Washtenaw County Comprehensive Economic Development Strategy

BOC Working Session

April 22, 2010

County Government Economic Development Activities

LEADERSHIP

Facilitate Community Discussions
    ELG, A2S

Community-wide Strategies
    CEDS

Facilitate Partnerships
    ELG
    MegaP
    FSEP
    Partners for Transit
    Access Points
    SPARK East

Address Root Causes
    Literacy Coalition
    Success-by-Six
    K-12

SUPPORT ECONOMIC ACTORS

ED Commission
Ann Arbor SPARK
CVBs
CEED Micro-loan
FSEP
Aerotropolis Corporation

PROVIDE DIRECT SERVICES

Workforce Development
    Job training
    Job placement
    Corporate job services

Brownfield Redevelopment
    Assessments
    Grants & loans
    Redevelopment financing

Land Use/Infrastructure
    Water & sewer utilities
    Transit and roads
    Economic center planning
        Washtenaw Ave.
        Cross Street
        Aerotropolis

Incentives & Grants
    Commercial toolkit
    Grant research & application

Heritage Tourism

CEDS Overview

- A Comprehensive Economic Development Strategy (CEDS) is designed to bring the public, private, education and not-for-profit sectors together to create an economic roadmap to diversity and strengthen the local economy.

  "The Strategy should provide the flexibility to adapt to global economic conditions, fully utilize the community's unique advantages to attract private investment and maximize economic opportunity for our residents."

CEDS Overview

- The U.S. Department of Commerce Economic Development Administration (EDA) requires the development of a CEDS in order to apply for EDA's Investment Programs.

Feds want to see that grant applications fit into a bigger economic development strategy for the region. Funding opportunities include:

incubator facilities   *research park infrastructure*
revolving loan funds   *rehabilitation of older industrial buildings*
workforce training centers   *cluster industry training needs*

CEDS Overview

- The information contained in this document can be used by numerous agencies in developing grants, providing information to clients and business prospects and developing business plans.

  The Citizen Action Board sponsored the CEDS development.

  "Many of the needs of low income residents are related to our poor economic climate. A comprehensive strategy will provide specific actions and projects to have sustained economic growth."

CEDS Requirements

- Community profile and economic forecasts

- Assessment of actors, services and partnerships

- Analysis of assets, challenges and opportunities

- Vision, strategies and actions

- Action plan with specific projects to implement

CEDS Development

Existing Economic Development Related Plans

Review of Other National CEDS Documents

Analysis of Existing Conditions, Assets, Challenges & Opportunities

CEDS Development

Existing Economic Development Related Plans

- A2Success Strategy
- Eastern Leaders Business Plan
- Local Governments Comprehensive Plans
- City of Ypsilanti Economic Action Plan
- ETCS Annual Reports
- Washtenaw County Comprehensive Plan
- SPARK Annual Operating Plan
- MegaP Annual Report
- Aerotropolis Business Plan
- Economic Strategy for Eastern Washtenaw County

Analysis of Existing Conditions, Assets, Challenges & Opportunities

- Geography and Access
- Age, Population and
- Migration
- Workforce and
- Employment
- Economic Clusters
- Income and Cost of Living
- Housing Prices
- Taxable Value
- Education
- Quality of Living

Review of Other CEDS Documents

- Cape Cod, MA
- Centralina, NC
- Decatur, AL
- Rockingham County, NH
- Central Illinois
- Southwest New York
- Northwest Michigan
- Southwestern Michigan
- Chittenden County, VT

CEDS Process

✓ Draft Development

✓ Technical Review

Mike Finney, Ann Arbor SPARK   Trenda Rusher, ETCS

Charlie Penner, SBTDC   Ken Nisbet, U-M Tech Transfer

Ed Koryzno, City of Ypsilanti   Mary Jo Callan, Urban County

Bill McFarlane, Superior Township   Todd Campbell, City of Saline

Jennifer Fike, FSEP   Mary Kerr, Ann Arbor Area CVB

✓ CAB Review

• BOC Review

• CEDS Steering Committee Review

• EDA Submission

Washtenaw County Comprehensive Economic Development Strategy

BOC Discussion and Direction