



THE **ART** OF THE **NARRATIVE**

NADO
NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS
RESEARCH FOUNDATION





**LISTEN.
CREATE.
EMPOWER.
IMPACT.**



ERICA ALLISON
FOUNDER, PR + BRAND
STRATEGIST



DEREK STIPE
CREATIVE DIRECTOR

CEDS OVERVIEW

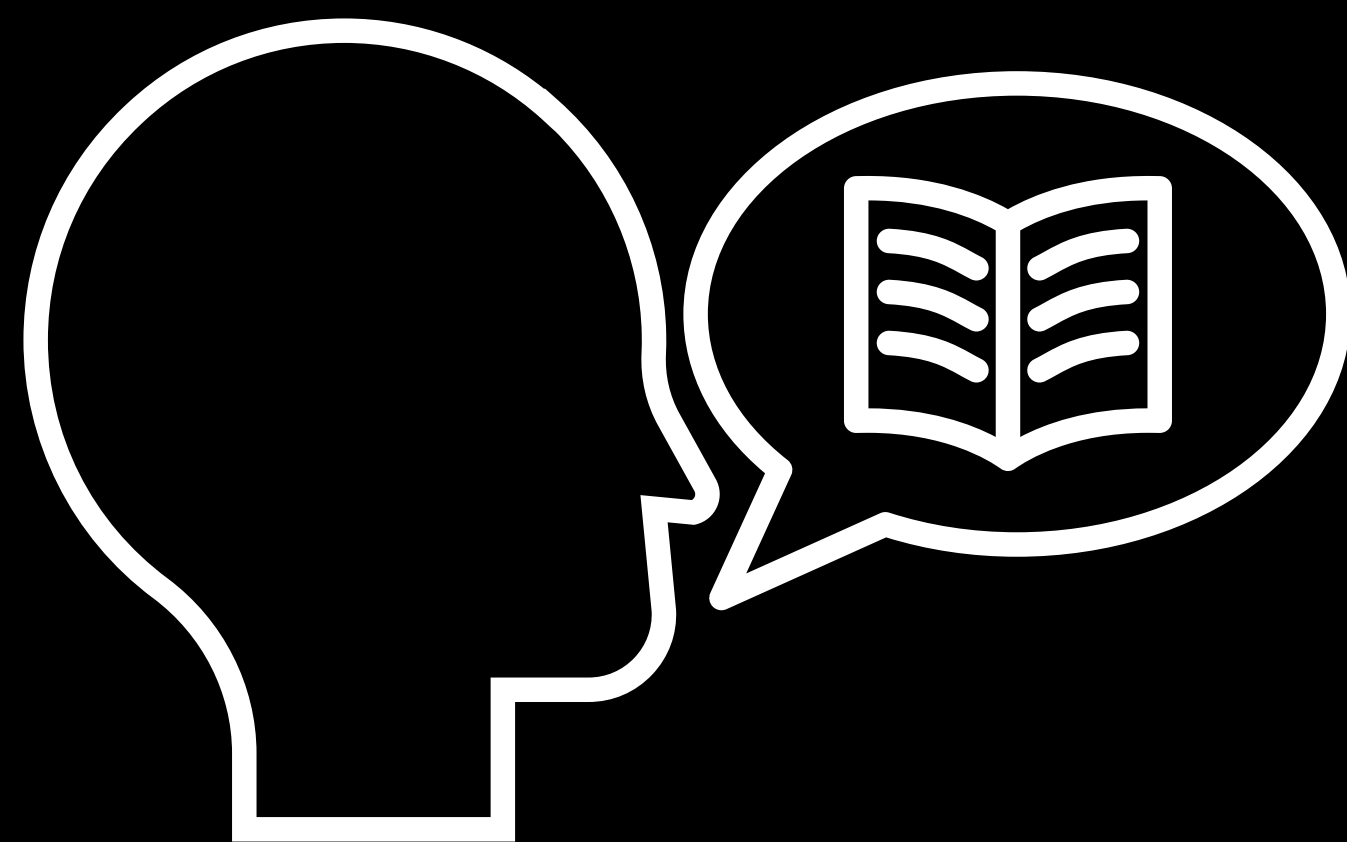


WHAT IS A
CEDS?

CEDS

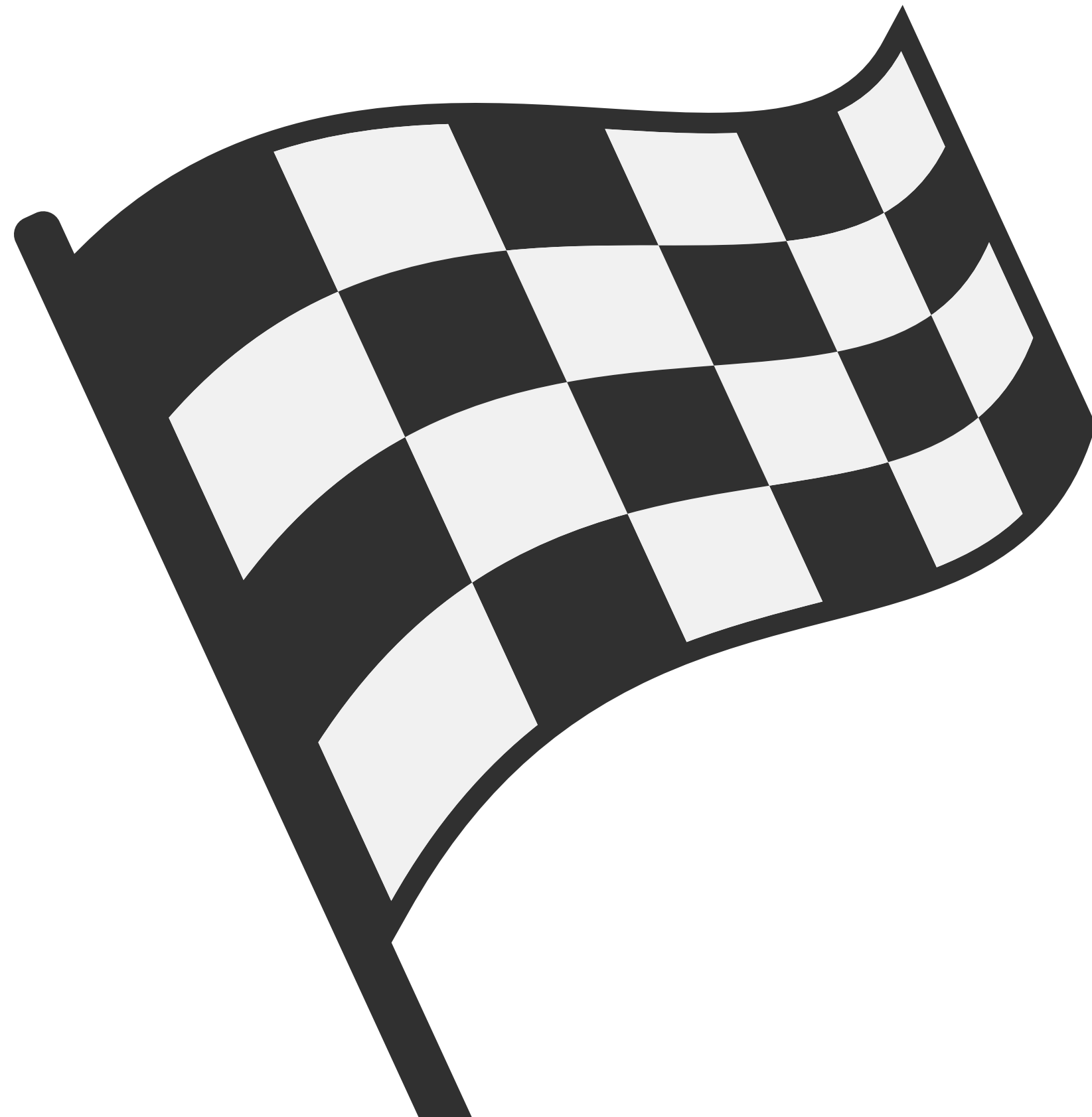
(Comprehensive Economic Development Strategy)

