

CWEDD CEDS | 2020-25



Photos courtesy of Gary Halvorson, Oregon State Archives

The Cascades West Economic Development District (CWEDD) is designated by the U.S. Economic Development Administration to work on economic development efforts in **Benton, Lane, Lincoln, and Linn Counties**. CWEDD advocates for, supports, and coordinates regionally significant economic development activities in the region.

The CEDS highlights **key strategic priorities** for the region in the next five years. Principles of economic resilience are the foundation of these priorities.

The CEDS is implemented through the **collaborative efforts** of the region's economic development stakeholders.

Built on a foundation of resilience

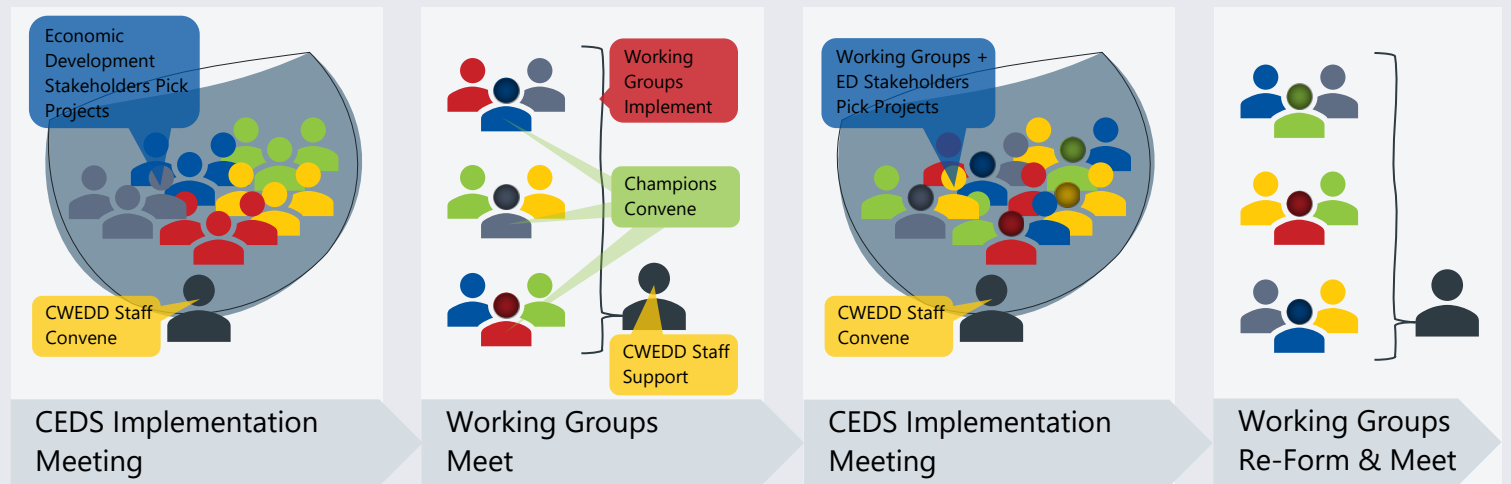
Principles of Economic Resilience

- 1 Diversification of industries & economic sectors
- 2 Workforce flexibility
- 3 Infrastructure redundancy and resiliency
- 4 Equitable access
- 5 Pre-disaster planning for response, continuity, & recovery
- 6 Internal coordination and external communication






Implementation Roles

Decision-making	Convening & Support	Advisory	Action
CWEDD Board Adopt CEDS; direct CWEDD Staff priorities	CWEDD Staff Convene CEDS Implementation Meetings and support Working Groups	Economic Development Practitioners & Stakeholders Provide local updates during CEDS Implementation Meetings, advise on priority projects, and join Working Groups	Working Groups (composed of ED Practitioners & Stakeholders) Carry out action on priority projects identified during CEDS Implementation Meetings; a project must have a Champion to be viable

