

# National CEDS Forum

**June 18-20, 2019**  
**Columbus, Ohio**



Hyatt Regency | 350 N. High St, Columbus, Ohio

Organized by the NADO Research Foundation  
with support from the U.S. Economic Development Administration

## Welcome!

Welcome to Columbus and the first-ever National CEDS Forum! We are so glad you could join us for this opportunity to convene local, regional, and federal partners to share best practices and resources to support your Comprehensive Economic Development Strategy (CEDS). This event was organized as part of the NADO Research Foundation's *Stronger CEDS, Stronger Regions* program, funded through a grant from the US Economic Development Administration (EDA).

With the release of the CEDS Content Guidelines ([www.eda.gov/CEDS](http://www.eda.gov/CEDS)) in 2015, EDA empowered Economic Development Districts, tribes, and other regional organizations to make the CEDS process one that is more inclusive, engaging, and supportive of local efforts to foster resilient and prosperous regions. As before, the CEDS continues to be an important opportunity to engage with EDA and other federal partners to receive infrastructure and technical assistance grants. However, the CEDS should be much more than just a static document developed only for your organization to become eligible for certain types of federal funding. It has the real potential to be a true road map that brings together many voices from your region to form a common vision for economic prosperity and resilience.

Whether you are working on your first CEDS or are a veteran to the process, we hope that this event will provide fresh ideas and inspiring examples to guide your own CEDS planning, design, and implementation efforts. Keep the conversation going on social media and tag @NADOWeb & @US\_EDA.

## ***CEDS Central*** ([www.CEDSCentral.com](http://www.CEDSCentral.com))

*CEDS Central* serves as the clearinghouse website for materials developed by the NADO Research Foundation as part of its *Stronger CEDS, Stronger Regions* program. The free materials archived include reports, case studies, videos, webinars, and presentation materials on all things CEDS. All presentation slides from the National CEDS Forum will be posted at *CEDS Central*. Visit: [www.CEDSCentral.com](http://www.CEDSCentral.com).

## About the NADO Research Foundation

The NADO Research Foundation is the non-profit research affiliate of the National Association of Development Organizations (NADO), a membership association of the country's regional development organizations (RDOs). "RDO" is a term used to describe the organizations that make up the national network of over 540 multi-jurisdictional planning and development agencies, which are known locally as Councils of Governments, Economic Development Districts, Regional Planning Commissions, or by other names. Founded in 1988, the NADO Research Foundation is at the forefront of researching and sharing the latest innovative approaches to regional economic development in small metropolitan and rural America. It provides training, research, and peer networking services to RDOs in the areas of economic and disaster resilience, transportation, sustainable communities, and professional development.

## Disclaimer

The National CEDS Forum was organized by the NADO Research Foundation using Federal funds under award ED17HDQ3030005 from the US Economic Development Administration, US Department of Commerce. The statements, findings, conclusions, and recommendations presented do not necessarily reflect the views of the Economic Development Administration or the Department of Commerce.



## **Tuesday, June 18**

Registration open from 7:45 a.m. – 4 p.m. in the Hayes Foyer

10 a.m. – 5 p.m.

### **[Tour]: “Back from the Brink: A Visit to Wilmington, OH”**

*North drop off on second level of hotel outside of Starbucks*

In November 2008, Clinton County, OH lost its largest employer when the shipping company DHL ended operations there, leading to the loss of thousands of jobs almost overnight. On this tour, learn how Wilmington and Clinton County have come back stronger from this economic shock by focusing on developing a diverse, local economy, promoting quality of life and placemaking initiatives, and leveraging its experience to be a model for other communities. *Pre-registration was required. Meet in lobby at 9:45 a.m. for a prompt 10 a.m. departure.*

1:30 p.m. – 4:30 p.m.