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



DEVELOP A STRONG
NARRATIVE.

**START WITH THE
END IN MIND.**





WHO READS IT?

- EDA
- Funders
- Elected Officials
- Economic Developers
- Your community stakeholders
- Business owners

WHY
SHOULD THEY
CARE?

ALL CEDS ARE
BASICALLY
THE SAME, RIGHT?

SERIOUSLY?



IT'S KIND OF LIKE....



...THIS.

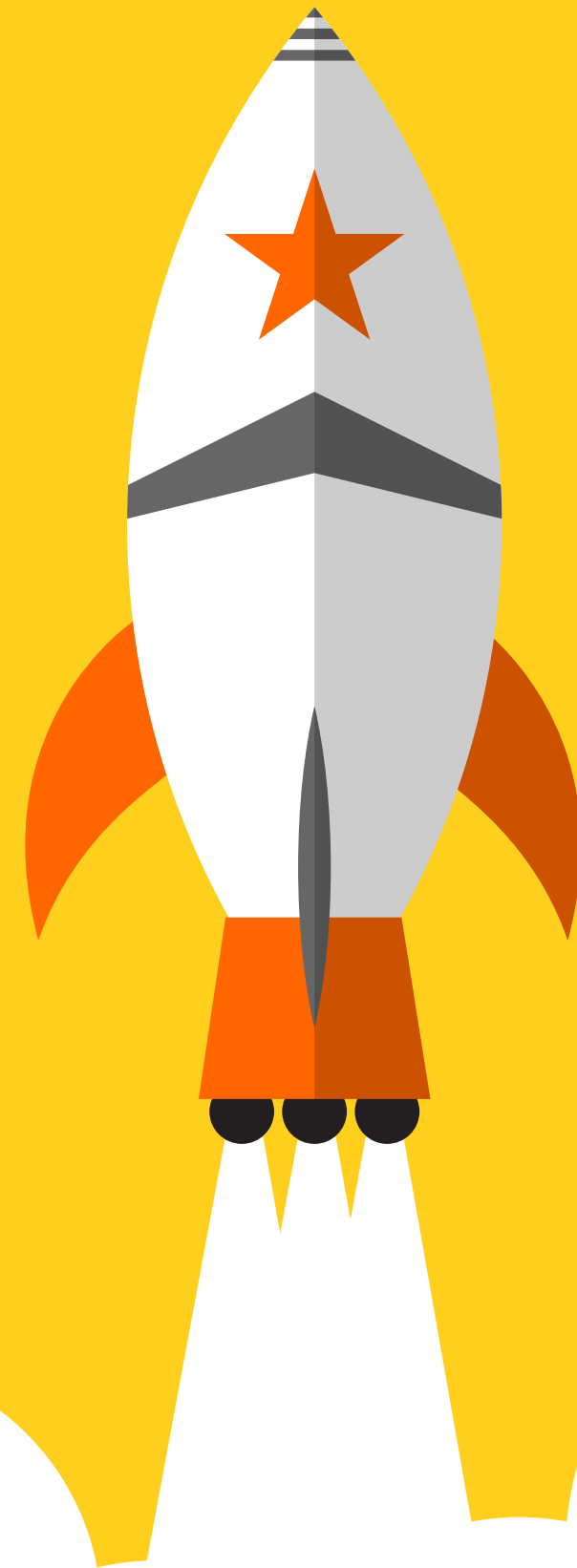


GO
BEYOND
THE USUAL
SUSPECTS.