Implementation Process



CEDS Strategic Priority Areas

	Description	Key Partners	Indicators
 <p>Priority Area 1 Regional Collaboration & Partnerships</p>	<p>A regional economic development strategy is most effective when it considers and incorporates the interests and strengths of all jurisdictions in the region. By leveraging the strengths and capabilities of each county towards a wider economic strategy, the region can become more prosperous, resilient, and cohesive.</p>	<ul style="list-style-type: none"> ❖ Economic development staff across the region ❖ CWEDD Board ❖ Business Oregon ❖ Regional Solutions ❖ University of Oregon EDA University Center 	<p>Collaboration: Presence of cross- and multi-jurisdictional economic development projects</p> <p>Equity & Inclusion: Representativeness of CWEDD Board & Working Groups</p> <p>Resilience: Incorporation of resilience considerations into regional and local economic development strategies</p>
 <p>Priority Area 2 Sector Diversification Through Business Development</p>	<p>Our region's businesses are the beating heart of our economy. To thrive, the region must support and retain existing businesses while also cultivating new businesses that will help diversify our economy and generate job growth. With macro-level economic changes – from globalization to shifting market structures – the regional economy will require a continued influx of fresh energy from new and existing businesses.</p>	<ul style="list-style-type: none"> ❖ Economic development staff ❖ Small Business Development Centers ❖ Oregon RAIN ❖ Chambers and other business associations 	<p>Collaboration: Presence of referrals between business support providers</p> <p>Equity & Inclusion: Representativeness of business owner demographics</p> <p>Resilience: Presence of continuity of operations plans</p>
 <p>Priority Area 3 Infrastructure Resilience</p>	<p>Large infrastructure projects, particularly those of regional significance, often exceed the capacity and technical expertise of local municipalities. Further, they often involve multiple partners, public-private partnerships, complex regulatory systems, and strategic stakeholder engagement. To effectively achieve needed infrastructure improvements in the region, technical support will be required.</p>	<ul style="list-style-type: none"> ❖ Economic development staff ❖ Business Oregon Infrastructure Finance Authority ❖ Local & county emergency managers 	<p>Collaboration: Presence of cross- or multi-jurisdictional infrastructure projects</p> <p>Equity & Inclusion: Presence of projects explicitly considering equity</p> <p>Resilience: Presence of projects explicitly considering resilience and redundancy</p>
 <p>Priority Area 4 Workforce Support</p>	<p>Many businesses in the region report that they are struggling to find qualified employees for a range of skilled, semi-skilled, and unskilled positions, in part because of training, and in part because of livability factors like lack of affordable housing options. There is also an ongoing need to support existing workforce training efforts and to coordinate and align the efforts of the various Workforce Investment Boards (WIBs) in the region.</p>	<ul style="list-style-type: none"> ❖ Economic development staff ❖ Workforce Investment Boards ❖ K-12 & higher education representatives ❖ Local & county planning staff 	<p>Collaboration: Level of coordination between EDOs and WIBs</p> <p>Equity & Inclusion: Percentage of cost-burdened households</p> <p>Resilience: Level of coordination between education/worker-training programs and businesses</p>
 <p>Priority Area 5 Rural Vitality</p>	<p>Rural communities have unique economic strengths and challenges. While training and educational opportunities exist in the region, distance and other challenges can prevent rural communities from accessing those services. Lack of basic services can make rural areas less attractive to prospective residents and employers. Therefore, ensuring equitable access to basic services for residents and businesses in rural areas is a critical strategic opportunity.</p>	<ul style="list-style-type: none"> ❖ Economic development staff ❖ Regional tourism staff ❖ Rural school districts and education service districts ❖ Health care providers ❖ Local & county emergency managers 	<p>Collaboration: Presence of multi-jurisdictional projects in rural areas</p> <p>Equity & Inclusion: Access to health and education services</p> <p>Resilience: Presence of rural infrastructure projects explicitly considering self-sufficiency</p>

