

2009-2010
Building Communities Educational Series

**Community Development in a Difficult Economy ...
Readying for the Rebound**

Brought to you by the Center for Community & Economic Development
Co-sponsored by the Sustainability and Energy Teams
University of Wisconsin-Extension



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Today's Presenters

Andy Lewis

Community Development Specialist, Center for
Community and Economic Development, U.W.
Extension



Andy has been with U.W. Extension for 26 years and has served as an Extension specialist in the Center since 2001. Lewis currently focuses on developing educational programs and tools that assist communities in developing strategies for improving jobs, income and quality of life.

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Broadband and E-Commerce: Putting
the “E” in Community and Business,
January 19, 2010

Andy Lewis
andy.lewis@uwex.edu

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Purpose of Today's Program

-Provide you with an overview of E-Commerce...

For Communities

For Business

Discuss the Role Communities Can Play in
Facilitating an Appropriate E-Commerce
Environment

Provide you with a few resources to assist you
with that process

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Name This Technology

Once upon a time....

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http://localtechwire.com/business/local_tech_w



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The Road to Prosperity



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Change Is Happening Quickly

From Dial Up Access to.....?

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The Internet has changed our lives

(Especially the way we teach, the way we learn, the way we conduct business, the way we communicate...)

- The Internet service enables applications.
- Broadband (or bandwidth) is required!
- The Internet is a necessity these days, it's not a luxury.
- The change is not over, it has just begun.



Remember These?



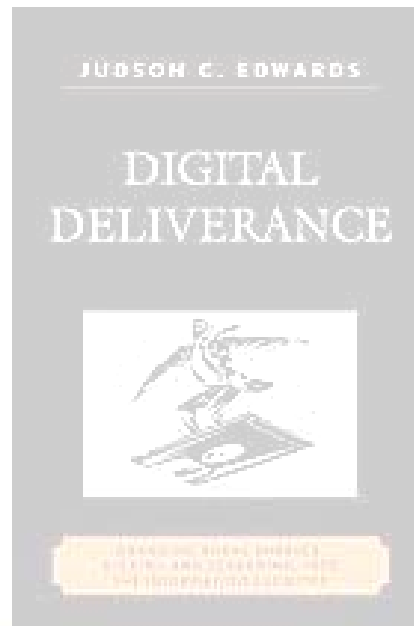
DEC Rainbow (Burnett County
UWEX Office, 1983)

Compaq "Portable"
Grant County UWEX Office,
1986



Don't confuse promising new tools with panaceas

“In short, access to telecommunications technology may be a necessary condition for rural economic growth, but it is far from sufficient.” (*Digital Deliverance*, p. xiv)



Dr. Judson Edwards, Director
of the Center for International
Business, Troy University

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The Digital Divide

“Though economic development benefits are possible for remote areas in the information economy, research studies suggest that rural communities throughout the United States are struggling to adapt and apply information technologies for economic and social development.” (Digital Deliverance, p. 2)



Governor Bob Riley, Alabama:

"Rural communities offer so much in quality of life and have so much potential. But without sufficient access to broadband, these communities and their residents will remain technologically isolated, and thus, disadvantaged."

"It only makes sense that if broadband technology enables a person to work anywhere, naturally people will live and work where quality of life is high"
(Digital Deliverance, p. 121)

<http://www.timesdaily.com/article/20090123/ARTICLES/901230327?Title=State-wants-high-speed-Internet-available-everywhere-in-Alabama>



Traditional Approach To Economic Development

Economic development strategies have traditionally invested in infrastructure:

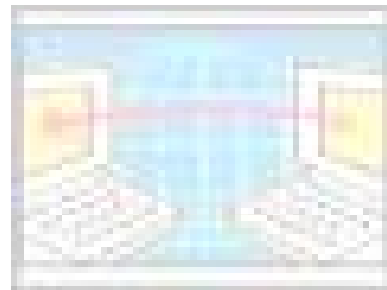
- Highways
- Water sources and sewer lines
- Reliable electric and gas services
- Railroads and ports
- Affordable land



New Economic Development Strategies

Our information economy requires new economic development strategies to keep our communities economically viable

Technology planning is an essential element of new economic development strategies



“Digital Deliverance: Dragging Rural America Kicking and Screaming , Into the Information Economy” by Judson Edwards

“From the analysis of state policy, two significant conclusions are recognized with regard to strategies for encouraging broadband access. First, assuring rural access to broadband telecommunications begins with an inventory of existing infrastructure”.



Planning follows infrastructure investments?



NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION

You are here: > [NTIA Home](#) > [Press](#) > 2009 > [Broadband Mapping Awards](#) | [Contact NTIA](#)

COMMERCE DEPARTMENT'S NTIA AWARDS GRANTS FOR BROADBAND MAPPING AND PLANNING IN ALABAMA, IDAHO, MARYLAND, MASSACHUSETTS, WASHINGTON, WISCONSIN, AND WYOMING
Recovery Act Funding to Lay Groundwork for Enhanced Internet Services

For Immediate Release: November 6, 2009
Contact: Jessica Schafer, 202-482-5670 or press@ntia.doc.gov

WASHINGTON – The Department of Commerce's National Telecommunications and Information Administration (NTIA) today announced that it has awarded grants to fund broadband mapping and planning activities in Alabama, Idaho, Maryland, Massachusetts, Washington, Wisconsin, and Wyoming under NTIA's State Broadband Data and Development Grant Program. The program, funded by the American Recovery and Reinvestment Act, will increase broadband access and adoption through better data collection and broadband planning. The data will be displayed in NTIA's national broadband map, a tool that will inform policymakers' efforts and provide consumers with improved information on the broadband Internet services available to them.

NTIA received applications representing all 50 states, 5 territories, and the District of Columbia to participate in the program, meaning that all governments that were eligible to apply for grants did so, whether directly or through a designated entity. The first eight grants under this program were announced last month and the agency expects to continue announcing awards on a rolling basis throughout the fall.

"This program will advance efforts to expand broadband access and adoption nationwide, which is vital to job creation and economic recovery," said Assistant Secretary for Communications and Information and NTIA Administrator Lawrence E. Strickling. "NTIA will continue to provide guidance to applicants where necessary to help them improve their proposed projects, so that all states and territories can soon participate in this initiative."

Alabama: NTIA has awarded the Alabama Department of Economic and Community Affairs (ADECA) approximately \$1.4 million for broadband data collection and mapping activities over a two-year period and approximately \$463,000 for broadband planning activities over a two-year period in Alabama, bringing the total grant award to almost \$1.9 million. ADECA the designated entity for the state of Alabama.

Idaho: NTIA has awarded the Puget Sound Center for Teaching, Learning and Technology approximately \$1.3 million for broadband data collection and mapping activities over a two-year period and approximately \$492,000 for broadband planning activities over a three-year period in Idaho, bringing the total grant award to approximately \$1.8 million. The Puget Sound Center for Teaching, Learning and Technology, a private nonprofit center, is the designated entity for the state of Idaho.

More Information

- [FY2010 Budget Request](#)
- [Additional Info](#)

Done

Internet 100%

SEARCH:

American Recovery and Reinvestment Act



For NTIA's efforts, visit [NTIA: Recovery Act](#).

Broadband Technology Opportunities Program

Commerce Spectrum Management Advisory Committee

RSS News Feed

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National Broadband Plan Delayed until March 17, 2010

National Broadband Plan Deadline Moved Back Four Weeks

Posted on January 7, 2010 by FHH Law

Congress consents to roll the NBP deadline back from February 17 to March 17.



Maybe now the FCC will look at requests for extensions of deadlines more sympathetically.

The Commission has been working at breakneck speed for months in an effort to meet the February 17 deadline which Congress imposed for the delivery of the National Broadband Plan. It's a huge undertaking, as our readers have probably figured out from our efforts to chronicle the FCC's myriad inquiries, notices, etc.

But despite an "all hands on deck" total immersion approach involving pretty much every warm body on the Commission's staff, it became apparent to the FCC higher-ups that they won't be able to make the February 17 deadline. Since that deadline was set by Congress, the FCC couldn't just ignore it. Rather, the Commission had to ask for an extension from the Senate and House Commerce Committees – just like so many of us have to ask the FCC for extensions every now and then. So [Chairman Genachowski went to Congress and asked for four more weeks.](#)

At least one published report indicates that, fortunately for the Commission, Congress was feeling charitable: word is that the NBP deadline has officially been shifted four weeks, to March 17.

TAGS: American Recovery and Reinvestment Act of 2009, Broadband, Broadband Initiatives Program, Broadband Technology Opportunities Program, Broadband stimulus, Deadlines, Internet, NBP, NOFA, NTIA, National Broadband Plan, Notice of Funds Availability, RUS, Re-purposing of TV spectrum, Stimulus Package, Uses of spectrum, Wireless broadband

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<http://www.commlawblog.com/2010/01/articles/>

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2002 U.S. Department of Commerce Study:

Because broadband technologies are so new (and continue to evolve), there are no definitive studies of their actual impact on regional economic growth and tech-led economic development.

Understanding Broadband Demand: a Review of Critical Issues,
Technology Administration, Office of Technology Policy, available
at:

http://www.ta.doc.gov/reports/TechPolicy/Broadband_020921.pdf

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2001: The \$500 Billion Opportunity:

Study prepared for Verizon by Criterion Economics estimated that:

Broadband, acting through changes to consumers' shopping, commuting, home entertainment and health care habits, would contribute an extra \$500 billion in GDP by 2006.

Source: Crandall, R. and C. Jackson (2001), The \$500 Billion Opportunity: The Potential Economic Benefit of Widespread Diffusion of Broadband Internet Access, mimeo, Criterion Economics, Washington, DC.

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2002 New Millennium Research Council:

Estimated 1.2 million jobs would be created from the construction and use of a nationwide broadband network.

Source; Pociask, S. (2002), Building a Nationwide Broadband Network: Speeding Job Growth, white paper prepared for New Millennium Research Council by TeleNomic Research, available at <http://www.newmillenniumresearch.org/event-02-25-2002/jobpaper.pdf>



2002 Brookings Institution report

Estimated that failing to improve broadband performance could reduce U.S. productivity growth by 1% per year or more.

