

LOUISIANA COMMUNITY DEVELOPMENT NEWSLETTER



Aiming to Be More Competitive

Is your community aiming to become more competitive, but not yet prepared to go through the strenuous process of becoming an official Louisiana Development Ready Community? LED recommends the [Community Competitiveness Initiative \(CCI\)](#).

Understanding your community's economic development capacity is critical in securing job creation and business investment seeking to locate or expand in Louisiana. The Community Competitiveness Initiative is designed to enhance community competitiveness by focusing communities on economic development capacity and readiness at the local level.

Using the CCI tool – an Economic Development Capacity measurement – communities can identify areas that help them to become competitive ...

To begin building your community support network, click [here](#) to visit our partners page.

and focus on economic development capacity at the parish, municipal or organizational level. Then communities can move forward by engaging in (1) an in-person meeting with the local Economic Development Board or community leaders, or (2) a meeting facilitated virtually with the LED team.

In order to gauge the economic development readiness of each community, participants use 20 indicators that identify which of the three stages a community is in their economic development process – emerging, developing, or achieving. Indicators are then grouped by type: organization, product development, marketing and business development, and community resilience. The information gleaned through this process is primarily used for planning, allocating resources and developing policies to enhance economic development in Louisiana.

Not only can this process help communities identify opportunities for improvement, it can help to determine where LED should focus efforts and resources to help strengthen economic development capacity throughout the state.

If you are interested in learning more about CCI, please visit LouisianaCommunityNetwork.org or contact Robby Abboud at Robert.Abboud@la.gov to find out more about the program.

To begin building your community support network, click [here](#) to visit our partners page.