

Putting the CEDS in Perspective

A group of people are seated at round tables in a bright, well-lit room, likely a conference or meeting space. In the foreground, a woman with dark hair pulled back, wearing a dark blue polo shirt and a name tag that reads "TIFFANY", is smiling and gesturing with her hands as if in conversation. To her left, an older man with glasses and a green patterned shirt is looking towards her. The room is filled with other people at tables, some looking towards the camera and others engaged in their own conversations. There are water bottles, papers, and small bowls on the tables. Large windows in the background let in natural light, and a framed picture hangs on the wall.

February 11, 2021
Southeast Conference Mid-Session Summit

Presentation

- CEDS in a Nutshell
- CEDS Content Guidelines
- A New Era for the CEDS
- Resilience and Regionalism
- CEDS Resources



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In a nutshell...

The **Comprehensive Economic Development Strategy (CEDS)** is a locally-based, regionally-driven economic development planning process and document that creates the space for your region to identify its strengths and weaknesses and brings together a diverse set of partners to create good jobs, diversify the economy, and spur economic growth.

The technical stuff:

- Required for EDA designation as an Economic Development District
- Updated every five years with annual reports
- Submitted to EDA regional office for approval
- A CEDS Committee should be organized that “must represent the main economic interests of the Region”
- Requirement for various EDA funding including EDA’s Public Works and Economic Adjustment Assistance programs & CARES Act funding

We are in a Golden Age for the CEDS

CEDS Content Guidelines: Make it Your Best Friend!

US Economic Development Administration - 030916

Comprehensive Economic Development Strategy (CEDS) Content Guidelines:

Recommendations for Creating an Impactful CEDS

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- Provides guidance on the required sections of the CEDS
 - Summary Background
 - SWOT
 - Strategic Direction/Action Plan
 - Evaluation Framework
 - Economic Resilience
- Best practices, case studies, and links

www.eda.gov/CEDS

What's in Each Section? A Quick Overview

- **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 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 New Era for the CEDS

From this...

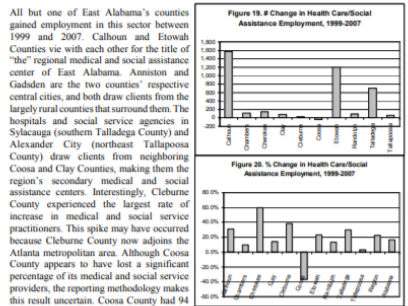
...to this...

...and this!

Health Care and Social Assistance

Taking care of people's medical needs and providing them with services to help them with their daily lives have become increasingly important professions. The demand for health care and social assistance will continue to climb as the Baby Boomers move through the different stages of older age. Demand may rise more rapidly in Alabama than in other areas, as the state has become an increasingly attractive place for people to retire.

Health care and social assistance already has gained prominence in East Alabama, rising from being the third largest employment sector in 1999 to the second in 2007.²³ It may be quite some time before it overtakes manufacturing, which has at least an 11,000 job lead, however, unlike manufacturing, this sector registered gains in the number of employers and employees. East Alabama attracted 12% of the state's new practitioners in these fields—good progress for a largely rural area. Small practices with fewer than 20 employees predominate this sector. Jobs in these professions are not quite as lucrative in East Alabama as they are in other parts of the state, and pay increases in the region have not kept pace with the statewide average. In 1999, medical and social service workers earned 11% less than their counterparts throughout the state. That gap increased to 15% by 2007.



more than 50 inches of precipitation a year, while those in the south receive slightly more, around 55 inches per year. Extreme heat is rare during the Summer, but temperatures in the nineties are quite common, reaching those about 64 days per year. The temperature only exceeds one hundred degrees on one or two days per year. During the winter months the temperature drops below freezing an average of 70 days. It drops to twenty or below only 7 to 9 days per year.

Geographic Features

Geographic features are major determinants of the physical potential of the area. These features determine opportunities and constraints that shape land use patterns. They may also facilitate or impose restrictions on the economic development of an area. The East Alabama Region is an area of distinct topographic contrast and is physically diverse and rich with natural resources. The northern two-thirds of the region is characterized by the mountainous terrain of the southern Appalachians, interspersed with broad, low-lying river valleys. The Coosa and Tallapoosa Rivers flow southwest through this portion of the region, draining a large headwaters area in northwestern Georgia. The two rivers eventually converge in the Montgomery area to form the Alabama River. The main mountain ridges separating these two rivers possess the highest elevations in Alabama. The summits of Mount Cheaha, the State's highest point, Digger Mountain, and Choccolocco Mountain are over 2,000 feet above mean sea level. The main mountainous ridges extending through Talladega, Calhoun, Cleburne, and Cherokee Counties constitute the heart of the Ridge and Valley geographic province. Small portions of Etowah and Cherokee Counties north and west of Lookout Mountain are located in the Cumberland Plateau geologic province. The remaining southeastern half of the region is characterized by the rolling plains of the Piedmont geologic province, which extends east into Georgia and south to the Fall Line, extending roughly from Columbus, Georgia, to Montgomery.

