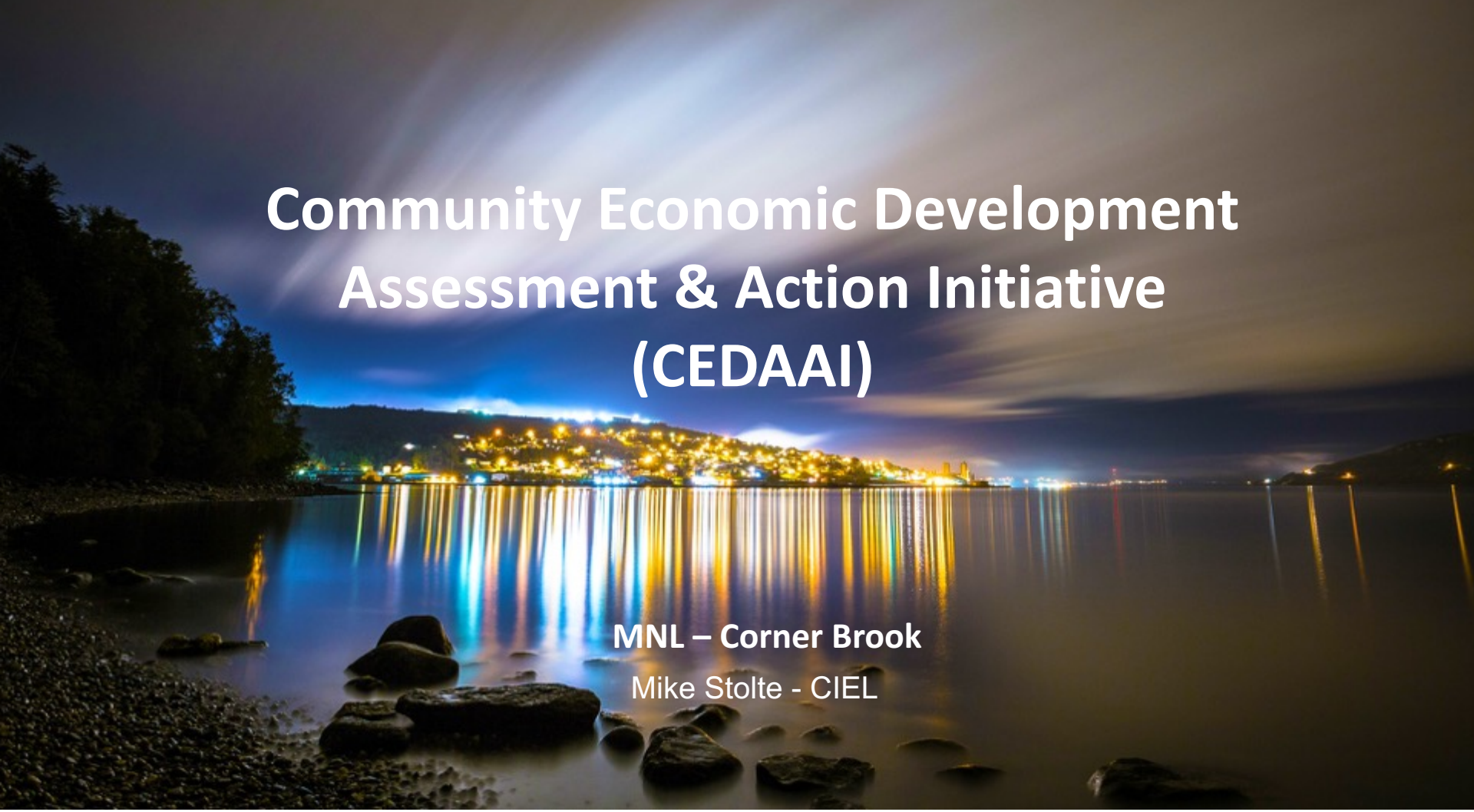


Community Economic Development Assessment & Action Initiative (CEDAAI)

