



Thomas Jefferson Planning District Commission

Comprehensive Economic Development Strategy – Kickoff

Presentation to the TJPDC CEDS Committee

February 13, 2023



Agenda

- Introductions
- Overview of Comprehensive Economic Development Strategy (CEDS)
 - What is a CEDS
 - Role of CEDS Committee
 - Superregional Strategies – RRRC + TJPDC
- Timeline & Project Deliverables
- Group Discussion
- Wrap Up & Next Steps

Camoin Associates Project Team



Dan Gundersen, Senior Vice President
Strategy Advisor



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RRRC Project Manager





camoin
associates

In business
since

1999

27

employees

We have
completed

1,700+

projects

We have
worked in

46

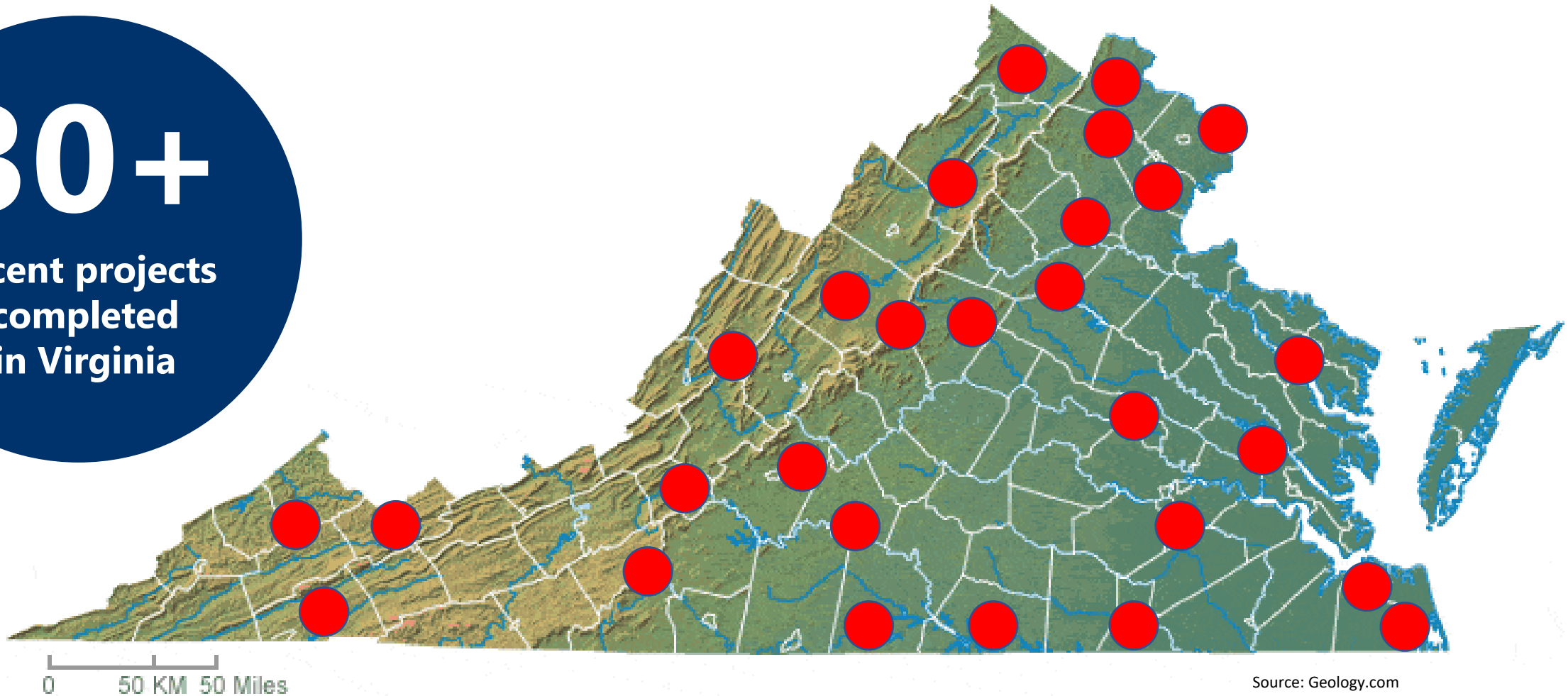
US states and
territories

We are the only **full-service** economic development and
lead generation consulting firm in the country

Knowledge + Expertise

30+

recent projects
completed
in Virginia



TJPDC Project Team



Christine Jacobs
Executive Director



Ruth Emerick
Chief Operating Officer
& Program Director



What is a CEDS?

