FOSTERING COMMUNITY-BASED ECONOMIC DEVELOPMENT: NEW APPROACHES AND STRATEGIES
Penn State Extension
Economic & Community Development

Our programs target

- Citizen participation
- Effective organizations
- Local government decision-making
- Land use education
- Community Economic Development
Agenda

• Thinking about economic development
• The economic development sandbox – who are the players?
• Community Economic Development
• Hallmarks of Community Economic Development
• Roles for PAHRA members
Economies are Local, Regional, National and International

Workers
Goods/Services
Dollars

Urban Center
Township
Township
Region
What is Economic Development?

• Sustained actions of *policy makers* and *communities* that enhance the standard of living and economic health of a particular area.
Why Think About Economic Development?

• Manage impact of forces outside your community
• It is connected to everything else
  – Quality of life and well-being
  – Infrastructure
  – Public services
  – Tax base
• Set the stage for next generation of residents and businesses
Economic Development Goals

1. Improve the economic situation of local residents (employment, disposable income and assets) and local businesses (profitability and growth)

2. Enhance the community’s quality of life as a whole (appearance, safety, networks, gathering places, sense of positive momentum)
Economic Development Evolution

Old Model

• Location enhances economic options
• Base industries
• More firms-more jobs, even if minimum wage
• Community based single purpose organization

New Model

• Quality environment & strong community capacity
• Industry clusters create new growth and income
• Skill development & tech innovation
• Collaborative partnerships of many groups form foundation
The Economic Development Sandbox

- **State**
  - DCED [www.newpa.com](http://www.newpa.com)

- **Regional**
  - Local Development Groups
  - PREP (Partnerships for Regional Economic Performance)

- **County/municipal**
  - IDAs (Industrial Development Authorities)
  - EDCs (Economic Development Corporations/Commissions)

- **Private Sector**
Community Economic Development
Community Economic Development Goals

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Community Economic Development (CED)

• Small scale geography
  – Smaller boroughs
  – Neighborhoods

• Focus – improve conditions in the neighborhood
  – Housing
  – Jobs
  – Business
  – Education
  – Strengthen linkages external to the community
Hallmarks of Effective Community Economic Development

- Neighborhood scale
- Improve conditions for all residents – especially the disadvantaged
  - Physical
  - Social
  - Economic
- Shared vision, plan and implementation
- Accountable to the community
What are some things you might see or experience in a community that would lead you to believe there is a strong economy and a “good” quality of life?
Locality Quality of Life – Livability

– Physical
  • Built and environment

– Social
  • Engaged organizations
  • Networks

– Economy
  • Living wage jobs
  • Businesses
A Couple of Big Questions

What organizations might be interested in improving the economy or quality of life in communities where you work?

What roles might your organizations play in Community Economic Development?
Getting Started – First Steps

• Put CED on your radar

• Consider how your work contributes to CED

• Identify a “community” where you might work with others to develop an ECD initiative

• Start a CED dialogue in the community
What Roles Can You Play?

• Convener/lead discussions
• Champion
• Assess needs seen by residents/businesses
• Liaison with other organizations
  – Economic development
  – Social service
  – Community based
• Serve on county/regional boards
Summary

- CED happens in neighborhoods or small communities
- CED focus on improving social, physical and economy
- Formal and non-formal organizations play important roles
- Citizen involvement is crucial
Resources

Planning Local Development: Theory and Practice, Blakely. Edward and Nancey

Evaluation

Please take 3-5 minutes to compete the evaluation. Your feedback is important.

Thanks
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