

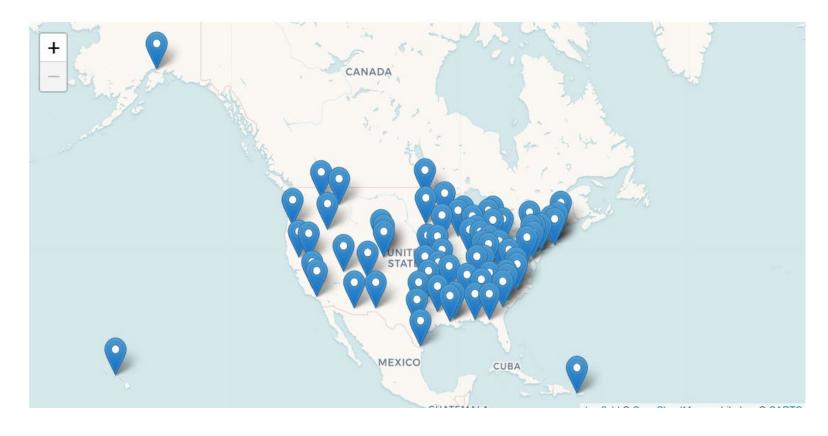
#### **Building a Relationship with your University Center**

NADO Annual Training Conference

November 9, 2023

## EDA University Centers

## 74 University Centers covering47 States and Territories



**Current list of EDA supported University Centers**:

https://www.eda.gov/funding/programs/university-centers/current-list

University Centers are critical assets and contributors to regional economic development and innovation ecosystems

Programming designed to leverage those assets in support of innovative, inclusive and competitive regions

- Research and data on regional economic conditions, gaps, trends
- Support technology transfer, commercialization and entrepreneurship
- Digital inclusion and technology adoption
- Developing high skilled and inclusive regional workforce

**Learn More about University Centers:** 

https://www.eda.gov/funding/programs/university-centers

# Collaboration with EDDs and Other EDA Partners

- UCs can contribute expertise and technical assistance to develop and implement CEDS
- UCs host convenings designed to share knowledge, foster collaboration among regional stakeholders
- EDA's 2023 NOFO placed greater emphasis on UC applicants that present clear plans to collaborate with and assist other EDA investment partners, award recipients and stakeholders, including EDDs
- <u>EDD Community of Practice</u> includes the University Economic Development Association (<u>UEDA</u>) as partner to ensure and advance UC engagement with EDDs
- UC Cohort Project (UEDA and Virginia Tech) is working to engage more EDDs in its programming o support strong connections, peer learning and promote innovative solutions across the network of University Centers.

### **Stay Engaged!**



Subscribe to get the latest EDA news at www.eda.gov

#### **Bernadette Grafton**

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#### **Nancy Gilbert**

D

Acting Networks Program Manager Ngilbert@eda.gov

#### **EDA Regional Offices:**

https://www.eda.gov/contact



# EDA University Centers: What We Do & How To Partner

Bowling Green State University- Center for Regional Development

Ohio University- Voinovich School of Leadership and Public Service

Cleveland State University – Center for Economic Development - Levin College of Public Affairs and Education



## EDA University Center Program

- Leveraging university assets to build regional economic ecosystems that support innovation and high-growth entrepreneurship, resiliency, and inclusiveness.
- Research, Technology Transfer & Commercialization, Entrepreneurship, Economic Development Planning, Impact Analysis, Digital Inclusion, Data Support
- Support organizations located in the economically distressed portions of their service regions.



## EDA University Center Program

- 73 EDA University Centers covering 47 states and territories.
- Since 1980 UCs have supported technology transfer and commercialization assistance.

#### Goals:

- Supporting regional commercialization
- Advancing high-growth entrepreneurship
- Cultivating innovation
- Encouraging business expansion in a region's innovation cluster
- Developing a highly skilled regional workforce
- Increasing the resiliency of a region.



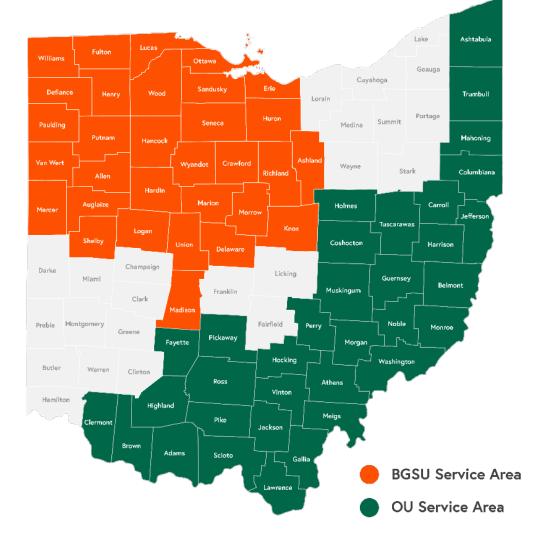
<u>Current List of University Centers | U.S. Economic Development</u> <u>Administration (eda.gov)</u>

## Rural Universities Center Joint EDA University Center





- Our combined service area covers 65 of 88
   Ohio counties
- Primary focus is on our unique service areas
- Statewide or subject-matter specific projects provide collaborative opportunities



## Center for Regional Development

The BGSU Center for Regional Development partners with community stakeholders to enhance the economic well-being and quality of life in northwest Ohio through the following services:

- Data Analytics and Visualization
- Program Evaluation
- Economic Impact Analysis
- Strategic Planning
- Community Engagement
- Placemaking
- Public Health Planning and Analysis
- Digital Inclusion in NW Ohio
- Bridge to BGSU Faculty, Students, & Resources

ANALYZE.

