The Capitol, Room SVC 214
March 21, 2012

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

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

Advocacy | Education | Networking | Research
Project 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
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?
Stay Connected

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Maine Economic Development Districts
Aroostook County adopted the Mobilize Maine strategic approach beginning with setting specific 2015 economic goals to address the region's 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 (CEDS)
- 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
Florida’s HUD Sustainable Communities Grants

- 3 Regional Planning Grants
- 3 Community Challenge Grants
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 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™
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

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