



**Why HUD's Sustainable
Communities Initiative Means
Local Jobs and Economic
Development**

The Capitol, Room SVC 214
March 21, 2012

Sponsored by
Senator Robert Menendez and
the National Association of Development Organizations (NADO)

About NADO

- Strengthen local governments, communities and economies through the regional strategies, partnerships and solutions of the nation's regional development organizations

The screenshot shows the NADO website homepage. At the top, there is a navigation bar with the NADO logo and the text "National Association of Development Organizations" and "Regional Strategies. Partnerships. Solutions." Below the navigation bar is a main content area with a large banner image of a building entrance. The banner text reads: "At NADO, we promote regional strategies, partnerships and solutions to strengthen the economic competitiveness and quality of life across America's local communities." Below the banner are three tabs: "Regional Economies", "Advocacy & Awareness", and "Training & Education". To the right of the banner is a "Latest News" section with three news items: "NADO Issues Action Alert on Senate's Surface Transportation Bill", "NADO Issues Action Alert on Rep. Pompeo Bill to Eliminate EDA", and "Rep. Michaud Circulates NADO-Led Coalition Letter to Support EDA". Below the news section is a "Join the conversation!" button. Further down is a "Featured Publications" section with three articles: "Inland Ports: Linking Freight and Regional Economic Development", "Connecting the DOTs", and "Short Line Railroads: Saving an Endangered Species of Freight Transport". To the right of the featured publications is an "Events & Conferences" section with four events: "2011 Annual Training Conference", "Washington Policy Conference", "EDFS Conference", and "2012 Rural Transportation Conference". Below the events section is a "Missed an event?" button. At the bottom of the page is a "Our Affiliate Websites" section with three links: "NADO Crossroads", "Rural Transportation.org", and "Exploring regional approaches to economic innovation". The footer contains contact information for NADO and the NADO Research Foundation, including the address "400 North Capitol Street, NW Suite 390, Washington, DC 20001", phone number "202.624.7806", fax number "202.624.8813", and email "info@nado.org". It also includes links for "Contact Us", "Privacy Policy", "Accessibility", and "Site Map".

Advocacy | Education | Networking | Research



Project Overview

www.gro-wnc.org

Overview

What:

- The creation of a regional vision and strategies for **economic prosperity, quality growth, sustainable development**

How:

- Build on **existing plans and strategies** and ensure **extensive public involvement**
- Recognize the inter-relatedness of **land use, energy, natural & cultural resources, health, housing** and **transportation** choices.

Who:

- A **Consortium** of local governments, economic development entities, non-profits, businesses, and other organizations will guide the process

Where:

- The five county region of Western NC that includes **Buncombe, Haywood, Henderson, Madison & Transylvania** counties.

Why:

- So that **Together, We Create Our Future.**



Focus Areas

**Jobs/Economic
Development**



Housing



Transportation



Land Use



Energy



**Natural and
Cultural
Resources**



Health



www.gro-wnc.org



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Welcome to GroWNC!

GroWNC is a listening and planning process to develop regional and local strategies for economic prosperity, quality growth, and sustainable development. Working in the five county region of Buncombe, Haywood, Henderson, Madison, and Transylvania counties, the [GroWNC project team](#) will work with a [Consortium](#) of local governments, non-profit organizations, and businesses to seek significant input from residents of the region, gather existing and historical data, and synthesize it to create a vision of the future.

Together we will draw on existing plans and strategies to develop a plan to foster economic prosperity through a regional vision that identifies implementable projects and actions. [Won't you join us?](#)