STRATEGIZE.

BUILD.

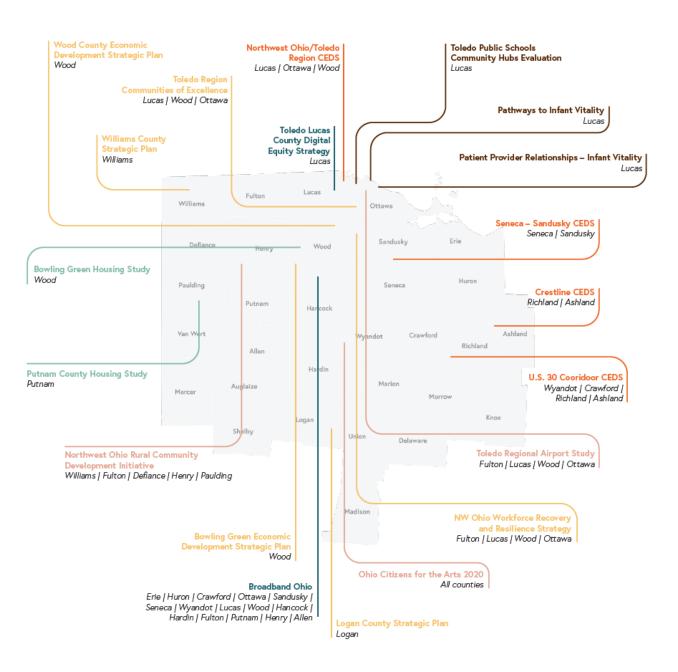


### Center for Economic Development & Community Resilience



Partnering with Ohio communities to leverage Ohio University resources to build a more vibrant economic future.

- Part of Ohio University's George V. Voinovich School of Leadership and Public Service.
- Working in partnership with economic development districts (EDDs), JobsOhio, the Governor's Office of Appalachia, and others
- Brings resources of the Voinovich School to communities in Ohio address critical challenges of building competitive and resilient economies.
  - Economic impact analysis
  - Fiscal impact analysis
  - Workforce analysis (e.g., skillshed analysis)
  - Economic transition planning
  - Placemaking and strategic planning



#### RUC Projects FY 21- FY23

- 5 Comprehensive Economic Development Strategies (CEDS)
- 2 EDDs
- 7 Strategic Plans
- 8 Community Placemaking Plans
- 2 Digital Equity, Inclusion & Broadband Studies
- 8 Economic Impact Studies
- 4 Housing Studies
- 3 Wage and Benefit Studies
- 3 Program Evaluations
- 5 Health Equity Strategy & Health Impacts Studies



### The RUC Model

#### **PARTNERS:**

- EDDs
- COGs
- Local Economic Development
- Community Organizations
- Education Partners Higher Ed. & K-12
- Workforce Development
- Business Consortia
- Port Authority and Transportation Authorities

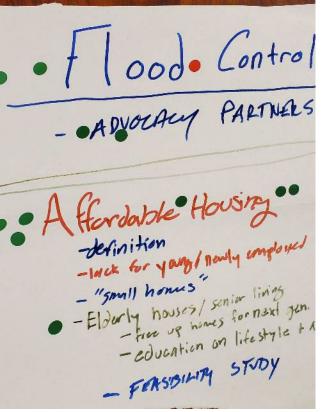
#### **UC SUPPORTS:**

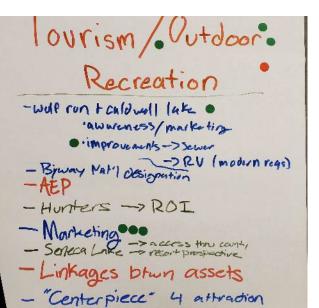
- Full-time leadership –
   Directors
- Program & Project Management Staff
- Faculty & Academic Fellows
- Graduate Students
- Undergraduate Fellows



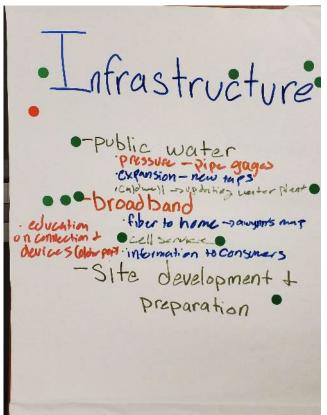
# Community Strategies & Planning Projects











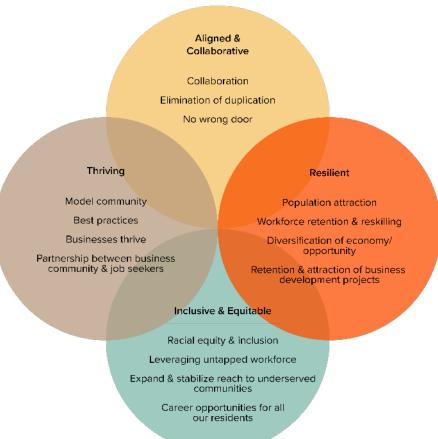
## Noble County Strategic Plan

- Update from successful 2019 plan
- New SWOT and priorities with changing economic environment (COVID, Intel, etc.)
- Engagement with selected stakeholders and larger public meeting with the community
- Priorities identified:
  - Infrastructure
  - Small Business Support
  - Flooding
  - Housing
  - Tourism and Outdoor Recreation