There are two major resource areas within the region. These are the Southern Appalachian Ridges and Valleys area and the Southern Piedmont area. Each of these areas is characterized by similar topography, soils and land use. These characteristics have produced a distinct, recognizable land form, which has advantages and disadvantages for land utilization.

The Southern Appalachian Ridges and Valleys land resource area, which is found in northern portions of the region, is also referred to as the Coosa Valley area. It is an area of small and medium sized farms and is covered by mixed hardwood forests. The landscape consists of wide, gently rolling valleys and steep, rough ridges, all extending in a northeast-southwesterly direction.

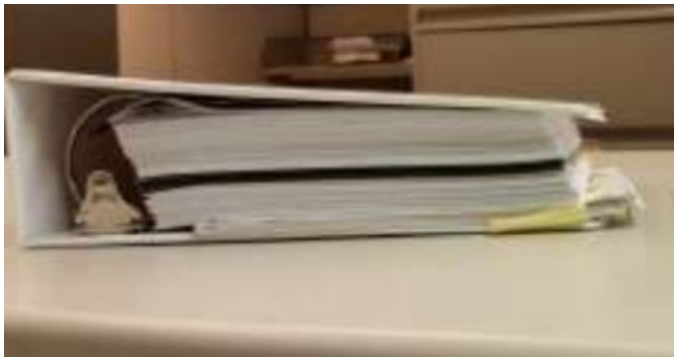
Elevation in the Ridges and Valleys area ranges from 507 feet to over 2,400 feet above mean sea level. Long, straight valleys and ridges influence transportation, agriculture, streams and roads. Extensive cropping and high erosion potential make the area subject to severe erosion.

The Southern Piedmont Land Resource area comprises over 50 percent of the region's land area. The area is characterized by gently rolling topography interspersed with steep hilly areas. Toward the north, the topography becomes rougher with some mountainous portions of the area having local relief of about 1,000 feet. The Piedmont area was once general farmland used primarily for cotton

Summary Background An Economic Development Snapshot



²³ See Table 23 in Appendix D.



COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY 2018-2023

Home Background S.W.O.T. Action Plan Disaster Resilience Economic Distress Criteria Evaluation Framework Contact

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Summary Background

Background of the economic conditions in the region

[More Info](#)

S.W.O.T. Analysis

Analysis of regional strengths, weaknesses, opportunities and threats (commonly known as "SWOT" analysis)

[More Info](#)

Action Plan

Identifies stakeholders responsible for implementation, timetables, and opportunities for local, state, and federal funds

[More Info](#)

Evaluation Framework

Evaluation of the organization's use of the CEDS and impact on the regional economy

[More Info](#)

U.S. EPA Guidelines KIPDA CEDS: Annual Report FY 2020 Resolution

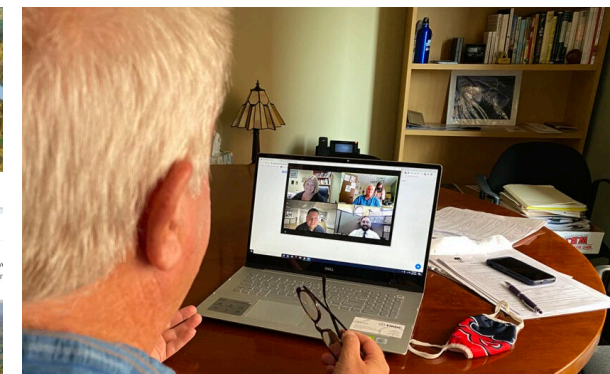
A New Era for the CEDS

From this...

...to this!



Credit: Everyday Health



A New Era for the CEDS

From this...

...to this!



Credit: countingjobs.com.au

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

Credit: Wealthworks.org

A New Era for the CEDS


From this...



Credit: Industry Week

...to this!



A sunset over a body of water with a city skyline in the distance. The sky is filled with dramatic, dark clouds illuminated from below by the setting sun, creating a gradient of colors from deep purple and blue to bright orange and yellow. The water in the foreground is dark with gentle ripples, reflecting the light from the sky. In the background, a city skyline is visible, with buildings and trees silhouetted against the bright horizon. The overall mood is serene and contemplative.

