
CNRED COMMUNITY & ECONOMIC DEVELOPMENT UPDATE

July 2009

Wisconsin Green Jobs

A team of northwest Wisconsin CRD educators is finishing up a green jobs workforce development training for the Northwest Wisconsin Workforce Investment Board. Beverly Stencel, Tom Wojciechowski, Tim Kane, Pete Kling, Andrew Dane, Gail Huycke organized and presented at two trainings designed to provide workforce development staff in the region with a basic understanding of green jobs and regional implications for the bioenergy sector. In addition, team members are presenting at the May 6-7 Workforce Development conference in Cable, WI. The project included a survey of local bioenergy firms. For more info contact Tim Kane.

Targeting Regional Economic Development

Steven Deller's newest book, Targeting Regional Economic Development, co-edited with Stephan Geotz (Penn State) and Tom Harris (University of Nevada-Reno), was recently published. This volume focuses on revisiting industrial targeting methods in light of the notion of cluster development as advanced by Micheal Porter. Phase II of this project is aimed at providing on-line educational materials along with a selected set of tools aimed at Extension educators and community economic development practitioners.

Grass Roots Survey in Wisconsin

Catherine Willis and Randy Stoecker surveyed 829 grassroots organizations in Wisconsin outside of Dane and Milwaukee counties. They defined a grassroots organization as a membership group that worked on local issues with policy implications. The survey attained a 25% response rate. Their initial findings are that there is vast diversity among these groups. They range in age from only a few years to more than 100 years, and a few members to thousands of members. Some surprising findings are that only about a quarter of the organizations' leaders have participated in leadership education courses, and nearly half have had an organization member run for elected office.

UW-Extension's Hembd receives national distinguished service award

State Specialist Jerry Hembd was recently honored with the 2009 National Distinguished Service Award—the highest honor conferred by the National Association of Community Development Extension Professionals (NACDEP)--at the group's national convention in San Diego. Jerry, who currently serves as Director of the Northern Center for Community Economic Development, was recognized by NACDEP for achievements over the course of his career. Jerry is a faculty member with UW-Superior/Extension.

Jerry's career in community development work began in the early 1980s, when he focused on conducting research, analysis and educational programs related to the role of tourism and natural resources in the northwestern Wisconsin regional economy. He and UW-Extension colleagues were also actively involved in the statewide Community Economic Analysis program. More recently, his research and educational programming have focused on the creative economy of Wisconsin and community sustainability. He helped organize, and currently co-chairs the UW-Extension Sustainability Team, which during the past year offered a statewide in-service on sustainable communities. He was also involved in the development of the Sustainable Communities Capacity Center website (<http://www3.uwsuper.edu/sustainability/index.htm>), and organized a nine-session series of web-based seminars, or webinars, on community sustainability.

Matt Kures to Take on Urban CD Initiative

In response to conversations with UW-Milwaukee and Milwaukee City and County stakeholders, the Center for Community & Economic Development is making a new investment in urban community development. Current CC&ED GIS Specialist Matt Kures will initiate this work with a six-month interim appointment focused on urban community development initiatives. Matt's work will initially feature projects that are being prioritized with the help of UW-Milwaukee Professor and Associate Dean, Sammis White and Milwaukee City Department of Development Deputy Commission Martha Brown. Matt will split his time between Milwaukee and his permanent Madison office. Building on Matt's experience, the CC&ED intends to design a position that will support the broader SE Wisconsin urban corridor and reach out to other Wisconsin urban communities. It is anticipated that this Extension specialist position will ultimately be housed at UW-Milwaukee's School of Continuing Education offices. For more information contact Matt Kures or Greg Wise.

