EDA and EDDs:
Partners in Regional Economic Development

March 13, 2023
NADO Washington Conference

EDD CoP

Economic Development District
Community of Practice

More info at: www.nado.org/EDDCoP

"Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next."

Arundhati Roy
Author

A good time to reflect on where we've been and where we are going...

Today's Panel

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

Nancy Gilbert, Economic Development Integrator
U.S. Economic Development Administration, Washington, DC

Bonnie Prigge, Executive Director
Meramec Regional Planning Commission, St. James, MO

Michelle Jordan, Executive Director
Top of Alabama Regional Council of Governments, Huntsville, AL

Brett Schwartz, Associate Director
NADO Research Foundation, San Diego, CA (moderator)

EDA and EDDs: Partners in Strengthening Regional Economic Development

"State of the EDDs"

NADO/DDAA 2023 Washington Conference

03/13/23

Importance of EDDs

EDDs are critical to EDA. . . .and vital to regional economic development capacity building:
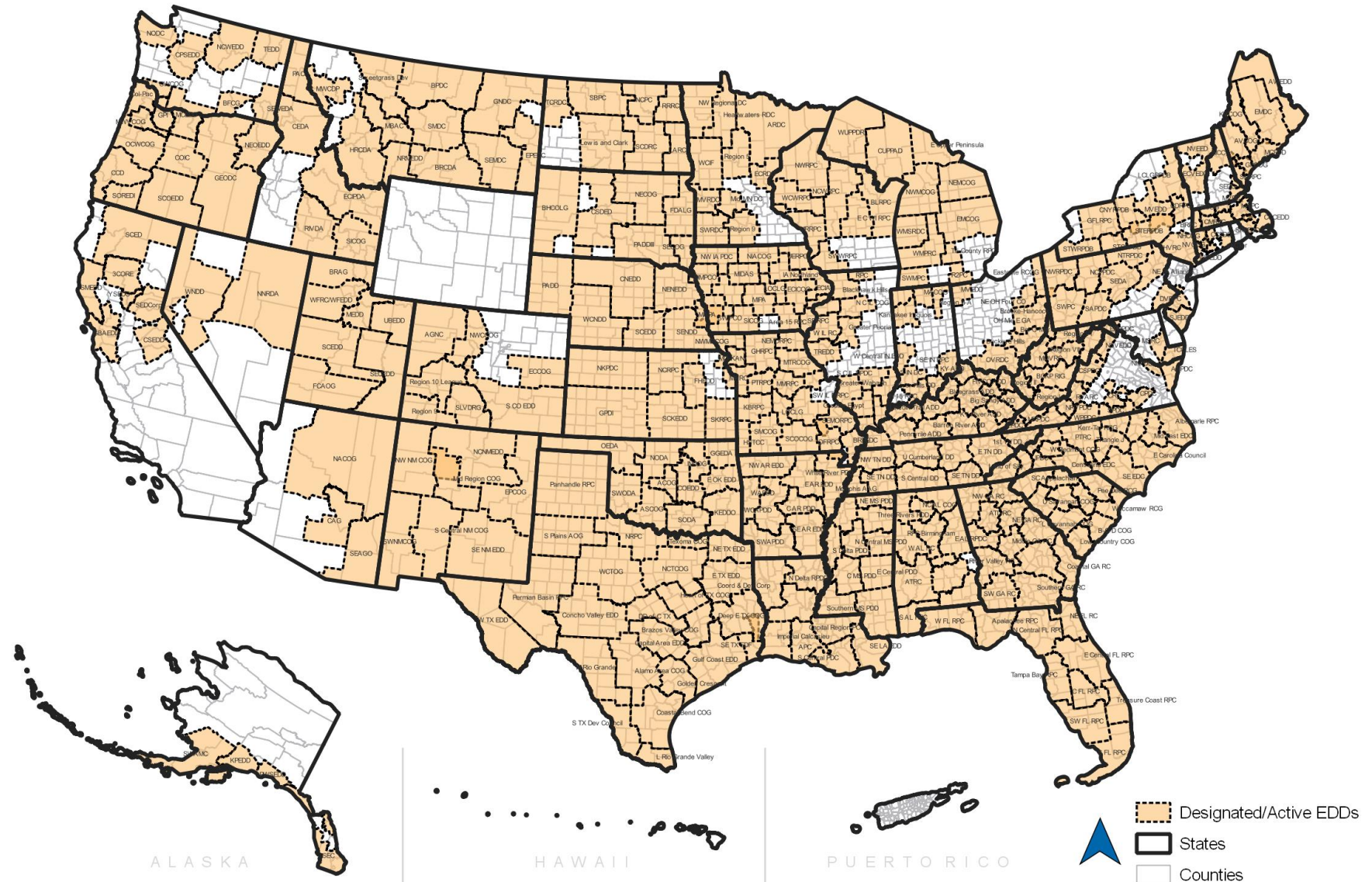
- "Institutional Partnerships" (program design, grantmaking, implementation, information-sharing/convening, etc.)
- Planning for public sector capacity building
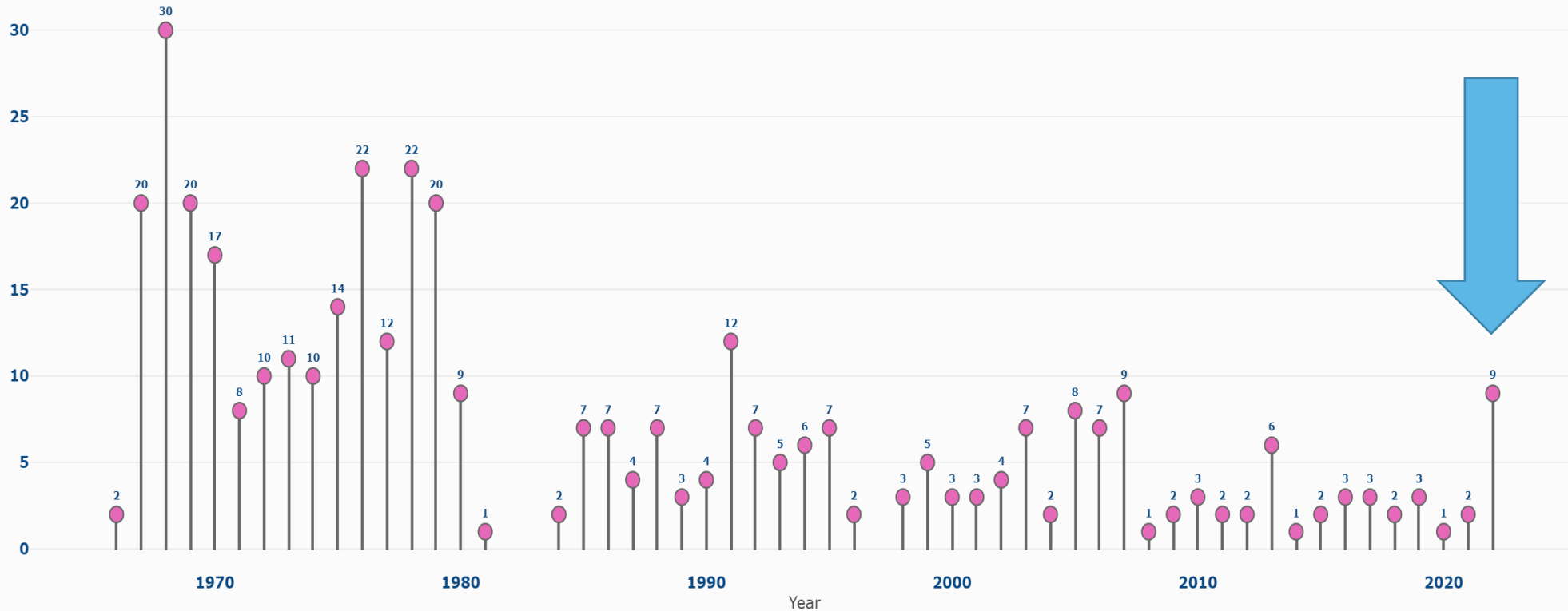
Growth/Expansion of EDDs

By the Numbers:

- **400**
  designated/active EDDs

- **6**
  cross-state EDDs

- **85%**
  of counties covered by an EDD

ALASKA   HAWAII   PUERTO RICO

Designated/Active EDDs
States
Counties

Growth/Expansion of EDDs (contd.)

