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## **CNRED COMMUNITY & ECONOMIC DEVELOPMENT UPDATE**

### **September 2007**

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#### **Research Shows Results for I&E Clubs**

A survey of 21 active inventors and entrepreneurs clubs shows over a third reported new jobs were created as a result of participation in the club. The same number reported at least one new patent had been filed by a member as a result of their participation in the club. Similarly, 29% of the respondents reported members who received grants for research or business idea development. These incredible results were achieved even though only seven clubs existed before 2006. Most of the 21 clubs surveyed, profess their main purpose to be networking and education, followed by business development. Clubs do have struggles, principally attendance. This is not surprising as the majority of clubs are found in rural areas, with several of them serving multiple counties. For a copy of the paper resulting from this research, contact Greg Wise or Gary Green. The CC&ED research was conducted by UW-Madison student Evan Armstrong during the summer of 2007.

#### **Bioeconomy Team Formed**

A joint CNRED-ANRE issue team has formed to address emerging issues related to the bioeconomy. One of the initial deliverables of the team is an in-service training titled: Extension Programming in the Bio-Economy. This session [will be/was] held in conjunction with the ANRE State Program meeting, October 23, 2007 at the Chula Vista Resort Wisconsin Dells, featured our own Karl Green (La Crosse County) and Pete Kling (St. Croix County) among others. Another activity of the team is an effort to identify the myriad of grants and projects being funded related to the bioeconomy. Greg Wise and Greg Lawless are providing leadership to a “matrix” identifying “who’s doing what.” And there are lots of things happening! Jay Moynihan has been doing some training in Shawano County. Andrew Dane has an inter-institutional grant to increase local understanding of the bioeconomy in the Chippewa Valley. Area Community & Business Development Agent Tim Baye and Specialist Pat Walsh (Biological Systems Engineering) have teamed up to develop a curriculum for developers and local officials in order to aid them in making good local policy decisions. Robin Shepard and Greg Wise have recently been awarded a grant to develop a broad-based decision model and training program for community-based education professionals in the North Central States. Peers in the Environmental Resources Center and many other CALS-Extension integrated faculty are working in a variety of ways to increase our technical understanding and ability to help local decision makers size up the implications of the bioeconomy on our communities. Contact team leaders Dave Liebl or Greg Andrews for more details or to get involved.

## **National eXtension Community of Practice: “Entrepreneurs and Their Communities” Launched**

Have you ever needed to reach a professional or buy something only to find they have left for the day or the store is closed? So have our clients! Among our other objectives, the eXtension site is an attempt to provide access to educational information 24 hours a day, 7 days a week, 365 days a year. The most promising benefit for most of us, is the ability to assemble the most current resources and knowledge from our peer institutions across the United States and create a robust set of resources together that no one party could ever build on their own. If you haven't checked it out yet, go to <http://www.eXtension.org> and see what is being developed. Entrepreneurship (<http://www.extension.org/entrepreneurship>) is only one of a handful of the new sites launched. Many other important Extension issues and topics have teams working to develop similar rich web portals. If you would like to contribute, you will only make these sites better. Check them out and “populate” them with the outstanding scholarship Wisconsin is known for. For more information, contact Greg Wise.

## **Community and Economic Development Training for Town Officials**

This fall, the CCED collaborated with the Local Government Center to provide a program on community and economic development. At each of the nine sites the program included presentations by specialists and county faculty, as well as program descriptions by representatives from DATCP, Department of Tourism, USDA Rural Development and several other programs.

## **Downtown Business e-Newsletter – Community Business Development Ideas and Trends**

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

- The Local Costs and Benefits of WalMart (August, No. 132)
- Retire Downtown; A Market Emerges for Active Living Downtown (July, No. 131)
- Developing Effective Business Recruitment Materials (June, No. 130)

*Downtown Economics* is available on-line at:

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

## **Downtown Vitality and Community Placemaking (DVCP) Team Update**

The following are three initiatives the DVCP team is developing for County-based educators.

- *Clearinghouse of Tools/Resources for Extension Educators and their Collaborators..*  
The team is developing suggested resources, tools, practices, and approaches to help

Extension Educators and Collaborators in Wisconsin initiate and deliver transformational education programs.

