

Comprehensive Economic Development Strategy (CEDS)

Meeting Agenda

CEDS Overview

2017 CEDS (CATLYST) Successes

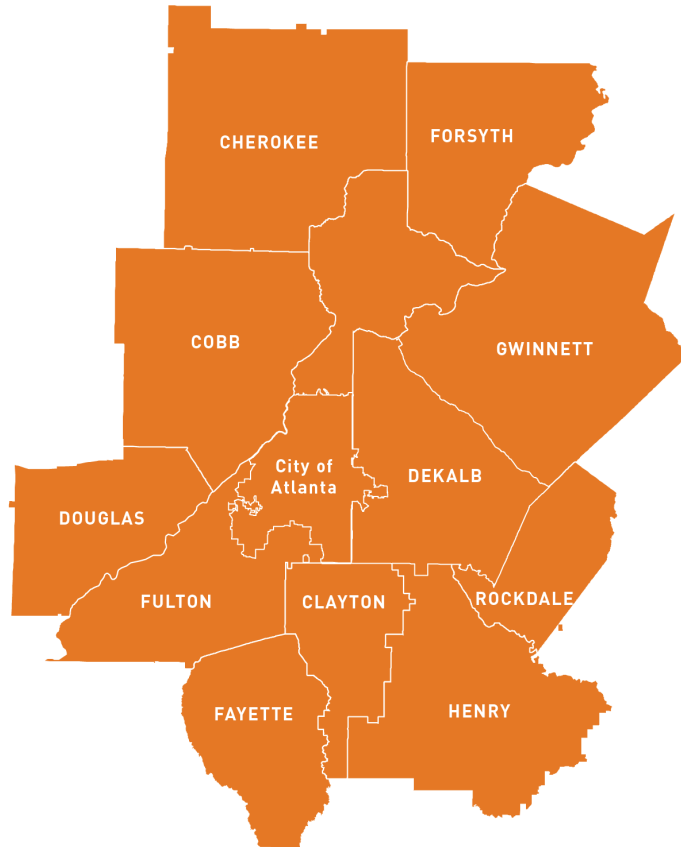
Timeline

Milestones to Date

Public Engagement

Goals and Actions

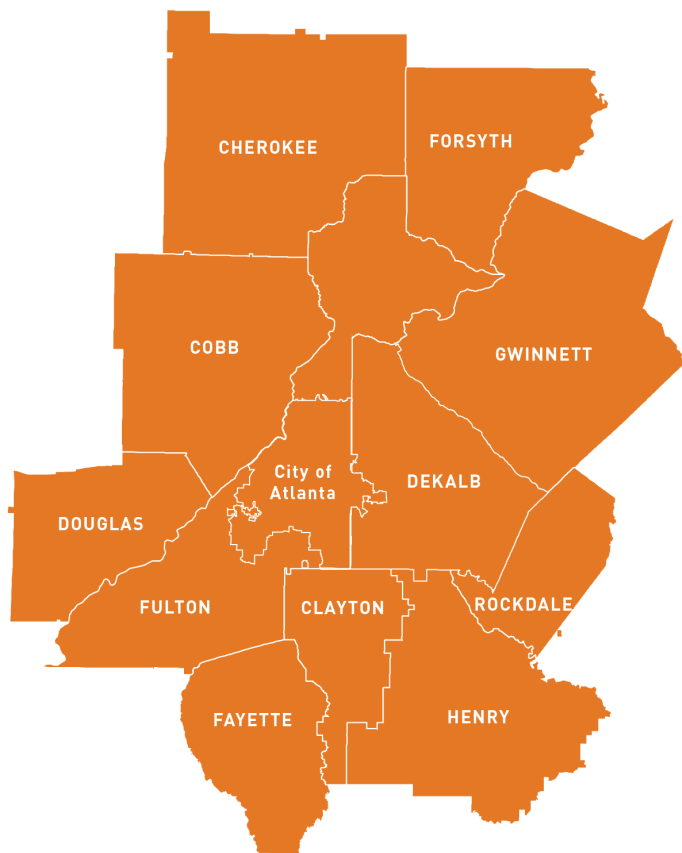
Next Steps





CEDS Overview

- 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



- The **CEDS** helps to build on the **strengths** of your region, as well as **identify gaps** in resources or expertise that need to be addressed
- The **CEDS** planning process can **facilitate regional collaboration**, expand supply chains, and grow and support new industry clusters
- With a **CEDS** in place, regions are more likely to **attract federal funds and technical assistance** by demonstrating resources are used efficiently and effectively
- The **CEDS** process can make your region more **resilient** and better positioned to plan for, respond to, and recover from natural disasters and economic shocks
- The **CEDS** can be much more than just a static document, but rather an engaging platform that **generates region-wide discussions** and serves as a call to action for economic development



- Summary Background
- SWOT
- Strategic Direction/Action Plan
- Evaluation Framework
- Economic Resilience





2017 CEDS (CATLYST) Successes

CEDS Successes

Expand the regional economic development marketing alliance activities.

