MEASURING WHAT MATTERS: ROI FRAMEWORK FOR COMMUNITY INVESTMENTS

BLENDING FINANCIAL DATA AND IMPACT STORYTELLING

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Kisatchie-Delta Regional Planning & Development District

AGENDA

1. ERC OVERVIEW
2. KISATCHIE-DELTA REGION
3. ROI FRAMEWORK
4. REGIONAL EXAMPLES
5. Q&A

ECONOMIC RECOVERY CORPS

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Kisatchie-Delta Regional Planning & Development District

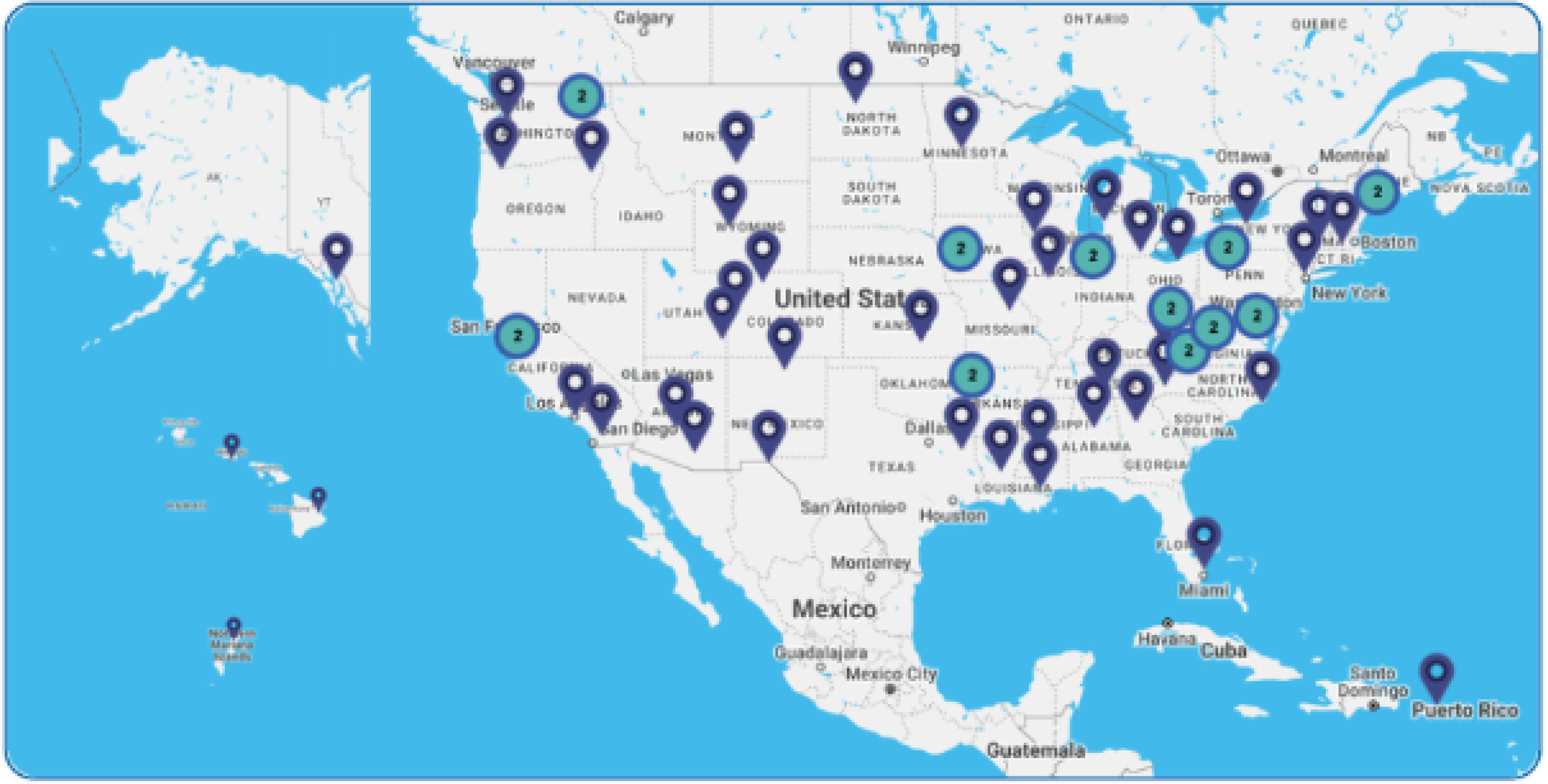
IN PARTNERSHIP WITH

E·D·A U.S. ECONOMIC DEVELOPMENT ADMINISTRATION | INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

ERC Partner Coalition

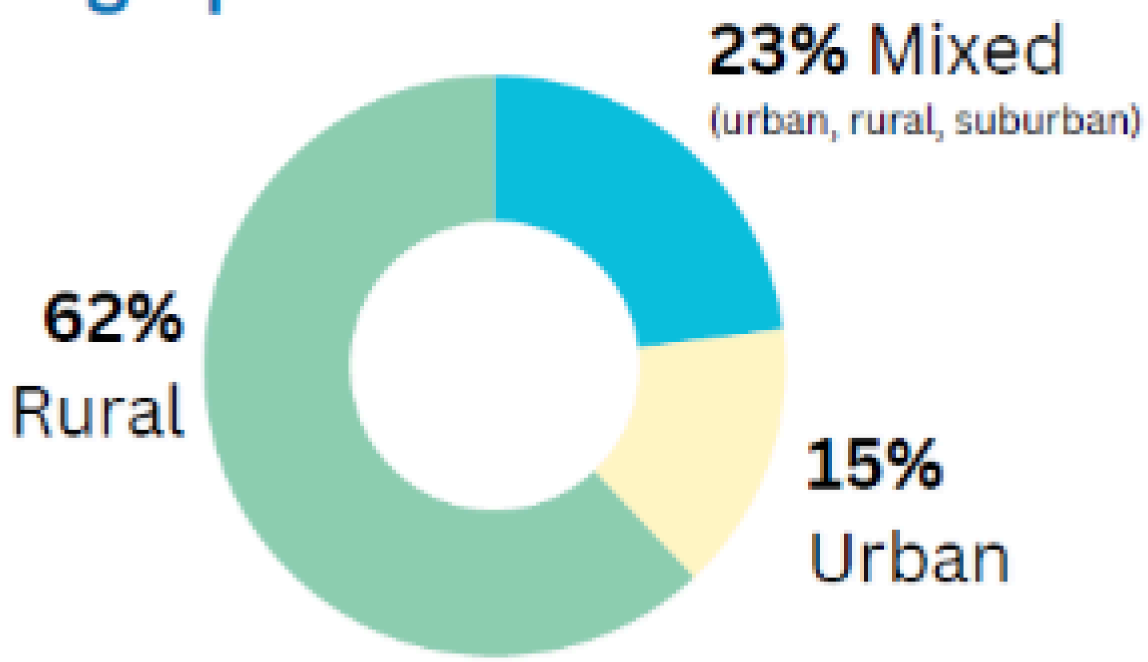
NADO Research Foundation · NACo · RAIN catalysts · CORI Center on Rural Innovation · NLC National League of Cities · ICMA

65 Fellows, 65 Catalytic Projects, 42 States, 2 Territories



ERC Fellows are working alongside Host Organizations in communities large and small, including nine Tribal Nations, two U.S. territories, and 5 multi-state collaboratives.

Geographic Mix



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Fellows

65% 10+ years of experience

69% Women

54% Identify as a person of color

40% Come from host community or region

Projects

- Broadband
- Housing
- Childcare
- Downtown Revitalization
- Technology & Innovation
- Workforce Development
- Tourism & Recreation
- Sustainability & Climate Resilience
- Small business, Entrepreneurship, Access to Capital
- Transportation & Infrastructure

Host Organizations

- City and county governments
- Regional coalitions and partnerships
- Tribal Nations
- Economic development organizations (EDOs)
- Economic Development Districts (EDDs)
- Entrepreneurial support organizations
- Community Development Financial Institutions (CDFIs)
- Nonprofits and technical assistance providers

