



Opportunities to Strengthen Connections Between States and Economic Development Districts

November 17, 2021

Enhancing State and Local EDD Engagement to Support COVID-19 Recovery and Resiliency

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A person wearing an orange shirt, dark shorts, and a blue helmet is climbing a large, textured rock face. The person is positioned on the left side of the frame, facing away from the viewer and slightly to the right. The rock is a light brown color with some darker patches. The background is a dramatic sky at sunset or sunrise, with a bright yellow and orange glow near the horizon and a blue sky above. The text "An Opportunity to Meet the Moment" is overlaid in the center-right of the image.

An Opportunity to Meet the Moment

Thanks for Joining the Webinar!

- Questions or comments can be submitted via the questions box on the right side of your screen in drop down menu
- A recording of the webinar will be made available soon at www.nado.org & e-mailed to all registrants
- Please take a moment to complete the post-webinar survey to provide helpful feedback
- Contact Brett Schwartz at bschwartz@nado.org or Bob Isaacson at bisaacson@crec.net with any questions about the webinar or project

Today's Presenters

Bob Isaacson, Senior Vice President
Center for Regional Economic Competitiveness

David Ives, Deputy Director, Performance, Research and National Technical Assistance Division
U.S. Economic Development Administration

Lee Umphrey, Executive Director
Eastern Maine Development Corporation

Heather Johnson, Commissioner
Maine Department of Economic & Community Development

Brett Schwartz, Associate Director
NADO Research Foundation





- Independent nonprofit based in Arlington, VA, that provides strategic economic analysis and manages networks of data and research professionals
- Our technical assistance expertise produces innovative, regional job-creating strategies
- CREC delivers by
 - understanding the economic forces impacting regions and localities
 - assisting local leaders in formulating knowledge-based strategies
 - developing transformational models that support knowledge-driven economic prosperity



CREC maintains a unique position in the marketplace:

- Comprehensive understanding of state dynamics through projects and management of State Economic Development Executives Network

AND

- Numerous projects assisting local economic developers including Economic Development Districts

Findings from past work and recent research:

- Misalignment of state and local economic development strategies and investments is common
 - Plans and activity often not coordinated
 - Often don't build upon respective plans or may even operate at cross purposes

*Improved alignment can boost the
economic recovery and long-term growth*

What?

Why?

How?

EDA wants to
improve the
alignment
between states
and local
economic
development
districts

What?

- A 24-month project funded by EDA for CREC and partners to promote **alignment** across state and regional economic development organizations

Why?

- State and local economic development strategies and investments are often poorly aligned and not very well coordinated
- States tend to operate independently of EDA supported initiatives, including those identified in regional CEDS

How?

- Through applied research, education, and technical assistance, this project will enable state and local leaders to create jobs and achieve economic recovery through better:
 - Coordination of investments
 - Alignment of efforts to grow key industry clusters
 - Leverage common tools

CREC is engaging several national partners and networks to reach key stakeholders...

NADO RF (Economic
Development
District
leaders)



State Economic
Development
Executives (SEDE)
network



AMCC (American
Manufacturing
Communities
Collaborative)



SIDO (state
international
trade
leaders)



...to participate in organizing the applied research, developing and deploying educational materials, and providing technical assistance to states and regions.

Task 1 - Research

Alignment
Matrix

Best Practices
Guide

Guidelines to
integrate int'l
content into
CEDs

Task 2 – Education

Develop
education
content for
key issues

Create peer-
led online
curriculum for
state ED
leaders

Develop
content to
highlight
collaboration
and best
practices

Deliver
webinar on
topics
targeted to
state ED
leaders

Engage state
leaders in
state-EDA
working
group

Task 3 – Tech Assistance

TA via
conferences
or peer
exchanges to
increased
collaboration

Conduct TA
with 6 states
– Policy
Academy

Conduct
outreach and
TA to
incorporate
int'l into CEDS

Convene
bi-annual
meetings of
state leaders
to align with
EDD goals

*Project deliverables and best practices
throughout the nation provide the
foundation for improved alignment and
better economic performance!*

Bob Isaacson
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EDA, Planning and the CEDS

*Opportunities to Strengthen Connections Between
States and Economic Development Districts*

11/17/21

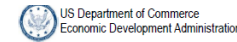
EDA Overview

- EDA provides grant-based investments to units of state and local government and non-profits in communities and regions suffering from economic distress.
- EDA investments are intended to help communities and regions build the capacity for economic development.
- EDA has a traditional suite of grant programs – ranging from upfront strategic planning, through predevelopment activities, to implementation.
- EDA's core funding has been supplemented with dollars to help communities and regions recover from the pandemic. . .including approximately \$4.5 billion in additional funding over the last two years (for the latest supplemental funding information see <https://eda.gov/arpa/>).

