

PBA DC Summit 2022

Creating a Culture of Innovation and Entrepreneurship at Local and Regional Level: Risk=Rewards

Moderator: Clifton Taylor

CEO

Taylor Builders



PBA DC Summit 2022

Jane Christenson
CEO
Placer County





Creating a Culture of Innovation and Entrepreneurship at Local & Regional Levels

Placer Business Alliance DC Summit • November 2022



Placer County: A Tradition of Innovation/Entrepreneurship

- Best Practices Government Service
- Public-Private Partnerships
- Need-Driven Pilot/Demonstration Projects
- Sustained Leadership, Stewardship & Support

Local Governments: Start-Ups of Government Innovation

- Nimbler than State/Federal Govts
- Pivot as Needed to Meet Community Needs
- Scale Up Successes
- Lessons Learned Inform Future Efforts





At-A-Glance: Profiles in Innovation





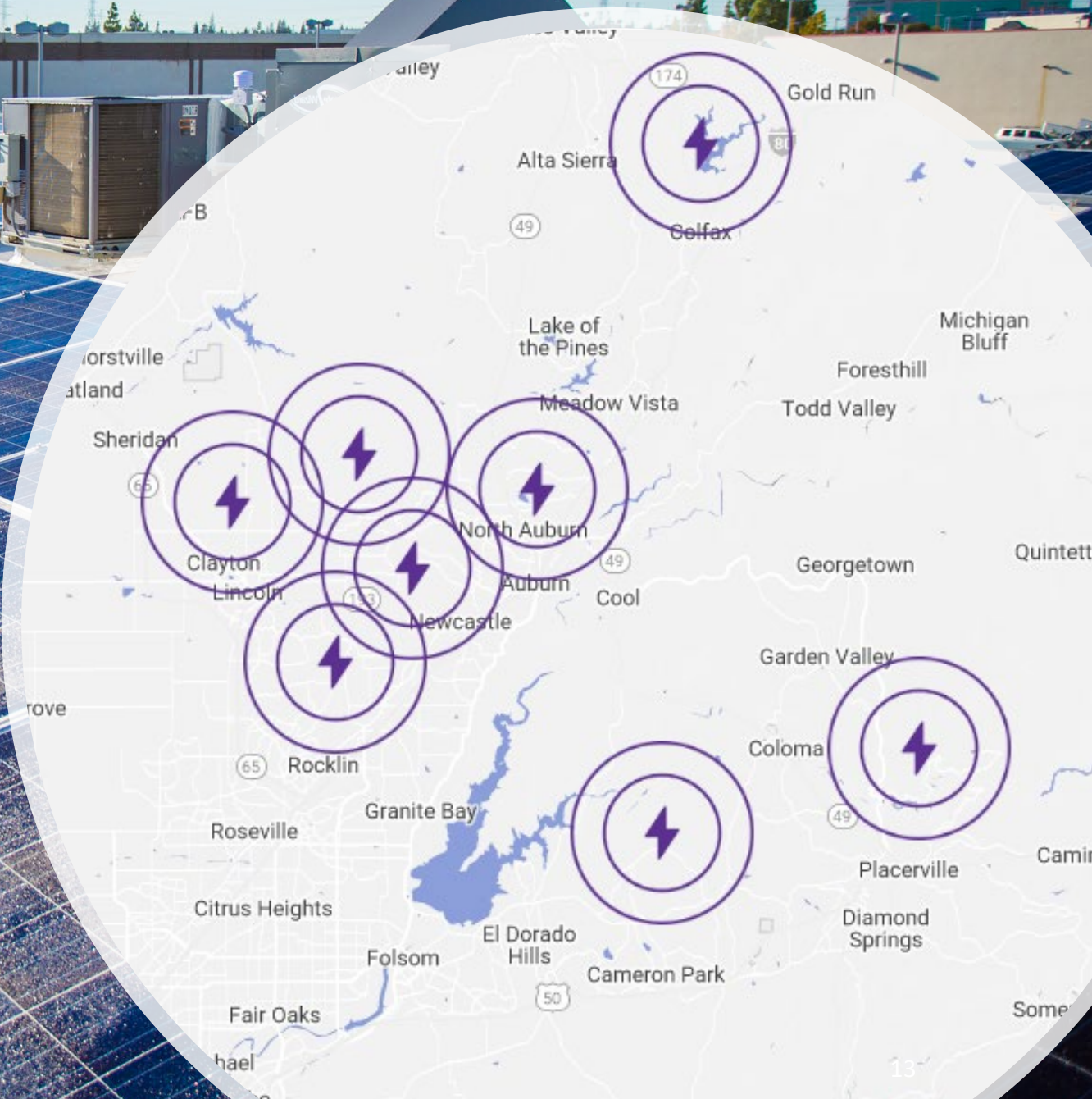
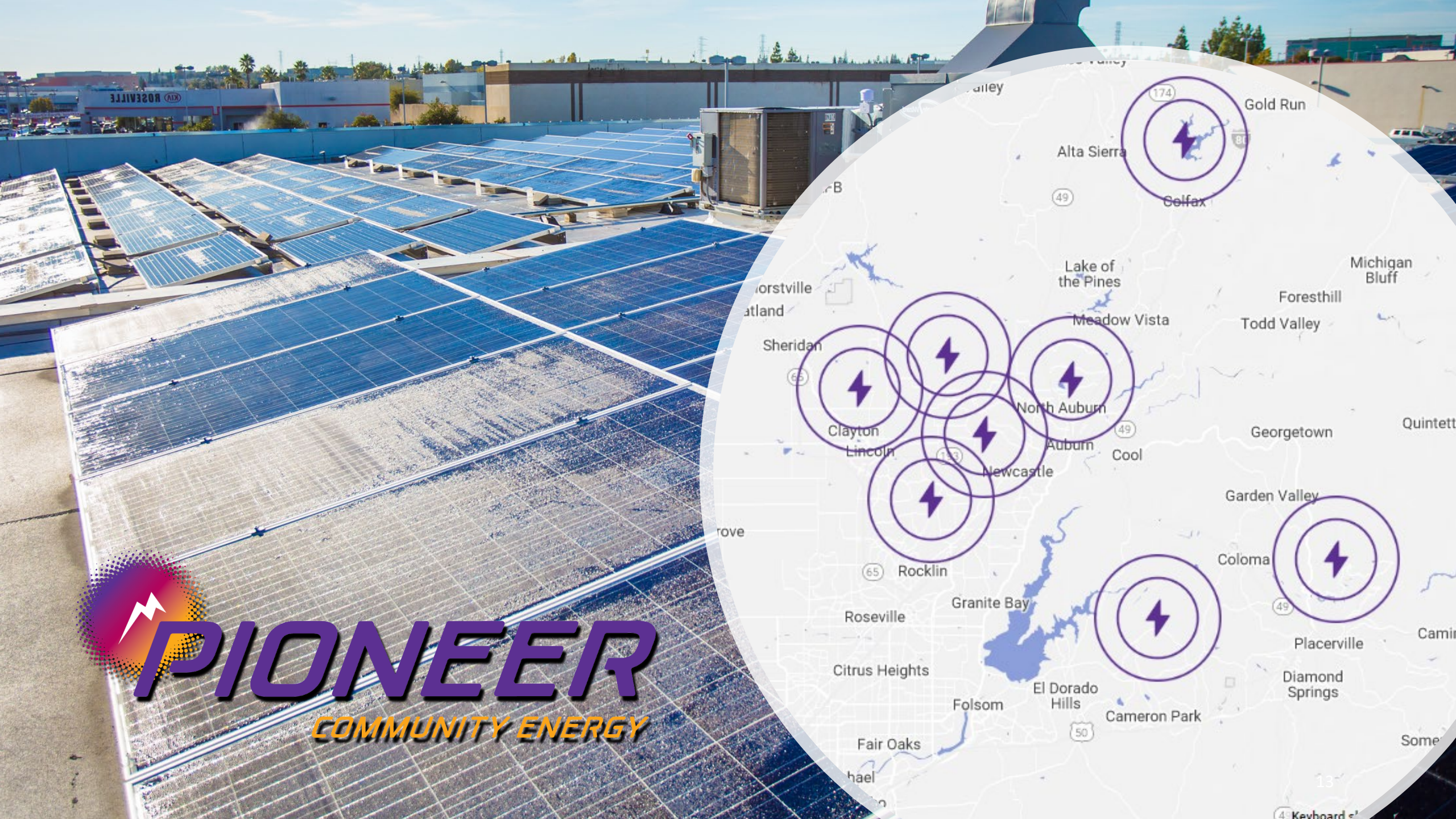
PCCP

