



## LISTEN. CREATE. EMPOWER. IMPACT.

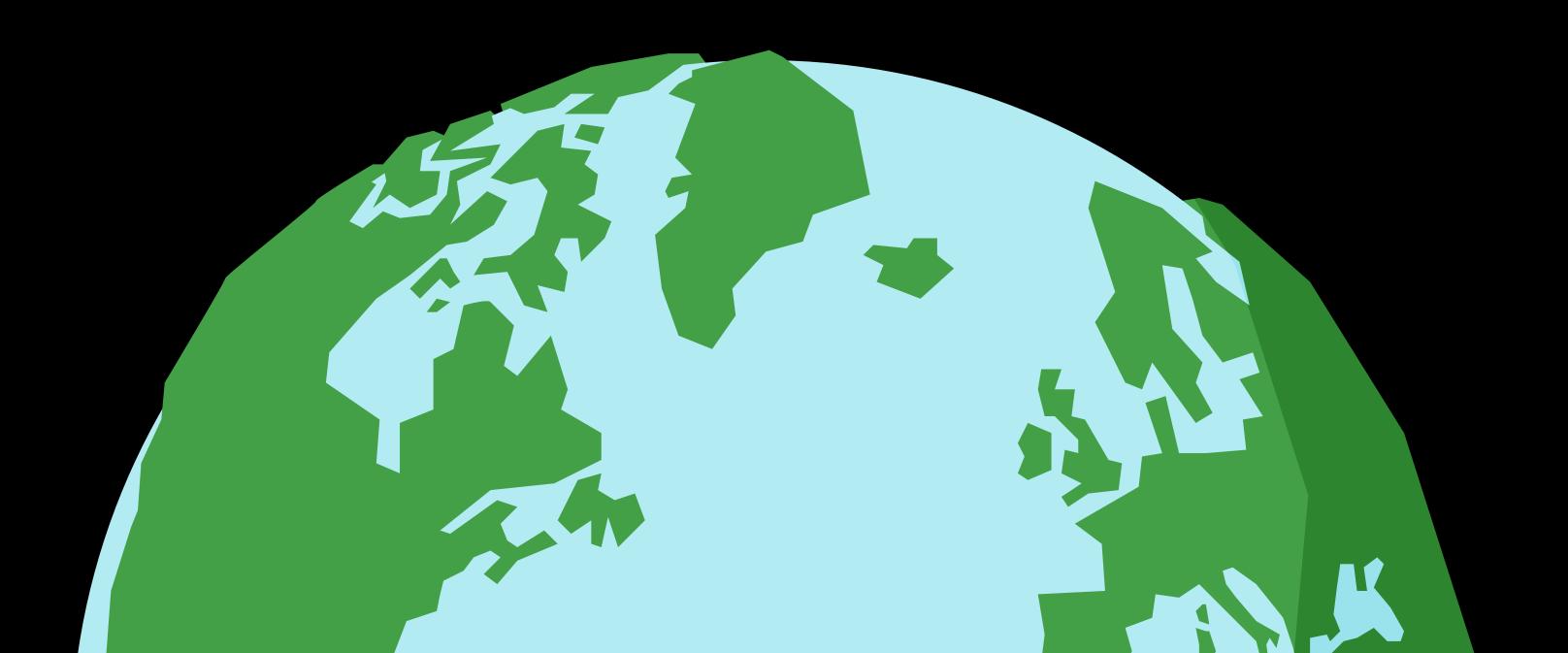


ERICA ALLISON
FOUNDER, PR + BRAND
STRATEGIST



DEREK STIPE
CREATIVE DIRECTOR

#### CEDS OVERVIEW



actors (individuals, firms, industries), creates the environment for regional economic prosperity

#### COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

Overview Content

Summary Background
SWOT Analysis
Strategic Direction/Action Plan
Evaluation Framework
Economic Resilience

Format
Preparation
Equivalent/Alternative Plans
Full Report (PDF)

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**Disaster Recovery** 

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#### **OVERVIEW**

The Comprehensive Economic Development Strategy (CEDS) contributes to effective economic development in America's communities and regions through a locally-based, regionally-driven economic development planning process. Economic development planning – as implemented through the CEDS – is not only a cornerstone of the U.S. Economic Development Administration's (EDA) programs, but successfully serves as a means to engage community leaders, leverage the involvement of the private sector, and establish a strategic blueprint for regional collaboration. The CEDS provides the capacity-building<sup>1</sup> foundation by which the public sector, working in conjunction with other economic

Simply put, a CEDS is a strategy-driven plan for regional economic develor ML Work Tasks designed to build capacity and guide the economic prosperity and resilien maintaining a robust economic ecosystem by helping to build regional car individual, firm, and community success. The CEDS provides a vehicle for ir private industry to engage in a meaningful conversation and debate about development in the region. The CEDS should take into account and, where including the use of other available federal funds, private sector resources objectives. Regions must update their CEDS at least every five years to que Adjustment Assistance programs. In addition, a CEDS is a prerequisite for

This guide is primarily intended to assist in efforts to develop the *content* format and substance to make the strongest, most useful and effective CEI diminish the importance of the process used to develop a CEDS. A well-led effective document. It also serves to build leadership, enhance cooperation steps required to prepare a CEDS can be found in the Preparation section office (specific points of contact can be found on EDA's website at www.ed resources and guidance available.