www.gro-wnc.org

Stay Connected

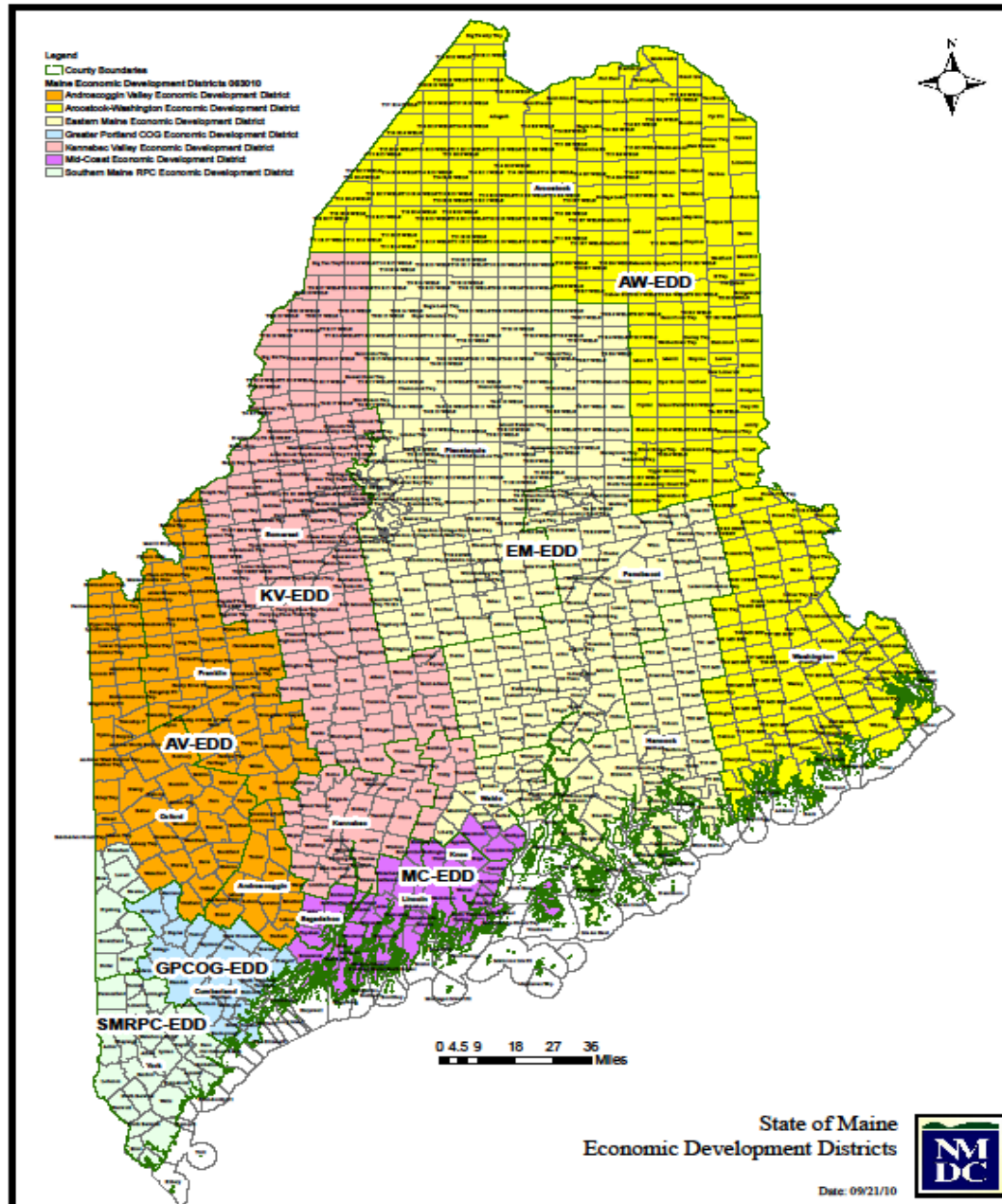


www.facebook.com/JoinGroWNC



[@JoinGroWNC](https://twitter.com/JoinGroWNC)

Maine Economic Development Districts



Executive Summary



- Industry Sectors**
- Forestry
 - Agriculture
 - Healthcare
 - Tourism
 - Information Tech
 - Education
 - Manufacturing
 - Energy

Inform



Goals

- Aroostook 2015 Goals**
- 1,677 new jobs @ \$42,000
 - 1,118 new jobs @ \$38,500
 - Improvement of 6,628 jobs by \$5,000/yr.
 - \$365M new wages
 - Increase Internet Subscriptions to 37,500
 - Reach Regional GDP of \$2.8B
 - 27.7% Private Payer Healthcare Reimbursements

- Strategic Components**
- CEDS Planning
 - Business Retention & Expansion
 - Business Recruitment
 - Business Incubation
 - Leadership Training

Action

Strategy

Aroostook County adopted the Mobilize Maine strategic approach beginning with setting specific 2015 economic goals to address the regions issues of challenge and opportunity. Information technology and energy sectors were select as the most promising for industry clusters.