Source: Ferguson, C. (2002), The United States Broadband Problem: Analysis and Recommendations. Brookings Institution Working Paper at

http://www.brookings.edu/views/papers/ferguson/working_paper_2002_0531.pdf



Community Studies began to filter in around 2003....

- South Dundas Ontario municipal fiber system
- Cedar Falls Municipal Broadband Network
- Lake County Florida Municipal Broadband Network



Does Deployment of Information Communications Technology Promote Economic Development Success?

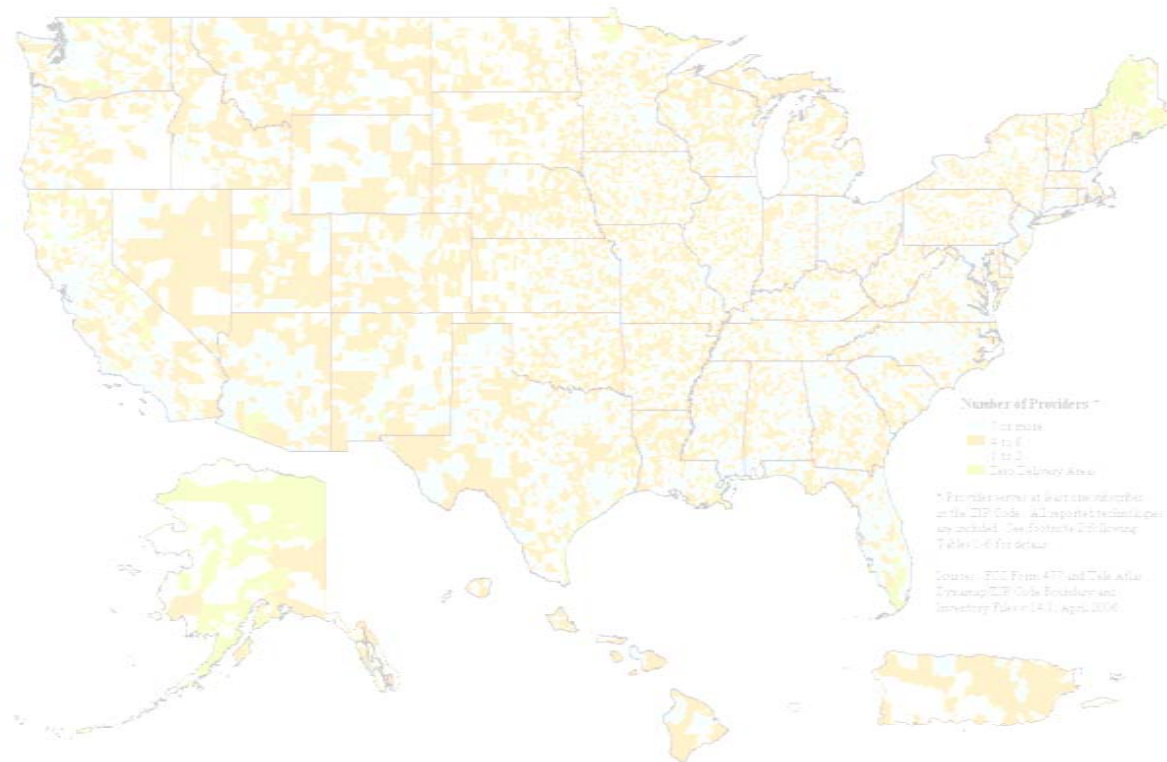
“...It appeared **unlikely** that a ‘build it and they will come’ strategy regarding ICT deployment had much effect on economic development in these communities”

Source: *Do Information Communication Technologies Promote Rural Economic Development?*
Kenneth Pigg & Laura Crank, *Journal of the Community Development Society*, Vol. 36, No. 1,
2005



High Speed Providers by Zip Code (6-30-06)

High-Speed Providers by 5-Digit Geographical ZIP Code
(As of June 30, 2006)



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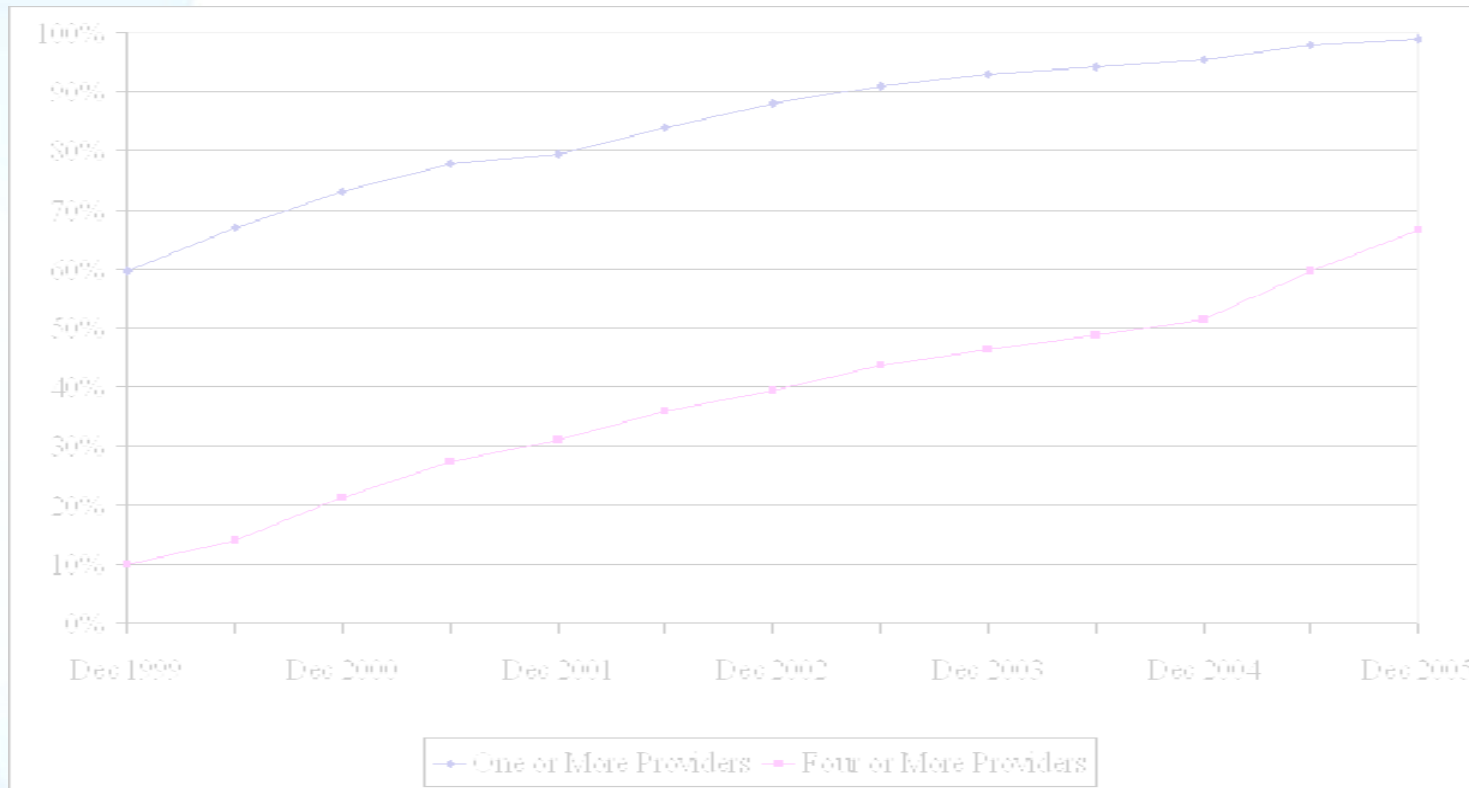
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Prepared by the Federal Communications Commission,
Workshop Competition Process, Industry Analysis and Technology Groups.



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Percent of Zip Codes with High-Speed Providers



Source: "High-Speed Services for Internet Access: Status as of June 30, 2005", <http://www.fcc.gov/wcb/iatd/comp.html>

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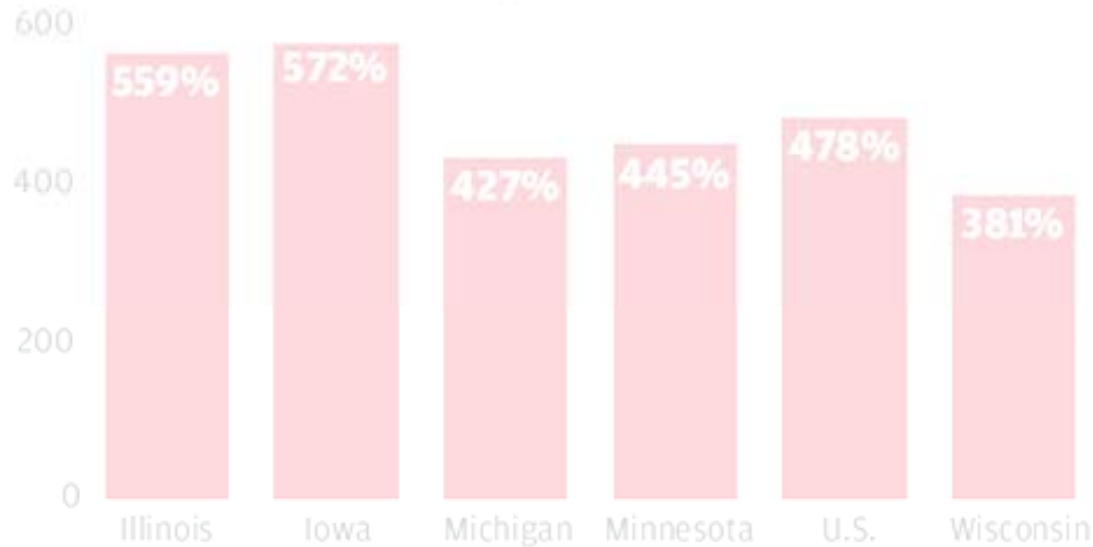
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High-Speed Lines by State (Over 200 kbps in at least one direction)

Percentage increase in the number of high-speed lines by state, 2003-2008



Source: http://www.fcc.gov/Daily_Releases/Daily_Business/2009/db0723/DOC-292191A1.pdf

