

State-Local Economic Development Strategies Database (SLEDS)

Glossary of Terms

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General Database Definitions

Economic Development Administration (EDA) – An agency within the United States Department of Commerce that provides financial and technical assistance to strengthen employment, help retain existing jobs, and foster commercial and industrial growth through a variety of investment programs. Using a system of grant tools, EDA “helps communities experiencing economic distress take control of their future and position themselves for economic prosperity and resiliency.”¹

Economic Development Administration (EDA) Regions – EDA customers are served by six regional offices located in Austin, Seattle, Chicago, Philadelphia, Denver, and Atlanta. Through its network of regionally based staff and a portfolio of flexible investment mechanisms, EDA helps hundreds of communities, especially those suffering economic distress, take control of their future. The figure below displays the jurisdiction of the 6 regional offices.²



¹ From www.eda.gov/about

² Ibid.

Economic Development Districts (EDD) – Multi-jurisdictional entities, commonly composed of multiple counties and, in certain cases, even cross-state borders. Organizations can request EDA designate their region as an EDD if they develop an “EDA-approved CEDS and [contain] at least one geographical area within the designated service boundaries that meets EDA’s regional distress criteria as set out in 13 CFR § 301.3(a).” EDDs help lead the locally based, regionally driven economic development planning process which leverages the involvement of the public, private and non-profit sectors to establish a strategic blueprint (i.e., an economic development roadmap) for regional collaboration.

Comprehensive Economic Development Strategies (CEDS) – A strategy-driven plan for regional economic development typically associated with meeting requirements to leverage funding from EDA. The CEDS development process offers an opportunity for individuals, organizations, governments, and private industry to engage in a meaningful conversation and debate about the economic direction of their region and possible approaches to improve economic outcomes.³

State-Local Economic Development Strategies – An economic development plan of action developed by economic development organizations as included in state economic development strategic plans and Comprehensive Economic Development Strategies (CEDS). The strategy in SLEDS is broken down into categories, approaches, and activities.

Category – The general economic development objective targeted by strategies in a CEDS or State Plan. Determines the overarching, general theme of the strategy.

Approach – The set of policy or programmatic topic areas under each *Category*, providing more detail on specific strategy goals.

Activity – Specific actions or tasks utilized to pursue the strategy within the plan.

Focus – These are emphasized priorities within a strategic plan or CEDs that specifically mention equity, environmental sustainability, and rural areas. This field will provide results only if the focus is explicitly mentioned, or the language is clearly indicative of the focus.

Example strategies:

- “Contribute to research on different models to meet **rural** grocery needs.”
- “Include a range of **social identities** in planning work to address **historical and current barriers** for **underserved populations**.”

Not an example strategy:

- “Support and expand advanced technical training programs, regional technology centers, and services for **target populations such as youth, veterans, and returning citizens**.”
 - While target populations are mentioned in this example, it is not clearly indicated that the strategy is addressing issues of equity.

Target Population – Typically associated with equity, this field notes any populations that are strategically targeted. This includes senior workers, formerly incarcerated persons, veterans, and more.

Categories and Approaches Definitions

³ For more information on EDDs and CEDs, please visit www.eda.gov/edd/ and www.eda.gov/ceds/.

The database uses 15 categories to highlight the overarching theme of the state strategic plan and the CEDS. Each category is listed below along with the approaches that provide additional detail within the category.

Administration – Administrative activities performed as part of continuing operations within an organization and/or its partners towards established goals.

- Grants/loans to local/regional dev. orgs. – Financial assistance provided to help communities develop organizations, hire economic developers, or support strategic planning efforts.
- Info systems, accounting, human resources, etc. – Administrative activities performed as part of running an organization. Includes all the overhead required to support all the functions above such as information systems, accounting, personnel, travel, etc.
- Leadership development – Leadership development activities that improve the skills and abilities of current and future leaders.
- Regional Networks – Public and private partners working together to concentrate resources on a common vision and strategy of improving economic growth.
- Strategic Planning – A process in which an organization identifies their goals for the future and the strategies necessary to accomplish those goals.
- Other Administration – Administration strategies that are not classified elsewhere or fall into more than one activity category.

Broadband – Any efforts to develop, expand, or technically assist communities with broadband-related programming.

