
CNRED COMMUNITY & ECONOMIC DEVELOPMENT UPDATE

April 2009

Early Childhood Education

Steven Deller along with Bill Rizzo (Dane Cnty CRD) and Joan Laurion (Dane Cnty Family Living Educator) and a team of local Early Childhood Education advocates completed a study entitled "EARLY CHILDHOOD CARE AND EDUCATION: ECONOMIC IMPACTS IN DANE COUNTY." The intent of the study is to move the public policy discussion around Early Childhood Care and Education (ECE) from a social service perspective on providing services to low-income families to a broader discussion of how ECE is part of the local economic development puzzle. ECE impacts the local economy in three ways: human capital development, indirect service to businesses and a direct source of employment and income along with its multiplier effect. Although the bulk of the study focused on the latter, the broader intent is to broaden the thinking of ECE as an indirect service to businesses. Here access to high quality ECE allows parents to enter the labor force and be more productive at work.

Impacts of Inventors and Entrepreneur's (I&E) Clubs Updated

Entrepreneurship networks in both rural and urban areas provide a supportive environment for enhancing innovation. Evidence from a recently updated survey of Wisconsin I&E Clubs shows that 83 percent of the clubs report some new jobs created among members in their region. Another 63 percent of the clubs responding reported members have received grants for research or business idea development. These findings were recently shared at the 20th Annual Rural Community Economic Development Conference: *Promoting a Rural Renaissance* held March 4-5 in Peoria, Illinois. The study and an accompanying published article report details how clubs are organized, how they function and what they accomplish. For more information or for a copy of the article or study results, contact Greg Wise.

NACDEP Conference April 20-22

The theme for this year's National Association of Community Development and Extension Professionals (NACDEP) conference is "Creating Sustainable Communities in a Changing America." The UWEX Sustainability Team will be well represented at the conference. Team members will be making six presentations as part of two full sessions focused on sustainability efforts in Wisconsin. The titles of and presenters for these presentations are:

- Wisconsin Sustainability Team Engagement
 - Getting Started – Jerry Hembd
 - Building Team Capacity – Anna Haines
 - A Vision for Relevance: Future Directions for Sustainability Programming in Extension – Catherine Neiswender and Andrew Dane
- Wisconsin Community Engagement
 - Focus on The Natural Step and Communities – Anna Haines and Catherine Neiswender
 - Early Adopters of Sustainability Project – Jerry Hembd
 - Earth, Wind, Fire: Preparing for Bio-energy Opportunities in Wisconsin – Andrew Dane

Sustainability Roundtables

Jay Moynihan and Jerry Hembd, in their capacities as co-chairs of the UWEX Sustainability Team, are part of a team funded by a Program Innovation Fund grant that is hosting four Sustainability Roundtables this spring. They will be held in Milwaukee (April 30), Appleton (May 5), Superior (May 19), and La Crosse (May 21). Karl Green is joining the effort for the La Crosse roundtable. The intent of these full-day roundtables is to bring together environmental groups, workers, unions, business, industry, and local governments to consider collaborative approaches for advancing the region's "green collar" economy. The UWEX School for Workers at UW-Madison, a key player in this effort, is ensuring that organized labor will be an active participant in these discussions.

***Downtown Economics* e-newsletter**

Four recent issues of *Downtown Economics* provide ideas to help business districts reposition themselves and prepare for economic recovery.

- Why Downtowns will Shine after the Economic Storm (April 2009, No. 152)
- Convenience as a Downtown Niche During Tough Economic Times (March 2009, No. 151)
- Lessons and Strategies of a Recession - Consumer Choices (February 2009, No.150)
- Ten Things Your Organization Can Do During Difficult Economic Times (January 2009, No.149)

Downtown Economics is available on-line at:

<http://www.uwex.edu/ces/cced/publicat/letstalk.html>

Please forward link to downtown and business district revitalization and planning professionals in your county. If your communities have information needs related to a downtown economic development topic, contact Bill Ryan at CCED.