Northwest Ohio Workforce Recovery & Resilience Strategy

- \$555,000 grant from EDA to develop a workforce strategy and recovery plan for northwest Ohio (Lucas, Fulton, Wood, and Ottawa Counties) to assist in COVID-19 recovery.
- Project partners include the Regional Growth Partnership and Jobs Ohio (\$100,000 in match).
- The effort will result in several deliverables including:
  - Metrics for Workforce Development
  - NW Ohio Workforce Dashboard
  - NW Ohio Workforce Asset Map
  - NW Ohio Workforce Calendar
  - Workforce Strategy and Recovery Plan









infrastructure, and more.

#### Welcome to the Toledo Region Data Hub



#### Initiatives to Inspire Change. Data to Back It All Up.

#### The Toledo Region Comprehensive Economic Development Strategy (CEDS)

A multi-pronged, data-driven plan for a more prosperous and resilient economic landscape.



DATA →

#### Northwest Ohio Workforce Strategy and Recovery Plan

A four-phase strategy development process to unite ongoing workforce initiatives in pursuit of a large, rightskilled talent pool, equitable opportunities, and a thriving economy.



DATA >

#### Community of Excellence 2026 (COE 2026): Toledo Region

A framework for building a community where anyone can thrive, as defined by the people who call it home.

INITIATIVE >



We're looking beyond pure
economic growth to track
metrics like educational
attainment, demographic
changes, equity in economic
opportunity, investments in

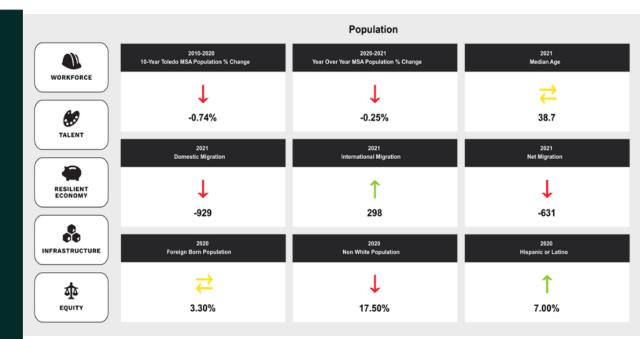
We're committee
and sharing the
successes and
including how we
our current and
opportunity, investments in

We're committed to tracking and sharing the region's successes and shortcomings, including how we compare to our current and aspirational peers. Success doesn't happen overnight and progress isn't always linear. It's trends that matter. By collecting data over time, we can show the region's growth—and decline—in each key area.

These key performance metrics were developed by the Strategy Committee to track the region's progress toward the goals of the CEDS, and ultimately, our vision for the Toledo region.

#### A Dashboard to Measure Progress in Real Time

The up and down arrows provide a snapshot of how each metric has changed—whether the numbers are up or down since our previous analysis. Keep in mind that "up" isn't always positive, and "down" isn't necessarily negative. For more insight into any individual metric, click a data point to drill deeper into our data.





## Economic Impact Studies



### Ohio's Creative Industries



#### **History**

CRD has performed Economic Impact analyses for Ohio creative industries for the past 3 years

#### **Project Goal**

Quantify the economic impact of creative industries in Ohio and the impact of COVID-19 on the industry

#### **Process**

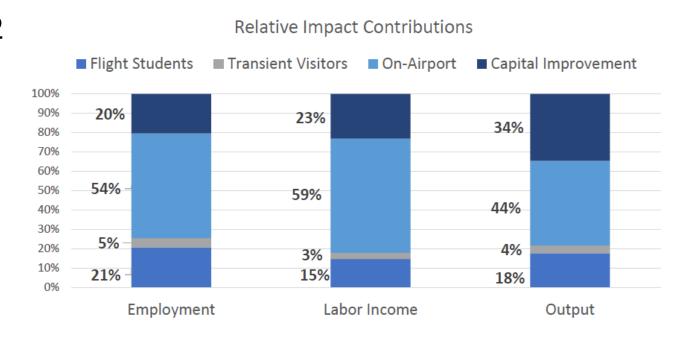
- Geographic Scope
- Methodology
- Findings
- Deliverable



### Bellefontaine Regional Airport EIA

In total, the Bellefontaine Regional Airport was found to account for 2022 regional economic impacts of:

- 51.2 full time equivalent (FTE) jobs
- \$2.7 million in annual payroll (personal income)
- \$6.3 million in total economic output
- \$730,833 in total annual tax revenues





### Jesse Owens State Park EIA

The total economic impact of Jesse Owens State Park in 2020 and 2021 was \$6,528,397.

