Dear CALED Members,

Hoping this finds you enjoying the holiday season and preparing for the New Year. CALED has been busy working on your behalf and also exploring and implementing new tools, resources, and ideas to better serve you.

First, some highlights from the last few months:

- We presented a packed Finance & Real Estate Summit in Riverside. Thanks to the team from the City of Riverside for coordinating project tours and providing great examples of how to finance economic development projects.

- We held sold-out trainings in partnership with Fresno State University’s Craig School of Business on the Keys to Successful Economic Development and the Advanced Economic Development Institute.

- We financed over $198 million of projects through the work of the California Enterprise Development Authority.

- We kicked off a communications campaign to promote the value of economic development and highlight the key role local economic developers play in growing the economy and addressing economic resiliency and recovery. This is a year-long campaign and we encourage you to check out our posts on LinkedIn, Facebook, and Twitter and share them as you see fit.

- We completed and printed our Economic Development Recovery and Resiliency Playbook, which was mailed to all CALED members, all California City Managers and County Administrators not captured in the CALED Membership, and the California State Legislators. We are continuing to share the print copy as this is a substantive way to educate leaders on what economic development looks like in practice.

- The CALED Board of Directors and Advisors approved our 2022-2023 Economic Development Policy Guidelines which you will find in this issue.

These are just a few of the substantive ways we are working to deliver on our mission and make a difference on your behalf. In that vein, we also provided public input on the Community Economic Resilience Fund (CERF) Pilot Project Funding Framework. While regional collaboratives start their strategic planning work, the State is exploring an opportunity to fund pilot projects that meet CERF objectives. We provided recommendations in the following areas:

- Ensure regional and geographic equity in funding allocation
- Clarify grant scoring emphasis
- Clarify variety of local plans and emphasis on “shovel-ready” projects
- Remove premature requirement for HRTC letter for enhanced point scoring
- Anticipate potential of economic recession

As we look to the New Year, keep an eye out for these exciting activities:

- Annual conference in late spring in Sacramento
- Launch of CALED’s Project Development and Finance Division
- Release of an updated tax increment financing how-to primer
- Creation of a new economic development legislative watch so you can track and search legislation impacting economic development

We are focused on 2023 and the opportunity to support you in your economic development work to help your businesses and communities thrive – especially as we see signs of a potential recession on the horizon. If you wish to learn more regarding anything in this letter or just want to catch up on what is happening in your areas, feel free to reach out to any of the CALED staff or the Board of Directors & Advisors.

CADE is your association and we are grateful for the opportunity to continue to serve you to the best of our abilities.

Wishing you a wonderful holiday season and a prosperous New Year!

From the Desk of the CEO