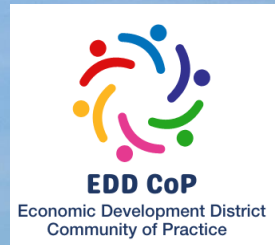


The State of the EDDs & CEDS Content Guidelines Updates

June 2023





EDD CoP

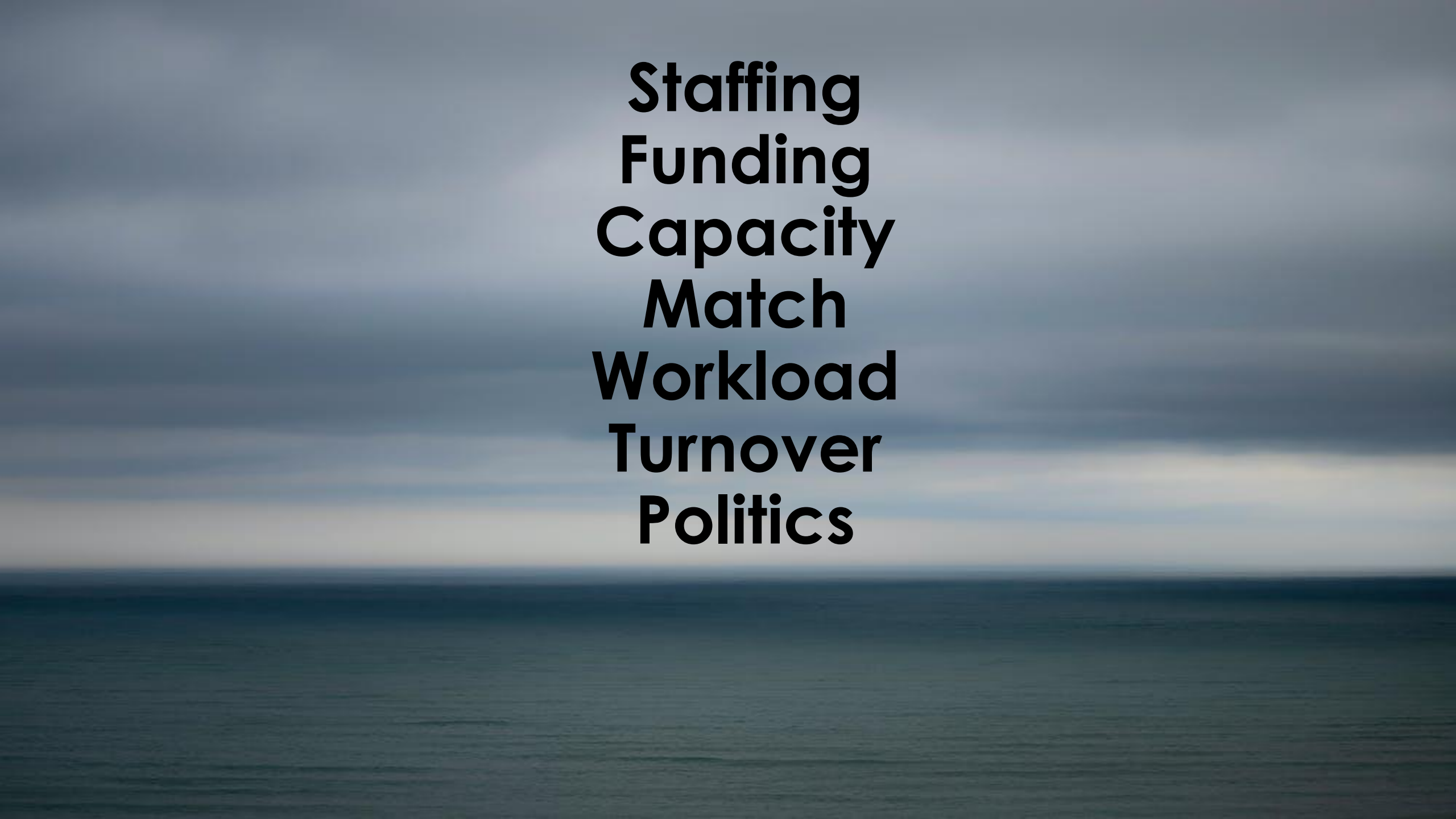
Economic Development District
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new solutions
creative equitable flexible focused effective
growing efficient
business
collaborators
regionalism resource progressive trusted relevant reliable communities
innovation responsive learning relevant service dynamic
adapative innovative helpful rural economic assistance
convener
committed engaged proactive small regional
conveners collaborator planning development resilient diverse
supportive professional dedicated facilitator experienced forward
coordination resources strategic cooperative partner
knowledgeable partnerships collaborative dependabile
multi-faceted forward-thinking