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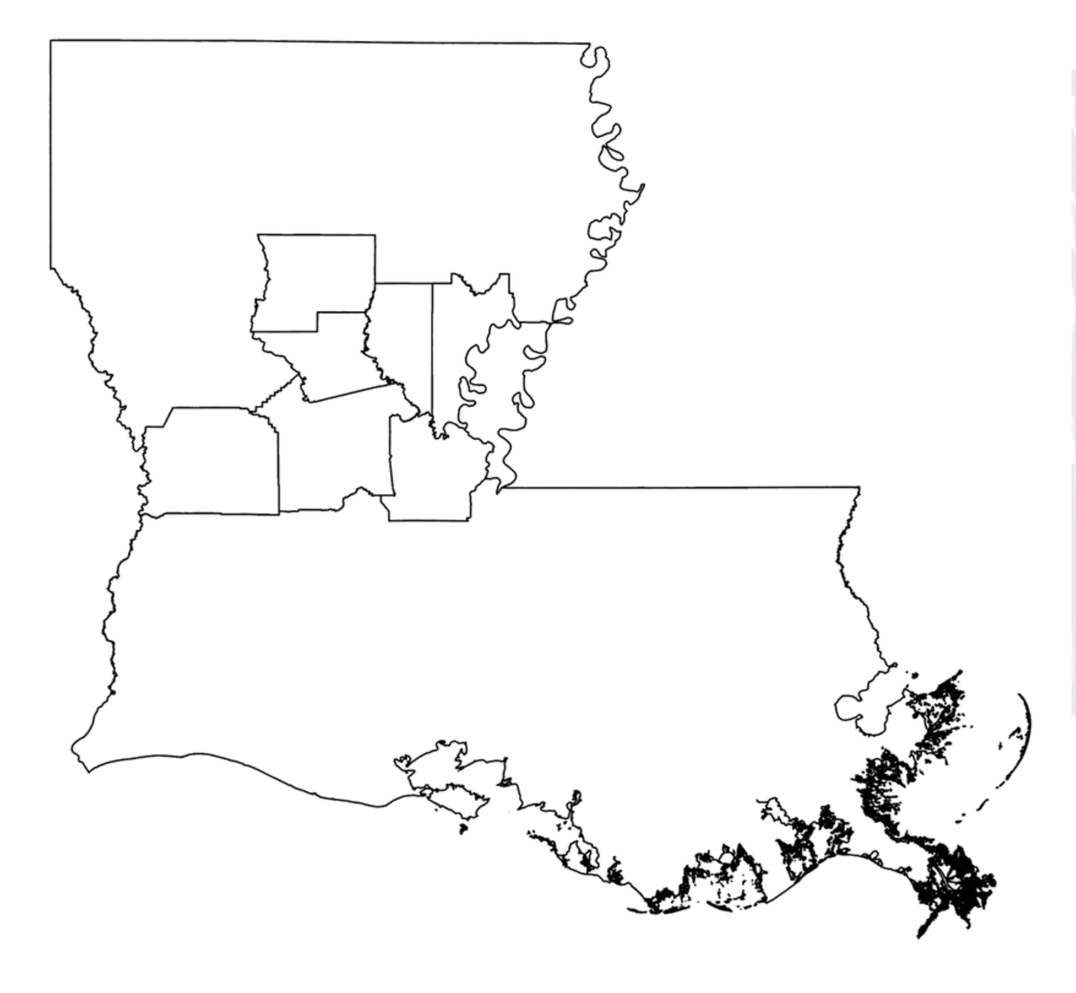
ROI FRAMEWORK FOR COMMUNITY INVESTMENTS

KISATCHIE-DELTA REGION

Eight parishes in central Louisiana
Two federally-recognized tribes and one state-recognized tribe
Geographic convergence of Mississippi River and all tributaries
Two military bases
Highly impacted by natural disasters
Primary industries: agriculture and timber



WHY AN ROI MATTERS?

It takes years of planning, alignment, trust-building, and engagement to unlock funding, shape and execute projects, and realize outcomes.

Before a dollar is obligated, districts are already doing the work: planning, identifying gaps, aligning partners, and building readiness.

Traditional ROI models often overlook this planning, or fail to capture the real value of catalytic investments made by local leaders from planning to activation.

FRAMEWORK AT A GLANCE

Step 1: Define structure and scope
Step 2: Collect financial inputs & outcome narratives
Step 3: Frame stakeholder value
Step 4: Generalize for other agencies
Step 5: Share, refine, and adapt

SCOPE AND STRUCTURE

Created a mixed-methods ROI framework combining data and narrative to assess community investment impact; in order to establish improved strategic communications with funders, legislators, and local leadership.

COMPONENTS

Inputs: Local, public, and private dollars

Outcomes: Jobs, industries, infrastructure, resilience

Storytelling: Progression of human impacts, community transformation, economic ripple effects

REGIONAL EXAMPLES

Harnessing Energy

How investment sparked local energy innovation and resilience

Manufacturing & Multi-Modal

Investing in industrial readiness and regional connectivity to unlock long-term economic transformation

HARNESSING ENERGY

Planning Foundations (1970s–1990s)
Conducted Small Ports Development Study
Supported hydroelectric plant development enabling long-term municipal energy revenue
Developed Vidalia Industrial Park

Infrastructure as Catalyst (2000s–2010s)
Constructed inland port and river access
Built Technology Center + broadband conduit across Mississippi River
Supported GIS system for Concordia Assessor
Rehabilitated abandoned gas line and Industrial Park expansion

Diversification & Growth (2020s)
Supported DOE-funded Syrah Technologies facility
Integrated workforce and small business TA strategy to support clean energy investment

District’s Role
Long-term infrastructure planner, grant writer, and regional TA provider
Facilitated public infrastructure that catalyzed energy diversification and job creation

MANUFACTURING AND MULTI-MODAL

Planning Foundations (1960s–1980s)
Identified and prepared key sites
Secured federal & state funds (EDA, HUD) for roads, rail, sewer, and port access
Recruited anchor industries
Supported land use planning and community readiness

Infrastructure as Catalyst (2000s–2010s)
Led sewer expansion in Pineville to prevent PG&E closure
Grant development multimodal logistics assets: port, rail spur, warehousing

Diversification & Growth (2010s–Present)
Supported vertical integration and just-in-time manufacturing
Facilitated Foreign Trade Zone activation

District's Role
Regional convener, technical assistance provider, grant writer, and infrastructure strategist
Ensured public investments led to long-term private reinvestment & job growth

Q & A

What outcomes are you trying to capture of your own communities or organization?

What's been hard to communicate in your disctrict's impact?

THANK YOU!

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