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For more information, visit this website: <http://www.uwex.edu/ces/cced/>

Programming Areas

- Downtown economic revitalization
- Tourism business development

Audience and Partners

Work with county-based CNRED educators to serve:

- Local downtown and business district organizations and municipalities
- Chambers of commerce and economic development organizations
- Wisconsin Downtown Action Council
- Wisconsin Department of Commerce – Main Street Program
- Wisconsin Department of Tourism

Team Membership

- Economic Development - Downtown Vitality and Community Placemaking (co-leader)
- Economic Development - Entrepreneurship
- Economic Development - Tourism Research, Planning and Development (co-leader)

Educational Resources

Publications

- Downtown and Business District Market Analysis (see tools below)
- Tourism Business Development Toolbox (see tools below)
- Tourism and Retail Development – a guidebook to help local retailers attract tourists to their businesses.
<http://cecommerce.uwex.edu/pdfs/G3713.PDF>
- Let's Talk Business – a monthly e-newsletter for downtown and economic development leaders working to strengthen retail and service businesses in their community.
<http://www.uwex.edu/ces/cced/publicat/letstalk.html>

Workshops, Wislines and Other Programs

Downtown economic revitalization educational workshops and programs are offered to help community and business leaders understand their district's market potential and develop realistic business retention, expansion and recruitment plans. Programs examine the district from a mix-use perspective. Example of ongoing programs at the local, state and national level include:

- Using the Downtown and Business District Market Analysis Toolbox
- Trends and Economic Opportunities Facing Downtown Districts
- Strengthening Local Independent Businesses

Tourism Business Development educational workshops and programs are designed to help businesses and communities understand the visitor market and assess the feasibility of business expansion or development. Example of ongoing workshops include:

- Using the Tourism Business Development Toolbox
- Tourism and Retail Development – Effectively Selling to Visitors

Online Tools

- [Downtown and Business District Market Analysis Toolbox](http://www.uwex.edu/ces/cced/dma/), Ryan, Kures and Barman. This nationally recognized resource helps commercial districts assess economic revitalization opportunities.
<http://www.uwex.edu/ces/cced/dma/>
- [Tourism Business Development Toolbox](http://www.uwex.edu/ces/cced/tourism/), Ryan and Srinivasan. This site was developed in cooperation with the Wisconsin Small Business Development Center to assist tourism entrepreneurship.
<http://www.uwex.edu/ces/cced/tourism/>

Research and Outreach

- Downtown Market Analysis services are offered to communities throughout Wisconsin. Examples of these studies, performed in cooperation with local study groups, are posted online:
<http://www.uwex.edu/ces/cced/dma/examples.html>