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## CNRED COMMUNITY & ECONOMIC DEVELOPMENT UPDATE JANUARY 2008

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### **Feasibility Analysis: Creation of a Wood Technology Program at NC Technical College**

Following a presentation last January in Antigo by Andy Lewis, industry leaders and elected officials have been meeting over the past year in Langlade County to discuss how they could support and add value to the wood manufacturing industry concentration. The presentation in January focused on the role of elected officials in the economic development process and included data from the industry cluster analysis done as part of the Northern Edge initiative several years ago (See:

[http://www.uwex.edu/ces/cced/economies/northernedge/edge\\_marketstudy.cfm](http://www.uwex.edu/ces/cced/economies/northernedge/edge_marketstudy.cfm) ). As a result, Lewis was asked to assist with a study that would examine the economic feasibility of investing in a Wood Technologist program to be located in Antigo, WI. To complete the study, Lewis partnered with Dr. Roger Nacker, CCED fellow and President of the Wisconsin Economic Development Institute, and CCED Adjunct Faculty member, Dr. Russell Kashian. The study examined the impact that could be created by a program run by the North Central Technical College in a million dollar building built by the County/City, and supported by the local wood products manufacturing industries in the region. A summary of the study was presented last month at another community meeting organized by the Langlade County Community Development Agency. A copy of the complete report can be found at:

[http://www.uwex.edu/ces/cced/communities/documents/FinalReportw\\_edits\\_lewis15.pdf](http://www.uwex.edu/ces/cced/communities/documents/FinalReportw_edits_lewis15.pdf)

**The Governor's Conference on Economic Development** is being held on February 6-8, 2008 at the Monona Terrace in Madison. This year's conference focuses on the theme of "*The Emerging and Converging World: Are You Ready for the Future?*" For registration information, see: <http://www.weda.org/calendar/conferences/2008-governors-conference/index.html> The CCED will again sponsor an educational booth. UWEX is a member of the Wisconsin Economic Development Association (WEDA), which means that any Extension employee can join WEDA at the rate of \$138 (rather than the individual rate of \$242).

### **International Municipal Economic Development Tool Kit**

First Impressions: A Program for Community Assessment and Improvement; The Community Economic Development Preparedness Index; and the Community and Economic Development Tool Box have all been accepted to be published as part of the

International Municipal Economic Development Tool Kit. This resource is being published by the Global Urban Studies Program and the Extension Service of Michigan State University in collaboration with the Local Economic Development Project of the United States Agency for International Development. Andy Lewis has been asked to do a workshop on the First Impressions program and the Community Economic Development Preparedness Index for a conference to be scheduled in Kiev, Ukraine in February or March, 2008. More information on these programs can be found on the web at:

First Impressions (Revised 2007):

<http://www.uwex.edu/ces/cced/communities/firstimpressions/index.cfm>

Community Economic Development Preparedness Index:

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

Community & Economic Development Tool Box:

<http://www2.uwsuper.edu/cedpt/index.htm>

### **The Wisconsin Economic Development Portal (EDP)**

The Wisconsin Economic Development Portal (EDP) Advisory Team members are asking for your input and support with the continued development of the website. All UW campuses, WTCS campuses, and state government agencies involved in the project as well as their internal and external partners and stakeholders are invited to view, navigate through, and use the latest version of the EDP website at <http://economicdevelopment-wi.org/working/>. Andy Lewis has entered information on a number of programs and resources developed by the CCED.

Once you have searched for resources on the website and tested it thoroughly, please provide your suggestions and comments at:

<http://survey.uwex.edu/checkbox/Survey.aspx?s=f43a199f99bc40a1bfa3d4dfd6411aa4>.

The primary goal of the EDP is to be an online searchable database-driven website connecting individuals, businesses, local governments, and others with economic development and business assistance programs and sources of technical and financial assistance available throughout the state. The advisory team's next objective in reaching this goal is to collect feedback on the current state of the website, use that feedback to improve the site, and then make it available publicly in early 2008.

Please share this invitation with others in your agency or institution. However, this is still a test version of the website, so please do not distribute the web address publicly at this time. This resource will also be demonstrated at this year's Governor's Conference on Economic Development.