MNL – Corner Brook

Mike Stolte - CIEL

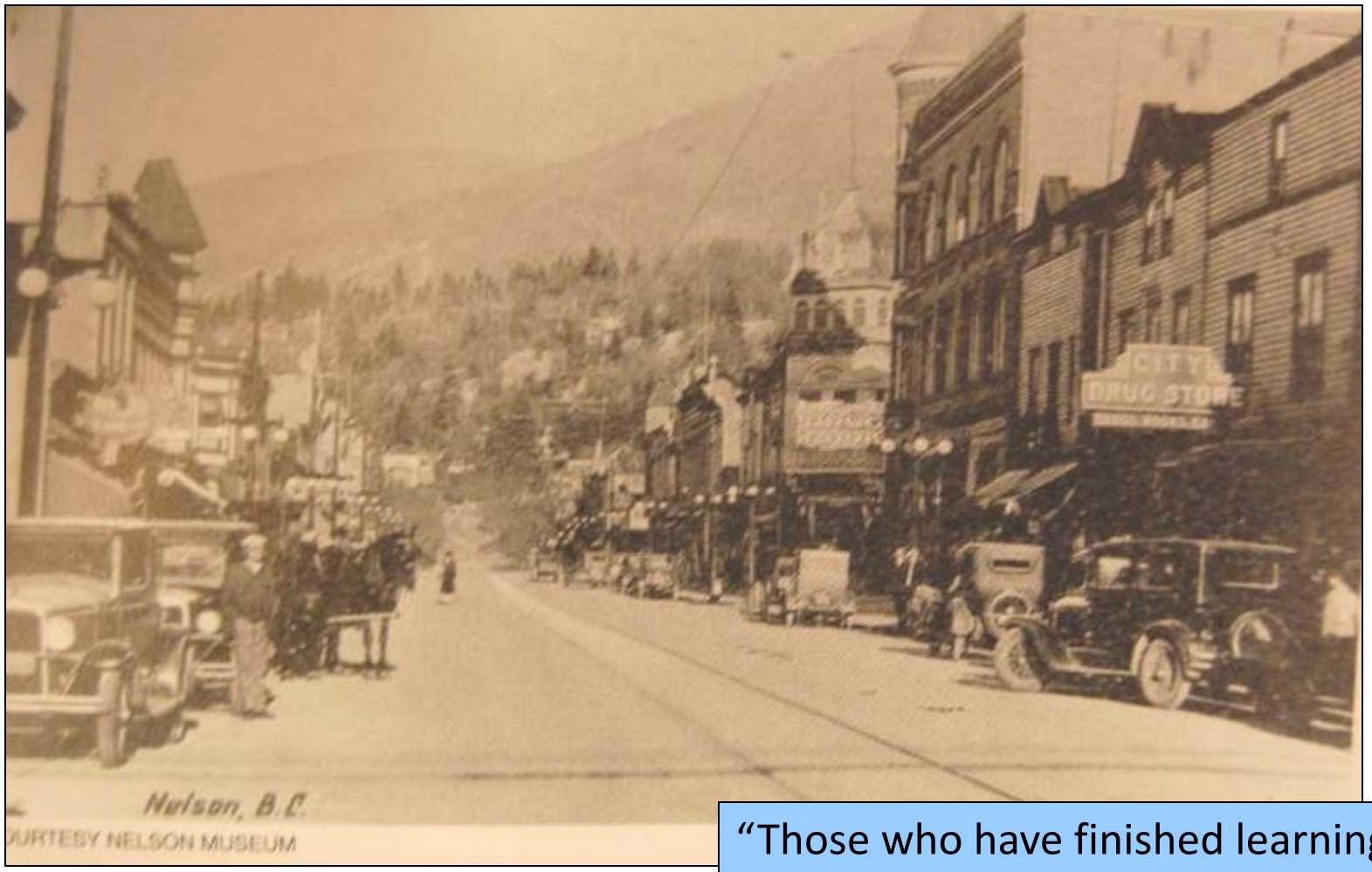
Municipalities Newfoundland and Labrador

