



Build innovation & entrepreneurship into CEDS

January 18, 2024

Tech-based Economic Development Community of Practice

Disclaimer: This webinar is hosted by SSTi using Federal funds under award ED22HDQ3070129 and NADO Research Foundation under award ED22HQ3070106 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.

Session goals

- Improve basic understanding of Comprehensive Economic Development Strategy (CEDS) and how tech-based economic development (TBED) can fit into this planning
- Share example of recent CEDS that built TBED-focused organizations into the planning
- Assess interest in further attention to this topic

Session overview

- Jason Rittenberg introduce SSTI and TBED
- Brett Schwartz introduce NADO Research Foundation and Economic Development Districts
- David Ives overview CEDS
- Padmini Roy-Dixon introduce MORPC and Central Ohio CEDS
- Alicia Oddi introduce Rev1 Ventures
- Group discussion – with audience Qs – about CEDS and TBED

Intro survey

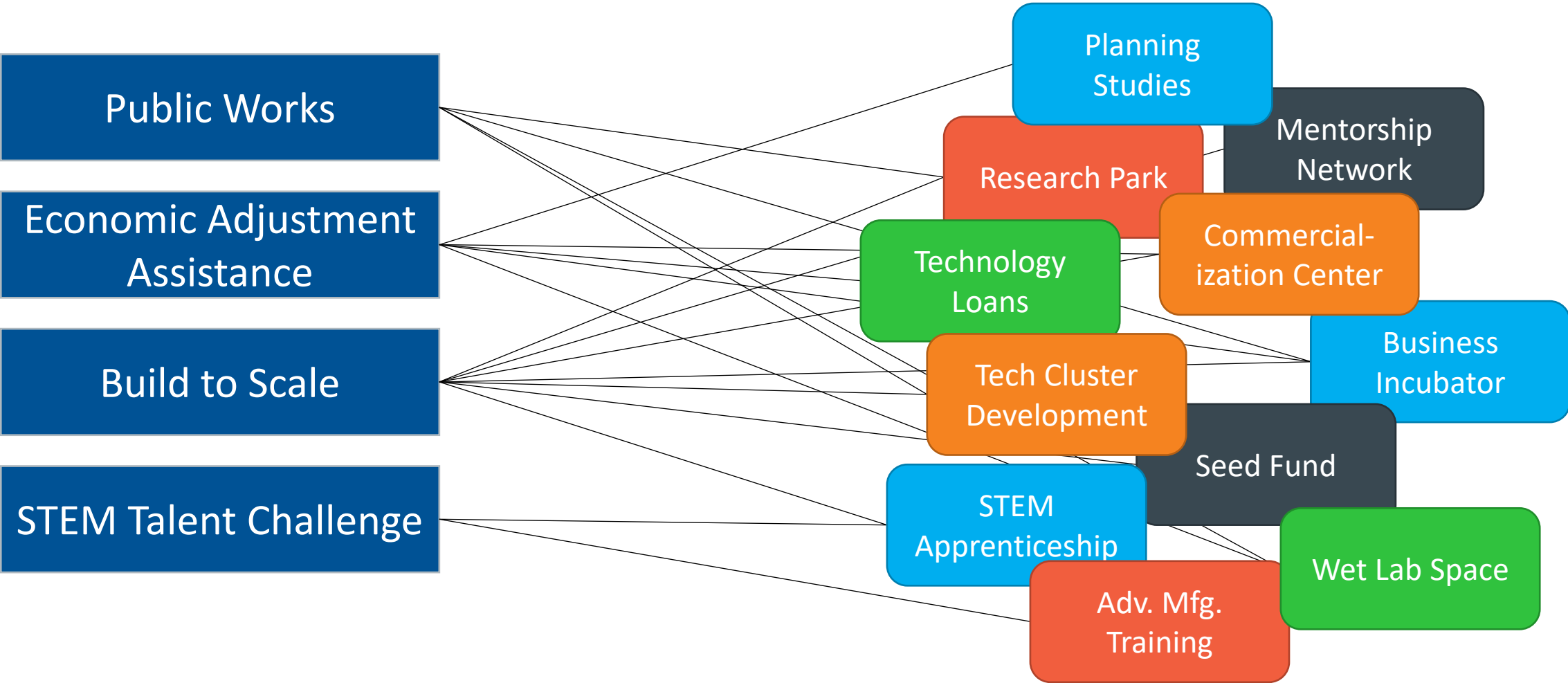
About SSTI & the TBED Community of Practice

- **Our mission:** SSTI strengthens initiatives to create a better future through science, technology, innovation and entrepreneurship.
- **Project goals:** Strengthen EDA awardees during period of performance + better-position for long-term success
- **Learn more:** ssti.org/tbedcop

Tech-based Economic Development (TBED)



How does EDA fund TBED?