State Journal

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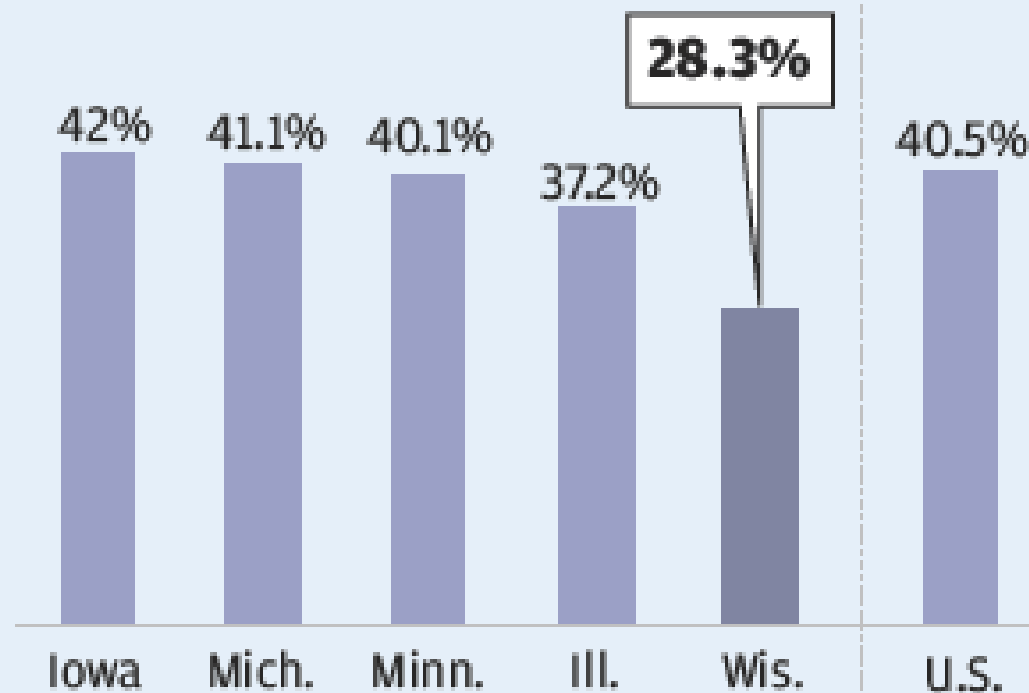
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High-speed business lines

Percentage of high-speed lines providing broadband connectivity for businesses use in 2008.



SOURCE: Federal Communications Commission

State Journal

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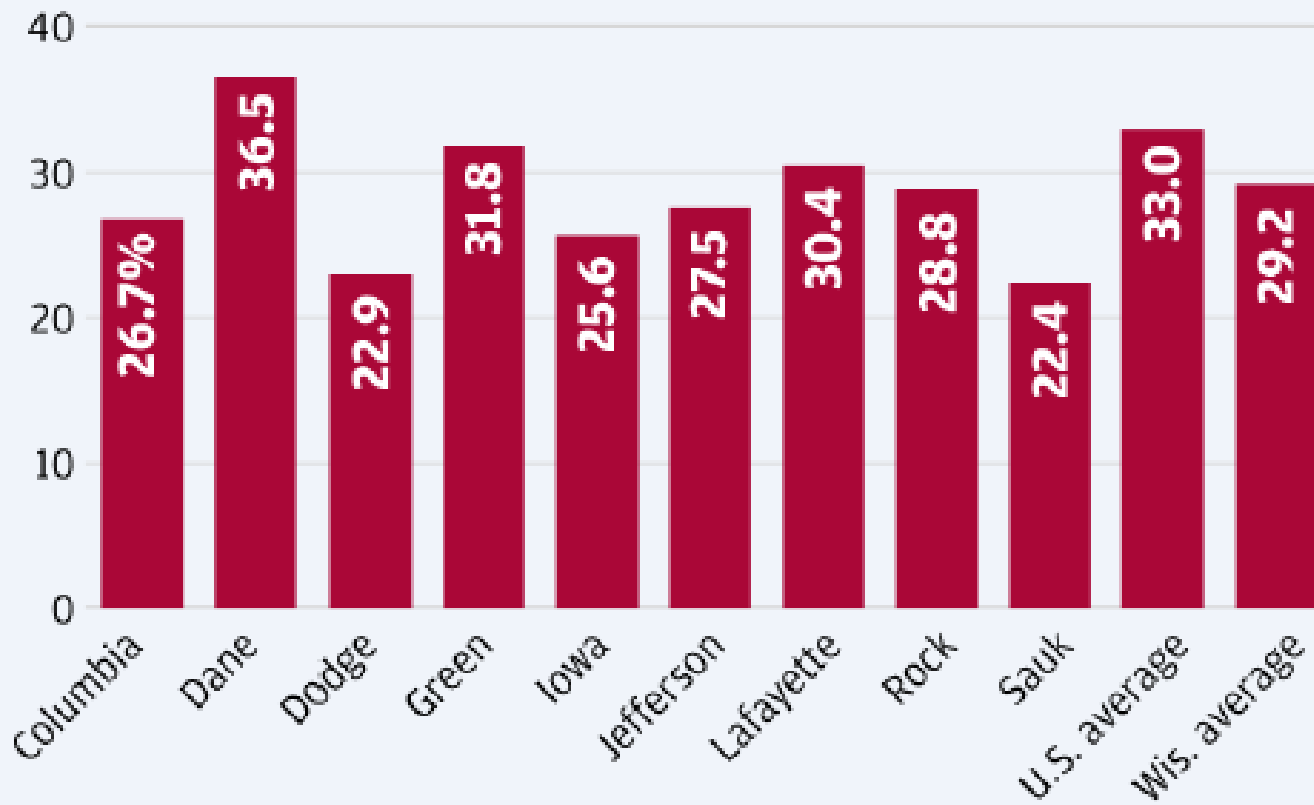
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Farms with high-speed Internet access, 2007

By percentage



Source: 2007 Ag Census, WI Table 46,
[http://www.agcensus.usda.gov/Publications/2007/Full_Report/
Volume_1_Chapter_2_County_Level/Wisconsin/st55_2_046_046.pdf](http://www.agcensus.usda.gov/Publications/2007/Full_Report/Volume_1_Chapter_2_County_Level/Wisconsin/st55_2_046_046.pdf)

State Journal

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High-Speed Subscribership by Population Density

Persons per Square Mile ¹	Percentage of Zip Codes with at Least One High-Speed Subscriber						
	Jun 2000	Jun 2001	Jun 2002	Jun 2003	Jun 2004	Jun 2005	Jun 2006
More Than 3,147	97.3 %	98.1 %	98.7 %	98.9 %	98.9 %	99.3 %	99.4 %
947-3,147	95.8	97.1	98.2	98.2	98.5	99.0	99.5
268-947	93.4	95.6	97.5	98.4	98.5	99.2	99.4
118-268	86.7	92.3	95.2	96.9	97.7	98.8	99.2
67-118	77.9	87.5	93.0	96.4	97.6	98.6	98.8
41-67	65.4	80.9	88.0	93.8	96.4	98.2	98.9
25-41	54.5	72.8	81.0	90.4	94.3	97.6	98.4
15-25	39.2	58.9	70.0	83.3	88.5	95.7	97.1
6-15	31.3	51.1	60.9	77.3	83.5	93.7	96.5
Fewer Than 6	23.0	36.8	49.6	68.5	73.4	84.3	89.3

http://www.fcc.gov/Bureaus/Common_Carrier/Reports/FCC-State_Link/IAD/hspd0107.xls

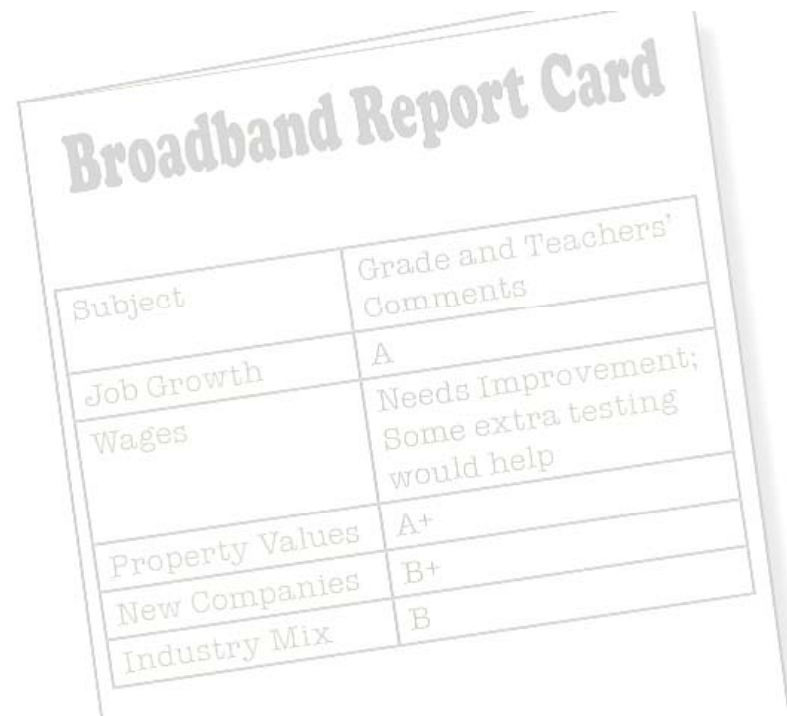
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From 1999 to 2002, American Communities with broadband access did significantly better than those without



Subject	Grade and Teachers' Comments
Job Growth	A
Wages	Needs Improvement; Some extra testing would help
Property Values	A+
New Companies	B+
Industry Mix	B

Source: *Measuring Broadband's Economic Impact*, Lehr, Osorio, Gillett, Sirbu, 1-17-06, http://cfp.mit.edu/groups/broadband/docs/2005/MeasuringBB_EconImpact.pdf



Employment Impacts from Broadband Deployment

The screenshot shows a web browser window displaying a page from The Brookings Institution's U.S. Economics section. The page title is "The Effects of Broadband Deployment on Output and Employment: A Cross-sectional Analysis of U.S. Data" by Robert W. Crandall, William Lehr, and Robert E. Litan, dated June 2007. The page includes a search bar, a navigation menu on the left, and a sidebar with "MOST RECENT RELATED CONTENT". The main text discusses the rapid development of high-speed internet access and its impact on the economy, noting that residential penetration has risen to nearly 50 percent by the middle of last year. The page also includes a "PRINT" button and a "FEEDBACK" link.