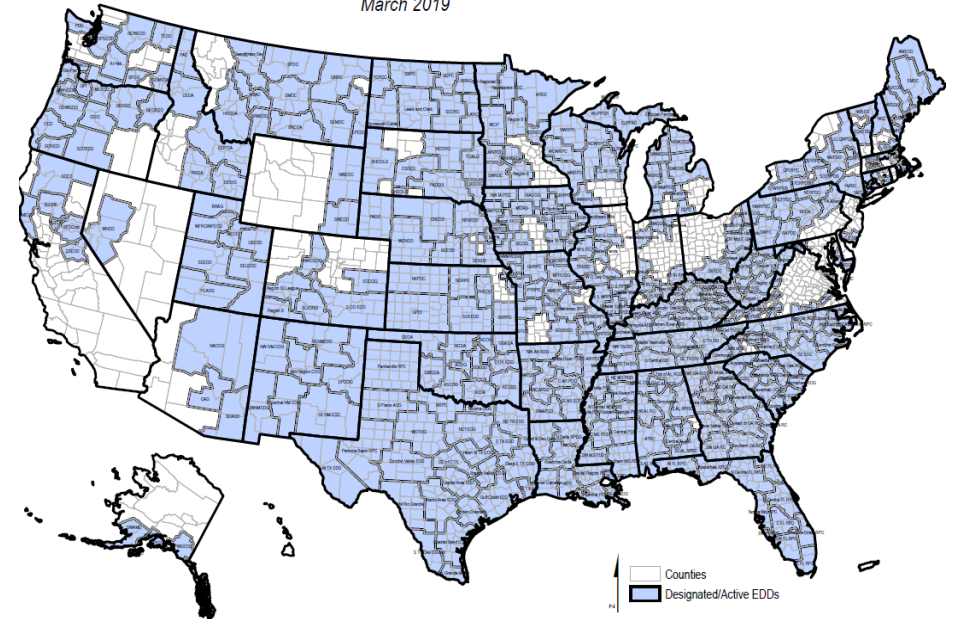


Planning Program and Economic Development Districts (EDDs)

- EDA believes that **good economic development starts with good economic development planning.**
- EDA's **Planning Program** assists local and regional organizations with their short- and long-term economic development planning efforts
 - requires implementation projects to align with an asset-based strategic plan – prevents “one-off” projects
 - other agencies getting on board
- **Economic Development Districts (EDDs)** are EDA-designated (and funded) regional organizations formed to undertake regional economic development planning; responsible for implementing and updating a Comprehensive Economic Development Strategy (CEDS)
 - EDDs are one of EDA's most important and valued partners/stakeholders
 - EDDs also serve as “boots-on-ground”; foster information sharing



Economic Development Districts (EDDs)
March 2019



Comprehensive Economic Development Strategies (CEDS)

- A CEDS is a **strategy-driven plan** for regional economic development, but it's also. . .
- . . .a **collaborative planning process** that incorporates a broad array of perspectives -- it brings together firms, institutions, and local governments to better understand, position and leverage regional assets to enhance economic competitiveness.
- CEDS is the first step in building a region's **economic development capacity**; helps determine what is critical for economic success.
- **Common content areas**: summary background, SWOT analysis, action plan, and evaluation framework – also must include economic resilience (i.e., the ability of a community or region to withstand or quickly recover from major disruptions/shocks to underlying economic base). . .**but very much individualized.**



Key Takeaways

- Economic development is inherently regional. . .primary focus of the EDDs and the CEDS:
 - Communities are interdependent -- often share similar opportunities and challenges
 - Impacts (both positive and negative) cross jurisdictional boundaries
 - Communities can accomplish more when they work together
- Plan alignment is critical – across platforms or between state and regional plans; prevents duplication *and* increases impact
- More information on EDA can be found at <https://www.eda.gov> and more information on EDA's Planning Program and the CEDS can be found at <https://www.eda.gov/ceds>





