Welcome to Community & Economic Development Update! The UW Center for Community & Economic Development created this new newsletter to help you, extension educators, community leaders, community and economic development professionals, better connect with timely, relevant resources that you can use. We plan to publish about once a month. In the meantime, you can stay updated on our twitter feed, topical blogs (see sidebar), or website. To keep it real and relevant we'd like to know how you're using the information, what you'd like to see, what's new and emerging and if you'd like to contribute material that would be great too!

You can manage your own subscription to this newsletter. Not relevant to your programs? Simply click the "unsubscribe" button at the end of the email. If it is relevant please pass it on to the community leaders and professionals you work with and encourage them to subscribe. Given Wisconsin's changing political and economic path we believe there has never been a better time to help our communities and local leaders better understand what's happening in the local economy. Carpe diem!

Wisconsin Housing Foreclosures Remain High
Housing foreclosures remained high but steady across the state in 2010 according to data compiled by the University of Wisconsin-Extension Center for Community & Economic Development and the UW-Whitewater.

- CLICK HERE to view excel data by county for the fourth quarter of 2010 and annual data with year to year comparisons
- CLICK HERE to view excel data by county of quarters 1-4 2010 only

Overall, there was a slight decline of 2.0% in foreclosures statewide from the fourth quarter of 2009 but at the time of publication data from Portage County was not yet included in the state totals*. From 2009 to 2010 the number of housing foreclosures in Wisconsin fell slightly from 28,725 filings in 2009 to 28,453 filings in 2010. Calculations are based on non-duplicated foreclosure cases filed in civil court for each Wisconsin county. Questions about the data contact Laura Brown, mapping questions contact Matt Kures.

Click here to read more on our new housing data blog.

New USDA Atlas of Rural and Small-Town America

If you haven't yet, take a moment to check out USDA's cool new online atlas. The atlas is a mapping tool that captures a range of demographic, economic, and agricultural data on rural areas across the US and provides county-level mapping of over 60 statistical indicators depicting conditions and trends across different types of nonmetro regions.

The site allows you to view and download spreadsheet data on people, jobs, agriculture and other economic indicators.

Community Economics 101
1 1/2 Day Workshop
September/October 2011
Details TBA

Join us for this one day seminar where to learn or refresh your understanding of basic economics principles to apply in your work. Based on interest, the agenda may include: fundamental theories of change and development, how to use and calculate simple economic statistics including location quotions and shift share analyses, overview of common and new strategies for community economic development including entrepreneurship development, economic gardening, business retention and expansion, regional and cluster development, business attraction, and tools you can use to assess economic development preparedness. Interested? Email Laura Brown and let us know what topics you'd like us to be sure to cover.

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 more information, contact: bill.ryan@uwex.edu

Downtown Economics e-newsletter
Creating a Local Food and Culinary Tourism Niche in Your Downtown by Laura Brown is now available at: http://www.uwex.edu/ces/cced/downtowns/ltb/index.cfm

Revitalizing Wisconsin's Downtowns webinar series
Currently, 15 UW-Extension educators will be site hosts/facilitators for the 2011 Revitalizing Wisconsin's Downtowns webinar series.

- Thursday, April 14: Buy Local Campaigns
- Thursday, June 9: Public-Private Partnerships
- Thursday, October 20: Bringing Small Industries to Downtowns
  (live from the Wisconsin Conference on Downtown Revitalization.)
- Thursday, November 10: Working with Big Box Stores to Attract People Downtown

Each presentation (except for October) will start at 8am and last one hour. A discussion will continue afterward at each site for another half hour. The cost for hosting the webinar is $40 for each session. For more information on becoming a site host/facilitator, contact Chuck Law or Bill Ryan.

Wisconsin Downtown Action Council: Marshfield Community Visit
For the last 5 years, the Wisconsin Downtown Action Council has been sponsoring one day visits to communities throughout the state to showcase different downtowns, their organizations and their accomplishments. The program generally includes a walking tour, case studies of key projects and a presentation about a topic that is relevant to the issues and opportunities facing all downtowns today. Community visits are stimulating and provide excellent opportunities for networking and education. The next Community Visit is scheduled for Friday, March 18 in Marshfield, WI. http://wisconsindowntown.org/wp-content/uploads
International Council of Shopping Centers - Wisconsin Idea Exchange and Alliance Program
This upcoming event can help downtown economic development and business leaders understand the retail landscape as it relates to economic recovery. April 7, 2011, Frontier Airlines Center, Milwaukee.
http://www.icsc.org/apps/meeting_display.php?meeting=2011WI

Wisconsin Conference on Downtown Revitalization - October 20, 2011
The October 20, 2011 conference in Fond du Lac will focus on helping your downtown become a place of employment in your community. Themes include: Making the downtown environment employee-friendly; job creation through entrepreneurship; and job creation through business recruitment and expansion. Wisconsin Main Street, the Wisconsin Downtown Action Council and UW-Extension are planning the educational sessions for the 2011 conference.