According to the EDA:

"...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.

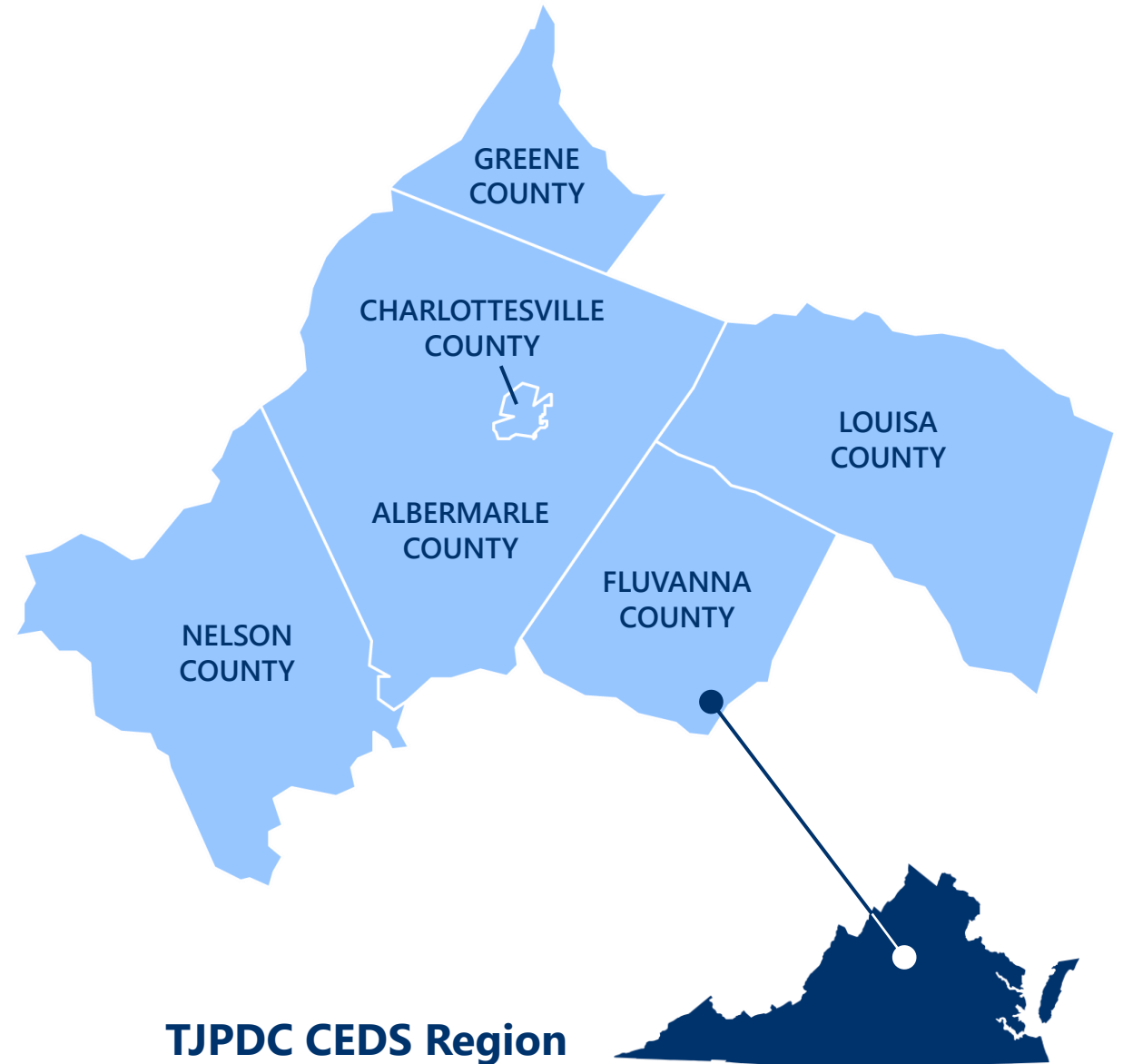
It provides a coordinating mechanism for individuals, organizations, local governments, and private industry to engage in a meaningful conversation and debate about the economic direction of their region."



