



Rappahannock-Rapidan Regional Commission

Comprehensive Economic Development Strategy – Kickoff

February 14, 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

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camoin
associates

In business
since

1999

27

employees

We have
completed

1,650+

projects

We have
worked in

46

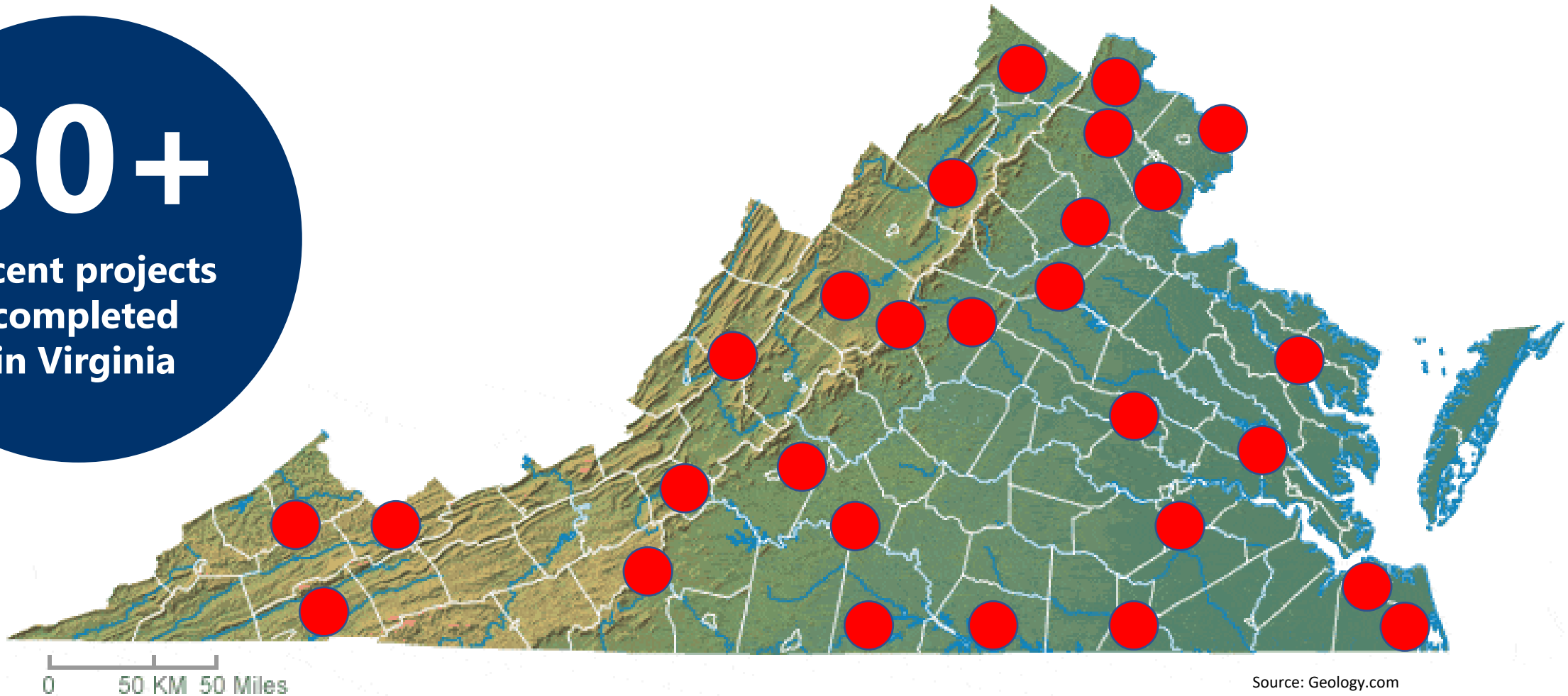
US states and
territories

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

Knowledge + Expertise

30+

recent projects
completed
in Virginia



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.