By the Numbers:

- **12** (approx.) "regions" in the EDD designation pipeline in 2023

Value of Being an EDD

1. The EDD receives annual funding from EDA to support development/implementation of the CEDS. This helps to **establish a long-term partnership with EDA** (i.e., preventing a "one-and-done" funding exercise).

2. If an EDA implementation project is within an EDD, the project may be located in part of the EDD that does not meet one of the distress criteria, so long as the project provides "substantial direct benefit" to a different geographic area of the EDD that does meet one of the distress criteria.

3. The EDD has the privilege of administering implementation projects for low-capacity eligible entities within the EDD on a generally non-competitive basis.

4. Areas designated as an EDD were more likely to recover more quickly from the pandemic than areas that did not have this designation. (Argonne National Laboratory, *initial* Effective Framework Analysis, 2022)

5. There are higher levels of EDA investment inside of EDD areas per capita than areas outside of EDDs. Between 2010 and 2019, more than 78 percent of EDA grants and 73 percent of total project investment went to areas covered by an EDD, while only 52 percent of the population live in areas with an EDD. **Per capita, the number of EDA grants and amount of total project cost invested in EDD areas is more than three times the number of grants and investments outside of EDD areas.** (Urban Institute, *upcoming* EDA Geography Brief, 2023)

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Upcoming for the EDDs

1. EDD Community of Practice (CoP)

2. Budget update: *consistency and conversions*

3. New tools/resources:

    - **National Economic Resilience Data Explorer (NERDE)** (https://www.anl.gov/national-economic-resilience-data-explorer-nerde)

    - **Economic Development Capacity Index (EDCI)** (https://www.anl.gov/dis/economic-development-capacity-index)

CEDS Content Guidelines Updates

- New/updated sections of the CEDS Content Guidelines:
  - **Equity**
  - **Climate Resilience**
  - **Workforce Development**
  - **Broadband**

- Goal = more economic development implementation projects focused on bolstering these key areas

- As usual: heavy on "recommended resources". . .and no "one-size-fits-all" approach

- Planned release = very soon

Contact

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Window of Opportunity

New resources to help communities achieve new levels of regional competitiveness innovation, resilience and economic inclusion.

- EDA's FY23 Appropriation - $1.6B, includes:
  - $500 M for **Tech Hubs**
  - $200 M for **Recompete Pilot**
  - $500M for **Disaster Recovery and Resilience**
  - Flexible suite of core programs with rolling applications

- CARES and ARPA Recovery Funding
- Bipartisan Infrastructure Law (BIL/IIJA) Programs
- Inflation Reduction Act (IRA) Programs
- CHIPS and Science Act Programs

Equity, Resilience, Quality Jobs, Strong Partnerships

Engaging with EDA and Federal Partners

- CEDS process is a crucial forum for scanning, prioritizing and coordinating a strategic, regional approach for the integrated use of myriad local, state and federal funds.

☑ **Did you know?** Under its **Strategic Economic and Community Development Program**, USDA provides priority access to set aside funds in several of its rural development programs for projects that are aligned to a regional CEDS. Ask your local USDA RD Office about it!

