



GREATER NASHVILLE
REGIONAL COUNCIL

Executive Board Meeting

December 15, 2021

Agenda for December 15, 2021

- 1. Call to Order; Approval of Minutes**
- 2. Opportunity for Public Comment** (comments@gnrc.org)
- 3. Board Action Items**
 - a. Resolution Adopting the Comprehensive Economic Development Strategy
- 4. Informational Items**
 - a. GNRC Assistance for Local ARP Act Programming
 - b. Preview of 2022 Meeting Calendar
- 5. Regular Reports**
- 6. Other Business**



Action Items

3a. Resolution GNRC 2022-06
Adopting the Comprehensive
Economic Development Strategy

REQUESTED ACTION

Adopt Resolution GNRC-2022-06

**Adopting the Comprehensive Economic
Development Strategy or CEDS**

Comprehensive Economic Development Strategy

Mayors, business leaders, and state officials have a **shared responsibility to cooperatively develop a strategy (plan) to align policy and infrastructure investments with the region's shared vision for economic growth.**

CEDS Overview

CEDS = Comprehensive Economic Development Strategy

- Required by Federal Law in order to maintain eligibility for grants through the U.S. Dept of Commerce Economic Development Administration
- As the Economic Development District (EDD) for Northern Middle Tennessee, GNRC must enact a CEDS every five years and review/update it on an annual basis

Required Components

**Economic
Profile**

**SWOT
Analysis**

**Goals and
Objectives**

Actions and Performance Measures

Why You Should Care

1. Get ahead of the game to attract and retain jobs
2. Better leverage public investments in infrastructure to support economic development and prosperity
3. Minimize natural conflicts between competing objectives associated with growth and conservation
4. Quicker response to economic disruptions
5. **Increase competitiveness for state and federal grant opportunities (including recovery funding)**

Leveraging Grants



Public Works and Economic Adjustment

Assistance Grants: \$150 Million Per Year, Nationally

CARES Act Grants: \$248 Million, Atlanta Region

ARP Grants: \$2.9 Billion, Nationally



United States
Department of
Agriculture



U.S. Department
of Transportation



Department of
**Economic &
Community Development**

Collaborative Process



5

Formal Meetings of the GNRC Economic Development Advisory Committee to Prepare Strategy



25

Relevant Local and State Plans or Documents Reviewed to Ensure Consistency and Coordination



14

Peer Regions Reviewed for Best Practices, Tools and Techniques, and Lessons Learned



225+

Partners and Stakeholders Provided Feedback through Online Survey Questionnaires



104

Partners and Stakeholders Provided Feedback through 10 Sector-Based Focus Groups



30+

Number of Days that Members of the General Public Were Provided to Review the Draft Strategy

Economic Development Advisory Committee

Committee Roster:

- **Business Representatives:** The 13 county representatives who currently serve on the Regional Council
- **Social Equity Representatives:** Two representatives who currently serve on the Council's Executive Board
- **Mayoral Representatives:** Derek Adams, James Bridges, and Jim Durrett

Purpose and Duties:

- Frame the Discussion
- Help Establish Goals and Objectives
- **Develop and Prioritize Strategies and Actions**
- Serve as an Ambassador to Increase Levels of Awareness related to Regional Coordination, Resources, and Tools