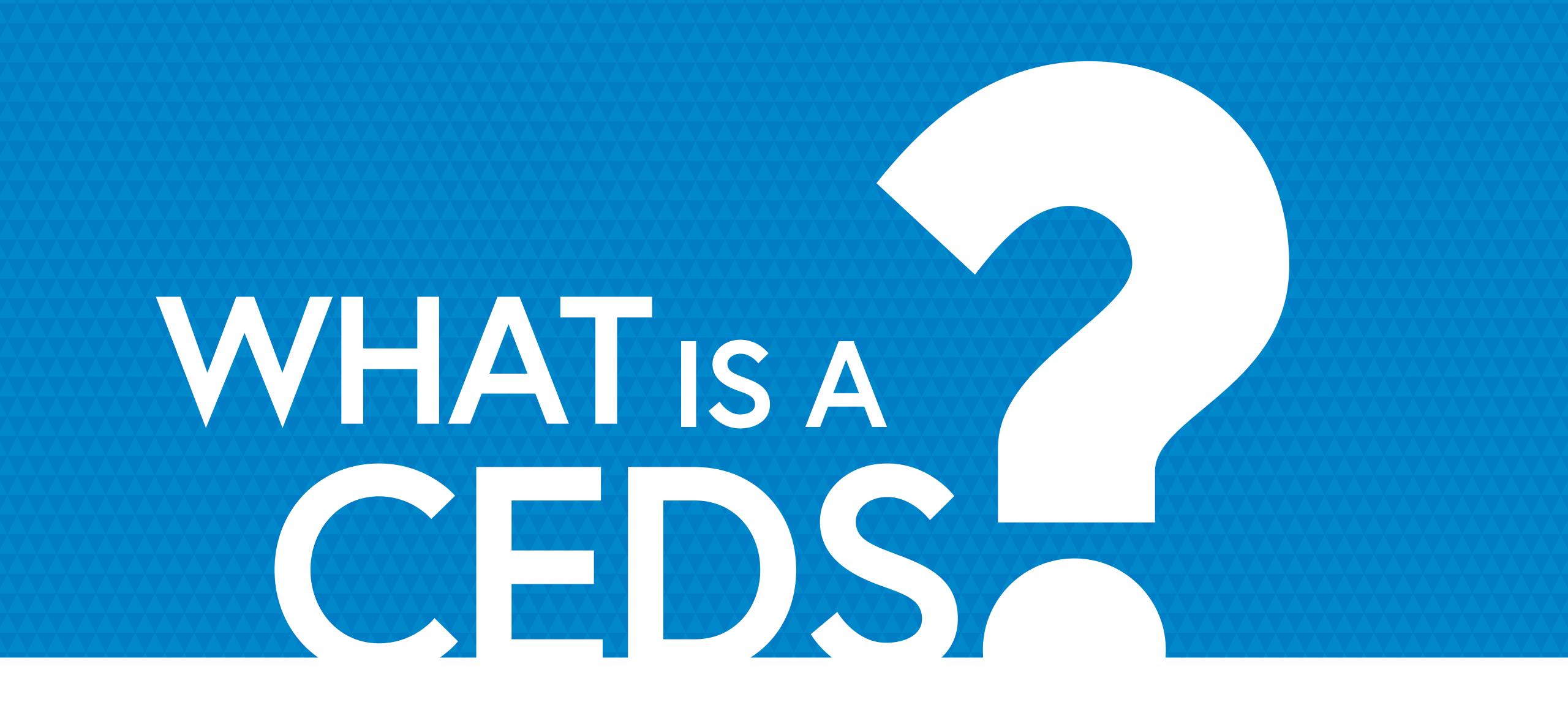
From the regulations governing the CEDS (see 13 C.F.R. § 303.7), the follow

**CEDS CENTRAL** 

Home CEDS 101 Training Resilience Case Studies About/Contact

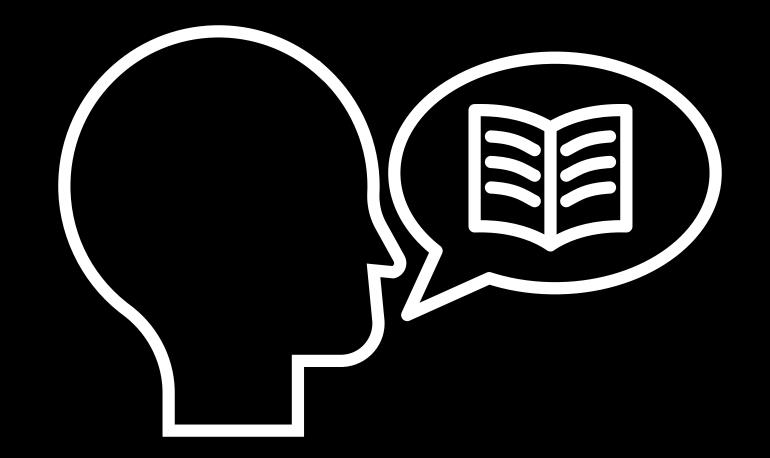
Q





#### CEDS (Comprehensive Economic Development Strategy)

(n) a strategy-driven plan for regional economic development.



### DEVELOP A STRONG NARRATIVE.

### START WITH THE ENDIN MIND.





## SHOULD THEY

ALL CEDS ARE BASICALLY THE SAME, RIGHT?

SERIOUSLY?



#### IT'S KIND OF LIKE...









#### GO BEYOND THE REPORT.



ARE WE OVERLOOKING A POTENTIAL

USE OR GOAL?

