

MERRIMACK VALLEY CEDS PRIORITIES

MERRIMACK VALLEY CEDS COMMITTEE MEETING

JANUARY 31, 2017



WHAT IS A **CEDS**?

- Comprehensive Economic Development Strategy
- An economic roadmap to diversify and strengthen regional economies
- Developed by a Planning Organization
- 5 year timeframe
- Includes Goals, Objectives and Actions

2013 MV CEDS GOALS

Goal 1: Develop & Promote a Strong, Diversified, & Sustained Regional Economy

Goal 2: Identify & Support Priority Development & Preservation Areas

Goal 3: Strengthen the Connection between Workforce Development & Industry Needs

OBJECTIVES FOR GOAL I

1. Support New and Existing Firms
2. Encourage Innovation and Cluster Development
3. Promote a Regional Identity
4. Foster Tourism

OBJECTIVES FOR GOAL II

- 1. Direct Investment to Priority Development Areas/Town Centers**
- 2. Establish a Proactive Residential Development Plan**
- 3. Encourage Sustainable Development**

OBJECTIVES FOR GOAL III

- 1. Improve Public Perception of Critical Industries in the Region**
- 2. Increase Career Enhancement Opportunities**

2016-2017 ECONOMIC DEVELOPMENT WORKPLAN

- Enhance Branding & Marketing for the Region
- Support Workforce Development & Identify Industry Clusters
- Build Local Capacity for Economic Development

ENHANCE BRANDING AND MARKETING FOR MV REGION

- Create a new website
- Update the Properties Listing (i.e., CoStar)
- Promote Priority Development sites
- Increase Social Media presence

SUPPORT WORKFORCE DEVELOPMENT AND IDENTIFY INDUSTRY CLUSTERS

- Update the Industry Clusters Report (2014)
- Develop Cluster Network(s)
- Host “Access to Jobs” Forum
- Increase collaboration with Workforce Development agencies

BUILD LOCAL CAPACITY FOR ECONOMIC DEVELOPMENT

- Submit EDA Grant for Lawrence Innovation Center
- Develop *Guide for Doing Business in Merrimack Valley*
- Revamp Economic Development Toolkit website