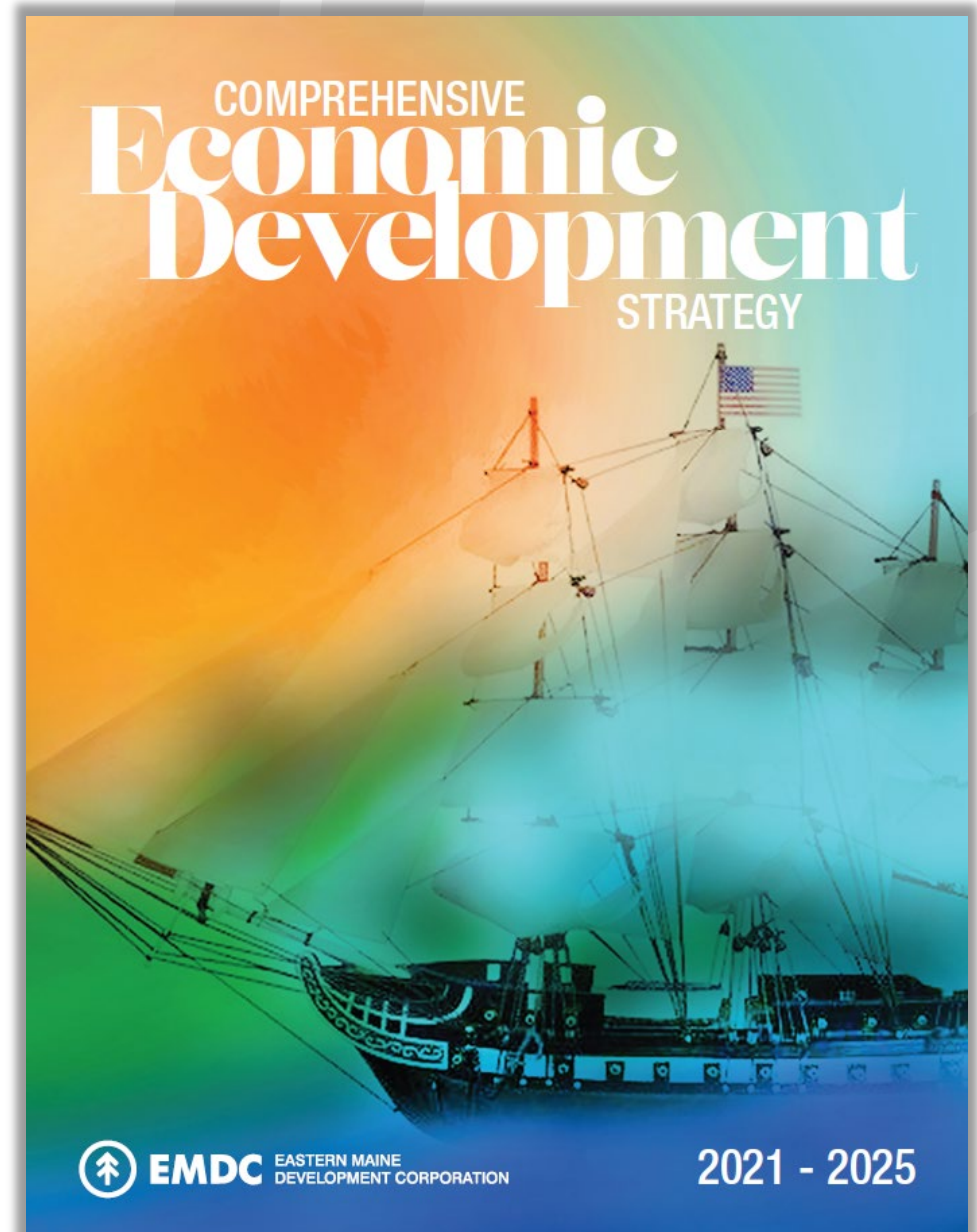
www.CEDSCentral.com

Eastern Maine CEDS: Setting Sail Towards Long- Term Economic Prosperity

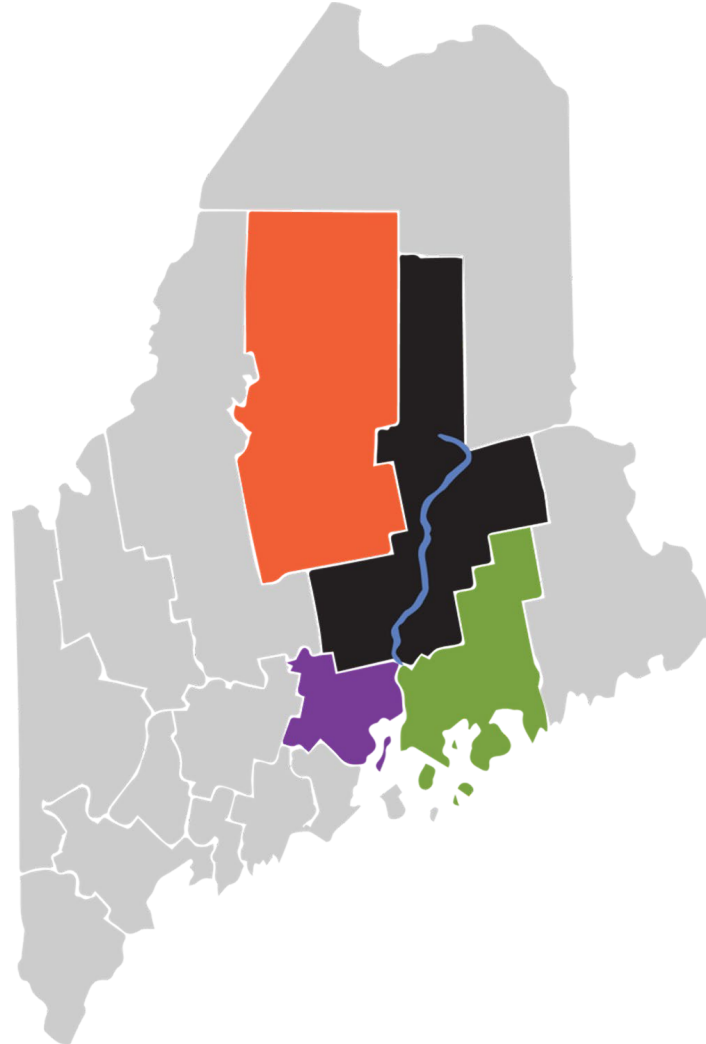
Lee Umphrey, President & CEO



EMDC EASTERN MAINE
DEVELOPMENT CORPORATION



A STRATEGY-DRIVEN PLAN FOR REGIONAL ECONOMIC DEVELOPMENT



Piscataquis

3,961 sq. miles
Population of 16,800
4.2 people/sq. mile

Penobscot

3,397 sq. miles
Population of 152,199
44.8 people/sq. mile

Hancock

1,587 sq. miles
Population of 55,478
35 people/sq. mile

Waldo

730 sq. miles
Population of 39,607
54.3 people/sq. mile

Penobscot River

109 miles long



GROWING RURAL MAINE THROUGH INTEGRATED SERVICES



BUSINESS

Business lending and business services provide financial solutions and advising that support Maine's growing industries



