



STATEWIDE APPROACHES TO REGIONAL DEVELOPMENT

COLORADO ASSOCIATION OF REGIONAL ORGANIZATIONS
PART OF THE EDA KNOW YOUR REGION INITIATIVE
SEPTEMBER 16, 2011

EDA Know Your Region Initiative

- Funded by the U.S. Economic Development Administration (EDA), the Know Your Region project explores regional and local approaches to economic innovation and competitiveness across the United States.

www.knowyourregion.org

Federal Policy Landscape

- Jobs, Jobs & Jobs
- Federal Debt and Deficits
 - Super Committee
- Annual Appropriations Process for FY2012
- Positioning for 2012 Presidential & Congress Elections

Obama Administration Focus Areas

- Jobs, Jobs & Jobs
- Quality of Place and Sustainable Development
- Regional Innovation and Cluster Development
- Federal Interagency Collaboration and Partnerships

7 Significant Issues for Regional Councils

1. **Relevance**
2. **Convener** of the Region
3. **Ownership** and Governance
4. Relationship with **Local Governments**
5. Relationship with **Federal & State Officials**
6. **Statewide Uniformity** / Capacity
7. **Public Relations** / Image

** The use of the term Regional Council includes the national network of 380 EDA Economic Development Districts (EDDs) for the purposes of this presentation.*

