



***CEDS SESSION***  
***Strategies in Smart Growth***  
***and How to Engage Your***  
***Community***

**February 16, 2021**

Presented by Kennebec Valley Council of Governments  
With Guest Speaker Nancy Smith of GrowSmart Maine

# Welcome

▶ with Ole Amundsen, KVCOG Executive Director



# Comprehensive Economic Development Strategy (CEDS) 5-Year Update

▶ with Jeff Sneddon, KVCOG Community and  
Economic Development Specialist

<https://www.kvcog.org/images/PDFs/2017-2022-KVCOG-CEDS-FINAL.pdf>



# What *is* a CEDS?

- ▶ Strategy-driven plan for regional economic development
- ▶ Long-term economic development strategy that can serve as a road map to economic opportunities and quality of place.



## What *is* a CEDS cont...

- ▶ **Summary Background:** A summary background of the economic development conditions of the region
- ▶ **SWOT Analysis:** An in-depth analysis of regional strengths, weaknesses (vulnerabilities), opportunities and threats



# What *is* a CEDS cont...

- ▶ **Strategic Direction:** Vision Statement and Goals/Objectives
- ▶ **Action Plan:** Implementation
- ▶ **Evaluation Framework:** Performance measures used to evaluate the organization's implementation of the CEDS and its impact on the regional economy



## What *is* a CEDS cont...

- ▶ **Economic Resilience:** The ability of a region or community to **anticipate, withstand, and bounce back** from any type of shock, disruption, or stressor.
- ▶ These shocks can include natural disasters, hazards, and the impacts of a changing climate, but also man-made economic disruptions such as the closure of a region's large employer, the decline of an important industry, changes in the workforce, and shifts in population trends.



# CEDS UPDATE

- ▶ Re-establish CEDS Strategy Committee
- ▶ Update demographics and labor market information, etc.
- ▶ Review/update SWOT Analysis
- ▶ Review Document for activities (current/ongoing, pending/future) and transfer to new plan
- ▶ Identify new opportunities





# *“Strategies in Smart Growth and How to Engage Your Community”*

▶ with Nancy Smith, Executive Director  
GrowSmart Maine



# Reference Links

- ▶ 10 SMART GROWTH PRINCIPLES: <https://growsmartmaine.org/about/smart-growth/>
- ▶ MAKING HEADWAY IN YOUR COMMUNITY: <https://growsmartmaine.org/making-headway-in-your-community/>
- ▶ ENERGY EFFICIENCY COMMUNITY CAMPAIGN: <http://bit.ly/EnergyEfficiencyCommunityCampaign>
- ▶ HOUSING CHOICES FOR A WELL ROUNDED COMMUNITY: <http://bit.ly/HousingChoices>
- ▶ EVENTS AND ADVOCACY: <https://growsmartmaine.org/public-policy/>
- ▶ RESOURCES FOR YOUR COMMUNITY: <https://growsmartmaine.org/resources-for-your-community/>



# *KVCOG's New CARES*

## ▶ *Act Revolving Loan Fund*

<https://www.kvcog.org/rlf>

[loans@kvcog.org](mailto:loans@kvcog.org)



# Stay Connected

## KVCOG

- ▶ Website: [www.kvcog.org](http://www.kvcog.org)
- ▶ Facebook: [@KennebecValleyCOG](https://www.facebook.com/KennebecValleyCOG)
- ▶ Instagram: [@kennebecvalleycouncilofgov](https://www.instagram.com/kennebecvalleycouncilofgov)
- ▶ YouTube: [www.youtube.com/channel/UCPL-zNtLqh1RtLqroiMoHg](https://www.youtube.com/channel/UCPL-zNtLqh1RtLqroiMoHg)
- ▶ Email Sign-up: [www.kvcog.org](http://www.kvcog.org)
  
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## GrowSmart Maine

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- ▶ Facebook: [@GrowSmartMaine](https://www.facebook.com/GrowSmartMaine)
- ▶ Twitter: [@growsmartmaine](https://twitter.com/growsmartmaine)
- ▶ Instagram: [@growsmartmaine](https://www.instagram.com/growsmartmaine)
- ▶ Join: <https://growsmartmaine.org/join/>
- ▶ YouTube: <https://www.youtube.com/channel/UCs32rMuNxGk80zSmDcF-XKA>
  
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