NADO Research Foundation



Brett Schwartz

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www.NADO.org
www.CEDSCentral.com



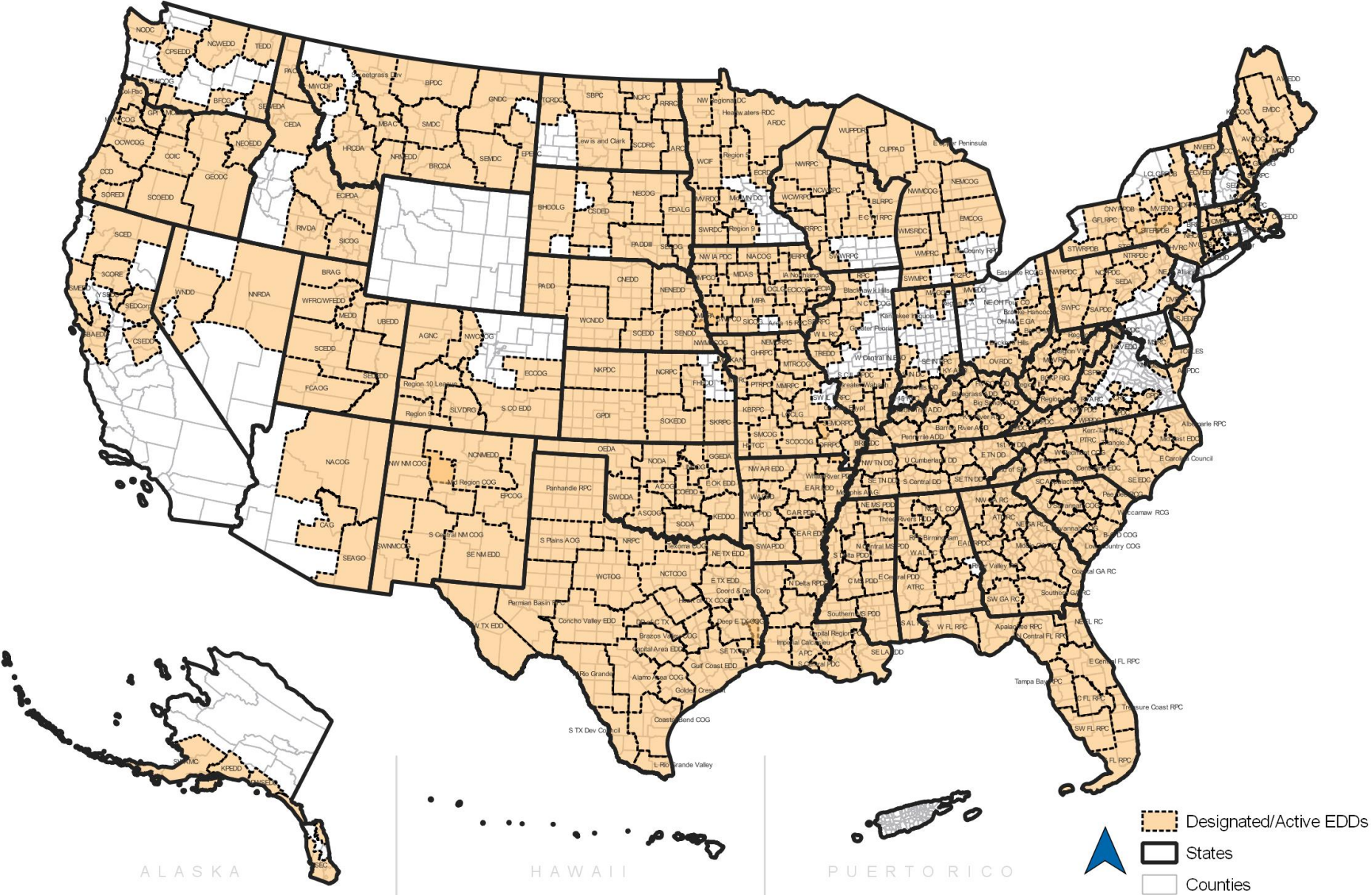
NADO is a national membership association that provides advocacy, education, research, and training for the country's Regional Development Organizations (RDOs).



