CEDS In Action Snapshots
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Economic Development Planner
Southwest New Mexico Council of Governments
Silver City, NM
SWNMCOG CEDS PROCESS

• NEW MEXICO STATEWIDE CEDS INFLUENCE THE REGIONAL LEVEL CEDS
• CREATE STEERING COMMITTEE AND STAKEHOLDERS GROUP
• USE INFRASTRUCTURE CAPITAL IMPROVEMENT PLAN
• PUBLIC INPUT
• SWNMCOG BOARD APPROVES PLAN
• UPDATED YEARLY
CEDS PRIORITIES

TOP TEN PRIORITIES
1. Implement a formalized business, retention, and expansion program that provides outreach to the region’s existing businesses.
2. Facilitate the establishment of tax increment financing zones in all incorporated community’s downtowns and identify additional finding streams for downtown infrastructure improvements.

COMMUNITY REVITALIZATION
1. Encourage the region’s populous to support local businesses.
2. Preserve historical venues throughout the region to enhance cultural tourism.
3. Work with SBDC, NMEDD, and local chambers and EDOS to start a business retention and expansion program.
DOWNTOWN LORDESBURG, NEW MEXICO

BEFORE MAINSTREET WORK
OUTCOMES

REVITALIZATION PLAN

METROPOLITAN REDEVELOPMENT PLAN

MARKET ANALYSIS STUDY
SLOW AND STEADY

• FAÇADE IMPROVEMENTS
• BUSINESSES SAVED
• BUSINESS START-UP
• BUSINESS RETENTION AND EXPANSION SURVEY
• WORKFORCE DEVELOPMENT TRAINING
• PLACEMAKING
Emily Hathcock
Associate Director of Planning and Development
Barren River Area Development District
Bowling Green, KY
Introduction

About BRADD
- 10 County Region in South Central KY
- Geographic size of 4000 sq miles

Upcoming Dates/Deliverables
- Next Major CEDS update due in 2021
- Next Regional Multi-Hazard Mitigation Plan Due in 2022

DATA OVERVIEW

Prior to brainstorming the community’s strengths, weaknesses, opportunities, and threats (SWOT), participants looked at a sampling of local data. This data helps build an objective, quantifiable portrait of the community, and helps contextualize the SWOT factors. Data snapshots are sourced from the US Census, American Community Survey, Bureau of Labor Statistics, and local service providers.

2018 Population: 306,780

- 7.94% Population Change 2000-2018
- 49.4% Below Poverty

2020-2040 POPULATION PROJECTIONS

According to the US Census and American Community Survey, BRADD’s ten county population is expected to increase from 308,284 in 2020 to 359,989 in 2040.

- 3.75% Unemployment Rate
- Median Household Income: $40,128

DATA OVERVIEW

- 2018 Population: 306,780
- 62% with High School Diploma or Higher
- 49.4% Below Poverty
- Median Household Income: $40,128
- 9525 ACT National Career Readiness Certificates Issued
- 18% Pre-K Enrollment
- 67% Population with Access to Broadband
- 74.88 yrs Life Expectancy
- 62% with High School Diploma or Higher
- Pre-K KY All STARS Rating

About BRADD
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Community Engagement

Community Meetings
- Stakeholders from numerous County groups gather to discuss community needs/wants

Other Forms of Outreach
- Newspaper
- Social Media - Facebook, Instagram, Twitter
- TV/Radio
- Local On-the-Ground Outreach

Strengths
- Water
- Roads
- Nearby Rail System
- Garbage Service
- Tourism
- Cheaper Construction
- Located within 5 minutes from I-65
- Available Land for Industry
- City Occupation Tax
- Industrial Park has complete infrastructure
- International Shooting Club
- Co. Room Tax
- Year Round Activities for youth
- Support for local business
- Low Cost of Living
- Low price of land
- Girl & Boy Scouts
- Small Businesses
- Kayak & Canoeing
- Parks
- Restaurants
- Mountain Bike Trails
- 3 Horse Camps
- ATV Park
- Youth Sports Leagues
- Building Inspectors for subdivisions
- Ambulance
- Health Department
- Physical Therapy
- 911
- Lifeskills
- Dentist
- Extension Office
- Senior center
- Lake
- Food pantry
- AA Groups
- Pharmacies
- Fire Dept.’s
- Churches
- Golf Course
- Job Corps
- 211

