NORTHUMBERLAND COUNTY ECONOMIC DEVELOPMENT COMMISSION

Meeting: October 17, 2023

AGENDA

- Roll Call

- Agenda Review

- Review of meeting notes from September 19, 2023, meeting

- Building Permits Comparison Report: September 2023

- Updates:
    - Commissioners
    - Executive Director
    - County Administrator

- ARPA Tourism Funds

- VA 250 Tourism Marketing

- Callao Hometown Community Association

- EDC Economic Development Plan

- New Business

- Adjournment

NORTHUMBERLAND COUNTY ECONOMIC DEVELOPMENT COMMISSION

Meeting: September 19, 2023

Minutes

- Roll Call – The meeting was called to order at 6:00 PM. A quorum was present with Melissa Burns-Carter, Karen Pica, Dan Corder, Robert Bullard, Drew Basye in attendance.

- Agenda Review – shifted agenda with guest speaker going first.

- Virginia Tourism Commission (VTC) Presentation: Laura Messer

  o Provided a presentation that informed the group of economic impacts to Northumberland County from 2017 – 2020.
  o Informed the commission of the services available from the VTC.

- Review of meeting notes from July 18, 2023, meeting – Pica noted thanks for making changes

- Building Permits Comparison Report: July-August 2023
  o Information shared.
  o Mr. Corder asked a few questions about the numbers in the report to understand if the total cost were realized or actual.

- Updates:
  o District 1 Commissioner –
    ▪ Dan introduced himself and provided his background.
    ▪ He shared information from some potential investors as they are planning to put in a permit request to Board of Supervisors. Dan asked for clarification on how the EDC works with BOS and how recommendations/decisions are made or enacted.
    ▪ Obier's is still moving forward on construction in Callao. The store will provide fresh meats and seafood.
    ▪ A doctor in Callao established an office in Callao and will provide conventional medical care and herbal care.
  o District 3 Commissioner –
    ▪ Melissa shared info about ongoing work related to workforce housing and senior housing.
    ▪ Discussing potential senior housing opportunity with Dan.
    ▪ Identified the need for work force housing under $250,000 and that current loan programs do not match up with borrower qualification.
    ▪ Met with Albert Pollard to discuss the six (6) Airbnb facilities he has.
  o District 4 Commissioner –

- - Karen shared that the Dollar General building in Wicomico Church is framed in.
    - 250-acre farm parcel just outside of Kilmarnock is sold.
    - A discussion about the many Dollar General and like stores in the County. Dan provided to the discussion and said there were previous attempts to bring in additional stores like Trader Joes, but there was no interest from them.
  - Executive Director –
  - Deputy County Administrator –
    - All Points Broadband is scheduling their "first lighting" ceremony at the end of September in Lewisetta.
    - BEAD program will be available to augment any additional infrastructure support required for the County.

- ARPA Tourism Funds
  - Executive Director (ED) shared updates on ARPA funds. Karen asked for chart to be updated to include new finish/expected finish dates for projects, remaining balances in funds, and expiration date of funds.
  - ED discussed the ARPA Billboard advertising plan.
  - Glebe Point Kayak Launch Completed
  - All kayak facilities under review to ensure ADA compliancy.

- VA 250 Tourism Marketing – nothing new to share

- Callao Hometown Community Association – Deputy County Administrator provided updates:
  - Crab Crawl/ 5K Run/Walk September 23rd
  - Annual Fire Department Meeting Oct 25th
  - Halloween Celebration Oct 28th
  - Finalizing paperwork for transfer of Primis Bank parling lot to the park.

- Discuss Citizens Input – Commissioners expressed appreciation for citizen input, all input was reviewed and feedback on transparency to be implemented as well as other feedback.

