



# CEDS 101

## BUILDING OUR REGION'S FUTURE

### WHAT IS A CEDS?

A Comprehensive Economic Development Strategy (CEDS) is an action-oriented strategy for regional economic development. It is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of our region.

#### Greater Portland Economic Development District

Greater Portland Inc develops the region's CEDS every five years on behalf of the Greater Portland Economic Development District (Multnomah, Washington, Clackamas and Clark counties). The CEDS currently underway is being developed in direct partnership with Metro.



### OUR CORE PILLARS

**Equity:** ensure under-represented and under-resourced people have the same level of access to the economy and wealth creation as all other residents.

**Resilience:** capacity of regional assets and diverse labor force can respond to chronic stresses and acute shocks the region experiences.

**Strong Economic Growth:** increasing GDP over time and at higher rates than peers. Realized by a globally connected economy tied to emerging technologies.

### BENEFITS OF DEVELOPING A REGIONAL ECONOMIC STRATEGY



#### ADDITIONAL FUNDING

Positions the region for U.S. Economic Development Administration grants, local philanthropic and federal monies



#### 5-YEAR RESET

Opportunity to revisit priorities and strategically grow new partnerships every 5 years.

## HOW TO USE THE CEDS

### ▶ EDUCATE

The documents will be used to engage elected officials and business leaders to help amplify the vision and provide support through actions.

### ▶ INVEST

The strategy will be used to leverage greater investment in the region by providing data and rationale that can be used to obtain grants to fund implementation and align federal and states' legislative agendas to collaboratively solicit funding.

### ▶ COLLABORATE

Many organizations are actively working to create equitable economic growth across the region. It is important to collaborate to maximize collective efforts by coordinating with GPI and engaging other organizations or departments.

## GOALS

- 1 FOSTER UPWARD ECONOMIC MOBILITY**
- 2 SUPPORT A COMPETITIVE ECONOMY**
- 3 BUILD A RESILIENT REGION**

## 20 YEAR VISION STATEMENT

The Greater Portland region is an equitable, innovative, resilient, and forward-thinking economy that fosters upward economic mobility for individuals and prosperity for businesses.

## STRATEGY FRAMEWORK

### ▶ VALUES

- Equitable economic growth
- Comprehensive skills development
- Innovation and creativity
- Sustainable environment
- Resilient regional investments
- Favorable environment for businesses to thrive
- Expansion of job opportunities in traded and local sectors

### ▶ GUIDING PRINCIPLES

- Cultural and racial equity lens
- Private sector engagement
- Clear and transparent roles and lead organizations
- Collaborative bi-state leadership

## FOR QUESTIONS OR REQUEST TO REVIEW MATERIALS

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