Managing in Tough Times

While the work of the CC&ED is more like that of prevention specialists than emergency response teams, we all have been focusing a lot of energy on how to manage in these tough economic times in addition to setting the stage for the future. Joining forces with state Extension personnel from across the nation, Greg Wise has been building a web site specifically geared to "Managing in Tough Times—MiTT." MiTT involves extension personnel from across all CSREES program areas and is intended to provide Cooperative Extension's most salient resources to meet the needs of our clientele during these acute times of economic stress. You are invited (encouraged!) to help populate this site with resources that you know would be of value. At this point, most of the specific content addressing the current economic situation has been infused into the existing "communities of practice" (see: <http://www.extension.org/main/communities>). A future release will announce a specific location for this content – likely to be announced at MiTTNet.

CC&ED to be Featured at “Second Wednesday” Rooftop Event

Chancellor David Wilson has been hosting a socializing-learning event on the second Wednesday of each month (3:30-6:30 p.m.) at The Pyle Center's new rooftop terrace. The gathering has so far highlighted the work of UW Colleges, Wisconsin Public Radio and TV, and the Division of Entrepreneurship and Economic Development. Next month, CC&ED will represent the Cooperative Extension Division. We are promising something a bit out of the ordinary for our sharing. If you've ever played one of those electronic trivia games at the local restaurant or drinking establishment, then you'll be right at home with the wireless response “Community & Economic Development Trivia” game we have planned. Come check it out and see how well you score!

The National Center for Media Engagement (NCME) serves public radio and television stations throughout the U.S. An important component of NCME's mission is to help member stations build stronger connections within the communities they serve. In that context, Bill Pinkovitz presented: *Researching Community Needs* to over one hundred public radio and television stations as part of NCME's Peer-to-Peer Webinar Series. An archived version of the presentation is available at:

http://mediaengage.org/resources/webinars/webinar_051309.cfm

Bicycle Trails

In June, Nicole Sidoff and Bill Pinkovitz met with the Governor's Bicycle Coordinating Council to discuss the economic impact of bicycle trails. Nicole, in collaboration with Bill and the River Falls Survey Center, is developing an economic impact survey instrument for the Interurban bicycle trail in Ozaukee County. The Bicycle Council is interested in working with Nicole and the CCED to develop a survey instrument that can serve as the template for other communities. Several other opportunities for collaboration on issues relating to bicycling were discussed. Contact Bill Pinkovitz if you have an interest in this topic.

Economic Snapshots

In June, Dale Fischer, Dane County Soils and Crops Agent, and Bill Pinkovitz published four Economic Snapshots on farming in Dane County in the Wisconsin State Journal. Economic Snapshots for July (Nothing ever changes around here) by Steve Kohlstedt and Bill Pinkovitz focus on the dynamic changes occurring in Richland and other rural Wisconsin Counties. June Snapshots are available at: <http://www.uwex.edu/ces/cced/economies/economicssnapshot/index.cfm>. July Snapshots are being published in the business section of the Wisconsin State Journal and will be available on the CCED website by August 1. If you are interested in collaborating on a series of Economic Snapshots, contact Bill Pinkovitz.

Downtown Economics e-Newsletter

Three new issues of Downtown Economics include:

- Preparing for Economic Recovery (July 2009, No. 155)
- Branding for Downtown Success (June 2009, No. 154)
- Supporting Entrepreneurship Downtown (May 2009, No. 153)

Downtown Economics is available on-line at:

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

Please feel free to forward and share with other business district revitalization and planning professionals. 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> |
|-----------------|--|
| September 17 | Technology, Innovation and Entrepreneurship to Strengthen Downtown |
| October 15 | Green and Sustainable Downtowns |
| November 19 | Working with Big Box Retailers |
| December 17 | Tourism and Downtown Development |

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://lqc.uwex.edu/Downtowns/>

International Downtown Association 2009 Conference in Milwaukee

Please share the following opportunity with community leaders and downtown revitalization professionals in your community.