The Effects of Broadband Deployment on Output and Employment: A Cross-sectional Analysis of U.S. Data

by Robert W. Crandall, William Lehr, and Robert E. Litan
June 2007

PRINT EMAIL FEEDBACK

High-speed internet access has developed rapidly in the last decade and is increasingly viewed as essential infrastructure for our global information economy. For example, as recently as mid-2000 there were only 4.1 million broadband lines in the United States and only 3.2 million of these were residential lines. Thus, in mid-2000 less than one household in thirty could access the internet at a download speed of 200 kbps or greater. Six years later, the number of broadband lines, excluding mobile wireless connections, had soared to more than 53.5 million. 49 million of which were in residences. Residential penetration had therefore risen to nearly 50 percent by the middle of last year. (If mobile wireless connections are included, total U.S. broadband lines had risen to more than 64.6 million lines.)

While most communications sector analysts concur that the ability to deliver broadband communications is a critical feature of the modern global communications infrastructure, there is limited recent empirical research on the economic effects of broadband. In particular, much of the available research is now several years old or refers to the benefits of the Internet generally or more broadly of the "digital economy" rather than to the broadband telecommunications infrastructure per se.

This study provides new estimates of the effects of broadband penetration on both *output* and *employment*, in the aggregate and by sector, using state level data. We estimate these benefits by using FCC data on broadband penetration for the lower 48 states over the 2003-05 period, controlling for a variety of other factors that also could account for the growth in output and employment during this time. Although the FCC's definition of broadband is broader than we would like - since it includes all connections of 200 Kbps and faster at

SEARCH BROOKINGS
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MOST RECENT RELATED CONTENT

Analysis & Commentary

- Economists' Statement on Network Neutrality Policy
- Statement on the Supreme Court Patent Case
- Promoting Opportunity and Growth through Science, Technology, and Innovation

Policy Briefs

- Debating U.S. Broadband Policy: An Economic Perspective
- The U.S. Broadband Problem
- The Internet and the New Economy

Books & Journals

- The Broadband Problem
- Broadband
- Beyond the Dot.coms
- The Economic Payoff from the Internet Revolution

Events

- Promoting Opportunity and Growth Through Science, Technology, and Innovation
- The Internet Telephony Revolution: Reality or Hype?
- Free Trade in the New Global Economy: A Discussion on the State of U.S. Trade Policy

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<http://www.brookings.edu/views/papers/crandall/200706litan.htm>

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Summary...

- For every one percentage point increase in broadband penetration in a state, non-farm employment is projected to increase by 0.2 to 0.3 percent per year
- The relationship between state output of goods and services and broadband use is positive, but the results are not statistically significant
- U.S.: +300,000 jobs
- WI: +6,912*
- Green County: +38 jobs*

*Estimates based on 2006 annual average employment



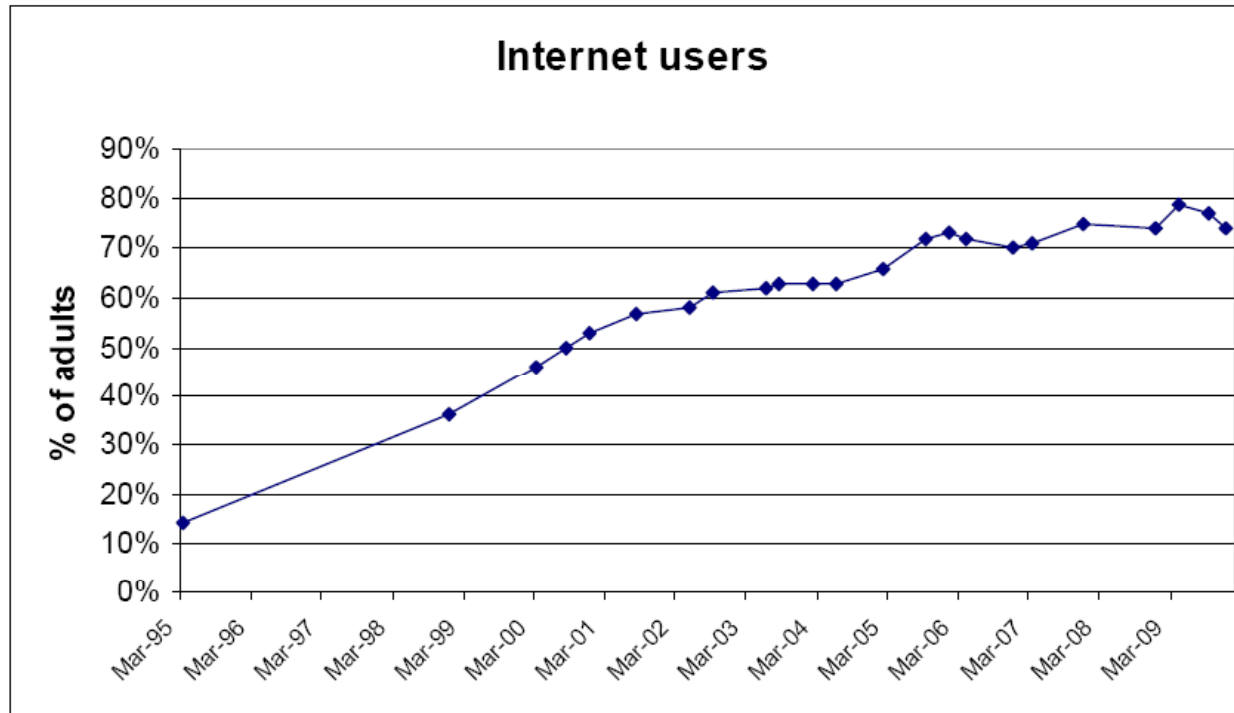
Projected increase in employment for a one-percent increase in broadband penetration

	Employment ('07)	Increase in Employment
Illinois	6,616,322	16,541
Indiana	3,208,336	8,021
Iowa	1,667,781	4,169
Michigan	4,711,671	11,779
Minnesota	3,465,374	8,663
Wisconsin	3,067,420	7,669

Source: The Effects of Broadband Deployment on Output and Employment: A Cross-sectional Analysis of U.S. Data, July 2007, The Brookings Institution.



Internet Use Slows



Source: Surveys by The Pew Research Center's Internet & American Life Project and the Pew Research Center for The People & The Press.

Source: Pew Internet and American Life Project

<http://www.pewinternet.org/Reports/2010/Internet-broadband-and-cell-phone-statistics.aspx>

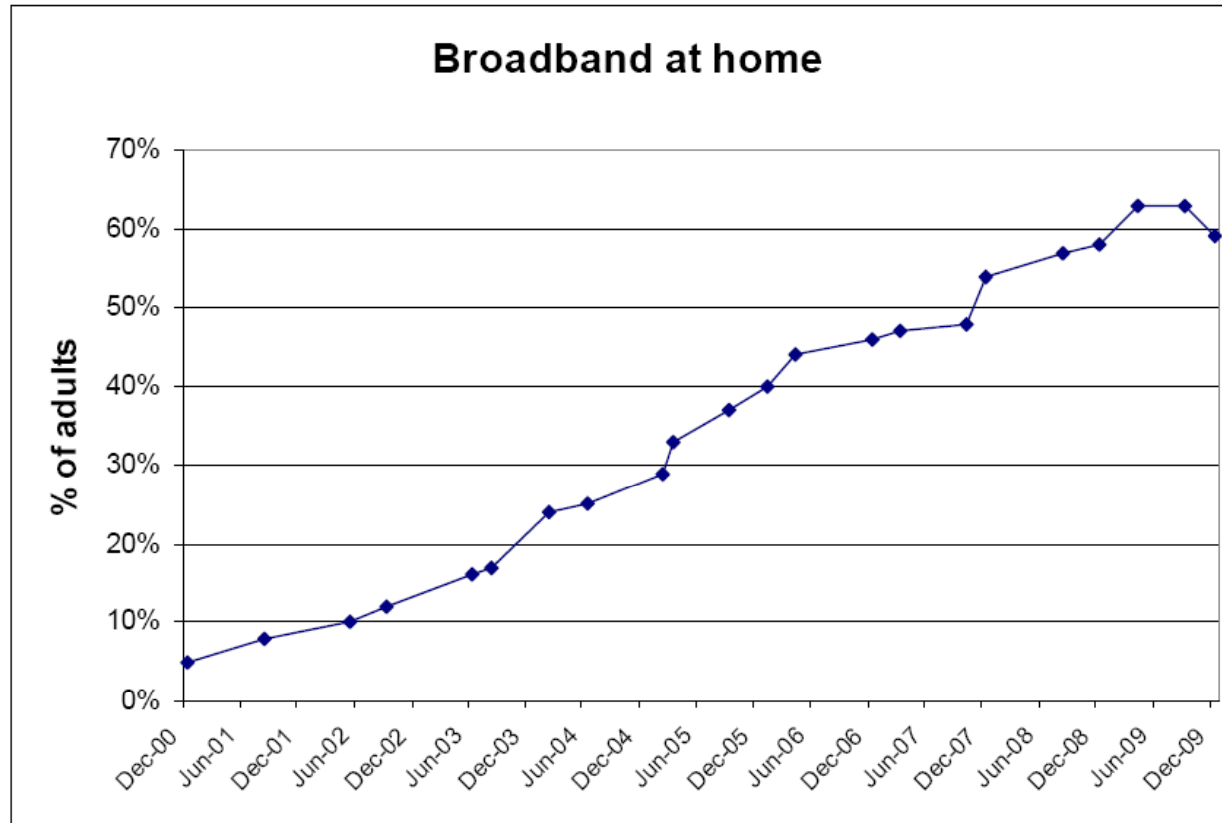
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Broadband Use at Home Slows/Declines



Source: Pew Internet and American Life Project

<http://www.pewinternet.org/Reports/2010/Internet-broadband-and-cell-phone-statistics.aspx>

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Former U.S. Secretary of Commerce William Daley:

“...to realize the full potential of this digital economy, every person and every business must be able to participate fully and make their own unique contribution to its development (1999)”.

