

Community Economic Development 101



The Condensed Version

Key Point



- Community Economic Development is a long term investment
- Like all good investments, rate of return is greater with an investment strategy and resources dedicated to implementing that strategy
- The benefit is in the future dividends!!

A CED Strategy



- Develop a Plan
- Research the Plan
- Select projects or activities
- Research again
- Implement

Develop the Plan



- Vision
- Identify
community values
- Look to the inside

Research

Projects that:

- Fit our values
- Fit our resources
- Our ability to make them happen

Pick Your Projects

- Achievable
- Realistic
- Pick only what you realistically manage
- Get to work.....

Research, research, research.....



- Where else?
- Our competitive advantage?
- Is it feasible?
- What resources to we already have?

Community Development



It takes a long
long time.

Economic Development Officers

Working with
a Plan



Economic Development Officers



With no plan

Working Collectively

We have:

- More resources
- More ideas
- More ways to make it happen

Key Point



- Community Economic Development is a long term investment
- Like all good investments, the rate of return is greater with an investment strategy and resources dedicated to implementing that strategy
- The benefit is in the future dividends!!