- Volume and complexity of federal support for economic development can be difficult to navigate.
  - New funding and programs from an array of agencies
  - Eligibility, timing, procedures vary
  - Capacity required to assess, compete, implement

- EDDs are convenors, curators, connectors, networkers, facilitators and implementors.
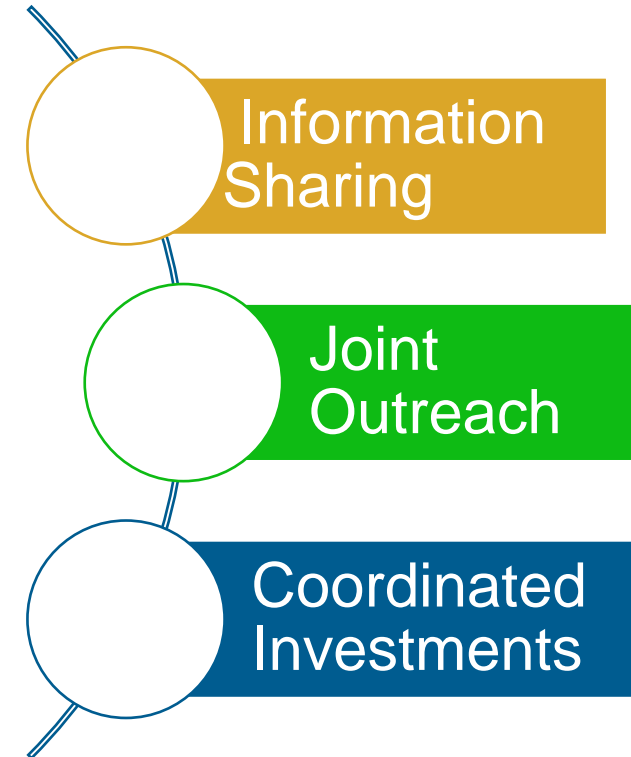
But you don't have to go it alone!

E·D·A
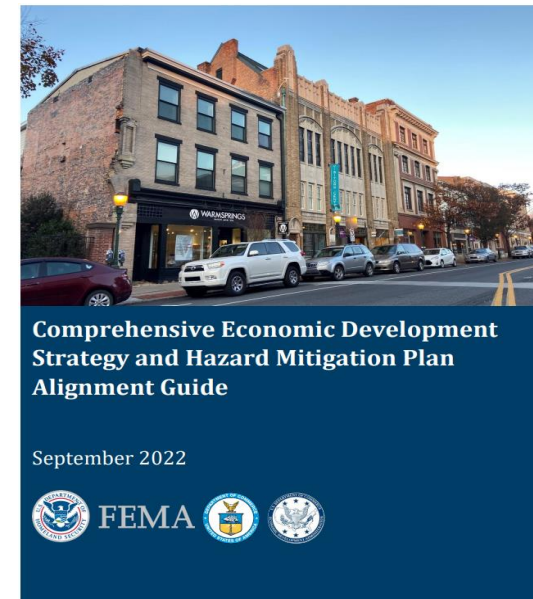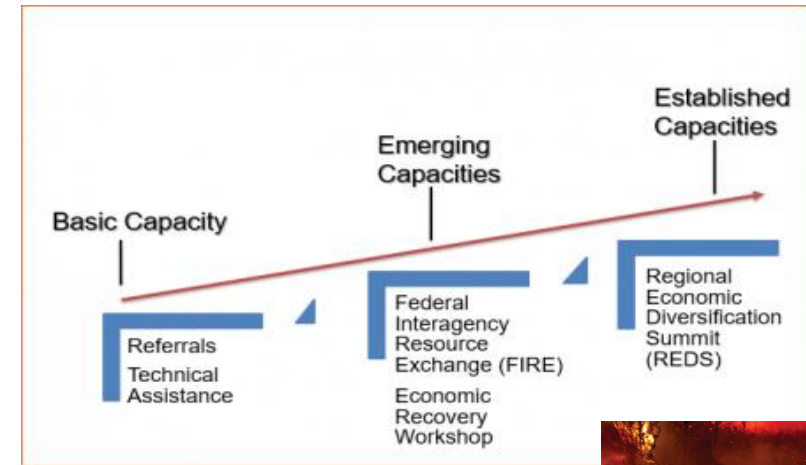U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

EDA Can Help Connect You!