- *Principles of Community Placemaking (presentation and supporting materials)*. These resources are intended to provide a basic understanding of key principles of community design for local officials, technical professionals and aspiring citizen planners involved with community planning, visioning and community revitalization.
- *Innovative Downtown Businesses (online clearinghouse)*. This on-line resource is up and running and provides examples of retail and service businesses that are once again bring people back downtown. The evolving website is intended to provide existing and prospective entrepreneurs and economic development leaders with innovative ideas for their downtowns.  
<http://www.uwex.edu/ces/cced/downtowns/innovative/>

This team will be holding its next meeting on November 16. New members are welcome. Contact Steve Grabow, Chuck Law or Bill Ryan for more information.

### **“Economic Snapshots”**

“Economic Snapshots” celebrates its third anniversary in September. Over one hundred Snapshots have been published and are available via the CCED website at:

<http://www.uwex.edu/ces/cced/economicsnapshot.html> A how-to guide has been developed by Bill Pinkovitz and Andy Lewis that will enable county faculty to easily localize each Snapshot. County faculty is encouraged to review the Snapshots and let Bill or Andy know which you would like to localize. Bill Pinkovitz is also working on a website to recognize the county officials that have already used the snapshots. This test site is located on:

<http://www.uwex.edu/ces/cced/communities/inmotion/CCEDinPractice.cfm>

**Steve Deller** just completed a series of four papers looking at the determinants of changing crime patterns in Wisconsin and the US. The focus has been on 1) what may help explain the dramatic decline in crime over the past 15-20 years after decades of increasing crime rates, and 2) why has rural not experienced the same declines as urban? One of these four papers just appeared in *Sociological Imagination*, the journal of the Wisconsin Sociologists’ Association.

Steve has several other research projects in progress. He is working with colleagues in the UW Center for Cooperatives on a national study examining the economic impacts of cooperatives. He is editing a book with Stephan Goetz at Pennsylvania State University and Tom Harris at the University of Nevada-Reno which focuses on targeted regional economic development methods and strategies. This work builds on the notion of cluster development and outlines a range of issues as well as tools to help practitioners think through targeted economic development policy. He has started a project with Todd Gabe and Jim McConnon at the University of Maine to look at the role of microenterprises in economic growth and development. For their initial work, microenterprises are defined

as having between one and four employees. We have one paper forthcoming in *Applied Economic Letters* that suggests that a high share of businesses that are micro in nature can have positive impacts on some measures of economic growth (income and employment) but negative impacts on other measures (population). These patterns also vary by the type of industry (manufacturing vs services).

Finally, Steve continues to work with Craig Maher at the UW-Oshkosh on a range of public finance issues related to Wisconsin. Our current focus, along with Alan Probst of the UWEX Local Government Center, is on the development of a Wisconsin specific how-to manual on performance measurement. With Judy Stallmann at the University of Missouri, he is looking at the impact of tax and expenditure limitations (TEs) on economic growth and development. He has one piece that was published in the *Marquette Law Review* and two others under review. He has a new two year grant to focus this work on Wisconsin municipalities and schools.

**Andy Lewis** is serving as the co-chair to the FLP “Affordable Housing” team. If CNRED faculty are interested in joining this team, they should contact Andy. Andy has created two new community indicators: one dealing with subprime lending and the other on foreclosures. Each provides county level data that would help our County-based educators determine the scale of the problem in their county. These are located at:

“Lending Data Offers Insight Into Housing Issues”

[http://www.uwex.edu/ces/cced/economies/communityindicators/Indicators\\_Links.cfm#subprime](http://www.uwex.edu/ces/cced/economies/communityindicators/Indicators_Links.cfm#subprime)

“County Foreclosure Data”

[http://www.uwex.edu/ces/cced/economies/communityindicators/Indicators\\_Links.cfm#foreclosures](http://www.uwex.edu/ces/cced/economies/communityindicators/Indicators_Links.cfm#foreclosures)

Also, Andy has developed a new community indicator. He has created a short 10 minute on-line video tutorial that shows people how to get the foreclosure data from the Wisconsin Circuit Court Web site. There is a link to that on the page referenced above or you can go to:

[http://www.uwex.edu/li/camtasia/foreclosures/foreclosure\\_filings.html](http://www.uwex.edu/li/camtasia/foreclosures/foreclosure_filings.html)

**Bill Ryan, Mike Koles, and Andy Lewis** recent collaborated on an economic development educational series in the City of Waupaca. The series was intended to provide the community with some objective data that could be used to inform their economic development strategies.