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 / Impacts of climate change
- The closure of a large employer or military base
- The decline of an important industry
- Changes in workforce / effects of automation
- COVID-19 response & recovery
- Much more...

Economic Resilience: What Do the CEDS Content Guidelines Say?

Economic resilience becomes inclusive of three primary attributes: **the ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether.**

Steady-state initiatives tend to be long-term efforts that seek to bolster the community or region's ability to withstand or avoid a shock.

Responsive initiatives can include establishing capabilities for the economic development organization to be responsive to the region's recovery needs following an incident.

Visit: www.eda.gov/CEDS

Why **Regional** Resilience?

- Nearby communities often share similar risks/hazards
- Disaster impacts cross jurisdictional boundaries
- Communities are interdependent
 - Vulnerabilities in one community could impact another.
 - Mitigation investments in one community could impact another (positively or negatively).
- Economies are regional in nature
- Communities can accomplish more when they work together



Regionalism Works

Regionalism is a committed effort to improve communities through increased coordination and collaboration, maximizing efficiency through **united approaches** while preserving **individual aspirations**.

Steve Etcher, Former Executive Director, Boonslick Regional Planning Commission (MO)

The Most Effective CEDS Are:

Creative

Engaging

Driven by data

Storytellers

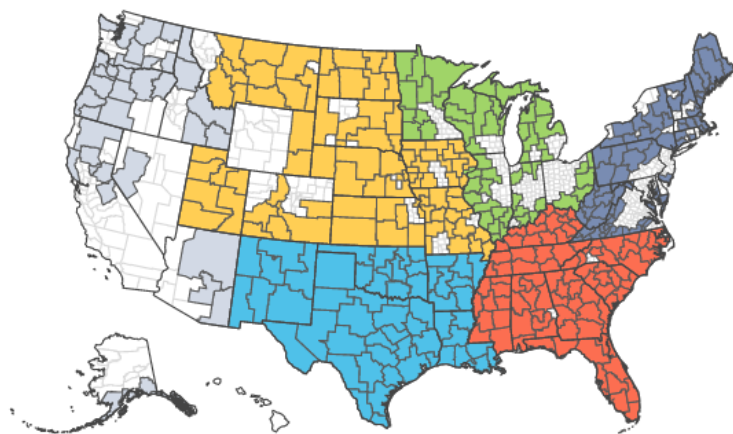


CEDS Resource Library

Comprehensive Economic Development Strategies (CEDS) contribute significantly to effective economic development across the United States. This great volume of information has previously been difficult to locate. It tended to be dispersed across countless websites, too often in formats that didn't let users search conveniently for the kinds of information they needed. Now, all CEDS are in a database with sufficient metadata to allow searching based on up to 50 different variables.

Quick Search

Or click on an economic development district in the map:



<http://www.statsamerica.org/ceds/>

Guided Approach to Examining CEDS



Report analysis, content and design

We've created 7 key categories and have identified what we are calling "exemplars" of the CEDS within each EDA region. Explore each of the categories and the CEDS exemplars for each—then click on the CEDS to see for yourself!

[Explore by category »](#)



Strategy development

Look up analysis conducted by regions similar to your own based on PCPI, demographics or other key characteristics. Note their strategies since peer regions likely share similar challenges and opportunities.

[Find peers »](#)



Strategic blueprint

What are the best practices to help turn the goals outlined in the CEDS into reality?



Stronger CEDS, Stronger Regions

CEDS Resource & Training Archive

www.CEDSCentral.com

Alaska's Mariculture Industry: Creating New Opportunities for Prosperity and Resilience

[NADO.org](#) > [Resources](#) > [Regional and Community Planning](#) > Alaska's Mariculture Industry: Creating New Opportunities for Prosperity and Resilience

Posted on: August 13th, 2020 by Brett Schwartz



Mariculture offers promising economic and environmental benefits for coastal communities throughout Alaska
(Photo credit: Lia Heifetz, Barnacle Foods)

Though the word 'mariculture' may not be a common term for many people, especially those living inland, it has come to signify an emerging industry that presents a tremendous opportunity for coastal regional economies. It is a specialized branch of aquaculture involving the cultivation of marine organisms in the ocean for food and other products. Think farming, but in the ocean; mariculture operations cultivate and harvest regular batches of shellfish like oysters, mussels, abalone, or geoducks (pronounced "goeeyducks"), as well as seaweeds, like kelp. Mariculture of shellfish and seaweeds do not require feed, fertilizers, insecticides, herbicides, antibiotics, or practically any inputs at all, making the practice very sustainable and quite inexpensive to operate. Mariculture offers such promising economic

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Celebrate your victories!





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