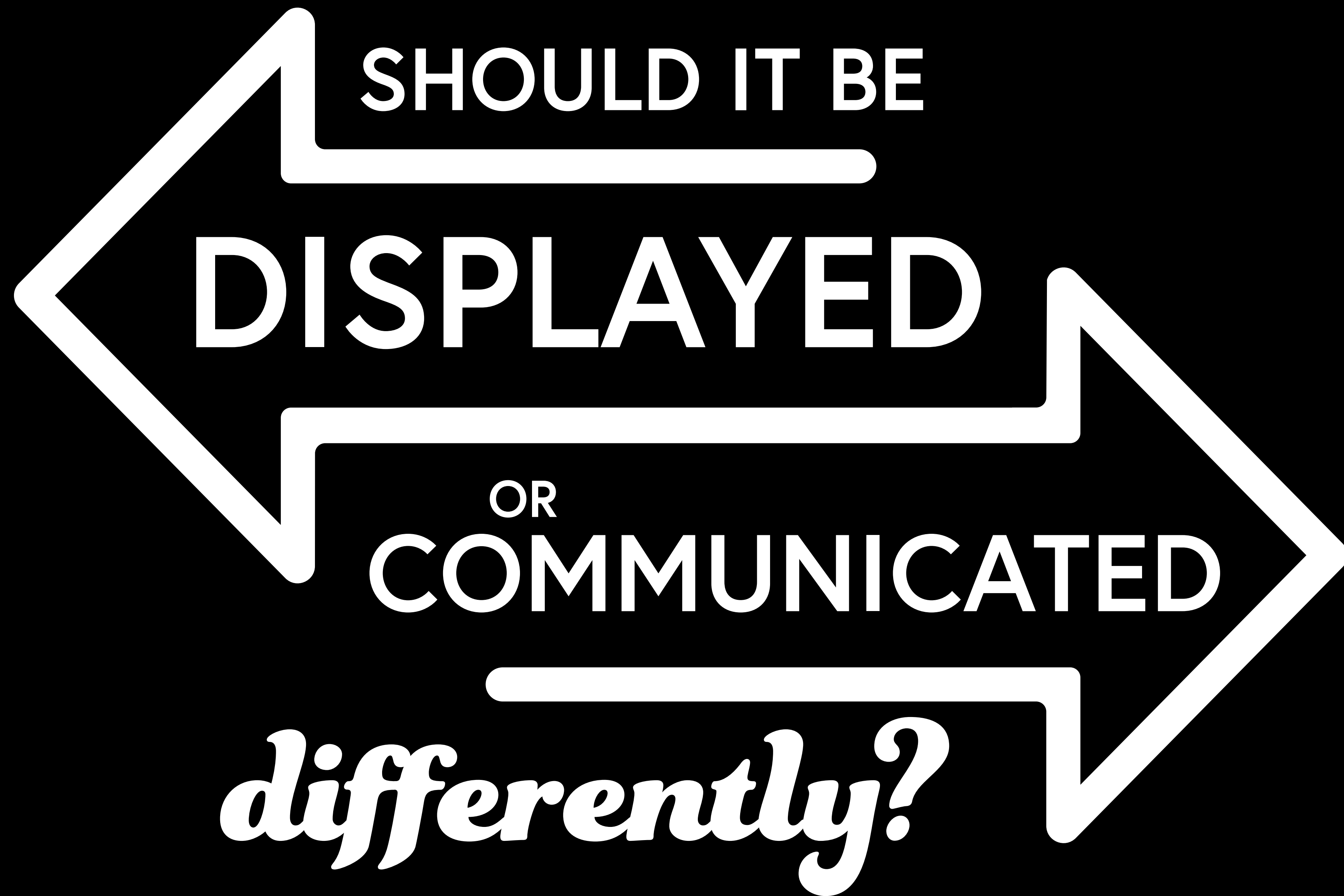
**ARE WE
MISSING
SOMEONE?**



GO BEYOND THE REPORT.



**ARE WE
OVERLOOKING
A POTENTIAL
USE
OR
GOAL?**



**CALL IT WHAT IT
REALLY**

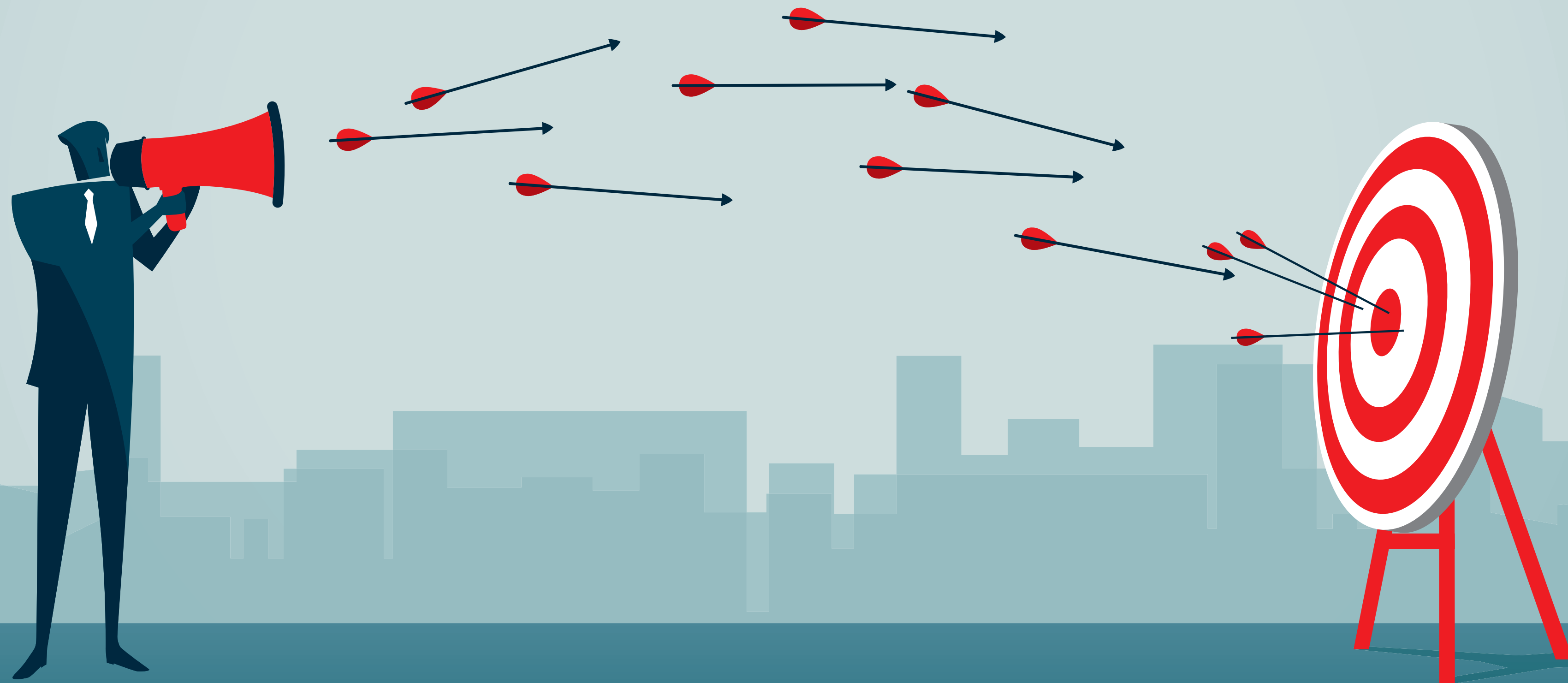


IS.