- EDC Economic Development Plan –

  - ED shared plan for updating the development plan. Commissioners asked for clarification on which plan (one ending in 2018 or 2021). Karen again asked for the plan to be posted to the EDC site (a request made in August) so it can be transparent for County residents.
  - Schedule to update plan is.
    - Oct 2023 – Feb 2024 – Analysis
    - Mar 2024 – April 2024 – Bottom-Up Review
    - May 2024 – Draft Plan (tentative)

- Karen shared a document that she created from the strategic plan and the review of the NNPC plan.
- Discussion with Commissioners and staff on the strengths, weaknesses, and needed actions have changed dramatically. Commissioners asked what action items are completed vs which are still open to identify a starting point for the update. Other topics of discussion were frequency of meeting to complete the plan on schedule and if working sessions will be required.
- In addition to the plan, Commissioners agreed to create 6-, 12-, and 18-month goals so there are actions underway and completed to address challenges and community input on need for more economic development.

- New Business
  - Posting of meeting agenda and EDC Plan on EDC website for transparency.
  - Election of officers for EDC.
  - Research for McDonalds or similar fast-food franchise in Northumberland. County.

- Adjournment – Meeting adjourned at 8:23 PM

ARPA TOURISM PROJECT STATUS: as of October 2023

Description	Timeline	Status
PAID MEDIA		$6000/$19,000
2 billboards will be leased during the shoulder season	October 2023	Identified several (5) locations for review and final decision
Waterway Guide, 1/2 page ad, Virginia Living ad 1/2 page	November 2023	First article published on waterway guide https://www.waterwayguide.com/destination-travel-guide/72/northumberland-county-va Second advertisement submitted 9/14/2023
Participation in 5 issues of Virginia.org's e-newsletter	October 2023	
MARKETING PRODUCTION		$0 / $10,000
Hire a company to curate and produce 2-3 short videos	July 2023	Researching
5000 copies of county kayak brochure	March 2023	
Hire a consultant to manage digital and social media outreach on added waterfront amenities	November 2023	Researching
TOURISM PRODUCT DEVELOPMENT		$8,500/$41,000
Vir-Mar Beach - adding picnic tables, signage, and safety measures	March 2023	Visited location and identified optional locations for placement of picnic tables
Glebe Point - improve picnic tables	March 2023	-Work with B&Z and County Planner on Kayak facilities. -Received updated quotes for Glebe Point kayak launch area. -Presenting these to the Board of Supervisors for review.
Fishing Pier at Great Wicomico River - kayak launch improvements & signage at only public fishing pier in County	May 2023	- 29 June: Contacted 4 Marine Construction Companies (site visit with each on week of 3 July) -28 Feb: Visited location and identified optional locations for placement launch ramp
Lodge Landing - kayak launch & signage	April 2023	- 29 June: Contacted 4 Marine Construction Companies (site visit with each on week of 3 July) - 28 Feb: Visited location and identified optional locations for placement launch ramp
Rowe's Landing - kayak launch & signage	April 2024	- 29 June: Contacted 4 Marine Construction Companies (site visit with each on week of 3 July) -28 Feb: Visited location and identified optional locations for placement launch ramp
Interpretive signage for Story Walk among public access sites	July 2023	

ARPA TOURISM PROJECT STATUS: as of October 2023

American Rescue Plan Act Tourism Recovery Program

Final Deadline to Obligate Funds - December 31, 2023

As you know, we are quickly approaching a critical program deadline. VTC understands that Spending Plans, timelines, and budgets may need to be modified or re-obligated for various reasons. Recipients MUST obligate all funds and submit the appropriate reporting requirements by **December 31, 2023**. Meaning if your approved Spending Plan has changed significantly (criteria below), a Spending Plan Modification will need to be submitted, reviewed, and approved. The deadline to "<u>submit</u>" the Spending Plan Modification is December 31, 2023; the review and approval will follow. While the deadline is December 31, 2023, to obligate funds and submit a Spending Plan Modification, we urge all localities to submit the modifications sooner than later.

<u>Spending Plan Modification Criteria</u>

A modification must be completed prior to the next Expense Report submission, but no later than **December 31, 2023**, if:

- There is a $10,000 change between any of the marketing categories.

    - Example: You initially had $30,000 allocated for Paid Media, $20,000 for Marketing Production and $10,000 for Tourism Production Development. When you received your invoices, the Paid Media invoices were $10,000 higher than originally budgeted, so you decide to move the $10,000 from Tourism Production Development and re-allocate it to Paid Media, zeroing out Tourism Production Development budget and raising the Paid Media allocation to $40,000.