- Free/public access Wi-Fi – Public spaces where internet connectivity is available to anyone within broadcasting range including hotspots.
- Infrastructure Deployment and Improvements – Activities that support broadband infrastructure deployment and improvements in communities. This can include fiber installation, tower construction, and other general broadband infrastructure development.
- Broadband adoption/digital literacy/tech support – Efforts to increase residential subscribership to high-speed internet access and improve individual's ability to use information and communication technologies.
- Other Broadband – Broadband strategies that are not classified elsewhere or fall into more than one activity category.

Business Finance – Strategies that address capital access issues. Business Finance can encompass funding functions (borrowing, lending, investing) and access to capital for leverage, growth, merger, acquisition, or divestiture of the business.

- Grants or Loans (Businesses) – Money given or borrowed to a business to help them further their business.
- Tax Credits and Refunds – An amount of money that companies can subtract from the taxes that they owe to local, state, or federal government.
- Fund Management – The administration of loans or grants. These strategies are designed to help market programs, package loans, manage the portfolio, pay for losses from defaults or delinquencies, and provide staff to address any issues that may arise during a loan's repayment.

- Other Business Finance – Business finance strategies that are not classified elsewhere or fall into more than one activity category.

Business Development and Assistance – Includes procurement technical assistance, small business ombudsmen, and related regulatory assistance. These programs are often focused on helping the manager develop and improve their business management skills around financial management and business strategy

- Prospect Site Location Assistance – Assistance for new, expanding, or relocating businesses for locating sites that fit the needs of their facilit(ies) provided by development organizations. These services include providing information on existing buildings, sites, and organizing visitation programs.
- Grants or loans (Strategic projects) – Funding offered as a loan or grant to the firm or community.
- Business Attraction – The attraction and recruitment of companies to relocate or to set up a new branch or operation in a state or community.
- Business Retention and Expansion – Efforts designed to help existing companies maximize their success in the state and in their communities. Includes identifying company needs, helping companies cope with changing economic conditions and internal company problems, etc.
- Procurement (Government or Business to Business) – Assistance provided to businesses to assist them in securing federal, state and/or local government business.
- Small Business Development – Assistance generally aimed at providing specific services that a small business typically cannot afford, or general business planning. Examples of technical assistance include aid in preparing grant applications, training staff, applying for loans, and marketing products. This often comes in the form of supporting Small Business Development Center (SBDC) activities.
- Minority Business Development – Programs designed to meet a wide variety of the under-served needs of Small Disadvantaged Business Enterprises (SBDEs) (i.e., women, immigrants, native Americans, etc.), particularly in the areas of contracting, business development and financing.
- Other Business Development – Business assistance approaches that are not classified elsewhere or fall into more than one activity category.

Community Support – Covers a broad range of issues from the design and development of the community as a "product" to the design and development of a group of communities as a regional product

- Funding for targeted geographic zones – Financial assistance to targeted geographies within a state due to factors such as economic distress or economic characteristics not typically found elsewhere in the state.
- Workforce/Affordable Housing – Workforce housing options that are considered affordable to a region's essential workforce. Housing is considered affordable if a household is paying no more than 30% of their gross income on rent or a mortgage.
- Placemaking (Quality of Life) – Efforts to improve the quality of public spaces and the lives of the people who use them.

- Substance Abuse Prevention – Activities to educate and support individuals and communities to prevent the use and misuse of drugs and the development of substance use disorders.
- Community Transit Services – The planning and implementation of local public transit services. These may be services for transporting people with disabilities, are elderly, or have substance use disorder.
- Food Security – Activities to ensure people have reliable access to enough affordable, nutritious food.
- Dependent Care (Child or Elder) – Efforts related to providing childcare or adult care assistance.
- Culture and the Arts – Efforts to generate increased cultural and arts activities that promote well-being and make communities a desirable place to live.
- Health Care – Activities to deliver quality, affordable, and accessible healthcare services in communities.
- Outdoor Recreation – Activities to enhance recreational resources available to the community, such as trails and parks.
- Other Community Support – Community support approaches that are not classified elsewhere or fall into more than one activity category.