The NADO Research Foundation is a non-profit research organization that offers education, research, and training designed for RDO executive leadership, staff, and policy board members.

www.NADO.org

National Network of 400+ Economic Development Districts



What's an Economic Development District (EDD)?

Economic Development Districts (EDDs) are multi-jurisdictional entities, commonly composed of multiple counties and in certain cases even cross-state borders.

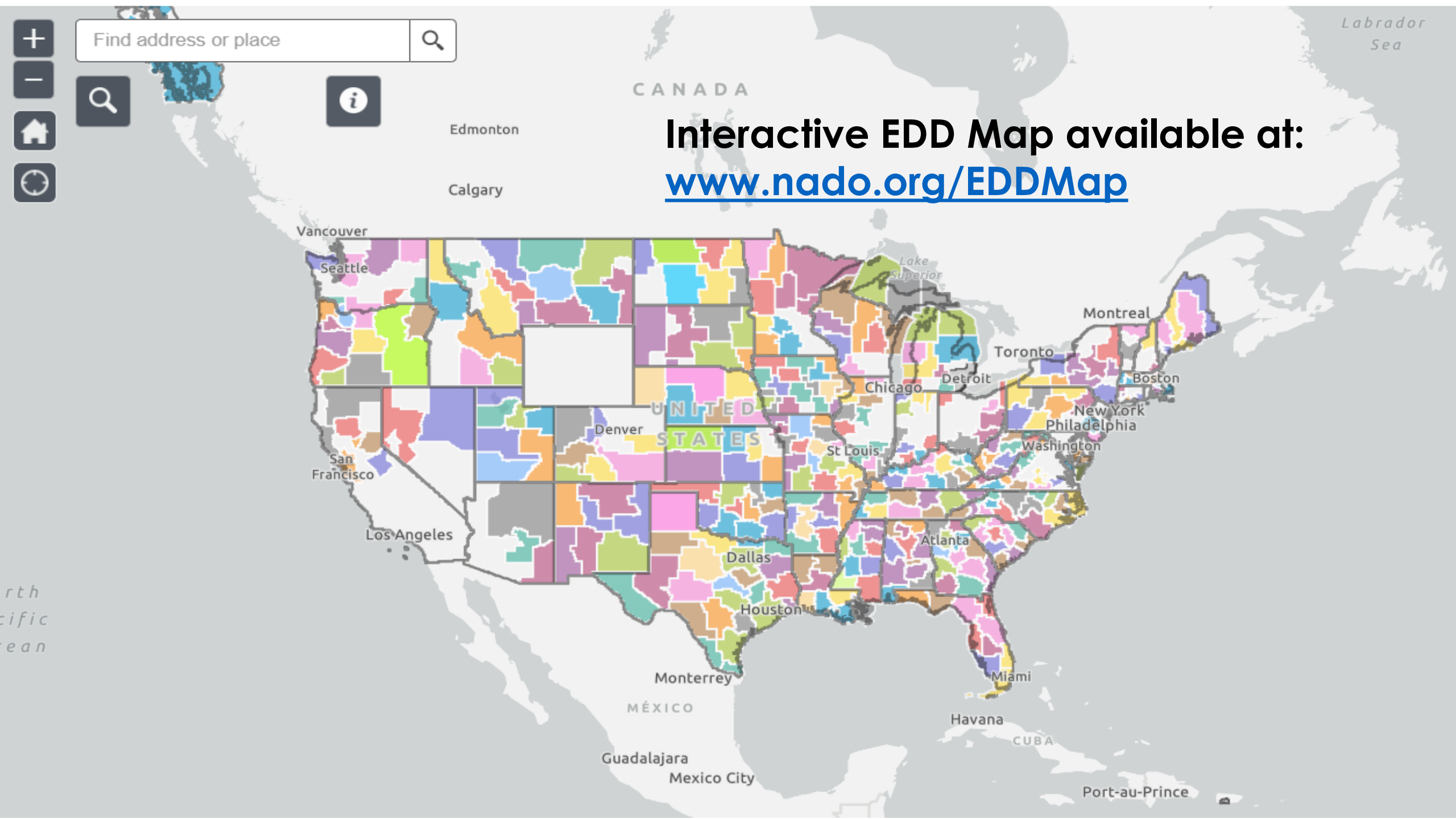
They help lead the locally-based, regionally driven economic development planning process that leverages the involvement of the public, private and non-profit sectors to establish a strategic blueprint (i.e., an economic development roadmap) for regional collaboration.