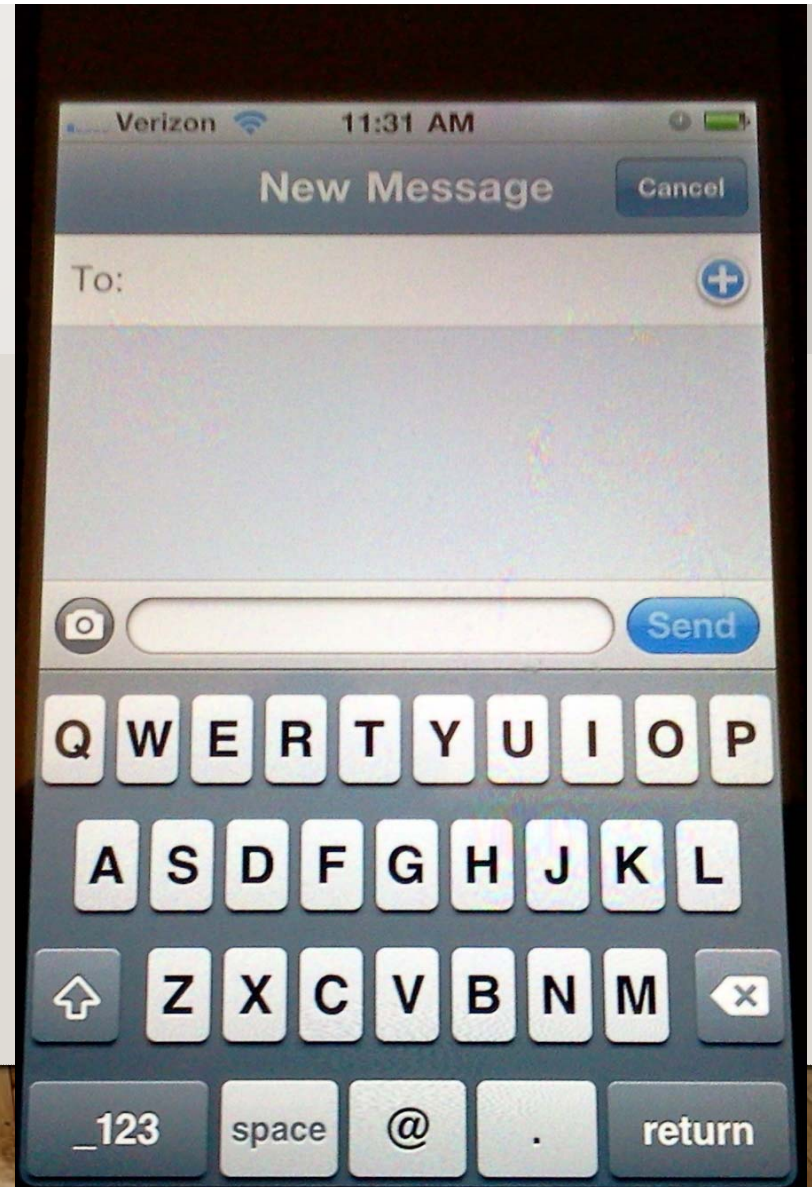
SETTING PRIORITIES



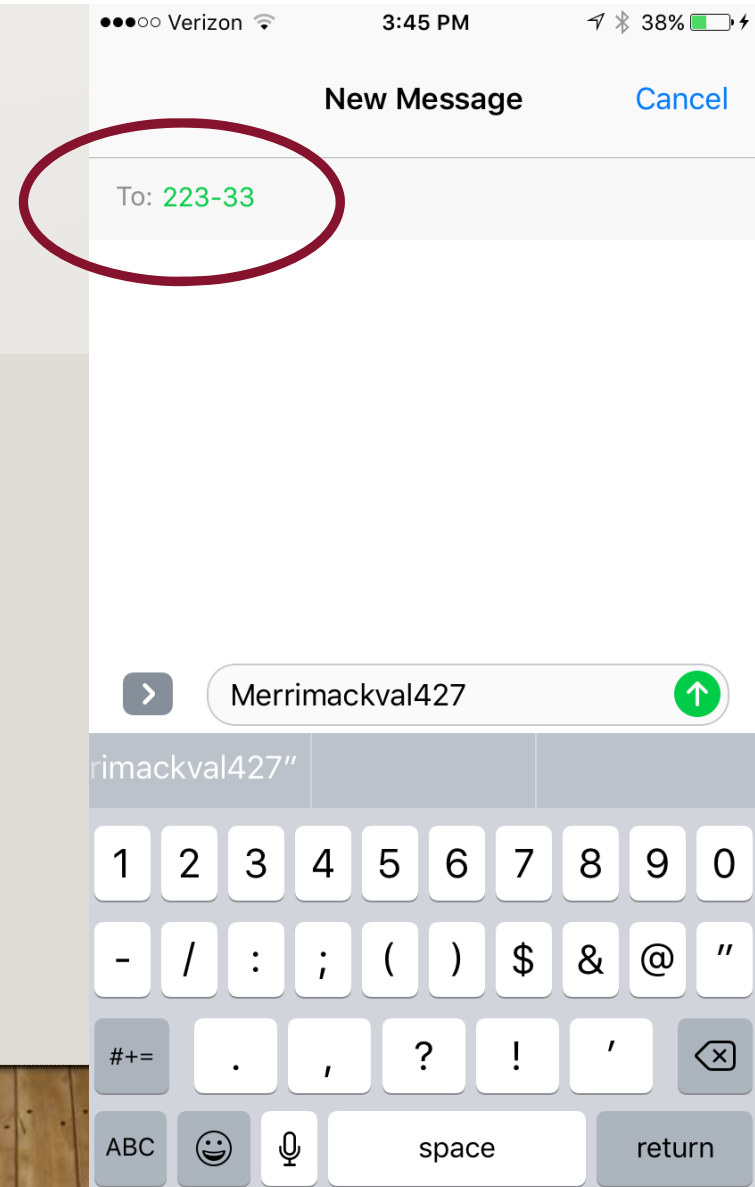
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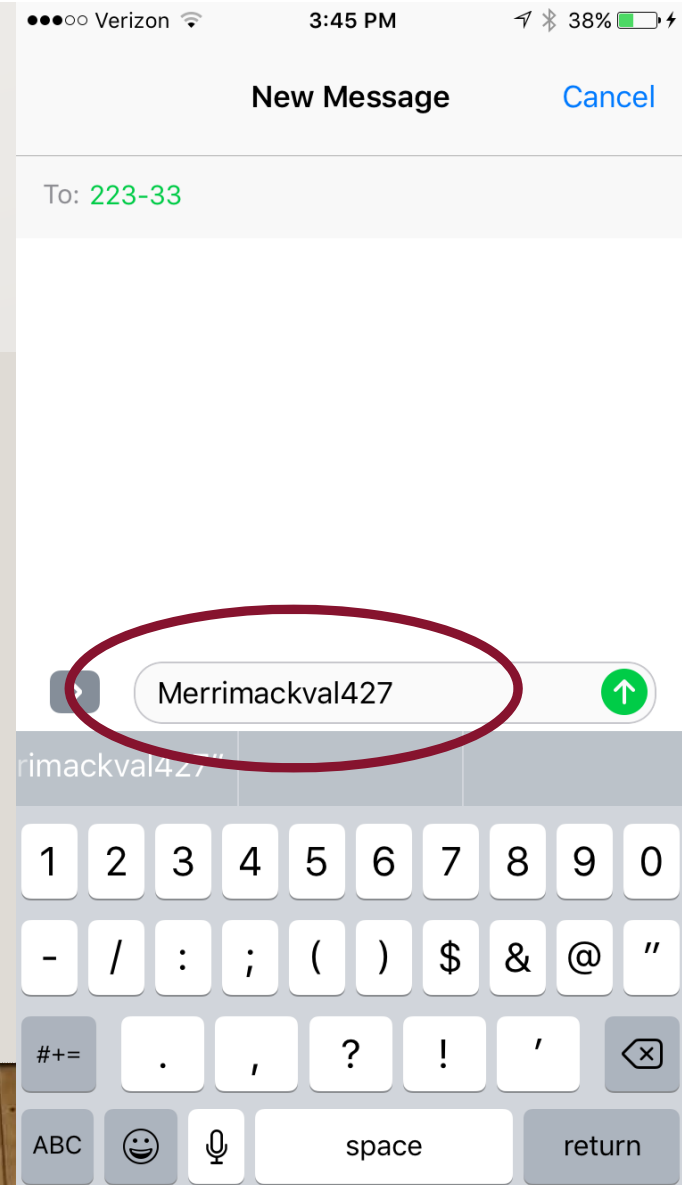
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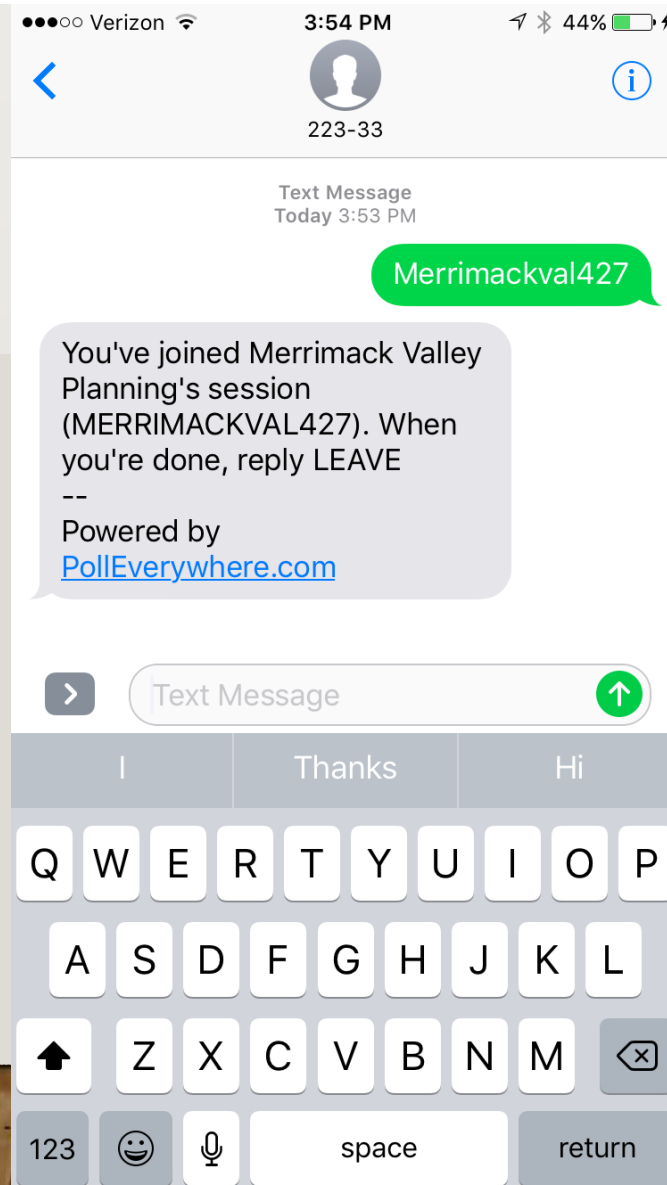
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Merrimackval427



Send!
You will get
this message:



Enhance Branding and Marketing for MV Region

Create a new website

Update the
Properties Listing Site

Promote Priority
Development Areas

Increase Social Media
presence

Start the presentation to activate live content

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Support Workforce Development & Industry Clusters

Update Industry
Clusters Report

Develop Cluster
Network(s)

Host "Access to Jobs"
Forum

Increase

collaboration with

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Develop Local Capacity for Economic Development

Submit EDA Grant
for Lawrence
Innovation Center
Develop Guide for
Doing Business in
Merrimack Valley

Revamp ED Toolkit
website

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PARTNERSHIPS



PARTNERSHIPS

- Which existing partners have the capacity/expertise to work on these?
- Are there other entities working on these initiatives?
- Who could we partner with to accomplish them?

CEDS COMMITTEE ROUNDTABLE



NEXT MV CEDS MEETING

Thursday, April 27th at 9:30am

NECC Campus in Lawrence