Content STRATEGIES



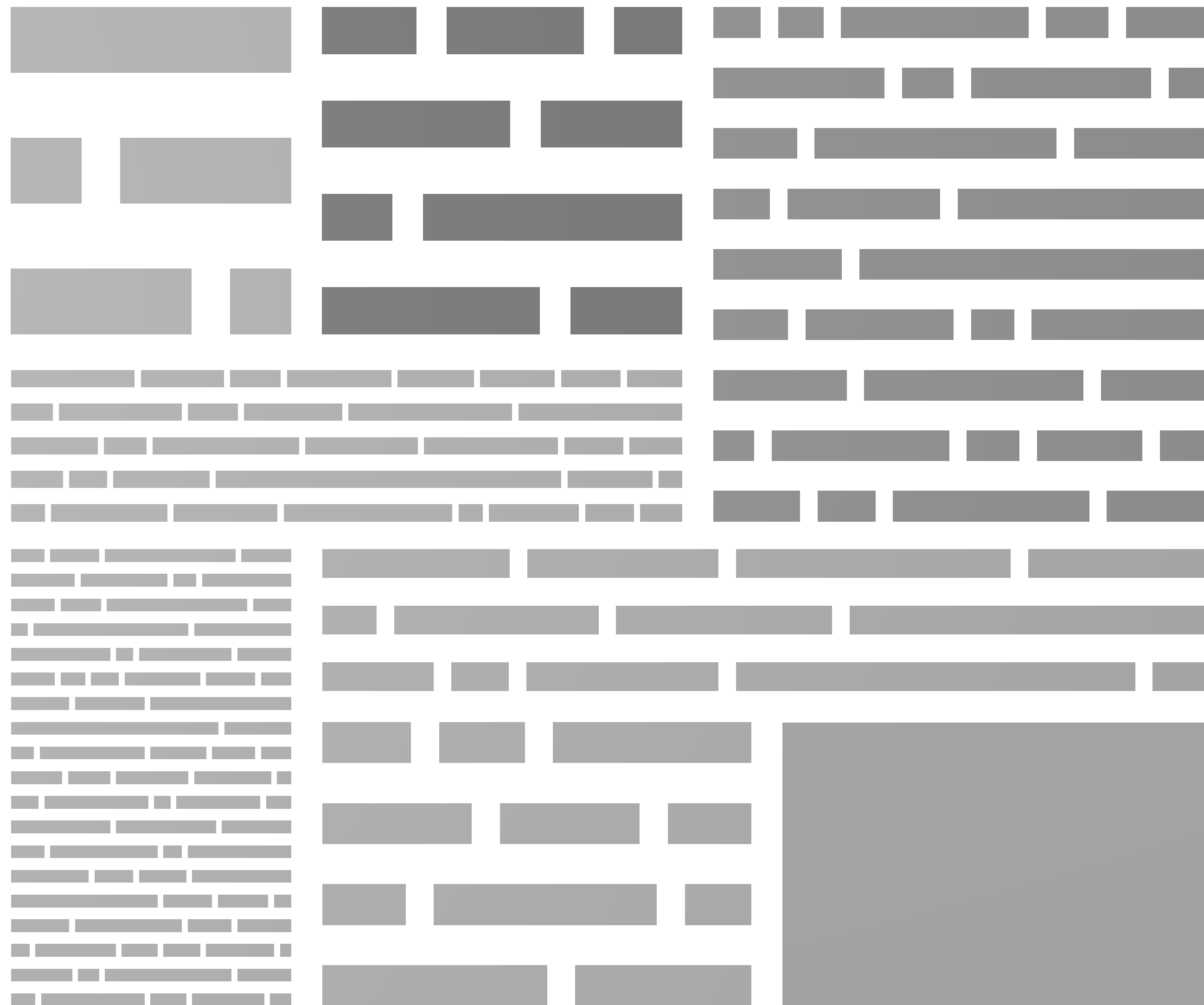
TARGETED MESSAGING



LESS
IS
MORE.