Newfoundland Labrador

Atlantic Canada Opportunities Agency

Agence de promotion économique du Canada atlantique

ciel Centre for Innovative & Entrepreneurial Leadership



"Those who have finished learning find themselves equipped to live in a world that no longer exists"

Eric Hoffer

The CIEL Team – Strengthening Communities
9 provinces, US, Australia, NZ

- Developed **Tools & Strategic Processes**:
  - Community Readiness
  - Business Friendliness
  - Community Vitality
  - Tourism Vitality



Communities are at different stages/phases





Learning Stage
Learning culture present in core values of people and organizations.

Disintegraton Stage
Can occur at any time from internal or external changes.

Innovation Stage
Innovation occurs in community & at an individual citizen level; sense of opportunity permeates community.

Conflict Stage
Truly conflicted community; people cannot gather to accomplish anything; low self-esteem.

Integration Stage
Business, education, government, and NGO communities work together.

A Developmental Guide For Communities

Comunities (geographic, communities of interest, etc) gain resiliency & capacity as they move clockwise through the phases. Movement through the stages and phases is not necessarily linear. No community is static; once a stage has been attained, conscious thought and effort must be expended to maintain or move beyond it. (See over for more information on the Matrix.)

Vision Stage
Able to undertake & follow-through on vision & comprehensive strategic planning.

Non-cooperation Stage
Gathering of people is possible but working together effectively is not; lack ability to listen to one another.

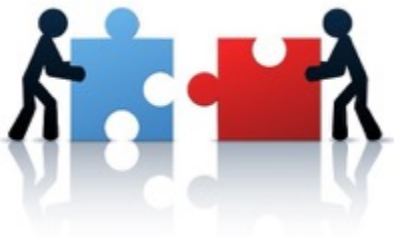
Strategic Stage
Community becomes strategic in their planning; some longer-term planning possible.

Paralysis / Unfocussed Stage
Community is working together but setting goals or making simple plans impossible.

