July-August 2012 Update

Changing Faces, Changing Places -- The Center is comprised of a small collection of core faculty and staff with many connections to peers across the UW System. We have been able to augment our talent with ad hoc project employees now and then. One of our longest serving ad hoc project assistants, D. Andrew Bernhardt, has recently left us after working on a number of projects, including the Quality of Life Indicators Study for Kewaunee County. Andrew is staying with UW-Extension, and will be working with Greg Lawless on the AFRI Grant. Colette Hershey Spranger has worked with us for two years as a Graduate Project Assistant. Colette is graduating with a Master's degree from the UW-Madison Department of Urban and Regional Planning and will be leaving at the end of the summer. We've been fortunate to welcome Nicola Wille to the Center as our Summer Affirmative Action Intern. Nicola is working on our web site and supporting our work on community profiles. At the end of August, she'll return to St. Thomas in St. Paul, Minnesota for her final year of college. We also want to add our congratulations to Laura Brown, who was recently promoted to Associate Professor with tenure. Thanks to all that make up such a wonderful team!

Agritourism in Wisconsin from the Consumer Perspective: Report from the 2012 Wisconsin Agritourism Survey
Since the turn of the century, rural America has struggled with the erosion of its manufacturing base. During the past two years, however, rural manufacturing has rebounded with a vengeance. This issue of the Main Street Economist explores the rebound in rural manufacturing and the potential for additional growth at rural factories.

The study was designed to provide participating agritourism businesses with information on customer origin, motivations, and preferences to improve marketing; to estimate consumer expenditure potential and economic impact of the food-based agritourism industry in Wisconsin; and to determine the relative size and composition of food-based agritourism in Wisconsin.

Click here to read the entire article.

Register Today for the Wisconsin Basic Economic Development Course

Due to significant interest we have expanded the Wisconsin Basic Economic Development course capacity and we’re pleased to announce that registration is still open. The course provides a grounding in the practice of economic development and allows you to learn directly from experienced economic development professionals.

Register now!

Who Should Attend? WI BEDC, Wisconsin Basic Economic Development Course September 10-13, 2012 own as the "Basic" course, is an exciting and interactive introductory course for new professionals entering the field of economic development and a great overview for municipal and county staff, elected officials, chamber executives, bankers, village and city administrators, and other individuals involved in economic development.

What will be covered: What is economic development and what is the role of an economic developer? * Managing a local economic development organization * Growing from within - Small business development & entrepreneurship * Marketing & attraction * Community & neighborhood development * Strategic planning for economic development * Workforce development * Business finance and * Real estate development & reuse.

2012 Registration: $650.00 includes: Course Materials, 2 lunches, 3 breakfasts, Monday evening appetizers. For more information
contact Laura Brown or Kristen Fish or visit the website. The Wisconsin Basic Economic Development Course is designed to provide an understanding of basic concepts, theories, and practices. The course is taught by Economic Development Professionals who have earned the CEdC designation.

Downtown Economic Development Tools and Resources

Please share the following with business and community leaders working to strengthen economic conditions in their downtown districts. For details on the events listed below read more here. For more information, contact Bill Ryan.

Small Town Forums
Three “Small Town Downtown Forums” are planned for August. This learning and networking event is aimed at improving economic opportunities in towns with populations about 1,500 or less. The forums will be structured to allow participants to learn from each other through case studies and group discussions. Collaborators include UW-Extension, Wisconsin Rural Partners, Wisconsin Downtown Action Council, Wisconsin Economic Development Corporation and USDA Rural Development. UW-Extension educators will be helping to facilitate these programs. Each of the afternoon forums will be held from 12:30 p.m.-5:00 p.m. at the following sites:

- Greenwood High School, Greenwood (Clark County), Tuesday, August 14
- County Administration Building, Juneau (Dodge County), Wednesday, August 15,
- Three Lakes Town Office, Three Lakes (Vilas County), Thursday, August 16

Please click here to read the entire article.

Food and Value Added Agriculture

Community Food Systems-
Ashland County Highlights

Ashland is a hub for innovative community food systems work! Andrew Bernhardt and Erin Peot made a trip up to the South Shore to attend an Agriculture and Energy Resource Center (AERC) board meeting and to learn more about what’s going on in the area. Here are a few highlights:
AERC serves the Chequamegon Bay area of Lake Superior and all of Ashland, Bayfield, Douglas, and Iron Counties as a resource for organic farming, sustainable agriculture, permaculture, biomass and bio-energy opportunities, community based agricultural systems, and strong local food systems. Learn more about AERC.

To read the entire article, click here.

Sharing the Good Work of Others

Many of us subscribe to e-newsletters that others publish. Sometimes those sources have some good creative ideas that we would benefit from learning about, sometimes they have insights that we’d do well to glean, and sometimes they offer good connections that can use to expand our own networks. We’ve highlighted some of these in the past. We thought it might be nice to pull an interesting reference from a few as a way to introduce you to them.

**Thrive**, one of the state’s seven regional economic development organizations, serves eight counties in south central Wisconsin. They have a regular e-newsletter and updates that share economic development highlights of area. Thrive recently announced that they launched a regional edition of the statewide site selection tool LocateInWisconsin on their website.

The **7 Rivers Alliance** is another group that serves regional economic development in Wisconsin’s west central region (and two neighboring states). In a recent e-newsletter they featured regional initiatives related to consolidating local revolving loan funds, promoting silent sports, and the LocateInWisconsin tool.

Please click here to see the complete article.

Community Food Systems and Food Security

Lunchtime Learning

Please join us and help spread the word about our upcoming lunchtime learning opportunities for UW-Extension Educators and program partners. Presentations feature members of the Community Food Systems Multidisciplinary Team and the Healthy Living Team.
Food Security & Food Access Workgroup.

Fourth Wednesday of the Month
12 p.m.-1 p.m.
Learn about tools and resources, hear from colleagues across the state about projects in the works, get connected to others with interests in these topics and join the discussion with your questions and experiences. Colleagues from all disciplines and perspectives are welcomed to join! Invite community members to join you for a group learning experience at your local UW-Extension site. You’ll find call and connection information below (some references may be password restricted—for additional support, contact Laura Brown or Erin Peot).

To read the entire article and agenda, please click here.

CCED Launches Food System Profiles Project
The Center for Community and Economic Development (CCED) received $10,000 from the North Central Regional Center for Rural Development to launch a web based portal highlighting food systems data for twelve states in the Midwest region. These county-based profiles (one-page pdf documents) will include secondary data on many parts of the food system from farm production to food security, food processing, and farmers markets. The profile project is a partnership between Laura Brown, Steve Deller (Agriculture and Applied Economics, UW-Madison/Extension), Anna Haines (Center for Land Use Education, UW-Stevens Point/Extension), Dan Veroff and Jim Beaudoin (Applied Population Laboratory, UW-Madison/Extension). Other Extension and Campus colleagues from the twelve-state region serve on an advisory committee that is providing guidance on the indicators and format of the profile tools. The portal is expected to launch in early fall 2012 and will include a guide for using the tool.

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