, 2012 EDITION

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MAY 14, 2012

## Biomass is poised for a boost from federal funds and new consumer financing



MATT DODGE

Last September, the Northern Maine Development Commission was awarded \$1.9 million through the Obama administration's Jobs and Innovation Accelerator Challenge, a \$37 million initiative aimed at supporting high-growth clusters throughout the country. Now these investments are starting to bear fruit as a push toward biomass-based heating is promising returns.

In northern Maine, identifying high-growth clusters has been an ongoing effort of the NMDC and Aroostook Partnership for Progress. Since 2009, the two organizations have been collaborating on the Mobilize Northern Maine initiative to leverage the region's strengths and assets, with renewable energy and information technology topping the list.

Last fall's influx of federal funding gave MNM the chance to launch its GreenME project. Serving Aroostook and Washington counties through a renewable energy industry cluster, GreenME focuses largely on developing a market for wood biomass as a means of creating jobs and reducing fuel costs for home owners and busin...

### TODAY'S HEADLINES

- Unemployment rate flat in April
- Report: First Wind farms' output meets expectations
- Former ACS call center laying off 181
- BIW union members approve new contract
- \$1.1M in drug settlement paid out
- New owners take over Waterville printing business
- Legislature passes flat-tax bill

VIEW ALL

**TODAY'S POLL** Do you think funding for Head Start should be cut?

That's making health care work better for you.

LEARN MORE

**PART I: CASE STUDY OVERVIEW**

September 2011

# Growing Rural Innovation-Based Economies:

## Kansas Opportunity Innovation Network

National Association of Development Organizations (NADO) Research Foundation  
In Partnership with the EDA Grow Your Region Project

**PART II: SPECIAL REPORT**

September 2011

# Growing Rural Innovation-Based Economies:

## Kansas Opportunity Innovation Network

National Association of Development Organizations (NADO) Research Foundation  
In Partnership with the EDA Grow Your Region Project

[www.INNOVATEKANSAS.org](http://www.INNOVATEKANSAS.org)

<http://www.nado.org/growing-rural-innovation-based-economies-kansas-opportunity-innovation-network/>



# AMI Wind Industry Manufacturing Supply Chain Initiative

Kansas Opportunity  
Innovation Network



Image courtesy of AMI



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## What Is REDI

REDI is a regional economic development initiative formed by the Southwest Tennessee Development District. It is focused on creating regional collaboration in West Tennessee.

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## Upcoming Events

There are no upcoming events currently scheduled.

## News

[January 2012 REDI Newsletter](#)  
[REDI Legislative Agenda](#)  
[December REDI Newsletter](#)

## Contact Us

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**WE ARE  
REDI**

CHESTER  
 CROCKETT  
 DECATUR  
 FAYETTE  
 GIBSON  
 HARDEMAN  
 HARDIN  
 HAYWOOD  
 HENDERSON



# connectSI

collaborating for regional prosperity



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## ■ HEALTHCARE

Healthy, sustainable communities depend on a vibrant healthcare industry to provide local access to high quality care and good jobs for the people who support these services. The Connect SI Foundation partners with community colleges and our region's healthcare industry to support and develop the following initiatives:

### ■ Delta Simulation Learning Lab

*The Connect SI Foundation has received a Delta Regional Simulation and Learning Lab grant of \$519,924, from USDA Rural Development through its Rural Utilities Service. Learning labs enable nursing students to practice advanced techniques for critical interventions on simulation mannequins/ patients with no danger to human life. [Read more >>](#)*

### ■ Health Information Exchange of Southern Illinois (HIESI)

*Healthcare providers throughout southern Illinois, in partnership with the Connect SI Foundation, are working to develop a regional Health Information Exchange system in the 31 southernmost counties of Illinois with the goal of expediting and improving healthcare delivery for our region. [Read more >>](#)*

### ■ Southern Illinois Online Nursing Initiative (SIONI)

*SIONI is a new full-time, hybrid-online Associate's degree nursing program that addresses the shortage of registered nurses (RNs) in southern Illinois. [Read more >>](#)*