Revitalizing Wisconsin's Downtowns - an e-Learning and Networking Series

UWEX in cooperation with the Wisconsin Main Street Program and the Wisconsin Downtown Action Council is hosting a 2009 program series titled "Revitalizing Wisconsin's Downtowns—through E-Learning and Networking." The series is focused on topics of specific interest to Wisconsin downtowns that lend themselves to further dialogue and peer-learning at the local level. They also include a set of web-based resources that support these specific topics. Nearly 20 UWEX sites around the state have been hosting the program. Each site has groups of 3 to 15 participants. Topics for remaining sessions are listed below:

<u>Noon on:</u>	<u>Topic</u>
April 16	Downtown Image and Branding
May 21	Business Retention
June 18	Low Cost – High Impact Design for Downtowns
September 17	Use of Technology to Promote Downtown
October 15	Green and Sustainable Downtowns
November 19	Working with Big Box Retailers
December 17	Understanding the Potential of the Downtown Office Worker

If you and local downtown and economic development leaders have an interest in this series, please let Chuck Law (LGC) or Bill Ryan (CCED) know. For more information, see: <http://lgc.uwex.edu/Downtowns/>

CNRED Tourism Programs

The March Wisconsin Governor's Conference on Tourism included two breakout sessions devoted to the variety of work done by CNRED educators throughout the state. Twelve roundtable discussions demonstrated the value of the Wisconsin Idea at work - connecting local business and community tourism groups with resources and ideas to help them navigate the troubled economy.

UWEX presenters included Laura Brown, Karl Green, Ela Kakde, Kelly Haverkamp, Marty Havlovic, Dan Kuzlik, Paul Putnam, Bill Ryan, Amy Schanhofer, Paul Thares, Claire Thompson, and Stephen Woessner (SBDC).

The presentations were well received and reintroduced UWEX's collective strength in tourism programming. As a result, it is possible that CNRED educators around the state may be getting tourism-related requests in their counties as a result of these presentations. It may be necessary for the tourism team (or CCED) to develop a "tourism resource-sharing network" as a way of communicating tourism development techniques and best practices. In the interim, Bill Ryan has posted to the web the Conference's presentation topics as

a way of archiving some of the great things CNRED colleagues are doing in tourism.

<http://www.uwex.edu/ces/cced/economies/tourism/wigcot2009.cfm>

Healthy Hospitals, Healthy Communities

The economic impact of Wisconsin's hospitals" was officially released on March 26th by the CCED and Wisconsin Hospitals Association. This report was authored by Andy Lewis, Matt Kures, Steve Deller and Brian Potter (Wisconsin Hospital Association). The report found that Wisconsin Hospitals support a total of 200,000 jobs and \$22 billion in industry revenues. One out of every new 12 jobs in Wisconsin in the next decade will be in hospitals. Estimates are available for each of the 9 Wisconsin Hospital Association regions. In addition, the CCED developed a tool that will estimate the impacts of an individual hospital. For a copy of the individual hospital economic calculator, statewide report, or regional reports, see:

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

Foreclosures

Andy Lewis and Russ Kashian have released the first quarter report on foreclosure cases by County for 2009 and the bad news continues. Foreclosure cases in the first quarter of 2009 were up 29% over the first quarter of 2008. Eight Counties had an increase of more than 50 cases and more than a 20% increase: Brown, Dane, Kenosha, Milwaukee, Racine, Rock, Walworth, Waukesha. The state had an increase of 1,680 cases in the first quarter of 2009 and 61% of that increase came from these eight counties. For a spreadsheet with the first quarter data and other information on foreclosures, see:

http://www.uwex.edu/ces/cced/economies/communityindicators/Indicators_Links.cfm#foreclosures2

Wisconsin Collaborative for Affordable Housing

Andy Lewis is serving as Extension's representative on the "Wisconsin Collaborative for Affordable Housing" again this year. Please consider attending the collaborative's annual *Home for Everyone Conference*, scheduled for July 22-23, 2009 at the Marriott West in Middleton. To receive more information, register on-line at:

http://www.wiscap.org/ec_conference_ahfe_information_main_page.asp Michael Collins and Andy Lewis will be presenting at the conference, but will likely be over shadowed by the keynote speaker Herman Boone. If you saw the movie, "Remember the Titan's", the movie was based on the life of Herman Boone.