.....The International Downtown Association (IDA) annual conference will be held this year in Milwaukee (September 11th -15th). The conference brings together hundreds of decision makers from around the world, each sharing the goal of rebuilding downtowns and reshaping communities. This is a great opportunity for Wisconsin's downtown leaders to network and take part in educational workshops, tours, and roundtable discussions. Keynote speaker Rebecca Ryan, will speak about your downtown, and the critical role it plays in attracting and retaining a well-educated, talented workforce. Bill Ryan and Matt

Kures of CCED are coordinating a preconference workshop on downtown economic and market research. Save \$75 by registering for the event by July 31st. Visit the IDA website for conference and registration details. www.ida-downtown.org

Wisconsin Economic Development Association (WEDA) Fall Conference

WEDA education co-chair Andy Lewis would like you to know that the Fall Conference, "Economic Development Planning: Redevelopment, Innovation, and State Policy", has been scheduled for September 23-25, 2009 in Eau Claire at the Florian Gardens. For more information including registration forms, see: <http://www.weda.org/calendar/conferences/2009-fall/index.html>

Wisconsin Basic Economic Development Course

The CCED will again be offering the Wisconsin Basic Economic Development Course on November 9-12, 2009 in Madison (The Pyle Center). The "*Wisconsin Basic Economic Development Course*" (Wisconsin Basic Course) will educate upcoming economic developers, community leaders, bankers, government officials and Chamber executives, among others, in the fundamentals of economic development. This course is accredited by the IEDC and is the equivalent to IEDC's "Introduction to Economic Development course in preparation for the IEDC Certification exam. For more information on IEDC certification and this course, see: <http://www.iedconline.org/?p=BEDC>

For more information on the Wisconsin Course, including the on-line registration form, see:

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

Last year's course filled up quickly and we anticipate having to turn away some participants this year. Please register ASAP if you are interested. While budgets are tight, several district directors supported this professional development opportunity last year.

Healthy Wisconsin Communities Conference

UW-Extension Family Living and CNRED Programs invite you to attend the Healthy Wisconsin Communities Conference, scheduled for September 29, 2009, in Stevens Point. With sixteen breakouts and two plenary sessions, this will be one of the most beneficial community health conferences you will attend in 2009. Listen to Dr. Patrick Remington as he presents the keynote session titled, "Healthy People 2020 and Healthiest Wisconsin 2020: Emerging Frameworks for Healthier Populations." Over lunch, Dr. Zorba Paster will share his insights during "How to Live a Long, Sweet Life!"

The conference will bring together UW-Extension educators and community partners around the following four tracks:

1. Health Education Curricula and Resources
2. Community and Economic Development to Promote Healthy Communities

3. Health Education with Diverse Audiences
4. Community Partnerships for Health Promotion

Andy Lewis and Will Andresen served on the conference planning committee and advise interested persons to go to:

<http://www.uwex.edu/ces/flp/conference/healthywicomunities2009.cfm>

The registration fee is only \$20!

Second Quarter Foreclosure Case Data Now Available

Second Quarter data on the number of civil foreclosure cases is now available for 71 Counties (Portage County does not report to the Wisconsin Circuit Court Access System). That data is available in a spreadsheet format with pivot tables that illustrate the data in chart form. See:

http://www.uwex.edu/ces/cced/economies/communityindicators/documents/ForeclosureSpreadsheet2009_q2.xls

A news release that can be customized for your County was mailed by Andy Lewis on Friday, July 10'th to County CNRED educators. If you would like a copy, please contact him directly. Andy presented data on foreclosures at the State WACEC meeting in LaCrosse on June 15'th. A copy of that presentation can be found under the heading "recent presentaitons" at:

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

Go Gig Broadband Stimulus Proposal

Andy Lewis has been working with a group from WiscNet and System administration that is developing a proposal for federal broadband stimulus assistance. This proposal has been coined "Go Gig" with more information available on the WiscNet web site at: <http://wire.wiscnet.net/go-gig-broadband-stimulus-information/> One component of the proposal is the establishment of pilot Community Area Networks. It is likely that funds wouldn't be available for this part of the proposal until the second phase of funding, but if you are currently working with a community that is moving forward with a broadband stimulus proposal or has explored the possibility of establishing a communitiy area network, Andy would be interested in hearing from you.

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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