What is a CEDS? (Really)

Bottom line:

- CEDS presents the collective, coordinated actions that many entities and organizations agree to take to **create and grow economic prosperity in their region.**
- Actions are grounded in economic realities supported by data, information, and intelligence.
- 5-year time span

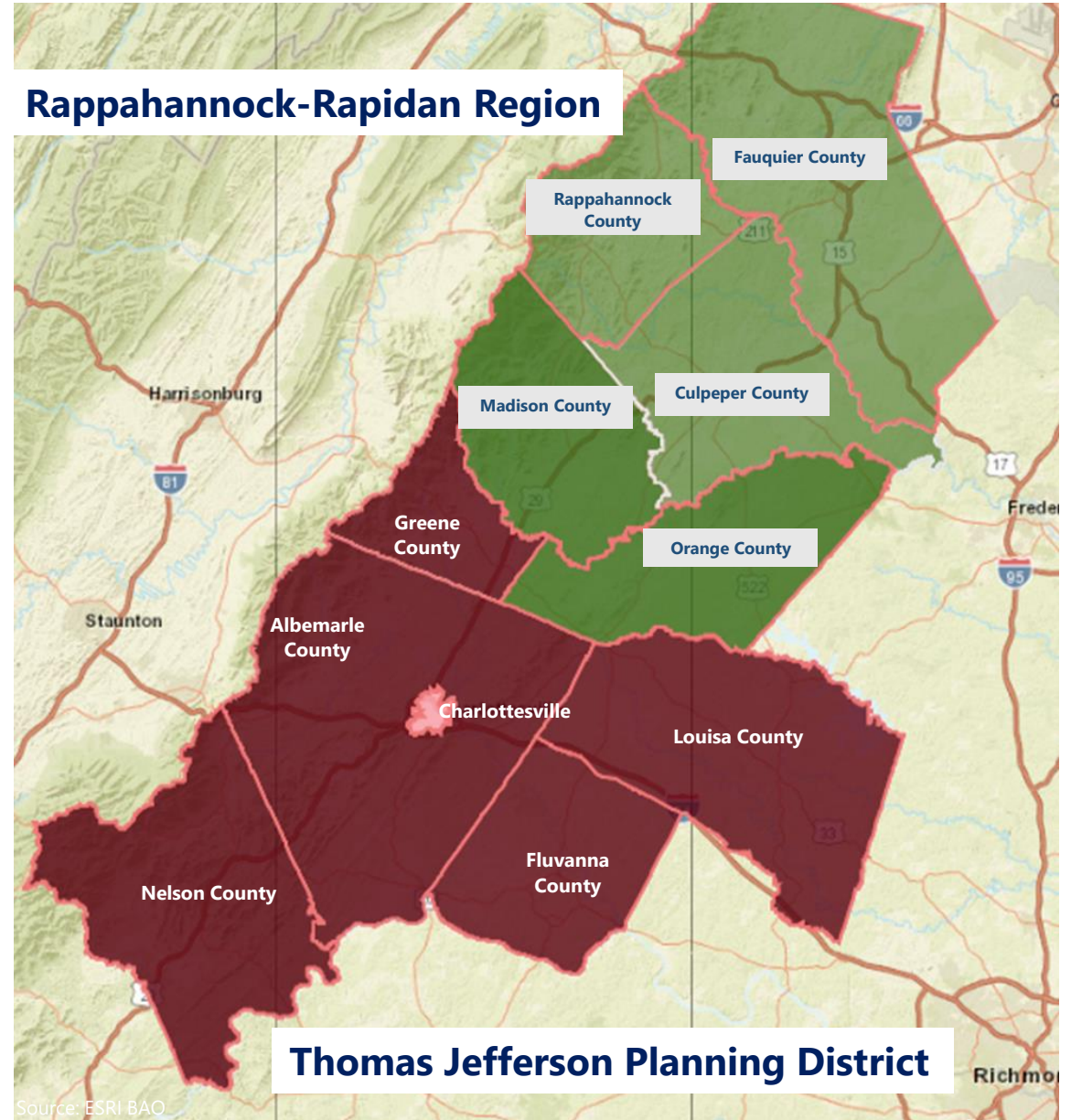


What's in it for my community?