## QUICK LINKS

- **SIC currently taking SIONI applications. Deadline March 31, 2012.** [Read more >>](#)
- **SIONI Brochure.** [Download PDF file \(2064 KB\) >>](#)



Since starting the Blueprint project in 2002, the Sacramento region has taken a new approach to addressing transportation, land use, and air quality issues. The Rural-Urban Connections Strategy (RUCS) is a look at the region's growth and sustainability objectives from a rural perspective. In the same way that Blueprint is an economic development strategy for urban areas, the RUCS project is an economic and environmental sustainability strategy for rural areas.

**Quick Links:**

- Fact Sheet on RUCS
- RUCS Board Report
- RUCS Booklet
- Agricultural Lands & Rural Communities Tours
- Agricultural Worker Transportation Program (AWTP) Business Plan
- Background report on Sacramento area water resources
- Farmers' Markets Map
- RUCS Forum Videos and Materials
- Wiki
- Working Groups

**RURAL TOPICS IN THE NEWS:**

- [Let's have a talk with state Agriculture Secretary Karen Ross](#)  
Thursday, October 11, 2011
- [Food Bank offers garden workshops](#)  
Wednesday, October 12, 2011
- [Region's water under threat](#)  
Wednesday, September 28, 2011
- [The Rising Interest in Local Agriculture](#)  
Friday, September 23, 2011
- [Environmental groups sue S.F. over landfill plans](#)  
Friday, August 26, 2011
- [Down on the Farm: Made in Renewable Energy](#)  
Wednesday, August 24, 2011
- [UC Davis to offer 'green' agriculture degree](#)  
Wednesday, August 24, 2011
- [Sacramento region awarded conservation grants](#)  
Monday, August 22, 2011



## Rural-Urban Connections Strategy



**What is RUCS?**  
Since starting the Blueprint project in 2002, the Sacramento region has taken a new approach to addressing transportation, land use and air quality issues. Building on Blueprint, the Rural-Urban Connections Strategy (RUCS) looks at the region's growth and sustainability objectives from a rural perspective. In the same way that Blueprint is an economic development strategy for urban areas, this project will be an economic and environmental sustainability strategy for rural areas.

### Working Groups

SACOG is assembling working groups around core topic areas to help further understand what is currently happening around our region, address rural challenges and cultivate our unique opportunities. Through the working group process, SACOG is working directly with rural stakeholders, citizens, businesses, and public agencies to form strategies that enhance agriculture and rural economies, resource conservation, recreation, quality of life, and regional sustainability. This work will broaden the region's understanding of how land use and transportation investments affect rural areas.

### Current Status

The Rural-Urban Connections Strategy has been moving forward in its second year of work. With input received at workshops, staff has developed three working papers in the topic areas of land use, transportation, and local markets. The draft papers are available for review and comments at [www.sacog.org/rucs/wiki](http://www.sacog.org/rucs/wiki). Staff is currently collecting more input in all three topic areas through electronic surveys and upcoming workshops.

### RUCS Tours

Agricultural tours are being conducted in each county of the region to learn about unique agricultural lands across our region. Slides and video interviews from the tours are available at: [www.sacog.org/rucs/tours/](http://www.sacog.org/rucs/tours/).

### Five Areas of Review

The Rural-Urban Connections Strategy is focusing on these topic areas:

- **Land Use and Conservation:** Policies and Plans That Shape Rural Areas
- **The Infrastructure of Agriculture:** Challenges to the Production Process
- **Economic Opportunities:** New Ways to Grow Revenue
- **Forest Management:** Building Up Economic and Environmental Value
- **Regulations:** Navigating Federal and State Environmental Guidelines



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# Sacramento Area Council of Governments: Rural-Urban Connections

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## Current BREDD Projects

- » [Technical Assistance to Forest Businesses](#)
- » [Seeley Nordic Ski Lodge and Training Facility](#)
- » **Sustainable Manufacturing**
- » [Economic Gardening Strategic Plan](#)
- » [Mineral County Airport Plan](#)

[« Current Projects](#)

## Sustainable Manufacturing

**Sustainable Manufacturing Project – Education and Technical Assistance to Learn and Implement Tactics and Strategies**

Through this two-phase project, BREDD is providing information and resources to businesses to learn and implement sustainable manufacturing tactics and strategies, to help businesses compete in regional and global 'green' marketplaces.