- There is a $10,000 change within the same marketing category.

    - Example: You placed $50,000 for paid media $30,000 for radio advertising and $20,000 for digital display impressions. After seeing an upswing in tourism from your new radio ads, you want to transfer the $20,000 from digital display impressions to $50,000 for radio advertising.

- Activity change

    - Example: You initially wanted a city mural painted, and the approved activity fell through, so now you would like to switch the activity to creating digital content/video shoot or web hosting.

        - When an approved activity changes regardless of the funding amount, you must submit a Spending Plan Modification to confirm the new activity is "eligible." <u>Please do not wait to submit changes in December, it is **highly recommended** to submit activity changes</u>

> prior to December, to ensure that the activity and change is eligible and approved by VTC.

- Timeline

  - A modification is required by December 31, 2023, if you are unable to complete the activity or your locality cannot provide expenditures or receive all goods and services by the June 2024 deadline.

Minor changes, that would not be required immediately, but are still required to be submitted by December 31, 2023, include, but are not limited to:

- The "Marketing Categories" change

  - Example: You initially had $5,000 allocated to Paid Media and $20,000 to Tourism Product Development. After realizing you came under budget in the Tourism Product Development category, you would like to reallocate $2,500 to Paid Media, changing the totals in "marketing categories" to Paid Media $7,500 and Tourism Product Development now $17,500.

Minor Changes that can be submitted up through June 30, 2024:

- Timeline

  - If the timeline changes, a modification is not necessarily needed immediately. For minor timeline changes, please send an email to the support email at support@vatourismarpa.com with a revised timeline and we can add the timeline to the back-office of the portal for documentation purposes.

Please remember that NO DOLLAR AMOUNTS can be revised in your spending plan after December 31, 2024. All funds MUST be obligated by December 31, 2024.

Spending Plan Modification Steps:

1. Request that your approved Spending Plan be reopened for a modification by emailing support@vatourismarpa.com.
2. Update your Marketing Categories and Tourism Development funding amount to align with your revised Budget Breakdown.
3. Revise your spending plan narrative and budget breakdown to reflect the new activity, timeline, and funding amount (showing the original and revised amounts)

   a. A modification Budget Breakdown template is available upon request (see attached). The template is a basic form that HORNE and VTC prepared for the localities to utilize as a "guide". It is not a requirement to use our

template. Please email the support email at support@vatourismarpa.com to request the template.

4. Submit a brief summary of what changed from the original plan to the newly revised spending plan narrative.
5. Once all documents have been revised, please be sure to click "Submit."
6. The Spending Plan will then go through the review process and ultimately be reconfirmed/approved.

NOTE: A modification of the spending plan narrative can be shown in the documentation by:

- Placing the new amount/activity/category in a different color font or by highlighting on the spending plan narrative and budget breakdown, and
- Providing the original total and revised total columns to show the difference on the spending plan narrative and budget breakdown; and/or
- Providing the original timeline and revised timeline.

Please remember when making modifications:

- If a locality has already submitted/approved Expense Reports, please do not change or alter sections of the Spending Plan or Budget Breakdown that relates to prior expensed funding.
- **ALL funds must be obligated by 12/31/2023, no dollar changes to the Spending Plan will be accepted after 12/31/2023.**
- You can receive goods or services after 12/31/2023 as long as the goods or services can be paid for by 06/30/2024. All Activities MUST be completed by **06/30/2024**. If an activity or service is not completed by this deadline and not available to the public. The locality could potentially forfeit the funds for the activity or service in question.
- Sub-recipients are required to follow a procurement process that is as stringent, if not more stringent than the federal procurement requirements contained in the Uniform Guidance. In some cases, that may require purchases of eligible goods and services to be procured through a competitive bidding process, depending on the circumstances. We encourage localities to seek legal or auditing guidance from within their own municipality should additional questions arise.
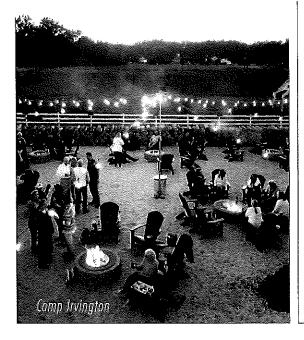
LANCASTER 2035

Exciting News from the Lancaster Board of Supervisors

Dear Lancaster County Resident,

In 2020, the Board of Supervisors, as directed by the County Strategic Plan, formed the Citizens Business Relations Advisory Committee (CBRAC). A key part of their mission was to create a 2035 Strategic Plan. CBRAC is looking for ways to strengthen our economic future and enhance our lifestyle while retaining our rural charm. They began by reviewing our county's strengths, weaknesses, opportunities, and threats. These impact us all in some way; in many ways we are already feeling the results of some problems.