### **Community Engagement for Complete Communities Interactive Workshop**

*Room: Harrison*

In our everyday lives, we interact with people who look, act, and think like us. In the course of our jobs as planners, we interact with the public—that entire collection of human variability that exists in communities. To engage effectively, we are required to get outside our comfort zone and reach out to the entire collection of residents that make a complete community. This workshop will present in an interactive format how a planner can develop a community engagement strategy based upon the five “I’s” of public involvement-Identify, Invite, Inform, Involve, and Improve. Workshop participants will be briefed on the concepts of environmental justice, recent public involvement tools and strategies, and then interact in groups to develop a public participation plan for a community scenario. *(Session in conjunction with the National Regional Transportation Conference)*

- *Karen Mohammadi, Engineer Manager, Neel-Shaffer, Inc., Louisville, KY*
- *Jeff Moore, Senior Planner, Neel-Schaffer, Inc., Louisville, KY*

### **Regional Planning and Substance Use Disorder Interactive Workshop**

*Room: McKinley*

Substance use disorder is affecting communities around the country, including many rural and small metropolitan regions, where communities, families, and businesses feel the effects of the health crisis. Learn about issues relating to substance use disorder and its connection to regional economic dynamics and other factors. Then, work with peers to identify steps to address addiction in your region through your organization’s existing program areas and by using capabilities to assist other ongoing efforts and identify potential partnerships where regional organizations can add value. *(Session in conjunction with the National Regional Transportation Conference)*

- *Bret Allphin, Development Director, Buckeye Hills Regional Council, Marietta, OH*
- *Michael Betz, Assistant Professor of Human Sciences, Ohio State University, Columbus, OH*
- *Ryan Brumfield, Senior Transportation Adviser, Appalachian Regional Commission, Washington, DC*
- *Carrie Kissel, Associate Director, NADO Research Foundation, Washington, DC*

6:00 p.m.

No formal evening events are planned, but for more networking opportunities, come to the hotel lobby to meet up with other attendees for informal group dinners.

## **Wednesday, June 19**

Registration open from 8:30 a.m. to noon in the Hayes Foyer

9 a.m. – 10:15 a.m.

### **Getting the Most Out of StatsAmerica to Support Your Planning Efforts**

*Room: Harrison*

Since 2008, the goal of StatsAmerica ([www.statsamerica.org](http://www.statsamerica.org)) has been to provide actionable data for economic developers and planners to use in site requests, developing metrics, grant writing, and strategic planning. StatsAmerica is a service of the Indiana University Business Research Center (IBRC) in the Kelley School of Business. This session will provide overviews and demos of the various tools available from StatsAmerica to support your planning efforts, including the Measuring Distress Tool, Big Radius Tool, the Innovation Index 2.0, and the CEDS Resource Library. *(Session in conjunction with the National Regional Transportation Conference)*

- *Carol Rogers, Deputy Director & CIO, Indiana Business Research Center, Indianapolis, IN*
- *Bernadette Grafton, Program Analyst/University Center Coordinator, Performance and National Programs Division, US Economic Development Administration, Washington, DC (moderator)*

### **Understanding Development Finance in Transportation and Economic Development**

*Room: McKinley*

Development finance is the heart of community, economic, environmental, and transportation development. Without core financing tools such as bonds, TIF, tax credits, and access to capital, development projects simply cannot move forward. Dozens of unique and innovative financing programs exist to support myriad development needs. These tools, when amassed, administered, and assembled in a comprehensive manner, comprise the development finance toolbox. During this session, staff from the national Council of Development Finance Agencies (CDFA) will explore the depths and potential for unlocking the development finance toolbox for infrastructure and transportation development. *(Session in conjunction with the National Regional Transportation Conference)*

- *Toby Rittner, President and CEO, Council of Development Finance Agencies, Columbus, OH*
- *Scott Allen, Transportation Specialist, Federal Highway Administration, Washington, DC (moderator)*

10:30 a.m. – 11:45 a.m.

