

# **Comprehensive Economic Development Strategies for Indian Communities in California's Northwest Region**

**Humboldt State University**

**Office for Economic, Community and Business Development**

**Presented by Anne Berblinger,**

**former EDA Representative to Oregon and northern California**

# Introductions

**Instructor and other staff introductions**

**Teams from each Tribal community/reservation  
introduce yourselves**

- **What motivated you to come to this class and/or why did your community send you?**
- **One unique fact about your community**

# What is a CEDS?

“Comprehensive Economic Development Strategy”

A CEDS is a paper which documents a process for sustaining or improving the economy of a place.

- It is goal-oriented and guided by an explicit vision and values.
- It is written down and accessible to stakeholders
- It is about a process. It is never the final word.
- It includes analysis of all the elements of an economy and the forces that affect it.
- It is a guide for the investment of scarce resources for clearly expressed purposes.
- It is place based: Community, political entity, region or state

# Elements of the CEDS Document

- **Analysis of current conditions, including problems and opportunities**
- **Economic background and history**
- **Vision statement**
- **Goals and objectives**
- **An action plan for a given time period**
- **Description of how performance will be evaluated**
- **Description of the planning process, particularly how the goals and objectives were developed and who participated.**

# What a CEDS can do

- **It can be a guide for the investment of scarce resources**
- **It can be the basis for coordinated community efforts toward broadly accepted goals**
- **It can illuminate unique characteristics of the place, providing a basis for understanding of local competitive advantage**
- **It can make the place eligible and competitive for outside assistance to further the CEDS' objectives.**

# The Ideal CEDS

- **Is the result of a process that has achieved a high level of community participation and consensus.**
- **Is embraced by elected officials and other community leaders.**
- **Has a format that makes it easy to use and understand.**
- **Is well-written.**
- **Is a reliable source of economic history and current economic and demographic information.**
- **Is on the web, and linked to everything that is related.**
- **Is available in hard copy in community meeting places.**

# Discussion: Three Examples

**Do the sample CEDS documents include all the elements?**

**Do you think they were helpful to the community?**

**Who was involved in the process?**

**Do the parts hang together? Does the work program relate to the objectives and do the objectives relate to the goals and the vision?**

**Is the process for evaluation clear?**

**Recorder: Take notes on the flip chart!**

# What Does It Take?

- **Commitment of elected leadership to the process and the plan**
- **Staff time**
- **Community interest and support**
- **Meetings, lots of them**
- **Willingness to listen to each other**
- **Reaching out to partners and resources beyond the community**
- **Community openness to change and stakeholder willingness to forgo the “rewards” of the status quo.**