**Staffing
Funding
Capacity
Match
Workload
Turnover
Politics**



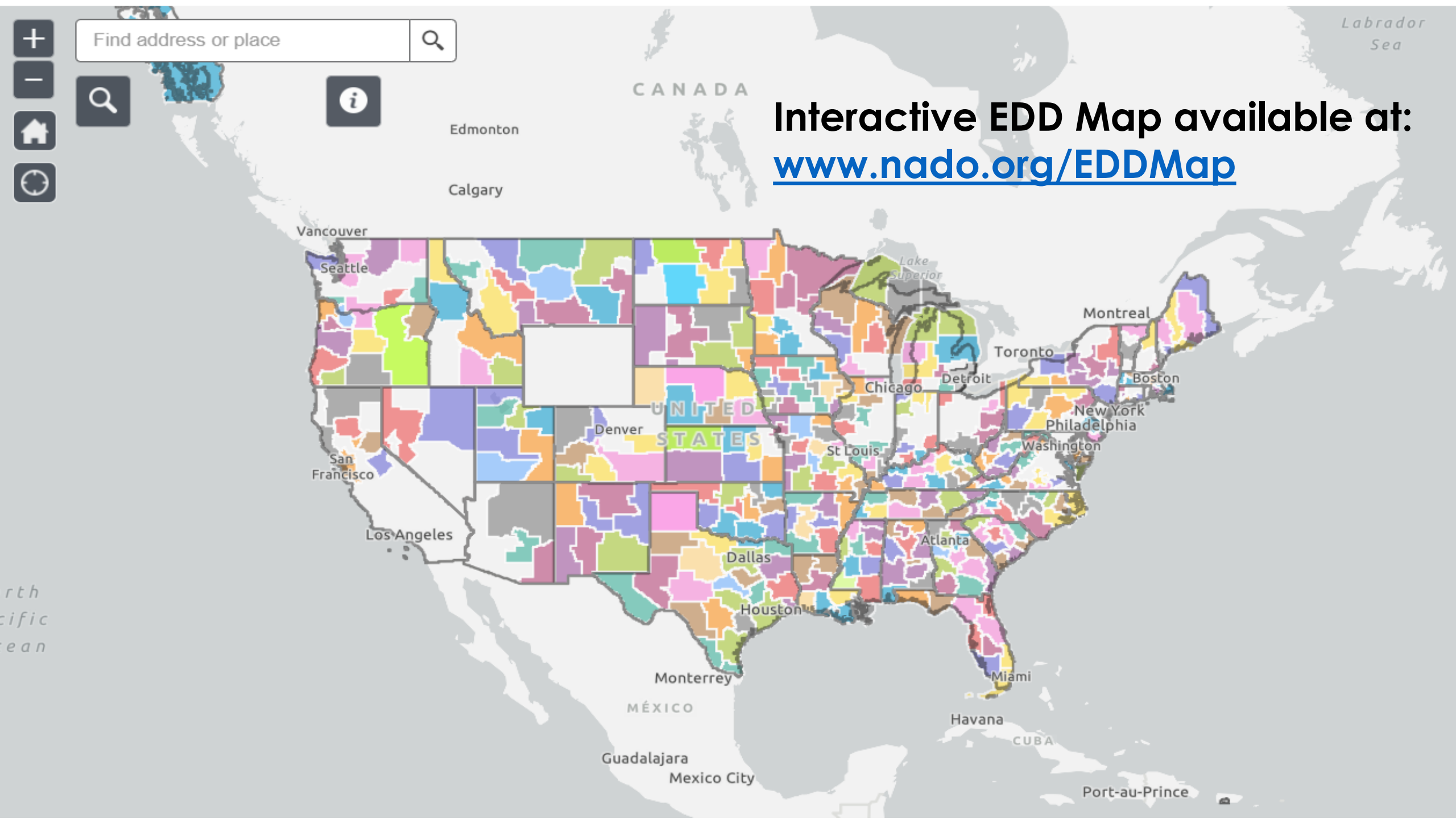
EDD CoP
Economic Development District
Community of Practice