Mobilize Northern Maine HUD Sustainable Communities

- Engages Washington County organizations and businesses in expanded AWEDD geographic footprint
- Expands strategic planning beyond single focus on Economic Development (CEDDS)
- Will create unifying document for the new expanded EDD region
- Creates synergies with ongoing MNM process

HUD Workplan in support of Job Creation

- Enhancing economic competitiveness (HUD principle)
 - ✓ Workforce Development
 - ✓ Partner organization ID and business outreach
 - ✓ Assessment survey of business training/education needs (BR&E survey)
 - ✓ Connecting economic development opportunities with job seekers

Utilizing Additional Resources on Defined Sectors

- EDA Planning Grant (\$70,000)
 - ✓ Provides funding for strategic economic planning
- APP local business funding (\$300,000)
 - ✓ Provides funding for renewable energy business expansion activities
- Jobs Innovation and Acceleration Grant(\$1.9 M)
 - ✓ Provides funding for focused economic and workforce development and small business counseling
- EDA Mobilize Maine Funds (\$500,000)
 - ✓ Provides funding for regional goal setting and asset mapping.

Southeast Florida Regional Vision & Blueprint for Economic Prosperity

James F. Murley
Executive Director
South Florida
Regional Planning Council

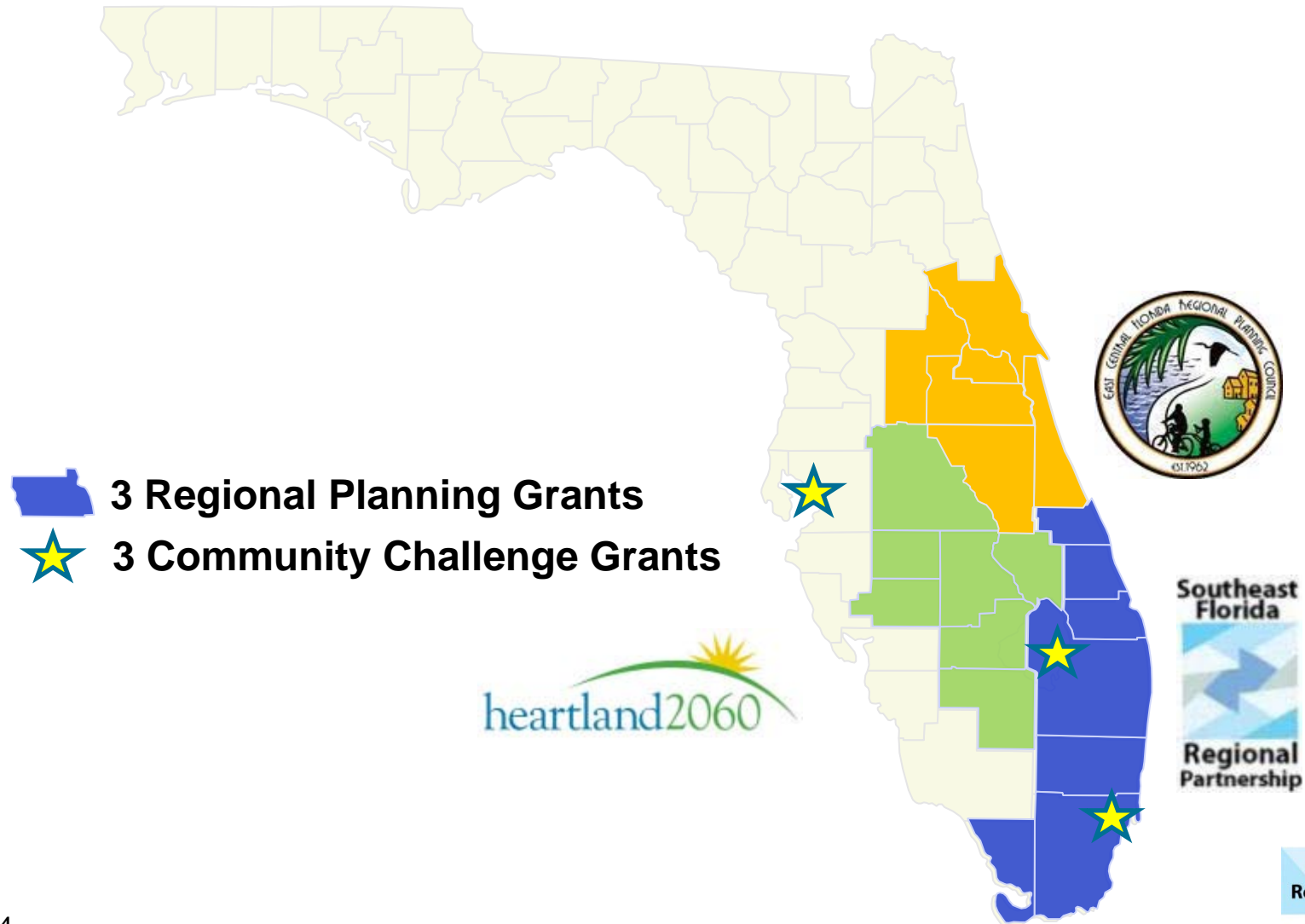
March 21, 2012



**Southeast Florida
Regional Partnership**

Indian River - St. Lucie - Martin
Palm Beach - Broward - Miami-Dade - Monroe

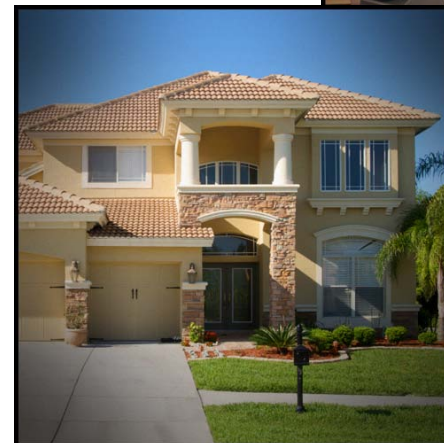
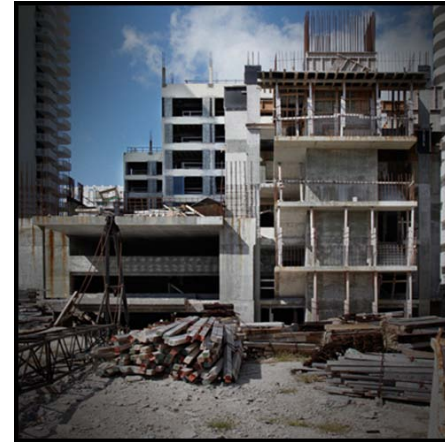
Florida's HUD Sustainable Communities Grants



Southeast Florida Regional Partnership
Indian River - St. Lucie - Martin
Palm Beach - Broward - Miami-Dade - Monroe

Current Realities

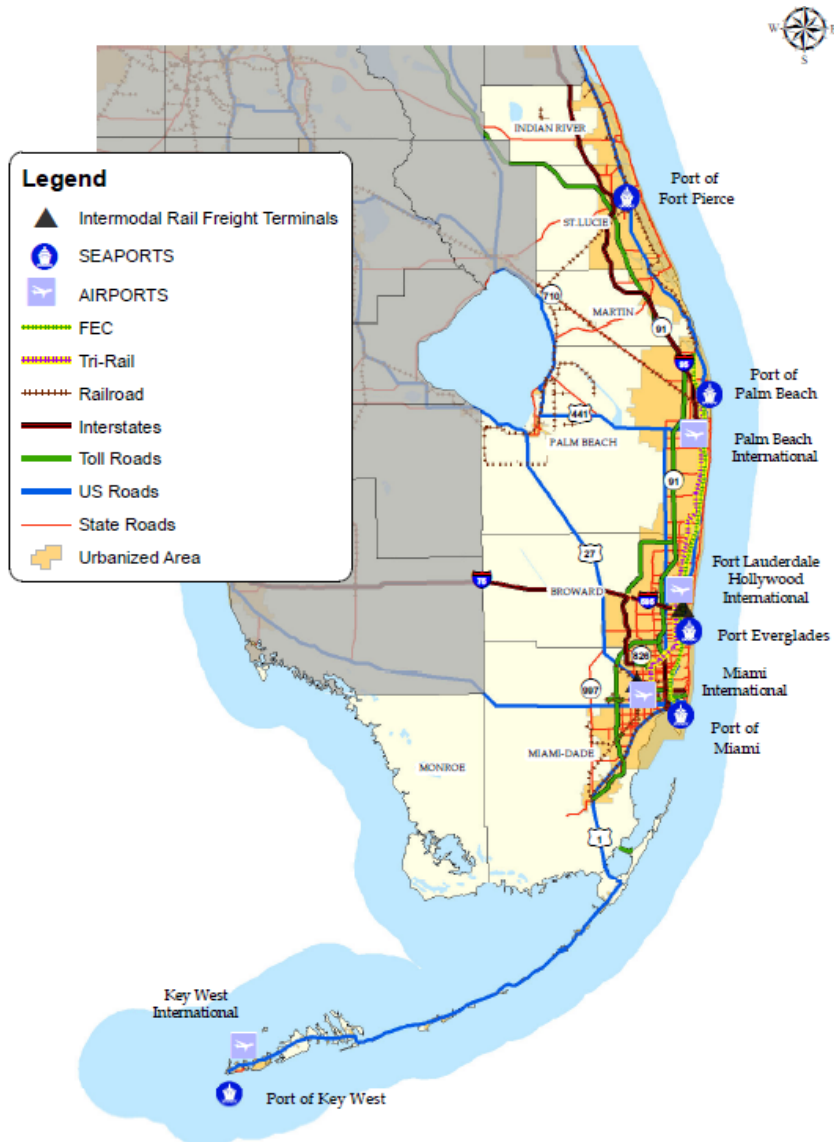
- Nearly 1 in 10 unemployed
- Loss of 1 of 2 construction jobs since 2007
- 50% decline in home prices
- 5% drop in real per capita income 2007 to 2009
- 1 of 6 residents living below poverty line