Proposed Strategy

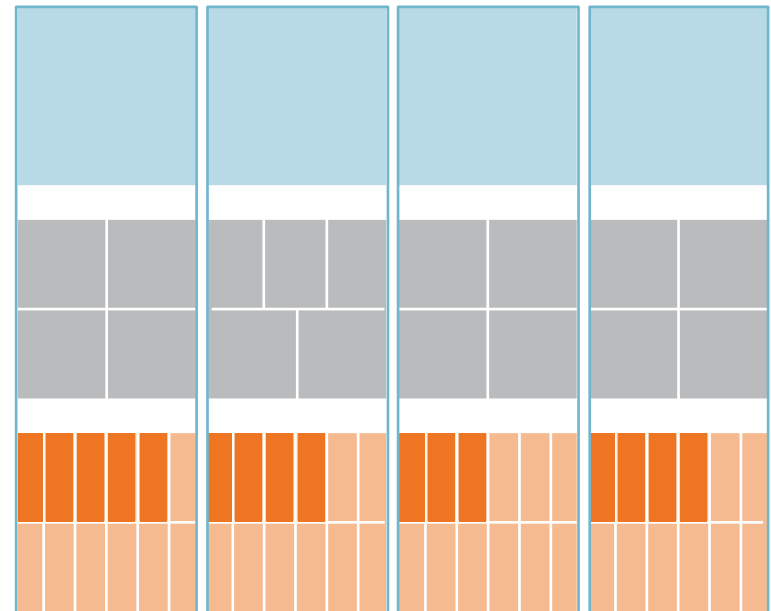
Action Plan Framework

4 Guiding Principles

4 Strategic Goals

17 Core Objectives

48 Proposed Actions*



*16 proposed actions are identified by the Economic Development Advisory Committee as "Priority" Actions

Guiding Principles

Equitable

Promote equity and inclusion throughout the region with intent to benefit underserved communities and the most vulnerable Middle Tennesseans

Resilient

Increase local capacity to withstand economic disruptions caused by natural disasters, resource limitations, shifting markets, and public health crises

Innovative

Incorporate emerging technologies and foster ecosystems for technology-based businesses

Sustainable

Strike a balance between growth, conservation, and preservation to ensure prosperity for this and future generations

Strategic Goals

Goal 1. Prepared and Aligned

The key to a strong economy is a workforce that has the necessary education and training to meet current and future employment needs.

Goal 2. Invested and Competitive

Competitive regional economies foster the attraction, expansion, and retention of businesses and promote an entrepreneurial spirit.

Goal 3. Coordinated and Connected

The economy must be built upon sound infrastructure that moves people, goods, energy, and resources efficiently throughout the market.

Goal 4. Vibrant and Livable

Resilient and thriving regions intentionally plan for economic growth that strikes a balance with conservation and preservation and aims to improve the quality life for all residents.

Goal 1

Prepared and Aligned

PRIORITY ACTIONS

1. Provide employment matching for transitioning soldiers; educate employers about military skills that are transferable; support programs like Campbell Strong.
2. Promote courses and training programs that show the transferable nature of skills across the job market.
3. Educate CTE teachers, counselors, and others about the types of jobs that are available to help students have realistic idea of existing industry jobs.
4. Share best practices for business/education partnerships, veteran programs, etc., that can be replicated in all communities.
5. Promote career choices that do not require 4-year degrees.

Goal 2

Invested and Competitive

PRIORITY ACTIONS

1. Nurture relationships with existing businesses and educate them about programs and incentives to expand within the region.
2. Support, preserve, and grow the agribusiness sector with a focus on addressing food insecurity and growing the number of farmers.
3. Educate policymakers, utility companies, and landowners about the principles of economic development such as the use of incentives and site selection factors.
4. Increase the availability of suitable land for economic development opportunities with a focus on redeveloping Brownfields and or underutilized properties.

Goal 3

Coordinated and Connected

PRIORITY ACTIONS

1. Increase access to broadband in all areas of the region.
2. Conduct a thorough assessment of utility infrastructure, particularly water and sewer, to develop plans for maintenance and expansion in order to meet current and future business needs.
3. Improve coordination of regional transportation planning organizations to improve connectivity throughout the region.

Goal 4

Vibrant and Livable

PRIORITY ACTIONS

1. Incentivize companies to pay living wages.
2. Support the development of local plans, such as comprehensive plans and parks and recreation master plans, to identify appropriate commercial, industrial, recreational, and residential uses.
3. Increase access to affordable childcare.
4. Create more housing options within a reasonable proximity of jobs at an affordable or attainable price.

REQUESTED ACTION

Adopt Resolution GNRC-2022-06

**Adopting the Comprehensive Economic
Development Strategy or CEDS**