If you have questions, please contact: John Fischer ([fischer@conted.uwex.edu](mailto:fischer@conted.uwex.edu))

## **Agritourism**

Along with colleagues at the University of Vermont and Utah State University, Gary Green recently completed a series of checklists for farmers interested in agritourism. The factsheets include the following topics: associations and networks, best management practices, marketing, online resources, risk management, zoning and health, and success stories. The entire set of checks lists are available at:

<http://www.agmrc.org/agmrc/commodity/agritourism/agtourism.htm>

## **I&E Clubs**

Greg Wise, Evan Armstrong and Gary Green presented a paper, “Inventor & Clubs:Entrepreneur: Investment in an Innovative Approach to Entrepreneurship,”at the conference on “Frameworks for Entrepreneurship Research in Food, Agriculture, Natural Resources & Rural Development: A National Conference on Entrepreneurship Research,” in October at the Kaufman Foundation in Kansas City, Missouri. The paper can be found at: <http://dass.missouri.edu/agecon/mccel/materials/green-wise.pdf>

## **Manufacturing and the Midwest**

Gary Green and Landy Sanchez recently published a paper, “Does Manufacturing Still Matter?” in *Population Research and Policy Review*. The paper examines the effects of employment in the manufacturing sector on underemployment across various regions of the Midwest. They find that the relationship varies considerably with the strongest positive benefits in the Great Plains and the weakest in the areas with the largest concentration of manufacturing jobs. The paper can be found at:

[http://www.drs.wisc.edu/green/\\_documents/\\_topic/Does%20Manufacturing%20Still%20Matter.pdf](http://www.drs.wisc.edu/green/_documents/_topic/Does%20Manufacturing%20Still%20Matter.pdf)

## **Downtown Economics e-newsletter**

Four recent issues of Downtown Economics (previously Let's Talk Business) provide ideas for increasing downtown economic activity:

- [Ten Realistic Retail Themes for a Vibrant Downtown](#) (December 2007, No 136)
- [Creating a Vibrant \(and Realistic\) Retail Mix](#) (November 2007, No 135)
- [Green Downtowns: Environmentally-Responsible Practices for Business Districts](#) (October 2007, No 134)

- Valuing Downtown Employees: Milwaukee's Successful Downtown Employee Appreciation Week (September 2007, No 133)

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.

### **Downtown Market Analysis Updates**

Little Chute - Jim Resick is working with Little Chute's Village and development organization (Advance Little Chute) to complete a market analysis for the community. In addition to a comprehensive business operator's survey, trade area and demographic analyses, Jim is helping to coordinate a January field trip for community leaders that will tour comparison communities of Hartford, Grafton and Cedarburg. He is also guiding the community in developing a comprehensive business space inventory by retail/service function as a resource for business development efforts

Superior – Fariba Pendleton is working with the Superior Business Improvement District and CCED to complete one of the most comprehensive downtown studies in the state. The research includes both business and consumer surveys, as well as trade area, demographic and comparison city analyses. One major objective of this analysis is to learn how a historic city like Superior (adjacent to a larger city across state lines) can tap into the economic potential of a larger metropolitan area to develop its downtown as a place of employment, housing, entertainment, and services.

Rhineland – Dan Kuzlik has been working with CCED to complete various elements of Rhineland's market analysis. As a recreational destination, the analysis includes a detail study of the visitor and second homeowner markets, and the geographic origin and lifestyles of these consumers. In addition, Dan has played a central role in the broader organization of Rhineland's Main Street program.

Market analysis assistance is ongoing in selected Wisconsin Main Street communities. Upcoming studies are expected to start in River Falls and Juneau County. If you community is interested in conducting a downtown/business district market analysis, contact Bill Ryan.

### **Wisconsin Downtown Action Council**

The Wisconsin Downtown Action Council (WDAC) is a statewide organization established to facilitate the revitalization of Wisconsin downtowns as vibrant social and economic centers. The organization has a new Strategic Plan (thanks to the help and direction of Bill Rizzo) and a services of events and activities planned for 2008.

Communities working to revitalize their downtowns should be aware of this organization for networking and peer-to-peer learning. The next WDAC event will be a visit and tour of downtown Onalaska on Friday, January 25<sup>th</sup>. Contact Bill Ryan for more information. <http://wisconsindowntown.org/>

### **DVCP Team Update**

This team has three major projects underway in 2008.