**Andy Lewis, Matt Kures and Gary Green** will be conducting some research for the new Regional Economic Development Entity (REDE) in Wisconsin’s Capital Region. The research will examine three target sectors (including developing a set of indicators to

measure growth in each) and identify macro quality of life indicators and establish a baseline for tracking changes in the region. The research should be completed in the spring.

**Randy Stoecker** and Trish O'Kane, in conjunction with the Community Leadership team, just completed a study of state leadership associations, leadership institutes, and state-wide community organizing networks as options for meeting the capacity needs of leadership development educators. They will be putting out a second report based on interviews of leadership educators in Wisconsin to learn more about their capacity needs and preferences of ways to meet those needs. And Randy is beginning, with Catherine Willis, a study on sustainability issues in leadership education programs this year, again in conjunction with the Community Leadership team. Finally, Randy has a draft of a book manuscript on community reactions to service learning, co-edited with Elizabeth Tryon of Edgewood College.

**Jerry Hembd** is serving as Chair of the Interim Board of Directors of the Coalition for Eco-Industrial Development (CEID). This regional organization promotes industrial ecology and sustainable regional development in northwest Wisconsin and northeast Minnesota. The current emphasis is on developing a detailed business plan made possible by financial support from the Minnesota Pollution Control Agency. Additional support from the Wisconsin Department of Commerce is targeted at the formation of a regional Eco-Industrial Network. See [www.eidnetwork.com](http://www.eidnetwork.com) for background information.

The recently released book *Renewing the Countryside—Wisconsin* features “Stories of Sustainable Living, Working and Playing.” This book is edited by **Jerry Hembd**, Jody Padgham, and Jan Joannides with a foreword by Governor Doyle. It is distributed by University of Wisconsin Press for Renewing the Countryside, Inc., in partnership with the Midwest Organic & Sustainable Education Service—MOSES and the Northern Center for Community and Economic Development (UW—Superior and UW—Extension). Through thirty-nine illustrated stories, the book explores how the state is leading the nation in sustainably grown food, environmentally responsible businesses, and home-grown, forward-looking answers to the challenges facing today’s rural economy and communities. Seven chapters cover stories ranging from arts and culture, farming, green business, conservation, tourism, community development, and education.

The Duluth-Superior MSA is one of three pilot communities—along with Charlotte and Tallahassee—selected to participate in the Knight Creative Communities Initiative (KCCI). This venture aims to pull together the ideas and talents of all parts of the community in building a more creative environment for economic growth. The KCCI is a joint project of the John S. and James L. Knight Foundation, the Duluth Superior Area Community Foundation, the Creative Class Group and 31 citizen Catalysts. **Jerry Hembd** was selected to be one of the Catalysts. The KCCI builds upon Richard Florida’s research and writings, which spotlight human creativity as the primary driver of community vitality. The initiative combines research, training and community dialogue to develop a community vision and accompanying set of strategies aimed at mobilizing leadership and resources. Jerry is co-chair of the We Mean Green team that has partnered

with Sustainable Duluth to develop an Early Adopters of Sustainability Project using The Natural Step as its sustainability framework. For addition information about the Twin Ports KCCI efforts, visit:

<http://kcciduluth.wordpress.com>

<http://www.dsacomcommunityfoundation.com/initiatives/kcci.html>

<http://creativeclass.com>

The Technology Reinvestment in the North (TRIN) project received support from the Program Innovation Fund. The project will determine: (1) existing broadband and tech support capability at six UW-Cooperative Extension offices in Northern Wisconsin as well as four UW-SBDCs; (2) purchase and install hardware and software in each location; and (3) train staff and adult learners in this low-cost electronic communication method. The impact of this pilot collaboration, if successful, will be educator time savings and reduced travel costs, as well as increased access by start-up entrepreneurs face-to-face communication with business educators. The experience gained from Web-cam linkages across the Northern region might be replicated in other counties and areas of Wisconsin. The project leader is Julianne Raymond (UW-Superior SBDC) and team members are Peter Nordgren (UW-Superior), Jerry Hembd (UW-Superior), Dan Kuzlik (UWEX CNRED Educator, Oneida County), Vicki Lobermeier (UW-Stevens Point SBDC), and Jamie Poindexter (UWEX Instructional Communications Systems).

