

Downtown & Business District Market Analysis — A new online tool

www.uwex.edu/ces/cced/dma/

Understand your market conditions

Tools and research techniques to analyze consumers, businesses, buildings, trade area size, economics, demographics, and more.



Identify market opportunities by sector

Methods to evaluate retail, business, restaurant, theater, residential, office, and lodging opportunities.



Develop market-driven strategies

Strategies to expand/retain business; includes niche development, space utilization, marketing, and business recruitment.



Assistance available—

from the University of Wisconsin–Extension and the Wisconsin Department of Commerce–Main Street Program



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