BOLD

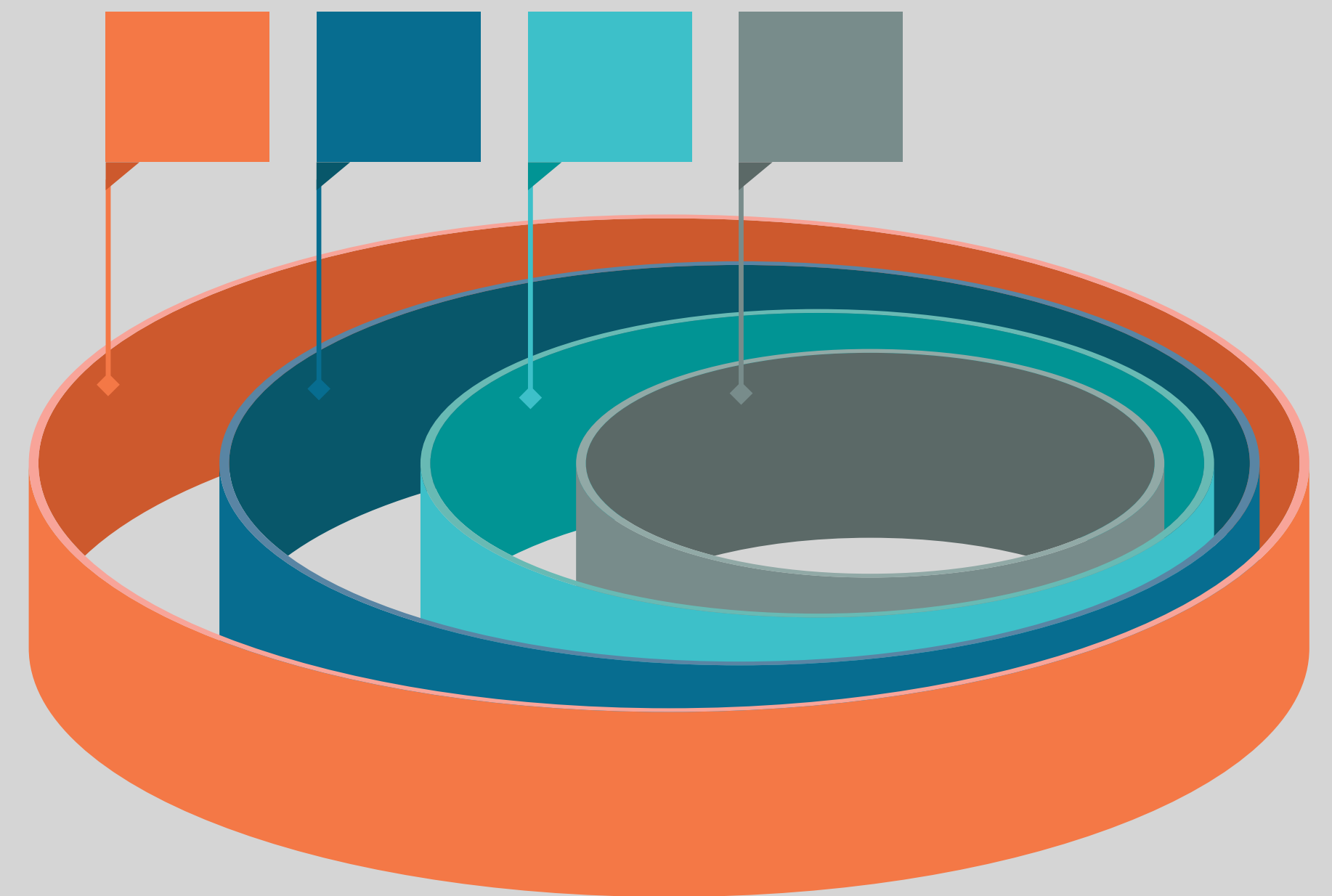
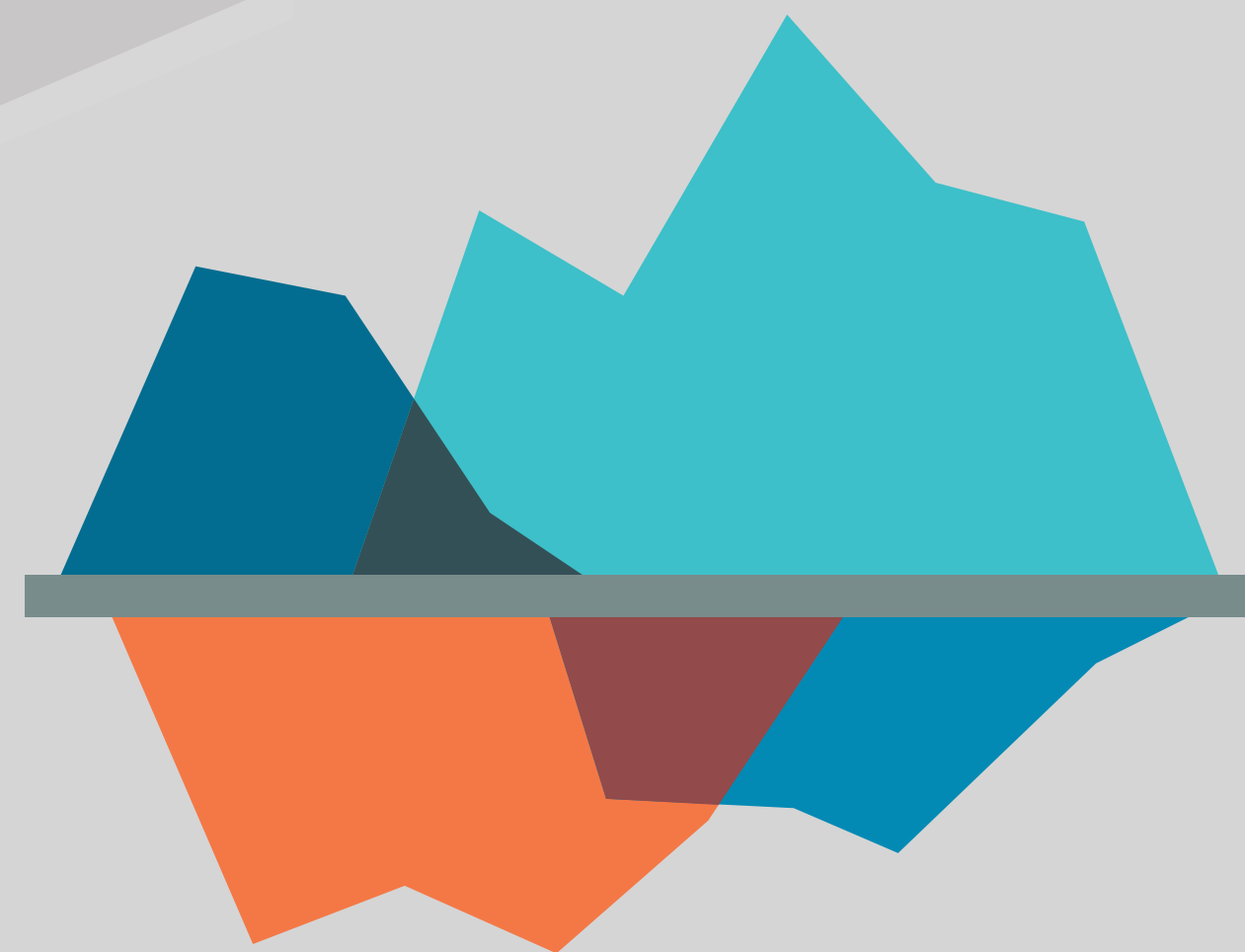
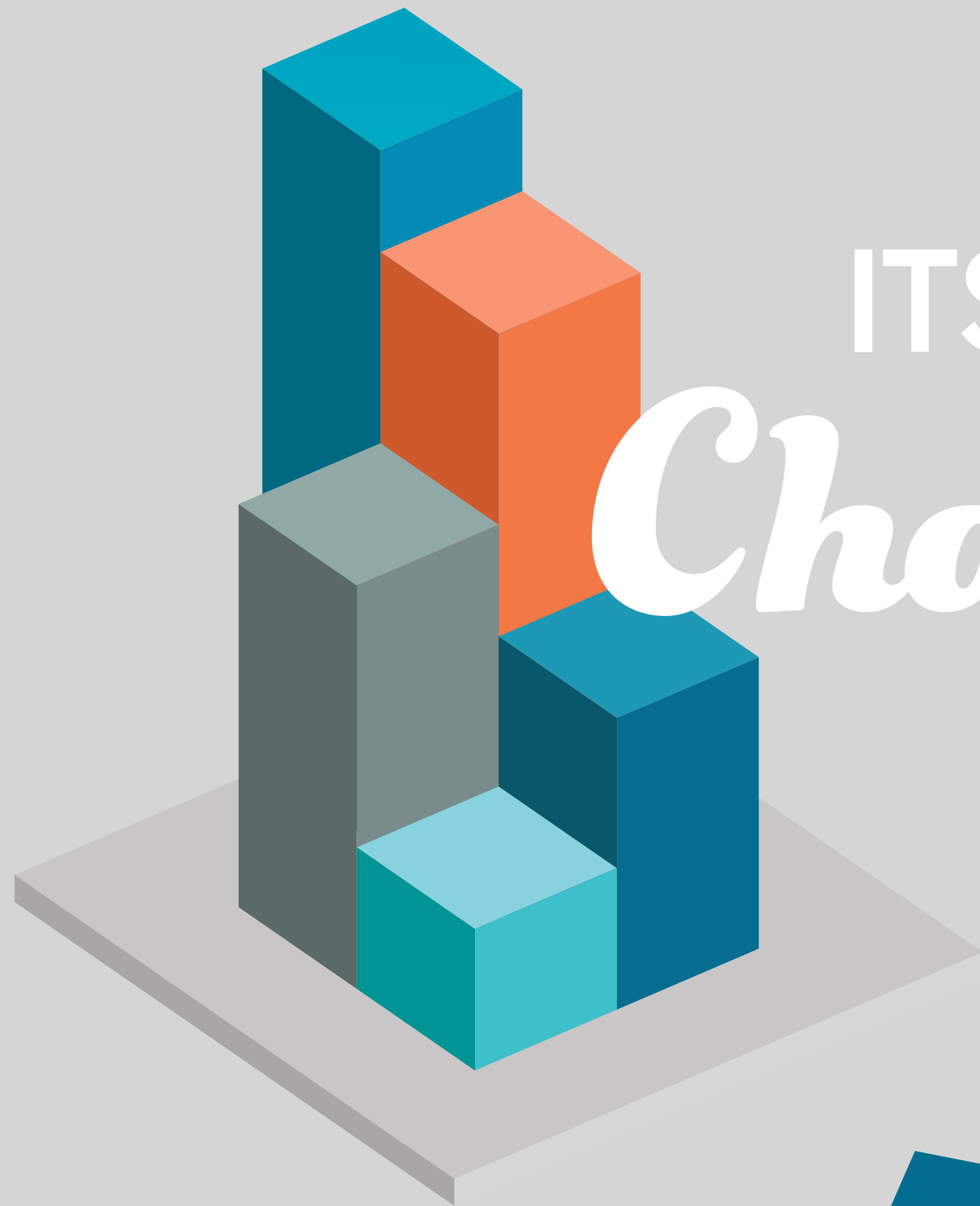
KEY HEADINGS.



- Bullet
- copy
- to break
- it up.