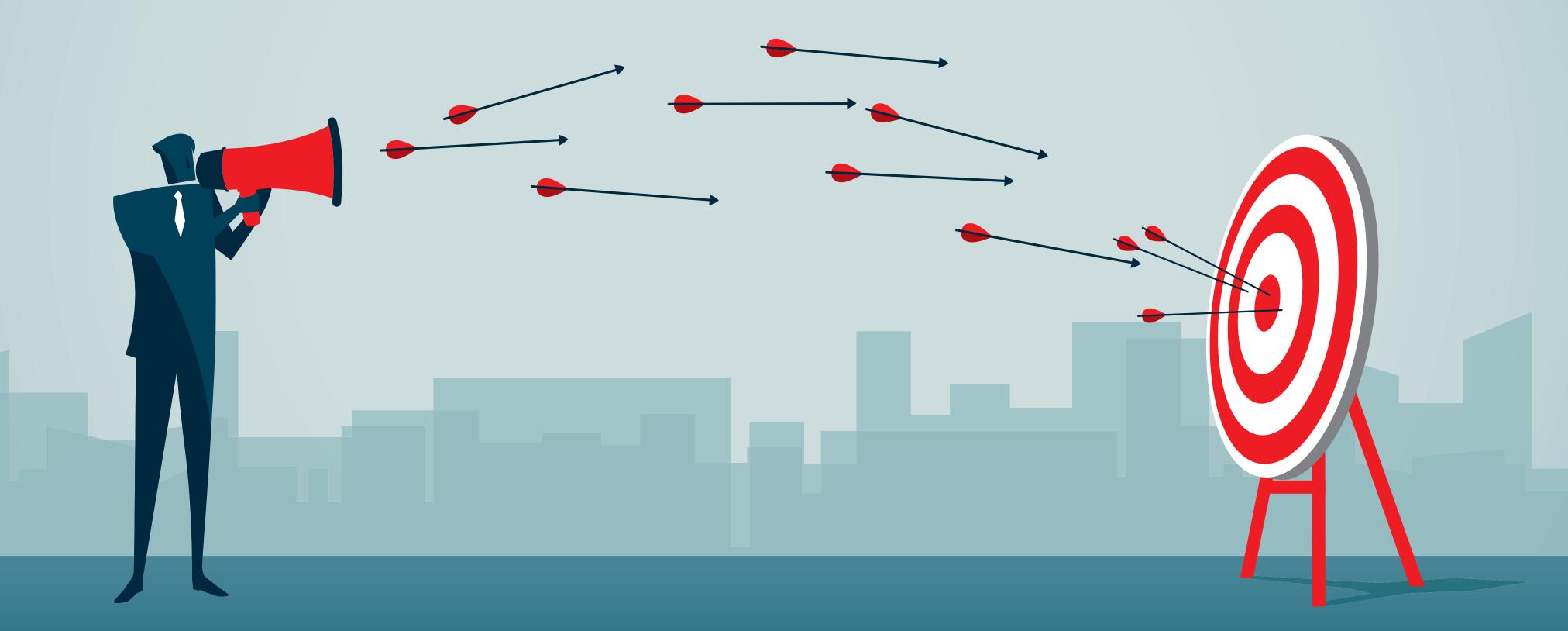
### SHOULD IT BE DISPLAYED COMMUNICATED aiferently?

