



# Economic Development Administration's Presentation To:

# Michigan Association of Regions Training Conference

## DRAFT

September 23, 2008

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# Today's Goals

- Understanding what districts would like to know about EDA customs.
  - Understanding what districts need from EDA to become more effective.
  - Learning what questions districts have for EDA about:
    - District management
    - CEDS craftsmanship
    - Project development
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# Outline

- Board of Director and Staff
  - Developing a Workplan and a Relationship
  - Strategy Committee craftsmanship
  - CEDS craftsmanship
  - Project Development
  - Application Process
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# Board of Directors Relationships

- Board Composition
  - Board interaction with other Board members
  - Board relationship with other stakeholders
    - Local governments in the Region
    - State and Federal Partners
    - Local businesses and multinationals
  - Board interaction with District staff
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# Crafting a Board of Directors

## Current Members

- The current membership
    - When/Why did these people join?
    - Do they understand the District's
      - History?
      - Mission?
      - Finances?
  - Do they seem committed to the District mission?
  - Do they have/share a vision?
  - What do they contribute to your operations?
    - Technical Expertise in an industry?
    - Political credibility?
    - Leadership?
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# Crafting a Board of Directors Opportunities

- When vacancies are available:
    - Do you have replacements in mind?
    - Do other Board members have replacements in mind?
    - What leverage do you hold over Board appointment opportunities?
    - What process is used to resolve who is ultimately selected?
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# Crafting a Board of Directors

- What are the challenges of recruiting new Board members?
  - The District's profile in the community?
  - The workload?
  - Recognized leaders who want to join?

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# What is the Plan...

- Districts are funded under EDA's Partnership Planning Program
  - What is your vision for the region's economic growth?
    - Is economic development a competition w/ everyone else?
- OR
- Will a strong comprehensive economic development strategy make you competitive?
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## ...of Action

- How will you achieve the vision?
    - Regional Drivers of Economic Growth
      - Value-added Ag – Advanced Mfg. – Health Care - Infrastructure
    - Lagging Regional Economic Indicators
      - Restaurants – Arts & Crafts – Recreation
  - What is at the top of the District's agenda for your Region?
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# Crafting a CEDS

- Where is the Board focused?
  - Where is the Strategy committee focused?
  - Where is your CEDS focused?
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# Crafting a CEDS

- How long does the CEDS crafting process take?
  - Which aspect did you find most time-consuming?
    - Meetings?
      - SWOT?
      - Visioning?
    - Drafting?
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# Crafting a CEDS

- Demographic data reporting
  - Identification of Past, Present, Future economic development investments
  - Goals and objectives necessary to solve the Region's economic development problems
  - Discussion of community and private sector participation in the CEDS
  - Section listing all suggested projects
  - Prioritized vital projects
  - Identified Economic clusters
  - A plan of action to implement the goals and objectives
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# Crafting a CEDS

- Using a historical perspective:
    - How long did the initial CEDS crafting process take?
    - How long do the annual updates take?
    - From start to finish, which aspect:
      - Is most thought-provoking?
      - Is most useful?
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# Crafting a CEDS

- What did you learn from earlier
    - CEDS revisions?
    - CEDS committee meetings?
    - CEDS crafting procedures?
    - CEDS submission processes?
  - What changes did you implement in response to what you learned?
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# Crafting a CEDS Important Questions

- What is your procedure to rank projects in your CEDS?
    - What criteria do you use?
    - Who developed the ranking system?
      - Staff
      - Board of Directors
      - Strategy Committee
      - Other examples
  - Does it work for you?
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# Crafting a CEDS

## How can EDA help?

- Is there anything EDA could offer that would help you to develop strategies that better benefit your Region?
    - More face-time with project developers?
    - Workshops on CEDS and project development?
    - Written guidance manuals?
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# Using the CEDS

- After you submitted the CEDS to fulfill the grant requirements, what happens to it?
    - Do you distribute copies to the Board?
    - Do you post it on the website, and update the website when new updates are available?
    - Do you advertise it?
      - Community and local government leaders
      - State/Federal agencies
      - Local libraries
      - Rotary – Chamber of Commerce – Industry Ass'n
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# Using the CEDS Office Culture

- What percentage of the District's time is spent on economic development?
  - What does the CEDS mean to your District on a day-to-day basis?
    - Are there other plans that are by nature more useful?
    - Could the CEDS fit within another plan?
      - Is there duplication with other plans?
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# Crafting a Proposal

## Targets of Opportunity vs. Strategic Planning

- Does your CEDS include targets of opportunity, but also a strategic vision?
    - **Target of opportunity**
    - **Strategic Vision**
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# Crafting a Proposal

## Defining the Project

- Dedicated projects for an employer or prospective employer
  - EDA funded components of more comprehensive economic development projects
    - Budget and local match issues
    - Scope of work and economic justification issues
    - Co-Applicant issues
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# Crafting a Proposal

- Assuming the CEDS is the District's vision of the future
- And prioritized projects are so prioritized to achieve district goals
- How can EDA help you find which projects are most consistent with our mission and your vision?
- What would you like to see EDA do the next time a proposal comes to you?

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# EDA Involvement in Project Development

- EDA cannot impose upon applicants any duty to use the EDD's to develop projects, apply for grants or implement plans.
  - EDA can:
    - Direct applicants to the your district organization.
    - Encourage them to consult you in developing an application.
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# Conclusion and Next Steps

- YOUR THOUGHTS?
    - No need to get back to us today.
    - Write down your impressions and thoughts.
    - Contact us after the conference via email or phone and tell us what you think.
      - What is missing?
      - What is unnecessary?
    - What else can we do for the Districts?
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