



EDD CoP

Economic Development District
Community of Practice



More info at: www.nado.org/EDDCoP

This session is offered through the Economic Development District Community of Practice (EDD CoP), managed by the NADO Research Foundation to build the capacity of the national network of EDDs. To learn more, visit: www.nado.org/EDDCoP. The EDD CoP is made possible through an award from the U.S. Economic Development Administration, U.S. Department of Commerce (ED22HDQ3070106). The statements, findings, conclusions, and recommendations in this webinar are those of the speakers and do not necessarily reflect the views of the U.S. Economic Development Administration or the U.S. Department of Commerce.



CEDS 101: What You Need to Know Right Now About the CEDS (March 2021)

CEDS 101: What You Need to Know Right Now about the Comprehensive Economic Development Strategy

CEDS 101: What You Need to Know Right Now about the Comprehensive Economic Development Strategy

March 9, 2021
CEDS, Recovery, and Resilience Webinar Series

Watch on YouTube



Federal Grant Administration Webinar Series

11

September

**SINGLE AUDIT
READINESS AND
SURVIVAL**

2:00-3:30 p.m. ET

26

September

**GRANT COST
ALLOWABILITY 101**

2:00-3:30 p.m. ET

02

October

**INDIRECT COST
RECOVERY FOR RDOs**

2:00-4:00 p.m. ET

09

October

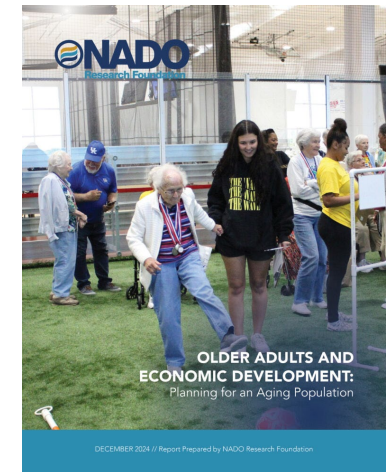
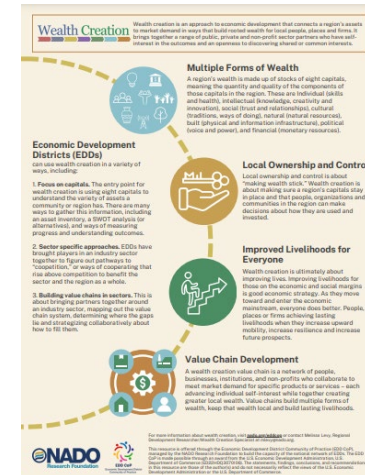
**PURCHASING GOODS
AND SERVICES WITH
FEDERAL FUNDS**

2:00-3:30 p.m. ET

LEARN MORE AND REGISTER FOR FREE AT:

nado.org/edd-cop/calendar-edd-cop/

 This webinar series is offered through the Economic Development District Community of Practice (EEO-COP) managed by the NADO Research Foundation. To learn more, visit www.eedd-cop.org. The EEO-COP is a group of public and private organizations from the U.S. Economic Development Administration, U.S. Department of Commerce, and other partners. The statements, findings, conclusions, and recommendations are those of the presenter(s) and do not necessarily reflect the views of the U.S. Economic Development Administration or the U.S. Department of Commerce.



Wisdom from the Field: 10 Practical Tips for EDD Staff to Improve Projects and Programs