EDDs in Action

Case Studies Series



<https://www.nado.org/edds-in-action/>



Find address or place



Interactive EDD Map available at:
www.nado.org/EDDMap



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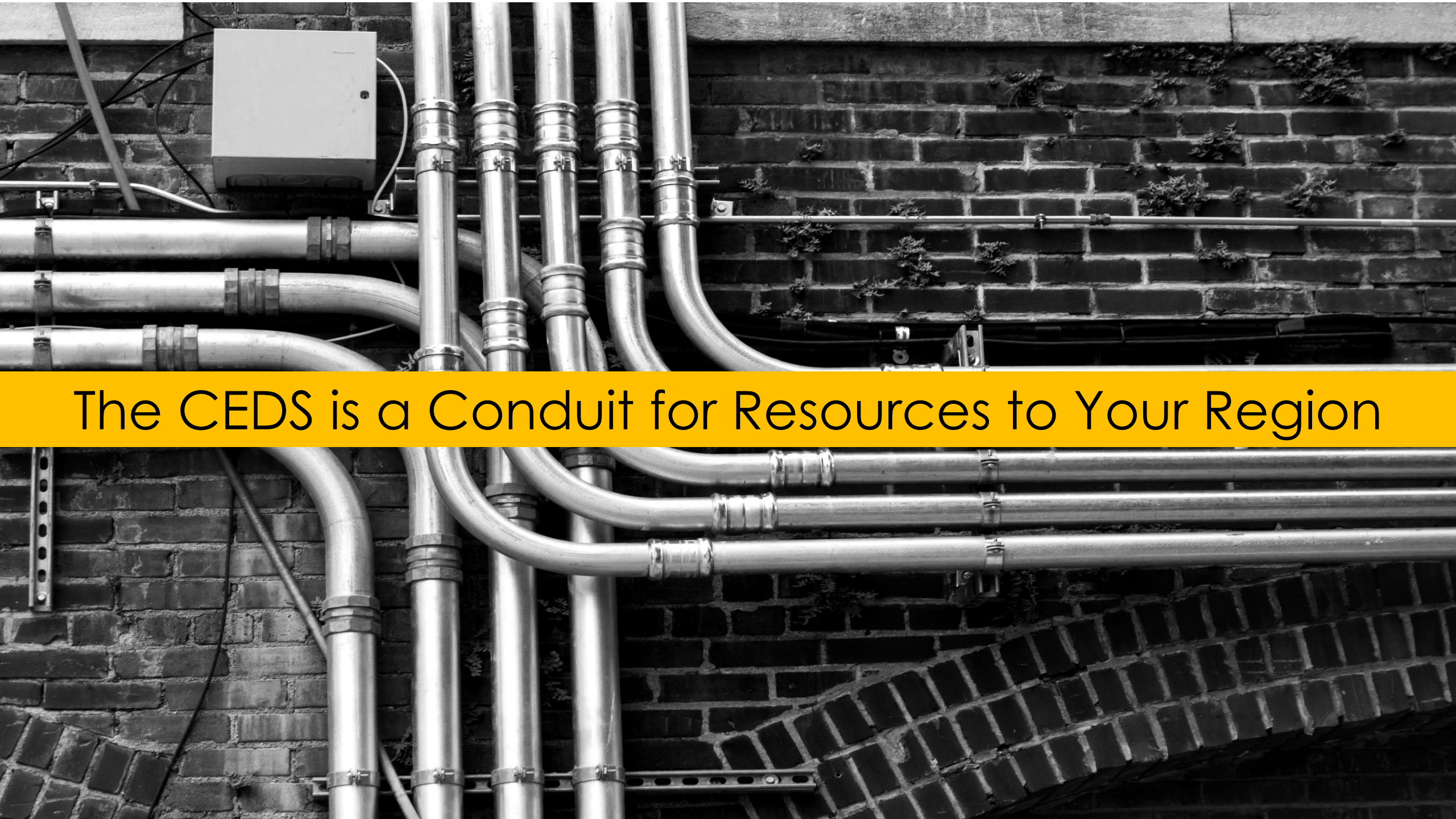
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The CEDS is Your Regional Road Map for Economic Development