ITS REALLY HELPS TO USE

Charts & Infographics



WIX
Design Your Own Site
Start Creating



Strip

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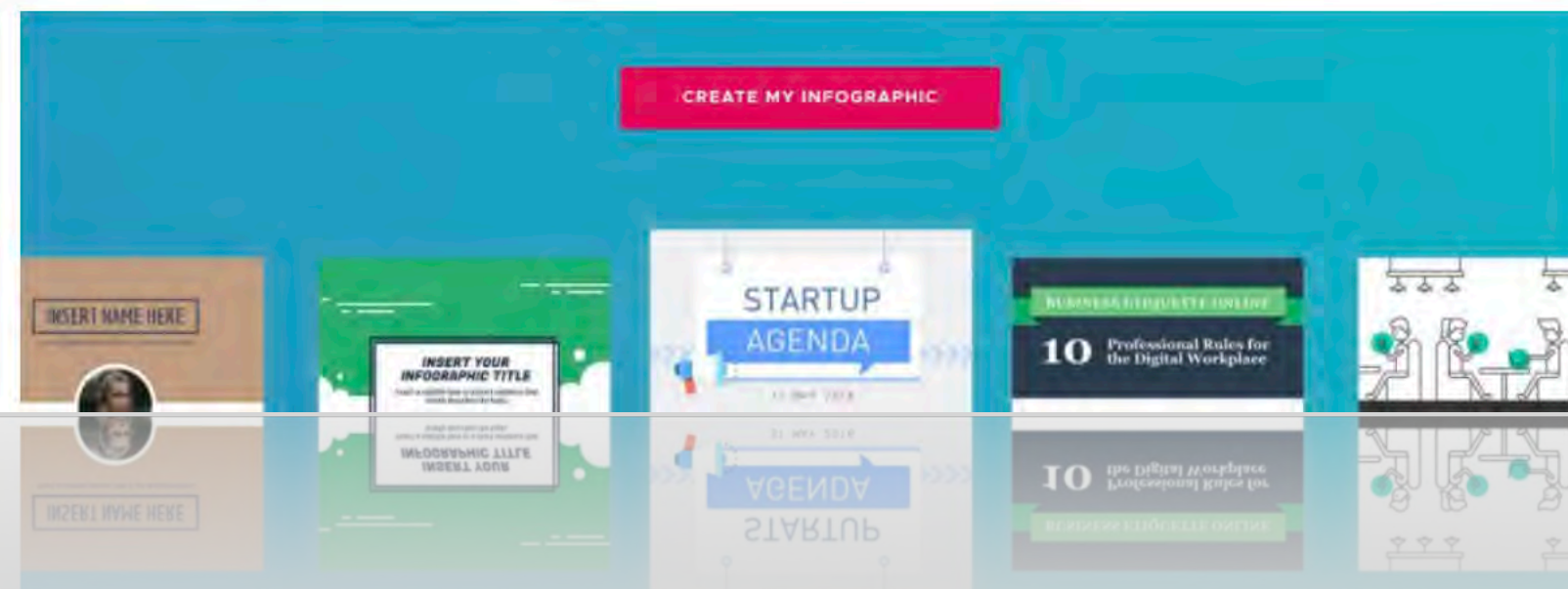
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Graphic design

Infographic tools - 19 incredible options

By [Craig Stewart](#) May 29, 2019 [Graphic Design](#)

Our pick of the best infographic tools from around the web.



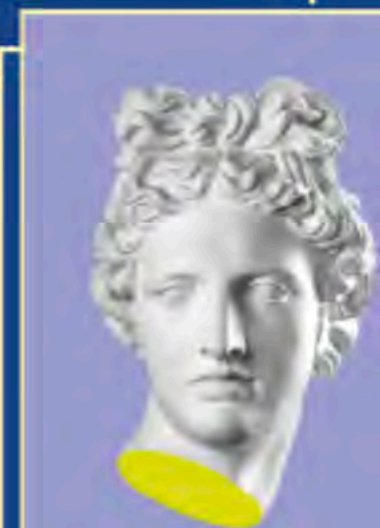
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The Web Is Your
Playground
Start Creating

WIX

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M U R A L

 **SNAPPA**

 **befunky**[®]

 **Canva**

 **Google**
CHARTS

**“Call out quotes
can help make an impact
in your communication!”**

- Me, just now.

**CHANGE
THE
ORIENTATION.**


Visual STRATEGIES



IF EVERYTHING
IS IMPORTANT
THEN NOTHING IS.

IF EVERYTHING
IS IMPORTANT
THEN NOTHING IS.

IF EVERYTHING
IS IMPORTANT
THEN NOTHING IS.

