



EDA UPDATE

Economic Development Information Coalition

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Competing Globally - Growing Regional Economies - Creating Jobs

An EDA collaboration to disseminate innovative information to economic development practitioners

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A Message from David A. Sampson, Assistant Secretary of Commerce for Economic Development

Our second e-newsletter coincides with the announcement of a remarkable EDA investment in San Antonio, Texas. On December 9th, I joined Manuel Pelaez of Toyota Motor Manufacturing North America, Robert Peche of the San Antonio Economic Development Foundation and Bexar County Judge Nelson Wolff to announce a \$3 million EDA grant to the City of San Antonio and Bexar County. This EDA investment will leverage an additional \$133 million in state and local funding and will result in the construction of an \$800 million auto manufacturing facility, Toyota's newest production facility in North America. Additionally, it will create 1,800 jobs and inject millions more in investments in the regional economy from Toyota suppliers and other ancillary businesses. This EDA partnership shows that while government cannot create wealth, it can help to create a business environment where the private sector will risk capital, create jobs and generate wealth.

Finally, I wanted to mention that I am looking forward to meeting many of you next year during our 20 regional forums. Next month, I will be in Maine, New Hampshire, Iowa, and West Virginia. During these forums, I

encourage you to participate in the dialogue, and to take advantage of the training component added to each of the meetings.

Please enjoy the holidays - EDA wishes you a pleasant New Year!

In the Spotlight: Textile Industry Trade Impacts and the Role of North Carolina CEDS in Regional Economic Transition

In early 2002 EDA identified counties throughout the country that were experiencing significant (greater than 30 percent) increases in unemployment. The largest, and one of the most distressed regions, was situated in North Carolina's heartland. North Carolina has experienced substantial trade pressure forcing job reductions in the textile industry. This region, benefiting for generations from high-wage, low-skill jobs in the textile and apparel industry, was now experiencing plant closings and job layoffs in this sector. Tens of thousands of people, many of whom were third generation employees, lost their jobs. In many cases job losses affected several if not all members of the household.

President Bush's directive that federal agencies work together to solve problems led to a partnership between the Economic Development Administration and the Department of Labor. EDA's role was to invest in regional efforts to develop Comprehensive Economic Development Strategies-action plans addressing economic dislocations. Labor focused on investments in skill-set building and career development to help workers develop competitive, marketable skills.

Within months of initiating public forums to present EDA's capability to support regions' planning efforts, a total of \$1.2 million was invested with four separate North Carolina communities to assist their transition from a textile-based economy to a diversified economy. EDA's investments highlight regional strategy development that effectively links adult and vocational-technical education, workforce development, and economic development.

Western Piedmont Council of Governments, North Carolina Partnership for Economic Development, Mt. Airy Chamber of Commerce and Northwest Piedmont Council of Governments, and Cleveland County Chamber of Commerce, using the services of world-class consultants and economic analysts, will greatly accelerate their locally-driven adjustment strategies and begin implementation activities sooner. The goal is to help dislocated workers effectively utilize their retraining and job placement assistance benefits for realistic opportunities developed through an accelerated community economic transition process.

- **Western Piedmont Council of Governments, Hickory, North Carolina** received \$320,000 for the creation of a

Comprehensive Economic Development Strategy covering a 12-county area severely impacted by job losses and plant closings in textile, apparel, furniture and technology manufacturing sectors. Their strategy was presented in Fall 2003. Details can be found at www.future-forward.net.

- **Mt. Airy Chamber of Commerce, Mt. Airy, and Northwest Piedmont Council of Governments, Winston-Salem, North Carolina** partnered to focus on an 8-county rural region bordering Virginia. Employing \$320,000 from EDA to contract with a nationally recognized economic consultant, their study focused on the dislocation of textile and apparel manufacturing workers and diversification of the region's rural economy. This strategy was finalized in Fall 2003. The Web site www.NorthwestNC.com provides greater detail.
- **North Carolina Partnership for Economic Development, Raleigh, North Carolina** facilitated EDA's investment of \$320,000 in a primarily rural, 10-county region bordered by South Carolina, hard hit by the loss of textile manufacturing jobs. By organizing a diverse committee that included local business and economic development leadership, and contracting with a world-class economic consultant, the region finalized their strategy in Fall 2003. A Web site is under construction.
- **Cleveland County Chamber of Commerce, Shelby, North Carolina** partnered with the neighboring Gaston County Chamber of Commerce, Gastonia, North Carolina to receive a \$240,000 EDA investment for the multi-county area outside Charlotte. Their economic development strategy was finalized in Fall 2003 with the help of a national consultant. The region's strategy addresses workforce development needs and targeted industries to support economic diversification and the creation of higher-pay, higher-skill jobs. The Web site www.focuscleveland.com provides greater detail.