PLACER COUNTY
CONSERVATION
PROGRAM



Middle Fork Project Finance Authority

Photo by PCWA



PIONEER
COMMUNITY ENERGY

Regional Forest Health & Wildfire Management Coordination



Placer
Shares
CARES \$
Covid Grant
Initiative





Mobile Outreach Vehicle



Next Steps in Multi-Disciplinary Collaboration

- Forest Health & Catastrophic Wildfire
- Regional Public Safety Training Center
- Regional Crime Lab
- Safeguarding our Watershed
- Entrepreneurship & Economic Development Opportunities

Civic Innovation Landscape: The Road Ahead

- Building Cross-Sector Collaborations/Partnerships
- Advancing Proof-of-Concept Civic Innovations
- Convening Placer MetroLab Network Consortium metrolabnetwork.org



Supporting the
Civic Research +
Innovation
Ecosystem



Enabling Data +
Technology
Transformation



Driving
Evidence-Based
+ Research-
Informed
Policies



Advancing
MetroLab
Members'
Projects,
Partnerships +
Students

PBA DC Summit 2022

Sean Scully
City Manager
City of Lincoln





Culture of Innovation and Entrepreneurship... RISK = Reward

Sean Scully – City Manager

Lincoln - Setting the Stage

- Lincoln has experienced spiked growth and development interest, rapid acceleration over the past 20 years.
- Significant opportunity exists over the next 20 years.
- Despite current “cooling” economic development interest remains very strong.
- Critical decisions about the nature of economic development needed over the next 2-3 years.
- How does Lincoln retain it’s identity while also capitalizing on opportunity ?
- Culture Culture ... Culture.



Advantages

- Tremendous interest
- Unique Character
- Small government – potential to be nimble, flexible, and versatile.
- Partnerships (public, private, non-profit).
- Cultural shift.... (My job)



Redefining Our Culture

- Staffing appropriately to meet demand.
-
- Prioritization.
 - Get into the **grey**.
 - Rethink everything.
 - Excellent government services (all of them) are the key
 - Strategic deployment of consultant services.
 - Don't be afraid to be different.



