
**CNRED COMMUNITY & ECONOMIC DEVELOPMENT UPDATE
DECEMBER 2008**

Gary Green and David Trechter recently completed a survey of employers in four key agricultural and natural resource industries: dairy product manufacturing, animal slaughter and processing, farm supply wholesalers and bioenergy firms. The primary objectives of the study were to evaluate the demand for labor and to document the training and skills requirements for key occupations in these industries. The study was completed in collaboration with the newly formed Wisconsin Agriculture Education and Workforce Development Commission. A copy of the report can be found at:

<http://www.drs.wisc.edu/green/documents/topic/WI%20Ag%20and%20Nat%20Resource%20Sector%20Labor%20Survey%20Report%20V2.pdf>

Steven Deller has been working with Matt Kures along with faculty and staff of the UW Center for Cooperatives on a national study examining the economic impact of various types of cooperatives on the US economy. Beyond the traditional multiplier impact analysis Deller will be examining what socio-economic factors influence the location decision of cooperatives. Deller has also been working with Professor Randy Fortenbery, Director of the Renk Agribusiness Institute, on the economic impact of alternative types of energy generation scenarios on local and regional economies.

Over the past year Steven Deller has been looking closely at the impact of tax and expenditure limits (TELs) on local and state government policy options along with their impact on economic growth and development. In Wisconsin this work has focused on the impact of the property tax limit on county governments. The results suggest that the property tax limit has had limited impact on county governments. While the work continues, Deller and his co-authors (Craig Maher at UW-Oshkosh and Judy Stallmann at the University of Missouri) speculate that the growth in the real estate market since the TEL was imposed has minimized its impact. The current slow-down in the real estate market is difficult to assess given the results to date. The national results, using annual data for the 50 states from 1969 to 2005, appear to suggest that more restrictive TELs have a weak dampening affect on economic growth and performance. The results challenge the political argument that TELs must be imposed in the name of economic growth and development.

A \$10,000 grant from UW-Extension's Community, Natural Resource, and Economic Development program area provided funding to develop a partnership between UW-Extension (UWEX) and UW-Eau Claire (UWEC) through the Chippewa Valley Center for Economic Research and Development. Responding to a strong interest in local foods among community-based organizations, DATCP, UW faculty and students, and local farmers, UWEC Economics associate professor Eric Jamelske and UWEX associate professor Andrew Dane developed and executed several applied research projects. The overall goals were to 1) characterize the landscape of local foods in western Wisconsin and 2) develop a set of practical tools for local food system development across the State.

Please visit the website for project reports:

http://www.uwec.edu/Econ/research/local_foods_project.htm

The Economic Impact of Wisconsin Hospitals

Matt Kures, Steve Deller and Andy Lewis are working with the Wisconsin Hospitals Association on an Economic Impact Study of Wisconsin Hospitals. The study will detail impacts by the nine Wisconsin Hospital Association regions in the state and provide individual communities with a user friendly tool for estimating the local impact of individual hospitals. That study will be released in December and will be shared at media events being planned for hospitals in the following likely communities: Wausau, LaCrosse, Eau Claire, Green Bay, Appleton, Milwaukee, Madison and Superior or Spooner. Economic Development professionals in those communities that would be interested being a part of those media events should contact Andy Lewis, Center for Community and Economic Development, 608-263-1432, andy.lewis@uwex.edu

Wisconsin Basic Economic Development Course Is a Success

The Center for Community and Economic Development in partnership with the International Economic Development Council (IEDC) offered the Wisconsin Basic Economic Development Course in November. This was the first time that this course was offered in Wisconsin and participants earned credit towards certification as an economic development professional (CEcD).

By all accounts, the course was a tremendous success with 53 participants and an almost equal number of instructors. The high level of interest forced a change in venue that created some challenges, but the course evaluations have been very positive. The course will be offered again on November 9-12, 2009 at the Pyle Center in Madison. Course directors Mary Cole Laub and Andy Lewis are already thinking about improvements to the course for next year.

Copies of the PowerPoint presentations and photos from the 2008 class as well as the registration form for 2009 are available on-line at:

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

Given how quickly this year's class filled-up, it's not too early to begin exploring funding and registration for this professional development opportunity in 2009. The Center would like to thank Mary Cole Laub for her leadership and volunteer contributions to this effort. Mary is retired from Alliant Energy where she served as Manager of Community Development and is now a consultant and founder of the MCL Group.