### CALLIT WHAT IT REALLY



### ontent STRATEGIES

#### TARGETED MESSAGING

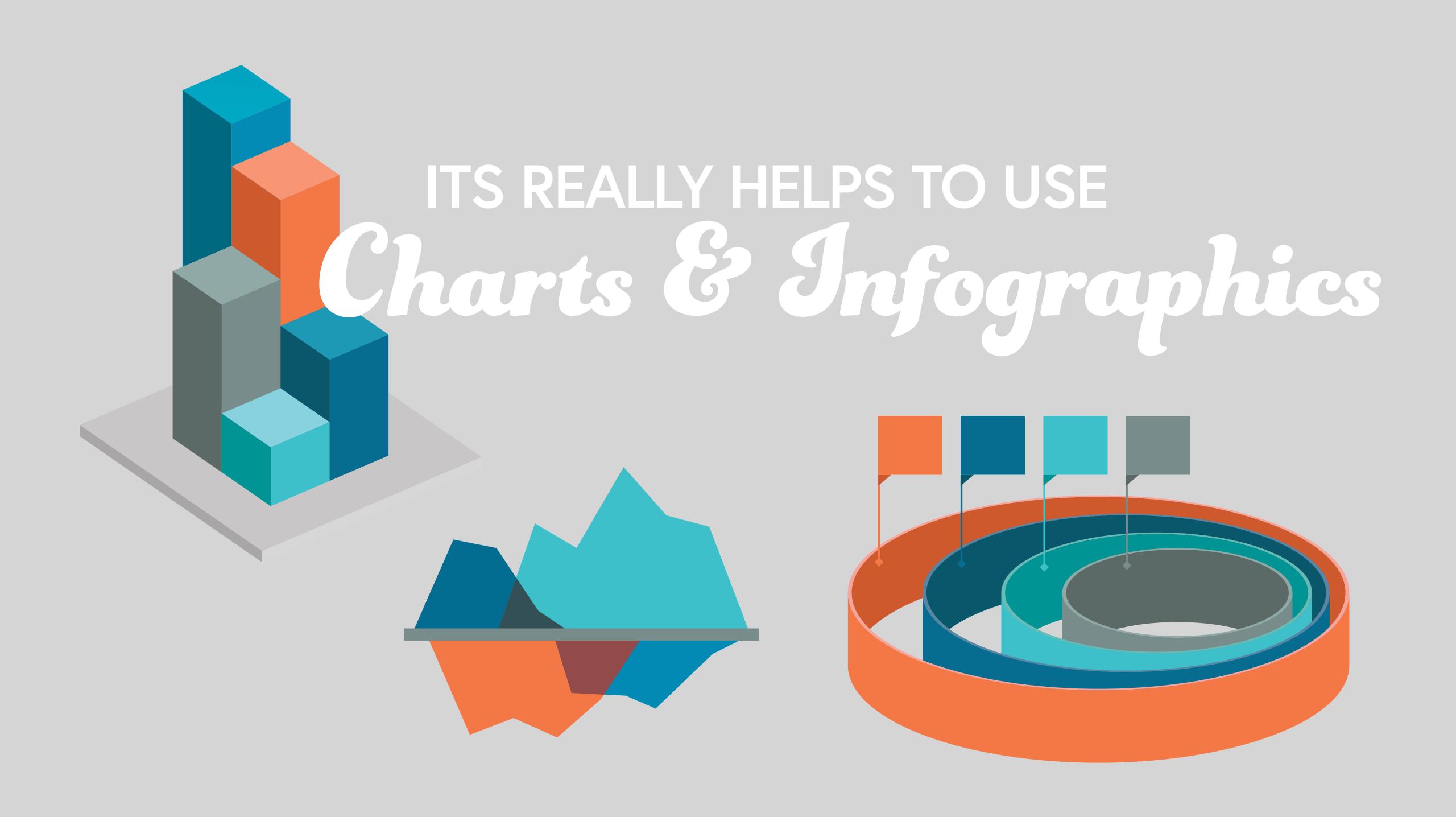


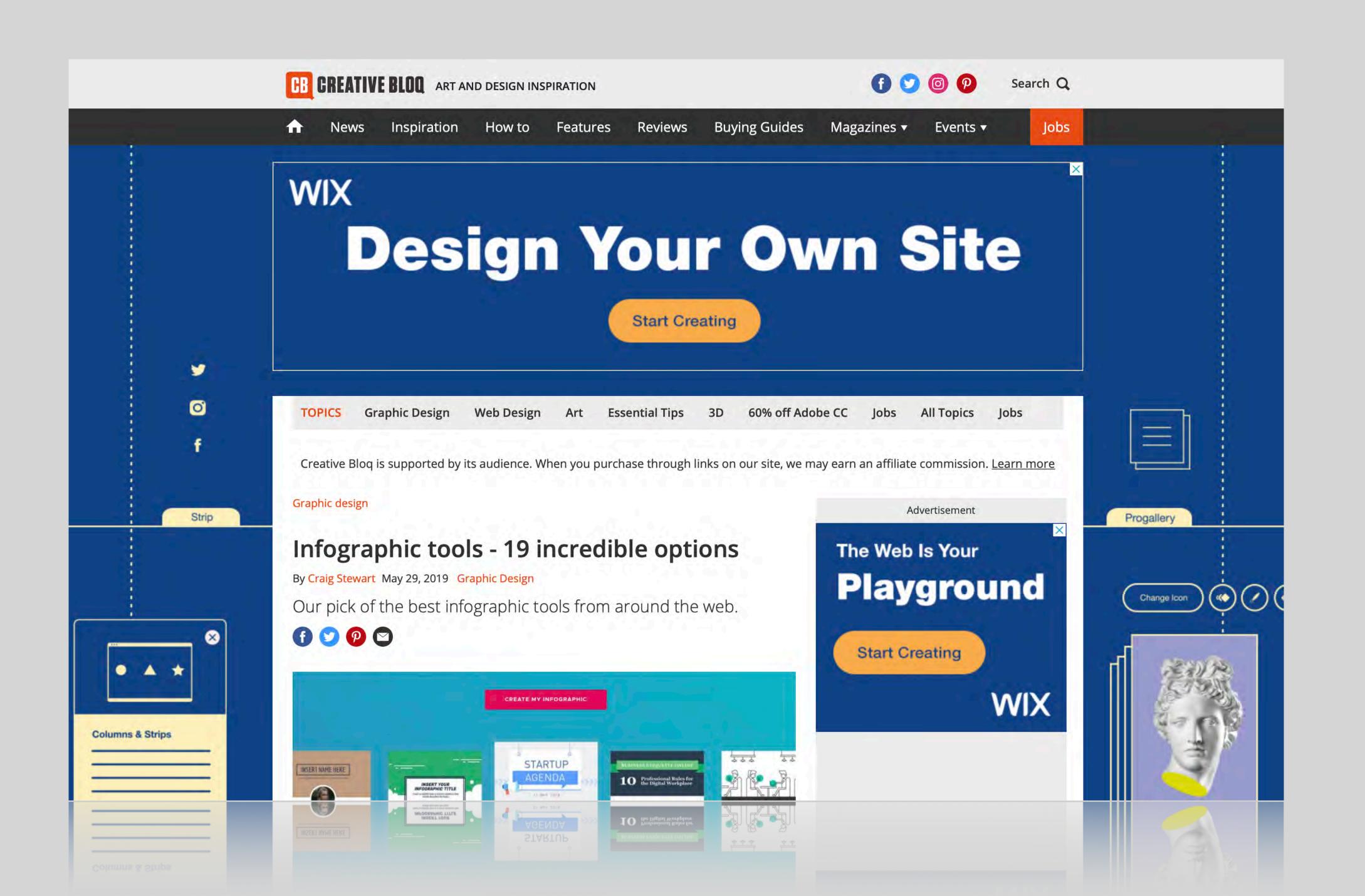
### LESS IS MORE.

# BUBLES. KEYHEADINGS.

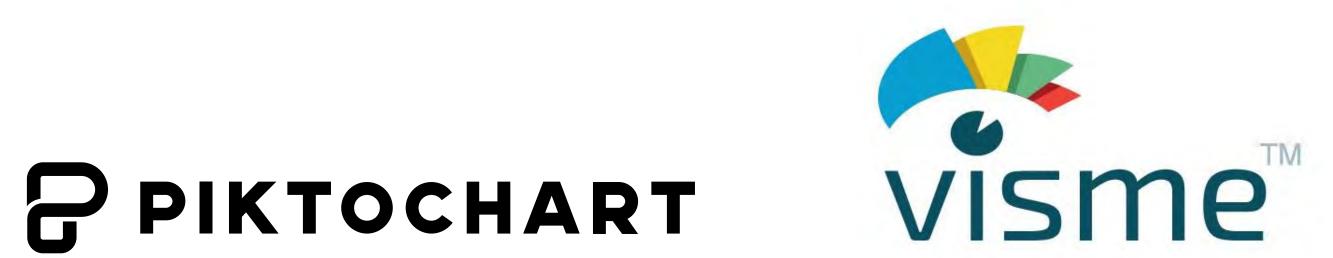


- Bullet
- COPYto break
- eit up.