- **Economic Development Representatives**
  Provide technical guidance on EDA programs, start to finish
  - Program Experts
  - Close to the community
  - Project pitch person
  - Find your EDR contact at https://eda.gov/contact/

- **Economic Development Integrators**
  - Network of interagency partners
  - Collaborate on interagency initiatives
  - Strategic referrals and convening capacity
  - Disaster recovery support
  - Contact EDI HQ at: EDI@eda.gov

- **Native American and Tribal Engagement Coordinator**
- **Communities of Practice**
  - Peer learning and support to scale promising practices
- **Economic Recovery Corps**
  - Closing the gap between planning and implementation
- **Equity Investment Initiative**
  - Strengthening collaboration between EDOs and CBOs

Information Sharing

Joint Outreach

Coordinated Investments

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Economic Development Integration

Standing capacity within EDA for Interagency Collaboration, Knowledge Exchange and Resource Coordination to extend the reach and impact of our investments.

- Active Network of Federal Partners

- HQ and Regional Technical Assistance

  ➢ Strategic convening and program referrals
  ➢ Leading interagency coordination for disaster recovery

- Resources for EDA Stakeholders

  ➢ <u>Matrix of Federal Economic Development Programs</u>
  ➢ <u>Current Federal Funding Opportunities</u> at other agencies
  ➢ Guides to help align plans and stack complementary resources, including:
    - <u>EDA and USDA Rural Development Programs</u>
    - <u>CEDS and Hazard Mitigation Planning</u>

Contact us: ***EDI@eda.gov***

Comprehensive Economic Development Strategy and Hazard Mitigation Plan Alignment Guide

September 2022

FEMA

Leading Economic Recovery Efforts in Disaster-Impacted Communities

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www.eda.gov

Additional resources to help communities find, prepare for and optimize federal programs and assistance include:

- **Infrastructure and Workforce**
  - Internet for All broadband resources and programs listing
  - State and Local Broadband Leaders Network (NTIA)
  - Federal Workforce Development Programs playbook
  - Build America Bureau and online Navigator (DOT)
  - Build.gov listing of infrastructure opportunities across agencies.

- **Equity and Inclusion**
  - HUD Thriving Communities Technical Assistance
  - DOE Community Benefits Plans and CBA Toolkit
  - DOC-DOL Job Quality Toolkit

- **Climate Resilience & Clean Energy**
  - Interagency Working Group on Energy Communities TA Directory and Rapid Response Teams
  - EPA Environmental Justice Thriving Communities TA Centers

- **Rural Prosperity**
  - Rural Playbook summary of recently funded federal programs.
  - Rural Prosperity Network Community Liaisons
  - ARC READY Appalachia Technical Assistance
  - USDA RD Innovation Center resource guides and networks

- **Innovation and Business Development**
  - MBDA Business Centers
  - Manufacturing Extension Partnership (MEP) Network
  - Manufacturing USA Institutes
  - SBA Small Business Development Centers (SBDCs)

USDA Rural Development — U.S. DEPARTMENT OF AGRICULTURE

E·D·A — U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Stronger Together

Federal funding and planning strategies designed to promote sustainable economic development in rural America

Presented by:
U.S. Department of Agriculture: Rural Development
U.S. Department of Commerce: Economic Development Administration

Use this Stronger Together guide when consulting with EDA or USDA staff, to explore ways to stack complementary programs for rural development.

Networks: Leveraging the power of networks to accelerate economic development and reach the communities that need it the most.

- EDA's growing Communities of Practice (CoPs), Economic Recovery Corps, and Equity Impact Investments initiatives bolster the capacity of economic development organizations from all angles.

PEER-TO-PEER LEARNING
Our **Communities of Practice** partners facilitate peer learning and connections among economic developers confronting similar challenges across different places. Each community captures, organizes, and scales promising practices at a national level.

ON THE GROUND SUPPORT
The new **Economic Recovery Corps** will promote national connectivity by placing over 65 Fellows within local economic development organizations. The **Equity Impact Investments** program will build capacity in over 120 community development organizations supporting underserved populations.

KNOWLEDGE & INSIGHTS
All EDA Networks programs and efforts will capture information and data real-time at a local level to scale future-focused and equitable economic development practices across the industry.