Source: *Digital Deliverance*, Judson Edwards, p.
23



Home broadband users

Total adults	60%
Men	61
Women	58
Race/ethnicity	
White, Non-Hispanic	63%
Black, Non-Hispanic	52
Hispanic (English- and Spanish-speaking)	47
Age	
18-29	76%
30-49	67
50-64	56
65+	26
Household income	
Less than \$30,000/yr	42%
\$30,000-\$49,999	62
\$50,000-\$74,999	73
\$75,000+	83
Educational attainment	
Less than High School	24%
High School	46
Some College	73
College +	83
Community type	
Urban	61%
Suburban	64
Rural	47

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Community Economic Preparedness



www.uwex.edu/ces/cced/cedpi.htm

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What is Broadband?

Federal Communication Commission (FCC)
definition:

- Any connection that transfers data at speeds greater than 200 kbps
- Problem: Quality video-over-Internet pay-for-view needs 700Kbps

Alternative definition:

- Connection that does not limit application (i.e. VoIP, web-based video streaming)



How Does a Community Prepare for Broadband

Do Your Home Work:

- Research the needs of residents and businesses (does the “digital divide” exist in your community?)

Organize

- Get the community involved (technology planning committee)

Lobby

- Leverage relationships with local telephone, cable, and Internet services (make sure you are getting your fair share of their capital budgets)

Take Action

- Put together a plan of attack, then implement the plan



What is Technology Planning? Our Definition

Inventory: check out what you have now:

- An inventory (a survey) of the telephone (wire line and wireless), cable television, data, video, and Internet access (collectively know as “connectivity”) available in your community now

Compare: look for gaps:

- What your citizens, businesses, and institutions need now and what connectivity they will require in the future (gaps)

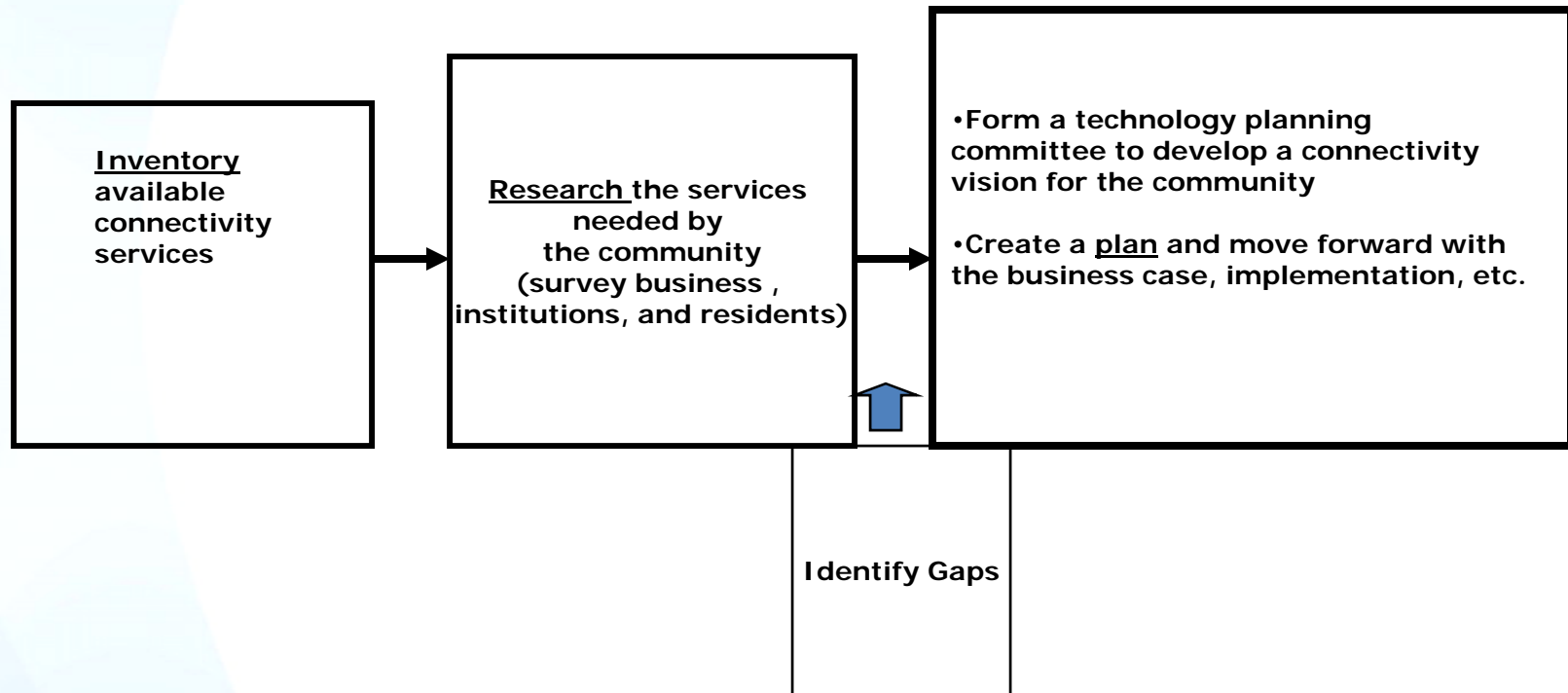
Create: a plan to fill any connectivity gaps and address future needs



Have now	Will need
	<input checked="" type="checkbox"/>



A Technology Planning Process



Vision & Objectives

What do you desire to accomplish?

What are the measurements of success?

What user groups do you want to support?

What issues & opportunities do you want to address?

What are decision points to move forward?

(Don't overlook the obvious things like training, education, and access to computers and the Internet for the disadvantaged!)

Caution: be aware of "silver bullet" consultants, attorneys, equipment vendors, and others promising revenues and other riches from technology deployment. Remember, every community is unique and cookie cutter approaches don't work.



Questions

What is the role (catalyst, enabler, provider) of your city or county government?

Who are the existing providers and what services do they offer?

Who is using connectivity services?

What is the appropriate level of involvement?

What are the service gaps?

What are the risks (doing nothing or becoming proactive)?

What are the regulatory and legal restrictions?

What customer segments are underserved?

How can we future proof any investments?

What set of parameters should be used to gauge the progress?

What technologies are appropriate to meet our unique community needs?

What are the next steps towards a technology plan?



Benefits of Technology Planning

If your community has the “right connectivity stuff” significant economic and social benefits **may** result including:

- New jobs (connectivity availability helps determine where businesses locate)
- New residents (connectivity determines where people live)
- Public safety (new technologies to aid law enforcement and first responders, video surveillance of critical infrastructure, streets, etc.)
- Increased tourism
- Distance learning—share instructional resources
- Telemedicine—tap into remote medical resources
- E-government—connect with your citizens
- New workforce mobility applications—improve efficiency of mobile workers



Planning for Community Connectivity Resources



The screenshot shows a web browser window displaying the Cooperative Extension website. The page title is "Planning for Community Connectivity". The navigation menu includes "home", "about CCED", and "Contact Us". The breadcrumb trail is "CCED » Economies » Broadband". The main content area lists several resource categories: "Resources", "Articles On The Topic of Communication Technology Planning", "Papers on the Topic of: The Economic Impact of Broadband Deployment/Connectivity", "Funding Sources", and "Presentations". Under the "Resources" section, there are several links to reports and presentations, including "Form 477 Reporting Requirements for Deployment Data", "High Speed Internet Access", "High Speed Services for Internet Access: Status as of June 30, 2005", "Incumbent Local Exchange Carrier Annual Reports (LEC) 1996-2002 (WI Public Service Commission)", "Incumbent Local Exchange Carrier Annual Reports (LEC) 2003+ (WI Public Service Commission)", "PowerPoint Presentation from the WEDA Fall Conference, Oconomowoc, WI, 9-20-05", "PowerPoint Presentation from the Technology Planning Workshop in Neenah, WI, 9-28-05", and "Sample Request For Proposal For Development of Broadband Feasibility Study". A note mentions a list of 4 companies that responded to a recent RFP in Shawano. Contact information for DesignLINC, Inc. and Uptown Services, LLC is provided, along with Columbia Telecommunications Corporation.

<http://www.uwex.edu/ces/cced/economies/broadband/index.cfm>

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Ten Most Significant E-Commerce Developments in The Last Decade...

- 1. Google (Sept. 1998):** Google did more to fundamentally change the way we use the Internet than any other event in the last 10 years. The simple search engine that began with a couple of smart guys is now used by 30% of Internet users to help find precisely what we're looking for online, map our world, create simple yet highly targeted advertisements and much more. Americans conducted 6.9 billion searches online in February 2007 and nearly half of those were on Google
- 2. Broadband Penetration of US Internet Users Reaches 50% (June 2004):** When the Information Superhighway first opened, it felt more like an old dirt road – until broadband released its full potential. Available and affordable broadband took longer than expected to arrive – but when it finally reached 50% penetration in 2004, a milestone was reached that signaled a dramatic change in how commerce gets done online, how consumers use and share content, and how the world communicates. It took broadband roughly 4 years to reach 50% – but it is estimated that it will reach 90% penetration of Internet users by the end of the year.
- 3. eBay Auctions (Launched Sept. 1997):** eBay showed us that the Internet could be used to reach massive national -- and even global -- markets better and faster than ever before. The launch empowered hundreds of thousands of power sellers to quit their day jobs and work exclusively online. Individuals could also compete directly with each other in ways unimaginable in a physical market.
- 4. Amazon.com (IPO May 1997):** Amazon showed the world what an online store would look like and made online shopping popular through its ease of use and wide selection. Amazon's public offering told the world that online commerce is legitimate and here to stay. It signaled the increasingly important role that e-commerce would play in the American economy.
- 5. Google Ad Words (2000)** Key word advertising has become the biggest online advertising vehicle, representing 40 percent of that market and \$6.8 billion in revenue. Keyword ads are the simplest and most cost-effective mechanism to reach targeted audiences, affordable to even the smallest business.