**In Phase 1**, BREDD partnered with [Kath Williams + Associates](#) to research, develop and present a one-time, one-day workshop on Sustainable Manufacturing to manufacturers in the region. Resources from this workshop:

### **Resources**

 [Resource List compiled from presentations and handouts](#)

### News Categories

Select Category 

### News Archives

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### Current BREDD Projects

- » [Technical Assistance to Forest Businesses](#)
- » [Seeley Nordic Ski Lodge and Training Facility](#)
- » [Sustainable Manufacturing](#)
- » [Economic Gardening Strategic Plan](#)
- » [Mineral County Airport Plan](#)

## BREDD Cosponsors Export Opportunities for US Forest Products Manufacturers: Sign Up Today!

This entry was posted on Monday, March 19th, 2012 at 1:44 pm  
Categories: [Uncategorized](#)

On March 29, the top mind in timber exporting will hold a webinar on the hottest topic in the North American forest products industry today – the booming markets of Asia in need of U.S. and Canadian forest products, and how companies of varying size can take advantage of this golden opportunity to diversify and grow their income. This exciting, in-depth webinar is sponsored by Forest Business Network, the Montana World Trade Center, and the BitterRoot Economic Development District.



Paul Owen of Vanport International will grant you access to his decades of experience in trading substantial amounts of product to timber-hungry countries like Japan, China, Korea and more. [Register now!](#)

In this can't-miss, one-hour webinar, Paul will reveal:

**\* The Asian countries to focus on right now**

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[Click on the logo above to go to the American Manufacturer Website!](#)

The American Manufacturer Network (AMN) is a consortium of manufacturers from Idaho and Washington organized to increase business opportunities while addressing Department of Defense procurement challenges through services that help manufacturers to overcome federal procurement challenges.

The AMN specifically targets a current challenge identified by the Department of Defense, referred to as **"Diminishing Manufacturing Sources and Materials Shortages."**





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## REGIONAL INITIATIVES | SNAKE RIVER BOAT BUILDERS |

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American Manufacturer Network

Snake River Boat Builders

National Science Foundation Grant



Click on the Logo above to go to the Snake River Boat Builders Website!

### The Snake River Boat Builders' Export Program

2010 has just been launched. During the first week of June, Klaus Emil Schneiders, Editor-In-Chief, Skipper Magazine (Germany) and Paul Warren-Smith, U.S. Commercial Service (Frankfurt, Germany) toured eight (8) boat builders and one boat trailer manufacturing facilities in the region and tested boats on the Clearwater and Snake River. Mr. Schneiders will be writing a series of articles that will be printed in Skipper Magazine on the area's jet boat cluster.



STATE OF THE WORKFORCE  
AUSTIN-ROUND ROCK MSA  
2010



Unemployment Insurance Claimants Age 25+ by Educational Attainment

in Austin-Round Rock MSA, 2009

	UI Claimants	% Total UI Claimants	% Total Population
Less than 9th grade	2,632	5.4%	7.2%
9th to 12th grade, no diploma	3,452	7.1%	6.3%
High school graduate (includes equivalency)	12,830	26.5%	19.7%
Some college, no degree	21,671	44.7%	21.7%
Associate's degree	3,259	6.7%	6.8%
Bachelor's degree	1,180	2.4%	24.5%
Graduate or professional degree	3,469	7.2%	13.7%