Congressional Perspective on North Carolina CEDS Process

by Richard Burr, U.S. House of Representatives, North Carolina

The Comprehensive Economic Development Strategy (CEDS) project in Northwest North Carolina is an excellent example of the positive impact this program can have on communities in need. The program allowed the counties involved to combine and focus their efforts to work towards a stronger economy for North Carolina. Obviously, everyone who lives here wants to see the economy improve. Through the EDA's project, we were able to have everyone come together on one project,

and that pooling of resources makes a difference.

A key element of the CEDS process is the emphasis on local control. Going into the project, it was clear that local leaders needed more than influence and involvement. Simply turning the process over to a "bunch of suits" from Washington was not an option; through the committees set up, local control and input was retained. This approach makes the process more likely to succeed, and also gives the community a sense of ownership that will ensure long-term success.

We know that the economy of Northwest North Carolina is in transition. What is valuable about the CEDS project is that it has given us a clearer sense of where we are, where we want to go, and what we need to do to get there.

Richard Burr is serving his fifth term in Congress, and a member of the House Committee on Energy and Commerce and the House Permanent Select Committee on Intelligence. Raised in North Carolina and a graduate of Wake Forest University, Representative Burr's priorities focus on the needs of his constituency and promoting economic vitality for a competitive community.

Regional Economic Development Forums Coming Up

The Economic Development Information Coalition (EDIC) announces the first ten in a series of 20 regional economic development forums to be held around the country:

- January 13 - Millinocket, Maine
- January 14 - Hanover, New Hampshire
- January 16 - Sioux City, Iowa
- January 22 - Elkins, West Virginia

- February 9 - Richland, WA
- February 11 - Medford, OR
- February 13 - Stockton, CA
- February 18 - Laurinburg, NC
- February 20 - Greenville, SC
- February 24 - Ocala, FL

The forums are free of charge, although registration is required. Over 100 economic development practitioners and policy makers are expected to attend each day-long event. The morning component will include presentations about successful approaches to business retention and recruitment, job creation and retention, regional economic growth strategies, and strategic partnerships. The afternoon component will include three breakout training sessions, hosted by representatives from EDA regional offices. Topics will include CEDS, construction and an overview of EDA programs.

The agendas for these and future forums - plus the registration form, information about speakers and the forum meeting facility - will be

available at the NADO Web site at www.nado.org/meetings.

Dates for the remaining 10 forums will be announced soon. For more information about the forums, contact Laurie Thompson at (202) 624-5948 or lthompson@nado.org.

***Economic Development Today* Telecast: Dr. Sampson Stresses Six Key Steps to Successful University-Based Partnerships**

On December 4, 2003, EDIC held its first *Economic Development Today* telecast. Focused on university-based partnerships in economic development, the program was moderated by Doris McMillon and featured Dr. David Sampson, Assistant Secretary for Economic Development and Mr. William Dean, President, Idea Alliance of North Carolina.

Three case studies featured Linda Clark, Director of the Ohio University Innovation Center; Nisa Miranda, Director of the University Center for Economic Development at the University of Alabama; and Mr. Tim Brennan, Executive Director of the Pioneer Valley Planning Commission in Springfield, Massachusetts. During the telecast, Dr. Sampson outlined six key things universities can do to advance regional economic competitiveness and promote innovation:

1. Adopt economic development as a core mission.
2. Focus on growing, training, attracting and retaining the best and brightest.
3. Build strong research partnerships with industries.
4. Promote technology transfer.
5. Create entrepreneurial ecosystems.
6. Pay attention to the state and regional economic context.

The next telecast is scheduled for February 4, 2004 and will focus on Regionalism: Maximizing Effective Partnerships for Economic Development in an Era of Scarce Resources. For more information, please contact Peggy Tadej at (202) 986-1032, extension 224 or via email Tadej@narc.org. Registration will be available on the NARC web site at www.narc.org after the new year.

EDA News

Mr. Sandy K. Baruah, who currently serves as EDA's Deputy Assistant Secretary for Program Operations (Acting) has been named Chief of Staff to Assistant Secretary David A. Sampson.

As Chief of Staff, Sandy Baruah will continue to work closely with Deputy Assistant Secretary David Bearden, who maintains his role as the agency's principal deputy, on a range of issues and initiatives critical to EDA's day-to-day operations and future success. Specifically, Sandy will oversee the staff offices reporting to the Office of the Assistant Secretary - that is, the Office of Chief Counsel and the new Office of Strategic Initiatives - and will directly supervise OAS staff. Sandy may be reached at sbaruah@eda.doc.gov and directly by phone at (202) 482-4615.

