



EDA Update

Volume 1; Issue 5

Next EDA Telecast/Webcast - July 17, 2008, 2:30 p.m.

Seeing the Green: Bolstering Economic Development Strategies with Environmental Responsibility

The July 17, 2008 telecast/Webinar will focus on the intersection between economic development and sustainable business and planning practices. [Sign up](#) to learn how economic regions can strengthen their competitiveness through innovative and "green" sustainable development strategies, including alternative energy practices, green-collar jobs creation and forward-thinking business activities. Guests will discuss local and regional strategies for conserving energy, increasing efficiency and boosting business profits.

The discussion will be led by Deputy Assistant Secretary of Commerce for Economic Development Benjamin Erulkar.

Other panelists include:

- Tom Darden, President, Cherokee Investment Partners
- W. Paul Farmer, FAICP, Executive Director and CEO, American Planning Association
- Nancy McKeever, I-PLACE3S/Sustainable Energy Program Manager, California Energy Commission

To register, visit: <http://edabroadcast.haverstick.biz>

2008 EDA Excellence Award Winners Announced!

Assistant Secretary of Commerce for Economic Development Sandy K. Baruah recently announced the winners of the 2008 Economic Development Awards. Open to nonprofit organizations, local, state and regional government entities, universities and colleges, the winners were chosen by a distinguished panel of economic development experts.

Excellence in Rural Economic Development

Jackson County Development Council Inc. Marianna, Florida
Specific program: Green Circle BioEnergy Inc., (Project "PELLET")

Excellence in Urban or Suburban Economic Development

East Baltimore Development Inc., Baltimore, Maryland

Excellence in Enhancing Regional Competitiveness

City of Lima, Ohio, Lima, Ohio

Excellence in Economic Adjustment Strategies

City of Duluth Economic Development Authority, Duluth, Minnesota
Specific Program: Creation of an aeronautical manufacturing cluster

Excellence in Technology-led Economic Development

Ben Franklin Technology Partners, Harrisburg, Pennsylvania

Excellence in Community and Faith-Based Social Entrepreneurship

Desert Alliance for Community Empowerment, Coachella, California

Excellence in Innovation in Economic Development

Bladen's Bloomin' Agri-Industrial Inc., Elizabethtown, North Carolina

Excellence in Historic Preservation-led Strategies to Enhance Economic

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EDA's Annual Report – Now Available!

EDA publishes an annual report to update Congress on the agency's programs, policies, performance and its annual investments made in each state. The report describes EDA programs and highlights examples of outstanding economic development investments. It also includes information on economic development districts, university center economic development activities, trade adjustment assistance centers and EDA award programs. EDA's FY2007 annual report can be viewed at www.eda.gov.

APA's Economic Development Toolbox Part Four: *Direct and Indirect Economic Development Strategies*

There are several different ways to address economic development, but generally successful strategies fall into the either two categories: "direct" or "indirect." Direct economic development strategies include facility creation and business incubation. Indirect business development strategies include promoting financial incentives and small business assistance programs.

For more information on choosing a direct or indirect economic development strategy, visit www.planning.org/eda/

EDA Reauthorization

EDA is pleased to announce that the Department of Commerce sent Congress a legislative proposal to reauthorize EDA for five years. EDA's current authorization expires September 30, 2008. The proposed reauthorization legislation is good

Development

Silver City MainStreet Project, Silver City, New Mexico

Greensburg Rebuilding Green

On May 4, 2007, an EF-5 tornado made a direct hit on Greensburg, Kansas, virtually destroying the entire town of 1,500 residents. Despite the tragedy and devastation, Greensburg elected officials and business leaders seized on the opportunity to build a stronger and more vibrant community by leveraging federal funding with private dollars to create a recovery that would be both environmentally and economically sustainable.

Following cleanup efforts that lasted several months, the city focused its efforts on rebuilding the Main Street downtown core. The U.S. Economic Development Administration invested \$2.3 million to rebuild the four-block area into a unique, vibrant district for businesses, residents and visitors.