COMMUNITY

Thoughtful planning and careful investment of local and regional assets help you define the future of your community



WORKFORCE

As the statewide leader in workforce development, we provide individualized support to businesses and people



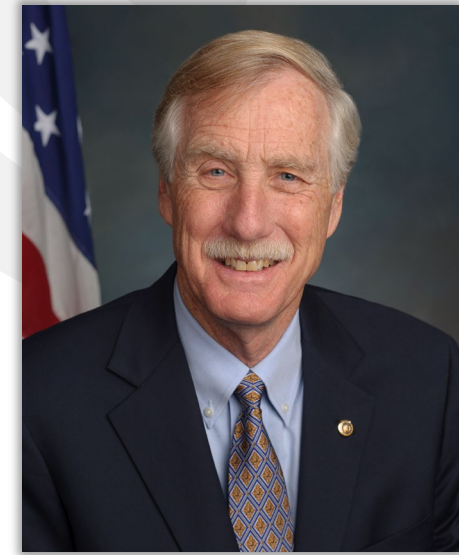
KEYNOTE SPEAKERS



Heather Johnson
Commissioner, Maine Department
of Economic and Community
Development



Hannah Pingree
Director, Governor's Office of Policy
Innovation and the Future
Co-Chair, Maine Climate Council



Angus King
U.S Senator



PUBLIC INVOLVEMENT

- CEDS Committee
 - Municipalities, Business Owners, Counties, State Departments, and Congressional and Federal Entities
- CEDS Task Force
- Personal Interviews
- Business Survey
- Real-Time Poll Everywhere Surveys