- Program began in 2012.
- Independent
 - Operations
 - Financial
 - ARC is a partner

Fully Support Learn4Life and replicate similar cradle to career initiatives throughout metro Atlanta.

- Focus on student improvement in the 5 core counties, through 8 school districts, impacting over 600,000 students.

Facilitate a Regional Housing Strategy.

- Metro Atlanta Housing Strategy approved in 2019.

Further amplify and activate Aerotropolis Atlanta.

- Blueprint-Original Strategic Plan approved with proven success.
- Blueprint 2.0 is underway.



Timeline

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Milestones To Date

Milestones to Date

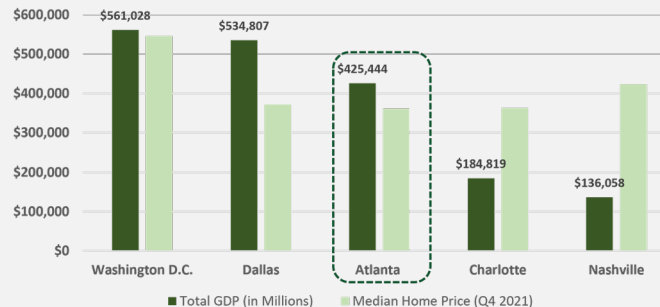
Committees

- Advisory Committee – 3 Meetings
- Technical Committee – 3 Meetings
- Joint Advisory/Technical Committee-1 Meeting

Surveys, Focus Groups, and Interviews

Drafted Components (from Input Above)

- Summary Background
- SWOT Analysis
- Initial Goals/Actions/Performance Metrics





Public Engagement

Public Engagement: Focus Groups/Interviews/Surveys: Over 150 participants

Focus Groups

- **Non-Profits**
- **Faith Based Organizations**
- **Creatives (Arts and Entertainment)**
- **Small Business**
- **Elected Officials**
- **Economic Development Directors**
- **Community Improvement Districts**
- **Educators**
- **Black Chamber of Commerce**
- **ULI**

Interviews

- **University Presidents/Professors**
- **Elected Officials (Current/
Former)**
- **Housing Specialists**
- **Youth Organizations**
- **Creatives Representatives**
- **Technology**
- **Corporations**
- **Financial Institutions**



Goals and Actions

Inputs into the Draft Plan

STEP 1

Summary Background



Outreach



SWOT



STEP 2

SWOT



Outreach



Goals



STEP 3

Goals



Outreach



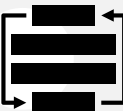
Best Practices



Economic Environment



Action 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

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

- Promote Equity as the Foundation for Regional and Local Initiatives

GOAL 3

- Focus on Business Innovation Including the Development of the Arts and Cultural Sector

GOAL 4

- Capitalize on the Strength of Target Industries and Emerging Clusters to Continue to be Competitive Nationally and Globally



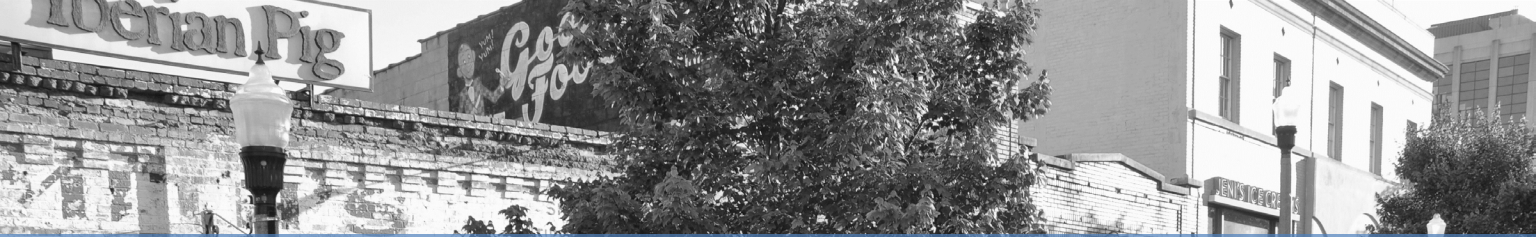
Linkages to Goals to the Areas of Focus

SWOT

- All proposed actions are tied to specific goals, but can relate to more than one goal and emphasis areas
- Some action items relate to multiple emphasis areas

ACTION	EIA	HPE	IEM	EWD	ESB	NGB
Action 1.3: Expand the regional economic development marketing alliance activities.						
Action 2.4 - Encourage municipalities to develop local comprehensive plans with an Economic Development element containing strategies to reduce poverty and promote the creative sector.						
Action 3.4 - 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.						