Camp Irvington

Key findings, our challenges, and a Vision for 2035

Our Biggest Problem: Declining Workforce Population

Over the last 10 years, the number of people in the 20-55 year old age bracket has declined by 8.6% which is over 900 residents. Here's what this means:

- Businesses can't find workers, especially in the trades, and consumer services suffer.
- The school population is declining.
- As a result, higher taxes will burden the remaining population.

Six key strategies have been identified and are underway to make Lancaster a highly desirable place to live, work, and play!

- Bring **broadband access** for all
- Create a **business-friendly** environment
- **Transform our schools** into dynamic and innovative places with outstanding facilities
- Build **housing for all**
- Expand **recreation and cultural opportunities**
- **Communicate the issues with all residents.** Knowledge of the issues and strategies may help stimulate private investment and public-private partnerships.

As we begin this process, we welcome your involvement and enthusiasm to boost our community and help us thrive.

The County Government cannot do it alone. It will take all of us pulling together.

- Bring forward your ideas to one of the committee members.
- Public private partnerships will be essential.
- Actively support new growth opportunities.
- Mentor and offer internships to young people.

We need your support and welcome your ideas. Please visit www.lancova.com/lancaster2035 **for more details and learn how you can become involved!**

Camp Kekoka

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements

GOAL 1

Infrastructure that facilitates the expansion of existing businesses and attracts new, higher-wage industry sectors

This goal recognizes that the region has to provide the infrastructure necessary for existing industry to stay competitive in a global economy and to provide a platform to

Objective A: Improved telecommunications infrastructure

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Pursue deployment of broad-band infrastructure across the four counties in partnership with the private sector.	Northern Neck Broadband Authority, Metrocast, Northern Neck WiFi, Verizon Wireless, and other providers	2018-2020	USDA loan application pending for NNWF, current upgrades within service are for Metrocast	Northern Neck Broadband Authority	1) Square miles served by ISPs; 2) Number of customers served by ISPs; 3) Number of permit applications for pole installations
2) Review land-use ordinances to make it easier to obtain telecommunications-infrastructure permits	Counties, Boards of Supervisors, Planning Commissions, Land Use Offices	2018-2019	Planning Phase	Boards of Supervisors, County Administrators	Number of jurisdictions updating their ordinances

Objective B: Improved transportation infrastructure

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Implement the 2035 Regional Long Range Transportation Plan.	Counties, towns, VDOT, CTB, Bay Transit	2018-2035	Pending CTB funding	VDOT District Office and PDC	At least one project from 6-year plan completed each year
2) Develop regional bus links to connect the Bay Transit bus network.	Ken Pollock & Bay Transit	2018-2023	Planning Phase	Bay Transit, Counties, VDRPT, Federal Highway Administration	New bus routes established
3) Pursue funding for spot improvements to Route 3.	VDOT, CTB, Counties	2018-2023	Pending CTB funding	Counties, VDOT District Office, PDC	1) Number of road improvements completed; 2) Decrease in the number of

Objective C: Improved availability of buildings appropriate for commercial activities

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Pursue funding for feasibility studies to identify new sites, plan development, and construction	Counties, Towns, NNPDC, EDA, GO Virginia, VEDP	2018-2035	ongoing	Counties, NNPDC	# of projects

Objective D: Expand wastewater infrastructure

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Pursue funding for feasibility studies and construction	Counties, Towns, NNPDC, USDA, DEQ, CDBG	2018-2035	ongoing	Counties, NNPDC	# of projects

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements

GOAL 2

A workforce equipped with the skills and flexibility needed to succeed in a technology-based economy