E-Commerce

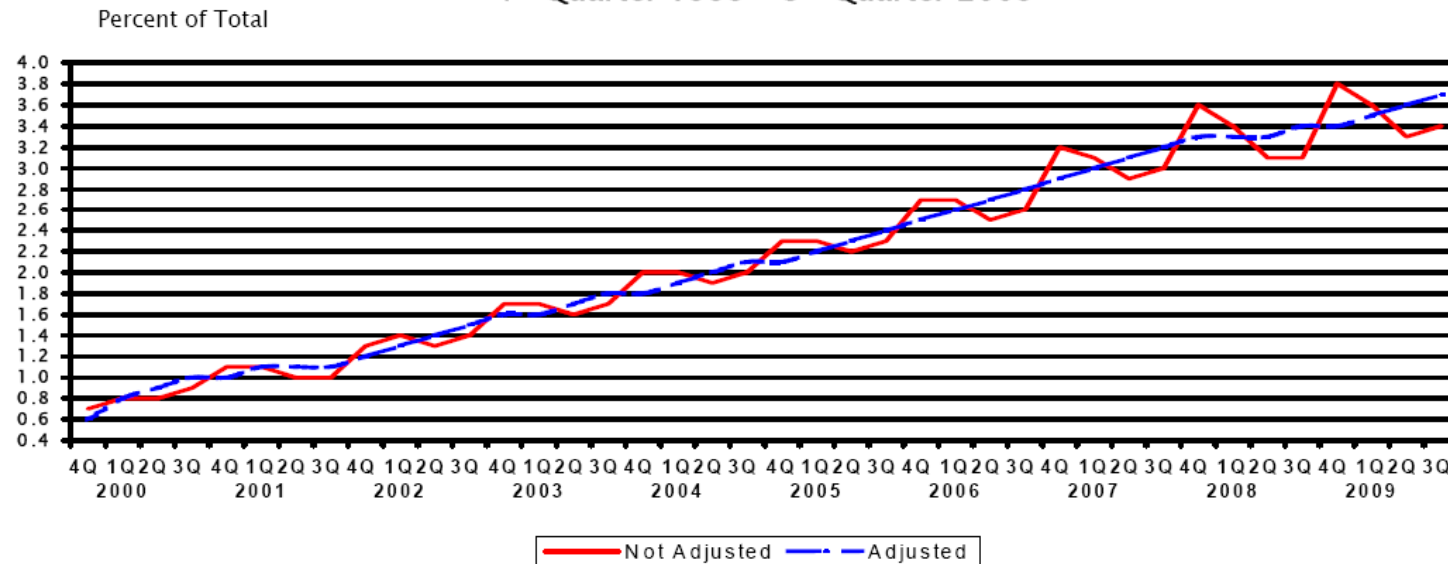
- From 1999-2004, manufactured shipments sold using e-commerce technologies rose almost 30%, while overall shipments rose only 1%
- The percentage of farmers using the Internet soared from 13% in 1997 to 50% in 2004 to 57% in 2007
- The wholesale e-commerce sales of raw material farm products jumped 18.5% in 2005 while the sector as a whole grew just 6.5%
- Retail E-Commerce sales have grown over 300% since 2000

Source: The Power of Technological Innovation in Rural America, Federal Reserve Bank of Kansas City, The Main Street Economist, 2007

http://www.kansascityfed.org/RegionalAffairs/Mainstreet/MSE_0707.pdf

A Small Slice Of The Pie That Is Getting Bigger!

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:
4th Quarter 1999 – 3rd Quarter 2009



1'st Quart, 2000 = 0.8%

3'rd Quart, 2009 = 3.4%

+325% or ~36% per year

<http://www.census.gov/retail/mrts/www/data/pdf/09Q3.pdf>

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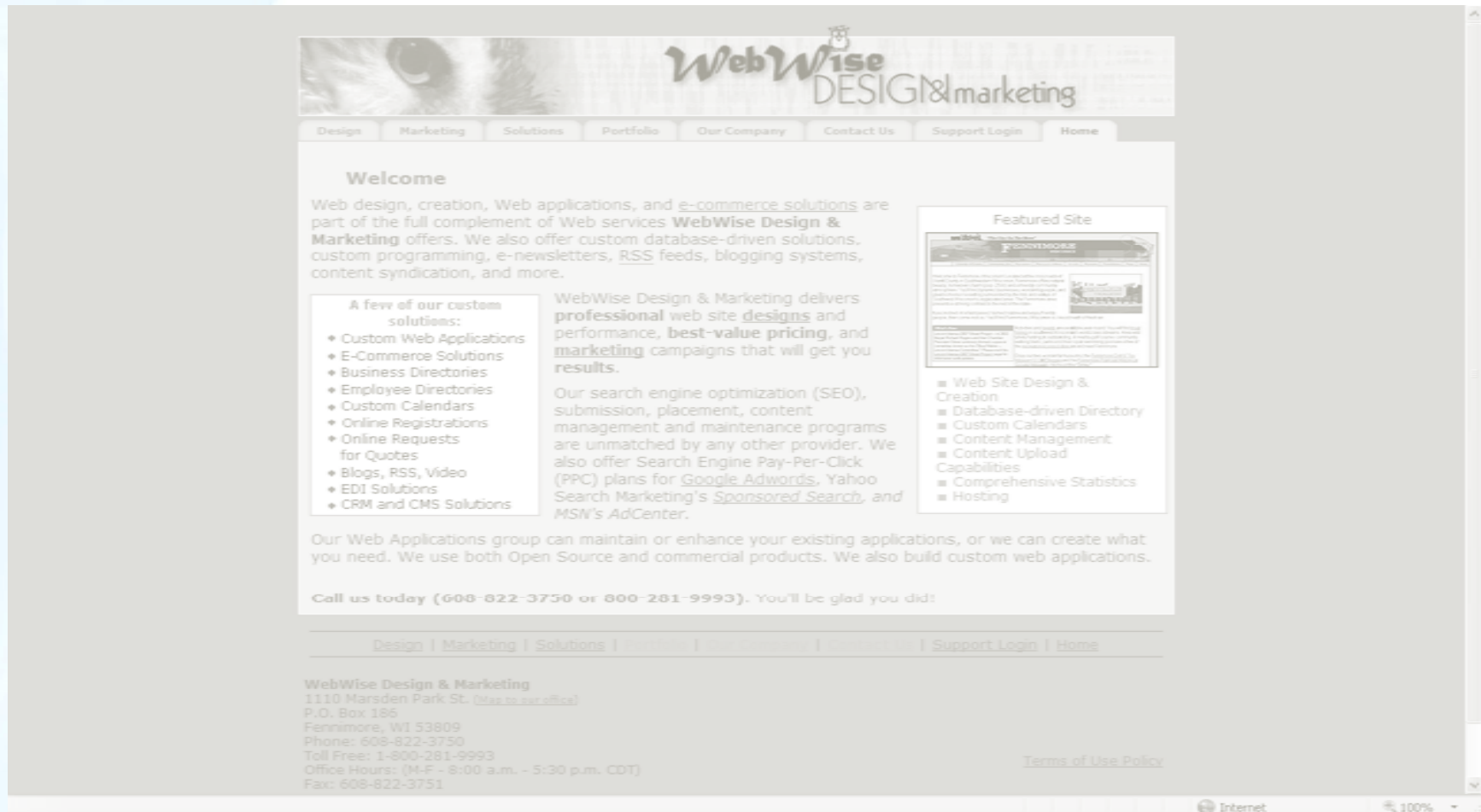
Extension

Recent Retail Sales Trends

- Total Retail sales** for the third quarter of 2009 were estimated to have increased **1.7%** from the second quarter of 2009. **E-Commerce** sales were up **4.5%** for the same time period.
- Total Retail sales** for the third quarter of 2009 were estimated to have **decreased 7.5%** from the third quarter of 2008. **E-Commerce sales** were **up 1.8%** over the same period.



WebWise Design, John Wells, Fennimore, WI



The screenshot shows the homepage of WebWise Design & Marketing. The header features the company logo and a navigation menu with items: Design, Marketing, Solutions, Portfolio, Our Company, Contact Us, Support/Log in, and Home. The main content area includes a 'Welcome' section with a description of services, a 'Featured Site' section with a list of capabilities, and a 'Call us today' section with contact information. The footer contains the company's address, phone numbers, and office hours.

WebWise DESIGN & marketing

Design | Marketing | Solutions | Portfolio | Our Company | Contact Us | Support/Log in | Home

Welcome

Web design, creation, Web applications, and e-commerce solutions are part of the full complement of Web services **WebWise Design & Marketing** offers. We also offer custom database-driven solutions, custom programming, e-newsletters, RSS feeds, blogging systems, content syndication, and more.

A few of our custom solutions:

- Custom Web Applications
- E-Commerce Solutions
- Business Directories
- Employee Directories
- Custom Calendars
- Online Registrations
- Online Requests for Quotes
- Blogs, RSS, Video
- EDI Solutions
- CRM and CMS Solutions

WebWise Design & Marketing delivers **professional** web site **designs** and performance, **best-value pricing**, and **marketing** campaigns that will get you **results**.

Our search engine optimization (SEO), submission, placement, content management and maintenance programs are unmatched by any other provider. We also offer Search Engine Pay-Per-Click (PPC) plans for **Google Adwords**, Yahoo Search Marketing's **Sponsored Search**, and **MSN's AdCenter**.

Featured Site

- Web Site Design & Creation
- Database-driven Directory
- Custom Calendars
- Content Management
- Content Upload Capabilities
- Comprehensive Statistics
- Hosting

Our Web Applications group can maintain or enhance your existing applications, or we can create what you need. We use both Open Source and commercial products. We also build custom web applications.

Call us today (608-822-3750 or 800-261-9993). You'll be glad you did!

