COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

CAPITAL AREA ECONOMIC DEVELOPMENT DISTRICT of OKLAHOMA

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PURPOSE & HISTORY of CAPEDD
WHAT is an ECONOMIC DEVELOPMENT DISTRICT?

Economic Development Districts are designated by the U.S. Economic Development Administration. EDA defines EDDs as:

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 or economic development roadmap for regional collaboration.
ACOG EDD

- Grant Awarded to ACOG: 2010-11
- CEDS Completed by TIP Strategies, Inc., in 2013; ACOG designated an EDD
- ACOG’s Role
  - Updating, Maintaining the CEDS; Reporting on CEDS progress
  - Coordinating Grant Applications for Viable Programs, Projects
  - Technical Support, Financial and Administrative Reporting
  - Record-Keeping
  - Coordinating CEDS Advisory Meetings
  - Ensuring and/or Developing a Disaster Resilience Component for CEDS
2019: REBRANDING

- New Name, Colors, Logo
- Increase Recognition and Value
  - Search Engine Optimization of CEDS
- Generate Public Interest
- Create a Unique Identity
- Motivate CEDS Advisory Committee Members
- Restructure Committee Leading to Today’s Kickoff
IMPORTANCE of the CEDS
COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

According to U.S. EDA, the strategic blueprint, known as a Comprehensive Economic Development Strategy (CEDS), is a strategy-driven plan for regional economic development. A CEDS is the result of a “regionally-owned” planning process designed to guide the economic prosperity and resiliency of an area or region. It provides a coordinating mechanism for individuals, organizations, local governments, and private industry to engage in a meaningful conversation and debate about the economic direction of their region.

TRANSLATION: Community and business leaders coming together to create an economic profile of the region that highlights its strengths and weaknesses in order to strategically attract new and expanded industries, and to effectively address potential economic/employment losses.
DEVELOPMENT of the CEDS

REQUIRED SECTIONS

• Summary Background of the Economic Development Conditions of the Region

• SWOT Analysis: In-Depth Analysis of Regional Strengths, Weaknesses, Opportunities and Threats

• Strategic Direction/Action Plan
  • Vision Statement; Goals and Objectives

• Evaluation Framework: Performance Measures Used to Evaluate the Organization’s Implementation of the CEDS and It’s Impact on the Regional Economy

• Economic Resilience
DEVELOPMENT of the CEDS

TRAITS of an EFFECTIVE CEDS

- Identifies a region’s competitive advantages
- Demonstrates the EDD’s/regional organization’s grasp of key trends
- Promotes cross-sector collaboration
- Commits to measurable success
- Tells a compelling story about the region’s past, present, and future
- Motivates action and implementation
ROLE of the
CEDS ADVISORY
COMMITTEE
PRIMARY FUNCTIONS of the CEDS ADVISORY COMMITTEE

• Engage in the economic interests of Central Oklahoma

• Serve as Advisory Committee to the ACOG Board of Directors

• Principal facilitator of the CEDS Process
  • Technical review and updates to the CEDS document
  • Provide letters of support for projects seeking EDA funding independent of ACOG’s technical assistance

• Contribute to CEDS implementation
  • Consistently participate in meetings, task forces, reviews, etc.
  • Help effectively target local funds and private sector resources
  • Legitimize the CEDS as a product representing the region as a whole
STRUCTURE of the CEDS ADVISORY COMMITTEE

• Primarily based on categories of stakeholders as defined and required by U.S. EDA

• ACOG seeks to engage a range of partners primarily from the private sector to plan the future of Central Oklahoma.

• We also seek meaningful representation from nonprofits and the public sector including:
  
  • Elected officials who serve on the ACOG Board of Directors
  • Workforce Development Representatives
  • Higher Education Representatives
  • Minority Group Representatives
  • Nonprofit Representatives
  • Other Local, State and Federal Officials
CEDS ADVISORY COMMITTEE RECRUITMENT 2019

PRIVATE SECTOR

- Emily Pomeroy, Center for Economic Development Law
- Alba Weaver, OGE
- Jill Castilla, Citizens Bank of Edmond
- John Westerheide, Baker Hughes GE
- Meg Salyer, Accel Financial
- Cameron Brewer, BancFirst
- Andy Burnett, Burnett Equity
- Michael Laird, Crowe & Dunlevy
- John Reid, Oklahoma Business Roundtable
- Jim Parrack, Price Edwards
- Ben Sellers, Pivot Projects
- Chris Fleming, Rehco, LLC
- Randy Hogan, Hogan Properties
- Kristen Peck, Cox Communications
- Kyle D. Millar, Integris
- Scott Minton, OnCue Express
- Kylah McNabb, Spiers New Technologies
- Erika Lucas, StitchCrew
CEDS ADVISORY COMMITTEE RECRUITMENT 2019

ELECTED OFFICIALS

- Cleveland County Commissioner Rod Cleveland
- Canadian County Commissioner David Anderson
- Councilman David Bennett, The Village
- Mayor Ray Poland, Town of Jones City
- Councilman Floyd A. Eason, Del City
CEDS ADVISORY COMMITTEE RECRUITMENT 2019
LOCAL, STATE or FEDERAL GOVERNMENT OFFICIALS

• Mark W. Sweeney, ACOG Executive Director
• Steve Rhodes, Tinker AFB
• Robert Coleman, Economic Development, City of Midwest City
• Deidre Ebrey, Development and Marketing, City of Moore
• Geoff Butler, City of Oklahoma City Planning
• Matt Sandidge, City Manager, El Reno
CEDS ADVISORY COMMITTEE RECRUITMENT 2019

NONPROFITS (501c3s, 501c4s, 501c6s, etc.)