\$4,410,299 Direct Effect \$1,237,583 Indirect Effect \$880,514 Induced Effect

#### ECONOMIC SUMMARY OF JESSE OWENS STATE PARK (2020 AND 2021)

Total Effect	66.87	\$2,451,712	\$3,590,949	\$6,528,397
Induced Effect	5.53	\$265,798	\$512,462	\$880,514
Indirect Effect	8.21	\$357,818	\$561,525	\$1,237,583
Direct Effect	53.13	\$1,828,095	\$2,516,962	\$4,410,299
Impact Type	Employment	Labor Income	Value Added	Economic Impact





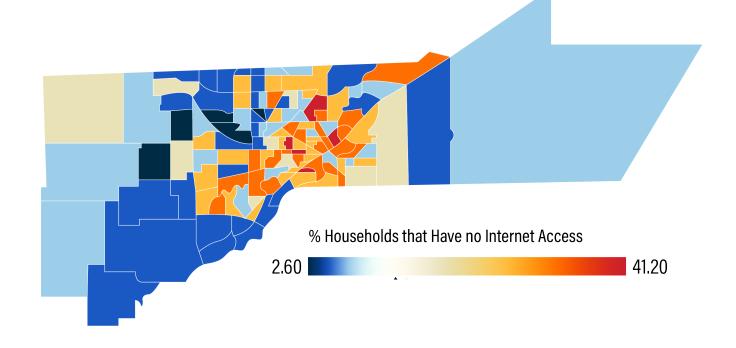


## Program & Policy Support



## Northwest Ohio Digital Inclusion Gap Analysis & Planning

- Lucas County gap analysis
- Community needs assessmentstakeholders engagement
- Collaborative logic model building
- Strategy development and implementation planning
- BBOH RDIA –Assessment and planning
- BBOH Accelerator Participation





# CLEVELAND STATE UNIVERSITY

Center for Economic Development EDA University Center



Levin.

CENTER FOR ECONOMIC DEVELOPMENT

November 2023

Molly Schnoke

CARLOS JAVIER

### Overview

- University Applied Research Centers
- Affiliate research with Internet of Things Collaborative and CSU TECH Hub
- Multi-disciplinary
- Support Research Related to Regional Needs Prioritize investments in research to advance/address economic needs, and the social and cultural challenges of the metro area and region (CSU2.0)



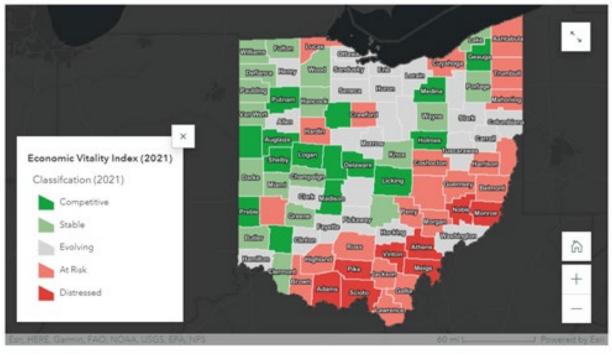
## **Past Projects**

- GRIDs
  - Groups of Regional Industry Drivers
  - Explored employment and output trends and key industries across 4 NEO MSAs
- Moving Cleveland Above the Trend
  - Series of seven research briefs exploring the seven factors of growth identified through GRIDs
  - Included New Residential Centers, Polarization, etc.
- Greater University Circle Inclusion Initiative
  - 7-year evaluation plan
  - Initiative engaged major anchor institutions in University Circle neighborhood
  - Systemic change and equity focus



## Ohio Economic Vitality Index (EVI)



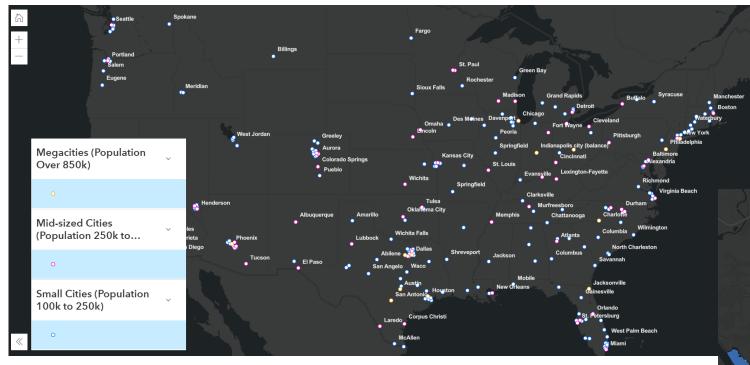


The 2021 update of the Economic Vitality Index (EVI) illustrates the ongoing effects of the global pandemic and economic slowdown and highlights the impacts of policy responses aimed to ease its detrimental and uneven impacts on the economies of Ohio's 88 counties.

Publicly available at:

https://storymaps.arcgis.com/stories/32328f954506426d9914fe8a66f3214f









#### **National Neighborhood Mapping Tool**

Practitioners from around the country expressed interest in access to the data, typology, and mapping tool for use in their own work. With additional investment and financial support from the Levin College of Public Affairs and Education, the research team created a set of expanded ArcGIS Online mapping tools that is publicly available through the Levin College's website.