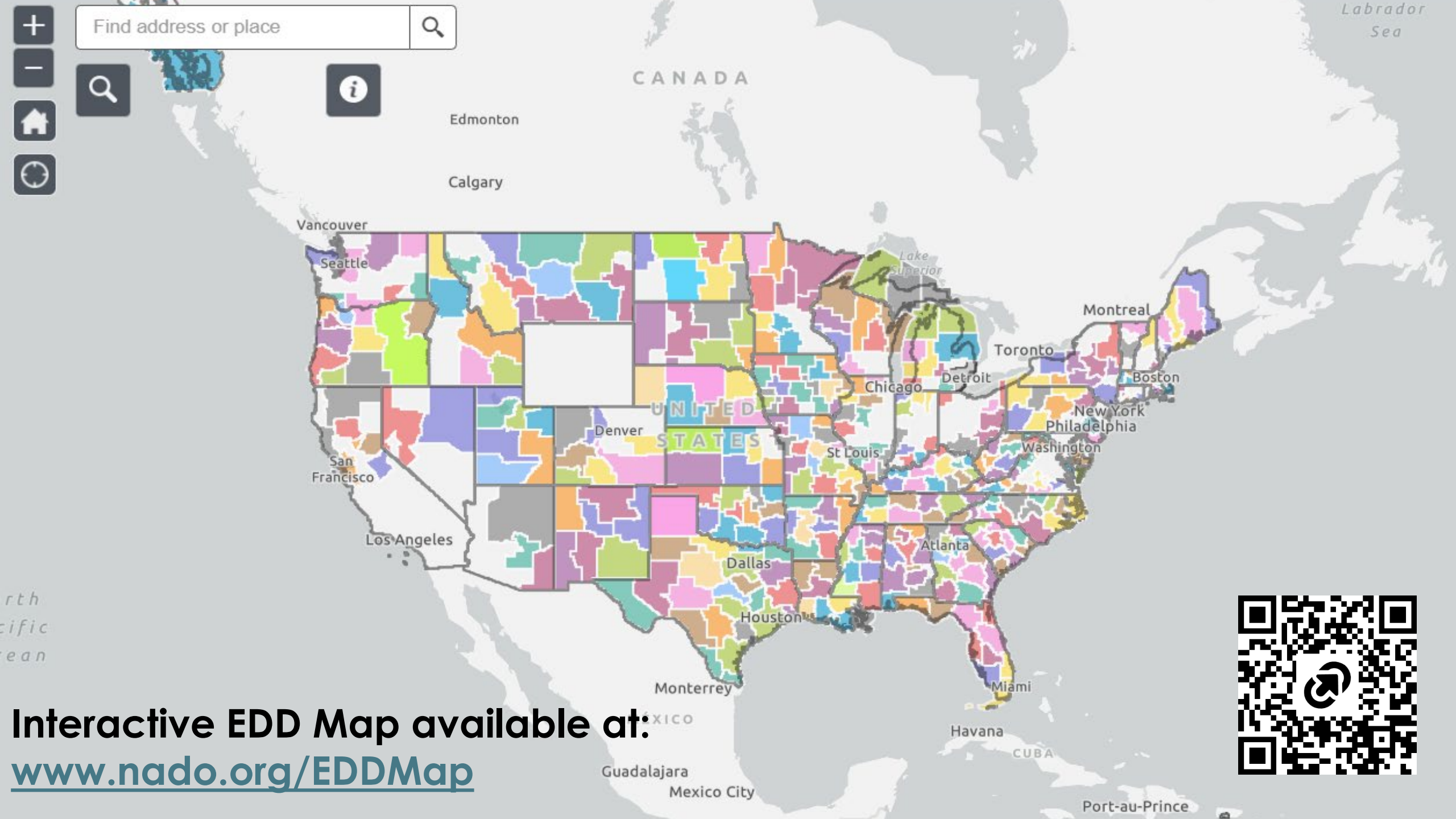
No one ever said doing regional economic development was easy. Whether navigating complex partnerships, aligning diverse community needs, or securing the right resources, EDD staff routinely face a wide range of challenges in their efforts to drive meaningful change. While there's no single roadmap for success, one of the best ways to chart a path forward is by learning from peers who've tackled similar hurdles.

This resource shares ten pieces of advice from Economic Development District staff who won 2025 NACD Impact Award-winning projects how vision, planning, and collaboration can lead to meaningful results. These insights offer practical guidance for moving initiatives from concept to completion, reflecting the creativity, determination, and problem-solving needed to advance economic and community development. Whether you're starting a new effort or working to complete an existing one, these lessons provide real-world encouragement from those who've successfully navigated the path.



September 2025

Visit: www.nado.org/EDDCoP



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



Today's Session

Brett Schwartz, Associate Director, Economic Development
NADO Research Foundation



Rick Yakubic, Executive Director
East Tennessee Development District



Tim Hendrick, Deputy Director
East Tennessee Development District

Eric Wright, Director of Planning & Development
East Alabama Regional Planning & Development Commission



NEW YORK TIMES BEST SELLER

RAISE YOUR HAND

"Confident and
honest."
—SWANNAH GUTHRIE

WRITTEN BY
Alice Paul Tapper

ILLUSTRATED BY
Marta Kissi





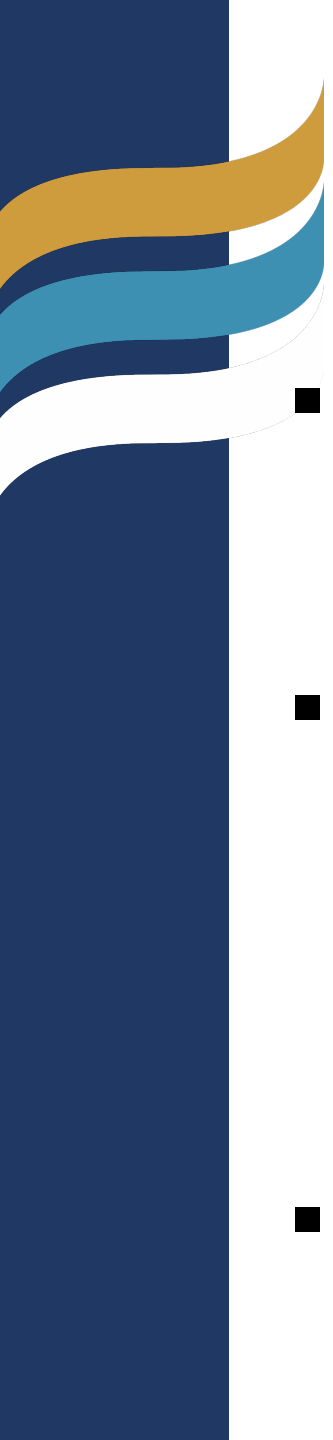
The Most **Impactful** CEDS Are:

Creative
Engaging
Driven by Data
Storytellers

Good **economic development**...starts with good economic development **planning!**



- David Ives, US EDA



The Comprehensive Economic Development Strategy (CEDS)

- The CEDS is a locally-driven **process and plan** for setting regional economic goals and the strategies to achieve them.
- It creates the space for your region to come together to identify its strengths and weaknesses and engage a diverse set of partners to create good jobs, diversify the economy, and spur economic growth.
- The CEDS belongs to your region. It can and should be more than just a requirement from EDA to unlock funding.



Additional Background

- Required for designation as an Economic Development District from U.S. EDA
- Tribes and some states and municipalities also maintain a CEDS
- Updated every five years with annual reports
- Submitted to EDA regional office for approval
- Requirement for various EDA funding including EDA's Public Works and Economic Adjustment Assistance programs & other funding



EDA AUTHORIZED SCOPE OF WORK Attachment A

The EDA investment will be used to support long-term economic development planning efforts, including the development, implementation, and annually updated Comprehensive Economic Development Strategy (CEDS) which is designed to bring together the public and private sectors in the creation of an economic development roadmap to diversify and strengthen the designated area economy. The scope of work will include the following work elements:

- **COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY:**

Establish and maintain a CEDS process, which must include an economic development plan and procedures for monitoring its implementation. In addition to the requirements currently noted in 13 CFR § 303.7, Recipients shall include an economic resiliency component in the Comprehensive Economic Development Strategy (CEDS). This component may specifically focus on a strategy to promote disaster resiliency but is encouraged to be a broader analysis about the economic resiliency of the area economy and contain a list of implementation priorities and action items to stabilize and support the designated area overall economic resiliency.

- **PARTNERSHIP COORDINATION:**

Coordinate economic development planning with other economic development Partners such as; University Centers, chambers of commerce, business associations, Tribes, local and state government economic development departments and EDA-funded entities.

- **BUILDING STAFF CAPACITY AND MANAGEMENT STRENGTH:**

Provide staff support and training to develop skills and management expertise that will expand the entity's ability to seek, obtain and successfully implement other economic opportunities within the district. Priority should be placed on EDA Grant applications.

- **TECHNICAL ASSISTANCE:**

Provide technical assistance as appropriate to member agencies regarding topics such as industrial parks, land use regulations, grant training workshops, district committees, economic development programs, business development, tribal entity or local governments.

- **OTHER ACTIVITIES:**

Complete other economic development-related planning activities as approved in writing by EDA



5 Ways to Think About the CEDS...



The CEDS is Your Region's "State of the Union"





