

METROPOLITAN AREA PLANNING COUNCIL

Economic Development

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Today's Agenda

- MAPC Economic Development Team
- Comprehensive Economic Development Strategy
- Discussion – Downtown Economic Recovery



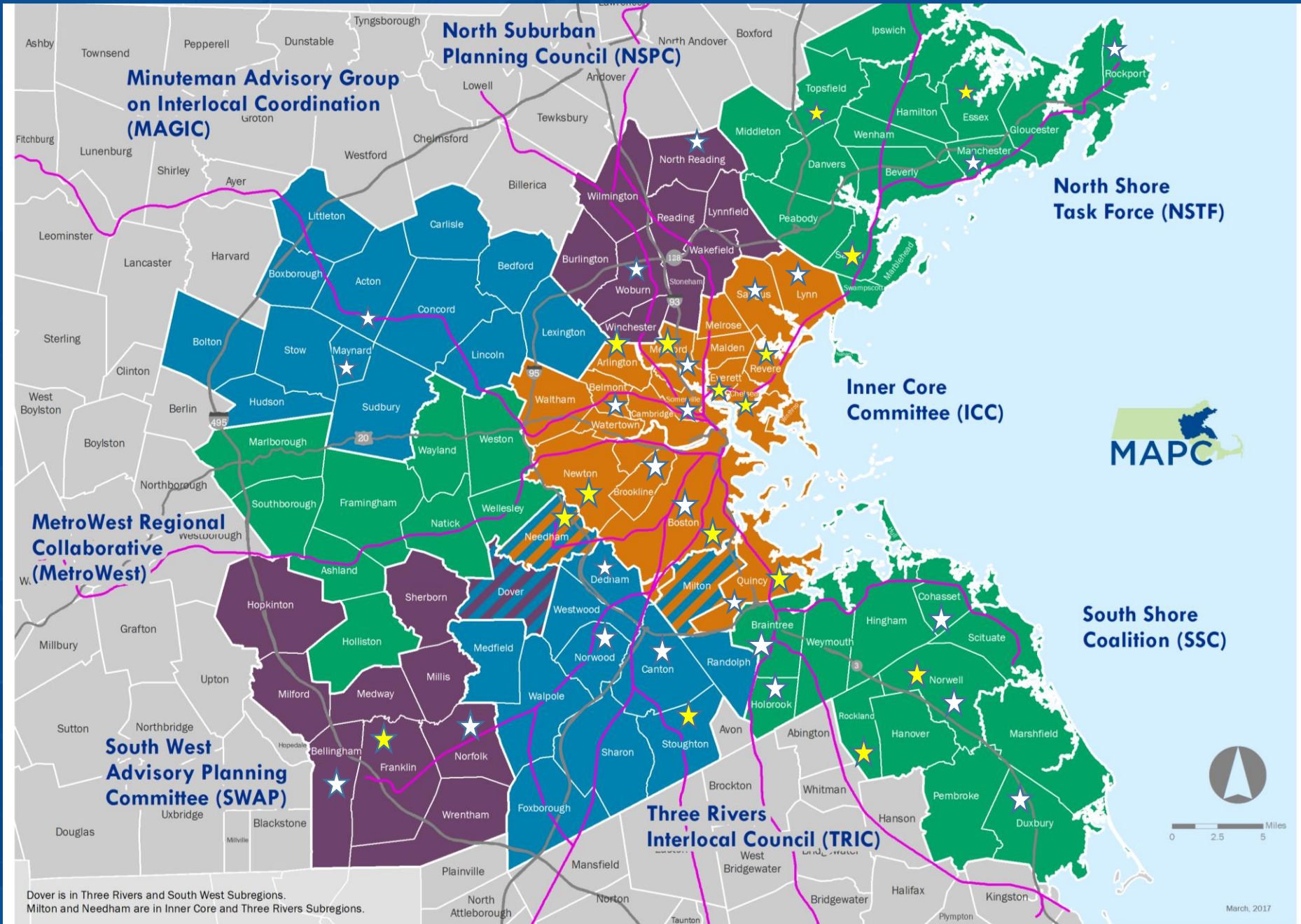
Economic Development at MAPC

MAPC's economic development group equips municipalities and partners with tools, skills and support to implement economic development programs and policies that advance smart growth, regional collaboration and equitable economic development.



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Economic Development Work FY 18-20



The Comprehensive Economic Development Strategy

- A pre-requisite for designation of an Economic Development District (EDD) by the EDA and necessary to receive infrastructure and technical assistance grants.
- A guide to promote the economic prosperity and resiliency of the region.
- **The CEDS guides how we promote the economic RECOVERY of the region (in the context of the pandemic.)**

CEDS Goals

Goal 1: Residents of the region achieve financial stability in order to withstand 3-6 months of economic hardship.

Goal 2: There is increased parity between the wealth of BIPOC (Black, Indigenous and People of Color) and White people in the region.

Goal 3: Everyone in the region is able to access jobs, goods, and services close to their homes via affordable transportation options, with shorter commutes and fewer transfers.

CEDS Goal 1 – Financial Stability

- Provide effective workforce development and address barriers to quality employment for Black, Indigenous and People of Color (BIPOC) through public-private collaboration and private sector leadership



Goal 2 – Parity of Wealth

- Expand access to stable housing for BIPOC



Goal 3 – Accessibility

- Provide access to affordable, safe and accessible transportation options with connections to job centers



Employers set hiring goals
Government adopts mandates and incentives for quality employment
Integrate worker pathways in state frameworks for IT, transport, climate
Access to higher ed via subsidized tuition
Certificate programs at higher ed aligned to regional blueprint
Increase compensation for childcare providers
Access to childcare
UI to gig workers
Workforce development to reach targeted populations
Strengthen private sector leadership re: equity, growth, resilience and WFD
Assist those experiencing wage theft
Predatory lending protections/Financial Inclusion
Financial education
Fin tech as a route to equitable financial services
Baby bonds

Reform HUD FSS programs to smooth benefits cliff
Grow the State EITC
Expand low income transit-fare pilots
Incentivize affordable housing production
Seal eviction records
Climate bonds
Grow Municipal procurement with BIPOC businesses
Protection against predatory commercial loans
Small business mentoring/TA
Culturally competent navigator to BIPOC small business
Redesign Community Reinvestment Act (CRA)
Muni use of local banks
Universal Basic Income (UBI) pilots
Expand digital access for remote work and learning
And more!

Questions?

Downtowns – Sample Factors

- Vacancies
- Small Businesses
 - In-person commerce ups and downs
 - Shifts in business model to online, delivery
- Unemployment
- Personal financial instability
- Constrained municipal finances
- Questions about the future of downtowns / commercial districts

Discussion

- **Downtowns/Commercial Districts**
 - How do we help downtowns and commercial districts & help small business stay afloat?
 - If you have a struggling downtown, what are 1-2 urgent needs/priorities right now? A year from now?
 - Where have you seen that works?

Thank you!

Economic Development Team

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