**Southeast Florida
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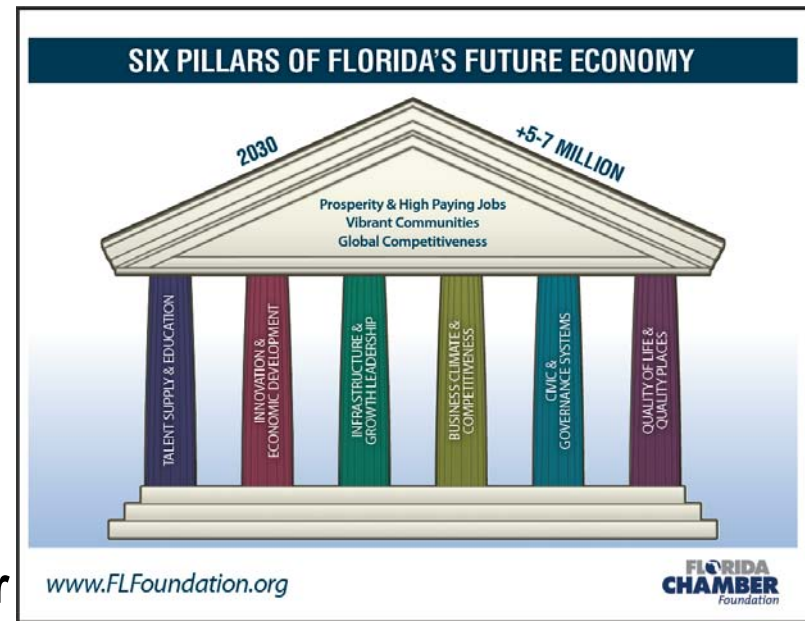
Southeast Florida Regional Opportunities



- 7 counties
- 6.2 million people
- \$275B GDP (11th in US)
- \$110B in global trade
- 5 deepwater seaports
- 4 commercial service airports
- 4 major research universities and 4 state colleges

Short Term Emphasis: Economic Recovery and Job Creation

- **Regional Comprehensive Economic Development Strategy**
 - » **Integrated 7-county plan for South Florida, Treasure Coast Economic Development Districts**
 - » **Coordinated update for all 11 Florida EDDs**
 - » **Linked to Florida's new 5-year Statewide Economic Development Strategic Plan**
 - » **Aligned with Florida Chamber Foundation's Six Pillars of Florida's Future Economy™**



Long Term Emphasis: Economic Transformation and Regional Stewardship

- **Regional Vision and Blueprint for Economic Prosperity**
 - » Use region's future economic goals as framework for decisions about
 - Infrastructure investment
 - Housing and development
 - Community development
 - Education and workforce
 - Climate resiliency
 - » Build regional leadership and governance capacity
 - » Leverage federal and state investments



