



Center for Economic Development

CALIFORNIA STATE UNIVERSITY CHICO

Welcome to the Center for Economic Development

The Center for Economic Development (CED) at **California State University, Chico** provides products and services primarily, but not limited, to Northern California that promote community and economic development.

The mission of the CED is to educate and build the knowledge and capacity of California's business professionals and community leaders, and to enhance the well-being of the region's citizens by facilitating sustained, long-term, and coordinated planning strategies.

The CED achieves this mission by helping communities and businesses in planning, community development, employment generation, natural resource management, workforce development, alternative energy advancement, and leadership training. The CED also assists Northern California communities to sustain growth and promote empowerment and expertise among its residents.

Community Workshops, Conferences and Events

The CED disseminates economic development and planning information, skills and expertise by hosting events, workshops and conferences throughout Northern California. Current examples of these events include:

- *Annual Tri-County Economic Forecast Conference*
- *County Profile Workshops*
- *North State Innovation Partnership*
- *Upstate California Companies To Watch*

Community Research and Analysis

The Center for Economic Development provides critical community research and analysis services.

Annual County Profile Series

The Annual County Economic & Demographic Profile Series was developed to meet the needs of local businesses, government, and other organizations for detailed regional analyses of local trends and conditions including economic, social, and general demographic indicators. The profiles provide a consolidated and comprehensive package of information so decisions can be made using the most timely and reliable data. The publication has been a commonly used source for grant writing data, business attraction information and county reference documentation. The profiles average 155 pages per county and can be developed for all counties within California.





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Center for Economic Development



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Applied Research Projects

The CED conducts contract studies for Federal and State government agencies, Economic Development Districts, local organizations or private entities.

Technical Assistance

Statistical Data Requests

The experienced Center staff can research data that can be obtained in a timely manner for you for FREE as well as guide you in obtaining data on an ongoing basis or that may be more time consuming to collect.

Community Need Statements for Grant Applications

The CED staff can collect data for your service area and write your community need statement using your funder's grant guidelines.

Community Indicators

The CED can create a set of indicators that will clearly chart your community's development path (economic, social, educational, etc.); evaluate the effectiveness of your program or service in your community over time using empirical data; or show public officials what you want to improve in your community. Using indicators developed by the CED you can identify those community aspects that are improving and those that are worsening.

Business Support Services

Northeastern California Small Business Development Center (NEC SBDC)

Under the auspices of the U.S. Small Business Administration (SBA), the CED is the lead Small Business Development Center (SBDC) for the Northeastern California network of five local SBDC service centers. As the lead center, the CED provides services to strengthen the small business community network and promote economic growth throughout a 23-county service region in Northern California.

Marketing Intelligence for Small Businesses

The CED staff can provide marketing intelligence information to small businesses that can include site selection, customer profiling, thematic mapping, competitive analysis, demographic data projections, business and consumer lists. Additionally, the CED can develop business feasibility studies that help determine if there are enough resources and clients to insure a successful business venture.

Community Development and Facilitation

The CED promotes community development activities and creates community awareness of technology, economic and resource issues by facilitating meetings, developing teams and aiding in the strategic planning process. The CED took the lead and facilitated both the Northeastern and Upstate California Connect Broadband Demand Aggregation Projects and facilitated the development of a statewide broadband adoption strategy. The CED staff is available to manage projects that require collaboration across diverse urban and rural communities.