Weaknesses
- Lack of I-65 Access
- Lack of Rural Water Access
- Sewer
- “lateral community”
- Lack of sidewalk to city park
- Limited access to rail system
- Poor cell service / one main service provider
- Rural Gas line coverage
- Ferry Limits parts of the county
- Accessibility of Tourist Attractions
- No county occupational tax
- Lot of part time residents
- Lack of rental housing
- Lack of lodging
- Lack of support for small businesses
- Lack of public transit
- Bus license fee
- No labor centric education
- No local income tax
- Lack of funding
- Lack of funding for rec facilities
- Lack of support for law enforcement
- No direct access to I-65
- No zoning
- All Fire Dept.’s are volunteer
- Lack of maintenance for public facilities
- Not enough fire hydrants
- Not enough early warning sirens
- Nothing for young adults to do
- No public transit
- Lack of general funding opportunities
- Need more recreational activities
REVIEWING SWOT

Self-Identified Projects
- Attendees grouped by table, asked to identify SWOT in several key areas:
  - Infrastructure
  - Economic Development
  - Public Facilities & Services
  - Health & Human Services

Next Steps
- Community group reviews all responses, regroups to begin systematically examining key discoveries

OPPORTUNITIES
- Education % could be higher
- Workforce participation rate could be higher
- Promote Tourism more
- Need to keep educated people in the county
- Develop the town square
- Raise property taxes
- Create occupational/business/emloyment tax
- Trail river use
- County is the only dry county in the area
- Beautification efforts
- Outfitters store
- More places to stay
- Rough River is starting to shut down
- Code enforcement officers
- Get a humane society shelter
- Storm shelters
- River access
- Garbage pickup/recycling
- More trained police officers & more police officers in the schools
- Park & ride area
- Improve park security
- Aquatic center

THREATS
- Only one bridge connecting north and south in the county
- Removal of river locks
- Lack of funding
- Low attraction to potential industries
- Narrow roads
- College
- Single bridge connecting north & south in the county
- Bridge only in the county
- County & City governments don’t work together
- Lack of rail access
- High School Grads are leaving the county
- Need more industry to keep population
- 60+ communities not paying
- Warren county creeping closer to Edmonson County
- Industries aren’t paying
- Limited jobs for high school students
- Low pride in community
- Small workforce
- Broadband Access
- Water intake at the lock & dam sites
- Aging population
- Lack of VFD’s in the county
- More/harder training for government administrators
- County is decreasing in population size
- Vandalism
INCORPORATING MITIGATION

CEDS VS HMP
- Using SWOT to inform THIRA for Mitigation Plan - feeds into action steps for mitigation activities
- CEDS = total picture; HMP = part of picture

Commonalities
- Large Community Involvement Piece
- Same/Similar Key Stakeholders
- Big Picture Overview of Community
Kim Marousek
Director of Planning
Capital Region Planning Commission
Baton Rouge, LA
Capital Region Planning Commission

2016 August Severe Weather Event
Rain Fall in South Louisiana 7-15 Aug 2016

Notes:
During the period of 7-15 Aug 2016, southern Louisiana experienced a significant rain event. Within the analysis area, approximately 200,000 cubic feet of water fell in that 8-day time frame. That’s more than 4.5 Trillion gallons of water.

To put that into perspective, during the same period the Mississippi River at Vicksburg was flowing approximately 400,000 cubic feet of water per second. At that rate it would take almost 19 days to equal the same amount of water.
Building Regional Resilience

Immediately post storm worked with FEMA to prioritize recovery planning & to leverage opportunities

- EPA building blocks on green infrastructure National Renewable Energy Lab – Baker
- Launched transportation needs survey working with regional transit provider, FEMA, DOT, GOHSEP, DOTD
- Provided GIS spatial and data analysis to local communities as they recover
- Regional disaster recovery manager funded by EDA and LA Office of Community Development
- With state established Supply Chain Transportation Council
- Continued assistance with Implementation of recovery plans – folded recovery assistance into MPO planning work plan
- Addressing disaster recovery in funding transportation projects – helped implement local bike/ped plans using MPO transportation dollars
- Assisted in identifying catalytic redevelopment projects in impacted communities
CEDS Strategies

Building resilience requires a coordinated effort at all level of government and community.
Nate Robertson
Community and Economic Development Planner
Merrimack Valley Planning Commission
Haverhill, MA
The Process

- Brought together more than 80 diverse stakeholders, from the public and private sectors to develop an action plan around four emerging themes: City/Town Centers, Manufacturing, Natural/Cultural Resources and Transportation.