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Assistant Secretary David Sampson Announces New Regional Office Director

EDA Assistant Secretary David Sampson has announced that Mr. Robert Olson, Executive Director of Denver's Fitzsimons Redevelopment Authority, is joining the Economic Development Administration as Director of EDA's Denver Regional Office. During the past 20 years, Mr. Olson has directed and implemented economic-development projects of critical importance. Since the early 1990s he has focused on science and technology initiatives involving university and medical participation and associated research-park development.

As executive director for the Fitzsimons Redevelopment Authority, Mr. Olson managed the nation's largest medical-related redevelopment project. The \$4.3 billion transformation of the former Fitzsimons Army Medical Center is rapidly progressing, with 18 biotechnology companies already operating at the site. The workforce at Fitzsimons will reach 5,000 people by the end of 2004. Mr. Olson's expertise in military base redevelopment will be called upon within the Department of Commerce as we prepare for a new round of military site closures in 2005.

Prior to his 1996 appointment to the Fitzsimons position, Mr. Olson was Executive Director of the Virginia Biotechnology Research Park, a civic endeavor launched in partnership with Virginia Commonwealth University/Medical College of Virginia, the City of Richmond, the Commonwealth of Virginia, and the Richmond business community.

Mr. Olson holds a master of public administration degree from Harvard University, a master of architecture and urban design from Washington University (St. Louis), and a bachelor of architecture from North Dakota State University. He previously served on the boards of directors of the Council of Biotechnology Centers of the Biotechnology Industry Organization and the Association of University Research Parks. In Colorado, Mr. Olson is on the executive committee of the Colorado Biotechnology Association. In 2001 he chaired a task force that recommended biotech industry development policies for Colorado Governor Bill Owens.

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EDA Excellence in Economic Development Awards 2004

EDA is proud to announce that the EDA Excellence in Economic Development Awards 2004 will be presented at the EDA National Conference held in Washington, DC, at the Omni Shoreham Hotel from June 8 through 10, 2004.

The Awards will be presented for excellence in economic development in the following seven categories: Urban; Rural; Regional Competitiveness; Economic Adjustment Strategies; Technology-led; Community and Faith-Based Social Entrepreneurship; and Innovation.

Eligible nominees include non-profit organizations; local, state and regional governments and universities and colleges. For-profit firms and institutions are not eligible. Nominated investments may include specific projects of national importance or the cumulative activities of the nominee. Nominations will be evaluated by a Selection Panel composed of seven individuals, representing the non-federal economic development practitioner community; academe, and EDA. Either an organization or individual, other than a member of the Selection Panel, may submit a nomination.

Excellence in Economic Development Awards 2004 nomination brochures, including nomination forms, will be available beginning January 12, 2004. Please visit the EDA Web site, www.doc.gov/eda/, to download a copy of the nomination brochure. You may also contact EDA Headquarters at (202) 482-2309 to request copies of the nomination brochures.

New Grants.Gov Web Site Offers One-Stop Shopping for Information on Applying for All Federal Grants

On December 9, HHS Secretary Tommy G. Thompson unveiled a single, comprehensive Web site that will contain information about finding and applying for all federal grant programs. The Web site, www.Grants.gov, makes it easier for organizations to learn about and apply for federal grants.

"For the first time, there will be a single government-wide source for information about grants programs across the federal government," Secretary Thompson said. HHS led the development of the cross-agency Web site, which now has information about more than 800 available grant programs involving all 26 federal grant-making agencies. These agencies together award more than \$360 billion in grant funds. The site provides information in a standardized format across agencies and includes a "Find Grant Opportunities" feature to help applicants find potential funding opportunities.

The site also contains an "Apply for Grants" feature that greatly

simplifies the application process by allowing applicants to download, complete and submit applications for specific grant opportunities from any federal grant-making agency.

To date, application packages have been posted to the Grants.gov Web site by five agencies - the U.S. Departments of Commerce, Education, Energy, Justice and HHS.

This section will be expanded in the coming months as federal agencies continue to post application information about additional grant opportunities.

About the Economic Development Information Coalition

To provide information about economic development practices and programs, the Economic Development Administration (EDA) has put together the Economic Development Information Coalition (EDIC). EDIC is made up of the International Economic Development Council (IEDC), the National Association of Regional Councils (NARC), and the National Association of Development Organizations (NADO). They have joined EDA to disseminate information to economic development practitioners serving distressed communities through a monthly e-mail newsletter; quarterly telecasts; 20 community forums held throughout the country; and a quarterly magazine. For more information, visit the [EDIC home page](#) on EDA's Web site.



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