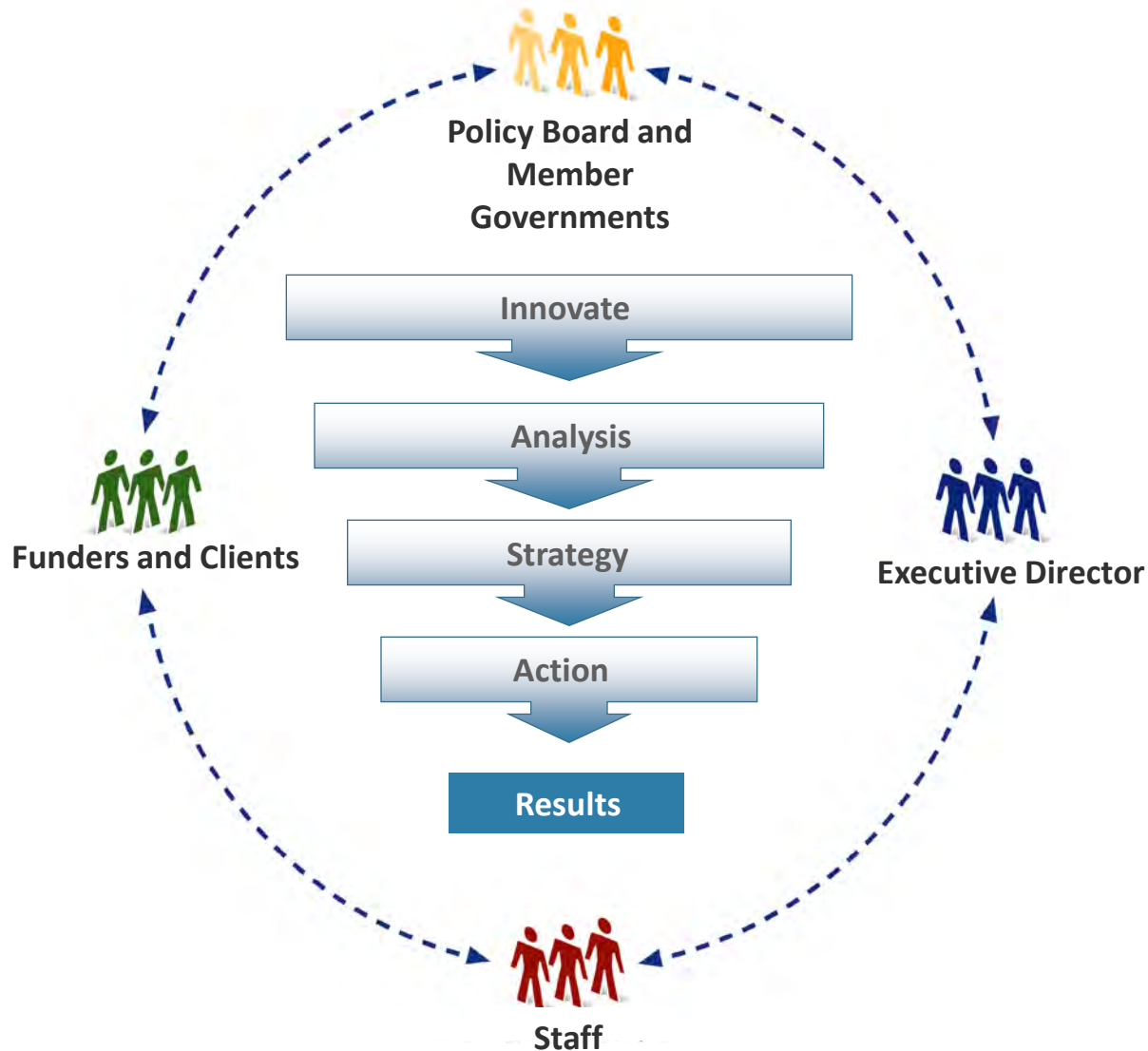


7 Significant Issues for Regional Councils

Resources, Leadership and Capacity to Drive

Region's Forward in New Global Economy

Fundamentals of Regional Councils



Fundamentals of Regional Councils

- ▶ “Regional councils are sometimes less bold in structure and authority than a region’s needs might warrant, yet more advanced than area politics comfortably accept.”

- James Ray, Texas Association of Regional Councils (1978)

Fundamentals of Regional Councils

- ▶ Regional councils are political entities that must function politically to be highly effective, yet they must also act in a non-partisan manner.

- Regional Council Self-Assessment and Resource Toolkit (August 2009)

Regional councils are knowledge-based firms.

Presentation of data, concepts and ideas are our lifeblood.

We are driven by ideas, innovations, solutions and results.

Fundamentals of Regional Councils

Observations from the Road

- ▶ If you are NOT organized statewide and within your region, you are ***disorganized and at great risk!***
- ▶ Even the most organized RDOs remain at constant risk (*just like any private company or community*), yet hopefully they have ***minimized their risk level!***

Observations from the Road

- ▶ Nothing is more important in the regional council profession than ***trust, relationships and results***
 - Work for political leaders at federal, state and local levels
... Politics is about self interests, power & control
 - Others control your funding, access and even results
 - Regional councils are like a company looking for investors

Group Events

Statewide Associations

National Trends and Innovations

- **Face common** needs, challenges and issues
- **Improve** consistency, quality and delivery of services
- **Develop new partnerships**, programs and funding
- **Share best** practices, peer exchanges and test ideas
- **Practice what we preach** about working across jurisdictional boundaries and overcoming turf wars

Basics of Statewide Associations

- **Significant time** and energy commitments
- **Substantial investment** of financial resources
- **Significant willingness** to compromise with peers
- **Readiness to pursue new opportunities**, hold peers accountable and share resources with peers
- **Setting realistic expectations** and goals

Roles of Statewide Associations

- **Outreach and relationship building**
with external partners, policy makers and funders
- **Program development** of new ideas and programs
- **Quality controls** and performance accountability
- **Peer networking** and professional development
- **Marketing** and branding of common statewide mission, services, impact and potential

Statewide Associations: Taking Actions

- **Monthly meetings** of executive directors, along with working groups of senior staff and policy officials
- **Pro-active agendas** with federal and state officials
 - ▶ *Specific tasks for local policy officials, ex dirs and staff*
 - ▶ *Peer accountability for follow up and deliverables*
- **Program accountability**, including quality controls, training and financial monitoring

Statewide Association: Case Studies

- **Kentucky – Organized, Committed and Present**
- **Missouri – Peer Accountability and State Relations**
- **North Carolina – NC Tomorrow**
- **Maine – Mobilize Maine**
- **New Mexico – State Retreat w State Cabinet Officials**
- **Texas – Statewide CEDS Website**



Texas Association of Regional Councils



Contrary to popular belief, Lorem Ipsum is not simply random text. Contrary to popular belief, Lorem Ipsum is not simply random text.

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News



Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words.