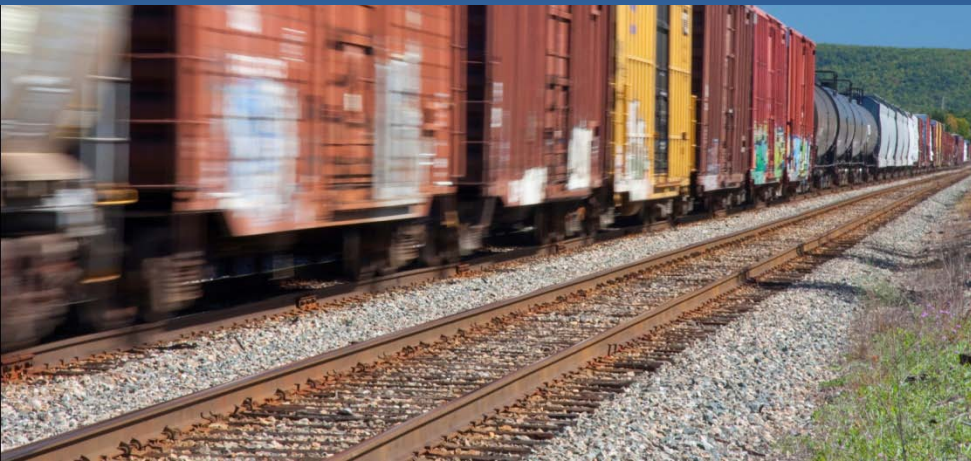


HUD Challenge Grant Memphis Aerotropolis Master Plan

NADO Briefing

Washington, D. C., March 21, 2012

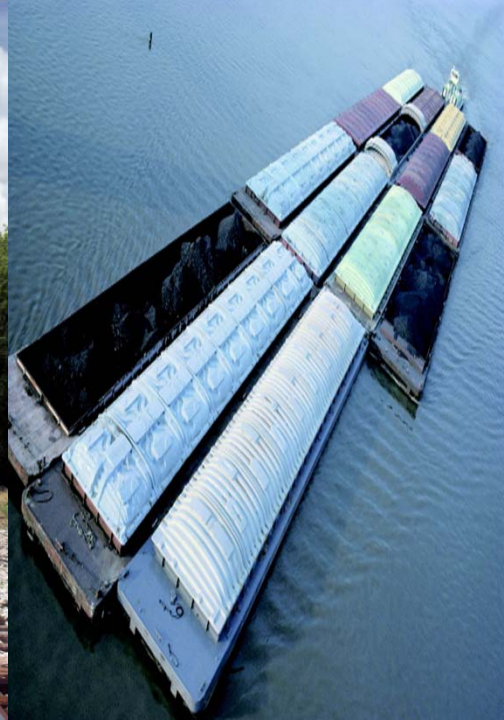
Dexter Muller, Greater Memphis Chamber



Memphis Profile

- 1.3 million Metro Population
- Home to FedEx World Hub, AutoZone, Service Master, International Paper
- Largest Cargo Airport in N. America; 5 Class 1 Railroads; 4th largest Inland Port
- Second Largest Orthopedic Device Center in U. S. & Regional Healthcare Center





THE FOUR Rs: RUNWAY, ROAD, RAIL AND RIVER



Memphis: America's Aerotropolis™
Where Runway, Road, Rail & River Merge™

RUNWAY

An aerial photograph of the Memphis International Airport. The central focus is the large terminal building with a prominent white tower. To the left, several runways and taxiways are visible, with a few aircraft parked at gates. To the right, there are large parking lots filled with cars and a complex highway interchange with multiple overpasses and ramps. The surrounding area is a mix of paved surfaces, green grass, and some smaller buildings.