### **Innovative Transportation and Economic Development Initiatives**

*Room: Hayes*

Transportation infrastructure and services are critical components to support broader regional economic development and improved quality of life. Transportation can be an economic asset where the system ensures access to jobs, health care services, markets, and more. During this session, learn new insights on how to connect transportation to broad community impacts, develop an understanding of accessibility in rural and regional contexts, hear about a multi-regional initiative to develop rapid transportation, and how freight and economic development plans are aligned. These various efforts reflect regional priorities but offer national examples for how organizations work toward the intersection of transportation and economic development. *(Session in conjunction with National Regional Transportation Conference)*

- *Tad Erickson, Senior Regional Development Planner, Region Five Development Commission, Staples MN*
- *Kelly Hitchcock, Planning and Development Director, Central Virginia Planning District Commission, Lynchburg, VA*
- *Nathaniel Kaelin, Economic Development & Infrastructure Officer, Mid-Ohio Regional Planning Commission, Columbus, OH*
- *Naomi Stein, Senior Analyst, EDR Group, Pittsburgh, PA*
- *Scott Koons, Executive Director, North Central Florida Regional Planning Council, Gainesville, FL (moderator)*

Noon – 1:30 p.m.

### **Lunch Session: Putting the CEDS in Context and a Conversation with EDA**

*Room: Hayes*

The release of the CEDS Content Guidelines in 2015 ushered in a new era of opportunity for Economic Development Districts, tribes, and other groups that conduct a CEDS. The guidelines have created the space for the CEDS to become more inclusive, engaging, and supportive of local efforts to foster resilient and prosperous regions. This session will provide a brief overview of the past, present, and future for CEDS planning efforts and will also allow time for participants at the event to meet each other and share their experiences and goals for their CEDS.

- *Brett Schwartz, Associate Director, NADO Research Foundation, Washington, DC*
- *David Ives, Planning Coordinator/Interim Director, Performance & National Programs Division, US Economic Development Administration, Washington, DC*

1:45 p.m. – 3 p.m.

### **Strengthening Your Region's Resilience through Economic Diversification**

*Room: Hayes*

One of the key strategies to become a more resilient region is through economic diversification. Too many places throughout the country and the world have built economies around a single sector or industry, leaving them vulnerable to both immediate shocks and longer, slow-moving chronic trends. This session will explore how regions can better position themselves for resilience by embracing economic diversification strategies in the CEDS that identify local assets, build and attract talent, support entrepreneurship, and more.

- *Erik Pages, President, Entrenworks Consulting, Arlington, VA*

3:15 p.m. – 4:30 p.m.

### **CEDS In Action Snapshots**

*Room: Hayes*

Lightning round presentations will showcase the variety of ways that CEDS plans are making a difference in their regions. These presentations will highlight effective approaches and best practices from across the country in CEDS planning, outreach, and implementation, as well as cover examples of local projects and initiatives that have emerged from the CEDS process.

- *Emily Gojkovich, Economic Development Planner, Southwest New Mexico Council of Governments, Silver City, NM*
- *Emily Hathcock, Associate Director of Planning and Development, Barren River Area Development District, Bowling Green, KY*
- *Kim Marousek, Director of Planning, Capital Region Planning Commission, Baton Rouge, LA*
- *Nate Robertson, Community and Economic Development Planner, Merrimack Valley Planning Commission, Haverhill, MA*
- *Shawn Schloesser, Community and Business Development Specialist, Region Nine Development Commission, Mankato, MN*
- *Lauren Subler, Economic Development Planner, Region XII Council of Governments, Carroll, IA*

6:00 p.m.

No formal evening events are planned, but for more networking opportunities, come to the hotel lobby to meet up with other attendees for informal group dinners.

## **Thursday, June 20**

All sessions today and registration will be located in the Hayes room, unless otherwise noted.

8:45 a.m. – 10 a.m.

### **Resilience in Focus**

The concept of resilience is becoming more than just a buzz word in the planning profession and the future looks bright for this complex subject matter. This session will cover the current and future trends of resilience planning and project implementation and will trace how resilience has arrived at where it is today and its influence on governance, funding, and general attitudes of the public. This session will cover the latest on resilience planning, funding, financing, measurement, and discuss how best to incorporate this concept into your CEDS planning and other regional plans.

