

Community Economic Development Basics

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What is EDAM?

- ▶ The Association was formed in 1993 to improve communication, networking and education within the economic development profession.
- ▶ The aim of EDAM is to bring together the various practitioners and groups of practitioners working in the field of economic development in Manitoba.
- ▶ Members of EDAM are provided access to a variety of professional services, networking and training opportunities, and are regularly exposed to new ideas and initiatives in the ever-expanding field of economic development.

Community Economic
Development is development
of the community, by the
community, and for the
community.

From Basic CED Training Program – EDA Alberta

Community development arises out of the needs of local people to improve their environment. CED encompasses economic development, social development, environment and human/interpersonal development. It is a holistic approach.



Definition of Community Economic Development

CED aims to improve the **long-term** economic viability of communities. It involves **managing economic change** to effectively meet a community or area's needs and objectives through emphasis on self-help, participation, partnerships and control. It is based on a "**bottom's up**" philosophy that relies on using the community's own resources – people, capital, management, creativity and pride—to **improve economic well-being**.

What CED Does

CED brings together community members out of a common concern for the issues facing communities, such as youth out-migration, lack of jobs, business closures, decaying infrastructure, decline in community services; **and** in response to external pressures to develop the community--- residential neighborhoods, manufacturing etc...

Why CED Works

CED is a holistic approach encompassing community development and business development. It encourages communities and regions to take ownership of their own economic futures and chart the course they will follow to get there.

Who Should be Doing CED and Why?

The Community

If there is no local leadership, ownership and commitment to community economic development, no one will do it for the community.

Not the province, not the federal government, CFDCs, CDEM, RDCs, MAFRI etc. Communities must set their own course. Provincial and Federal agencies are there to **help (be a resource)**.

"If you as a community is not prepared to invest, why would anyone else."

Players Involved in CED

Lead Role:

- ▶ The Community

“If communities are not involved, no will do it for them.”

- ▶ Supported by council through CDC's

Players Involved in CED – con'td

Support Role:

▶ Provincial level –

- ▶ Rural Development Corporations (RDCs)
- ▶ Communities Economic Development Fund
- ▶ Manitoba Ag Food & Rural Initiatives

▶ Federal Level

- ▶ Western Economic Diversification
 - ▶ CFDCs, CDEM, CMBSC, Women's Enterprise Centre

▶ Other Major Players

- ▶ Elected officials, financial institutions, business people/organization in our community, other government departments

Where Do *You* Fit?

A councilor's (municipal government's) role in CED is to ensure it gets done by supporting and providing the necessary resources, staffing, and direction to undertake CED.

You are the **leaders**, if you don't want it, it won't happen. **You** are critical to the process!

Why CED is Done

- ▶ We want growth. Both public and private.
- ▶ We want jobs (short-term, long-term and sustainable employment).
- ▶ We want to direct and manage the changes in our community.
- ▶ To create wealth. To greet/welcome wealth.
- ▶ To go beyond the immediate need to grow towns – it is a **vital** way for communities to ensure long-term prosperity in an ever changing world/economy.
- ▶ To increase the tax base.
- ▶ To be able to offer better recreation and social amenities.

How CED is Done

- ▶ Strategic Planning
- ▶ Business Retention & Expansion
- ▶ Business & Investment Attraction
(Marketing the Community)
- ▶ Opportunity Identification
- ▶ Project Management
- ▶ Downtown Development & Revitalization
- ▶ Land Use & Management

In Conclusion

CED is a long term development, not a silver bullet, there are no overnight successes, it is a process that requires community involvement, participation and direction.

In Conclusion

So.....

- ▶ Invest in your communities (if you don't, who will?)
- ▶ Realize that CED is a **long-term** process.
- ▶ Embrace change, and plan for it.
- ▶ Realize your communities potential, and where you fit today, tomorrow and in the next 20 years.

The rewards----more people, better paying jobs, more options, more activities in your communities more volunteers, more kids in school, broadened tax base, shared vision.

Remember.....

“ Community Economic Development is development of the community, by the community, and for the community. ”