



FOR IMMEDIATE RELEASE

Northern Neck Planning District Commission Becomes First in Virginia to Adopt Digital CEDS™

WARSAW, VA – April 6, 2022 - The Northern Neck Planning District Commission has become the first organization in the Commonwealth of Virginia to transform its Comprehensive Economic Development Strategy (CEDS) report into an interactive Digital CEDS™ platform.

“In today’s competitive, global market, it is important for regions to embrace a long-term economic development strategy to serve as a roadmap to progress and prosperity,” says Jerry W. Davis, AICP, Executive Director of the Northern Neck Planning District Commission. “Digital CEDS™ enables us to provide our regional stakeholders with a valuable, digital resource that helps drive public engagement and stakeholder collaboration around the planning process.” The platform also provides a framework that enables the NNPDC to easily update its CEDS content and more efficiently track and benchmark local and regional progress to inform how to better diversify the economy and spur economic growth.

StateBook International Inc. developed Digital CEDS™ to help regions take their CEDS reports to the next level, transforming the CEDS from static, pdf document into a digital platform complete with StateBook’s always-updated socioeconomic data visualized in GIS mapping, tables, charts and graphs. StateBook is American’s premier source for location intelligence data ranging from workforce, industries, and demographics data to utilities, transportation, and quality of life, as well as partner data, including Climate Alpha’s climate risk indexes and Global Impact’s Impact Potential Score®, real-time mobility data from cell phones, and demographic forecast data through 2050.

“We’re proud to support the Northern Neck with our data and Digital CEDS,” said Calandra Cruickshank, founder and chief executive officer for StateBook. “Our goal is to provide an easy-to-navigate platform that facilitates researching, developing and reporting on locally-grown strategies to guide regional economic development, encourage partnerships and collaboration, and improve economic outcomes, resilience, and overall quality of life across the region.”

The NNPDC and other Economic Development Districts are required to update and submit a CEDS report to the U. S. Department of Commerce- Economic Development Administration (EDA) at least every five years in order to qualify for infrastructure and technical assistance grants, as well as other federal or economic recovery funding. The site for the Northern Neck’s Digital CEDS is: <https://northernneck.digitalceds.com/>

Contacts: Calandra Cruickshank, Founder & CEO, StateBook International, 845.853.3760, calandra@statebook.com
Jerry W. Davis, AICP, Executive Director, Northern Neck Planning & Development Commission, (804) 333-1900, jdavis@nnpdc17.state.va.us

About the Northern Neck Planning District Commission

The [Northern Neck Planning District Commission](#) was created in 1969 pursuant to the Regional Cooperation Act adopted by the Virginia General Assembly. The Commission is a confederation of the four Northern Neck counties ([Lancaster](#), [Northumberland](#), [Richmond](#), and [Westmoreland](#)), established to plan for the orderly and efficient physical, social, and economic development of the Northern Neck Region.

About StateBook

[StateBook](#) is the leading provider of trusted socioeconomic data for location analysis. Fortune 500 companies, real estate investors, banks, and communities use StateBook insights to identify the most strategic opportunities for investment, confirm project viability, and mitigate risk. StateBook licenses its data to provide speed-to-market to technology companies delivering data insights to their customers. StateBook also provides Digital CEDS™, the Economic Resilience Scorecard™ (in partnership with the International Sustainable Resilience Center), and other digital, data-driven products for economic development organizations. StateBook recently added mobility data, Impact Potential Scores®, Climate Alpha Risk Indexes, and forecasting data to its arsenal of socioeconomic data.