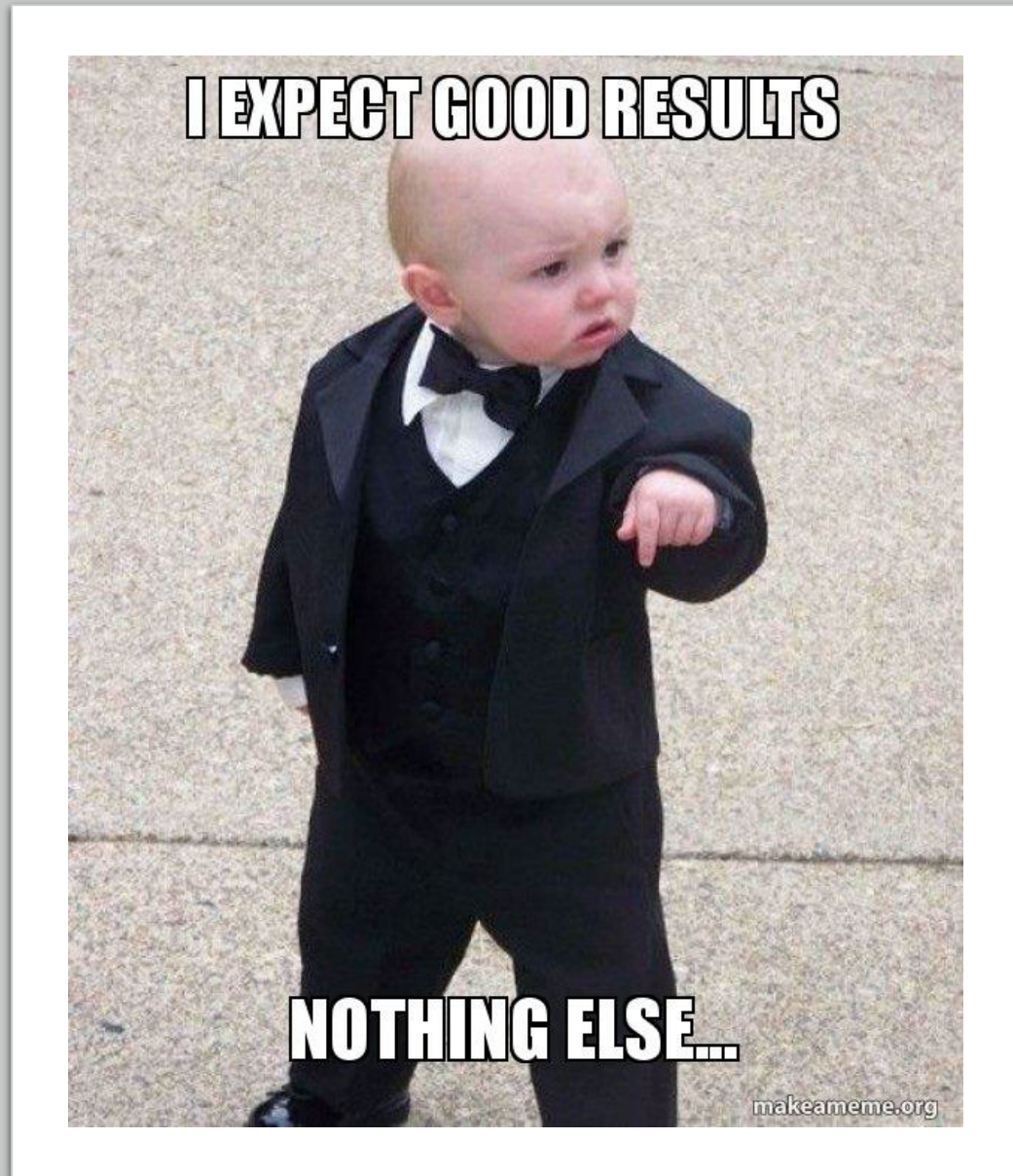
The Future



- Staff appropriately to seek opportunity and meet it.
-
- Take the long view approach while balancing immediate need.
 - Prioritize projects that move the needle.
 - Remember that community investment is about long term sustainability and long term prosperity.
 - Partnerships

Accountability

- Outcome based culture.
- Transparency.
- Maintain partnerships with shared values.



PBA DC Summit 2022

Kate Burns

Executive Director
MetroLab Network DC



PBA DC Summit 2022

Nancy Gilbert

Senior Program Analyst
Economic Development Administration,
U.S. Dept. of Commerce



U.S. Economic Development Administration

- Mission** **EDA's leads** the federal economic development agenda by promoting **innovation and competitiveness**, preparing American regions for growth and success in the worldwide economy.
-
- Grants** **EDA makes grants** that leverage existing regional assets to support implementation of **economic development strategies** for businesses to start and grow.
-
- Integration** **EDA leads the integration** of economic development on all governmental levels and philanthropy to achieve increased viability **and resiliency** for communities.
-



EDA's Investment Priorities



Equity



Recovery & Resilience



Workforce Development



Manufacturing



Technology-Based Economic Development



Environmentally-Sustainable Development



Exports & Foreign Direct Investment

- ✓ Promote Innovation and Competitiveness
- ✓ Leverage existing regional assets
- ✓ Foster job creation
- ✓ Attract Private Investment
- ✓ Advance new ideas and creative approaches to economic prosperity in distressed communities