EDD Core Activities

- Identifying funding opportunities
- Writing and administrating grants
- Collecting and mapping data
- Convening and coordinating project partners
- Producing and maintaining community and regional economic development plans





Find address or place



Interactive EDD Map available at:
www.nado.org/EDDMap



EDD CoP

Economic Development District
Community of Practice



More info at: www.nado.org/EDDCoP



Stronger CEDS, Stronger Regions

CEDS Resource & Training Archive

www.CEDSCentral.com



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EDA



Planning Through the CEDS

Building Innovation and Entrepreneurship into the CEDS

01/18/24

Why is Planning Important?

- Economic Development Administration (EDA) believes that **good economic development starts with good economic development planning. . .**
- EDA's **Planning Program** (Short-Term Planning and Partnership Planning) assists local and regional organizations with their short- and long-term economic development planning efforts
 - Core focus of the Planning Program is the development and implementation of the **Comprehensive Economic Development Strategy (CEDS)**



What is a CEDS?

- The CEDS is an asset-based, **strategy-driven plan** for regional economic development, but it's also. . .
- . . .a **collaborative planning process** that incorporates a broad array of perspectives -- it brings together firms, institutions, and local governments to better understand, position and leverage regional assets to enhance economic competitiveness.
- A CEDS is the first step in building a region's **economic development capacities**; helps determine what is critical for economic success.
- **Common content areas:** summary background, SWOT analysis, strategic direction/action plan, and evaluation framework – also must include economic resilience (i.e., the ability of a community or region to withstand or quickly recover from major disruptions/shocks to underlying economic base). . .**but very much individualized.**



Why is the CEDS important?

- Capacity building. . .and planning to build capacities
- Inherent value in the collaborative planning process
- EDA implementation projects are required to align with the CEDS (or equivalent)
- Conduit for resources to your region; other agencies getting on board
- Facilitates regional resilience
- Required for designation as an Economic Development District (EDD)



What makes a strong CEDS?

US Economic Development Administration - 030916

Comprehensive Economic Development Strategy (CEDS) Content Guidelines:

Recommendations for Creating an Impactful CEDS

Contents

1. Overview	2
2. Content.....	4
A. Summary Background: A summary background of the economic development conditions of the region.....	4
B. SWOT Analysis: An in-depth analysis of regional strengths, weaknesses, opportunities and threats	6
C. Strategic Direction/Action Plan: Strategic direction and an action plan (flowing from the SWOT analysis), which should be consistent with other relevant state/regional/local plans.	11
• Strategic Direction: Vision Statement and Goals/Objectives	11
• Action Plan: Implementation	12
D. Evaluation Framework: Performance measures used to evaluate the organization's implementation of the CEDS and its impact on the regional economy.	14
E. Economic Resilience:.....	15
• Planning for and Implementing Resilience	17
• Establishing Information Networks	18
• Pre-Disaster Recovery Planning.....	20
• Measuring Resilience	21
3. Format.....	22
4. Preparation.....	23
5. Equivalent/Alternative Plans.....	25

- 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
- Collection of suggestions and recommendations. . .not a list of additional requirements.

<https://www.eda.gov/CEDS>



What makes a strong CEDS?