A Comprehensive Strategy:

- Unifies local, regional, and state plans into one comprehensive strategy document.
- Aligned with GO Virginia Region 9
- Actions are grounded in economic realities supported by data, information, and intelligence.
- Target and allocate regional resources within communities.

GO Virginia Region 9





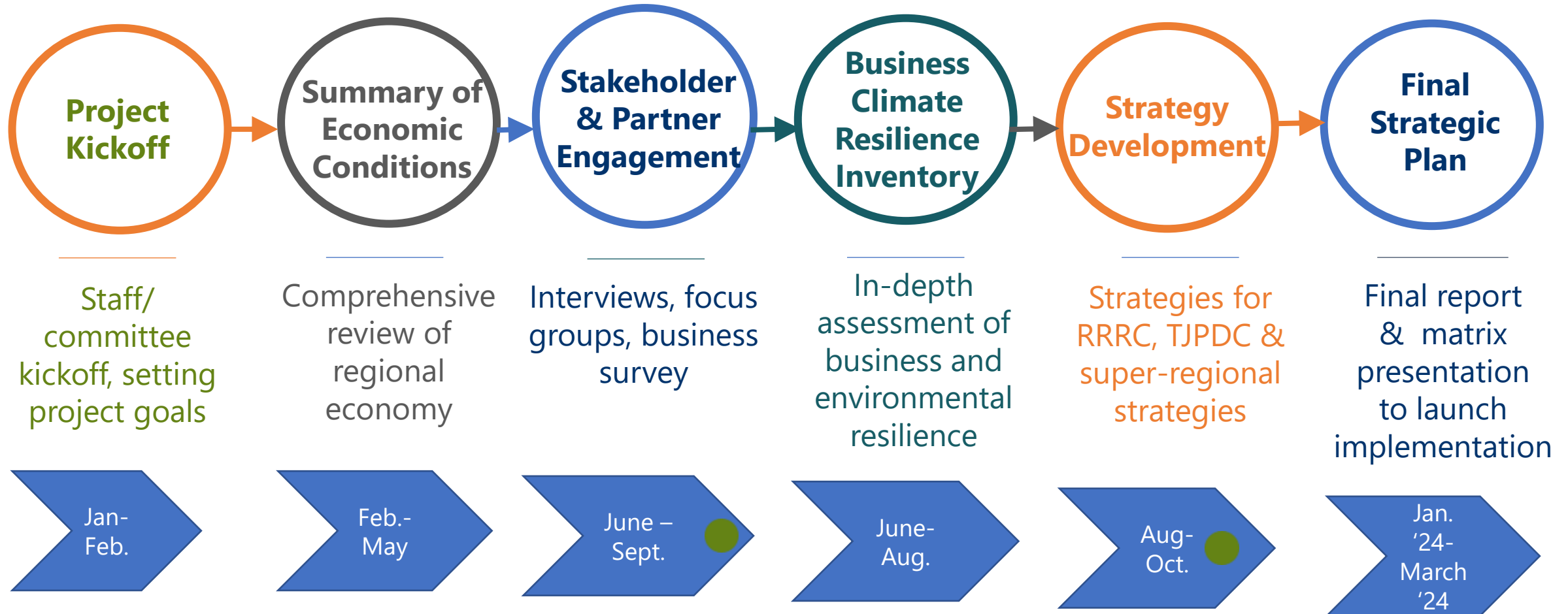
What can a CEDS help accomplish:

- Leverage **targeted industry** growth
- Improve **quality of life**
- Maximize return on **investments**
- Focus on jobs to keep and attract **talent**
- Work **regionally** to leverage assets
- Align **regional priorities** with state and federal objectives/goals



