Dear Colleagues-

For some reason January and February seem to be the months for conferences in community and economic development circles and we've all been busy soaking in the stories of the great work happening around the state and country. You'll find some of our updates below from the 2012 Governor's Conference on Economic Development, the Wisconsin Local Food Summit and a USDA Know Your Farmer, Know Your Food Conference as well as the legislative dialogues that some of you may have attended. Please stay in touch and feel free to send us any relevant work that we can pass along in our 2012 newsletters! - Center for Community and Economic Development

View from the Legislative Dialogues

In February, Cooperative Extension hosted five Legislative Dialogues around the state featuring data about the District hosting the session. Three items seemed to generate a lot of discussion:

- In most Wisconsin counties there are more single person households than married couple households with children;
- In many Wisconsin counties, more than half the employed residents work outside the county where they live;
- There are significant numbers of people moving into and out of small rural counties that are experiencing little or no population growth.

For example, 29 percent of the households in Langlade County are single person households while only 17 percent are comprised of a husband, wife, and at least one child under the age of 18 years old. Over 70 percent of employed Waushara County residents work outside of Waushara County. Taylor County (pop. 20,689) grew by...
Stay tuned.. The 2015 International Economic Development Council Conference is coming to Madison!

CCED Blogs and Resources

NEW! Food and Value Added Agriculture
Building Community Capacity Through Broadband
Housing & Foreclosure Issues
Weekly Economics Quiz
Community & Economic Profiles
County/Community Data Tools

Would you like to be able to easily obtain detailed data about your community and others like it? Community Indicators are customizable templates that provide practical and thought-provoking information.

Templates are designed to provide access to a variety of data about your community and enable you to obtain similar data about other communities throughout the United States. Each includes an easy-to-use template that allows you to access, input, and display data in a presentation-ready Excel™ format.

709 people between 2000 and 2010. However, during the same period about 13,000 people moved into or out of the county.

Data like this raises several questions. What are we doing to identify and engage these new residents in our communities? What are local businesses doing to turn them into customers? Why are so many people living in one county yet working in another county? What are businesses, organizations, and agencies doing to serve the growing single person households? Information like this is readily available for your county. Simply email bill.pinkovitz@uwex.edu.

Professor Ron Hustedde and CCED present a statewide webinar:
"What's Culture Got to Do with Entrepreneurship?"
Thursday, February 23, 3-4pm CST

To register email Laurie Lindquist (laurie.lindquist@uwex.edu). Login details will be provided following registration. This webinar will be archived. This webinar is geared primarily toward Extension educators, but you are always welcome to include others at your own discretion. We ask that you help us limit expenses by having a single webinar site per county office.

An informal "breakfast brownbag" on Successful Community Approaches to Community Development
Ron will meet with everyone who can attend a Madison conversation:
Friday, February 24, 9-10am
Room 326 Lowell Center
If you plan to join us in person please email Laurie Lindquist (laurie.lindquist@uwex.edu).

Save the Date! Wisconsin Basic Economic Development Course September 10-13, 2012

Who should attend:
Full-time economic developers, public officials and others involved in economic development who want an intensive "basic" overview of economic development concepts, methods, strategies and practices.

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 * Real estate development & reuse
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 more information, contact: bill.ryan@uwex.edu.

Community Retail Analysis - Tools in the "Downtown Market Analysis Toolbox" - NCRCRD Webinar
To support sustainable economic development and guide decision making in small city downtowns and business districts, business and community leaders require more than a basic understanding of the health of the local economy. Retail development in particular requires relevant and sector-specific market information to guide business development efforts. This webinar will describe a variety of retail market analysis tools that have been incorporated in the newly updated "Downtown and Business District Market Analysis Toolbox." This one-stop resource, developed by Extension professionals in Wisconsin, Minnesota, and Ohio, is designed to help local leaders understand market conditions, conduct business-specific analyses, and apply the findings to business retention, expansion and recruitment efforts. The toolbox is now available at: http://fyi.uwex.edu/downtown-market-analysis/.

Presenters: Jill Clark and Greg Davis of The Ohio State University, Ryan Pesch and Bruce Schwartau of the University of Minnesota-Extension, and Bill Ryan of the University of Wisconsin-Extension.
When: Wednesday, March 7, 2012, 12:00 PM (Central Time). No fee.
Where: http://breeze.msu.edu/ncrcrd/.
Business Improvement District Basics - Local Land Use
Planning and Zoning WisLine Teleconference
Chuck Law will be organizing and delivering a statewide teleconference on the topic of Business Improvement District (BID) development on Wednesday, March 14th from 10:30 - noon. This will be a terrific opportunity for you to learn about the latest results of a current survey underway of the over 80 districts currently operating in the state as well as develop an appreciation for the rich history of BID development in Wisconsin. Also featured during this teleconference will be representatives from two active BID programs who will share their experiences and successes activities. http://lgc.uwex.edu/program/pdf/LLUPAZ2012.pdf.