The CEDS is a Conduit for Resources to Your Region



Stronger CEDS, Stronger Regions

CEDS Resource & Training Archive

www.CEDSCentral.com



Taking the CEDS to the Next Level

www.cedscentral.com/best-practices.html

Brett Schwartz

Associate Director
NADO Research Foundation
bschwartz@nado.org



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



David R. Ives, AICP

*Deputy Director, Performance, Research and National
Technical Assistance Division (PRNTAD)*
Economic Development Administration
US Department of Commerce





State of the EDDs/Latest Updates to the CEDS Content Guidelines

06/08/23

Importance of EDDs

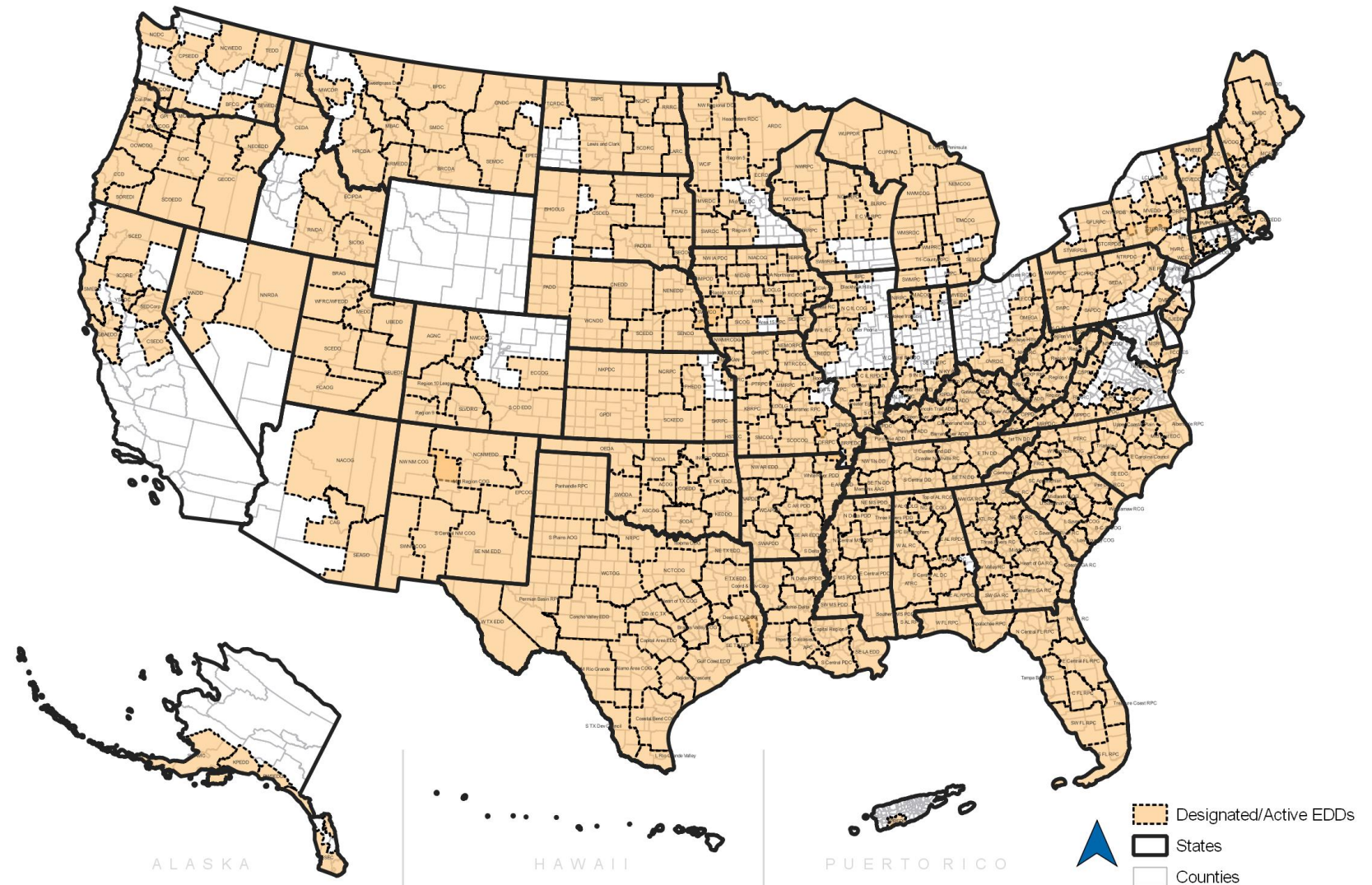
- Economic Development Districts (EDDs) are EDA-designated (and funded) organizations formed to undertake regional economic development planning
- EDDs are critical to EDA. . .and vital to regional economic development capacity building:
 - “Institutional Partnerships” (program design, grantmaking, implementation, information-sharing/convening, etc.)
 - EDDs help local community organizations apply for and administer EDA grant funding
 - Planning for building public sector capacities