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

WHAT
MATTERS
MOST



**TAP
INTO**



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PEXELS

& MORE





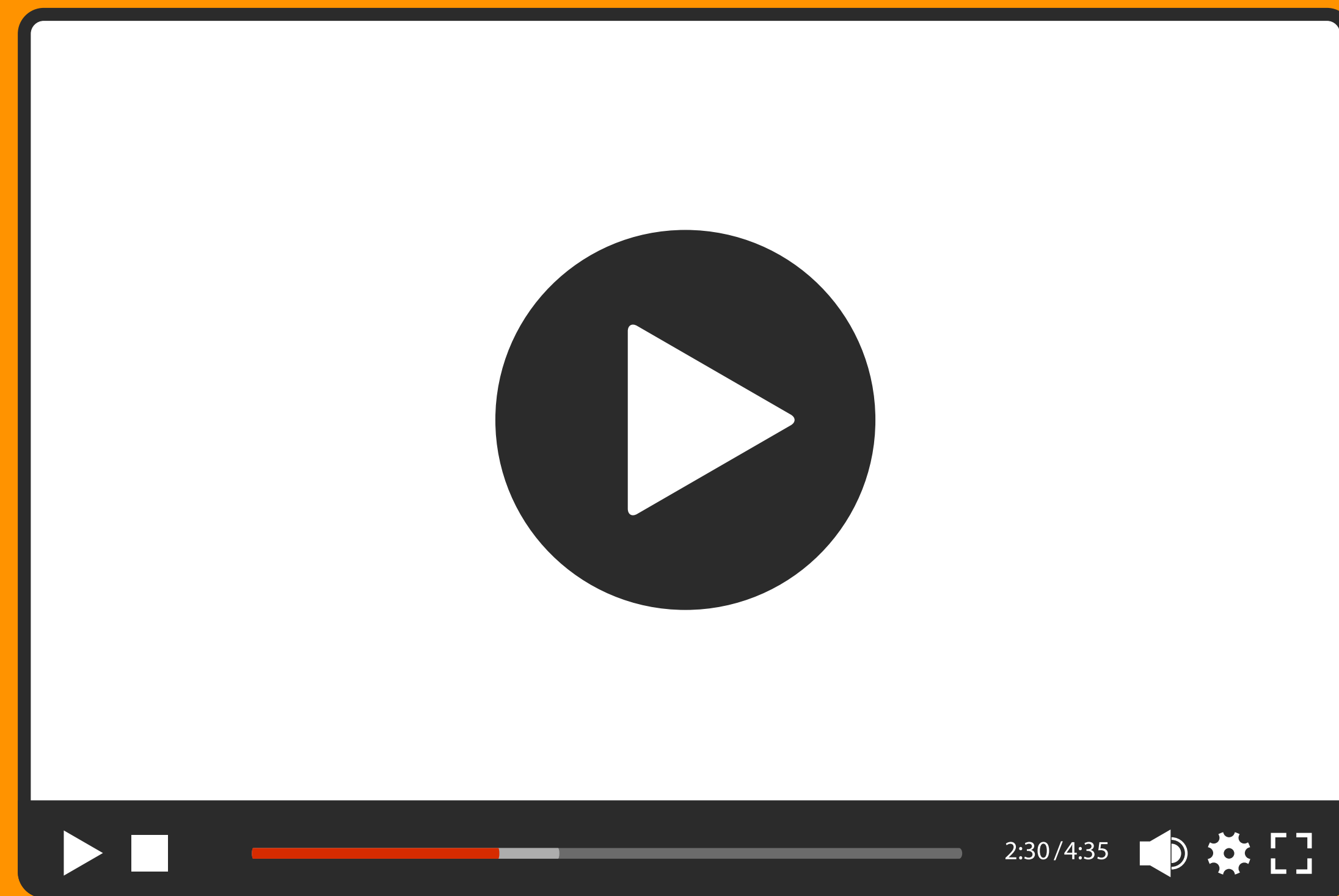


STOCK
& LOCAL

Communication STRATEGIES



CREATE A VIDEO.



PR ABOUT A HUMAN INTEREST STORY.



MAIL A POSTCARD.

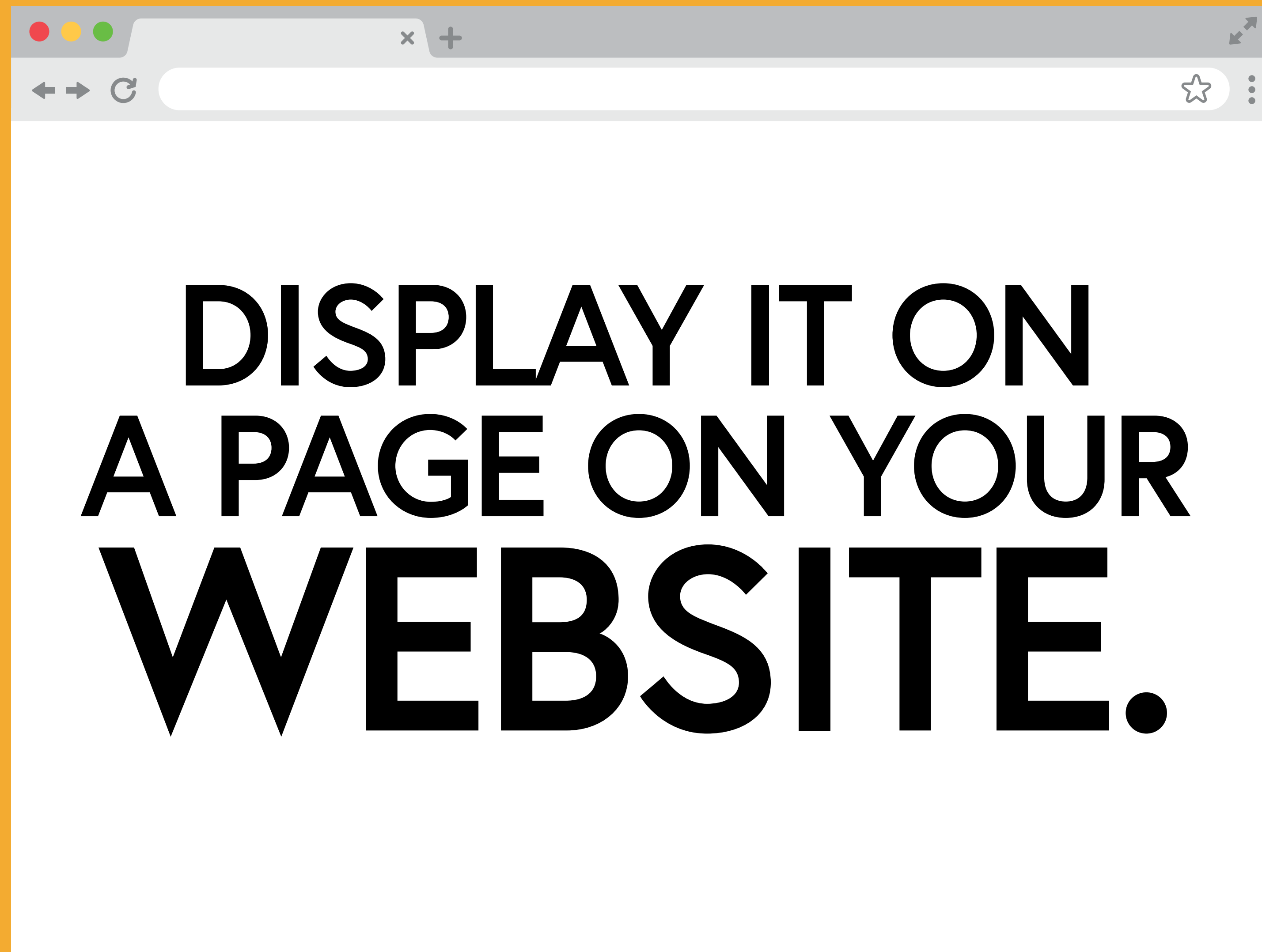


DEVELOP A ONE-PAGER.





**SHARE IT
ON SOCIAL MEDIA.**





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The background is a solid blue color. In the corners, there are stylized illustrations of hands. In the top-left and bottom-left corners, there are pairs of hands clapping. In the top-right and bottom-right corners, there are hands giving a thumbs-up gesture. The hands are light orange with blue outlines and are wearing dark blue sleeves with white cuffs.

EXAMPLES
that work!



A Plan for Regional Prosperity 

Comprehensive Economic Development Strategy

River Valley Regional Commission - West Central Georgia





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



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.

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.



Land of Sky Regional Council (Asheville, NC)

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



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.