The second goal addresses the concerns of regional stakeholders for the need to improve college and career readiness and prepare citizens for a more technologically-advanced world. The

Objective A: Additional education and training programs offered in K-12, post-secondary, and adult education and dual-enrollment programs offered through Rappahannock

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Develop a marine-technology and career-technical Science, Technology, Engineering and Math (STEM) Academy.	RCC, NN Technical Center, School Districts	2019	The board of education approved the proposal to establish a Governor's STEM Academy in Richmond County.	the NN Technical Center STEM Academny board	earned employment rate; # of people completing the program and gaining a credential; 100% of teachers are trained to teach their respective programs
2) Connect career-training programs to more closely match IT, maritime, and healthcare industry identified needs.	RCC, Technical Center, School Districts, VEC/WIA	2019	Informal meetings are being held now	RCC Workforce Development and CTE	50% increase in IT certifications
3) Create a formalized "business services and needs" group for the NN region	NNCBRP, VEDA, RCC, Small business development center, Chamber of Commerce, NNPDC, VEC, WIB	2019	Many groups are independently working on this that need to be brought together	WIA	complete a needs assessment

Objective B: Increased number of students and job seekers mastering workplace-readiness skills

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Increase existing workplace readiness and career readiness certificate programs being used by local institutions.	RCC, Technical Center, School Districts, VEC Workforce Center, WIA (workforce investment act)	Fall 2018	Planning Phase	RCC Workforce Development	a 25% increase over the current number of people receiving these certificates in the 2018-19 school year
2) Increase recognition of existing certificate programs to workers and employers.	All of the above and the chambers of commerce	Spring 2019	Planning Phase	RCC Workforce Development, VEC, and WIA	a 200% increase over the current number of businesses that recognize these certificates in the 2018-19 school year
3) Increase the availability and promotion of basic computer skills courses.	Rappahannock Electric and Goodwill Foundation (both have previously offered these courses), Public Libraries, VEC, and RCC	2014	Some programs already exist	VEC	a 50% increase in the number of offsite courses being offered
4) Promote existing soft-skills training programs and create new ones as needed	RCC, VEC, Toastmaster, CTE, VA Tech Cooperative Extension, and Univ. of Mary Washington Small Business Development Center	2019-2020	Planning Phase	Chambers of Commerce	the courses are scheduled during off-business hours; course attendance increases by 100%

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements

GOAL 3

A more business-friendly atmosphere across the Northern Neck

The third goal aims to support existing businesses while building opportunities for new businesses in the region

Objective A: Development of small-business culture and entrepreneurial spirit

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Train the region's government agencies that interact with businesses on how to better serve the business community	SBDC, RCC, SCORE, VCC, Chambers of Commerce, School Districts, the NNPDC, Visions	2018-2019	Planning Phase	RCC and Visions	Number of government employees trained
2) Continue to promote the region's Enterprise Zone program	Counties, Chambers of Commerce, Towns, NNPDC	2018-2025	Ongoing	NNPDC	Number of Enterprise Zone applications submitted per year
3) Create a "Business Information Packet" for the Northern Neck region that includes an inventory of resources and a survey for feedback	NNPDC, Counties, Towns	2018-2019	Planning Phase	NNPDC	Number of packets requested
4) Establish at least one business incubator/accelerator per county (with access to a team of experts assisting with financial and marketing advice)	SBDC, RCC, SCORE, VCC, Chambers of Commerce, School Districts, the NNPDC	2018-2023	Planning Phase	NNPDC, Counties	Number of incubators/accelerators created

Objective B: Establishment of the region as a marine-hub for the Mid-Atlantic

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Implement tax policy favorable to marine activities in the region	VIMS, Counties, Chambers of Commerce	2018-2023	Planning Phase	Boards of Supervisors, County Administrators	1) Number of policies implemented; 2) Number of slips available; 3) Number of water-access locations; 4) Number of boats registered
2) Develop tourism initiative with watermen, marinas	VIMS, Marina Owners, Northern Neck Tourism Commission	2018-2023	Pilot project in progress	Northern Neck Tourism Commission	Number of initiatives
3) Recruit businesses and industries where geographic proximity between Norfolk and Baltimore will be a strategic advantage	Northern Neck Tourism Commission, NNPDC	2018-2023	Planning Phase	Northern Neck Tourism Commission	Number of businesses recruited