[more](#)



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[more](#)



Events

Kentucky State Association Model

- ▶ Council of ADD Policy Board Members
- ▶ Executive Directors Association
- ▶ Executive Director Teams Assigned to Each Cabinet Agency, Along with Staff-Level Working Groups for Each Agency / Project
- ▶ Transition Teams for New Administration
- ▶ Full-time Executive Director

New Mexico Association of Regional Councils

- ▶ Regular Monthly Meetings
- ▶ Statewide Impact Report
- ▶ Visits with Key State Agencies & Legislators
- ▶ Peer Accountability and Mentoring
- ▶ Program Accountability and Statewide Delivery

Integrating Land Use, Transportation & Economic Development



Regional Sustainable Economic Development Forum:
Building Resilient Regions
July 26, 2011

Strategic Themes



Each Strategic theme has specific objectives, goals and action items

Integrating Planning & Prioritization



Committees receive listing of all projects

Respective committees evaluate candidates against an established [TBD] set of criteria (one for transportation and another for economic / community development). They will then identify candidate projects that meet eligibility as a Regionally Significant Project [TBD]

Boards submit regionally significant projects to the Strategic Planning Committee

Full committees also propose candidate projects to be funded to North Central's Executive board

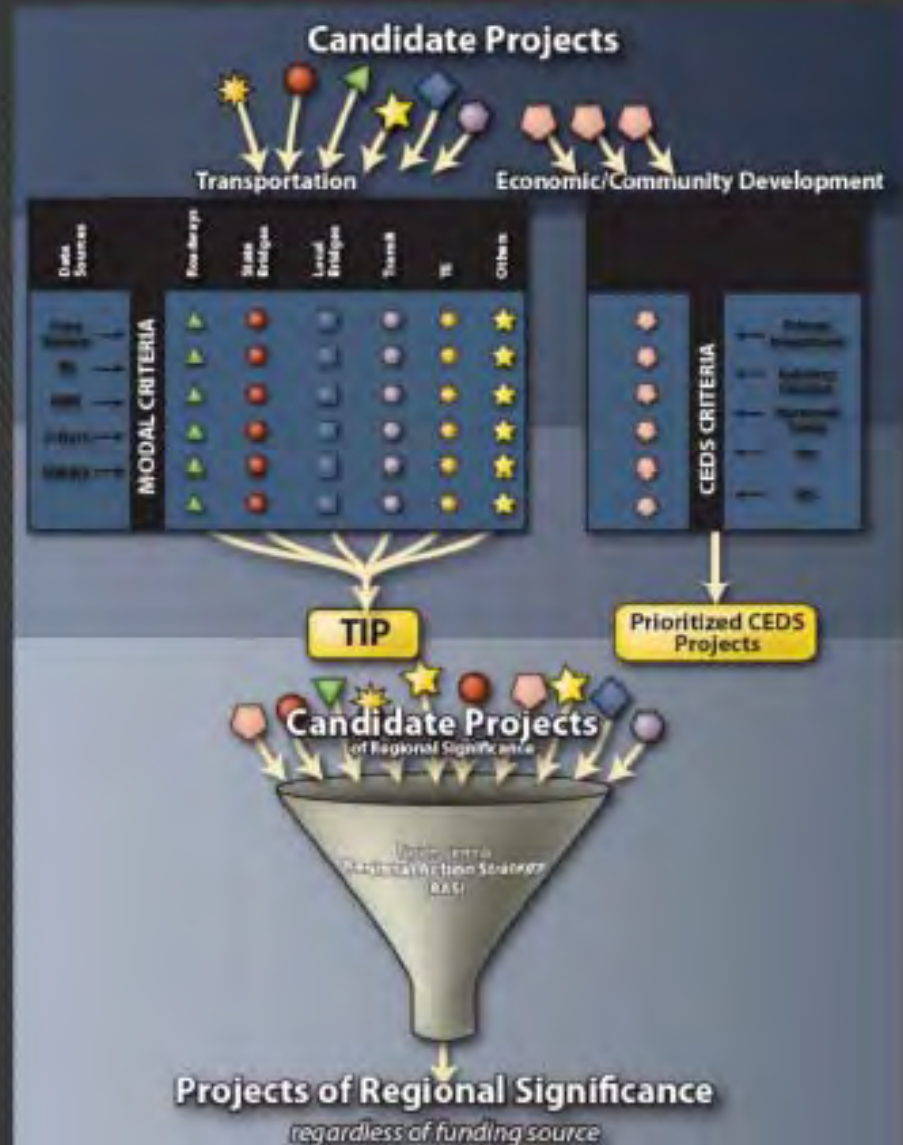
Strategic Planning Committee prioritizes list of regionally significant projects and submits to North Central's Executive Board*

Executive Board submits list of regionally significant projects to state funding agencies

*The process would also involve candidate projects outside of the current planning process (e.g., PMI North Central, ZITO Media Project, etc.)