<https://eda.gov/about/investment-priorities/>



EDA's Program Portfolio



**Economic
Adjustment
Assistance (EAA)**



Public Works



Planning
CEDS



**Technical
Assistance**



**Research and
Evaluation**



**Trade Adjustment
Assistance for Firms
(TAAF)**



**Innovation and
Entrepreneurship**
Build to Scale



**Revolving Loan
Funds (RLF)**
Part of EAA

<https://eda.gov/programs/eda-programs/>



Eligible Applicants / Recipients

- EDA-designated Economic Development District (EDD);
- Indian Tribes
- State, county, city, or other political subdivision of a State,
- Institutions of higher education; or
- Public or private non-profits acting in cooperation with local governments

Tip

Competitive Projects Align with a region's Comprehensive Economic Development Strategy (CEDs) or an equivalent plan.

EDA is not authorized to provide direct financial assistance to individuals, small businesses, or for-profit entities.

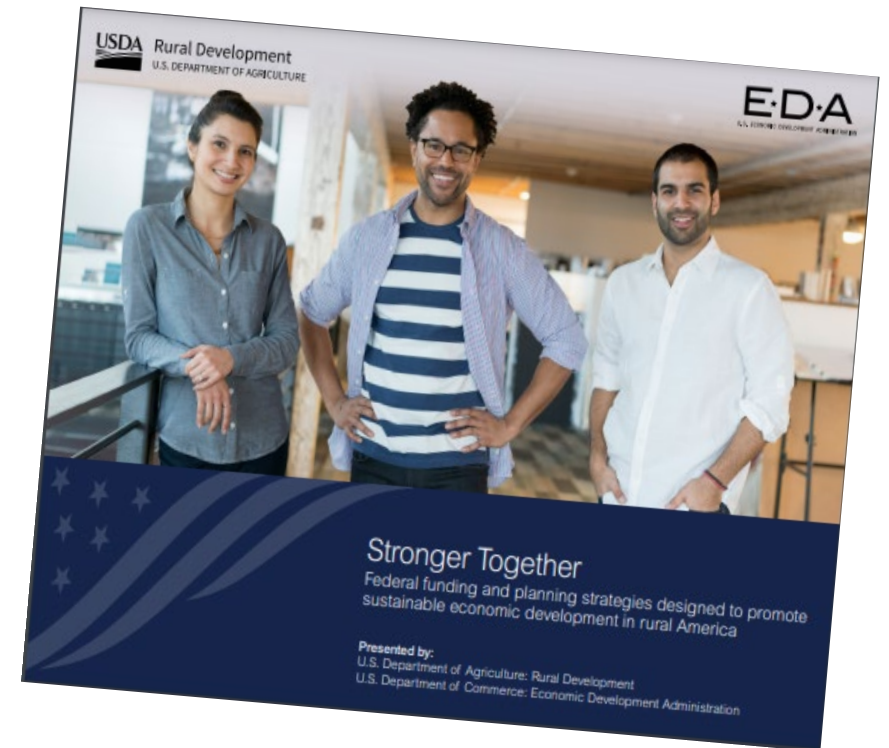
[See EDA Notice of Funding Opportunity for full details:
https://www.eda.gov/funding-opportunities/](https://www.eda.gov/funding-opportunities/)



Economic Development Integration

Standing capacity within EDA for Interagency Collaboration, Knowledge Exchange and Resource Coordination

- HQ and Regional Technical Assistance
- Active Network of Federal Partners
- Resources for EDA Stakeholders
 - Matrix of Federal Economic Development Programs
 - Current Funding Opportunities at other agencies
 - Guides to help align plans and stack complementary resources, including:
 - EDA and USDA Rural Development Programs
 - CEDS and Hazard Mitigation Planning



Contact us: EDI@eda.gov

The Window of Opportunity

- EDA Awarded \$3.47B in FY 22
- 1,300+ awards impacting millions of people
- Infrastructure Investment and Jobs Act
- Inflation Reduction Act
- CHIPs and Science Act



