

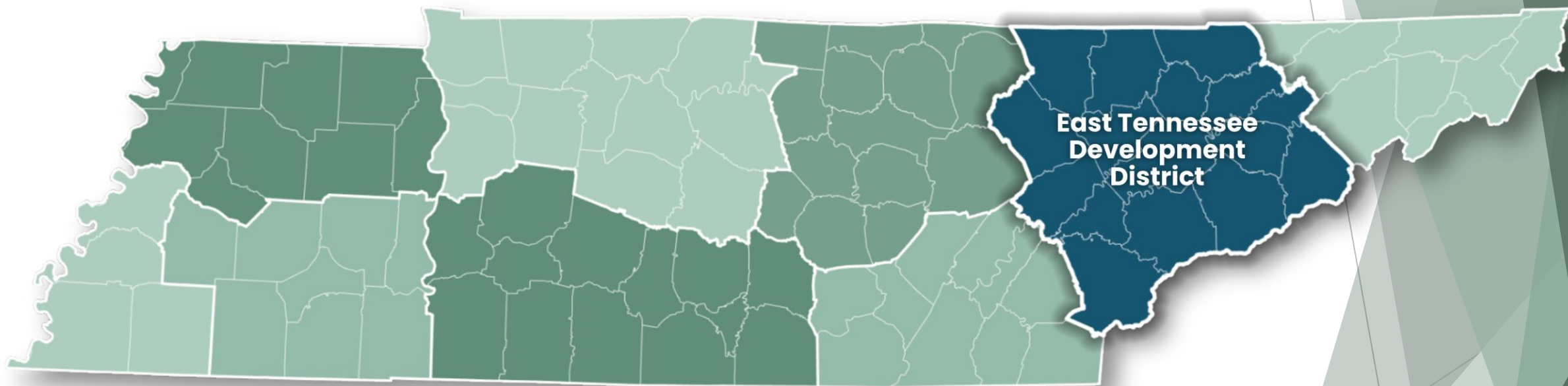


Comprehensive Economic Development Strategy (CEDS)