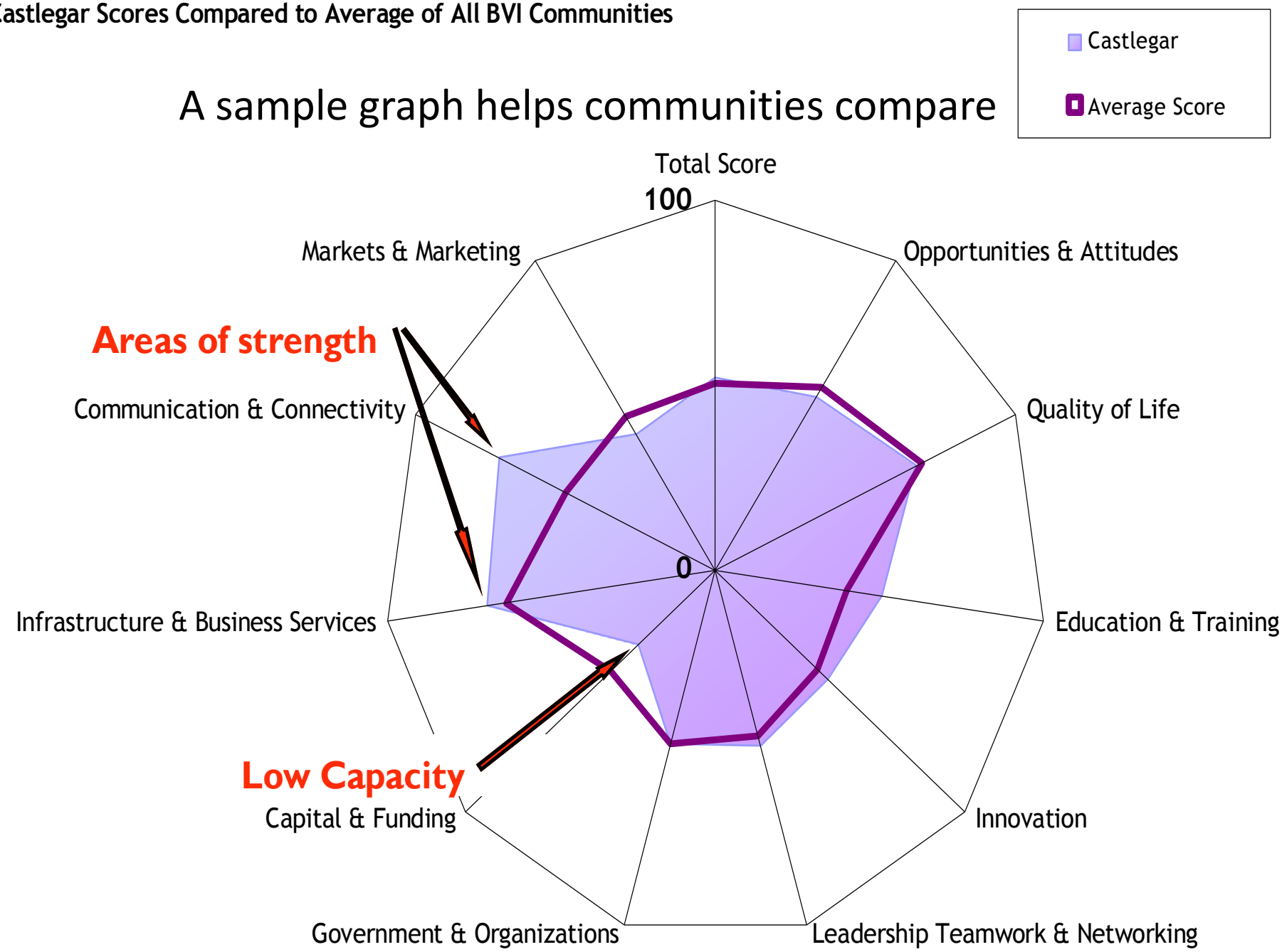
Simple Planning Stage
Preliminary community planning & visioning possible.

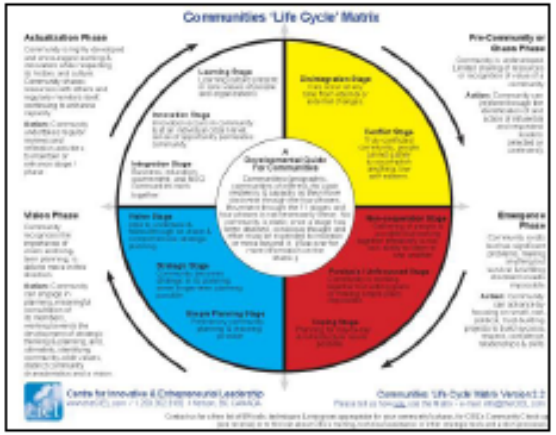
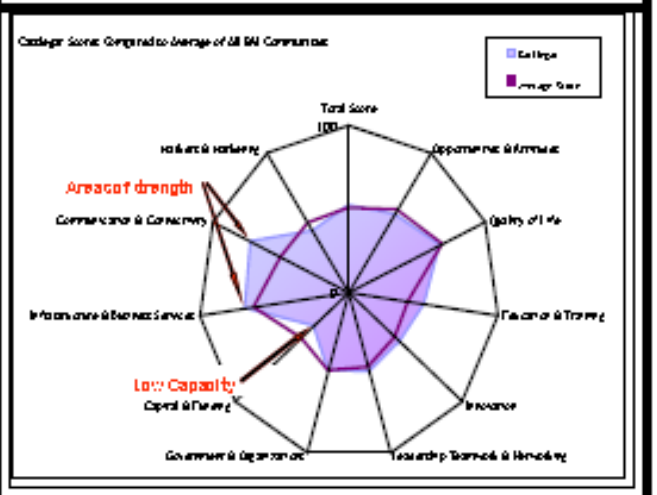
Coping Stage
Planning for day-to-day & infrastructure needs possible.