Innovation and Regional Collaboration are key drivers of equitable, resilient, globally competitive economies

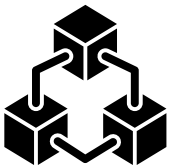
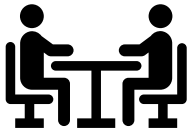
■ Forestry and Wildfire Resilience

- \$21.4M Good Jobs Challenge Award to scale a [California Resilient Careers in Forestry](#) workforce training system supporting forest health and fire safety in Northeastern California. California Community Colleges, Industry, and communities partnering to promote economic and climate resilience.



■ Technology Based Innovation, Entrepreneurship and Business Acceleration

- [Accelerate Innovation by Mobilization to Rural Communities \(AIM-RC\)](#) – 2022 Build to Scale Award to accelerate entrepreneurship in historically underserved and underfunded rural communities. (ChicoStart and Fresno Water Energy and Technology Lab)
- \$2.7M [Broadband planning grant](#) to guide expansion of high-speed internet across 26 rural counties (Golden State Finance Authority).
- \$2.5M to capitalize a [Revolving Loan Fund](#) for rural businesses in 16 counties in Northeastern CA (RCAP).
- [Future of Food Innovation \(F3\) coalition](#). \$65M to launch a new ag-tech hub to accelerate lab to market innovations, upskill workers and improve farm productivity and wages in CA's agricultural industry. (Central Valley Community Foundation)