## 66 Call out quotes can help make an impact in your communication! ??

-Me, just now.

# CHANGE

### Wisual Continues of the second STRATEGIESA

IF EVERYTHING IS IMPORTANT, THEN NOTHING IS. IF EVERYTHING IS IMPORTANT, THEN NOTHING IS. IF EVERYTHING IS IMPORTANT. THEN NOTHING IS.

# EVERYTHING IS IMPORTANT, THEN NOTHING IS.

### WHAT





shutterstuck

PEXELS

& MORE

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Tower Dridge Trafalpar Tyvare and The Thard cours Payleries relains it medieval boundaries fince at least it other cultural 19th sentury London has also released to and Museum Museum Tale between Madleren Erren Putter West Ind Heritord Are (C)(C)(O) which to through whe larhon hance healthcare media theatter 1571 ha the world older vader tov older typider bayon der typide activos 1130/401131/00 17 1/70/1771 1/ V 16 London has a div le and cultures [mans al senter ] ] 74 | 75 | 76 | 2 chopen in the 10 (44) Th wath largest metropolitan a (6 myalely al les London) was a world cultural capital (791) 1 (10) 1 vilve world . 971 97 14) the lattert of any city a the European 4/ of the AK most visited tily as measured by international Valorias and accounting for the accorded 27) and has the world, largest only across you wallon (46) London arrival/171) and has the world , largest sity arrival you lation (46) London , weban as ea withe recond er Parv with system measured by passenger traffic (33) It will be most populous in the system measured by passenger traffic (33) It will most populous in the IV al sensor (41) The would a avertment leading leasurering invertinent 9/1/476 inhabitants at the world, avertment leading leasurerim invertment 9/1/476 inhabitants at the 7 11 kokulour in the 1 (6 | note 4 | 1) alcending the felling the solution has not international relater (201) 291 and other high net IV with to a to inhabitant in 7 to inote 2/12) int a classical (C) a as always a constant a constant a same three Lo worth individual/a (141) than any other city worth individual/14 1/41) than any other city public the Breater London Authority states themo London (/CICIndOn/ (About the round trien) the modern fummer Olympic & while the Breater London Authority states the London , university form the largest consented KOKULAKION OF INC CITY TOLION (COVERING A LATEC & ATT London , universities form the largest concentra population of the city region (covering a large part Lo LVN dan) who capital and most populous city of times (4) LVN dan) who capital as tion of higher education institutes in Europe (47) In won of higher education inclinies in Europe (47) In of the routh early as 77 / million (49)(49) London to Encland and the Valled Kingdom (9)(9) Flanding and the Valled Kingdom (9)(9) Fland of the routh eart) as 77 / million (49) (49) London 7 (7 London became the heat city to have horted was the world, most populous city from around 7 17 London became the heat city to have horied was the world, most populous city from around ? on the River Thames in the south east of the Wand London has a diverse range of reoxle of Great Delian London has been a major and more than I languages are works in the of dertination (34)(35)(36)(37) horized more (1)(10 (975)5) a London Authority states the (1)(10 (975 | 5 ) municipal rel alcendional relation (OC) 100 has here leaved and relilement for two millennia It was founded by therepion (44) It estimated mid 7 ( viole the Brester London Authority states the London (/CICIndCla/ (About the round telen) the modern fummer Olympis Bamer three worth individual/14 1/44) than any other city Roman who named it Londinium ( ) London reputation (source, and in the Greater Koknyayor of the extraction (concernt a faile fail LVN dan) with earlial and most repuleus ery of times (43) and repuleus ery of London , university form the largest consentra of the routh cart) as 77 / million (49) (49) London answer some the City of London which sover an 1 17 197 (4) the largest of any sity in he European an Encland and the Varied Kingdom (9)(9) Flanding the modern fummer Olympis Gamer three area of only (1) yours miles (19 4m) largely Valor (45) and accounting for ()4 hon of higher education in thister in Europe (47) In of the AK gie was the world, most populous try from around on the River Thamer in the routh eart of the wland London has a diverse range of people and sultures 7 (7 London became the heat city to have horted relains it medieval boundaries fince at least the population (46) London , urban area the resonded (1)(10 (975 | 5 ) of Great Delian London has been a major and more than I languages are spoken in the 19th century London has also released to the most populous in the IV after Parv will 191 London (/CICACIA/ (About the round trien) the modern summer Olympis Gamer three relitement for two millennia It was founded by the region (44) Its estimated mid 7 16 municipal







### STOCK & LOCKAL

# Communication STRATEGIES

### CREATE A VIDEO.



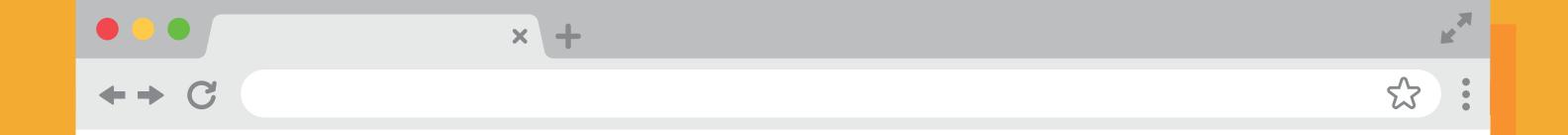
### PR ABOUT A HUMAN INTEREST STORY.