The CEDS is Your Region's Strategic Plan



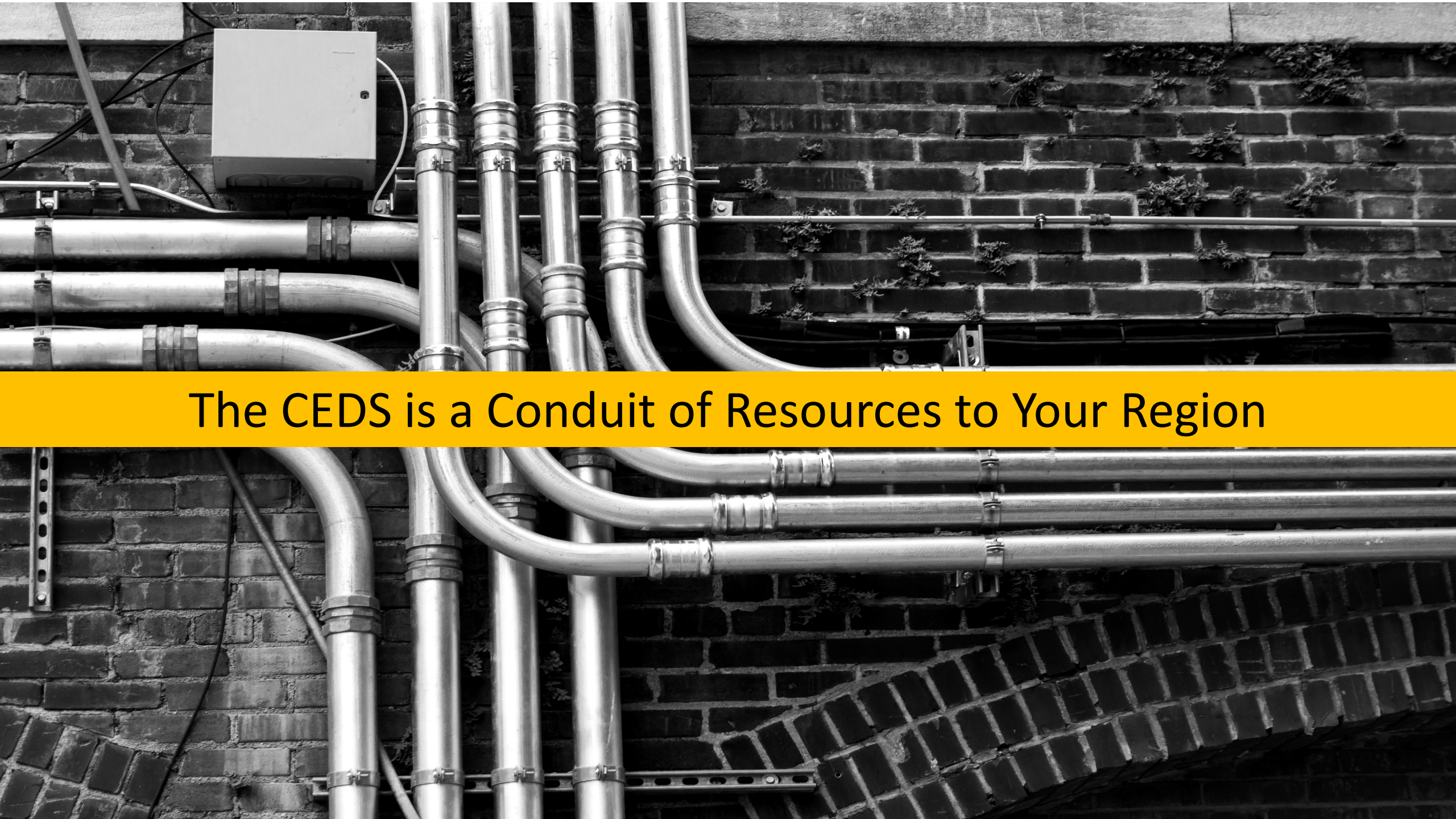


The CEDS is a Roadmap for Regional Economic Development



The CEDS is a Toolbox for Addressing Your Region's Challenges





The CEDS is a Conduit of Resources to Your Region



COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
2025-2029: A Five Year Vision





What Way(s) Do You Think About Your Region's CEDS?

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>



What are the Required Sections of the CEDS?

- **Summary Background:** A background summary of the region should answer the question, “What have we done?” and present a clear understanding of the local economic situation, supported by current, relevant data.
- **SWOT:** A SWOT analysis of the regional economy should answer the question, “Where are we now?” by using the relevant data and background information to help identify the critical internal and external factors that speak to the region’s unique assets and competitive positioning.
- **Strategic Direction/Action Plan:** The strategic direction and corresponding action plan contained within the CEDS are the heart and soul of the document. They should answer the questions “Where do we want to go?” and “How are we going to get there?” by leveraging the analysis undertaken in the SWOT.
- **Evaluation Framework:** The evaluation framework helps answers the question “How are we doing in meeting our goals?” and serves as a mechanism to gauge progress on the successful implementation of the overall CEDS while providing information for the CEDS Annual Performance Report.
- **Economic Resilience:** In building economic resilience, it is critical that economic development organizations consider their role in the pre- and post-incident environment to include steady-state and responsive initiatives.

A dramatic sunset over a body of water. The sky is filled with dark, heavy clouds that are illuminated from below by the setting sun, creating a vibrant orange and yellow glow. The sun is a bright, glowing orb just above the horizon line. The water in the foreground is dark with gentle ripples, reflecting the light from the sky. In the distance, a city skyline is visible along the horizon, with several buildings and trees silhouetted against the bright sky. The overall mood is serene yet powerful, suggesting resilience and the ability to withstand challenges.

Resilience:

The ability of a region or community to anticipate, withstand, and bounce back from shocks, disruptions, and stresses including:

- ❑ Weather-related disasters or hazards
- ❑ The closure of a large employer or military base
- ❑ The decline of an important industry
- ❑ Changes in workforce / effects of automation & AI
- ❑ COVID-19 response & recovery
- ❑ Much more...

