



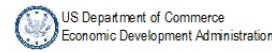
If you didn't have a chance to take the survey before the meeting, please do so now using this QR code. Thank you!

March 22, 2023

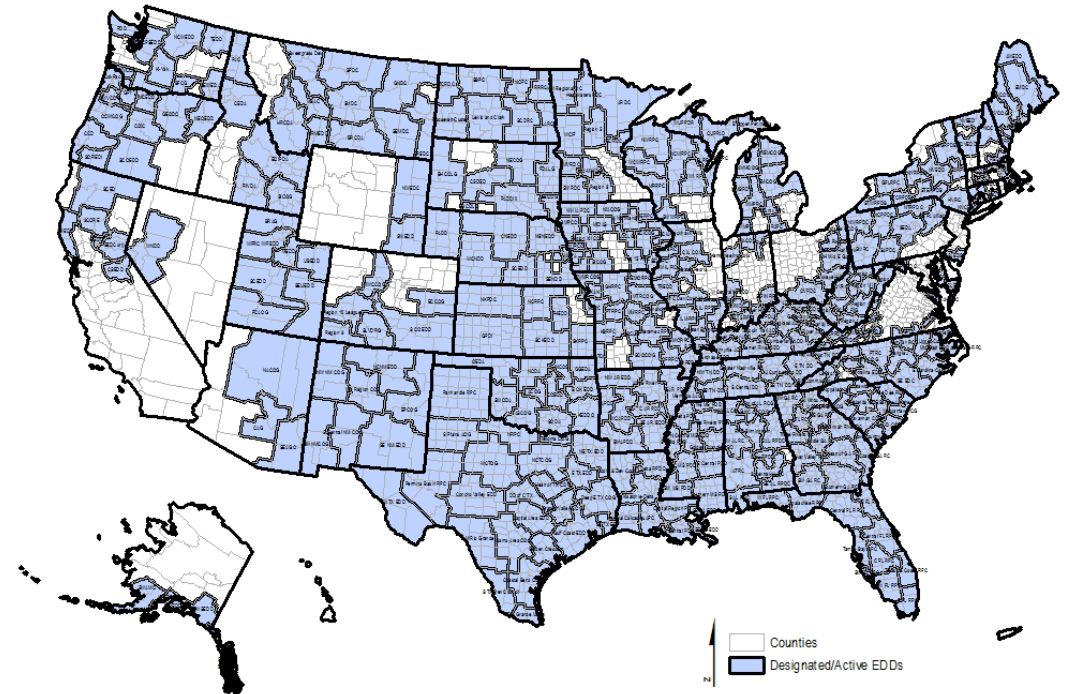
**ACADIANA**  
**CEDS Strategy Meeting**  
**2022-2027**

# Comprehensive Economic Development Strategy (CEDS)

- Overview and Purpose of the CEDS
- Federal EDD Designation
- State LA Planning District 04
- Significance of Regional Planning



*Economic Development Districts (EDDs)*  
March 2019



## Comprehensive Economic Development Strategy (CEDS)



U.S. Economic Development Administration  
A bureau of the U.S. Department of Commerce

A CEDS is a **strategy-driven plan for regional economic development**. A CEDS is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of an area or region.





# Comprehensive Economic Development Strategy

## 2022-2027

The mission of APC is to foster a knowledge and data-driven decision-making culture, leverage collaborative assets and relationships across all stakeholders and sectors, grow regional capacity, resources, and opportunities through economies of scale, and support a foundation of sustainable infrastructure and public investment.

101 Jefferson St., Suite 201  
Lafayette, LA 70501-7007  
Phone: 337-806-9368  
Fax: 337-866-7081  
[PlanAcadiana.org](http://PlanAcadiana.org)

# CEDS Strategy Meeting Schedule

☒ **Meeting #1 - Successes of the Region's Economic Development Activities**

Wednesday March 22, 2023, 10:00 A.M. - 11:30 P.M.

*Grand Ballroom of the Grand Opera House of the South, Crowley, LA*

☐ **Meeting #2 - SWOT Analysis**

Tuesday April 11, 2023, 10:00 A.M. - 11:30 A.M.

*St. Landry Economic Development (SLED), Opelousas LA*

☐ **Meeting #3 - Future Goals, Objectives, and Strategies of the Region**

Thursday, May 11, 2023, 2:00 P.M. - 3:30 P.M.