- 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)



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



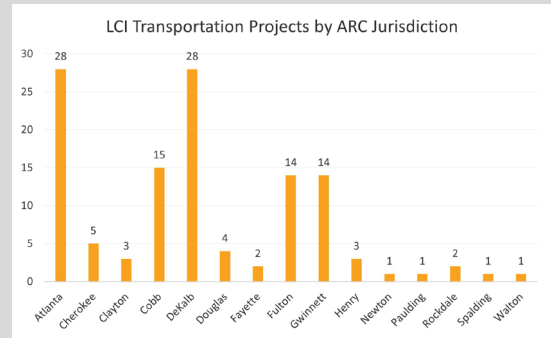
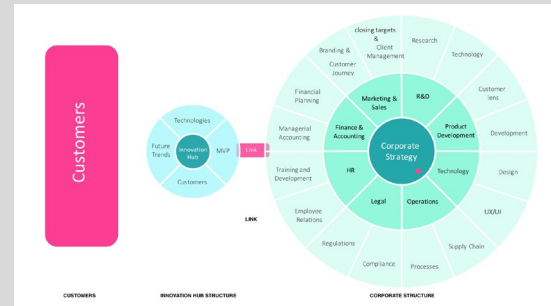
Goals

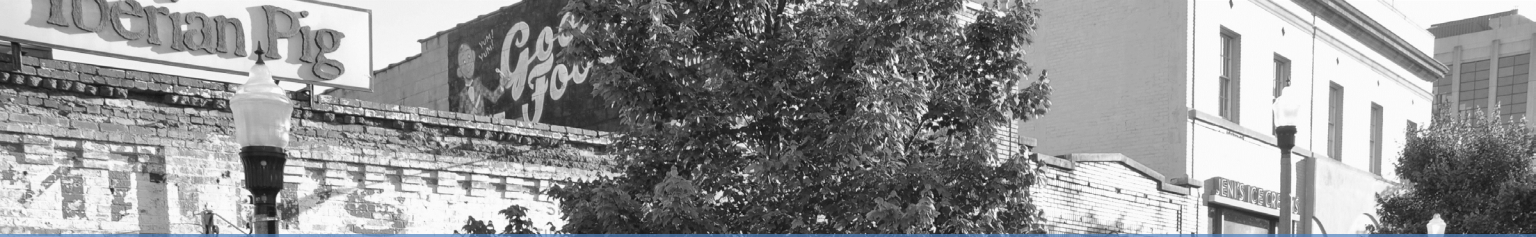


GOAL 1: Build on Previous Successes to Promote the Economic Resiliency and Prosperity of all Residents, Businesses, and Communities with a Renewed Focus on Equity

Example of Goal 1 Actions:

- Facilitate and support the implementation of Blueprint 2.0 through the Aerotropolis Atlanta.





Goal 2: Promote Equity as the Foundation for Regional and Local Initiatives



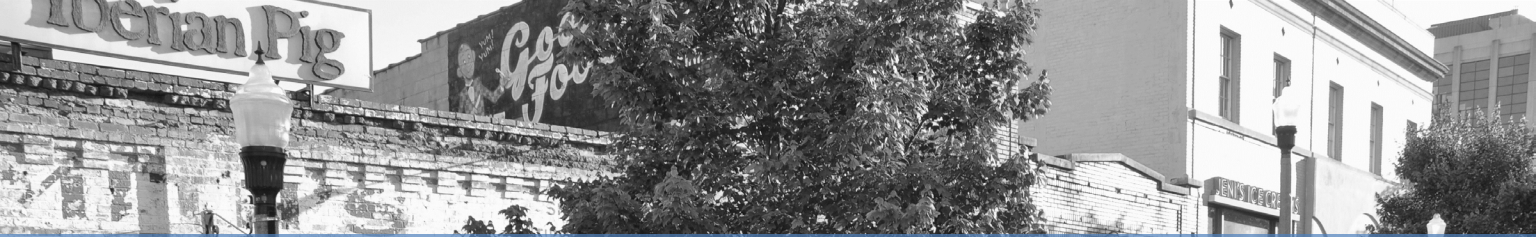


GOAL 2: Promote Equity as the Foundation for Regional and Local Initiatives

Example of Goal 2 Actions:

- Eliminate poverty of information by expanding Broadband access.