Castlegar Scores Compared to Average of All BVI Communities



1. Communities Matrix	2. New Tools (CEDAAI)	3. Business Vitality Initiative (BVI)
	???	
○ Simple conceptual model ○ One page ○ Can be used with minimal training ○ Good for starting conversation	○ Will have Video & Guide ○ Should be relatively easy to analyze and self-administer ○ Will be looking at collaboration between an urban and a rural municipality	○ Comprehensive process ○ Requires outside facilitation and analysis over months ○ Identifies short-term and long-term potential actions ○ Helps community set priorities, make a plan and act

Readiness for CEDAAI

- Energy/ commitment
- Municipal leadership/ resources
- Partners in community
- Partner in region
- Intangibles



What is CEDAAI?

- CEDAAI is a tool designed to enhance *Community Economic Development (CED)* by measuring important factors related to CED
- Compares & analyzes **perceptions**
- Using findings, assists community in **setting priorities & taking action**
- **Assess - Focus - Act**



Process – as Important as the Tool



1) Meeting with Community Sponsor(s)
2) ASSESSMENT Meeting – businesspeople, community leaders, others
3) FOCUS Meeting whole community
4) ACTION!



CEDAAI Categories



Questionnaire

Please check the box corresponding to your agreement with the statement.

	A. ENTREPRENEURIAL ENERGY *Does the community have the ability to recognize, take action on, and follow through on available opportunities?*						?
1	Our community supports small businesses and entrepreneurs.	☐	☐	☐	☐	☐	☐
2	The community identifies and follows through on opportunities.	☐	☐	☐	☐	☐	☐
3	There are ample opportunities to link small businesses and entrepreneurs to each other and to potential business opportunities.	☐	☐	☐	☐	☐	☐
4	People travel away from the community and bring new ideas back.	☐	☐	☐	☐	☐	☐
5	Citizens are motivated to learn new skills and to develop existing ones.	☐	☐	☐	☐	☐	☐
6	Successful businesses want to remain in the	☐	☐	☐	☐	☐	☐

What does CEDAAI do?



- Assess Focus Act! – **Bridges the study/action divide**
- Allows community to take some **control** over economic destiny & **build self-sufficiency**
- Finds **gaps**, **strengths** & **assets** in an **easy-to-read graphical** format
- Quantifies **40 indicators** important for Community Economic Development (CED)
- Allows community to build **common understanding** and set priorities for action
- Community can use the power of **research** to **access funding**
- Brings business people, leaders and citizens together to **build bridges** and capacity
- **Workplan** for Community Economic Development (CED) & action
- Assists two communities in working together – **finds synergies**





The Dirty Dozen

1. The community identifies and follows through on opportunities.
2. We have identified something positive that is unique to this community, and we promote it well.
3. Citizens greet people on the street whether or not they know them.
4. There is a recognized informal meeting spot in town (i.e. coffee shop) where stories are told and new ideas are exchanged and welcomed.
5. Businesses in the region jointly market their products and services as a group, locally and in other regions.
6. There is a vibrant downtown centre or community core.



7. The community has a distinct culture and heritage that is appreciated by its citizens and those visiting.
8. Young adults (25-34) consider the area to be a desirable place to live.
9. We capture our community's stories (both good and bad) and retell them with a sense of pride.
10. For newcomers to the community and those who wish to, there are meaningful opportunities to get involved and make a difference in the community.
11. We embrace technology, innovation and the future without losing the distinct human connection that built the community.
12. This town believes in itself. We think that with enough support, we can do anything.



“We are the leaders we have been waiting for”

Hopi Elder

Mike Stolte

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