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Communities of Practice span a range of issues, regions, and stakeholders

Participants benefit from **peer learning and mentorship, issue-specific trainings, targeted one-on-one coaching and technical assistance.**

Through these communities, EDA ensures that grantees and other stakeholders will **learn about, share, and implement best practices** to help strengthen their regional economies.

 Building Better Regions (BBBRC Finalists)

 Building Resilient Economies in Coal Communities

 Economic Development Districts (EDDs)

 Good Jobs Challenge (GJC Awardees)

 Indigenous Communities

 Manufacturing Communities

 Revolving Loan Funds (RLF)

 Technology-Based Economic Development (T-BED)

Questions? Networks@eda.gov

www.eda.gov/strategic-initiatives/communities-of-practice

EDD Community of Practice

Led by the National Association of Development Organizations Research Foundation (NADO RF), in partnership with *National Association of Regional Councils (NARC), First Nations Development Institute, and the University Economic Development Association (UEDA)*

- Creates new pathways for Regional Planning Organizations, especially EDA's 400+ Economic Development Districts (EDDs), to **build relationships**, and explore and adopt new practices for advancing local and regional economic development strategies.

- Promotes **innovative** idea exchange and peer-to-peer learning, plus one-on-one TA for participating EDDs.

- Builds off previous CEDS training to focus on **resilient** and **inclusive** economic development strategies that bolster underserved communities. Includes new research into **emerging needs and trends** surfacing across districts.

Learn more: https://www.nado.org/eddcop/

Contact

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Please visit these pages at EDA.gov to learn more about:

- Economic Development Integration (EDI)
- Disaster Recovery Support (ERSF)
- Communities of Practice (CoPs)
- Economic Recovery Corps (ERC)
- Equity Impact Investments (EII)
- EDA Funding
- EDA Contacts

Thank You!

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Executive Director Reflections

1) What are the "key ingredients" for a successful EDD-EDA partnership?

2) Share the story of one EDA-funded project you are particularly proud of for its impact on your region.

3) Give one piece of advice for 1) EDA staff and 2) EDD staff for how to best position EDDs for success in the future.

Bonnie Prigge
Executive Director
Meramec Regional Planning Commission (MO)

**What are the "key ingredients"
for a successful EDD-EDA partnership?**

1. COMMUNICATION

2. COMMUNICATION

3. COMMUNICATION

MRPC

MRPC SUCCESS!
State Technical College of Missouri Utility Center

50,000 SF building   State Tech Campus: Linn, MO
Total Project: $5.017 M. +   EDA Grant: $2M
Completed in time for Spring Semester 2022 (Jan. 2022)

MRPC provided grant writing and grant administration

• Goal: To provide more trained Utility Technicians for power, broadband, gas, water and wastewater sectors to meet growing demand of utilities industries.
• One graduating class trained so far: 100 students—100% placement; 210 students now in training + additional 100 heavy equipment operators.
• 40 employers hiring students trained through Utility Center
• Spurred another $12M in investment

https://www.youtube.com/watch?v=kY24dIsnUNU

MRPC
WORDS OF WISDOM
COMMUNICATION

FOR EDA STAFF:

• Communicate…even when there is nothing new
• Get to know your EDDS and visit with them
• Don't say 'NO!'

FOR EDD STAFF:

• Communicate
• Get to know your EDA staff, especially your EDR
• Know your fellow directors and seek their guidance
• Learn and understand EDA programs …Ask Questions
• Work your CEDS
• Know your local leaders….Be involved….Be their GO-TO!