Growth/Expansion of EDDs

By the Numbers:

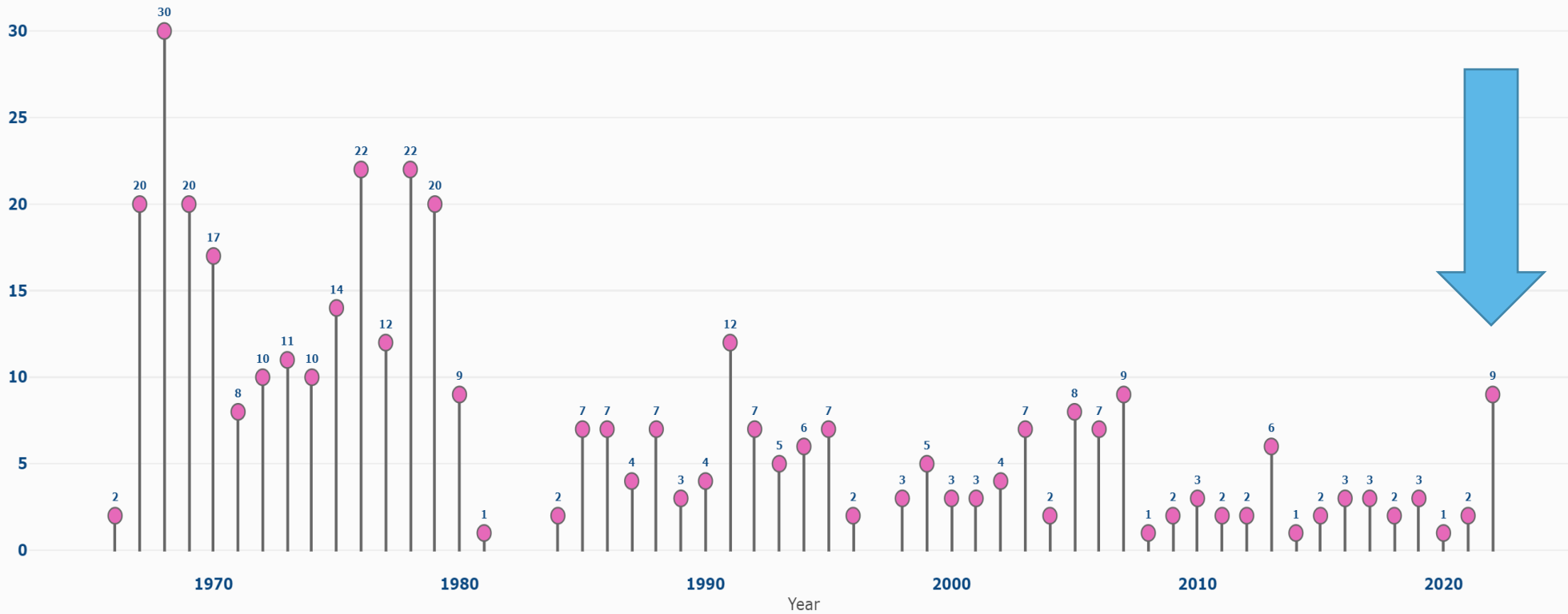
- **402**
designated/active EDDs
- **6**
cross-state EDDs
- **85%**
of counties covered by
an EDD



Growth/Expansion of EDDs (contd.)

