Building Metropolitan Washington's First Comprehensive Economic Development Strategy

The Metropolitan Washington Council of Governments (COG), with support from its partners in the Potomac Regional Alliance, is leading the region's first-ever Comprehensive Economic Development Strategy (CEDS), a collaborative effort to establish a shared vision and action plan for economic growth and shared prosperity.

What is the CEDS and how is it developed?

The CEDS is a five-year economic plan that acts as a framework for regional economic development, collaboration, and implementation. The process brings together public, private, nonprofit, and civic sector stakeholders to identify priority areas and actions that advance inclusive economic opportunities, improve competitiveness against peer regions, and build resilience.

A Steering Committee with representatives from economic development authorities, business groups, academic institutions, and foundations is guiding the development of the strategy, providing strategic direction and expertise. Along with input from a broader set of stakeholders, the CEDS will reflect a diverse and representative mix of perspectives from across the region.

The process includes analysis of regional economic conditions and trends, assessment of strengths and challenges, development of a shared vision and strategic priorities, consideration of workforce development and economic resilience, and implementation and evaluation frameworks to guide future action. COG will submit the final CEDS to the U.S. Economic Development Administration (EDA) for approval, which can unlock access to federal and state funding as well as private investment.

What is an Economic Development District?

Following approval of the CEDS, the region can apply to the EDA for designation as an Economic Development District (EDD), an organizational framework that formalizes regional partnerships and collaboration while strengthening the region's capacity to drive sustained growth, jobs, and investment. While 85 percent of U.S. counties are within an EDD, the COG region is one of the few large metropolitan areas that is not. An EDD provides the framework for implementing the CEDS and advancing the region's long-term economic competitiveness.

Stay engaged with the CEDS process

Throughout the CEDS development process, COG will provide regular updates through its website and an email distribution list, including potential engagement opportunities and sharing key project milestones. For more information, please sign up for email updates at www.mwcog.org/subscribe. You can also reach the COG team by contacting us via email: ceds@mwcog.org.

Metropolitan Washington
Council of Governments

Comprehensive Economic Development Strategy (CEDS) Steering Committee			
Categories	Institution	Name	Position Title
Potomac Regional Alliance/Government	Metropolitan Washington Council of Governments	Clark Mercer	Executive Director
Potomac Regional Alliance/Business	Greater Washington Board of Trade	Jack McDougle	President and CEO
Potomac Regional Alliance/Business	Greater Washington Partnership	Kathy Hollinger	CEO
Potomac Regional Alliance/Higher Education	Consortium of Universities of the Washington Metropolitan Area	Andrew Flagel	President and CEO
Economic Development	Prince George's County Economic Development Corporation	Ingrid Watson	President and CEO
Economic Development	Montgomery County Economic Development Corporation	Jared Smith	President and CEO
Economic Development	Frederick County Economic Development	Heather Gramm	Director
Economic Development	Charles County Economic Development Department	Jim Chandler	Director
Economic Development	DC Deputy Mayor for Planning and Economic Development	Nina Albert	Deputy Mayor
Economic Development	Northern Virginia Economic Development Alliance (incl: Prince William County, Loudoun County, City of Alexandria)	Christina Winn	Chair
		Stephanie Landrum	Treasurer
Economic Development	Fairfax County Economic Development Authority	George Thomas	President and CEO
Economic Development	Arlington Economic Development	Anna Nissinen	Director
Chambers of Commerce	Montgomery County Chamber of Commerce	Angela Franco	President and CEO
Chambers of Commerce	DC Chamber of Commerce	Chinyere J. Hubbard	President and CEO
Chambers of Commerce	Northern Virginia Chamber of Commerce	Julie Coons	President and CEO
Workforce Development	DC Workforce Investment Council	Drew Hubbard	Executive Director
Workforce Development	NOVA Community College	Anne Kress	President
Foundation	Strada Education Foundation	Stephen Moret	President and CEO
Foundation	United Way of the National Capital Area	Rosie Allen-Herring	President and CEO
Foundation	The Community Foundation	Tonia Wellons	President and CEO
Foundation	The J. Willard and Alice S. Marriott Foundation	Mieka Wick	CEO
Foundation	The Morris and Gwendolyn Cafritz Foundation	Gretchen Greiner-Lott	Co-Executive Director
Higher Education	Howard University	Rashad Young	Senior Vice President and Chief Administrative Officer
Transportation	Washington Metropolitan Area Transit Authority (WMATA)	Randy Clarke	General Manager and CEO
DC	Janeese Lewis George Mayoral Campaign	Tommy Wells	Chair
Non-profit	Federal City Council	Kevin Clinton	Chief Program Officer
Federal Government	National Capital Planning Commission	Diane Sullivan	Acting Executive Director
Tech Council	Northern Virginia Technology Council	Jennifer Taylor	President and CEO
Tech Council	Maryland Tech Council	Kelly Schulz	CEO
Technology and Community	Amazon	Brian Kenner	Global Head Community Engagement
Tech Manufacturing	Micron	Bo Machayo	Senior Director and Head of U.S. Government and Public Affairs
Technology and Venture Capital	DC Startup and Tech Week	Rachel Koretsky	Co-Founder and Director
Venture Capital	Revolution	David Hall	Managing Partner
Sports and Entertainment	Monumental Sports and Entertainment	Zach Leonsis	President and Vice Chairman
Health	Inova	Stephen Jones	President and CEO
Finance	Capital One	Kevin Borgmann	Senior Advisor to the CEO
Real Estate Development	EYA and ULI Washington	Evan Goldman	Executive Vice President and Vice Chair
Place-Based Association	DC BID Council	Colleen Hawkinson	Executive Director
Hospitality Association	Restaurant Association of Metropolitan Washington	Shawn Townsend	President and CEO
Advisors to the Steering Committee			
Advisor	George Mason University	Terry Clower	Northern Virginia Chair and University Professor
Advisor	Urban Institute	Brett Theodos	Director
Advisor	The Brookings Institution	Tracy Hadden Loh	Fellow
MWCOG			
Committee Management	Metropolitan Washington Council of Governments	Sakina Khan	Director of Community and Economic Services
Committee Coordination	Metropolitan Washington Council of Governments	Emilio Urteaga	Senior Economic Planner
CEDS Consultant			
Consultant	McKinsey & Company	Ben Safran	Partner