	Key Contacts	**Timeline**	**Status**	**Responsible Party**	**Measurements**

GOAL 4

Effective and sustainable use of the region's natural beauty, cultural amenities, and tourism opportunities

The fourth goal aims to promote and protect the defining asset of the Northern Neck. The region's economy has been anchored to the water and the land for over 200 years. Its future is still tied to

Objective A: A successful branding and marketing effort for the region

	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Brand Northern Neck foods, wines, and other products with a tag that can be easily recognized beyond the State of Virginia. For example, "A Product of George Washington's Northern Neck", and Create a Northern Neck food trail	Northern Neck Tourism Commission, Virginia Tourism Corporation, all related private-sector owners, TLCVA.com; Westmoreland County Tourism	2018-2023	ongoing	NNTC	Measurable increase in tourism expenditures in the region by 10% within 3 years, participation, web hits
2) Continue to pursue National Heritage Area designation by the U.S. Park Service	Counties, Northern Neck Tourism Commission	2018-2021	Feasibility study completed	NNTC, NNPDC	Getting the designation
3) Develop tourism activities with watermen and farmers	NNTC, industry groups	2018-2021	ongoing	NNTC	# certified, # tours

Objective B: Development of additional public water-access points

	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Identify existing locations in the four counties	Northern Neck Public Access	2018-2021	ongoing	NNPAA, Counties	8 new or enhanced sites, including
2) Quick win: Create 'link to' program from NNTC to industry stakeholders	NNTC, tourism industry constituents	6 months	beginning	NNTC	50% of industry stakeholders have logo/link on website or other
3) Identify retiree/student with videography/scripwriting skills	NNTC, retiree community	9 months	beginning	NNTC	video completed

	Key Contacts	Timeline	Status	Responsible Party	Measurements

GOAL 5

Community Resilience

The fifth goal aims to make the Northern Neck Region a resilient community.

Objective A: Hazard Resilience

	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Support mitigation projects that will result in protection of public or private property from natural hazards.	Counties, Towns, NNPDC	2018-2023	ongoing	Counties, Towns, NNPDC, private sector businesses	Implementation of buried electric utility lines, insulation, and redundancy in public facilities.
2) Integrate mitigation-plan requirements and actions into other appropriate planning mechanisms such as comprehensive plans and capital improvement plans.	Counties, Towns, NNPDC	2018-2023	ongoing	Counties, Towns, NNPDC	Inclusion in Local & Regional Planning mechanisms
3) Promotion, education and implementation of nature-based resiliency practictices.	Counties, Towns, NNPDC, environmental organizations & non-profits	2018-2023	ongoing	Counties, Towns, NNPDC, environmental organizations & non-profits	Living shoreline projects, other environmental organization efforts

Objective B: Economic Resilience

	Key Contacts	Timeline	Status	Responsible Party	Measurements
1) Undertake efforts to broaden the industrial base with diversification initiatives, such as targeting the development of emerging clusters or industries that (a) build on the region's unique assets and competitive strengths; and (b) provide stability during downturns that disproportionately impact any single cluster or industry.	Counties, Towns, NNPDC	2018-2023	ongoing	Counties, Towns, NNPDC	# of emerging clusters
2) Adapt business retention and expansion programs to assist firms with economic recovery post-disruption.	Counties, Towns, NNPDC	2018-2023	ongoing	Counties, Towns, NNPDC	# of expansion programs and businesses assisted
3) Build a resilient workforce that can better shift between jobs or industries when their core employment is threatened through job-driven skills strategies and support organizations.	Counties, Towns, NNPDC, RCC	2018-2023	ongoing	Counties, Towns, NNPDC, RCC	# of career training/re-training courses offered localy
4) Promote business continuity and preparedness (i.e., ensuring businesses understand their vulnerabilities—including supply chains—in the face of disruptions and are prepared to take actions to resume operations after an event).	Counties, Towns, NNPDC	2018-2023	ongoing	Counties, Towns, NNPDC	# of informational events and material distributed