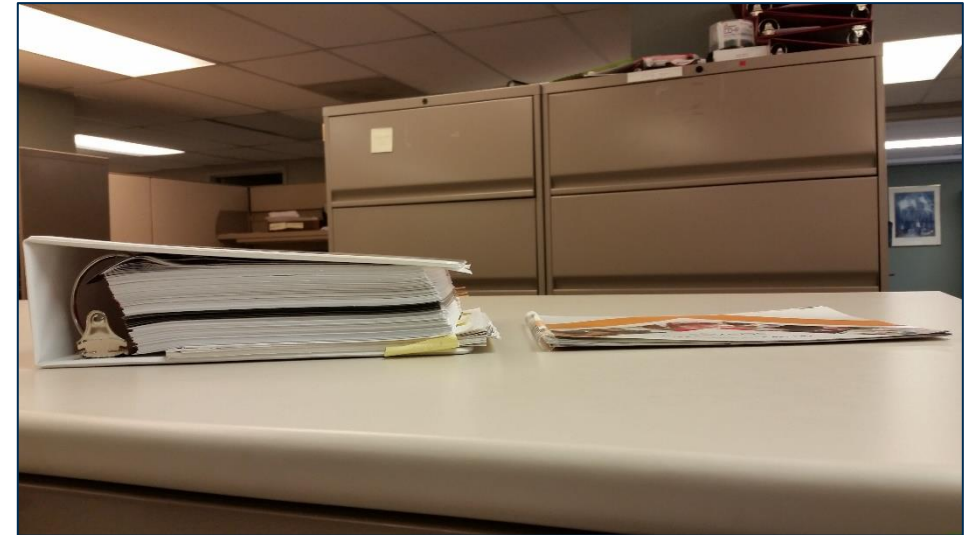
Formatting Recommendations

1. *Keep your audience in mind*

- Target page length
- Executive summary
- Use appendices

2. *Communicate creatively*

- Appealing look-and-feel
- Alternate formats



CEDS circa 2001 (left)

Consider the stakeholders. . .and embrace the flexibility!

What makes a strong CEDS?

Content Recommendations

1. Linking the sections to improve CEDS focus and measurable impact
2. Including key elements such as workforce, broadband, energy, etc.
3. Emphasizing measurable goals/strategies rather than a stand-alone list of projects
4. Integrating/leveraging other planning efforts and resources (cross-pollinate)
5. Infusing economic resilience into the CEDS – broad definition



How does TBED fit?

- EDA's Technology-Based Economic Development (TBED) investment priority (<https://www.eda.gov/funding/investment-priorities>)
- EDA-supported TBED Community of Practice
- Including TBED in the CEDS:
 - As part of your SWOT, determine if your assets align (e.g., entrepreneurial culture; access to capital; research base for new ideas; technically-skilled workforce)
 - Investigate TBED-related data sources (e.g., SSTI's Technology Investment Tool: <https://ssti.org/key-technology-area-investment-data-tool>)
 - Consider including TBED as a key goal, objective or action – to better leverage existing assets and/or build those that are needed
 - Explore how TBED partners can be part of the planning process (e.g., CEDS Strategy Committee)



What are some key CEDS resources?

1. **CEDS Content Guidelines** (<https://eda.gov/ceds/>)
2. **CEDS Resource Library** (<https://www.statsamerica.org/ceds>)
3. **State and Local Economic Development Strategies (SLEDS) database** (<https://www.stateeconomicdevelopment.org/state-local-alignment/data-products/>)
4. **National Economic Resilience Data Explorer (NERDE)** (<https://www.anl.gov/national-economic-resilience-data-explorer-nerde>)
5. **Economic Development Capacity Index (EDCI)** (<https://www.anl.gov/dis/economic-development-capacity-index>)
6. **NADO's CEDS Central** (<https://www.cedscentral.com/>)



Contact Info

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Mid-Ohio Regional Planning Commission (MORPC)



Build innovation & entrepreneurship into CEDS

January 18, 2024



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

STRATEGIC FRAMEWORK

What the Strategic Framework Is

The strategic framework is built on four pillars: *Pay It Forward*, *Drive Investment*, *Build Value for Our Members*, and *Create an Environment for Prosperity*. Its focus is on tangible strategies for improving Central Ohio.



PAY IT FORWARD:

MORPC enhances public service leadership and builds capacity in communities.



BUILD VALUE FOR MEMBERS:

MORPC leverages creative ways to increase our members' returns on investment.



DRIVE INVESTMENT:

MORPC creates opportunities for every community to enhance their assets for the future.



CREATE AN ENVIRONMENT FOR PROSPERITY:

MORPC delivers essential tools for the region to get better as it grows bigger.