Building a new vision for the city, elected officials decided to embrace energy efficiency, infrastructure improvements and "green" – or environmentally preserved – corridors, to rebuild a sustainable city for the 21st century.

After analyzing a variety of options, the Greensburg City Council passed a resolution that all city building projects meet Leadership in Energy and Environmental Design (LEED) platinum level standards. LEED, an initiative of the U.S. Green Building Council, strives to accelerate global adoption of sustainable green building and development practices. While green building standards are being adopted in many communities across the country, Greensburg became the first city in the United States to require municipal buildings to achieve the LEED platinum level standard – the highest level in the LEED rating system.

Thanks to a commitment to green initiatives and public and private investment, Greensburg is on the road to recovery. More than 140 new homes and several businesses are being rebuilt as part of the city's signature Main Street redevelopment project to create a model sustainable community. Although Greensburg faces challenges in the rebuilding process, the city is making progress on a daily basis and is on its way to meeting its goal of becoming a world-class green city.

On May 4, 2008 – the one-year anniversary of the tornado – President George W. Bush visited Greensburg to survey the recovery efforts and to highlight the importance of this region's strategy to not only rebuild, but to rebuild better through its green economic development initiative. At the 2008 Greensburg High School commencement, the president applauded community leaders for their determination and dedication to rebuild in the face of adversity. "They envision a future where new jobs flourish, where every public building meets the highest environmental standards, and where the beauty of rural America meets the great possibilities of new technology," he affirmed. "The community is dedicated to putting the 'green' in Greensburg."

For more information on the city of Greensburg's rebuilding efforts, please visit <http://www.greensburgks.org/>

Invest In America

Foreign direct investment plays a major role in the U.S. economy, both as a key driver of the economy and as an important source of innovation, exports and jobs.

Invest in America is the primary U.S. government mechanism to manage foreign direct investment promotion. Efforts are focused on outreach to foreign governments and investors and support for state government investment promotion efforts. Additionally, Invest in America addresses business climate concerns by serving as an ombudsman in Washington for the international investment community.

For more information on Invest in America, visit: <http://www.trade.gov/investamerica/>

To sign up for the bimonthly Invest in America newsletter visit: https://service.govdelivery.com/service/subscribe.html?code=USITATRADE_22

news for the economic development community because it includes new provisions that offer investment recipients more local control over revolving loan funds and construction grants. These provisions demonstrate how EDA is listening to, and acting upon, the economic development community's calls for improved EDA programs to meet the changing needs of the 21st century economy.

Please monitor www.eda.gov for more information as this legislation progresses through Congress.

Coming Soon!

September 9-10, 2008

EDA's Denver and Seattle regional offices will host the Peak Performance in Economic Development Conference at the Denver Convention Center in Denver, Colorado. [[Website](#)]

September 9-11, 2008

Cityscape USA Conference, New York [[Website](#)]

October 19-22, 2008

IEDC 2008 Annual Conference, Atlanta [[Website](#)]

November 17-23, 2008

Global Entrepreneurship Week [[Website](#)]

ETA's Workforce Innovations 2008

The U.S. Department of Labor, Employment and Training Administration's flagship conference, Workforce Innovations 2008: Success Decoded will be held July 15 – 17, in New Orleans. Meet and network with thousands of leaders from workforce development, economic development, business, education, community-based organizations and philanthropy.

Visit WorkforceInnovations.org to check out our 125 Learning Labs and 7 Super Sessions, organized by session; audience interest topic; and theme. There's something for everyone at Workforce Innovations 2008

Applications are due June 30, 2008.

Guidelines and applications are available at:

<http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm>

Preserve America Grant Program Applications Now Available

The Preserve America matching grant program provides funding to support preservation efforts through heritage tourism, education and historic preservation planning. Eligible applicants include designated Preserve America communities and neighborhoods, state historic preservation offices, tribal historic preservation offices, and certified local governments in the process of applying for Preserve America community designations.

Applications are due June 30, 2008.

Guidelines and applications are available at:

<http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm>



American Planning Association

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