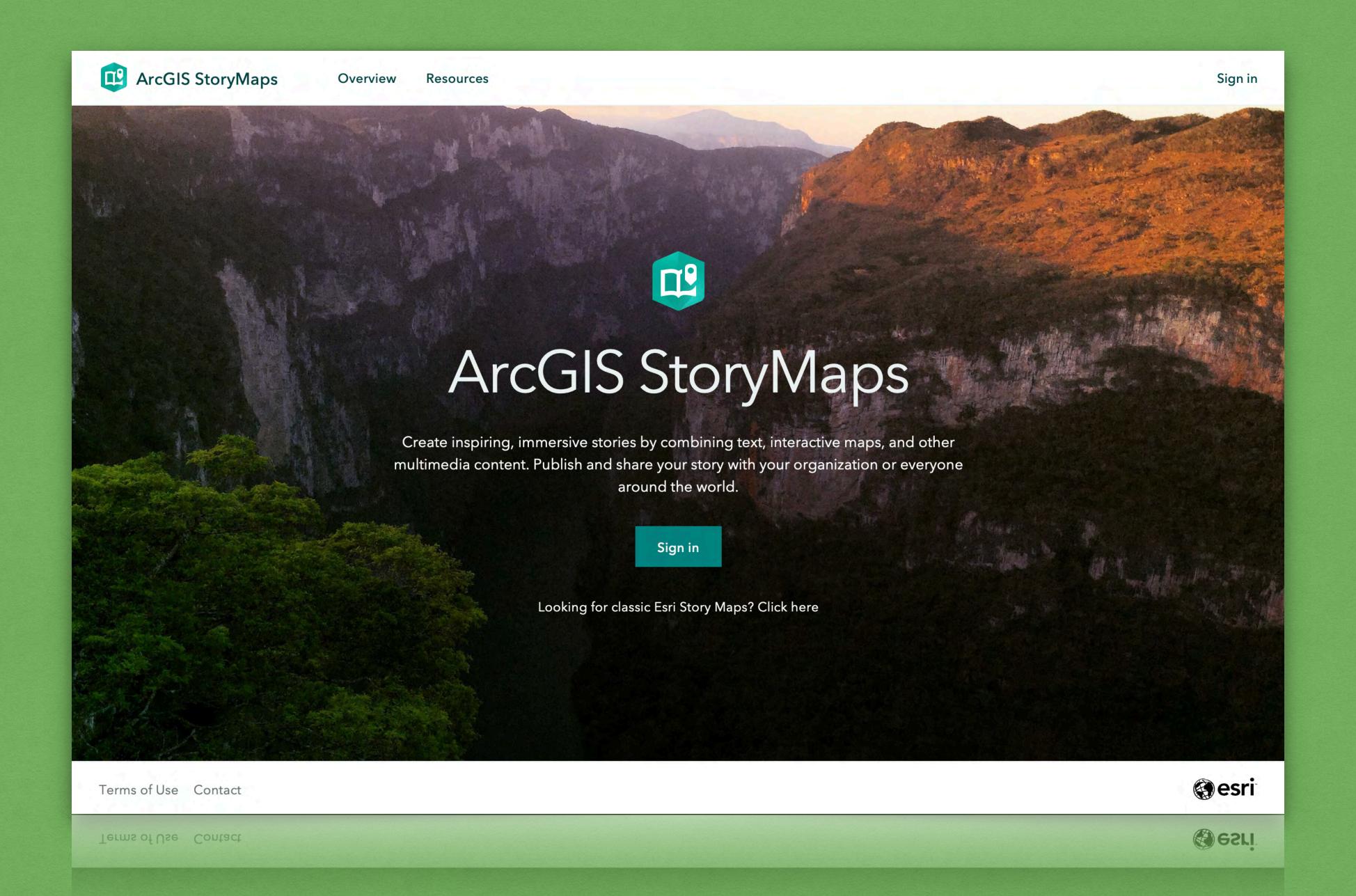
# MAILA POSTCARD.

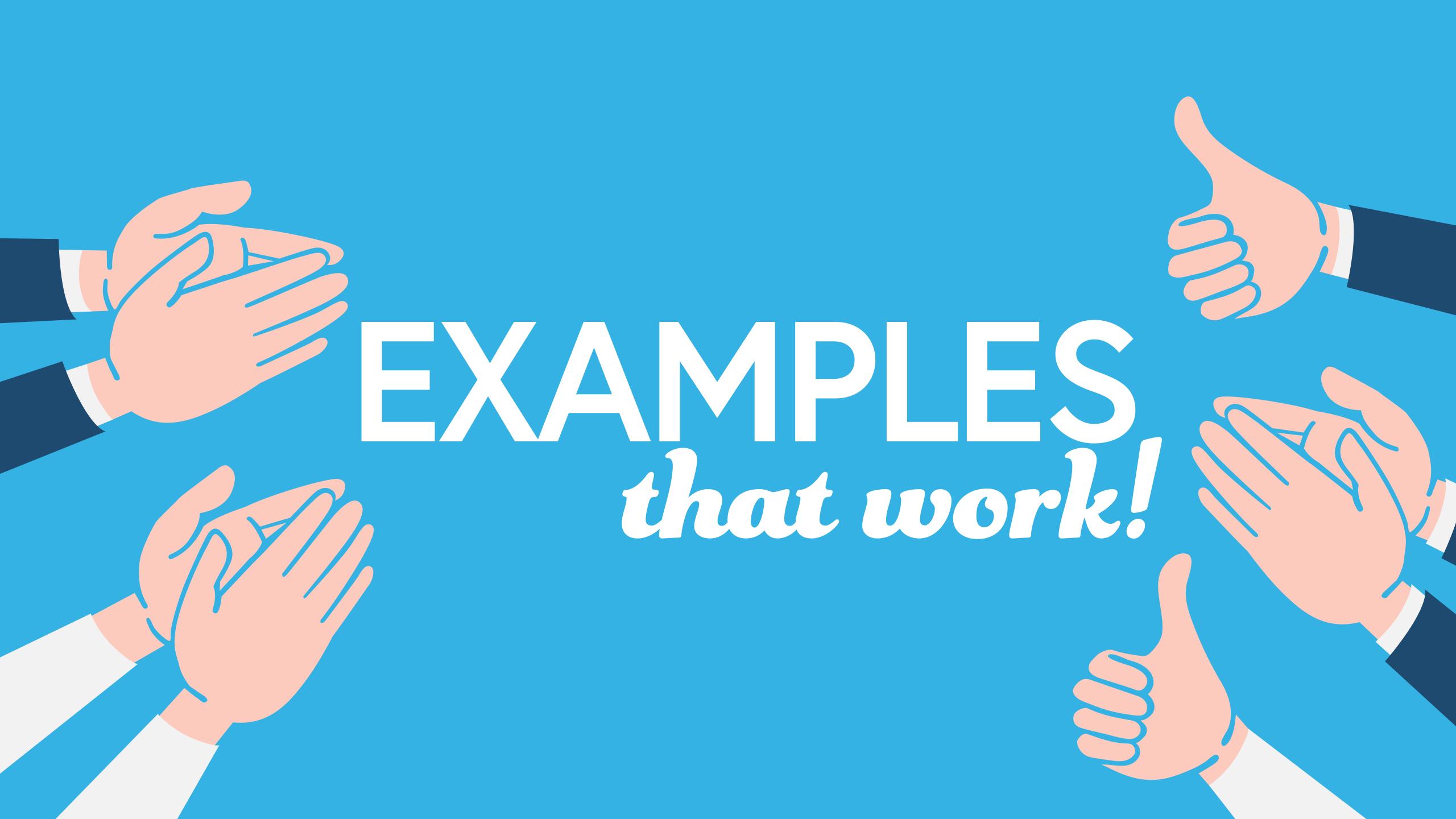
### DEVELOP A ONE-PAGER.