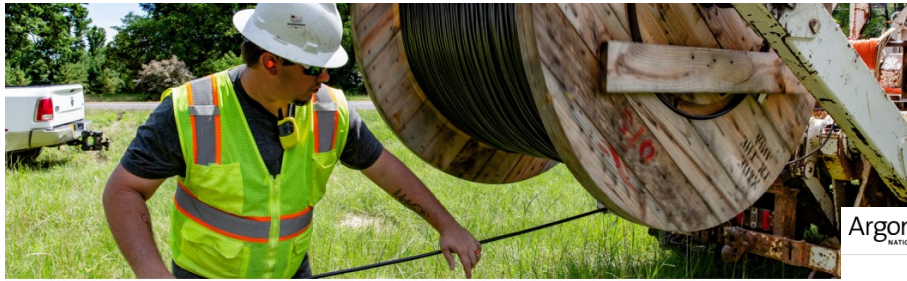


■ Planning and Technical Assistance

- CEDS Planning
- EDA University Centers



Inspiring Collaboration in America



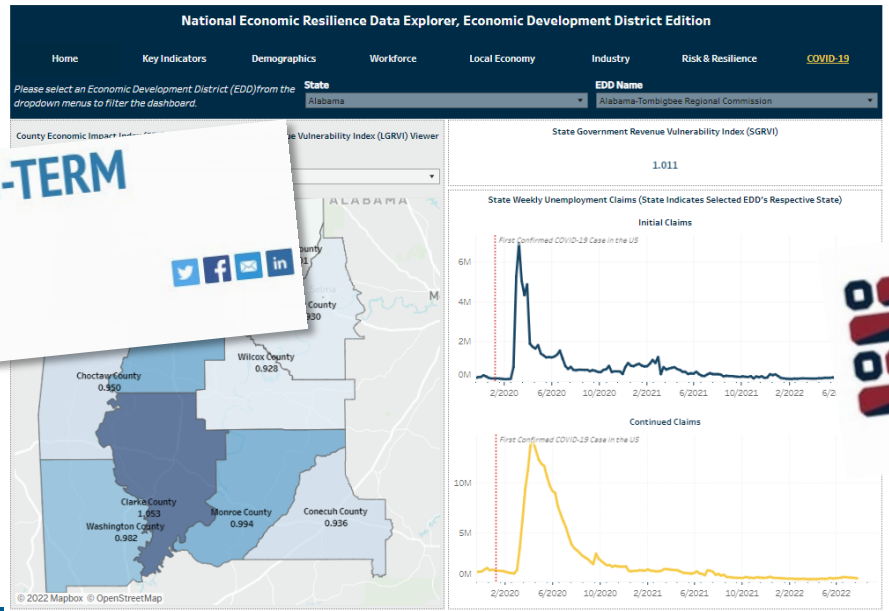
Argonne
NATIONAL LABORATORY

NERDE EDD & County Editions



Comprehensive Economic Development Strategy and Hazard Mitigation Plan Alignment

Joint Planning Resource Guide EDA & USDA RD



COMMUNITIES OF PRACTICE PROVIDE LONG-TERM SUPPORT FOR EDA GRANTEEES

By Craig Buerstette, Deputy Assistant Secretary for Regional Affairs
July 7, 2022

STRONGER CEDS
STRONGER REGIONS
A NADO Research Foundation Program



Seize the Opportunity

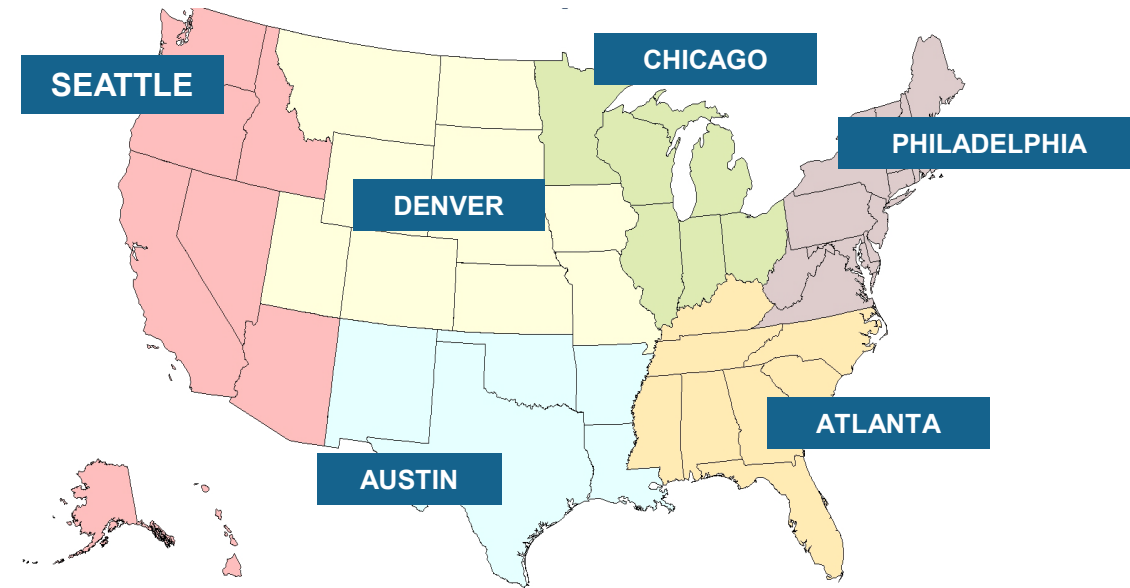
- Explore the Data
 - National Economic Resilience Data Explorer (NERDE)
 - Economic Development Capacity Index
- Participate in EDA's Communities of Practice
- Equity Impact Investments
- Economic Recovery Corps

Execute, build, collaborate!



Connect with EDA

- **READ** our **Notice of Funding Opportunity (NOFO)** and Eligibility Requirements: <https://eda.gov/funding-opportunities/>
- **REVIEW** your region's **Comprehensive Economic Development Strategy (CEDS)**: <https://eda.gov/resources/directory/>
- **CONSULT** with your **EDA Economic Development Representative** before applying: <https://eda.gov/contact/>
 - ❖ **Malinda Matson**, EDR for Northern California
Email: mmatson@eda.gov



EDA Regional Offices

<https://eda.gov/contact/>



Thank you!

*Nancy Gilbert, Sr. Program Analyst
Economic Development Integration Division
US Economic Development Administration*

ngilbert@eda.gov

<https://www.eda.gov/integration/>