Downtown Market Analysis
CCED Staff are currently working with Jenny Erickson and the City of Baraboo to complete a market analysis for various business districts in that community. CCED will soon begin market analysis services for various Wisconsin Main Street communities. If your community is interested in educational programs or assistance related to market analysis and developing a downtown economic development action plan, call Bill Ryan at 608-263-4994.

Tired of Reinventing the Wheel?
Check Out CCED's Community Profiles

One of the most common requests we receive at the CCED is for assistance in developing a community or county "profile" of economic or community indicators. Profiles help to paint an overall picture of what is happening in your community at any given time. We recommend that before you invest the time and effort to develop your own community profile, be sure you've clarified who the audience will be, what the intended purpose is, and how the information will be used. Then, check out our new CCED profiles site including Agriculture Profiles All-in-One Profiles, Demographic Profiles, Economic Profiles, Healthcare Profiles, Housing Profiles, and Labor Profiles.

These are readily available, free profiles for most counties and communities. Some allow you to compare several counties or communities and a few make it easy to group counties or states into regions to develop a regional profile. You just might discover that most of what you need is already available and free! For more information about community profiles contact Bill Pinkovitz.

Got Love For Your Community? It May Create Economic Growth
Gallup-Knight Foundation study from the John S. and James L. Knight Foundation  Nov. 15, 2010 finds unexpected factors cause people to love where they live and suggests new approaches to improving communities. A three-year Gallup study of 26 U.S. cities has found that people's love and passion for their community may be a leading indicator for local economic growth. Surprisingly, social offerings, openness and beauty are far more important than people's perceptions of the economy, jobs or basic services in creating a lasting emotional bond between people and their community. Read the full text online.

**Update from the 2011 WEDA Governor's Conference on Economic Development**

Each year economic developers from around the state gather for the annual Governors Conference on Economic Development Sponsored by the Wisconsin Economic Development Association (WEDA). CCED pulled together a table this year and our staff spent several days learning from some great presenters and networking with economic developers. Two of my favorite presentations (click to view them) included Angelos Angelou's presentation on "National Trends: Up and Coming Industries" and Rebecca Ryan's presentation "Workforce: Thinking Around the Corner." Both discussed some important economic trends and strategies that will shape the future of our communities including: increasing regionalization of economies, importance of industry clusters, entrepreneurship and economic gardening, the graying and browning of America, efficiencies of urban areas, knowledge workers as economic drivers, importance of technology and social marketing. If the impact of technology on young people hasn't quite hit you yet, check out this YouTube video of a 2.5 year old's first encounter with an iPad. - Laura Brown

**Tips for Using New American Community Survey Data**

If you live in a community of 20,000 or less you've probably waited a long time for new data about your community. Now, for the first time EVER the American Community Survey 5-year estimates are available BUT they must be used with caution! Learn more about the 5-year Data Release or access the data directly in American FactFinder.

Click here for a tip sheet on things you should consider when using the data compiled by Laura Brown & Matt Kures, University of Wisconsin Extension Center for Community & Economic Development, and Dan Verhoff University of Wisconsin Extension Applied Population Laboratory-March, 2011

Check out this interesting report from the Brookings Institution about the
Millennial Generation.- Laura

D.C.'s New Guard: What Does the Next Generation of American Leaders Think

The Brookings Institution February 2011 - In 2011, a "silver tsunami" will hit the United States: the oldest Baby Boomers will reach the United States' legal retirement age of 65. As the Boomers leave the scene, a new generation will begin to take over. But while the generation that directly follows the Boomers, Generation X, may be "of age", there is a good chance that it will not actually shape public life and leadership as much the following generation, the Echo Boomers, also known as the "Millennials." Read More.

Center for Community and Economic Development
University of Wisconsin-Extension, Cooperative Extension
The Lowell Center - Room 336
610 Langdon Street
Madison, WI 53703
Phone: (608) 265-8136
TTY: 1-800-947-3529
Email: cced@uwex.edu
http://www.uwex.edu/ces/cced

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This email was sent to laura.brown@ces.uwex.edu by laura.brown@ces.uwex.edu | Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.

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