Revitalizing Wisconsin's Downtowns Webinar Series
Planning is underway for the next series of downtown webinar topics. The series is expected to continue as a partnership of the Wisconsin Downtown Action Council (WDAC), the Wisconsin Economic Development Corporation (WEDC) and UW-Extension. If you are interested in becoming a webinar site host or have suggestions and comments, please contact Chuck Law or Bill Ryan. For more information see: http://lgc.uwex.edu/downtowns/.

Sample Ways UW-Extension Can Support Economic Development in Your Downtown
Working through our local educators, CCED staff can assist downtown leaders and other economic development professionals with market information to guide business development. Example assistance can include:

• Defining your trade area and generating demographic, lifestyle and spending potential reports for this area.
• Assisting in designing survey research of consumers or business operators to assess market opportunities for downtown.
• Assisting in the study of "peer cities" to learn what strategies and business mix is most effective in other similar communities.

These and other helpful tools are available at: http://fyi.uwex.edu/downtown-market-analysis/. Please contact bill.ryan@uwex.edu for more information.

Food and Value Added Agriculture
A Local-Regional Food System Conference:
The Many Faces of USDA’s Know Your Farmer, Know Your Food
Newly hired Rural Enterprise Development Specialist Erin Peot recently attended the US Department of Agriculture (USDA) Know Your Farmer, Know Your Food (KYF2) Conference, a one-day conference, hosted by USDA's Illinois Rural Development & Food & Nutrition Service Midwest. The conference offered state and federal agencies, institutions and others involved with agriculture an opportunity to learn about successful models, resources, strategies and opportunities for supporting, cultivating and growing local/regional food systems in the Midwest.

USDA Deputy Secretary Kathleen Merrigan (on the left wearing the "corn belt") was the keynote speaker and she began her presentation by stating "the money we spend on food is a powerful investment tool." The following are a couple of the compelling stats she shared:

According to the Direct and Intermediated Marketing of Local Foods report published by the Economic Research Service in November 2011: "Fruit and vegetable farms selling into local and regional markets employ 13 full-time workers per $1 million in revenue earned, for a total of 61,000 jobs in 2008. In comparison, fruit and vegetable farms not engaged in local food sales employed 3 full-time workers per $1 million in revenue."

- The Natural Resource Conservation Service (NRCS) spent $13 million in fiscal year 2010 to fund the construction of 2,400 seasonal high tunnels (hoop houses) in 43 states through the Environmental Quality Incentives Program's (EQIP) Seasonal High Tunnel Initiative. NRCS generally provides funding for half of a producer's cost of purchasing and installing a high tunnel, but some producers may qualify for 75 to 90 percent financial assistance.

Also, there will be a KYF2 report out soon due to a request from the FY12 Appropriations Bill. The report will include an analysis of the last couple years as well as a tool called the "Compass," a mapping tool which can be used to show where USDA local and regional investments have been made.

Deputy Secretary Merrigan said that Wisconsin has the most hoop houses funded by the Seasonal High Tunnel Initiative. So keep it up Wisconsin!

An Overview of the Dairy and Processing Industries in Wisconsin

Check out Matt Kures' presentation "An Overview of the Dairy and Food Processing Industries in Wisconsin" and other presentations...
Innovative Industry Clusters in Wisconsin
Highlights from the 2012 Governor's Conference on Economic Development

For the past several years this annual conference has focused on "industry clusters" (groups of similar businesses in a particular industry, usually in a geographic region). Here are some highlights:

How have your businesses benefited from participating in cluster organizations? Learning best practices. Accessing a supply chain or connecting with other companies. Working together toward what we have in common. Our organization helps us to develop relationships with others in the industry including the essential link between academic research and business. "We have dinner
together." Clusters can also work together to inform public policy. Collaboration means reaching out to constituencies that may not seem to have an immediate interest in the issue, such as technical colleges, strengthening opportunities together. The water industry needs welders and machinists. Leadership is essential to the success of clusters. Clusters are successful when they demonstrate value to their members and are industry led.

**Milwaukee Water Cluster** - Given Wisconsin's important water resources its not surprising that businesses in Milwaukee have partnered to form the "Milwaukee Water Council." Michael Jones, Vice President of Corporate Affairs with Miller Coors discussed his role in this innovative Council with the goal of "aligning the regional fresh water research community and water-related industries to establish the Milwaukee region as the World Water Hub for water research, economic development, and education." The Council has partnered with UW-Milwaukee to form a graduate program in fresh water resources and has developed a "water accelerator incubator" to foster water technology start up companies.

**Wisconsin Energy Resource Consortium** - When you think of new technologies in energy you might imagine companies that manufacture turbines or solar panels. This presentation by the Energy Resource Consortium highlighted the importance of a variety of related industries, including those that manufacture controls and switches. Connecting with others in the supply chain, including the educational institutions that produce skilled welders and and machinists, is an essential role of clusters.

**Food Industry Cluster** - Shelley Jurewitz of the Milwaukee Association for Commerce discussed how this cluster was developed by the Milwaukee 7 and the Urban Economic Development Association. Food and beverage manufacturing was one of the region's key strengths. They are working toward a new "Food and Beverage" networking site that will allow people in the industry to connect. Representatives from across the food system are involved from food manufacturing to the public schools to representatives of the local food movement.