Michelle Jordan
Executive Director
Top of Alabama Regional Council of Governments

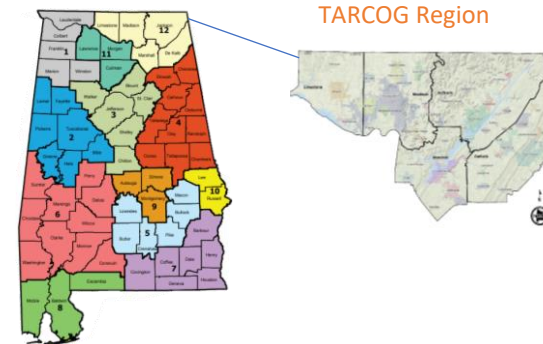**EDA and EDDs: Partners in Strengthening Regional Economic Development**

NADO/DDAA Washington Policy Conference

tarcog.us

3/13/2023

A Little About the TARCOG Region

- The TARCOG Region is home to 47 municipalities located in five counties (DeKalb, Jackson, Limestone, Madison and Marshall) in Northeast Alabama, and is home to more than 713,000 Alabamians

- TARCOG's largest city, and the largest city in Alabama, is Huntsville, Alabama - one of the most dynamic metropolitan areas in the country. In 2022, *U.S. News & World Report* named Huntsville the **#1 Best Place to Live**. *Forbes* has named Huntsville **one of the Top 20 Leading Metros for Business** and *Kiplinger's Personal Finance* has named Huntsville **one of the country's Top 10 Cities for Raising Families**

- The TARCOG Region is home to:
  - The highest percentage of Engineers in the Southeast
  - Redstone Arsenal
  - NASA's Marshall Space Flight Center
  - Army Material Command
  - Federal Bureau of Investigations (FBI)
  - Missile Defense Command
  - The FUTURE home of Space Command

Alabama Association of Regional Councils

TARCOG Region

- Three Four-Year Colleges (Alabama A&M University, Oakwood University and UAH), and Four Community Colleges
- More State Parks than any other Region in Alabama

Key Ingredients for a Successful EDD-EDA Partnership

- EDA's *Availability*, *Flexibility*, and *Openness* to our EDD staff has been our Key Ingredient in dreaming big in our Region

- *Access* to EDA Staff has allowed us to structure programs that meet both EDA's requirements and the needs of our Region

- EDA not only wants to help EDDs develop meaningful projects that will have lasting impacts in our Regions, they want to *make resources available* for these projects

- EDA Staff possesses a *diversity of experiences and expertise* that is a direct benefit to EDD staff – this is extremely important when developing innovate projects

Mazda Toyota Manufacturing Grade Separation Grant

- EDA Provided $4.1 Million Dollars in funding for a grade separation project related to the construction of a $2.3 Billion joint venture project in Huntsville, Alabama in 2019
  - MTM is the first of its kind of joint venture between Mazda and Toyota automakers
  - MTM will employ 4,000 direct employees, and create up to 10,000 more Original Equipment Manufacturer (OEM) jobs throughout the Region
  - TARCOG Economic Development and Planning staff wrote the grant secured the funding needed for this needed infrastructure project
  - As a result of this successful project, TARCOG is seen as a relevant and resourceful economic development partner throughout our Region and the State of Alabama
  - We, and all of the other AARC COGs, are seen as problem solvers as a result of this, and many other EDA funded programs throughout Alabama

EDA Staff and EDD Staff Advice...

- **EDA Staff Advice – More Training for EDDs**
  - As EDD staff transitions throughout the country, there is a GREAT opportunity for EDA staff to train and prepare the next generation of Regional Planners and Economic Development professionals working in councils of governments/regional planning agencies. This new generation of professional's desires technical assistance/training and best practice examples from across the country from EDA staff!

- **EDD Staff Advice – Take Advantage of EDA Webinars**
  - One of the few silver linings from the pandemic has been our ability to connect and learn in virtual settings. NADO has taken advantage of technology and has offered incredible webinars for our EDD staff. One example of this programming is the "*Communities of Practice*" webinar series, which was funded by EDA. These kinds of webinars allows staff that might not be able to travel to still benefit from quality training. We have a national organization and federal partner that are willing to think outside of the box – EDD staff has to be committed to taking advantage of every opportunity that they provide to learn and grow professionally.

Flywheel Strategic

Your Reflections

What are the ==“key ingredients”== for a successful EDD-EDA partnership?

==Share the story== of one EDA-funded project you are particularly proud of for its impact on your region.

Give ==one piece of advice== for 1) EDA staff and 2) EDD staff for how to best position EDDs for success in the future.