Entrepreneurial Development – Efforts geared toward helping a firm in the first two to three years including equity capital programs or incubator assistance

- Assistance to Start-Ups – Activities designed to nurture entrepreneurship, including entrepreneurial education. This assistance is provided in the form of in-kind support, such as mentoring, counseling, advising, or consulting.
- Incubator Development and Operations Support – Mechanisms that encourage and support a wide variety of young companies until they become viable. They provide new firms with affordable space, assist them with technical and management support, help them to secure equity and long-term debt financing, and help them locate qualified employees.
- Seed/Venture Capital –
 - 1) Venture capital is an investment made where there is a possibility of very substantial returns (as much as 40% within a short period). It is usually invested in dynamic, growing, and developing enterprises, rather than start-ups.
 - 2) Seed capital refers to financing obtained by a company before it has completed developing a prototype of its product. Like venture capital, seed capital is offered at the pre-production stage.

The identification of seed capital, development, and management of relations with venture capital investors seeks to support business starts and growth. For both types of financing, the capital is subject to considerable risk and uncertainty.

- Other Entrepreneurial Development- Entrepreneurial development activities that are not classified elsewhere or fall into more than one activity category.

Industry Cluster Development – Strategies in developing and promoting new products in areas of specific interest to the state or region.

- Advanced Manufacturing – A family of activities that (a) depend on the use and coordination of information, automation, computation, software, sensing, and networking, and/or (b) make use

of cutting-edge materials and emerging capabilities enabled by the physical and biological sciences, for example nanotechnology, chemistry, and biology. It involves both new ways to manufacture existing products, and the manufacture of new products emerging from new advanced technologies.⁴

- Agriculture/Agribusiness – The production of crops, livestock, or poultry. Agribusiness is the business of agricultural production, including agrichemicals, breeding, crop production (farming and contract farming), distribution, farm machinery, processing, and seed supply, as well as marketing and retail sales.
- Biotechnology/Life Sciences - Biotechnology is the use of biological processes, organisms, or systems to manufacture products intended to improve the quality of human life. Life sciences are the sciences concerned with the study of living organisms, including biology, botany, zoology, microbiology, physiology, biochemistry, and related subjects.
- Health Care/Medical Sciences – The health care industry encompasses a wide range of sectors that provide goods and services to treat patients. These sectors include pharmaceuticals, biotechnology, equipment, distribution, facilities, and managed health care.
- Emerging Industries – Industries in the early stages of development.
- Energy and Environment – The environmental industry includes environmental protection, assessment, environmental regulations compliance efforts, pollution control, waste management, remediation of contaminated property, and the provision and delivery of environmental resources. The energy industry sector involves all industries involved in the production and sale of energy, including fuel extraction, manufacturing, refining and distribution.
- Maritime – This sector includes individual shipping, ports, marine and maritime business services industries.
- Information and Technology – The collection of technologies that deal specifically with processing, storing, and communicating information, including all types of computer and communications systems as well as reprographics methodologies. This sector includes research, development and distribution of technologically based goods and services, including businesses revolving around the manufacturing of electronics, creation of software, computers or products, and services relating to information technology.
- Retail, Food, and Hospitality – An industry sector including restaurants, hotels, casinos, sporting and entertainment venues, grocery stores, food & beverage, etc.
- Racing and Gaming – An industry sector including racetrack, gambling, and motorsports industries in the region or state
- Aerospace and Defense – A sector including a large range of industries, including but not limited to commercial and military aircraft, naval platforms, military land vehicles, arms, armaments, defense contracting services, aircraft manufacturing, aircraft engines and parts manufacturing, military maintenance, airline repair centers and space launch activities.
- Natural Resources – Includes hunting, trapping, mining, oil and gas drilling, and forestry.
- Manufacturing – A sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

⁴ Source: President’s Council of Advisors on Science and Technology

- Tourism/Film/Outdoor Recreation – The tourism industry supports a traveler's need for transportation, food, lodging, amusement, and entertainment. It involves tour operators, rental cars, hotels, bars, gasoline stations, theme parks, and attractions. The film industry includes the production, distribution and exhibition of film and television. Outdoor recreation are all recreational activities undertaken for pleasure that occur outdoors (e.g., trails, parks).
- Logistics/Transportation – Transportation is the movement of goods and logistics is the management of the inward and outward transportation of goods from the manufacturer to the end user.
- Other Industries – Special Industry activities related to industries that are not classified elsewhere or fall into more than one industry category.
- Sector-building Strategies – Efforts focused on addressing the adverse impact of changes in a traditionally important industry.
- Other Industry Cluster Development – Industry Cluster Development activities that are not classified elsewhere, or fall into more than one activity category.