Goal 3: Focus on Business Innovation Including the Development of the Arts and Cultural Sector

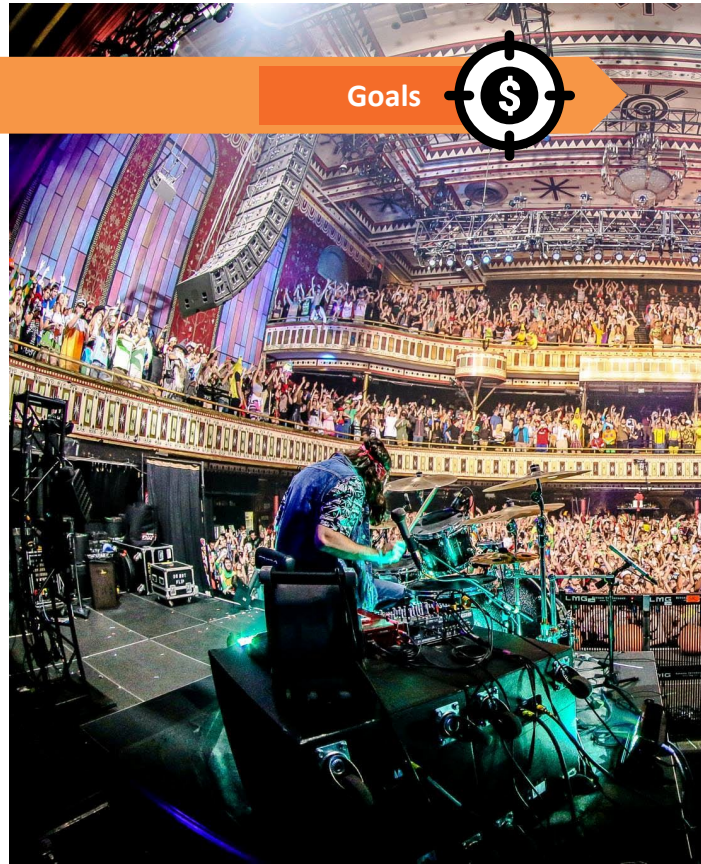


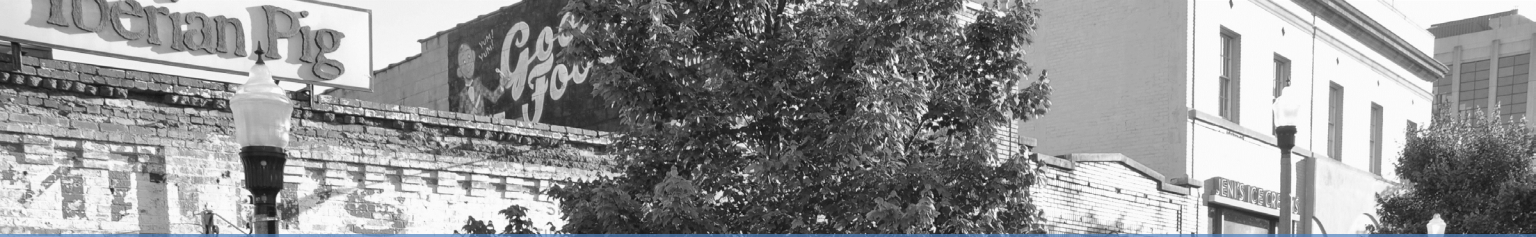


GOAL 3: Focus on Business Innovation Including the Development of the Arts and Cultural Sector

Example of Goal 3 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.





Goal 4: Capitalize on the Strength of Target Industries and Emerging Clusters to Continue to be Competitive Nationally and Globally





Goal 4: Capitalize on the Strength of Target Industries and Emerging Clusters to Continue to be Competitive Nationally and Globally

Example of Goal 4 Actions

- Identify and target growing local, national, and global economic clustering trends in diversifying and maintaining economic sectors for the region.





Next Steps

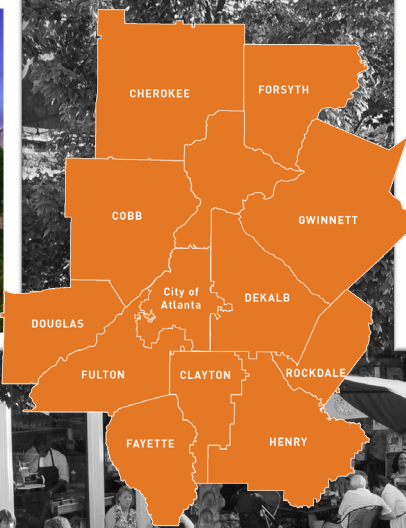
Next Steps



Why Communities Invest in Economic Development



Fostering a range of business types that diversify the local tax base, keep our local economy strong, and celebrate our unique community fabric.



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