- This process created and strengthened partnerships, enhanced cooperation, and fostered both public and private “buy-in” and enthusiasm. Our stakeholders are already serving as ambassadors in advancing the strategies put forth in this plan, which were carefully developed through numerous working sessions held over a 12-month period.
Meetings, More Meetings, and Meetings about Meetings

- Though we typically try not to incur “meeting fatigue” upon our stakeholders that was not the case during this CEDS process.
- In order to keep it interesting we held meeting in non traditional places that people were interested in seeing. This included
  - Vacant storefronts
  - Working factory floors
  - Empty factory floors
  - Bus tours
  - Makerspaces
  - New construction sites
  - Downtowns
We opted to use a SOAR analysis because it is more forward-thinking.
Our weaknesses and threats were still talked about in great length, but they didn’t DRIVE the analysis.
By looking at aspirations and results folks were able to better articulate where we wanted to be in five-years and think about ways to measure that.
Success Stories

- **WeAreMV.com**
  - Leveraged stakeholder buy-in to launch a new economic development and branding website for the region

- **MassInnovation Night | Textiles**
  - Hosted a Textile Industry night in one of the empty spaces we had a meeting in, with community partners.
Shawn Schloesser
Community and Business Development Specialist
Region Nine Development Commission
Mankato, MN
Promoting the development of the region through intergovernmental cooperation, community and human development, long-range planning and technical assistance.
Nine Counties in South Central Minnesota:

Blue Earth
Brown
Faribault
Le Sueur
Martin

Nicollet
Sibley
Waseca
Watonwan

72 Cities
147 Townships
33 School Districts
231,302 Citizens*

*2010 Census Data
The Usual Suspects

• **Community Members:**
  • 1 – Activist
  • 6 – Business
  • 1 - Youth

• **Government Officials**
  • 1 - Federal
  • 1 – State
  • 8 – County
  • 11 – City

• **Community & Economic Development:**
  • 6 – School/College/University
  • 3 – Chamber of Commerce
  • 4 – Foundations/Development
  • 1 – Disability Non-Profit
  • 2 – Workforce Organizations
The New Crew

• **Human Capital**
  Developing, retaining and attracting talent

• **Economic Competitiveness**
  Link all available assets to support innovation and business growth

• **Community Resources**
  Preserve and improve local social, cultural, and natural assets

• **Foundational Assets**
  Infrastructure both above and below ground
Recent Projects

• Transatlantic Cluster Initiative - Food Processing
• Americas Competitiveness Exchange
• MedTech Connect
• Welcoming Communities

Stay Connected

(507) 387-5643 | www.rndc.org
2014 County Populations

Region XII Laborforce and Unemployment Rate, 2005-2015

2015 Laborforce Participants (color) and non-participants (white)

Hispanic or Latino Population Growth Since 1990
Tyson Transition Center Project

- What started it all:

Tyson Foods to end beef production at Denison, Iowa plant

*The Iowa Tyson plant opened in 1961 by Iowa Beef Packers, but it will now close its doors, says Tyson, in a recent release.*

Beef Producer | Aug 16, 2015

Tyson Fresh Meats, a unit of Tyson Foods, Inc., said that beginning last Friday, it will permanently end beef operations at its Denison, Iowa, plant because of "a continued lack of available cattle."

- 400 workers displaced
- Center assisted 40-60 people per day
- Offered various programs from immigration law, GED classes, English classes, Words for Work
Monogram Foods CareerLink Transportation Grant- 2016

- Monogram Foods plant located south of Harlan (28 miles from Denison)

- Interested in lowering transportation barrier

- Employees were already based in Denison, and a new pool was now available

- Crawford County sponsored this project which became the first CareerLink Transportation Grant in the State of Iowa

- Provides approximately 18,000 rides per year
Midwest Industries CareerLink Transportation-2017

- Midwest Industries plant located in Ida Grove (30 miles north of Denison)
- Employees were already commuting from Denison
- The company was noticing several issues with its current labor force
- Crawford County again sponsored this project which became the second CareerLink Transportation Grant in the State of Iowa
- Provides approximately 12,400 ride per year
Questions & Conversation