*Lafayette, Economic Development (LEDA), Lafayette, LA*

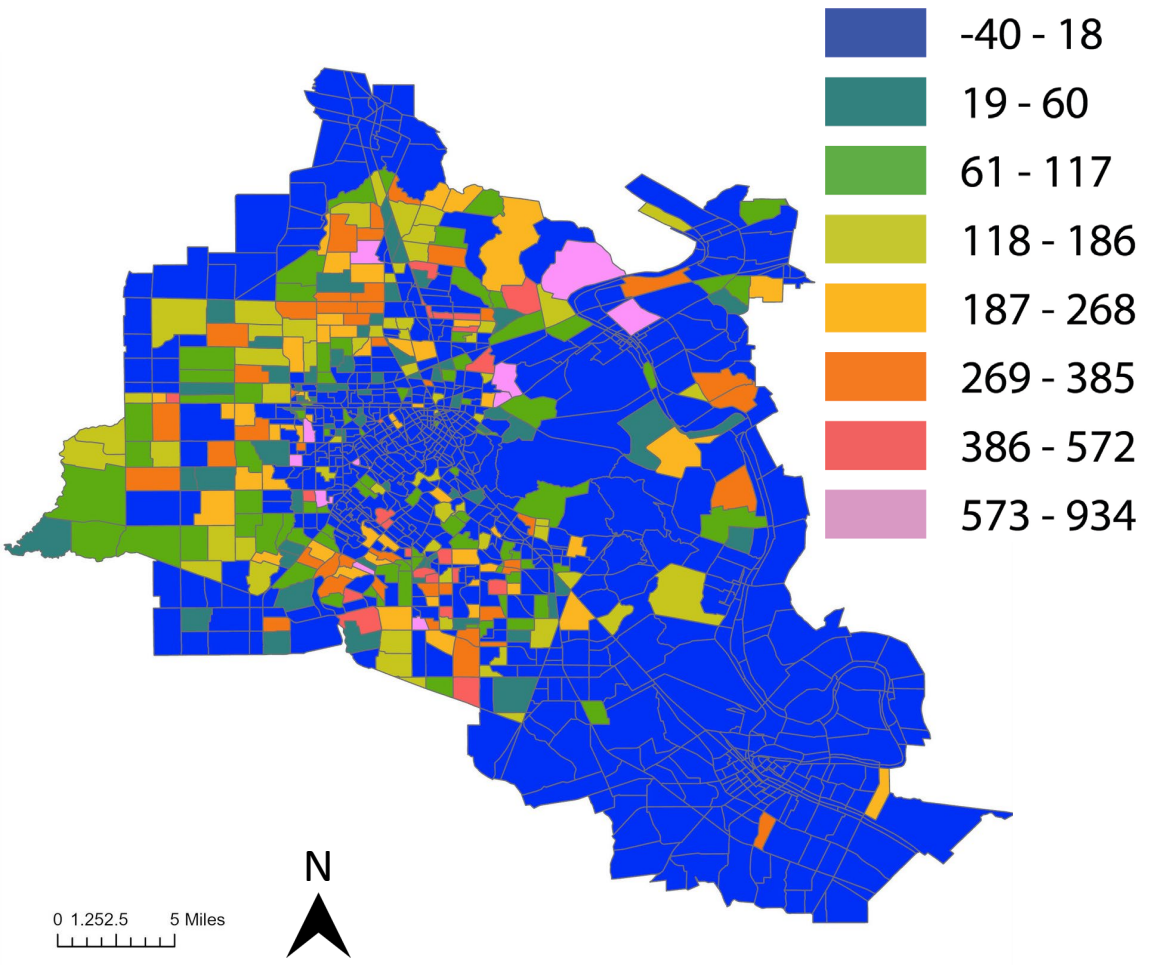


# **ECONOMIC ANALYSIS AND TRENDS**

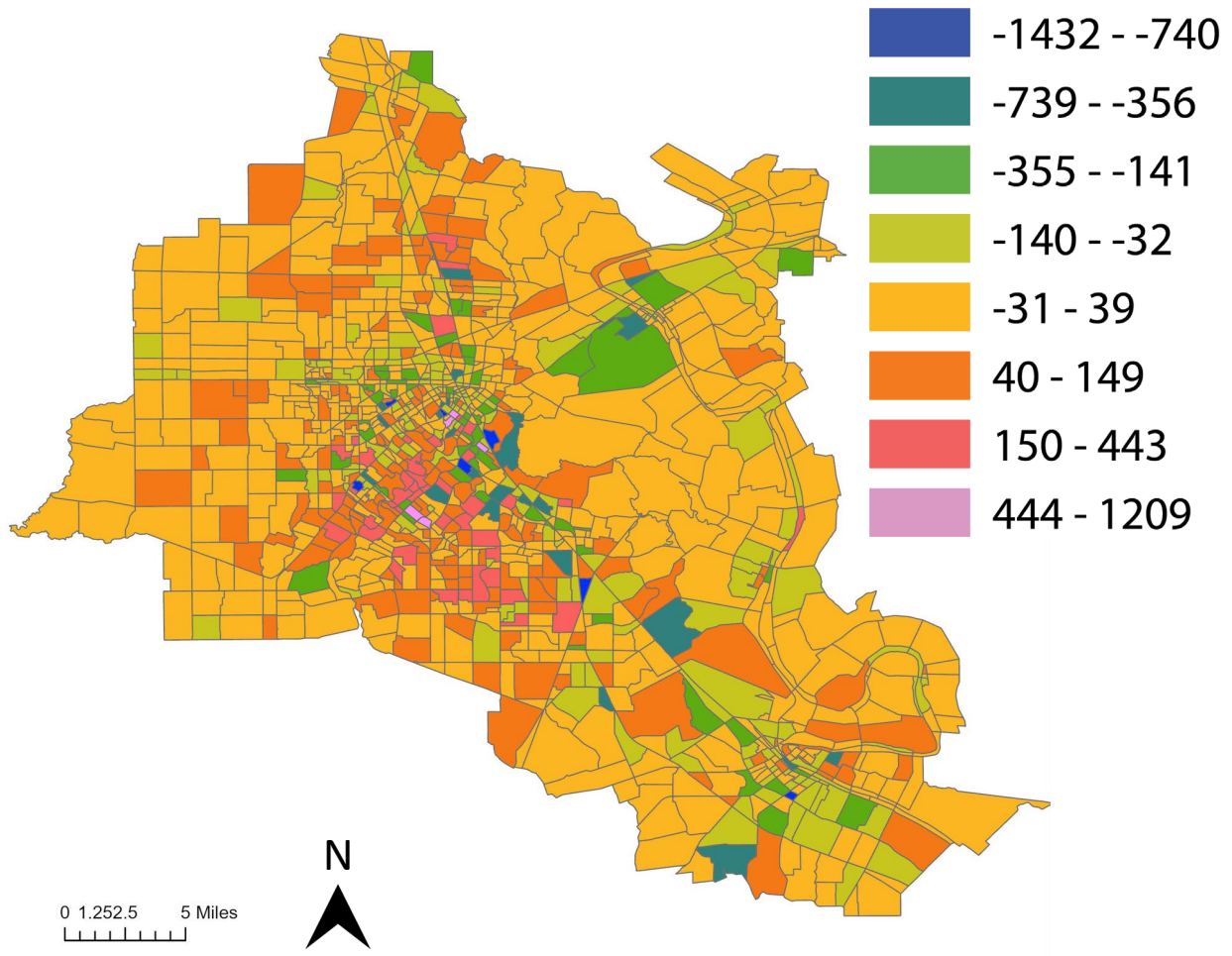


# Population and Employment Shifts

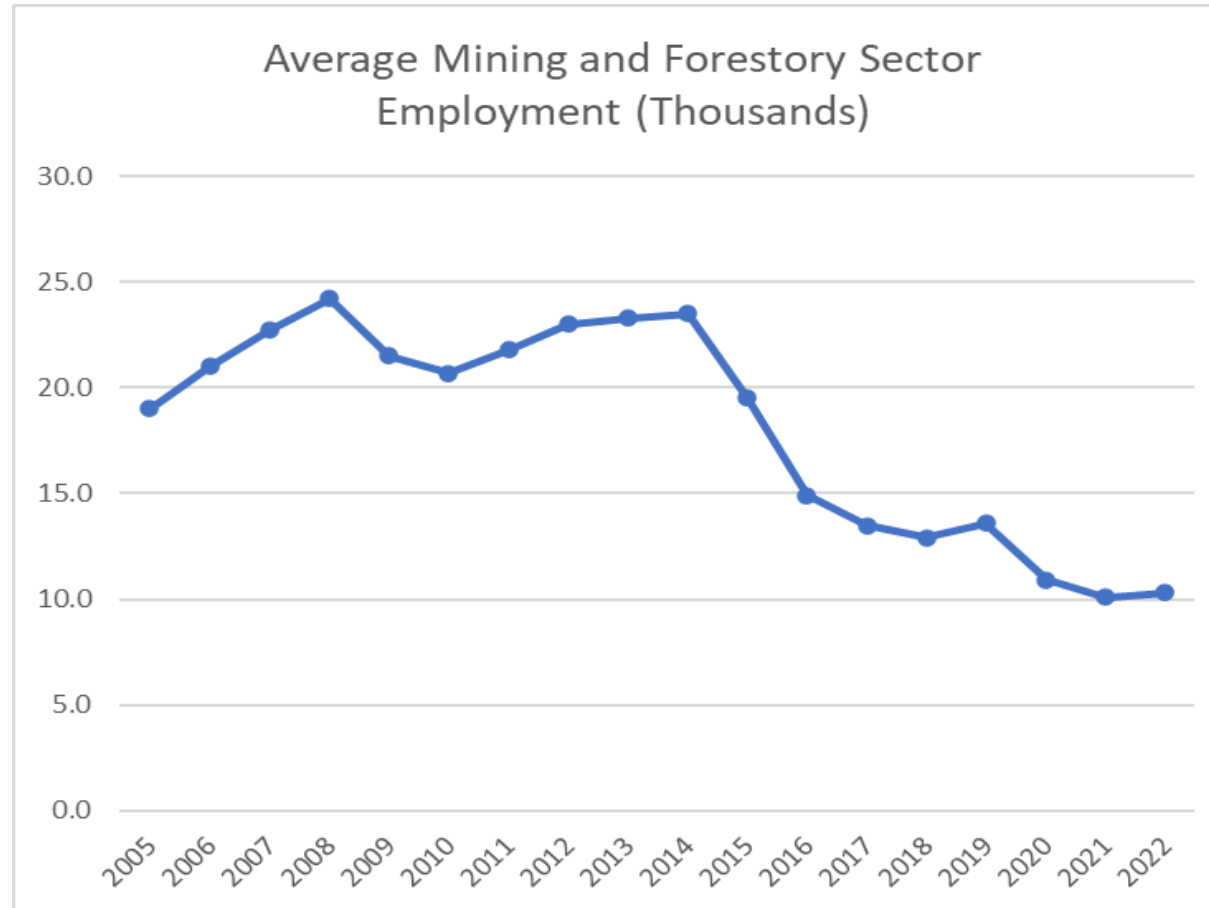
Population Changes in the MPO Area, 2020-2050



Employment Changes in the MPO Area, 2020-2050



# Mining Sector Collapse (Oil and Gas) declined by 56.2% since 2014





# VISION CASTING 2022-2027



# Vision Casting for Traded Clusters 2022-2027

## Targeted Industry Cultivation

- Bio-Pharmaceutical Manufacturing
- Seafood Distribution
- Wholesale Distribution (i.e. Something Borrowed Blooms)
- Electric Power Generation / Renewable Energies
- Green Hydrogen Production
- Value Added Agricultural Products and Distribution
- Outdoor Recreation and Cultural Tourism
- Solar and Wind Manufacturing
- Wholesale Distribution (i.e. Amazon)
- Defense

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## SWOT Analysis for each of the Eight Capitals