Project Prioritization Process

- CEDS
- Transportation
 - Hiway Restoration
 - Hiway New Capacity
 - State/Local Bridge
 - Safety
 - Enhancements
- Projects of Regional Significance
- Performance Measures



NC TOMORROW

A Collaborative for Sustainable Economic Growth



NORTH CAROLINA



HUD.GOV

U.S. Department of Housing and Urban Development



Providing software solutions since 1976

Business Profiling/Supply Chain Network Development

Partner: KDOC

KTEC Technology Cluster Strategy Development

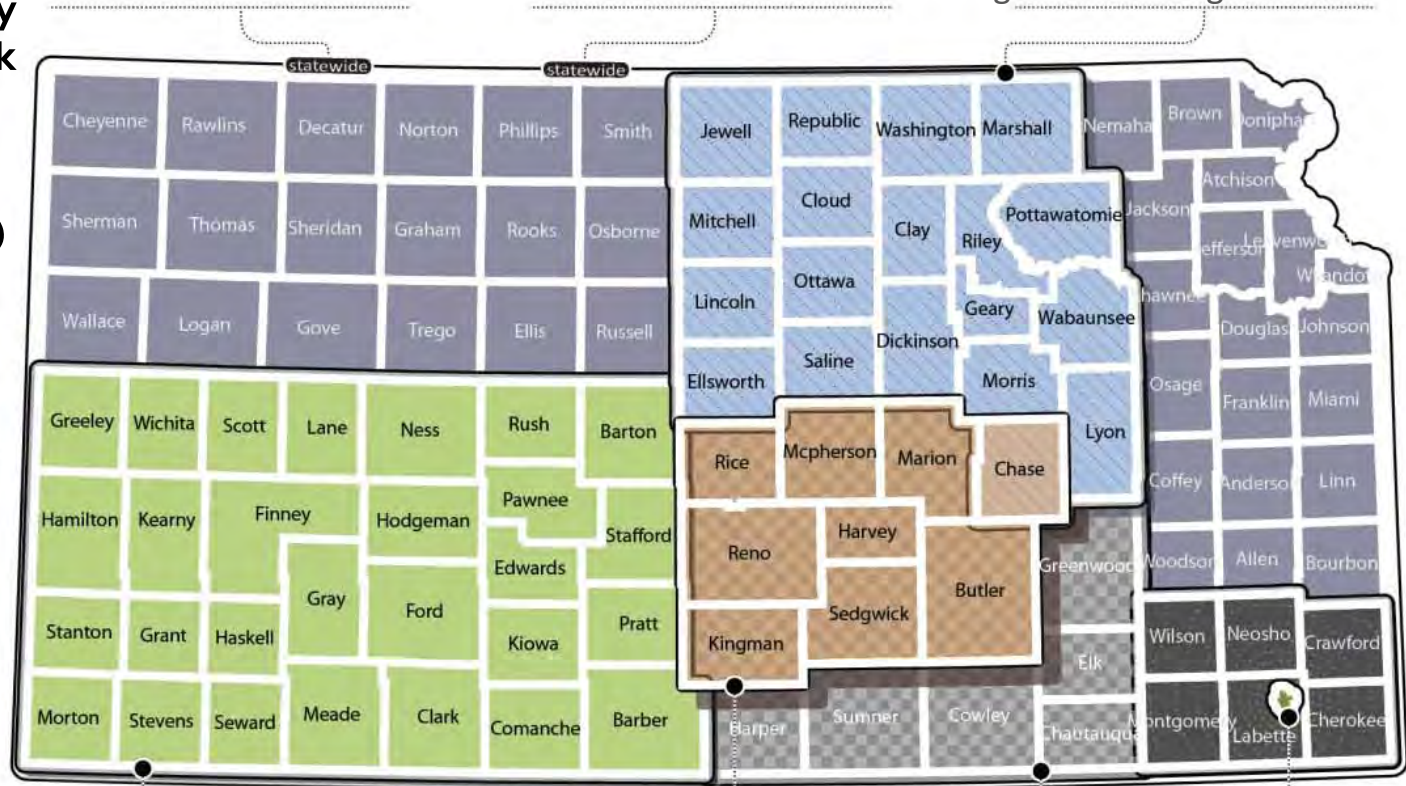
Partner: KTEC

Business Profiling and Innovation Networking

Partner: North Central Regional Planning Commission

Kansas Opportunity Innovation Network

Regional Projects Enable “Learning by Doing” Approach



Regional Asset Mapping

Partner: Great Plains Development Inc.