Wisconsin Economic Development Association (WEDA)

WEDA education co-chair Andy Lewis wants people to know that the format for the Spring conferences has changed. WEDA invites members and non-members to attend one of four Spring Regional Meetings held around the state. These will be half-day meetings highlighting FOUR growing industries from around the state, plus a series of Best Practice Roundtable discussions on the following topics:

- Business Retention and Expansion
- Economic Development Finance
- Marketing/Attraction
- Economic Development Planning
- Evaluation Techniques for Economic Development Projects and Programs
- Entrepreneurial and Small Business Development

The dates and locations for the four regional meetings are: 4-23 Green Bay; 5-7 Brookfield; 5-12 Menomonee; 5-20 Madison. For registration information, go to: <http://www.weda.org/calendar/weda-meetings/2009-spring/>

Asset-Based Development

Gary Green recently edited a book, *Mobilizing Communities: Asset Building as a Community Development Strategy*, which will be published by Temple University Press this year. The book compiles a series of case studies that have used asset-based development strategies in a variety of contexts (Indian reservations, the Black Belt, the Mississippi Delta, inner city Chicago and others).

Local Foods and Tourism

Gary Green and Cara Carper have recently completed surveys of retail establishments and producers in Green County interested in promoting local foods as part of a tourism strategy. Reports on this study should be completed in May.

Rural Labor

Gary Green recently gave a presentation on rural labor conditions at the "Rural Labor Summit: Toward a Viable and Sustainable Rural Labor Force," in Madison, Wisconsin in February.

Follow the CCED on Twitter

The Center for Community and Economic Development is now on Twitter. We are using Twitter as another means for sharing our work at the CCED as well as other information relevant to community and economic development educators

and practitioners. If you are not already familiar with Twitter, you are probably asking what is it, why is the CCED using Twitter, and how do I use Twitter?

What is Twitter? – Twitter is a website that provides a simple means of communication through quick, brief messages (no more than 140 characters) intended for colleagues and other interested parties. The CCED will use Twitter to provide regular updates on our work (resources, presentations, publications, etc.) and provide links to other economic and community development resources we find interesting and useful (papers, data sets, professional development opportunities, etc.). You can also view a video to get an overview of how individuals are using Twitter. (<http://www.commoncraft.com/twitter>) While this video shows Twitter how is used for personal communication, many businesses are using it as well.

Why is the CCED using Twitter? - You may be asking yourself why is the CCED using Twitter instead of other communication tools such as blogs or Extension's various e-mail lists? Twitter has two major differences from these other means of communication. First, you have the choice to follow the CCED's Twitter site at your leisure instead of receiving a broadcast e-mail that may or may not be relevant to you. In other words, we can post more information using fewer e-mails. Second, Twitter is concise. Twitter messages have a maximum of 140 characters and consequently are much shorter than the typical e-mail message or blog post. Note that Twitter is not meant to replace these other communications tools, but rather supplement them. We will still send information via the e-mail lists when we feel it is necessary.

How do I follow the CCED on Twitter? – Easy. You can follow the CCED's Twitter feed using several methods. The easiest way is to simply visit <http://twitter.com/uwexcced> and read the posted messages at your convenience. You can also add the CCED's Twitter site to your RSS feed. As new messages are posted to our Twitter site, your RSS reader will notify you (What's an RSS feed? See: http://www.commoncraft.com/rss_plain_english). Finally, if you are already on Twitter (or are thinking about joining Twitter), you can become a follower of our Twitter site.

For more information on using the CCED's Twitter site, please contact Matt Kures (matthew.kures@uwex.edu).

SHARE YOUR WORK!

Please share with us your community and economic development work that would benefit other Extension educators elsewhere in the state. Email your contributions to the CNRED Community & Economic Development Update to Gary Green (gpgreen@wisc.edu).

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