Latest CEDS Guidance (April 2025)

- **In-Process CEDS:** CEDS that are under development (i.e., in any stage of development prior to EDA final approval) should have all references to and sections about equity and/or climate removed from the document.
- **Previously-Approved CEDS:** CEDS that have been previously approved (prior to the change in Administration) by EDA do not need to be changed or altered in order to remove references or sections related to climate or equity. While voluntary changes to remove such language outside of the regular 5-year update process will be allowed (e.g., as part of an annual update), no changes will be required before the regular 5-year update. However, as part of the regular 5-year update, it will be expected that grantees make changes to their CEDS as noted above for in-process CEDS.



EDA Investment Priorities

- **Critical Infrastructure**
- **Workforce**
- **Innovation & Entrepreneurship**
- **Economic Recovery Resilience**
- **Manufacturing**

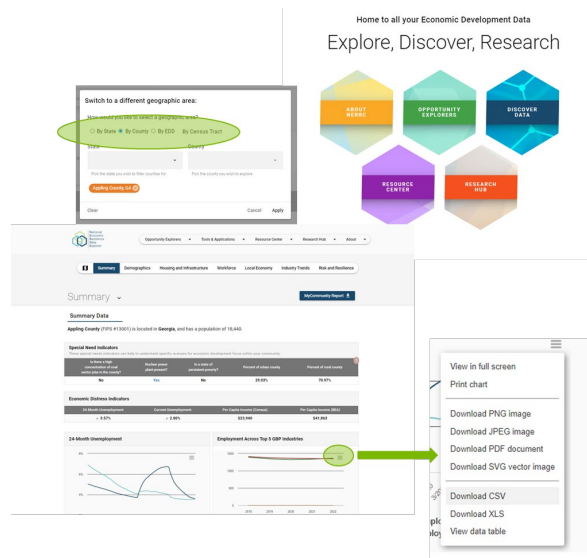
<https://www.eda.gov/funding/investment-priorities>



(Free) Data Tools and Models from Argonne National Laboratory

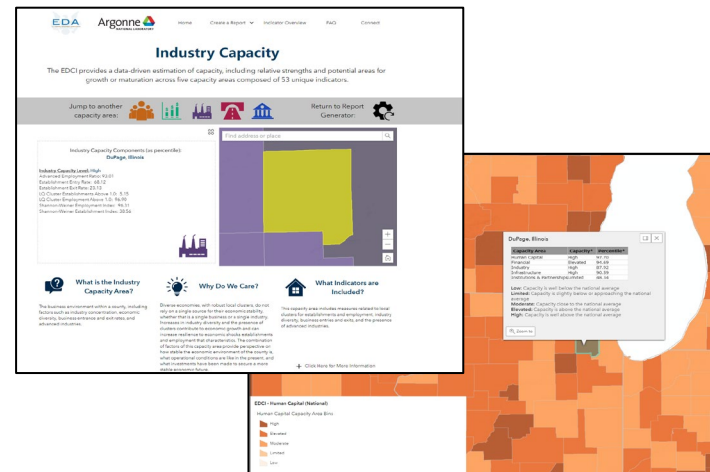
<https://www.anl.gov/dis/national-economic-research-resilience-center>