Regional Manufacturing Park/Incubator IBED Strategy and Business Development

Partner: Harvey County Economic Development Council

Wind Supply Chain ID and Pre-profiling Assessment

Partner: South Central Kansas Economic Development District

Kansas Army Ammunition Plant Business Redevelopment

Partner: Great Plains Development Authority



(434) 845-2000

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2000 SQUARE MILES OF COLLABORATION, INNOVATION &
PRODUCTIVITY IN CENTRAL VIRGINIA

- **Virginia's Region 2000 Partnership:**
RPC, EDC, WIB, Technology Council and Engineering Research Center
 - **An interwoven network of organizations** with a centralized vision to provide regional development leadership within the 2,000 square miles that surround Lynchburg, Virginia.
 - **We provide a single point of contact to the public and private sector** for regional planning services, economic development, marketing, and workforce training.

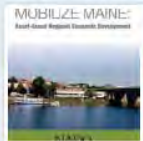


Exploring regional approaches to economic innovation



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Mobilize Maine: Asset-Based Regional Economic Development

The NADO Research Foundation has released a new report, Mobilize Maine: Asset-Based

Regional Economic ... [\[Read More...\]](#)



Kansas Opportunity Innovation Network

The Advanced Manufacturing Institute (AMI) at Kansas State University and its state and regional partners ... [\[Read More...\]](#)



Webinar: Accessing the Regional Innovation Acceleration Network

Webinar Recording: Click here Description: Entrepreneurship, Technology, Innovation.

Commercialization. ... [\[Read More...\]](#)



McKinsey Releases Job Creation Report

The following is a re-post of an article found on C-Span.org. Referenced in the post is a report from ... [\[Read More...\]](#)



EDA Announces Regional Innovation Network

U.S. Assistant Secretary of Commerce for Economic Development John Fernandez today unveiled a web portal ...

[\[Read More...\]](#)



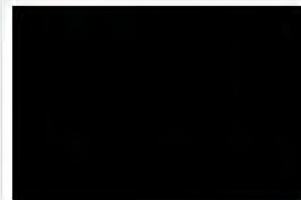
McKinsey Global Institute Offers Insight into American Competitiveness

On Thursday April 7, Dr. Jaana Remes, Senior Fellow at the McKinsey Global Institute (MGI),

presented ... [\[Read More...\]](#)

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- CEDS Examples
- EDA Regional Conferences
- Innovation Resources
- Post-Disaster Recovery
- Regional Innovation Projects
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- Rural Development
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Latest Tweets



Commerce Secretary Gary Locke, SBA Administrator Karen Mills unveiling the "Startup America Partnership" - www.startupamericapartnership.org about 232 days ago



Featured Resource

Kauffman Foundation



The Kauffman Foundation has updated the 2008 State New Economy Index which analyzes and benchmarks each state along 29 indicators that measure how well it has adapted to the New Economy (i.e an economy that is knowledge-based, globalized, entrepreneurial, IT-driven, and innovative).

Resources



Mobilize Maine: Asset-Based Regional Economic Development

The NADO Research Foundation has released a new report, Mobilize Maine: Asset-Based

Regional Economic ... [\[Read More...\]](#)



EDA Announces Launch of i6 Green Challenge

FOR IMMEDIATE RELEASE U.S. Commerce Department Announces Launch of i6 Green Challenge to Promote Clean ...

[\[Read More...\]](#)

Building Regional Partnerships for Economic Growth and Opportunity
Reposted from the Jobs for the

Council of Advisors on Science & Technology
A new report by the President's Council of Advisors on Science and Technology (PCAST) points

Knowyourregion.org

A Resource for EDA Practitioners



National Association of Development Organizations (NADO)

and the NADO Research Foundation

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Ruraltransportation.org | Knowyourregion.org | Regionalcouncilguide.org

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NADO.org

Regional Strategies. Solutions. Partnerships.