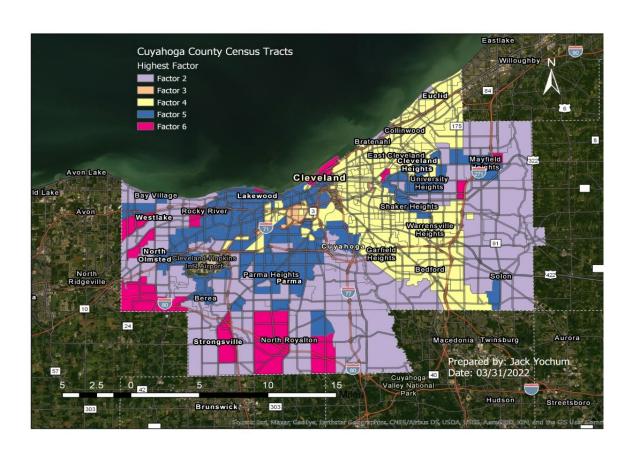
The publicly available interactive mapping tool displays the results from the typology developed in the Robert Wood Johnson Foundation Middle Neighborhoods work. Although this project focuses on case study communities, this tool includes the data for all 66,679 neighborhoods in our study area. The mapping tool includes:

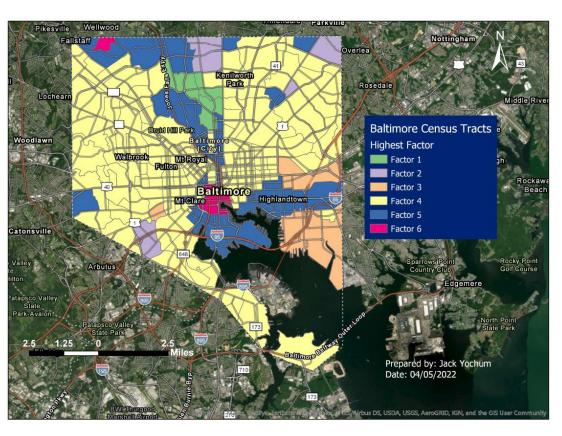
- 1. A Story Map: An interactive interface where people can click on individual census tracts nationwide to get greater details on economic health, demographics, and factor scores. This map is divided by census region.
- 2. Case Study Story Map: An interactive map of each of the six case study neighborhoods that combines the visual aids of embedded maps and charts with a narrative that readers can scroll through.
- 3. Legend Map: An interactive map that contains tracts within cities with a population of over 50,000.



- Used Factor Analysis as a dimension reduction technique
  - Measures interrelatedness of indicators and arrives at factors
- We captured 108 indicators measuring demographics, housing, economy, health, and institutions in each community
  - Neighborhoods are people and place
  - Reduced to 65 indicators
- 72,064 -> 66,080 Census Tracts, omitting:
  - Below 500 population in 2019
  - Over 50% covered by an active military base
  - Rural









## FRONT International Cleveland Triennial for Contemporary Art Economic Impact Study

FRONT International Cleveland Triennial for Contemporary Art 2022 public art exhibit ran from July 16 through October 2, 2022. The FRONT exhibit takes place every three years and this iteration, *Oh, Gods of Dust and Rainbows*, was displayed in Cleveland and Akron, OH at a variety of locations through partnerships with museums and other institutions in the region. This study uses a multi-regional input-output (I-O) model to estimate the effect of the exhibit on the economies of the Cleveland-Elyria-Mentor and Akron Metropolitan Statistical Areas. The economic impact consists of two components: impact of visitor spending and impact of the FRONT 2022 operating budget. The study also incorporates the results of a participant survey.

## 2022 Total Economic Impact: Conservative Scenario

	Employment	Labor Income	Value Added	Output	State & Local Tax
Direct	758	\$22.9M	\$37.1M	\$67.7M	\$3.7M
Indirect	159	\$10.5M	\$16.8M	\$30.0M	\$1.4M
Induced	157	\$9.0M	\$16.1M	\$27.4M	\$1.6M
Total	1,074	\$42.5M	\$70.0M	\$125.1M	\$6.7M



## The Economic Consequences of the East Palestine Train Derailment

The Center for Economic Development at Cleveland State University

W.E. Upjohn Institute for Employment Research

March 2023







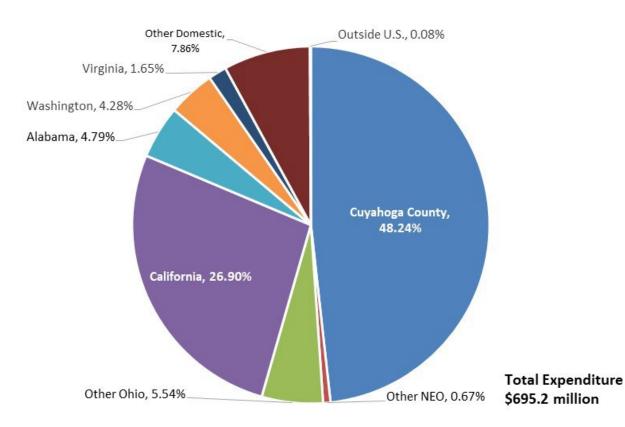
This initial report focuses strictly on effects felt throughout the city of East Palestine, with special attention paid to the evacuation area, and covers the period from the date of the derailment until two weeks afterward (through February 17, 2023). This period coincides with the mandatory evacuation time ordered by the office of Governor Mike DeWine and serves to frame the early economic impacts on the community.

https://engagedscholarship.csuo hio.edu/urban\_facpub/1788/

## NASA Glenn Research Center Economic Impact Study 2023

This report presents the results of the economic impact analysis of the National Aeronautics and Space Administration's (NASA) Glenn Research Center (Glenn) on the eight-county Northeast Ohio region and the State of Ohio during FY 2022. This study is based on input-output modeling that reflects the buy-sell relationships between industries, the household sector, and the government sector in a region. The modeling results estimate the economic impact of NASA Glenn's spending on Northeast Ohio and the state of Ohio. Since NEO is a part of Ohio, this study is conducted using Multi-Regional InputOutput (MRIO) analysis, where economic impact is estimated on interconnected two regions, Northeast Ohio and the rest of the state of Ohio defined as Ohio less Northeast Ohio. The economic impact illustrated in NEO accounts for the effect of spending in NEO and the economic impact created in NEO when spending was done outside of NEO region; the economic impact in Ohio accounts for the effects created in NEO from spending that occurred in NEO and across the rest of Ohio and economic impact in non NEO counties from spending in NEO and spending outside of NEO.