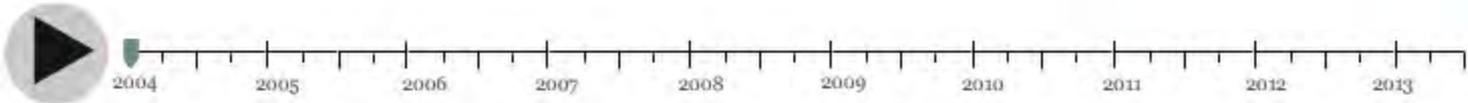
Unemployment Insurance Claimants by Industry in Austin-Round Rock MSA, 2009

	UI Claimants	% Total UI Claimants	% Total Employment
Temp Help Services/Professional Employer Organizations	4,429	8.64%	1.26%
Computer and Software Merchant Wholesalers	1,937	3.78%	1.84%
Semiconductor and Related Device Manufacturing	1,834	3.58%	1.05%
Engineering Services	1,280	2.50%	1.03%
Full-Service Restaurants	936	1.83%	3.19%

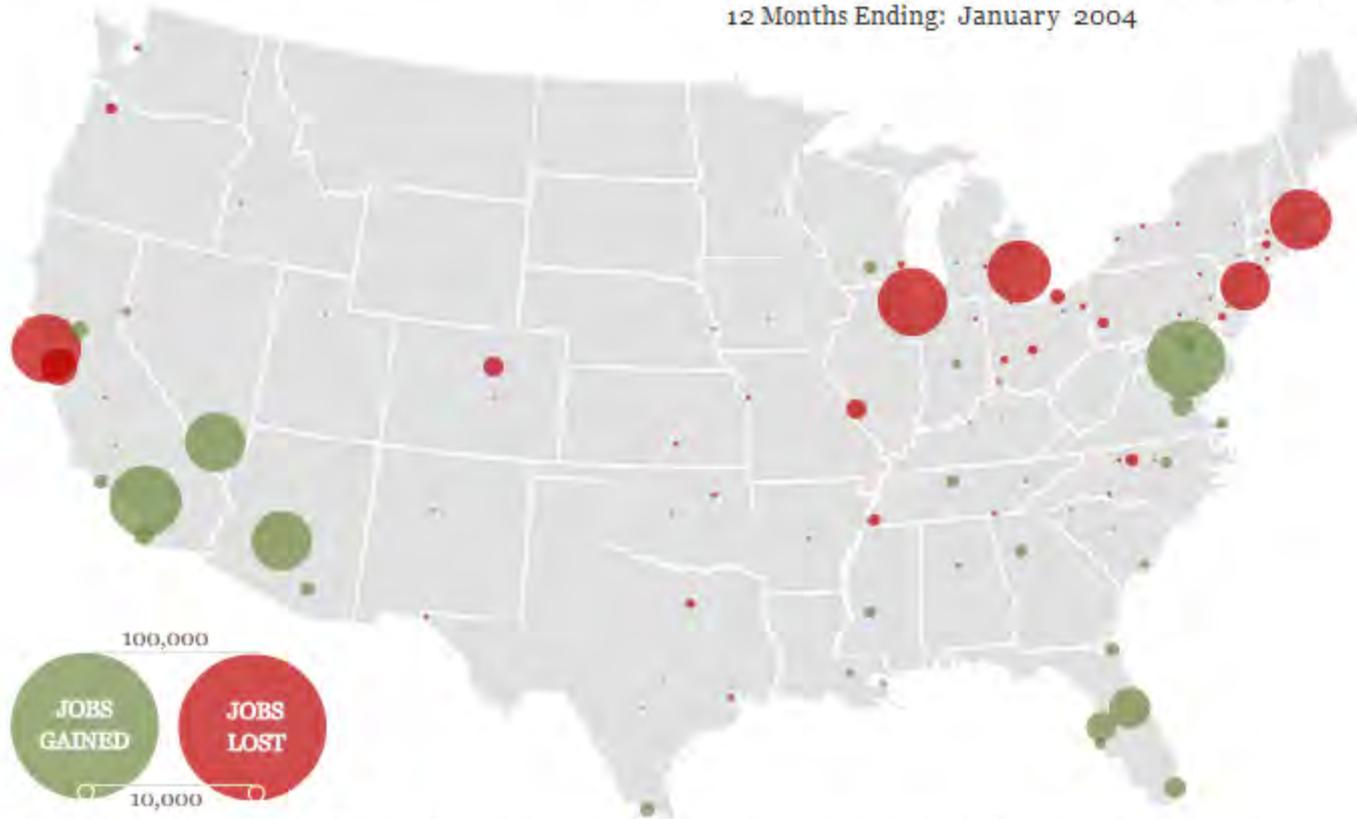
Unemployment Insurance Claimants by Occupation in Austin-Round Rock MSA, 2009