National Economic Resilience Data Explorer



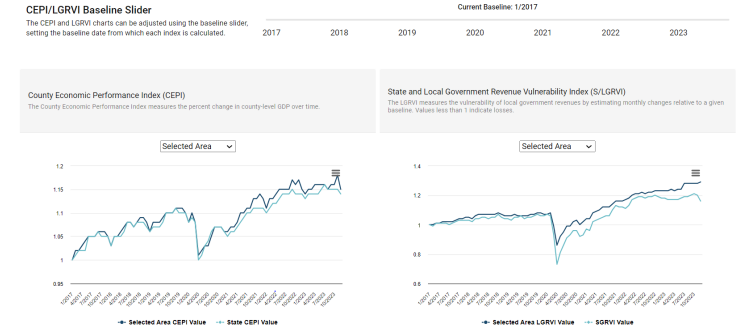
Baseline economic context

Economic Development Capacity Index



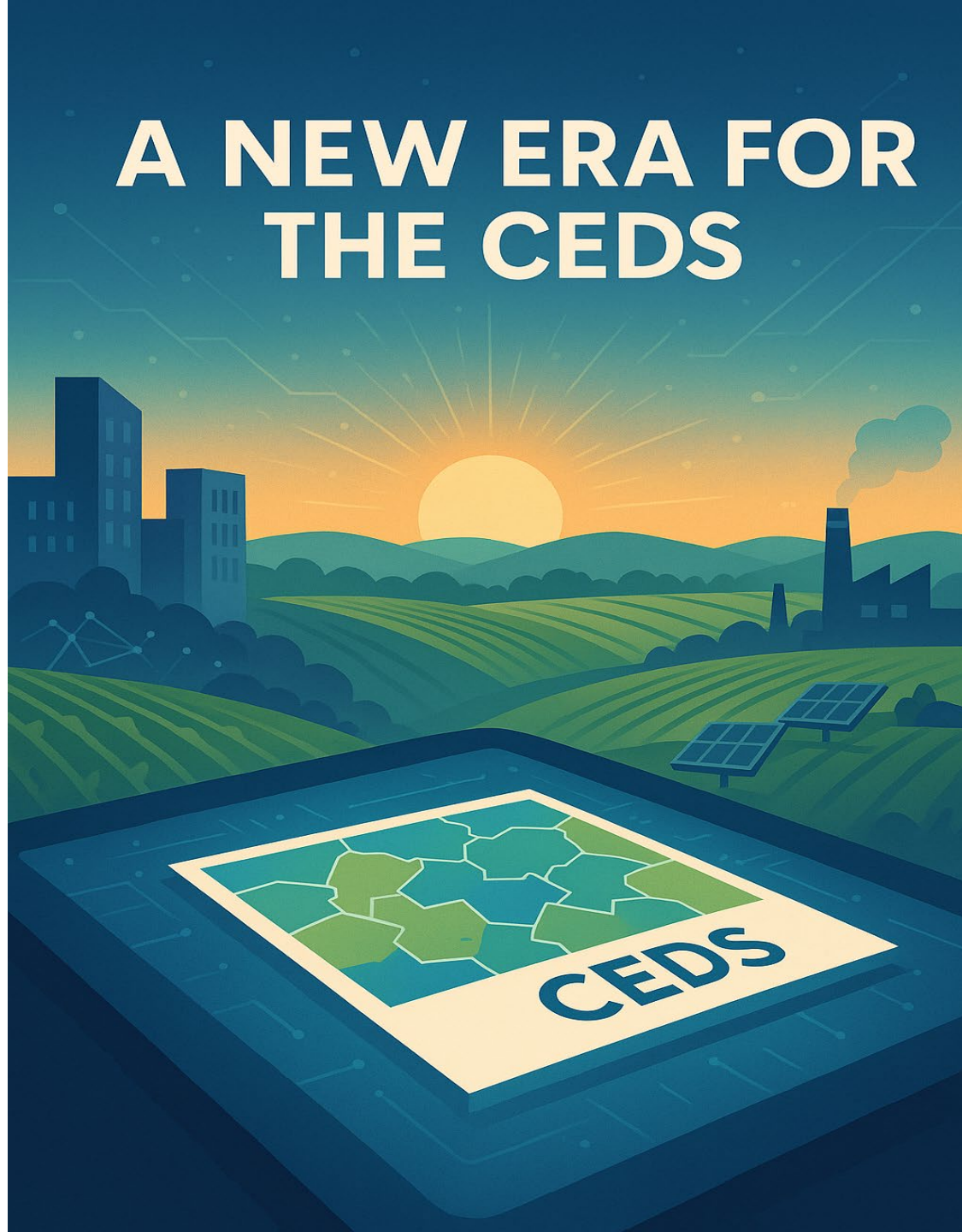
Assessment of county-level capacity, strengths, and opportunities for investment

