

Comprehensive Economic Development Strategy (CEDS)

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Program Manager

- CEDS Overview
- Process
- Goals
- Strategic Direction/Action Plan/Evaluation
- Adopt and Submit to EDA



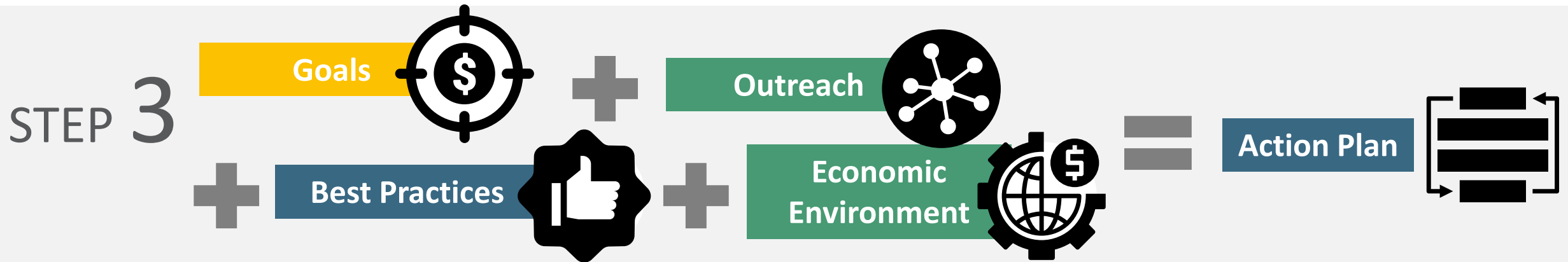
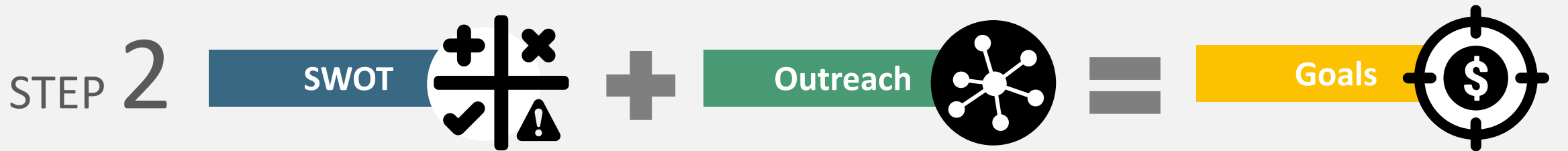
- Required for EDA designation as an Economic Development District (EDD)
- Updated every five years
- Submitted to EDA regional office for approval
- Requirement for various EDA funding including EDA's Public Works and Economic Adjustment Assistance programs & CARES Act funding



Timeline



Inputs into the Draft Plan



Areas of Focus

- Equity, Inclusion & Access (EIA)
- Housing Production and Preservation (HPE)
- Infrastructure Expansion and Maintenance (IEM)
- Education and Workforce Development (EWD)
- Entrepreneurship, Innovation & Small Business Development (ESB)
- National and Global Business Competitiveness (NGB)

Draft Goals

Goal 1

Build on Previous Successes to Promote the Economic Resiliency and Prosperity of all Residents, Businesses, and Communities with a Renewed Focus on Equity

Goal 2

Reinforce Equity as the Foundation for Regional and Local Initiatives

Goal 3

Focus on Business Innovation to Support the Development of Small and Mid-Sized Businesses

Goal 4

Ensure the Global and National Competitiveness of the Regional Economy

GOAL 1

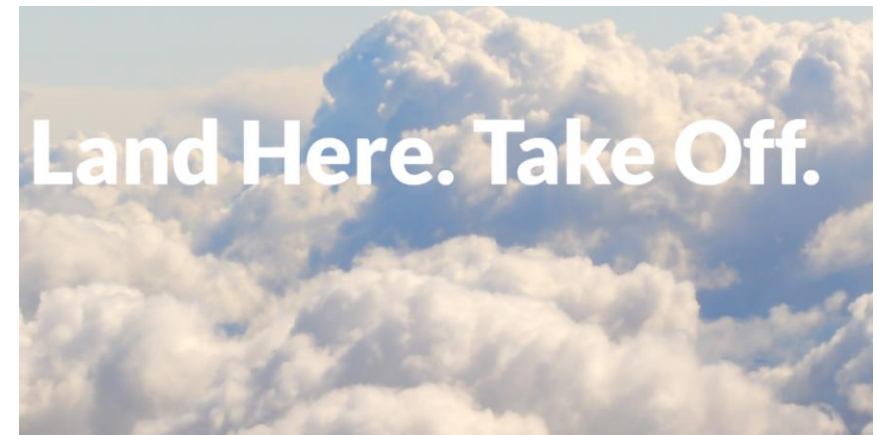
Build on Previous Successes to Promote the Economic Resiliency and Prosperity of all Residents, Businesses, and Communities with a Renewed Focus on Equity



Example of Goal 1 Actions

- Further amplify and activate the Aerotropolis Atlanta by facilitating and supporting the implementation of Blueprint 2.0 and other Alliance Activities.

Metric of Success: Adoption and implementation of the Blueprint 2.0, including researching and supporting the pursuit of funding and technical assistance.



GOAL 2

Reinforce Equity as the Foundation for Regional and Local Initiatives

Example of Goal 2 Actions

- Update local and state procurement regulations and/or access to facilitate participation for small/minority businesses.

Metric of Success: Number of jurisdictions/organizations with policies to be more favorable to small and minority businesses.



GOAL 3

Focus on Business Innovation to Support the Development of Small and Mid-Sized Businesses

Example of Goal 3 Actions

- Streamline permitting, development, and other regulatory processes at the local level to meet changing business needs and provide a predictable legal and regulatory environment in the region.

Metric of Success: Number of jurisdictions/organizations policies to be more favorable to small and minority businesses.



Goal 4

Ensure the Global and National Competitiveness of the Regional Economy

Example of Goal 4 Actions:

- Inventory creative assets: mapping, arts, music, film, digital, gaming, software, information, fashion, sports, identify potential roadblocks to expansion, and identify demand for fashion, food, and other emerging sectors.

Metric of Success: Creation of an Asset Map for the Creative Sector that enables local elected officials to evaluate policy options and cost benefits.



This plan is just the beginning.
It will connect people and implement
much needed plans and programs.

“One Great Region”

Next Steps

- Adoption (Resolution, CEDS, Annual Report) and Submittal to EDA
- Implementation

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