

Comprehensive Economic Development Strategy (CEDS) and Agency-wide Policy Framework



Introduction and Agenda

Your Consulting Team



Wade Carroll



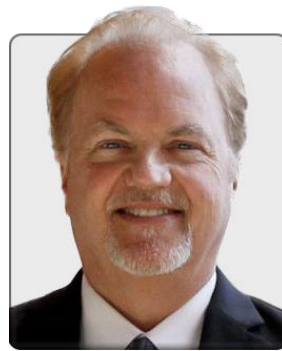
Geoff Koski



Inga Kennedy



M. Von Nkosi



Kevin Johns



Agenda

CEDS Overview

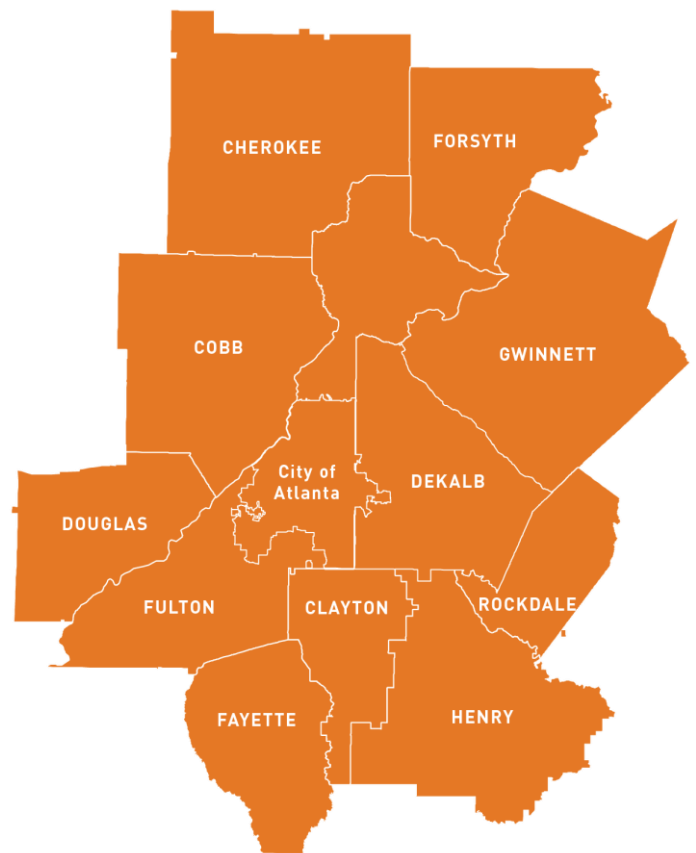
- Definition
- Requirements
- Benefits
- Schedule

Comparison to 2017 CEDS

- Successes
- Enhancements for 2022

CEDS Outreach Program

Overview of Policy Framework



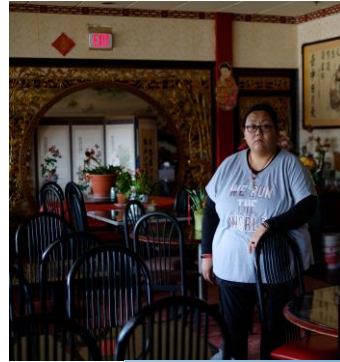


CEDS Overview

Requirements of Completing a CEDS

EDA Requirements

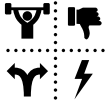
- Designation as an Economic Development District
- Submitted for approval every five years
- Public Works and Economic Adjustment Assistance programs & CARES Act funding