NASA Glenn Spending in Selected Regions, FY 2022







## 2023 Theme: The Blue Economy

### **Energy Policy Center**



About Us v

## Calling All Innovators:

Applications open for the 2023 Water Accelerator Testbed Field Season

Our Water Accelerator Testbed season is open and we're looking for innovators creating or producing water-related IoT technologies. Test and demonstrate your tech in real-world environments and with opportunities to connect with CWA's network of experts, support services, and potential end-users.

## Minority Entrepreneurship

This study aims to assess minority resource gaps in entrepreneurial ecosystems (EEs) in Dayton, Ohio. This iterative-process project seeks to answer two main research questions: 1) What are the local factors of EEs that drive growth for minority entrepreneurs? 2) what are the gaps in access to different resources for minority entrepreneurs in the ecosystem? and (3) What are the challenges and benefits of intervening with a growing minority entrepreneurship ecosystem? To answer these questions, the project team has worked with leadership at the Dayton Chamber of Commerce (DACC) to foster participation through service provider interviews and a survey of small businesses and entrepreneurs in the region.





### Minority Entrepreneurship

#### **Public Presentations:**

Jack Yochum attended the American Association of Geographers Conference in Denver, Colorado with a presentation titled "Reframing Project Goals in Alignment with Responsive Ecosystems – Benefits and Challenges". This presentation was featured alongside seven others in a panel titled, "Qualitative Geographies during COVID-19: Methodological Challenges, Adaptation, and Growth" and featured myriad experiences and approaches to qualitative research during the pandemic. Jack's presentation discussed the changes entrepreneurial ecosystems endured as a result of the increased supply and demand of resources in municipalities during the pandemic. In keeping with the focus on the impact that defines research-practice projects like this, the research team reevaluated and restructured the project to focus on the impact on Dayton, Ohio, as opposed to splitting resources between three regions as originally laid out.

#### Events categories:

- Connections to Capital/Funding
- Connections to Customers & Contracts
- 3. Technical Assistance (Coaching & Counseling, boot camps, accelerators, incubators)
- Social & Networking (fun activities)

City of Dayton PEP Business Technical Assistance

Co-Op Dayton

Greater West Dayton Incubator

Entreprenuers' Center

**Dayton Metro Library** 

**Heard Management** 

Parallax

Miami Valley Community Action Partnership

MBP/Parallax/ESP

**Downtown Dayton Partnership** 

**Minority Business Assistance Center** 

**Minority Business Assistance Center** 

City of Dayton PEP Business Technical Assistance

**SCORE** 

Utsey

**Urban League** 

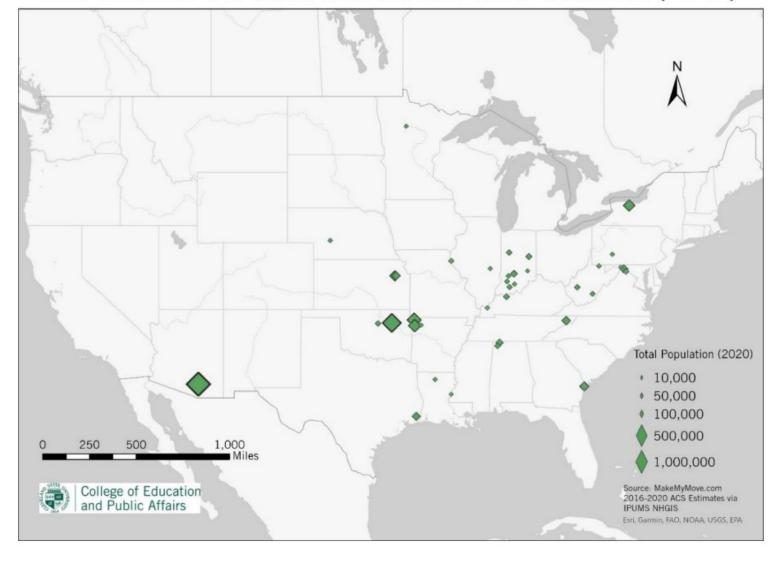


### An Examination of Incentive Programs to Attract

Remote Workers

In order to understand what incentivizes municipalities to pursue these policies, we investigated 26 programs covering 36 counties and cities across the United States. We compiled data on population and age dynamics in each geography to understand the potential demographic incentives for attracting a young and educated remote population. Few reports exist about the success of these policies, but early results suggest that they are successful forms of attraction in the new age of worker mobility.