Memphis International Airport Economic Impact

\$28.6 billion annually

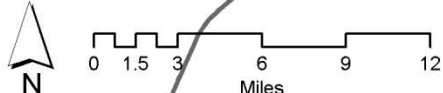
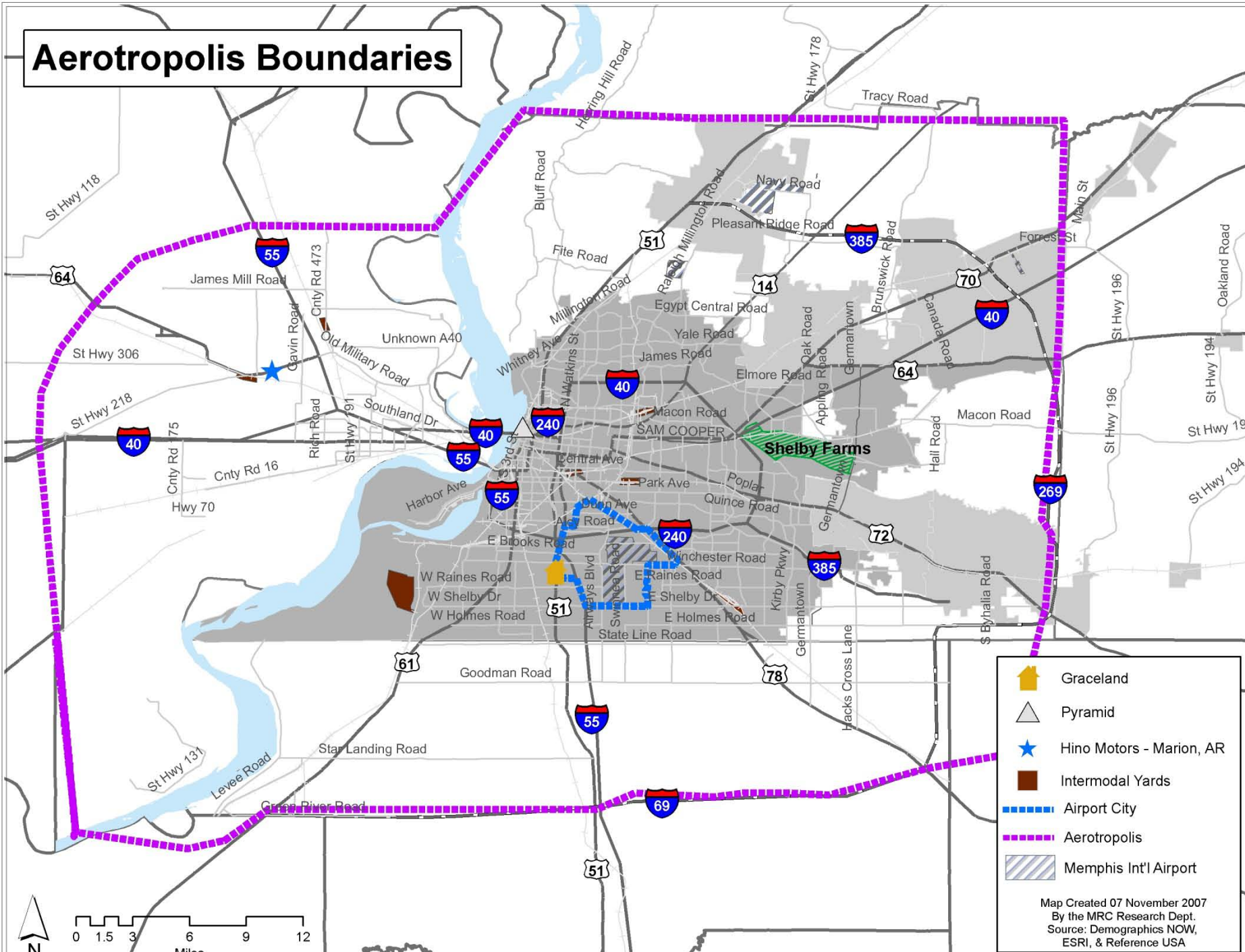
1 in 3 jobs locally, nearly 220,156