	UI Claimants	% Total UI Claimants	% Total Employment
410 Sales and Related	6,813	12.47%	13.85%
430 Office and Administrative Support	6,777	12.40%	14.93%
510 Production	4,947	9.05%	3.65%
110 Management	4,679	8.56%	7.74%
150 Computer and Mathematical	3,907	7.15%	4.37%
470 Construction and Extraction	3,673	6.72%	4.89%
130 Business and Financial Operations	3,583	6.56%	6.67%

# Data Tools



Net Job Gains / Losses by Metropolitan Statistical Area,  
12 Months Ending: January 2004



Note: Top 100 Metropolitan Statistical Areas in the contiguous United States based on number of jobs as of December 2008

Source: BLS and state labor agencies (via Moody's Analytics), TIP Strategies

# U.S. Cluster Mapping BETA

## CLUSTERS Analyze cluster performance across regions

## REGIONS Evaluate the cluster composition and economy of a region

Regional Cluster and Economic Performance [view](#)

## ORGANIZATIONS Register and track cluster-based initiatives

## RESOURCES Access supporting knowledge and tools

### Featured Content



Welcome message from John Fernandez, U.S. Asst. Secretary of Commerce for Economic Development



Welcome message from Prof. Michael Porter, Harvard Business School

### Calendar

[MORE...](#)

### News

**OCT 06** U.S. EDA Announces Registry to Connect Industry Clusters Across the Country

[MORE...](#)



## STATES in profile

Find information on the demographic and workforce data for any of the 50 states.

[Go to States in Profile](#)



## COUNTIES in profile

Click to get population, housing, income, and labor force data for any of the United States' 3,141 counties.

[Go to Counties in Profile](#)



## COUNTY-METRO side-by-side

This tool allows you to compare up to four areas (choose among the United States, states, metros, micros, divisions, custom regions) across the nation. Each area's data will display as a column in the table. [Go to Side-by-side](#)

## Innovation in America's Regions

This tool helps a region guide strategic conversations about where to invest scarce resources to build prosperity (for the next generation). These tools enable regional leaders to focus on 2 sets of core assets that create prosperity: brainpower and innovation. [Go to Regional Innovation](#)

## Measuring Distress

This tool, made for economic development, provides a fast and simple way to calculate whether a county, region, or neighborhood (based on census tract groupings) may meet certain federal grant thresholds based on unemployment and per capita income. [Go to Measuring Distress](#)

Start Base Map Selection

Save Load Feedback Previous Extent Hide Tabs

▼ Welcome to OnTheMap!

Start an analysis by using one of the tools below (Search, Import Geography, or Load .OTM file). Hover over the Help icons located throughout the application to see Help tips for using specific functionality. Sections in the control panel can be collapsed or opened by clicking the section title.

[Read New Data Notice \(03/23/2012\)](#)

▼ Search

▼ Import Geography

[Import from KML](#)  
[Import from SHP](#)  
[Import from GPS](#)

▼ Load .OTM File

Click the "Load" button below to load a .OTM file.



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([www.KnowYourRegion.org](http://www.KnowYourRegion.org)).**

**Any opinions, findings and conclusions, or recommendations expressed in this webinar are those of the author(s) and do not necessarily reflect the views of EDA or The NADO Research Foundation.**



**National Association of Development Organizations (NADO)**

**and the NADO Research Foundation**

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