Governor's Conference on Economic Development

This year's Governor's conference is scheduled for February 4-6, 2009 at the Monona Terrace in Madison. WEDA has selected this year's theme to be: *Innovation: Bold Moves In a Challenging Environment*. If you would like to join more than 300 economic development professionals for this conference, more information is available on the WEDA web site at: <http://www.weda.org/calendar/conferences/2009-gov-conf/index.html> A registration form should be available at the end of November. As a reminder, because the CCED is a corporate/organization sponsor, all Extension employees can join WEDA as an "additional member" for \$138 (as opposed to \$242 for the first member). Simply contact Megan Purtell at WEda and ask to be invoiced at the U.W. Extension additional member rate of \$138 (608-255-5666, megan@smgltd.org).

Housing Foreclosure Data

Andy Lewis and Matt Kures have been working with Dr. Russ Kashian at U.W. Whitewater on the collection, analysis and mapping of home foreclosure civil cases in Wisconsin. This data will be used to assist in the preparation of applications for the nearly \$39 million in Neighborhood Stabilization Funds. Andy Lewis will be working with Jeanne Storm at the Department of Commerce on a webinar dealing with the application. That will likely take place on December 8'th, but if you would like to receive updates, simply provide your e-mail address on the Commerce web page at: <http://commerce.wi.gov/CD/cd-boh-wns.html>

Data and maps related to foreclosures are being posted on the CCED web site at: http://www.uwex.edu/ces/cced/economies/communityindicators/Indicators_Links.cfm#foreclosures2

Downtown Economics e-newsletter

Three recent issues of Downtown Economics (previously Let's Talk Business) focus on helping downtown businesses during tough economic times.

- Helping Downtown Businesses Survive Tough Economic Times, No. 148, December 2008
- Consumer Behavior During Tough Economic Times, No. 147, November 2008
- Identifying Businesses in Trouble During Tough Economic Times, No. 146, October 2008

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 will be hosting a 2009 program series titled "Revitalizing Wisconsin's Downtowns—through E-Learning and Networking." Using CCED's "Building Communities" as a basic model, 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. It will also include a set of web-based resources that support these specific topics. Various UWEX sites around the state are being arranged at this time. Tentative topics are listed below:

<u>Noon on:</u>	<u>Topic (tentative)</u>
January 22	Overview of the Main Street Four-Point Approach
February 19	Downtowns and the Current Economy
March 19	Creating an Entrepreneurial Climate Downtown
April 16	Downtown Image and Branding
May 21	Business Recruitment
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.

National Main Street Conference
March 1 – 4, 2009, Chicago, Illinois

The premiere conference on commercial district revitalization will be showcasing the technology tools Main Street programs need to succeed in the 21st century. New tools will be presented as the 2009 National Main Streets Conference examines successful strategies in building a vibrant commercial districts and applying the Main Street Four-Point Approach.

<http://www.mainstreet.org/content.aspx?page=72§ion=5>

Video Tutorials: Online video tutorials featuring many of our favorite data website are being developed in collaboration with the Economic Preparedness Team and the Ag Innovation Center. The videos will provide a brief description, step-by-step instructions, and examples of how we use the data. The first two (worker flow and county-to-county migration) will be available just in time for the holidays. The videos will be accessible via the CCED website.

Business Feasibility Course Available at a Distance: Final editing of the web-based video version of *Business Feasibility: a First Cut Analysis* workshop is almost complete. This new online course is based on the *First Cut Analysis* manual. We have also added interviews with entrepreneurs, the instructors, and have updated the case studies. In addition, a new version of the manual with new web links will be available by January, 2009. Let us know if you would like to be pilot this course with us.

Economic Snapshots (a la Harper's Index): One of the challenges of franchising the Economic Snapshots at the county level is the reality that smaller newspapers have limited graphics expertise on staff. To overcome this I've developed a series of Community Snapshots that feature factoids similar to Harper's Index <http://www.harpers.org/archive/2004/05/0080015> that do not require graphics to tell the story. For example: **\$7.2 million**, annual amount Lafayette County residents will save for every \$1.00 decline in gasoline prices; **\$32,604**, Self sufficiency wage for a Lafayette County family of four; **69%**, Percentage of employed Lafayette County residents who work outside of Lafayette County. If you are interested in Community Indicators for your county/community contact me at bill.pinkovitz@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).

STATE SPECIALIST CONTACTS:

Steve Deller (608) 263-6251 deller@aae.wisc.edu
Gary Green (608)262-2710 gpgreen@wisc.edu
Jerry Hembd (Superior) (715)394-8208 jhembd@uwsuper.edu
Matthew Kures (608)265-8258 matthew.kures@uwex.edu
Andy Lewis (608)263-1432 andy.lewis@uwex.edu
Dave Marcouiller (608)262-2998 dwmarcou@wisc.edu
Bill Pinkovitz (608)265-8255 bill.pinkovitz@uwex.edu
Bill Ryan (608)263-4994 bill.ryan@uwex.edu
Randy Stoecker (608) 265-8256 rstoecker@wisc.edu
Greg Wise (608)263-7804 greg.wise@uwex.edu