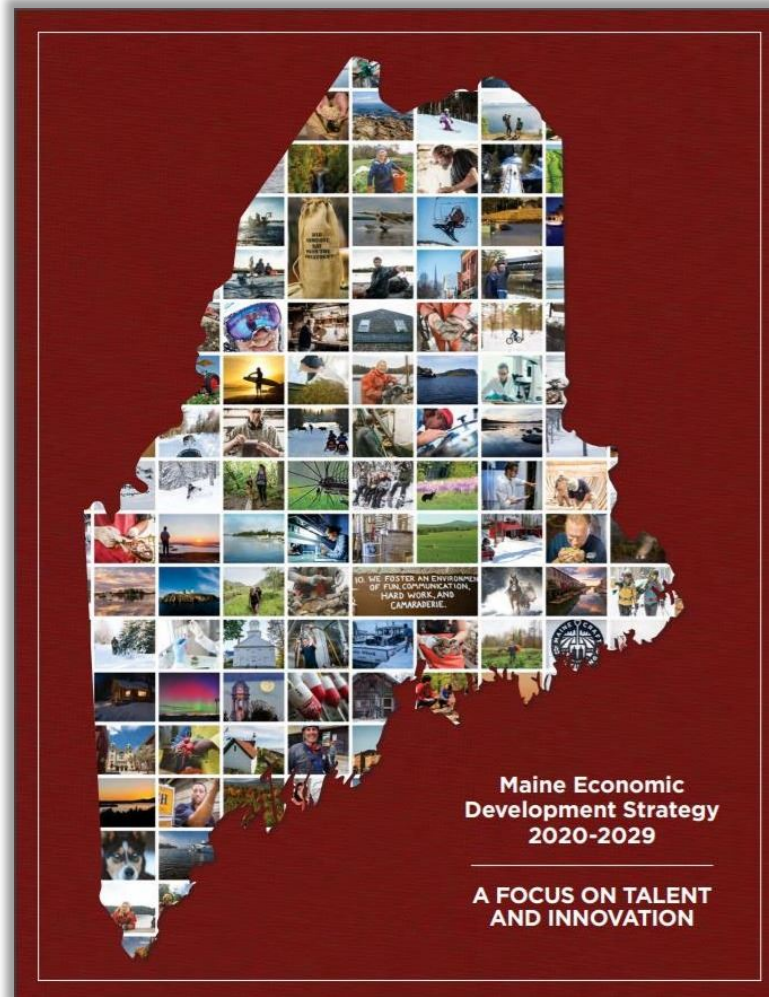
What do you like most about this region?



Weighted survey responses to a poll at a CEDS Committee meeting on March 11, 2021.



ALIGNMENT WITH STATE & REGIONAL PLANS



AMPLIFY ARTISTS' VOICES IN THE CREATIVE ECONOMY

“Where I Come From.”

By Patty Griffin, Grammy Award-winning Singer-Songwriter from Old Town, Maine

Written by Patty Griffin; Performed by Patty Griffin; Courtesy of PGM Recordings, Thirty Tigers; 2019.

Where I come from
is a land of many islands
Two rivers run
To the east and to the west
I wanted to run far away as I could as fast as I could get
But no matter where I've been I can't escape
who I am
Or forget
Where I come from
Paint is peeling all the time
The winter's long
Gets into your boots
The rivers run high and wild
High and wild in the springtime
The tourists come through our fading little town When the sun shines
The veterans
The veterans of all the past wars
Sit outside on a Sunday afternoon
The mills closed down long ago and so We're way past unemployment
Like a bad joke somebody told on our town
For their enjoyment
September sun
Colors boldly flying
In pretty reds, orange, gold and brown Most beautiful
As the light is dying
Most beautiful
As the day goes down



Planner Anna Stockman and CEO Lee Umphrey with “A Year in Maine”, Acrylic by 2021 “Best of Show” Winner Samantha Bullard. The painting depicts 2019 daily temperature changes in Bangor, Maine.



RESILIENCY

Equity

Climate Adaptation

Economic Opportunity Response Teams

Mill Site Redevelopment

Opportunity Zones



TURNING IDEAS INTO ACTIONS

- Broadband
- Transportation
- Climate Resilience
- Business
- Workforce & Education



THANK YOU

To access the CEDS, visit emdc.org





Department of Economic
& Community Development

Heather Johnson

Commissioner

Maine Department of Economic & Community Development

Augusta, ME

Questions and Conversation