## DISPLAY IT ON A PAGE ON YOUR WITH A PAGE ON YO









2015 - 2019 Comprehensive Economic Development Strategy
Buncombe, Haywood, Henderson, Madison, and Transylvania Counties
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### Mid-Region New Mexico Council of Governments (Albuquerque, NM)



A slow recovery from the recession, its relative isolation, and heavy reliance on federal funding led leaders in the Albuquerque region in 2013 to pivot towards an entrepreneurship-focused economic development approach that would grow from within. Despite the obstacles facing the region, it has many local assets and resources in its institutions, leaders, and business community that are helping to grow its entrepreneurial ecosystem.

This entrepreneurship approach to economic development became the central focus of the Mid-Region New Mexico Council of Governments' 2015 CEDS that brought together diverse stakeholders from both urban and rural communities in the region. This efforts have led to partnerships and projects like InnovateABQ (a seven-acre innovation campus), the growth of accelerators and incubators, and business development in the region's urban core as well as in the rural counties, including drone research and development that was conducted in Torrance County.

Click **here** to read the case study and access the CEDS.

### Land of Sky Regional Council (Asheville, NC)

As Western North Carolina begins to face major population growth in the upcoming decades, the <u>Land of Sky Regional Council</u> saw an opportunity to develop a new framework when designing its <u>2015</u>

<u>CEDS</u> that would speak to the issues facing the region in the metro area and surrounding rural communities. It is anticipated that by 2040, the regional population will grow by over 40% many of whom are 65 and older and are buying second homes or retiring in the area.

This CEDS embraces many elements of the updated EDA CEDS Content Guidelines and is highly readable and visual and contains county-level facts sheets, case studies of projects underway, and concise implementation strategies and goals. It addresses the topic of economic resilience and how sector diversification can help protect and strengthen the regional economy by placing a focus on areas such as tourism, advanced manufacturing, education, and health care.

Click **here** to read the case study and access this CEDS.



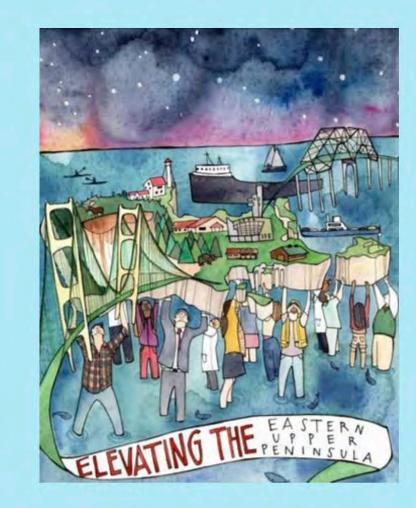
2015 - 2019 Comprehensive Economic Development Strategy Buncombe, Haywood, Henderson, Madison, and Transylvania Counties Sponsored by EDA



### Eastern Upper Peninsula Regional Planning & Development Commission (Sault Ste. Marie, MI)

Eastern Upper Peninsula Regional Planning & Development
Commission (EUPRPDC) has created a unified plan that meets the
requirements of both the CEDS and Michigan's statewide planning
program, the Regional Prosperity Initiative (RPI) The completed
plan, called Elevating the Eastern Upper Peninsula, was met with
great enthusiasm from EUPRPDC's board, EDA, and the state of Michigan.
The forward-thinking, comprehensive approach of this integrated plan has
led to increased funding opportunities from the state, as well as access to
EDA's grant portfolio.

Elevating the Eastern Upper Peninsula can serve as a strong model to other districts that are looking to integrate other planning processes with the CEDS. This approach requires the right mix of timing, inclusive stakeholder engagement, and open communication with EDA and other funders. Overall, the combined planning process led to a stronger and more thorough planning process and final plan than if these efforts had been conducted individually.



Click **here** to read the case study and access the CEDS.

### Southeast Conference (Juneau, AK)



Southeast Alaska is a region of stunning natural beauty and strong, self-reliant residents who have faced a boom and bust economy over many decades. It is no surprise then that the region's current CEDS "Southeast Alaska 2020" is one of the best examples in the country of infusing resilience into the CEDS planning process and final document. Developed by Southeast Conference, the region's Economic Development District, Southeast Alaska 2020 is a case study in effective CEDS planning, public engagement, and design.