1. “Placemaking Principles” educational materials that can be used by communities statewide
2. Innovative Downtown Businesses – website with examples of vibrant downtown businesses to assist in business expansion and recruitment
3. Comprehensive Practice Guide - a resource under development to assist county-based CNRED educators and others in the delivery of educational programs related to downtown vitality and community placemaking.

The next team meeting is scheduled for late February. Contact Bill Ryan, Chuck Law or Steve Grabow for more information.

### **Sustainability Conference**

Prepare to shape the future! The “Wisconsin Conference on Sustainable Business” is set for April 24-25 in Ashland. This conference is an effort of the Alliance for Sustainability in the Chequamegon Bay area.

**WHO SHOULD ATTEND:** business owners, managers, community leaders and activists.

**WHY SHOULD YOU ATTEND:** Learn how to develop a profitable, sustainable business that is good for the environment and good for your community.

Examine accomplishments of Chequamegon Bay area business.

Discover energy conservation measures, certification programs and other techniques that can help to transform your business.

Call 715-682-1189. Sign up early to receive timely information. Full details will be available in January 2008.

### **An Update on Business Improvement District (BID) Education**

September’s issue of the CNRED Community Economic Development Update described UW-Extension’s partnership with the Association of Wisconsin Business Improvement Districts in offering a mid-year BID seminar. Twenty-three BID managers and their Board members attended this day-long program held in Stevens Point on October 11th. CCED Specialist Chuck Law delivered a presentation examining the historical relationship between BIDs and Wisconsin Main Street programs during this program.

Also noted were plans for a national survey of Business Improvement Districts conducted by a Ph.D. candidate from Hamline University (St. Paul, MN). The results of this first national look at BIDs in over a decade will be posted online on UW-Extension's webpages devoted to BIDs (<http://lgc.uwex.edu/cpd/bidpage/bid.html>). These results offer critical comparative data of interest to representatives from Wisconsin communities having BIDs as well as those examining their potential.

Perhaps the single best indicator of impact for this type of education is the successful creation of new districts that take advantage of UW-Extension educational programming in this area. 2007 marked the successful creation of a couple new BIDs, a third district in Racine (the second time Racine officials have taken advantage of UWEX BID programming), and the first District established in Stevens Point. BIDs in some of the other communities served this year will likely become operational in 2008.

## 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](mailto:gpgreen@wisc.edu)).

## STATE SPECIALIST CONTACTS:

Gerry Campbell (608)265-8137 [grcampbe@wisc.edu](mailto:grcampbe@wisc.edu)  
Steve Deller (608) 263-6251 [deller@aae.wisc.edu](mailto:deller@aae.wisc.edu)  
Mark Eiswerth (Whitewater) (262) 472-1776 [eiswertm@uww.edu](mailto:eiswertm@uww.edu)  
Gary Green Rural Soc-(608)262-2710, CCED-(608)265-8256 [gpgreen@wisc.edu](mailto:gpgreen@wisc.edu)  
Jerry Hembd (Superior) (715)394-8208 [jhembd@uwsuper.edu](mailto:jhembd@uwsuper.edu)  
Russell Kashian (Whitewater) (262) 472-5584 [kashianr@uww.edu](mailto:kashianr@uww.edu)  
Matthew Kures (608)265-8258 [matthew.kures@uwex.edu](mailto:matthew.kures@uwex.edu)  
Chuck Law (608) 265-2501 [chuck.law@uwex.edu](mailto:chuck.law@uwex.edu)  
Andy Lewis (608)263-1432 [andy.lewis@uwex.edu](mailto:andy.lewis@uwex.edu)  
Dave Marcouiller (608)262-2998 [dwmarcou@wisc.edu](mailto:dwmarcou@wisc.edu)  
Bill Pinkovitz (608)265-8255 [bill.pinkovitz@uwex.edu](mailto:bill.pinkovitz@uwex.edu)  
Bill Ryan (608)263-4994 [bill.ryan@uwex.edu](mailto:bill.ryan@uwex.edu)  
Randy Stoecker (608) 265-8256 [rstoecker@wisc.edu](mailto:rstoecker@wisc.edu)  
Greg Wise (608)263-7804 [greg.wise@uwex.edu](mailto:greg.wise@uwex.edu)