Economic Performance and Government Revenue Indices

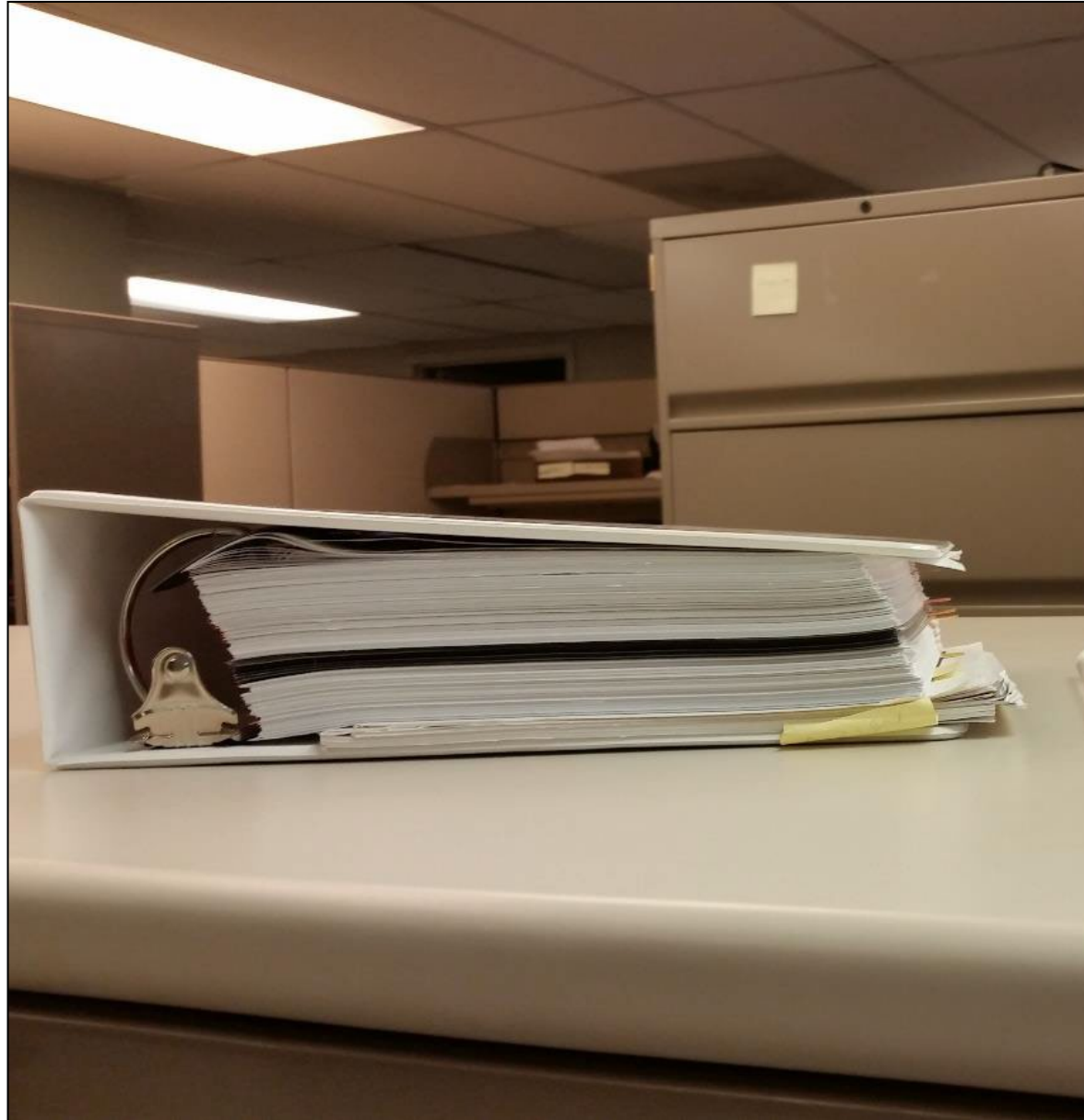


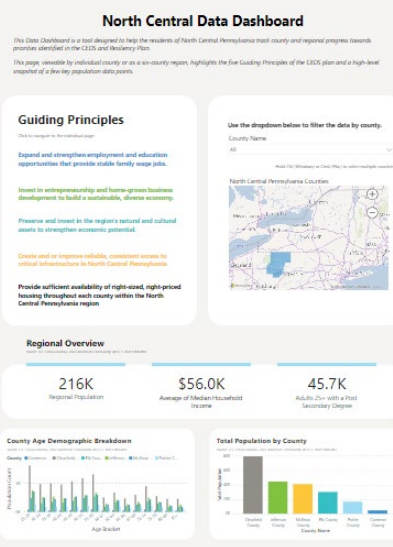
Near-real time measures of economic activity

A NEW ERA FOR THE CEDS



The “Door Stopper” CEDS Era (~ 25 years ago)





Spreadsheet on Online / Digital CEDS Examples

Online / Interactive CEDS

File Edit View Insert Format Data Tools Extensions Help

100% \$ % .00 .00 123 Arial 10 B I A

A8 | fx East Central Iowa Council of Governments

	A	B	C
1	Organization	State	Link to Online CEDS
2	Barren River Area Development District	KY	Website: https://planning.bradd.org/comprehensive-economic-development-strategy/
3	Blackhawk Hills Regional Council	IL	https://ceds.blackhawkhills.com
4	Catawba Regional Council of Governments	SC	Website: https://catawba.digitalceds.com/
5	Central Arkansas Planning & Development District	AR	Website: https://www.capdd.org/ceds
6	Centralina Council of Governments	NC	Website: https://centralinaedd.org/economic-strategy/
7	Delaware Valley Regional Planning Commission	PA	Story Map: https://www.dvrpc.org/economic/ceds/
8	East Central Iowa Council of Governments	IA	Website: https://www.envision-eastcentraliowa.org/regional-plan
9	Heart of Texas Council of Governments	TX	Website/Interactive Map: https://www.hotcoq.org/hotedd/ceds
10	Kentuckiana Regional Planning and Development Agency	KY	Website: http://kipdaceds.org/
11	Kisatchie-Delta Regional Planning and Development District	LA	Website: https://trello.com/b/M0exbxHr/ceds-online-kisatchie-delta-regional-strategy
12	Land of Sky Regional Council	NC	Story Map: https://losrc.maps.arcgis.com/apps/Cascade/index.html?appid=3db8474da7e24f36b59e
13	Mid-Shore Regional Council	MD	Website: https://ceds.midshore.org/
14	North Central Pennsylvania Regional Planning & Development Commission	PA	Website: https://ceds.ncentral.com/
15	Northern Neck Planning District Commission	VA	Website: https://www.northernneck.us/cedsonline/