ECONOMIC DEVELOPMENT FRAMEWORK

Economic Development at MORPC encompasses the following key areas:

- ✓ **Comprehensive Economic Development Strategy (CEDS)**
- ✓ **Economic Development District (EDD)**
- ✓ **Competitive Advantage Projects (CAP)**
- ✓ **Drive Investment Portal**
- ✓ **Brownfields**
- ✓ **Grants coordination**
- ✓ **Freight industry coordination**

Comprehensive Economic Development Strategy



CEDS

A regional roadmap for economic development and conduit to valuable resources.

Obtaining an EDA approved CEDS is a required step in becoming an EDA Economic Development District. EDA approved MORPC's CEDS in February 2022.

11-County collaboration to ensure consensus as the blueprint for the Economic Development district was established.

Link: [Comprehensive Economic Development Strategy – MORPC.org](https://www.morpc.org/ceds)

CEDS Priorities

Build on Economic Development success

- Business retention and expansion
- Prepare communities for the future
- Regional alignment

Increase labor force participation

- Housing affordability and access
- Broadband access
- Mobility, Transit-Oriented Development
- Workforce re-entry programs

Increased and aligned infrastructure development

- Coordination on infrastructure projects
- Increase regional infrastructure investment



EDDs in action



ADVANCE
REGIONAL
ECONOMIC
DEVT. TO
IMPROVE
QUALITY OF
LIFE FOR
RESIDENTS.



ALIGN PUBLIC,
GOVT. AND
PRIVATE
INVESTMENTS
TO ADVANCE
THE CEDS AND
ACHIEVE
BETTER
OUTCOMES.



IDENTIFY NEW
FUNDING
RESOURCES AND
TOOLS TO CLOSE
GAPS AND FUND
NEW GROWTH
OPPORTUNITIES.



PROMOTE REGIONAL
COMPETITIVENESS
AND INNOVATION.



RECOMMEND
STRATEGIES
FOR
RECOVERY
AND
RESILIENCE
PLANNING.



OFFER
TECHNICAL
ASSISTANCE,
RESEARCH
AND DATA
ANALYSES.

Next Steps

- ✓ **Setting up Taskforce and EDD Governing Board**
- ✓ **Applying to the Partnership Planning Grant**
- ✓ **Pairing projects with EDA Funding Opportunities**



CONNECTING COMMUNITIES

REGISTER NOW

State of the Region 2024

Friday, March 15, 2024

The Hilton Columbus Downtown

11:00 A.M. – 1:00 P.M.