Components



Summary
Background



SWOT



Strategic
Direction/
Action Plan



Evaluation
Framework



Economic
Resilience



Benefits of Completing a CEDS



Build on the strengths and identify gaps in resources



Facilitates regional collaboration



Attract federal funds and technical assistance




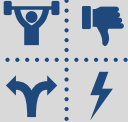

Facilitate a more resilient regional economy



Call to action for economic development



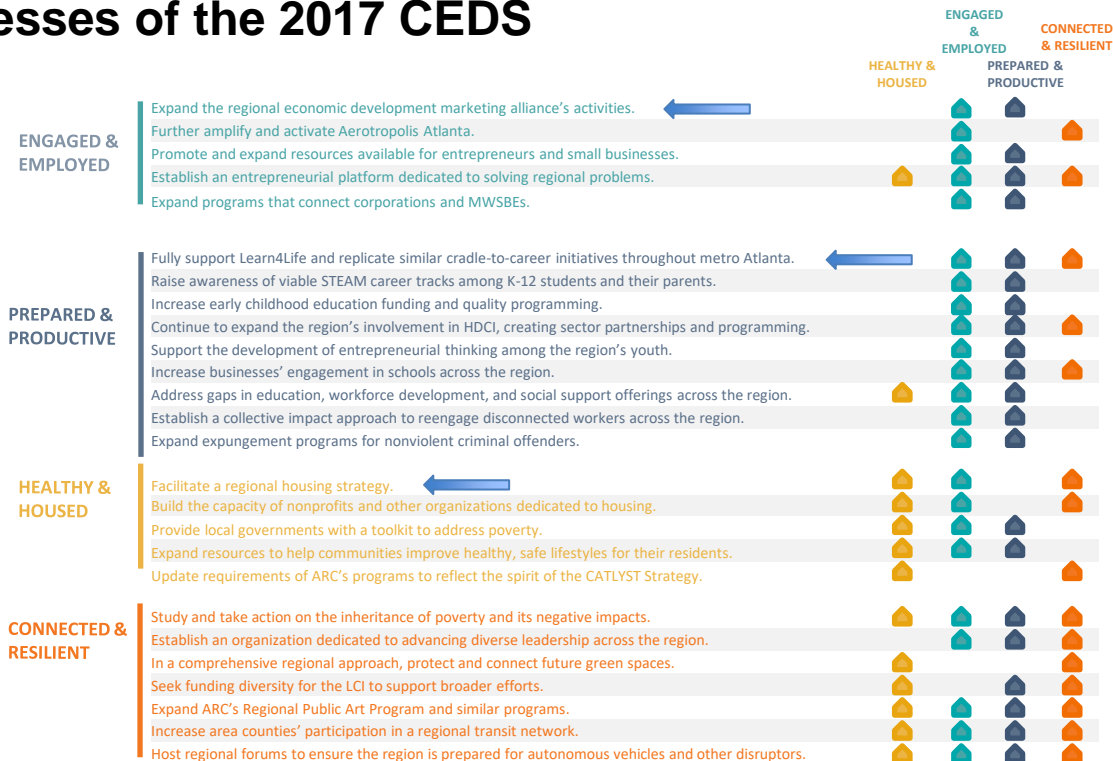
CEDS Schedule

TASKS		Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22
	Task 1 – Engagement						★	★
	Focus Groups							
	Surveys							
	Interviews							
	Public Updates							
	Task 2 – Develop Strategic Direction							
	Summary Background							
	SWOT Analysis							
	Economic Framework							
	Task 3 – Document Format							
	Task 4 – Prepare Project Deliverables							

★ Draft CEDS Complete

★ ARC Adoption of CEDS

Successes of the 2017 CEDS



Enhancements to the 2017 CEDS

- ✓ Increased focus on equity & equal access
- ✓ Development of performance measures
- ✓ Integration of ROI tools
- ✓ Promote small businesses
- ✓ Greater economic resiliency
- ✓ Focused outreach



Highlights of CEDS Outreach Program

WE WANT YOUR HELP!!!

Stakeholder Groups

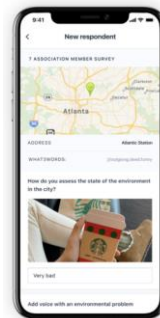
- **Traditional:**
Elected Officials,
Chambers of Commerce,
Economic Development
Directors, Merchants
Associations
- **Equity-Oriented:**
Women-Owned,
Minority, Hispanic, and
LGBTQ Business
Associations, Homeless
Organizations, Aging
Assistance

Structured Inquiry

- Economic
Development Leaders
- Identified
Demographics
- Small Businesses
- Workforce
Development/Training



Focus Group Meetings





Agency-wide Policy Framework

Highlights of Agency-Wide Policy Framework

Purpose

- Identify Overarching Agency-wide Policies
- Develop Consistent Internal/External Messaging
- Inform and Guide Technical Document
- Focus on Equity and Resiliency

Major Tasks

- ARC Document Review
- Develop Framework Structure for RTP/RDP

Scheduled to begin in February 2022





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)*





Thank you!

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