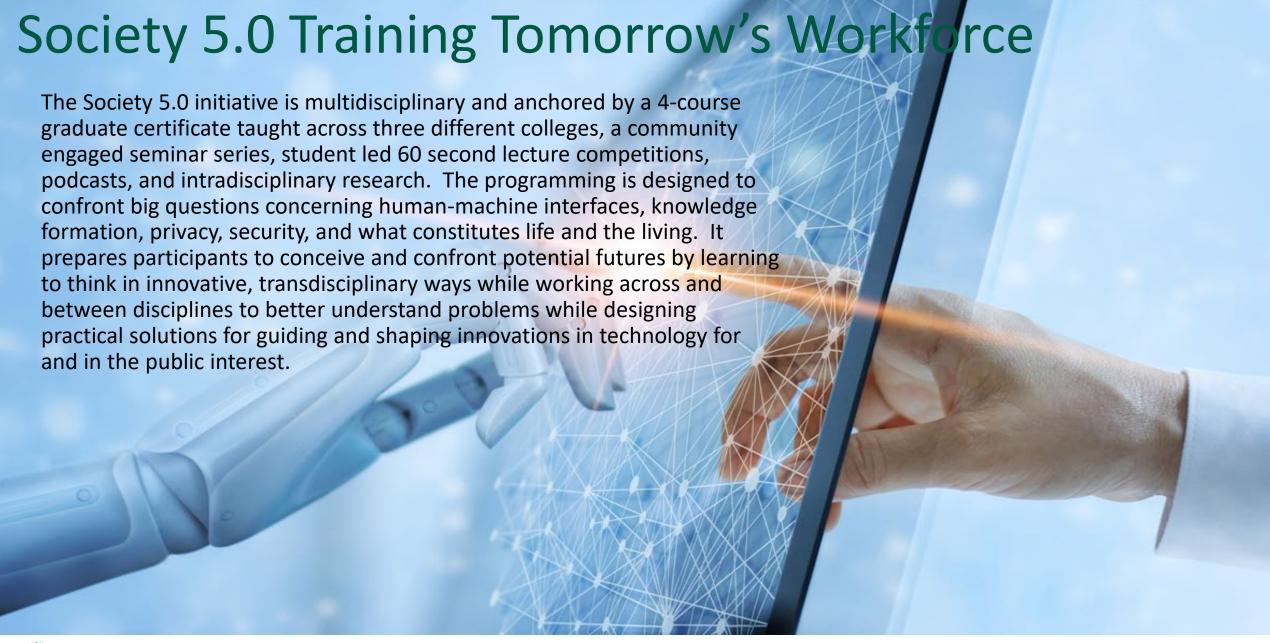
U.S. Counties and Cities with Remote Work Incentives (2022)













### Society 5.0



SOCIETY 5.0, THE CSU T.E.C.H. HUB, AND THE CENTER FOR HUMAN-MACHINE SYSTEMS PRESENT:

### The Future is not what it used to be:

Thinking Differently through Transdisciplinarity, **Team Science, and Socio-Technical Controversies** 

THURSDAY, MARCH 30, 2023 | 11:00 - 1:00 pm EST | Levin College

LEARN MORE AND REGISTER »













### Internet of Things Collaborative

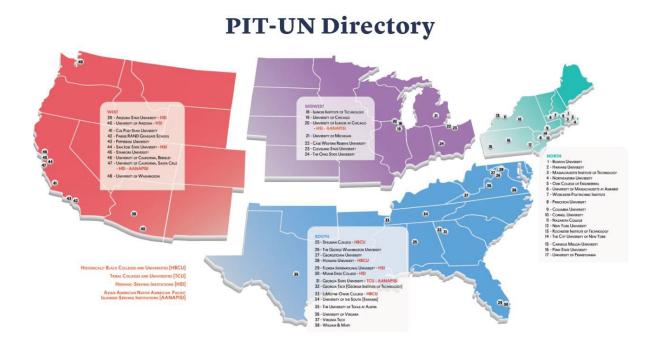
The IoT Collaborative (IOTC) is a higher education collaboration led by Case Western Reserve University and Cleveland State University made possible with the generous support and leadership of the Cleveland Foundation. The IoT Collaborative was formed to bring together the expertise and resources of both universities, leveraging their complementary strengths, to drive research and education as well as engagement with the public and private sectors. To leverage the universities' capacities and fully integrate the initiative, the IoT Collaborative is embedded within the universities - it is not a separate nonprofit. Case Western Reserve University spearheads their efforts through the Institute for Smart, Secure and Connected Systems (ISSACS), analogous to the CSU T.E.C.H. Hub.

The universities engage with other higher education institutions in the region and beyond, and work to strengthen and extend research and education collaborations.





## Public Interest Technology University Network (PIT-UN)



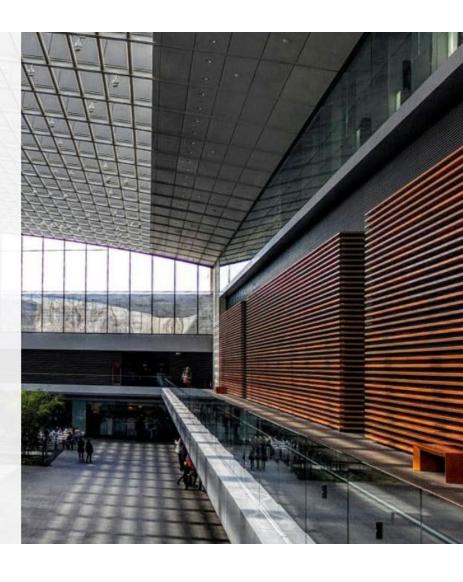
Launched in 2019, PIT-UN is a partnership that unites colleges and universities committed to building the field of public interest technology (PIT). Through the development of curricula, research agendas, and experiential learning programs in the PIT space, these institutions aim to develop graduates with skills and knowledge at the intersection of technology and policy.