Scope Deliverables

15-month Timeframe



● Indicates proposed site visit

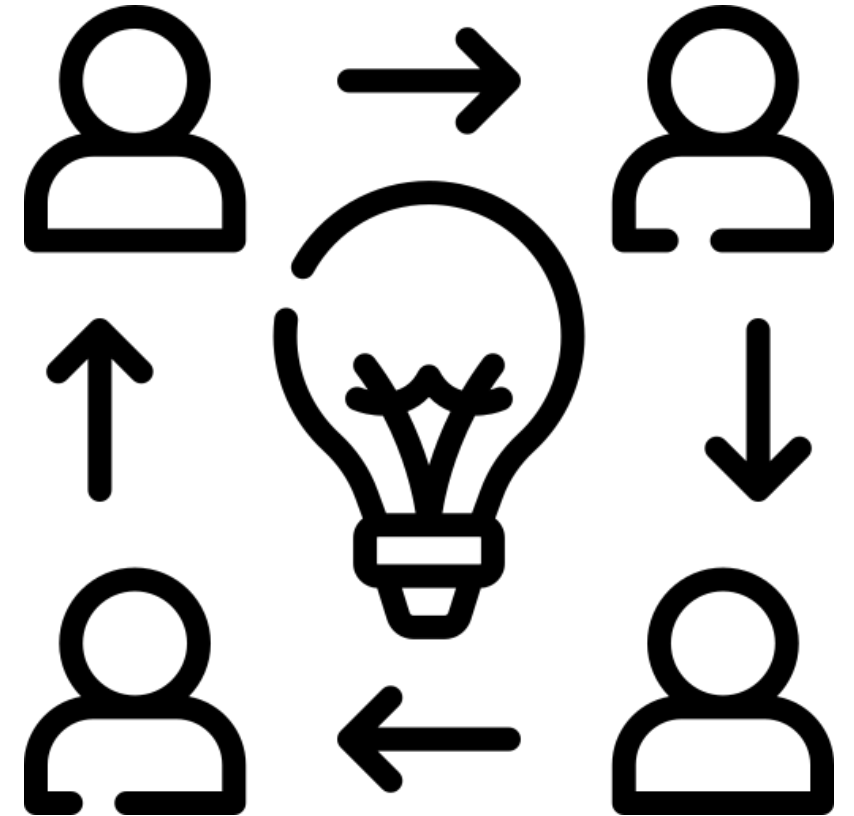
Engagement – CEDS Committee & Stakeholders

CEDS Committee

- 12-15 committee members
- 5-6 strategy sessions over the course of the next year
- Participate, advise, and approve plan
- Annually reviewing status of CEDS goal areas

Other Engaged Stakeholders

- Participate in:
 - Surveys
 - Interviews
 - Focus groups
 - Open House



Group Discussion

Open Padlet in a browser using link in chat or QR code on your phone.



A screenshot of a Padlet discussion board. The board is titled "TJPDC - CEDS 2022" and is created by user "alexandra341" 3 minutes ago. It features a grid of four question cards: "Question #1" (What are some assets / trends that the region is best positioned to capitalize on?), "Question #2" (What are some opportunities taking a regional approach to economic development planning?), "Question #3" (What are some potential challenges to taking a...), and "Question #4" (What principles should anchor the CEDS?). Each question card has a yellow background and a plus sign icon. Below the questions are two instruction cards with pink backgrounds. The first instruction card says: "1. Read the questions at the top (in yellow) and add your answer by clicking the '+' under each box. Feel free to add more than one comment." The second instruction card says: "2. Read what other people are saying, engage and comment on their posts. You can add your own comments to the card and/or click the heart to 'like' their post." At the bottom of the board, there is a text input field with the placeholder "Write something incredible..." and a "Publish" button. The board also shows a grid of colorful hexagons and a "Subject" input field.

<https://padlet.com/alexandra341/tjpd-ceds-2022-ujx7aa6y80vumg58>

Next Steps

- Finalize committee membership (Feb. 2023)
- Data analysis (Spring 2023)
 - Demo
 - Labor market
 - Workforce
 - Industry
- Stakeholder Engagement Prep (Spring 2023)
- Deliverables
 - Interim findings presentation (Summer 2023)