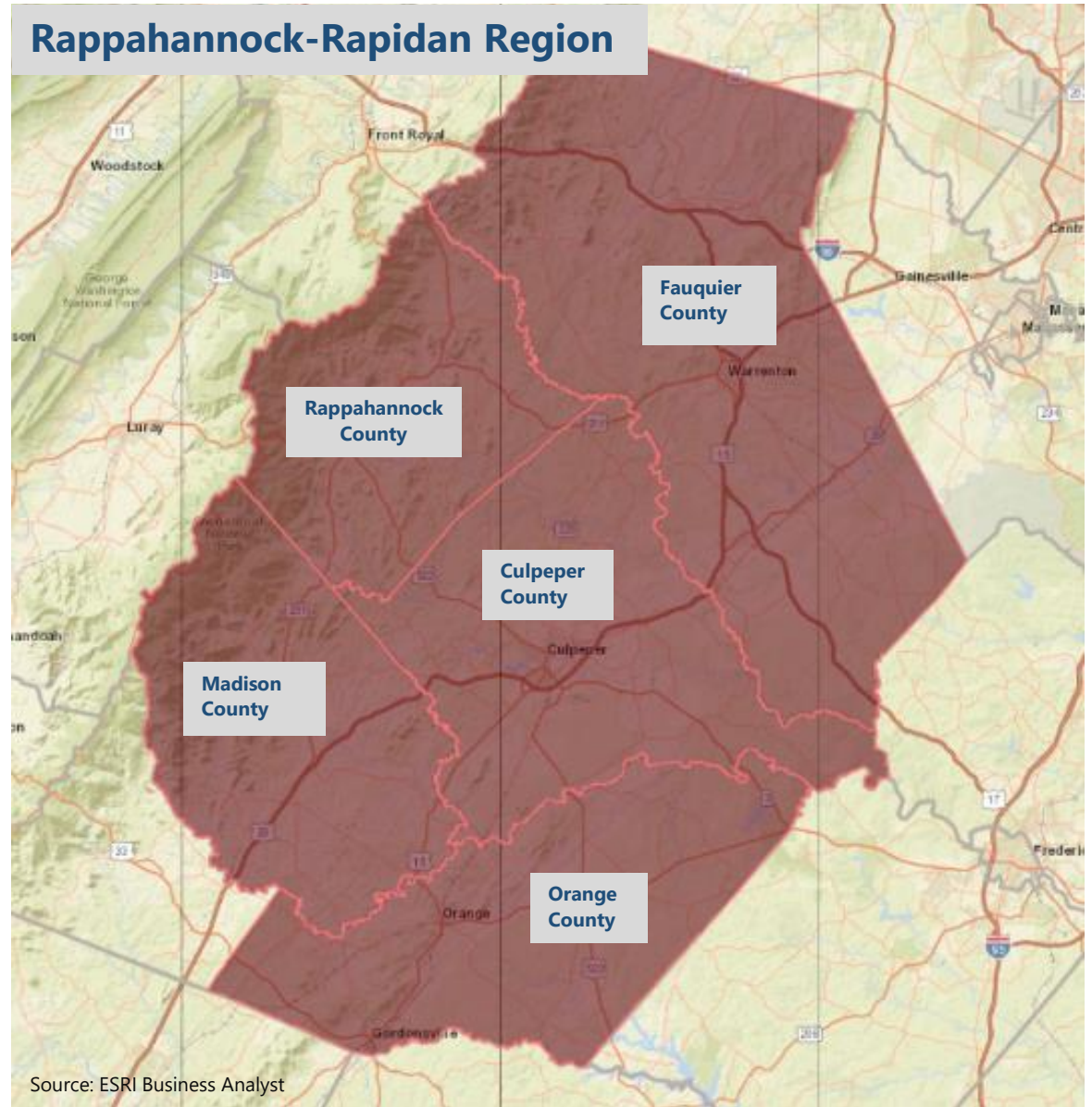
It provides a coordinating mechanism for individuals, organizations, local governments, and private industry to engage in a meaningful conversation and debate about the economic direction of their region."



What is a CEDS? (Really)

Bottom line:

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

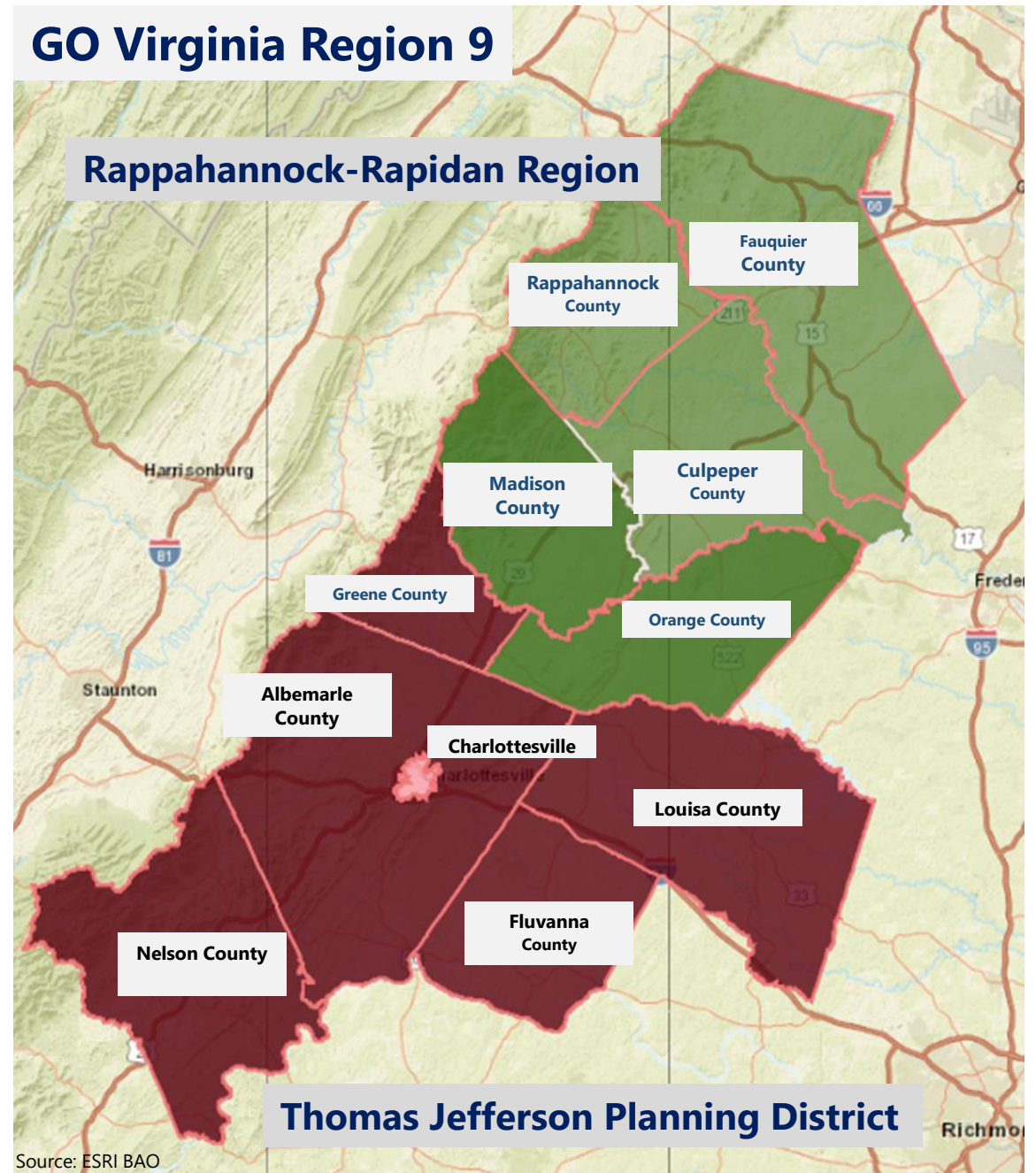


What's in it for my community?

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





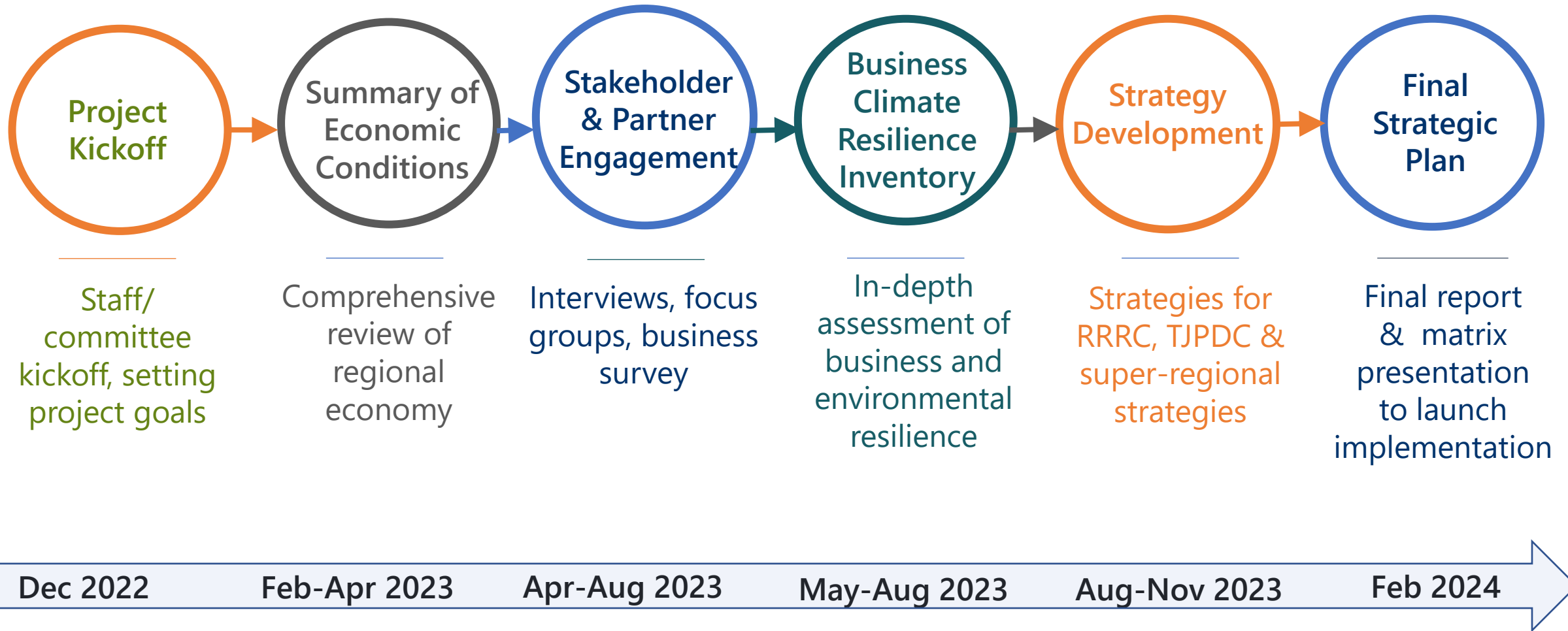
What can a CEDS help accomplish:

- 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
- Help align regional **priorities** with state and federal initiatives



Scope Deliverables

15-month Timeframe



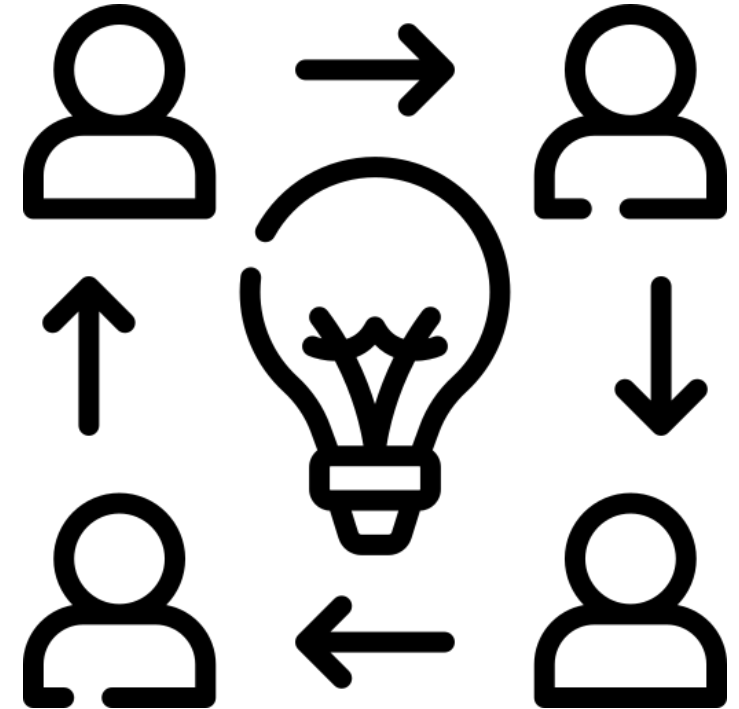
Engagement – CEDS Committee & Stakeholders

CEDS Committee

- 12-15 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: 2 ways to open. Using the QR code below or the link in that chat.



A screenshot of a Padlet group discussion titled "RRRC - CEDS 2022" by user alexandra341. The board is organized into five columns: "Instructions", "Questions #1", "Question #2", "Questions #3", and "Question #4". Each column has a "+" button to add content. The "Instructions" column contains two pink boxes with instructions: "1. Read the questions at the top (in yellow) and add your answer by clicking the '+' under each box." and "2. Read what other people are saying, engage and comment on their posts." The "Questions" columns contain yellow boxes with questions: "What are some assets / trends that the region is best positioned to capitalize on?", "What are some opportunities taking a regional approach to economic development planning?", "What are some potential challenges to taking a regional approach to economic development planning?", and "What principles should anchor the CEDS?". Each question box has a heart icon, a comment icon, and an "Add comment" button. A floating comment box is visible in the foreground, showing a "Subject" field, a grid of colorful icons, and a text input area with the placeholder "Write something incredible...".

Next Steps

- (February 2023) Finalize CEDS Committee Membership
- (Spring 2023) Economic and Demographic Data Analysis
 - Demographics
 - Labor Market
 - Workforce
 - Industry
 - Trends
- (Spring 2023) Stakeholder & Partner Engagement