### NOACA - CEDS



- Access to Broadband
- Aerospace / NASA Glenn
- Agriculture
- Cultural Amenities
- Education
- Equity
- Healthcare
- Housing
- Immigration
- Innovation and Entrepeneurship
- Institutions Regional Collaboration and Urban/Rural Connectivity
- Manufacturing
- Parks and Recreation
- Tourism
- Transportation
- Water Resources





## The Case for Small Cities – a collaboration with the Upjohn Institute for Employment Research

 Previously thought that small cities lacked the dynamics of larger urban places – more serious questions and consequences of urbanization

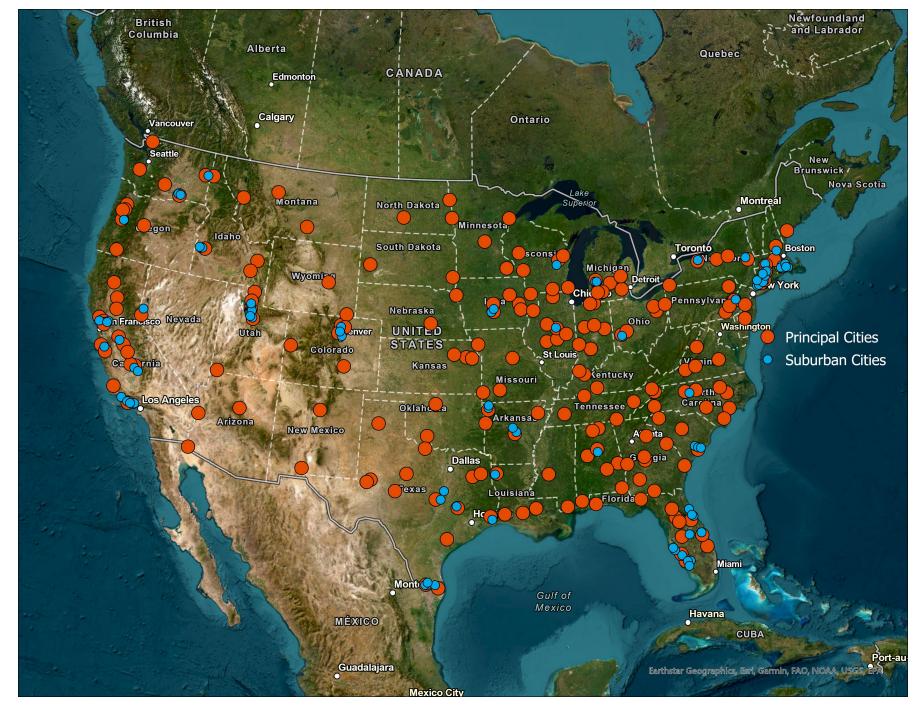
- Place bias

- Neglected in research

- Size and Scale
  - Significant number of communities
  - Represents significant population of the country



# Where are they?





### **Growth and Decline**

# of Principal Cities	# of Suburbs	% Range of Change
27	32	84.7% - 1,787.2%
48	11	42.1% - 84.1%
43	15	45.1% - 20.9%
	17	4.3% - 20.9%
		-32.1% - 3.6%
	27	27 32 48 11 43 15 42 17

MSA	Percent		MCA	Percent	
	Growth 1990-2020	Population Change 2010-2020	MSA	<b>Decline 1990-2020</b>	opulation Change 2010-202
Lakeland-Winter Haven, FL	1787.23%	28.36%	Youngstown-Warren-Boardman, OH-PA	-32.99%	-4.23%
Boise City, ID	1023.25%	43.54%	Flint MI	-31.80%	-6.28%
The Villages, FL	877.30%	58.32%	Dayton-Kettering OH	-22.85%	-0.77%
Cape Coral-Fort Myers, FL	814.87%	43.49%	Birmingham-Hoover, AL	-20.69%	-0.62%
Provo-Orem, UT	690.32%	41.29%	Jackson MS	-16.71%	
Deltona-Daytona Beach-Ormond Beach, F	517.50%	17.35%	Jackson, MS		
Salt Lake City, UT	503.07%	46.17%	Springfield, OH	-16.36%	-2.72%
North Port-Sarasota-Bradenton, FL	474.45%	19.91%	Canton-Massillon, OH	-15.80%	-2.94%
Bend, OR	374.04%		Decatur, IL	-14.34%	-5.60%
Cape Coral-Fort Myers, FL	324.67%	31.52%	Syracuse, NY	-13.00%	-1.80%
Kennewick-Richland, WA	265.18%	24.23%	Utica-Rome, NY	-12.61%	-3.62%







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CENTER FOR ECONOMIC DEVELOPMENT

# Center staff engage with various community stakeholders and organizations throughout the year to provide technical assistance, research guidance, programmatic advice and other services.

- 1. Racial Wealth Equity/Racial Wealth Gap
  - \* Policy Bridge racial wealth gap working group
  - \* City of Cleveland's new CityStart Program –Financial Empowerment Fund
- 2. Vital Communities Conference Planning member
- 3. Internet of Things Collaborative economic development committee
- Proposal Development Support Hydrogen Hub. Hydrogen Workforce and Occupations
- 5. Association for Budgeting and Financial Management Conference 2024



### CLEVELAND STATE UNIVERSITY

CENTER ECONOMIC DEVELOPMENT

EDA UNIVERSITY CENTER



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