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Rev1 Ventures

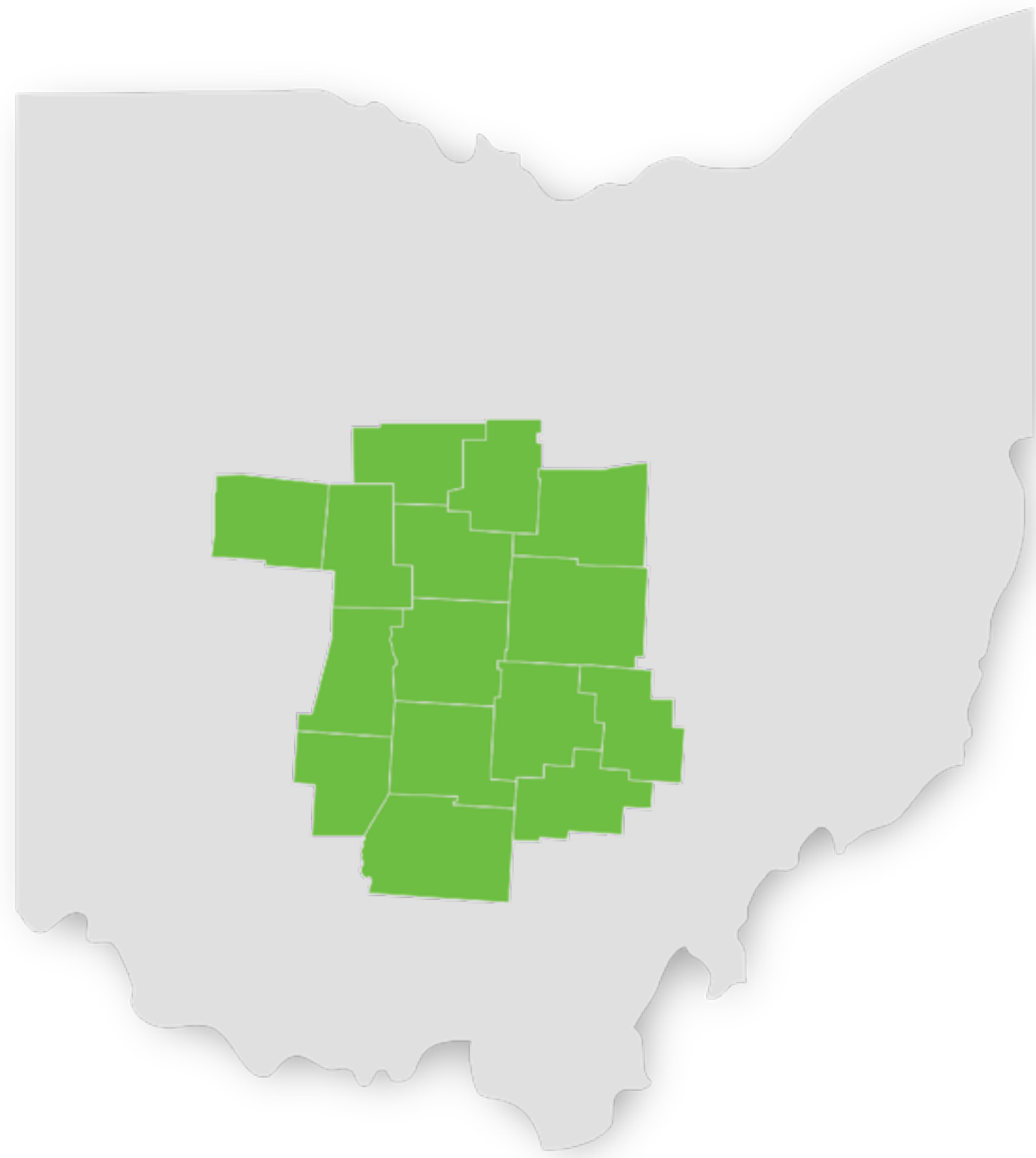


Corporate Overview 2023

A night-time photograph of a city skyline with numerous illuminated skyscrapers and buildings. The lights from the buildings are reflected in a body of water in the foreground. A bridge with arches is visible on the left side of the image. The sky is a deep blue, suggesting dusk or dawn.

**Helping Entrepreneurs
Build Great Companies**

Built to Serve & Attract High-growth Firms to Columbus



- **Investor Startup Studio**
- **Non-Profit 501(c)(3)**
- **Public/Private Partnership**
- **Startup and Corporate Programs**

COLUMBUS^{*}
PARTNERSHIP

ONE↑
COLUMBUS^{*}

Our Focus Areas



Startup Education & Networking

Building a Pipeline and Community of Tech-enabled Startups

- Pre-Accelerator Programs for Business Planning, Technology Exploration and Customer Validation
- Founder Networking and Education



Venture Studio

Venture Development for Select Tech-enabled High-Growth Startups in Enterprise SaaS, Life Sciences, Manufacturing, Alternative Energy

- Cohort Programs
- Advisory & Mentorship
- Vetted Service Partners
- Corporate Customer Connections
- Executive Talent and Intern Programs



Investment Funds

Funding High-Growth Startups in Targeted Industries

- \$160MM in Capital Under Mgmt
- Pre-Seed and Seed Funds
- Enterprise SaaS & Advanced Tech
- Life Sciences
- Corporate and Research Partners

Startup Impact | 2013 - 2022

\$4.8B

Startup Impact
Revenue | Capital | Exits

1,343

Clients

172

**Companies
Funded**

\$83.7MM

Funded

Central Ohio

\$2.5B | 1216 | 139 | \$54.9MM

Columbus

\$1.8B | 710 | 111 | \$46.4MM



Discussion

Submit your questions!



Closing notes

Closing survey

Upcoming Meetings

Webinars

- Dates and registration will be posted soon!
- Upcoming topics—
 - Using Salesforce for grant reporting
 - TBED metrics
 - Funding opportunities in FY 2024 appropriations

Subcommunity Calls

- Regular calls on Entrepreneurship Development, Lab-to-Market, and Risk Capital

We want to hear from you!

Staff contacts:

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