Infrastructure and Project Development – The planning/design, investment and maintenance in general infrastructure, excluding broadband and transportation, needed for a specific economic development project.

- Power Modernization – Efforts to make changes needed in the power grid to accommodate all the rapid technological changes happening in the generation, transmission, and distribution of electric power.
- Energy/Utilities – Utility infrastructure to support communities and businesses.
- Public Land/Land Use – Represents the economic and cultural activities (e.g., agricultural, residential, industrial, mining, and recreational uses) that are practiced at a given place.
- Site Preparation, Development, and/or Improvements – This category includes funding for redevelopment of large commercial or industrial sites that are idle, abandoned, or underutilized. Activities may include demolition, environmental remediation (including Brownfields programs), or site-specific improvements to advance the site to shovel ready status or enhance the site's market attractiveness.
- Community Center Revitalization – Efforts to generate increased economic and cultural activity in either traditional or new community centers in the state. This approach includes such items as historic preservation and Main Street programs.
- Water and Sewer – Activities that address the public water and sewer system.
- Alternative/Renewable Energy – This approach focuses on renewable sources of energy like solar power, wind power, and hydropower.
- Other Infrastructure & Project Development – Infrastructure and project development activities that are not classified elsewhere or fall into more than one activity category.

International Trade and Investment – Activities involving export promotion, international marketing and recruitment, foreign direct investment assistance, and an array of programs aimed at building stronger economic ties between the state and other parts of the world.

- Advertising (International) – Includes the creation of effective sales and promotional materials, identification of cost-effective media and marketing tools to help deliver marketing messages to international business clients.

- Export Promotion – Exporting efforts that can help a manufacturing or service company diversify its customer base, expand its operations, and become more profitable.
- Foreign Direct Investment (FDI) – Efforts to attract foreign companies or individuals to invest in or relocate to the state.
- Overseas Representation – Includes all the costs and resources involved directly in the operation of overseas offices (i.e. overseas staff) and those indirectly required (i.e. domestic offices management, communications, travel).
- Other International Trade and Investment – International trade and investment activities that are not classified elsewhere or fall into more than one activity category.

Manufacturing – Ways to support local industrial production from workforce training to supply chain support.

- Workforce and Training – Activities to train and educate the current and future manufacturing workforce.
- Research and Innovation – The research and development of technologies that are aimed at increasing the competitive capability of manufacturing concerns.
- Infrastructure and Site Development – Activities for infrastructure and site development, in support of the manufacturing sector.
- Supply Chain Support- Activities to help manufacturers to connect with one another, find local suppliers, discover new business opportunities, and manage their supply chains.
- Trade and International Investment – Activities to increase export promotion and foreign direct investment within the manufacturing industry.
- Operational Improvement and Capital Access – Activities that support energy or process efficiency, equipment or facility upgrades, the development of business incubators, among other activities.
- Other Manufacturing – Manufacturing activities that are not classified elsewhere or fall into more than one activity category.

Recovery and Resilience – Activities that address ways to promote economic well-being in the long-term and ensure the region and/or state is prepared for future obstacles.

- Conservation/Climate Change – Activities that protect our environment and guide conservation and restoration of ecosystems to help mitigate and adapt to it.
- Disaster Preparedness – Measures undertaken in advance by governments, organizations, or communities to better respond and cope with the immediate aftermath of a disaster, whether it be human-induced or caused by natural hazards.
- Industry Diversification – Refers to investments made across a broad range of industries to limit exposure to risk.
- COVID-19 – Efforts to recover from the impacts of the COVID-19 pandemic.
- Other Recovery and Resilience – Recovery and resilience activities that are not classified elsewhere or fall into more than one activity category.

Technology-Based Economic Development – Efforts aimed at enhancing the development and adoption of new ideas in a business.

- Company Quality Enhancement – Includes a commitment to continuous improvement, quality assurance, quality controls, quality design, and quality management systems. Supplier evaluation and partnerships are also important aspects of assuring quality.
- Modernization – Efforts to help businesses improve the design of their products or production processes.
- Technology Commercialization – An approach focused on transitioning technologies from the research lab to the marketplace.
- Research and Development (R&D) – Efforts aimed at increasing basic research and encouraging investment in applied research by companies in targeted technology areas.
- Other Technology-Based Economic Development – Technology transfer activities that are not classified elsewhere or fall into more than one activity category.

