

COUNTY OF FRESNO CEDS

PROJECT OVERVIEW



STRATEGIES

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AGENDA

- ▶ Introduction
- ▶ Project Overview
 - ▶ CEDS Overview
 - ▶ Planning Process
- ▶ Q&A/Next Steps



INTRODUCTION

THEORY INTO PRACTICE

Committed to **holistic thinking** and **sustainable development**.

We design strategies that will support your community's
vision for the future.



1995

YEAR FOUNDED

550+

ENGAGEMENTS

400+

CLIENTS

44

STATES

5

COUNTRIES





CEDS OVERVIEW

PROJECT GOAL

To create a fully digitally integrated Strategy (CEDS) for Fresno County and its 14 incorporated cities to guide economic prosperity, resilience, and federal grant eligibility.

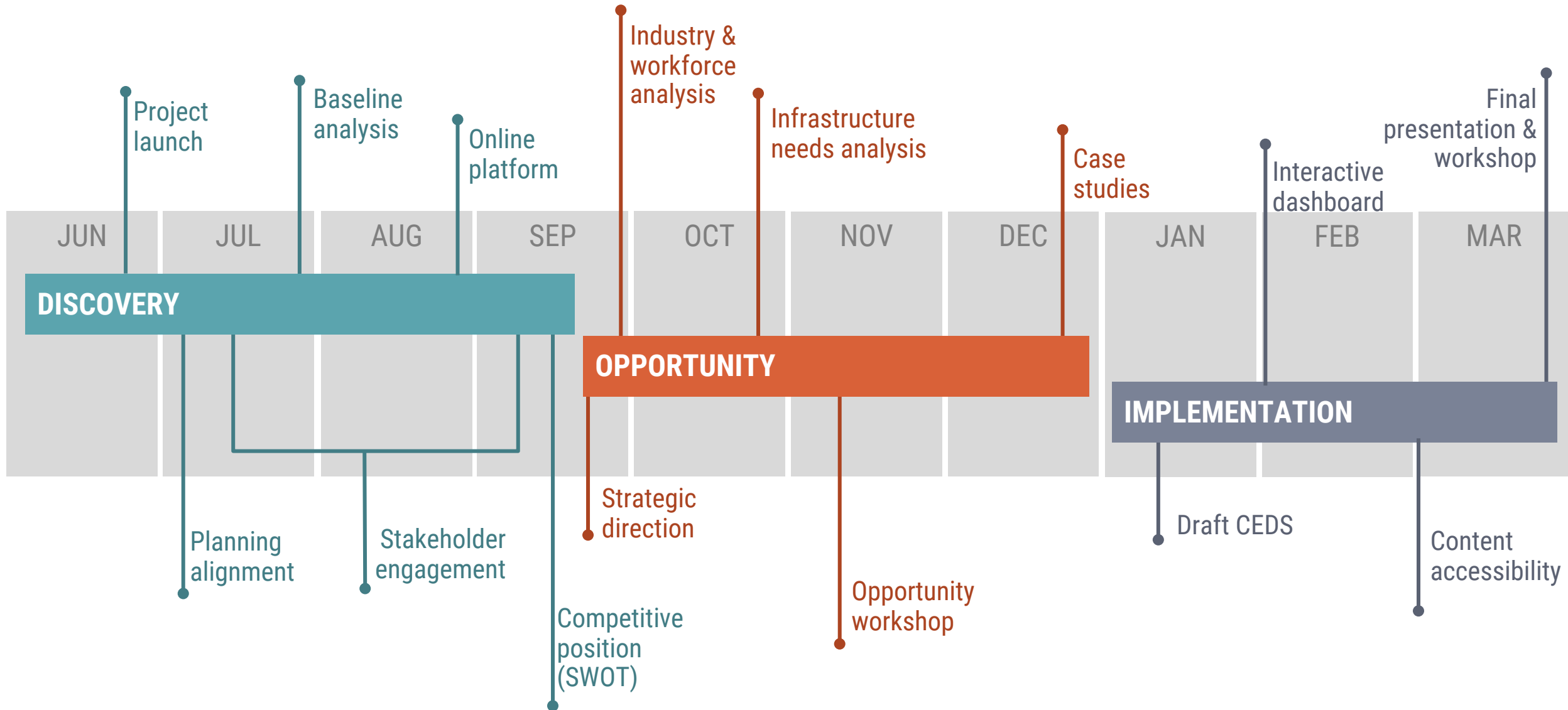
CEDS OVERVIEW

- ▶ A **strategy and data-driven** plan for regional economic development
- ▶ The result of a **regionally-owned planning process** designed to **build capacity** and guide the economic **prosperity** and **resiliency** of an area or region
- ▶ Considers, integrates, and **leverages other regional planning efforts**
- ▶ Required elements include a **SWOT** analysis, regional demographic and socioeconomic **data**, **target sector** analysis, and **infrastructure** assets
- ▶ Regions must update their CEDS at least **every 5 years** to qualify for EDA assistance
- ▶ A CEDS is a prerequisite for **EDD designation** by the EDA

1. **Equity:** Projects that advance equity across America including but not limited to women, Black, Latino, Indigenous and Native American persons, Asian Americans, Pacific Islanders, and underserved communities.
2. **Recovery & Resilience:** Projects that assist with economic resilience and long-term recovery from natural disasters and economic shocks.
3. **Workforce Development:** Projects that support workforce education and skills training activities directly connected to the hiring and skills needs of the business community.
4. **Manufacturing:** Projects that encourage job creation, business expansion, technology and capital upgrades, and productivity growth in manufacturing sectors.
5. **Technology-Based Economic Development:** Projects that foster regional knowledge ecosystems that support entrepreneurs and startups, including the commercialization of new technologies that are creating technology-driven businesses.
6. **Environmentally-Sustainable Development:** Projects that help address the climate crisis including through the development and implementation of green products, processes (including green infrastructure), places, and buildings.
7. **Exports & FDI:** Projects that enhance or build community assets to support growth in US exports or increased foreign direct investment.

EDA INVESTMENT PRIORITIES

ESTIMATED PROJECT SCHEDULE



STAKEHOLDER ENGAGEMENT



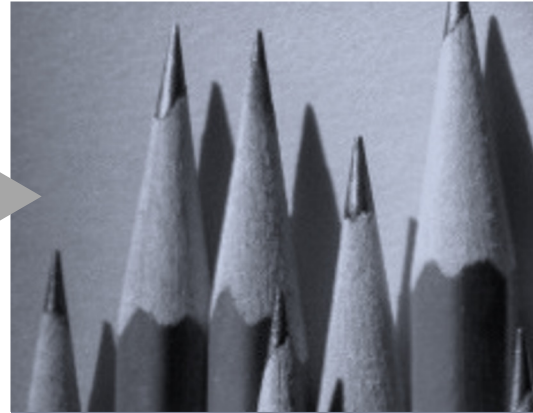
EDUCATION & OUTREACH

Raise awareness of the project, generate “buzz”



INPUT

Identify strengths, weaknesses, opportunities, and threats (SWOT)



REFINEMENT

Refine issues, explore opportunities, increase stakeholder buy-in



ACTION

Dedicate resources, engage other leaders



Q&A

NEXT STEPS

QUESTIONS?

NEXT STEPS

- ▶ **CEDS Strategy Committee - Project Launch**
- ▶ **Discovery Phase** (June – September)
 - ▶ Baseline analysis
 - ▶ Online platform
 - ▶ Stakeholder Engagement
 - ▶ Competitive position (SWOT analysis)
- ▶ Contact **Will** (woliver@fresnoedc.com) for additional information on how to get involved

THANK YOU



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