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

The April issue of the CNRED Economic Development Update reported on the need for a mid-year meeting of BID managers and their Board members. Honoring this request, Center Co-Director and Specialist **Chuck Law**, has partnered with the Association of Wisconsin Business Improvement Districts to offer a day-long seminar on October 11<sup>th</sup> in Stevens Point titled “Positioning Your BID for Success.” Much of this program will examine BIDs and their working relationship with the Wisconsin Main Street program. More information about this seminar and how to register can be found at:

<http://www.uwex.edu/lgc/cp&d/cp&d.htm> to

Chuck has also been collaborating with a doctoral student from Hamline University (located in St. Paul, MN) who is conducting a national survey of Business Improvement Districts. It has been almost a decade since similar research of this magnitude has been conducted. Results of this national snapshot will provide critical comparative data of interest to representatives from Wisconsin communities having BIDs as well as those examining their potential.

Downtown Madison Market Analysis – **Bill Rizzo** (Dane County CRD Educator), **Bill Ryan** and **Matt Kures** (both with the CCED), partnered with Madison’s Central Business Improvement District and Downtown Madison, Inc. to conduct a market analysis for downtown Madison. The study analyzed aspects of the downtown Madison market including consumer characteristics, the size and shape of its trade areas, its position in the regional economy, the needs of business operators, and opportunities for

business retention, expansion and recruitment initiatives. The market analysis also examined a series of comparable downtowns to learn about other economic development strategies and downtown programs that might be transferable to Madison. The results of the market analysis are available at:

<http://www.uwex.edu/ces/cced/downtowns/Madison/MadisonDowntown.cfm>

Downtown Milwaukee Market Analysis – Downtown Milwaukee BID #21 recently released the results of a Downtown Milwaukee market analyses created in partnership with the CCED and other Extension partners in Southeast Wisconsin. The market analysis focused on ways to enhance Downtown Milwaukee as a place to live, work, shop and play. Building on other tools in the Downtown and Business District Market Analysis Toolbox, the Downtown Milwaukee Market Analysis incorporated focus group research to examine the needs, opinions and preferences of specific consumer segments (i.e. downtown workers). Results of the Downtown Milwaukee Market Analysis are available at: <http://www.uwex.edu/ces/cced/downtowns/bid21.cfm>

Both of these studies are based on tools and concepts in the Downtown and Business District Market Analysis Toolbox (<http://www.uwex.edu/ces/cced/downtowns/dma/index.cfm>) and can serve as templates for market analyses in other Wisconsin communities.

### **UPCOMING ECONOMIC DEVELOPMENT EDUCATIONAL EVENTS:**

#### **2007/08 “Building Communities” Educational Series**

**Greg Wise** will be offering The “Building Communities” educational series via live, interactive web programs which are accessed by the user with a simple web browser and a speakerphone. Using WisLine audio and browser-based software, participants can meet, interact, learn, and collaborate with others from the comfort of their office or home. These sessions are available to anyone who has a telephone connection and computer with an Internet connection (requires 2 lines).

This year's focus for the series will be funding sources and technical assistance programs available to Wisconsin communities. The series begins on Friday, September 14 with "*Community Development - The Foundation for a Better Place*". Gary Green (UW-Madison/Extension Professor, Center for Community & Economic Development, UWEX) will set the stage for engaging communities and their stakeholders to maximize positive change. He'll introduce some of the basic concepts and issues in the community development field. Gary will feature the dilemmas and contradictions of participatory development and discuss the basic features of a development approach based on a community's strengths and assets. This first program will set the stage for the series that will serve as an introduction to a number of state and federal programs.

**WEDA.** It's not too late for folks to register for the WEDA fall conference, Oct 3-5 in Green Bay. The theme is “Going Green”. More details can be found at: <http://www.weda.org/calendar/conferences/2007-fall/register.html> (The CCED will again have a booth).

## 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)262-9536, CCED-(608)265-8256 [ggreen@ssc.wisc.edu](mailto:ggreen@ssc.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)