East Tennessee Development District



East Tennessee Development District

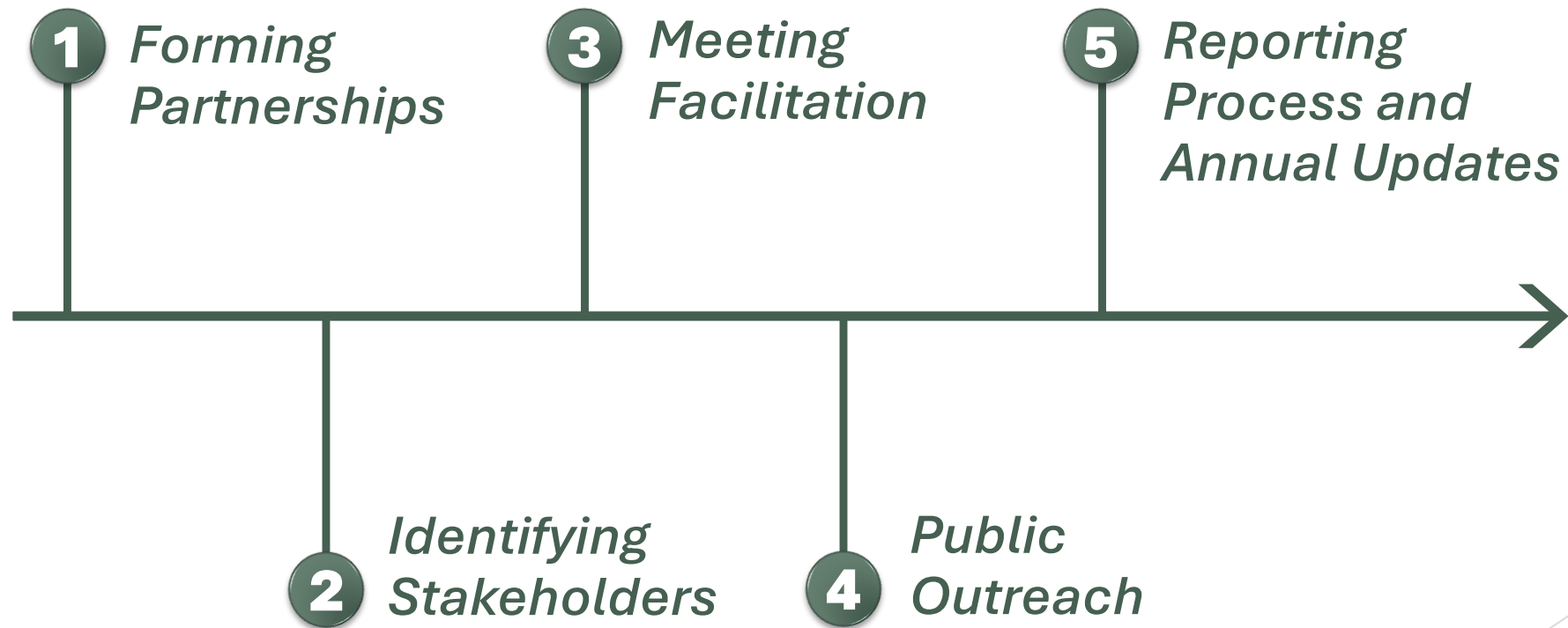


16
COUNTIES

56
MUNICIPALITIES

in Mideast
Tennessee

The ETDD CEDS Planning Process



Forming Partnerships



Identifying Stakeholders

Who do we know?

- Meet with them first

GOAL: Capture as many stakeholder voices as possible

- Initial meetings will assist in identifying & discovering missing partners
 - You may initially miss key stakeholders → *police, educators, public works departments, etc.*

Invite missing stakeholders to future convenings.

Repeat!

**Identification
of stakeholders
should be an
ongoing process!**

Meeting Facilitation

TVA's Partnership with ETDD allowed for:

- ETDD's use of large, centralized meeting spaces at TVA headquarters in downtown Knoxville
- ETDD's use of TVA Facilitators for 4 large stakeholder

Tip: Professional facilitation is tremendously helpful

- SWOT Analysis
- TOWS Analysis
- Data analysis for survey responses



Public Outreach

Methods:



Surveys



In-Person
Workshops



Individual
Stakeholder
Focus Groups

Statistical Analysis

- Ensure input is captured and quantified

A diverse set of outreach methods will ensure an impactful and informed CEDS.

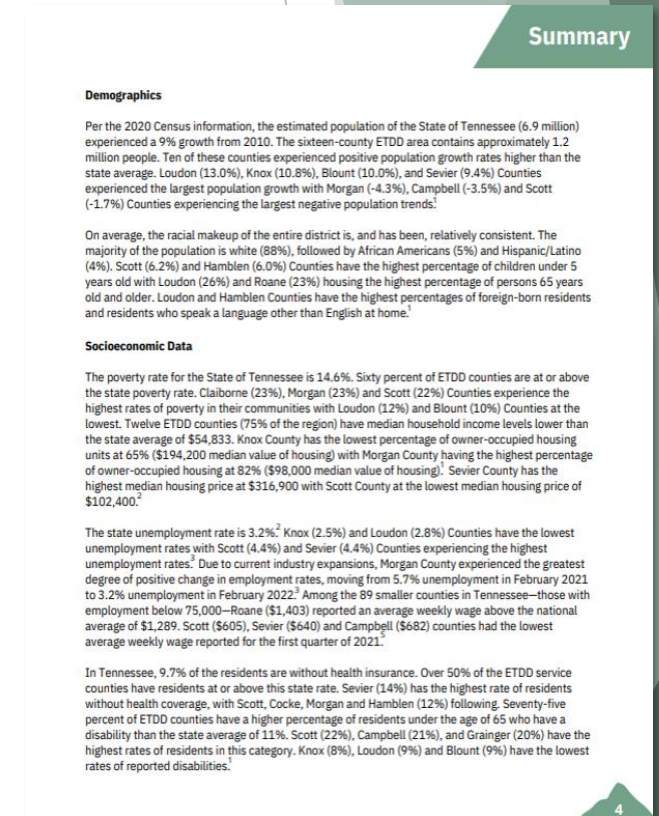


Reporting Process and Annual Updates

The **2022 full rewrite** and **subsequent annual update** were produced in **PDF format**.

- PDF format limited the scope and effectiveness of the document:
 - Intimidating & text-heavy
 - Difficult to navigate when printed
 - Not engaging or interactive

For the second annual update, we decided it was time for a change...



2022 - 2027 CEDS Regional Plan

Comprehensive Economic
Development Strategy
(CEDS) 2025 Annual Update

East Tennessee Development District - November 1st, 2025

[Click here to launch!](#)