Workforce Development – The education, training, and recruitment of workers with programs concentrating on improving the skill base and job placement of a state and/or community’s labor base.

- Work-based Learning – This approach encompasses a variety of strategies to offer learners experiential opportunities to explore potential careers (including apprenticeships and internships).
- Non-degree Credentials – Includes educational certificates, professional and industry certifications, and occupational licenses.
- Career Awareness – Opportunities for job-seeking individuals, including students, to learn about a particular occupation or profession to see if it might be a suitable fit for them.
- Youth Programs – Programs that prepare young people for meaningful work opportunities through access to quality vocational, technical, and higher education, coaching programs, and more.
- Career Pathways – An organized approach to career planning to support workers' transitions from education into and through the workforce.
- New and Incumbent Worker Training – Activities to provide technical skills and life-skill training to existing workers.
- Aligning Education and Training with Industry Needs – Coordination of efforts to meet the skill needs employers require of workers.
- Talent Recruitment and Placement – Strategies to draw new talent into a region or state, including workers and students, to job, training, or education opportunities.
- Other Workforce Development – Workforce preparation and development activities that are not classified elsewhere or fall into more than one activity category.

Transportation Infrastructure – The ongoing planning/design, investment, and maintenance of an affordable and competitive transportation infrastructure needed to support ongoing private sector investment and an acceptable quality of community life.

- Roads, Bridges, Highways – Activities to develop and/or expand roads, bridges, and highways in communities
- Passenger and Freight Rail – Activities to develop and/or expand passenger and freight rail in communities
- Electric Vehicles and Buses – Activities to develop, expand, or transition to electric vehicles and buses in communities

- Airports, Ports, and Waterways – Activities to develop and/or expand airports, ports, and waterways in communities
- Public Transit – Activities for enhancing local public transit systems, including buses, subways, light rail, commuter rail, trolleys, and ferries.
- Complete Streets (bike lanes, walkable cities) – Streets designed and operated to enable safe use and support mobility for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.
- Transportation Network – Addressing transportation infrastructure wholistically as a network of differing, and sometimes competing, systems.
- Other Transportation Infrastructure – Transportation infrastructure activities that are not classified elsewhere or fall into more than one activity category.

Business Climate – Law, regulations, incentives, and other tools to ensure businesses operate within a climate suitable to their growth.

- Business Permitting – Permits issued by government agencies that allow companies to conduct business within the government's geographical jurisdiction.
- Tax Burden – Direct (e.g., program development) and indirect (e.g., lobbying) efforts to help businesses navigate government-imposed fees.
- Right to Work/Work Conditions/Labor Management – Addressing laws and regulatory concerns related to a worker's rights and well-being.
- Environmental and Land Use Permits – Documentation for and obtaining the required permissions from local or state agencies for various land use projects.
- Incentives – Programs designed to influence business investment behaviors for an economic development purpose.
- Business Regulatory Reform – Efforts to enhance regulatory quality and encourage a friendlier business climate.
- Other Business Climate – Business climate activities that are not classified elsewhere or fall into more than one activity category.

Education – Any strategy dedicated to educational attainment from early education through higher education, not including workforce training programs.

- Childhood Education – Early childhood education consists of activities and/or experiences that are intended to affect developmental changes in children prior to their entry into elementary school (e.g., Pre-K).
- Community College – Two-year schools that provide affordable postsecondary education as a pathway to a four-year degree.
- Higher Education – Education beyond high school at a college or university.
- K-12 Programming – Covers any economic development efforts targeted at supporting kindergarten and 12 years of basic education, including curriculum development, dual enrollment programs, and educational attainment.
- STEM Education – An approach to learning and development that integrates the areas of science, technology, engineering, and mathematics.
- Other Education – Education activities that are not classified elsewhere or fall into more than one activity category.

Each of these approaches have specific actions (activities) or tasks that may be utilized by the state or EDD to pursue the strategy within the plan. Examples include:

- Information and data dissemination
- Research and Evaluation
- Program Development and Support
- Policy and planning
- Public relations/intergovernmental
- Operational Support
- Task force, workgroup
- Ecosystem Building/Collaboration
- Funding
- Education and training
- Technical assistance
- Marketing/Advertising
- Project-specific improvement
- Capacity Building
- Construction and Development
- Events
- Strategic Alignment
- Resource Database or Toolkit
- Website /Apps
- Customer service