Nearly \$8 billion in annual earnings

Comparative Economic Impact of Airports

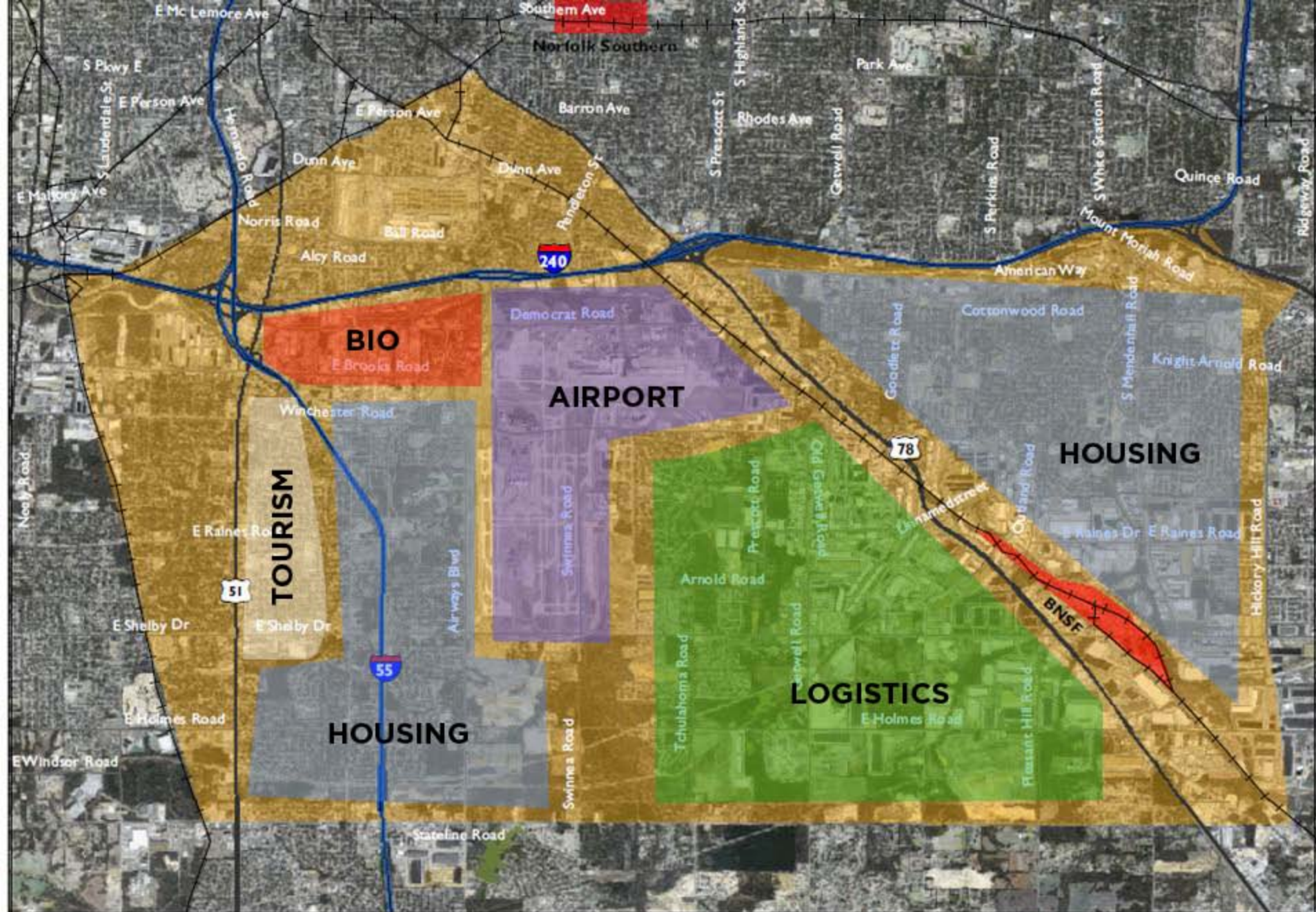
Airport/City	2004 Passengers	Metro Population	Economic Impact
Memphis	10,883,759	1,250,293	\$21 Billion
Denver	42,393,766	2,330,146	\$17 Billion
Phoenix	39,504,898	3,715,360	\$14 Billion
Minneapolis	36,713,173	3,116,206	\$11 Billion

Aerotropolis Boundaries

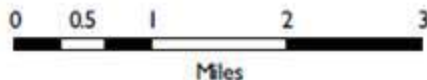


-  Graceland
-  Pyramid
-  Hino Motors - Marion, AR
-  Intermodal Yards
-  Airport City
-  Aerotropolis
-  Memphis Int'l Airport

Map Created 07 November 2007
 By the MRC Research Dept.
 Source: Demographics NOW,
 ESRI, & Reference USA



- Airport City
- Interstate
- Intermodal Yard
- Railroad



Airport City Boundaries

Map Created 23 March 2009 by the Memphis Regional Chamber Research Department | Sources: TDOT, ESRI, MSCAA, Port of Memphis, FAA, & SUDS



Principles in this Project Related to Sustainability

- BREAK DOWN SILOS-----Where Economic Development; Community Development; and Infrastructure Development Converge
- Multi-Disciplinary Approach to Complex Urban Issues
- Build on Existing Community Assets
- Revitalization of Existing Areas versus Sprawling New Areas Not Served by infrastructure and public services
- Create Jobs Where People Live (Skills Development and Career Path For Jobs)
- Reduce Vehicle Miles Traveled and Reduce Congestion and Improves Air Quality



**National Association of Development Organizations (NADO)
and the NADO Research Foundation**

400 North Capitol Street, NW | Suite 390 | Washington, DC 20001

NADO.org | Ruraltransportation.org | Knowyourregion.org

Regionalcouncilguide.org

202.624.7806 | Info@nado.org

Regional Strategies. Solutions. Partnerships.