- *Josh Human, Senior Hazard Mitigation & Resilience Leader, Stantec, Louisville, KY*

10:15 a.m. – 11:15 a.m.

### **Building Your Community's Opportunity Zones Strategy**

Created as part of the Tax Cuts and Jobs Act, Opportunity Zones are a federal economic development tool aiming to improve the outcomes of distressed communities around the country. Many communities are in the process of or have developed an Opportunity Zones strategy complete with an Opportunity Zones Prospectus to market their zones to potential investors. During this session from CDFA, learn about the various approaches for building an Opportunity Zones strategy such as creating an asset map and outreach plan that can drive investments into your community's Opportunity Zones.

- *Tim Fisher, Director, Government and External Affairs, Council of Development Finance Agencies, Columbus, OH*

11:30 a.m. – 12:30 p.m.

### **Economic Development Integration and Regional Plan Alignment**

The process of developing a CEDS is considered a successful means to engage community leaders, leverage the involvement of the private sector and establish a strategic blueprint for regional collaboration. Other federal agencies also encourage comprehensive planning for community and economic development outcomes through similar processes, such as the HUD Consolidated Plan that is designed to help state and local communities to align and focus funding from the CPD formula block grant programs. Under its Economic Development Integration (EDI) practice, EDA has been working with HUD on strategies to ease the burden on communities who want to better coordinate plans for and invest resources from multiple federal programs in projects that support inclusive, resilient local and regional economies. Representatives from EDA and HUD will share insights about the benefits of developing complementary plans and investments, and will seek to engage session participants in a productive dialogue about the opportunities, challenges, flexibilities, and other assistance that might be needed in order for practitioners to pursue coordinated, multipurpose planning processes in their communities.

- *Nancy Gilbert, Senior Program Analyst, EDI, US Economic Development Administration, Washington, DC*
- *John Laswick, Deputy Director, Entitlement Communities Program (CDBG), US Department of Housing and Urban Development, Washington, DC*
- *Doug Lynott, Director, EDI, US Economic Development Administration, Washington, DC*

## Getting in the Zone: Supporting Startups, Scaleups, and Becoming Internationally Known

Room: McKinley

Small businesses are vital to a community's success as they create two out of every three jobs and support ongoing economic development and innovation. As a federal agency, the US Small Business Administration (SBA) is dedicated to helping them start, grow, expand, and recover following a natural disaster and can help your community identify the best opportunities for its entrepreneurial ecosystem. This session will cover the SBA's role and availability to help with identifying resources for an incubator, leveraging federal research and development grants and contracting opportunities, and creating unique offerings for access to capital or expanding to foreign markets.

- *Rob Scott, Great Lakes Regional Administrator, US Small Business Administration, Columbus, OH*

12:30 p.m. – 1:45 p.m.

## Lunch Session: Focus on the Future - Three Trends Shaping Today's Most Modern CEDS

Historically, the CEDS process has served an important role in helping communities develop coordinated strategies to advance their regional economies. At the same time, the traditional CEDS process increasingly risked irrelevance as the standard product remained relatively static from one iteration to the next. Thankfully, new federal guidance and a growing awareness of the importance of the CEDS process has helped spur significant innovation related to economic resilience, data and benchmarking, CEDS design, and much more. In this session, Avalanche Consulting will present its view of exciting trends and will include an interactive Q&A session with the audience.

- *John Rees, Director of Research, Avalanche Consulting, Austin, TX*
- *Patty Huddle, Senior Vice President for Economic Development, Columbus 2020, Columbus, OH*

2 p.m. – 3 p.m.

## Conversation Café / Small Group Discussions

Learn from your peers and share your own experiences during rotating small-group tabletop conversations to discuss various aspects of planning and implementing your CEDS and supporting wider regional economic development initiatives and projects.

3 p.m.

## Forum Adjourns

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Thanks so much for joining us in Columbus! Please stay in touch with the NADO Research Foundation and let us know how we can continue to support you and your organization on your CEDS journey.

### **Brett Schwartz**

Associate Director, NADO Research Foundation

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**Brilliant Ideas!**