**State Housing Profile Sneak Peak  2011 Foreclosure Data Now Available**

Over the past year the CCED has been working closely with the Family Living Program and the former Housing Affordability Team to develop state and county profiles that highlight how Wisconsin's counties are faring regarding critical and persistent
housing issues. These pieces take a comprehensive look at housing issues from both a community and family perspective.

Our hope is that these profiles will help communities better understand the systemic nature of housing issues. You’ll find these pieces published SOON through the Family Living and Community Development Program areas as well as online at the UW-Extension Learning Store.

A complete database of 2011 Wisconsin quarterly foreclosure data as well as compiled annual data for every county in Wisconsin from 2000-2011 is now available at http://fyi.uwex.edu/housing. For the first time since 2004 state foreclosure filings in the state of Wisconsin declined from 2010 to 2011 from 28,453 to 23,243 an 18% decline. While most counties in the state saw foreclosures decrease from 2010-2011, three counties, Lincoln, Grant and Forest counties experienced an increase in foreclosures over this period. Visit http://fyi.uwex.edu/housing to download data for your county and access customizable charts such as those below. Coming soon to the site you'll find data on foreclosures per housing unit and state maps. For more information or to have data or a chart customized for your county contact laura.brown@ces.uwex.edu.

6th Annual Wisconsin Local Food Summit

The 6th Annual 2012 Wisconsin Local Food Summit, held at Lakelawn Resort in Delevan on January 26-27, which was organized and hosted by the Wisconsin Local Food Network, drew 195 people from all aspects of the food system including a strong presence from individuals and organizations working toward improving public health, a critical aspect of a local food system. This year the Summit got off to an immediate high energy start as the first ever Farm to School Conference preceded this year's Summit on the
25th, an event that drew up to 260 people.

The Summit offered two full days of a multitude of presenters and people engaged in making local food more common and accessible in five track areas: Food Security & Health, Producer Development, Market Development, Infrastructure Development, and Community Development.

This year's summit focused on the economic development aspects of local and regional food systems, where not only is this sector continuing to create jobs, but the economic growth stays right here in Wisconsin. To explore the economic impacts of the local food systems in Wisconsin, the Summit led off with a grounded yet provocative keynote presentation from Steve Deller, a Professor of Agricultural and Applied Economics at the UW-Madison and Laura Brown, a Community Development Specialist with the UW-Extension Center for Community & Economic Development titled, "Thinking about the Economic Impacts of Local Food Systems".

On the second day of the Summit, we heard two passionate calls to action from Bill McKibben and Warren King. Bill McKibben, noted author, educator, environmentalist and founder of 350.org honestly and passionately delivered a personal message to the Wisconsin Local Food Network in the morning. At lunch, Warren King gave a powerful, charismatic, empowering presentation titled "Opportunities abound for local food enterprises of all sizes." King, served on the Governor's taskforce that crafted recommendations for the 2009 Illinois Food, Farms and Jobs Act, is a current member of the Executive Committee of the Association of Family Farms and an advisor to the National Good Food Network, and has worked on numerous projects in the Midwest which have increased the amount of food grown in the region and promoted economic activity, investment and healthier lifestyles.

And like last year, the Wisconsin Local Food Network once again awarded mini-grants to projects happening around the state. This year, three projects that could measure/track the economic impact of a regional local food system and host a WLFN Quarterly Regional Gathering were awarded $2000. This year's successful awardees are Lorin Toepper of the Wisconsin Innovation Kitchen in Mineral Point, Fred Depies of Trust Local Foods in Appleton, and Kelly Cain of the St. Croix Institute for Sustainable Community Development. Look for announcements with more details on these quarterly gatherings, as all are welcome and encouraged to attend.

Networking is always a focus of the Summit and an important reason why people attend. This year, Steve Ventura, who heads the Community and Regional Food Systems Project at UW-Madison; Amber Canto, a Food Security Specialist with the UW-Extension Family Living Program; Amy Alvig, a Nutrition Specialist previously with the Department of Health Services and now with UW-Extension; Bridget Holcomb, an associate policy director with Michael Field's Institute; and Brandon Scholz, President and CEO of the Wisconsin Grocer's Association organized a social hour to discuss the current interest in creating a statewide food policy council.

And what would a Summit on local food be without some delicious locally-sourced meals? Chef David Ross at the Lakelawn Resort was
wonderful to work with and sourced food from a wide range of farms in the area to create delicious meals. Unfortunately the winter was mild and there was no snow to enjoy, but you can start looking forward to the 2013 Wisconsin Local Food Summit because for next year's location, we will be heading up north. We are currently discussing the possibility of holding the 2013 Summit in Ashland. It will take place around the same time, late January or early February, so make sure to stay tuned for more details and get ready to pack along your cross-country skis and snowshoes next year!

For more information about the 2012 Summit presentations and upcoming regional quarterly meetings, please visit www.wilocalfood.wordpress.com.

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