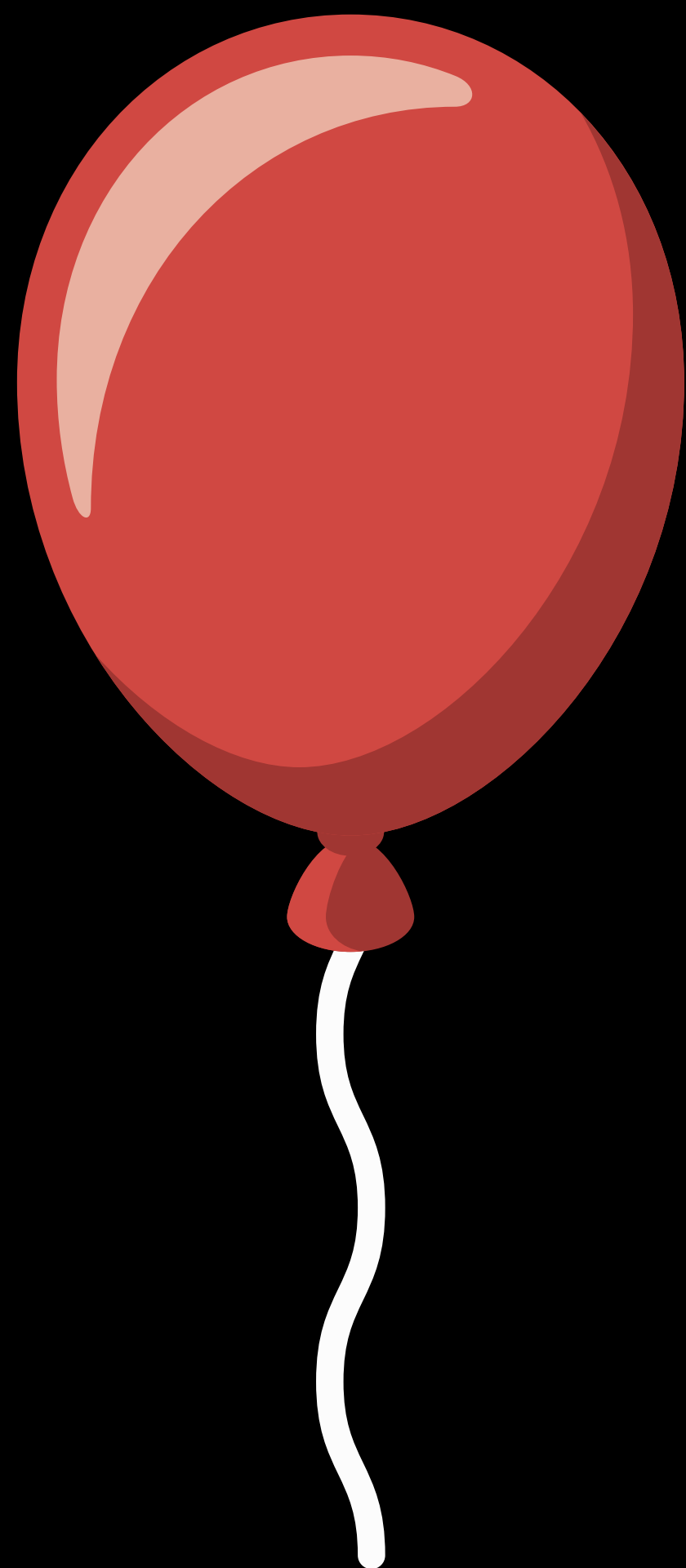
The **final CEDS document** – at only 44 pages – is an indispensable resource for the region. It is full of useful information, presented in a very readable, engaging format that includes infographics and images that showcase the beauty of Southeast Alaska. Industry leaders, elected officials, non-profit 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.





ANNUAL REPORT



**LEADER
IN ECONOMIC
DEVELOPMENT**

Ask for
FEEDBACK.



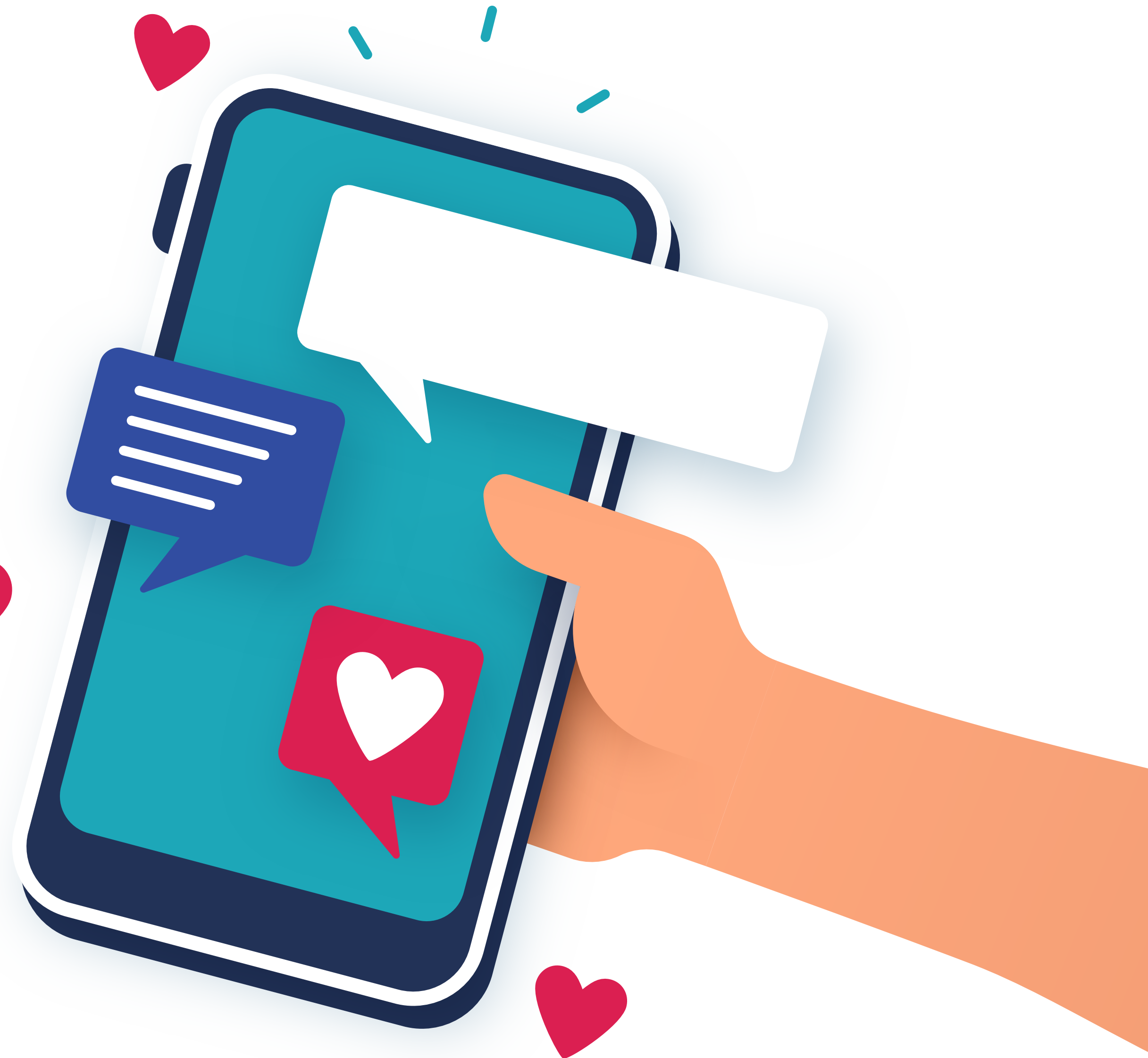
STAKEHOLDERS



WEB ANALYTICS



SOCIAL ANALYTICS





EMAIL ANALYTICS

QUESTIONS