The <u>final CEDS document</u> – at only 44 pages – is an indispensable resource for the region. It is full of useful information, presented in a very readable, engaging format that includes infographics and images that showcase the beauty of Southeast Alaska. Industry leaders, elected officials, non-profit organizations, and other key stakeholders have fully embraced the newly designed CEDS. Communities have been able to use the material in the CEDS when writing grant proposals, taking language about the region directly from the CEDS and including them in their own applications.

Click **here** to read the case study and access the CEDS.

# TYING IT TO YOUR BRAND STRATEGY.

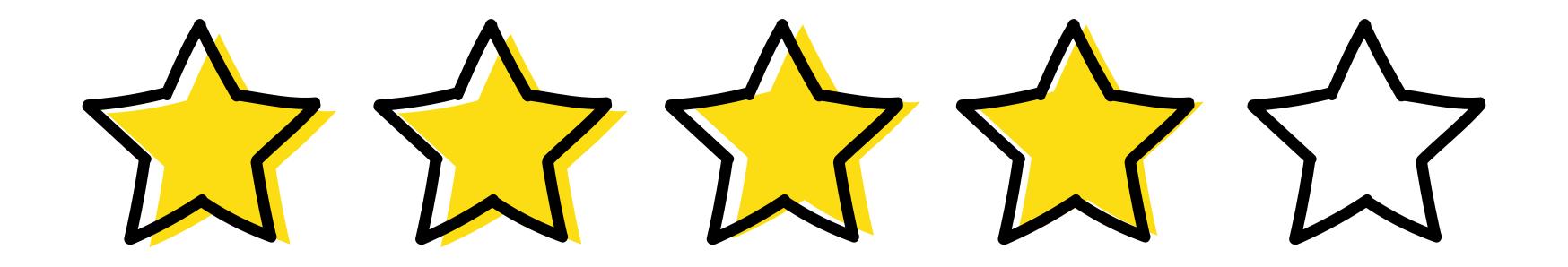






# LEADER IN ECONOMIC DEVELOPMENT

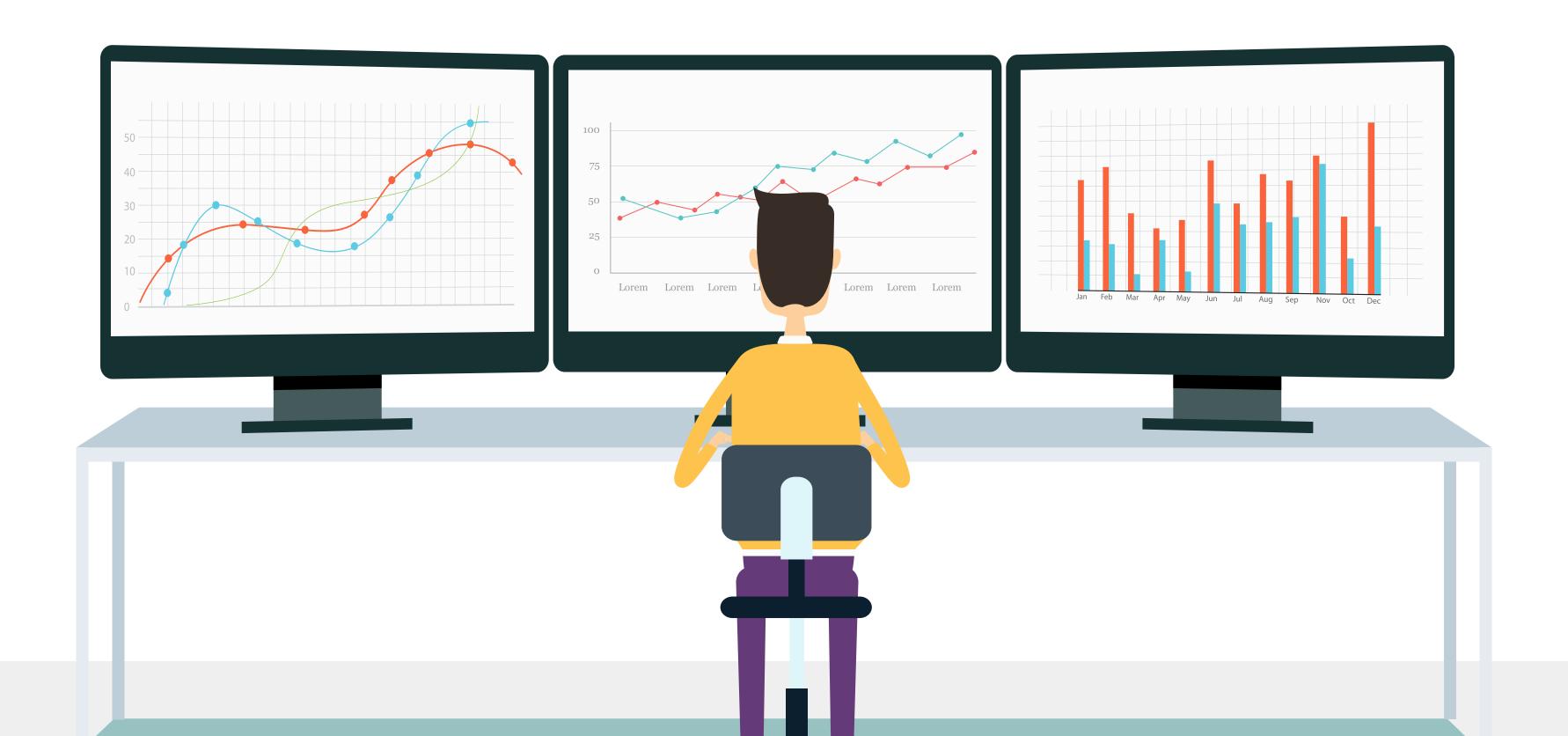
### Ask for FEEDBACK.



### STAKEHOLDERS



### WEB ANALYTICS



# SOCIAL ANALYTICS



### QUESTIONS 3