• Louisa McCune, Executive Director, Kirkpatrick Foundation
• Jane Jenkins, Downtown OKC Partnership
• Michelle McBeath, ULI Oklahoma
• Scott Meacham, i2e
• Tim Hight, Eastern Oklahoma County Partnership
• Cathy O’Connor, Alliance for Economic Development of Oklahoma City
• Nicolle Goodman, Alliance for Economic Development of Oklahoma City*
• Jeff Seymour, Greater Oklahoma City Chamber of Commerce
• Renee Peerman, Mustang Chamber of Commerce
• Bonnie Cheatwood, Midwest City
• Eddie Foreman, Central Oklahoma Workforce Investment Board
• Ashley Sellers, Central Oklahoma Workforce Investment Board*

* Denotes alternate and/or proxy
CEDS ADVISORY COMMITTEE RECRUITMENT 2019

INSTITUTIONS of HIGHER EDUCATION

- Katy Boren, President, Oklahoma City Innovation District, OU
- Ms. Joyce Burch, Tom Love Division of Entrepreneurship and Economic Development, OU
- Shane Hampton, Institute for Quality Communities, OU
- Stan J. Greil, VP Government, Military Relations, Rose State College
CEDS ADVISORY COMMITTEE RECRUITMENT 2019
MINORITY & LABOR GROUP REPRESENTATIVES

• Dr. Raul Font, Latino Community Development Agency Raul Font
• Willard Linzy, Descendants of Freedmen of the Five Civilized Tribes Association
• Alan Marcum, Chickasaw Nation
• Valerie Thompson, Urban League of Greater Oklahoma City
• Mayor Earnest Ware, Spencer
CEDS CONSULTANT SELECTION PROCESS
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• Issued an RFP on November 1, 2018 / Deadline: December 20, 2018; Received eight proposals:
  • Avalanche; Camoin Associates; HR&A; Mike Barnes Group; New Market Strategies; Thomas P. Miller & Associates; TIP Strategies and Willdan
  • Avalanche, Thomas P. Miller & Associates and TIP Strategies were selected as finalists in the first review
  • TIP Strategies was selected for the contract; Contract Signed March 2019; CEDS Update Completion Deadline: September 2019
  • RFP Review Committee: Geoff Butler, City of Oklahoma City Planning; Commissioner Rod Cleveland, Cleveland County; Eddie Foreman, Central Oklahoma Workforce Innovation Board; Nicolle Goodman, Alliance for Economic Development of Oklahoma City; Jennifer McCollum, ACOG; Jeff Seymour, OKC Chamber; Mark W. Sweeney, ACOG;
U.S. EDA GRANT PROGRAMS
EDA GRANT PROGRAMS

PUBLIC WORKS
Empowers distressed communities to revitalize, expand, and upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.

ECONOMIC ADJUSTMENT
Assists state, local interests with strategies to bring about change to an economy. Focuses on areas that have experienced structural damage to the economic base. Under Economic Adjustment, EDA administers its RLF program, which assists businesses and entrepreneurs with gap financing.

PLANNING
Supports local organizations with long-term planning efforts. The Comprehensive Economic Development Strategy (CEDS) Content Guidelines, provides suggestions, tools, and resources for developing comprehensive economic development strategies.
GRANT APPLICATIONS 2010-2012

CITY of NORMAN
2012 ($2.5 million); Construct Business Park Infrastructure

CITY of MIDWEST CITY
2012 ($1 million); Infrastructure improvements Soldier Creek Business and Industrial Park
GRANT APPLICATIONS 2010-2012

ACOG
2010 ($140,000); Coordinated CEDS for Central Oklahoma

i2E, Inc.
2010 ($1 million); OKC Technology Business Launch Program for Entrepreneurs
GRANT APPLICATIONS 2013-2016

CITY of MOORE
2013 ($300,000); Securing personnel to assist the City of Moore in disaster recovery efforts following a deadly tornado

OKC REDEVELOPMENT AUTHORITY
2014 ($1 million); Provide street improvements to improve access and circulations that will benefit a large medical and office sector in Oklahoma City.

OSU-OKC
2016 ($940,000); Purchase equipment and other materials to support the University’s expanding allied healthcare programs
Since 2013, ACOG has received $276,557 from EDA to assist with coordination activities.

ACOG’s current U.S. EDA grant to manage and coordinate the EDD and CEDS is $70,000. The matching cost share requirement of ACOG is 50 percent. This comes directly from substate dollars and/or member dues (state or local tax dollars).

ACOG has assisted with $4.64 million in grant funded grants since 2013.

2019 Update of CEDS: ACOG will invest about $100,000 of funding, which will be fully maximized through a 40 percent in-kind match commitment from City of Oklahoma City Planning; 40 percent in-kind match commitment from the Greater Oklahoma City Chamber of Commerce and a 10 percent in-kind match commitment from the Alliance for Economic Development of Oklahoma City.
QUESTIONS?

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ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS
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