<https://tinyurl.com/mwwwv38ux>



Stronger CEDS, Stronger Regions

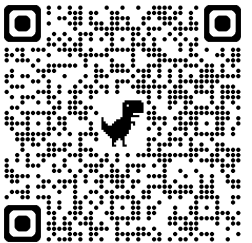
CEDS Resource & Training Archive

www.CEDSCentral.com

Five Tips for Building an Effective CEDS Strategy Committee



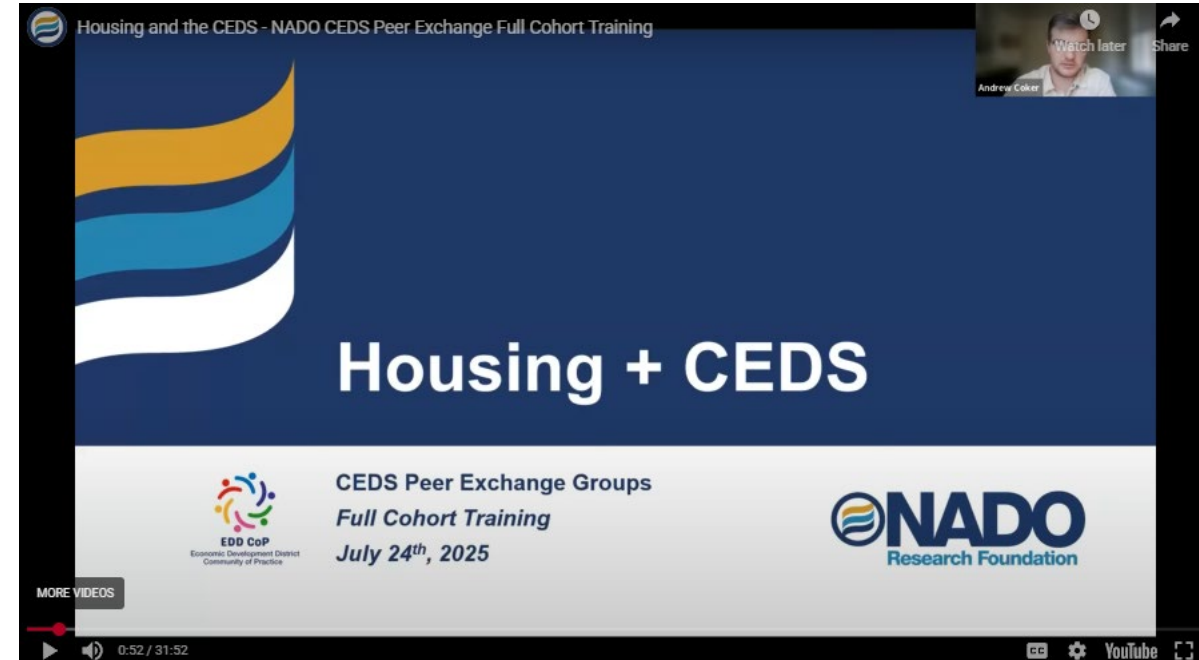
1. Ensure broad regional representation
2. Select members for skills and mindset, not just titles
3. Use a structured process to identify key stakeholders around various issues
4. Create sub-committees for complex or specialized topics
5. Make participation meaningful to build long-term engagement



Housing



<https://www.nado.org/housing/>



<https://www.youtube.com/watch?v=ZdA4RFCyuco>

How does housing fit into the CEDS?

1. Identifying housing needs and regional priorities through **Summary Background** or CEDS stakeholder surveys.
2. Collecting **data/information** on regional and local housing conditions data to inform regional economic strategies and evaluation metrics.
3. Setting clear, actionable, measurable, and assignable workforce and affordable housing strategies in the **Action Plan**.
4. **Implementing** and managing regional strategies based on conversations had and commitments made during the CEDS process.



Childcare



<https://www.nado.org/meeting-the-childcare-challenge/>

AI & Data Centers



AI AS A TOOL FOR ECONOMIC DEVELOPMENT
DISTRICTS: CONSIDERATIONS AND BEST
PRACTICES

NOVEMBER 2025 // PREPARED BY NADO RESEARCH FOUNDATION



<https://www.nado.org/ai-tools-for-edds/>



THE FUTURE IS NOW:
Data Center Fundamentals
for EDD Staff

NADO
Research Foundation

MARCH 2026 // Report Prepared by NADO Research Foundation



<https://www.nado.org/data-center-fundamentals/>



CEDS Conversation Carousel

Today @ 1:15 p.m.
Right here!





Stay in Touch!

Brett Schwartz

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