EDD Designation by Year

● Economic Development Districts



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)



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

US Economic Development Administration - 030916

Comprehensive Economic Development Strategy (CEDS) Content Guidelines:

Recommendations for Creating an Impactful CEDS

Contents

1. Overview	2
2. Content.....	4
A. Summary Background: A summary background of the economic development conditions of the region	4
B. SWOT Analysis: An in-depth analysis of regional strengths, weaknesses, opportunities and threats	6
C. Strategic Direction/Action Plan: Strategic direction and an action plan (flowing from the SWOT analysis), which should be consistent with other relevant state/regional/local plans.	11
• Strategic Direction: Vision Statement and Goals/Objectives	11
• Action Plan: Implementation	12
D. Evaluation Framework: Performance measures used to evaluate the organization's implementation of the CEDS and its impact on the regional economy.	14
E. Economic Resilience:.....	15
• Planning for and Implementing Resilience	17
• Establishing Information Networks	18
• Pre-Disaster Recovery Planning.....	20
• Measuring Resilience	21
3. Format.....	22
4. Preparation.....	23
5. Equivalent/Alternative Plans.....	25

- Intended to help regional planning organizations craft more impactful CEDS
- Provides guidance on the required sections of the CEDS
 - Summary Background
 - SWOT
 - Strategic Direction/Action Plan
 - Evaluation Framework
 - Economic Resilience
- Focused on best practices, case studies, and links
- Collection of suggestions and recommendations. . .*not* a list of additional requirements

<https://www.eda.gov/CEDS>



CEDS Content Guidelines Updates

- New/updated sections of the CEDS Content Guidelines; published on 04/25/23:
 - **Equity**
 - **Climate Resilience**
 - **Workforce Development**
- 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
- Other changes: updated language on broadband and environmental sustainability; removed section on Opportunity Zones



CEDS Content Guidelines Updates (cont.)

Equity

- Top priority; focused on the concepts of equity and inclusion informing content throughout the CEDS
 - ✓ Structured along the required sections of the CEDS
- Developed in partnership with the New Growth Innovation Network (NGIN)
- Initial findings of the effort informed the Equity section – NGIN’s Inclusive Recovery Guide (toolkit/complete guide/full set of recommendations) is now available at <https://iritoolkit.squarespace.com/>
 - ✓ Covers equity in the CEDS from both a process and document perspective
 - ✓ Includes over 100 inclusive recovery ideas drawn from more than 35 EDDs
- Strategy/implementation: six program areas with equity implications: small business support; inclusive clusters; equitable infrastructure; ecosystem barriers; equitable workforce development; equitable community engagement



CEDS Content Guidelines Updates (cont.)

Climate Resilience

- Part of the broader focus on resilience
- Fits well with the asset-focused, regional nature of the CEDS
- Involves assessing how climate change will create new or increased risks . . .and taking steps to better cope with these risks
- Recommended approach:
 - 1) assessing risks and vulnerabilities** - (NOAA State Climate Summaries - <https://statesummaries.ncics.org/>; NRDC Community Climate Vulnerability Assessment <https://www.nrdc.org/sites/default/files/guide-community-climate-vulnerability-assessments-report.pdf>)
 - 2) prioritizing identified actions**
 - 3) investigating options to implement**
- Roughly two dozen resources provided in “Recommended Resources” to help with assessing risks, prioritizing actions, and finding sources of funding to implement



CEDS Content Guidelines Updates (cont.)

Workforce Development

- Expanded into its own section; strong workforce and economic development linkages
- New section focuses on:
 - ✓ Key Principles
 - ✓ Sectoral Partnerships
 - ✓ Good Jobs
- “Recommended Resources:”
 - ✓ Workforce-related tools and resources
 - ✓ CEDS with strong workforce development components



CEDS Content Guidelines Updates (cont.)

- New tools/resources:
 - ✓ NADO's CEDS Content Guidelines – Resource Handbook
(<https://www.nado.org/eda-ceds-guidelines/>)



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