

Specialist Biographical Information



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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

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

Educational Resources

Publications

See online tools in section below. Included are publications and materials on:

- *Downtown and Business District Market Analysis*
- *Innovative Downtown Businesses*
- *Tourism Business Development*
- *Tourism and Retail Development*
- *"Buy Local" Initiatives*
- *Downtown Economics* e-Newsletter

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

The *Revitalizing Wisconsin's Downtowns* series includes web-based presentations (webinars) on topics of specific interest to central business districts throughout the state. The webinar presentations by state and national experts are followed by discussion and peer-to-peer learning at the local level. The webinars and follow-up discussions are offered at 15 sites statewide by UW-Extension facilitators. Each site typically accommodates up to 15 participants.

<http://lgc.uwex.edu/downtowns/>

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 Economic Development Tools are available online at:

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

Downtown and Business District Market Analysis - Tools and techniques for understanding your market, identifying business opportunities, and developing market-driven strategies

Innovative Downtown Businesses - Clearinghouse of unique retail and service businesses that are bringing people back downtown

Tourism Business Development - Business planning resource to assist

restaurant, lodging and retail entrepreneurs in your community

Tourism and Retail Development - Retail business and community strategies to capture more visitor dollars

"Buy Local" Initiatives - Materials to support Buy-Local initiatives as developed by the UW-Extension Community Economic Development Preparedness Team

Downtown Economics - Archive of articles addressing downtown business and economic development topics

Revitalizing Wisconsin's Downtowns - A webinar and networking series in partnership with the Wisconsin Downtown Action Council and the Wisconsin Main Street Program

Examples of Downtown Economic Research - A sample of research projects that have useful in downtown economic development efforts. Information is provided on why the research was needed, how it was completed, and most importantly, how it was used.

Research and Outreach

Downtown Market Analysis services are offered to communities throughout Wisconsin. Examples of these studies, performed in cooperation with local study groups and/or the Wisconsin Main Street Program, are posted online:

<http://www.uwex.edu/ces/cced/dma/examples.html>