Design | Marketing | Solutions | Portfolio | Our Company | Contact Us | Support/Log in | Home

WebWise Design & Marketing
1110 Marsden Park St. (next to school)
P.O. Box 186
Fennimore, WI 53809
Phone: 608-822-3750
Toll Free: 1-800-261-9993
Office Hours: (M-F - 8:00 a.m. - 5:30 p.m. CDT)
Fax: 608-822-3751

[Terms of Use Policy](#)

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<http://www.webwisedesign.com/index.html>

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Great River Plastics, Pat Obma, Lancaster, WI

The screenshot shows the homepage of Great River Plastics, LLC. The header features the company name and tagline, "Custom Thermoformed Plastic Products LLC". A navigation menu includes links for Clamshell Packaging, Material Handling Trays, Industrial Packaging, Insert Trays, Food Packaging, Quote Your Project, Specialty Products, Medical Products, Heat Seal Packaging, Misc. Products, and Home. The main content area has a "Welcome" section followed by a paragraph describing the company's services. A list of offerings is provided, including custom-designed clamshell packaging, material handling plastic trays, fishing lure packaging, custom food-grade plastic packaging, and services for plastics manufacturers. An image of a plastic tray is shown. The footer contains contact information for Great River Plastics, LLC, including the address, phone, toll-free number, and fax.

GREAT RIVER PLASTICS
Custom Thermoformed Plastic Products LLC

Clamshell Packaging | Material Handling Trays | Industrial Packaging | Insert Trays | Food Packaging | Quote Your Project
Specialty Products | Medical Products | Heat Seal Packaging | Misc. Products | Home

Welcome

Great River Plastics, LLC offers custom thermoformed packaging products featuring [custom plastic clamshell packaging](#). Clamshells are used to package retail products for optimum display value, anti-pilferage, etc. We also make a variety of custom plastic trays and custom food packaging items. Large parts and large runs are not a problem with our latest forming line addition.

We offer custom plastic packaging for your products:

- Custom-designed [clamshell packaging](#)
- [Material handling plastic trays](#) and stacking transit shells
- [Fishing lure packaging](#) - the Lure pack
- [Custom food-grade plastic packaging](#)
- [Request a quote for your custom project](#)
- [Services for Plastics Manufacturers](#)
- Capacity to produce **large orders cost effectively.**



- Sub-contracted jobs
- Secondary operations and contract packaging

We competitively manufacture here in the Midwest **U.S.A.** so we can control quality and delivery. Great River Plastics uses **only** materials provided by **U.S.** vendors and workers. We are a proud **U.S.** manufacturer, **not** a parts broker.

| [Clamshell Packaging](#) | [Material Handling Trays](#) | [Food Packaging](#) | [Industrial Packaging](#) | [Quote Your Project](#) |
| [Specialty Products](#) | [Medical Products](#) | [Miscellaneous Products](#) | [Services for Plastics Manufacturers](#) | [Home](#) |

Great River Plastics, LLC
2000 Industrial Park Road
Lancaster, Wisconsin 53813
Phone: 608-723-5110
Toll Free: 1-800-914-8994
Fax: 608-723-5272

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<http://www.greatriverplastics.com/index.html>

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Chisholm, Minnesota 4,701

Andrej's European Pastry

Andrej's European Potica



Potica

Walnut or poppy seed roll
The success of our potica began with a delicious handed-down Slovak recipe.

Everyday we create a taste that you will savor.

The ingredients include walnuts, flour, sugar, milk, margarine, eggs, salt, butter, vanilla and yeast. Our potica contains no artificial ingredients and no preservatives.

As an example of our high standards, we purchase our walnuts from a respected family-operated walnut grower in California.

We also offer a delicious poppy seed potica (roll), an old-world favorite with a delicate flavor.

Our product is always fresh and has a shelf life of three weeks. Frozen, it will last up to six months with no loss of taste.

Serve it as a dessert by the slice with ice cream. It is also great by itself, with a cup of coffee or glass of milk. Try it with a couple slices of deli-style fine ham and your favorite beverage.

Andrej's European Pastry offers the perfect gift choice. For businesses it is an excellent gift idea for employees, special customers or clients. For far-away friends or relatives, we will ship next day priority mail.

Ordering Info

Ordering our potica is easy. You can call, fax, or email it to us, and we'll ship it out along with an envelop for your payment.

To fax us the order, download our order form and fax it to us at 218-254-3291. If you don't have a fax, you can call us at 218-254-2520 or email the order to andrejs_potica@hotmail.com

The price is \$12.99 per potica, shipping & handling is \$6.00 for the first potica, and \$2.00 more per potica after that.

[Click here for the order form](#)



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<http://www.poticawalnut.com/potica.shtml>



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RBJ's Spreadable Fruit, Kim Samuelson, Crookston, MN, Population 7,929

Gourmet Creations
RBJ's

Spreadable Fruit

Home Products Order Media Room The Company Contact Us

RBJ's Spreadable Fruit

Welcome to the unique gourmet flavor of RBJ's Specialty Foods. Our products are chock full of fruit, bringing you the delicious tastes of Rhubarb-Strawberry Spreadable Fruit (Jam), Chickadee's Jelly, Elderberry Syrup, Whipped Amaretto Honey and more. Our products are also ideal gifts for friends, family, neighbors, coworkers or anyone! For a complete listing of the gourmet creations available be sure to visit our product pages and gift gallery.

The unbelievable flavor of RBJ's jams, jellies, syrup, and honey products are sure to have your coming back for more...and they will have your guests asking how long you spent making that decadent dessert! The next time you need a unique entree or dessert for your dinner guests, look no further than RBJ's Spreadable Fruit. Here are just a few suggested uses and delicious recipe ideas for our products. Click on our [Recipe of the Month](#) for our featured item, or visit our [Recipe Gallery](#) - you'll find something for every meal!

RECIPE OF THE MONTH

SUBSCRIBE TO OUR NEWSLETTER

STORE LOCATOR

VISIT RBJ'S RESTAURANT

New Product!

RBJ's is proud to introduce it's newest product... **Gourmet Roasted Almonds**. These delicious snacks will tempt your taste buds; one crunch and you'll be wanting more!

Spreading the News

Kim Samuelson, RBJ's Owner, contributes to book on entrepreneurship in America...[read more](#)

Becky Couria, Marketing Coordinator, is a co-presenter at a statewide conference...[read more](#)

RBJ's Gourmet Gift Collection

Gifts for Family, Friends, Coworkers, Neighbors, Employees, and yourself! Click here to browse our [Gift Gallery](#).

- Torte a white cake with our Strawberry-Almond Spreadable Fruit for a decadent wedding or shower dessert.
- Pick any of our flavorful honeys ([Raspberry](#), [Amaretto](#) or [Apple Spice](#)) to mix in with your morning oatmeal and start your day off with a zing!
- For your next Chicken dinner open up a jar of Rhubarb-Strawberry Spreadable Fruit and use it as a dipping sauce... It brings a sweet-n-sour fun and it's great fun for the kids too.
- Impress your family by making a new breakfast favorite! [Suffes](#)

Center for Community & Economic Development

<http://www.spreadablefruit.com/>

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Language Line Services, Monterey, CA



Center for Community & Economic Development <http://www.languageline.com/>

HomeMovie.com, John Larsen, Winthrop, Washington, pop. 349

The screenshot shows the HomeMovie.com website. At the top left is the 'afiniti' logo. The main header area says 'we've moved!' and 'we've taken our toys' with an image of a woman and a computer monitor. Below this is the 'StashSpace.com' logo and a 'Get Started Now' button. A sidebar on the left lists navigation options: 'What is Afiniti?', 'overview', 'afiniti video', 'afiniti photos', 'archiving', 'online sharing', 'delivery on DVD', and 'iPod sharing'. There are also sections for 'Already a member?' with login and password reset options, and 'What's New at StashSpace?' with a list of features: 'Direct video recording from your digital camcorder', 'No more monthly fees!', 'New guest video sharing options', and 'Auto-publishing StashFeed of your personal video into MySpace'. A 'HomeMovie.Com' logo is in the top right corner.

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E-Commerce Case Studies:

University of Minnesota Extension:

<http://www.accesse.info/CaseStudies>

Washington State University:

<http://cbdd.wsu.edu/projects/rural/ruralbridges/casestudies.html>

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The Learning Center

News

Program Implementation Mini-Grants

Webinar Series

Educational Resource Grants

Deadline Nearing for New Round of e-Commerce Mini-Grants

The Southern Rural Development Center (SRDC) has set a January, 15th deadline for its initiative to foster implementation of one of its new e-commerce curricula. U.S. Land-Grant Extension educators or teams are invited to submit proposals by this date outlining how they propose to implement one of the new e-commerce educational curricula that were recently released. The maximum amount allowed for any proposal is \$3,000. For more information, visit The Program Implementation Mini-Grants page.

[Download the Complete Request for Proposals \(PDF\)](#)

Spanish e-Commerce learning is added to the Learning Center!

Web site Basics: A Primer for Hispanic Small Businesses is the latest offering added to our Learning Center. This learning module can open doors for Hispanic Small Businesses through effective Web site design and online shopping options. So whether you have a business and are thinking about adding Spanish offerings or you are a Spanish speaking business looking to add ecommerce as a value added measure, this module has something for you.



[Archived Sessions Available for the Fall 2008 e-Commerce Webinar Series](#)

<http://srdc.msstate.edu/ecommerce/>

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National e-Commerce Extension Initiative

Complete Curricula



A Beginner's Guide to e-Commerce
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Connecting Rural Communities
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e-Commerce as a Strategy for Improving Business Vitality
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Helping Artisans Reach Global Markets
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Marketing Food Specialty Products Online
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Strengthening Competitive Advantage of Rural Businesses
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Web Site Basics: A Primer for Hispanic Small Businesses
[LEARN MORE](#)

http://srdc.msstate.edu/ecommerce/learning_center.html

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Web-based Entrepreneurs and Inventors Club??



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Economic Development Attraction Strategies Using the Web

SAUK COUNTY
DEVELOPMENT CORPORATION — *"Where Business Soars With Eagles"* —

- About SCDC
- County and Community Profiles
- Economic/Demographic Information
- Available Buildings
- Available Sites
- Labor Force
- Employment Opportunities
- Related Links

Let us help your business take flight in one of Wisconsin's most scenic counties. Sauk County offers the perfect blend of a strong business climate, a strategic location and a dedicated work force.



location, location, location...