### The eight capitals

WealthWorks simplifies things by organizing these local features into eight discrete **capitals**, which are defined in the table below and share the following characteristics: each capital is a collection of one category of related resources; every region has a stock of each type of capital—meaning the combined quantity and quality of the many components of that capital in the region; and taken together, the existing stocks of these capitals constitute a region's current wealth.

| The capital   | The definition   |
|---|--|
|  <b>Individual</b>   | The existing stock of skills, understanding, physical health and mental wellness in a region's people.   |
|  <b>Intellectual</b> | The existing stock of knowledge, resourcefulness, creativity and innovation in a region's people, institutions, organizations and sectors.     |
|  <b>Social</b>       | The existing stock of trust, relationships and networks in a region's population.  |
|  <b>Cultural</b>     | The existing stock of traditions, customs, ways of doing, and world views in a region's population.  |
|  <b>Natural</b>      | The existing stock of natural resources—for example, water, land, air, plants and animals—in a region's places.                                |
|  <b>Built</b>       | The existing stock of constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region's places.                 |
|  <b>Political</b>  | The existing stock of goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making. |
|  <b>Financial</b>  | The existing stock of monetary resources available in the region for investment in the region.   |

# SWOT Analysis - Internal Factors

## Strengths

**Individual** - Skilled labor for oil and gas extraction, manufacturing, and ancillary support services.

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**Intellectual** - Presence and output of Acadiana's University and Technical Colleges including the research capacity of higher educational institutions.

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**Social** - Availability of job opportunities.

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**Cultural** - Acadiana's food, traditions, sporting culture and heritage are highly valued among natives.

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**Natural** - Large amount of natural resources and natural environment for recreational opportunity.

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**Built** - Capacity of electric and natural gas service. Non-traded economic drivers to include medical facilities, restaurant and retail, air service, and ports.

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**Political** - Strong support and systems for community planning efforts.

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**Financial** - Low cost of doing business and tax-friendly business climate. Entrepreneurial development.

## Weaknesses

**Individual** - Low average education attainment.

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**Intellectual** - Quality of workforce and retention of trained employees.

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**Social** - Inability to retain young professional and management level talent. Duplication of community organizations versus leveraging existing capacity.

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**Cultural** - Lack of regional investment in the creative economy. Lack of national connectivity with Acadiana's cultural norms.

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**Natural** - Lack of investment and education among residents concerning coastal impacts and flood protection.

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**Built** - Basic infrastructure to include multimodal transportation, flood and coastal resiliency, and lack of affordable housing stock.

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**Political** - Lack of implementation for community planning. Low building standards that contribute to vulnerable development.

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**Financial** - Low workforce wage level, lack of financial literacy, high local sales tax rates, and lack of economic diversification



# SWOT Analysis - External Factors

## Opportunities

**Individual** - Lower labor costs.

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**Intellectual** - Educating Acadiana's potential workforce on the need and value of skilled labor and leveraging the school system decision-makers in workforce outcomes.

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**Social** - Open, transparent dialogue and collaborative efforts for a common goal. Diversify leadership.

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**Cultural** - Engage representatives from the creative culture to define cultural economic governance.

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**Natural** - Align public education and community needs with government capacity.

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**Built** - Resilient and fortified development standards both in low-lying areas and downtown areas. Create greater e-commerce capacity through broadband connectivity.

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**Political** - Align political influences with economic development need and trajectory.

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**Financial** - Increased collaboration and common marketing points between economic development organizations to communicate low cost of doing business.

## Threats

**Individual** - Large amounts of vulnerability to economic and natural disasters.

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**Intellectual** - Nativism that prevents outside ideas and intellect from integrating within Acadiana.

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**Social** - Political divisiveness.

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**Cultural** - Cultural and racial disparities.

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**Natural** - Dependence on federal funding to mitigate against natural disasters.

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**Built** - Cost of insurance and sea level rise.

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**Political** - Misaligned permitting and regulatory process with climate threats.

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**Financial** - High poverty rate and limited access to capital.

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## Strategy Development Based on Addressing Needs from SWOT



# Goal 1: Individual Capital

Improve individuals' physical and mental well-being to increase economic opportunity for Acadiana's workforce.

## **Objective 1.1** **Health Education and Substance Use Prevention**

Increase health education and preventative measures to improve overall health outcomes for Acadiana's workforce

### Strategies:

Develop public health campaigns that promote preventative measures, such as regular physical activity and healthy eating habits.

Increase access to addiction treatment and support programs for individuals and families affected by substance use.

Access to LA State opioid funding settlement to provide for substance use prevention and treatment

Develop and promote mental health resources and support programs for individuals and families affected by addiction or substance use.

## **Objective 1.2** **Healthcare Access**

Increase access of rural healthcare services and programming

### Strategies:

Invest in healthcare infrastructure to improve access to healthcare services including transportation options (i.e. new clinics and hospitals in underserved areas)

Increase funding for research and development of new healthcare technologies and treatments.

Develop partnerships with healthcare providers and insurance companies to promote preventative care and reduce healthcare costs.

Promote telemedicine programming in rural communities

Integrate UL informatics into telemedicine development

Creation of hospital development districts to maintain hospital operations and maintenance

## **Objective 1.3** **Individual Health Labor Force**

Increase health education and preventative measures to improve overall health outcomes for Acadiana's workforce

### Strategies:

Decrease highest disease-related (diabetes, cancer, heart disease, etc)

Promote healthy living standards through business incentives and improving recreational opportunities, access to fitness centers, and health clubs.

Promote the use of farmers markets in both urban and rural food deserts

Educate next generation workforce through youth farm to table programs

Promote food desert prevention

Sharing best practices for reducing healthcare cost

## **Objective 1.4** **Behavioral Transportation Safety**

Reduce roadway crashes in Acadiana through behavioral countermeasures.

### Strategies:

Identify locations for transportation safety improvements.

Reduce impaired driving incidents through high-visibility enforcement, improve driving education and local policy changes.

Increase adult and child passenger safety belt use through marketing and education campaigns.

Reduce young driver crashes by increasing awareness of the dangers associated with distracted and impaired driving.

Prioritize need for walkability, bike-ability, and other multimodal facilities