Sauk County Development Corporation
Box 33, 522 South Blvd., Baraboo, WI 53913-0033
Tel: (608) 355-2084 | Fax: (608) 355-2083
scdc@baraboo.com

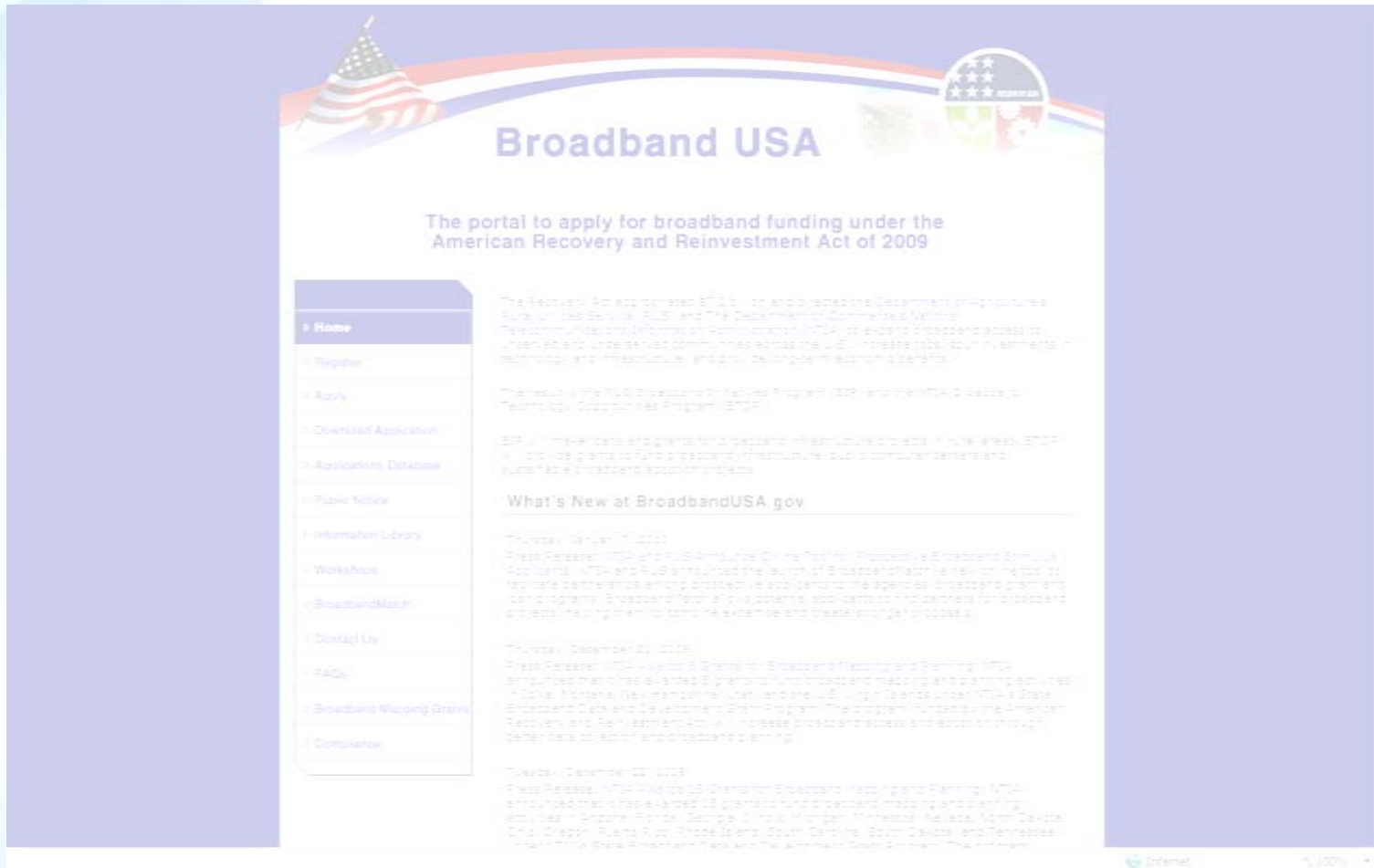
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The \$7.2 Billion Dollar Solution??



<http://www.broadbandusa.gov>

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Federal Legislation Trends:

“From the federal legislative perspective, policies are directed toward private firms supplying the broadband telecommunications infrastructure to rural Americans...based on the review of legislation, predominantly rural states are not only falling behind in broadband telecommunications service but also in the development of telecommunications related policy.” (Digital Deliverance, P. 60)



North Carolina: Broadband for all

“North Carolina, through an agreement between the state and its three largest telecommunications companies, BellSouth, Sprint, and GTE, every citizen of North Carolina is guaranteed broadband Internet access by 2003.” (*Digital Deliverance*, p. 47)

Former Gov. Jim Hunt, Dec 10, 2009:

“Today, more than 80 percent of all North Carolina households, including mine and others rural areas, have access to high-speed Internet service. We still have much more to do until every citizen’s home can have access to affordable broadband access.”



Wisconsin: 2005 DOA Contract Awarded to SBC for BCN

“If WBAA is awarded this contract, our companies will provide optical metro Ethernet products **throughout** Wisconsin. As a result of this contract, WBAA will be able to expand the geographic reach of our Ethernet services **to rural** Wisconsin communities and metropolitan areas alike. The deployment of these next-generation Ethernet services will be possible **within 9-12 months** if WBAA is awarded the BCN contract”.

“Wisconsin's entire local telecommunications industry has agreed to deploy optical Ethernet services throughout Wisconsin as a result of winning the BadgerNet Converged Network contract. CenturyTel is already providing switched Ethernet services in some areas of the state, and the rest of the WBAA **anticipate a very rapid deployment of services throughout Wisconsin**”.



2007 Wisconsin Act 42 (Cable Deregulation Bill)

Feb, 2007 report by the conservative Wisconsin Policy Research Institute said the cable bill could lower video prices here by between \$83 to \$149 a year if Wisconsin followed the experience of other states.

TV4US Wisconsin, a group whose backers included AT&T, said on its Web site that with video competition, consumers "begin to see cost savings almost immediately" over cable companies' prices.

http://host.madison.com/wsj/news/local/govt_and_politics/article_c56763b2-c102-11de-a1f0-001cc4c002e0.html



What Really Happened?

A University of Minnesota study found that prices often rose even in states that passed video competition laws, including Wisconsin. The study found prices for expanded basic video here rose 28 percent between December 2006, a year before the state's law took effect, and February 2009.

<http://www.hhh.umn.edu/centers/stpp/pdf/VideoFranchisingReport.pdf>





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Chairman

Strategic Priority

Innovation

Doing Business with Us

Business Customer News

Careers

7 Steps to 100 Percent Broadband by 2014

Learn about AT&T's plan for 100 percent broadband access and adoption in America within the next five years.



Public Policy Media Library

The Future is Our Business

AT&T has invested \$38 billion in wired and wireless networks over the last two years. We support a national plan to make high-speed Internet available to all Americans in the next five years, a future which requires continued investment and innovation.

Topics

- Public Policy Home
- Broadband
- FCC NOI
- Citizenship and Sustainability
- Disability Issues
- Network Management
- Online Safety and Security
- Other Policy Topics
- Privacy
- Public Safety
- Investments
- Universal Service Fund and Inter-carrier Compensation

AT&T Backs 100 Percent Broadband by February 2014



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<http://www.att.com/gen/public-affairs?pid=12907>

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AT&T says more still needs to be done:

“While a national broadband strategy should be built on top of these resounding successes, there remain significant issues that require thoughtful solutions. Although 8 percent of U.S. households still lack access to terrestrial broadband service, simply increasing the supply of broadband is not a magic bullet. We face a potentially greater challenge on the “*demand*” side of the equation. According to the most recent data from the Pew Internet and American Life Project, only 55 percent of adult Americans have broadband Internet access service in their homes — meaning that roughly 40 percent of American households that could get broadband service decline to do so”.

http://www.google.com/url?q=http://www.att.com/Common/about_us/public_policy/100_Pct_Broadband.pdf&ei=g4hLS4eZK5OQNpKbmZAJ&sa=X&oi=nshc&resnum=1&ct=result&cd=2&ved=0CAwQzgQoAQ&usg=AFQjCNHqUnFE9gfhX8UKY52lviGZSK_Zyw



However, AT&T in its filing doesn't offer a way to bridge the gap for that 20 percent of Americans relying only on landlines, nor does it address what an all-IP future means for the [33 percent of Americans who have access to broadband but do not subscribe](#) (although those broadband laggards might be paying for a digital voice product from a cable provider).

<http://gigaom.com/2009/12/30/att-to-fcc-let-my-landlines-go/>



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Questions?

Professor Andy Lewis

Community Development Specialist

Center for Community and Economic
Development, 610 Langdon Street, Room
328, Madison, WI 53703-1104

Phone: (608) 263-1432

E-mail: andy.lewis@uwex.edu

Webpage:

<http://www.uwex.edu/ces/cced/andylewis.cfm>

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Next session

February 16, 2010 – Retaining and Attracting People as an Economic Development Strategy

Community Development Educator Will Andresen, University of Wisconsin-Extension Iron County

Did you know that according to Live First, Work Second author Rebecca Ryan 3 out of 4 Americans respond that a cool city is more important than a good job? But that doesn't represent us, right? Michigan's Cool Cities Survey found nearly 7 in 10 recent college graduates agreed as did almost 75% of young people Iron Co. Wisconsin (pop. 6,197) and Gogebic Co. Michigan (pop. 16,043). Learn why a focus on retaining and attracting young professionals may be one of the most important community building strategies you employ—and why being a “cool city” may be even more important in your community than Seattle or St. Paul.

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Archive Access

To access an archived version of today's program, go to:
<https://www.livemeeting.com/cc/wislineweb/view>

- Enter Name
- Recording ID: **Bldg Comm-100119**
- Recording Key: (Leave Blank)
- Click View Recording
- Click the ICON for either Microsoft Office Live Meeting High Fidelity Presentation OR Microsoft Office Live Meeting Replay
- This archive will remain for two weeks on the web



Please don't forget

- Close out of browser
- Disconnect phone call

Thank You!

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