May - June 2012 Update

If you've been keeping up with our newsletter over the past year you might notice a change in our regular newsletter header. This is a small preview of some big changes will be unveiled on our new website by next Fall. Our website team is completely restructuring the CCED website to make it a lot easier to find current resources and access a wealth of archived studies, research publications, and economic development tools. Until our new site is online many of the links below will direct you to PDF's of the full text for some articles. We'll be looking for your feedback on this new site so stay tuned! -- UW-Extension Center for Community & Economic Development

Register now!
Wisconsin Basic Economic Development Course September 10-13, 2012

Who Should Attend?  WI BEDC, known 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 laura.brown@ces.uwex.edu or Kristen Fish kristen@weda.org 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.

Community and Regional Food Systems (CRFS) Project Work in Milwaukee

Agricultural Business Specialist Greg Lawless is managing a 5-year USDA-funded integrated research, education and outreach initiative called the Community and Regional Food Systems (CRFS) Project. The project takes a "systems approach" to understanding and improving CRFS
Greg has been active with meetings concerning economic development involving food and agriculture including planning the annual summit of the Urban Economic Development Association (UEDA) "Food for Thought: New Recipes for Job Growth" held last November. UEDA Executive Director Bill Johnson continues to provide leadership on the issue, including convening a series of meetings to coalesce a city-wide strategy to promote economic development in Milwaukee in both the emerging "urban agriculture" industry and the more established food processing sector.

One critical organization in Milwaukee's food system is Growing Power, an entrepreneurial non-profit working in urban agriculture. The team found it useful to take a full inventory of the Growing Power's rapidly expanding production activities, in order to see how other organizations and businesses in Milwaukee can support or replicate their achievements.

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@uwex.edu.

Who Lives Downtown? Residents who live within a half mile of the middle of a downtown provide a captured market for convenience retail and service businesses. The most recent Downtown Economics topic explores who lives in Wisconsin's downtowns.

Small Town Forums A repeat of the very successful "Small Town Downtown Forums" is being planned for August aimed at improving economic opportunities in towns with populations less than 1,500. Tentatively scheduled for: Clark County-Aug. 14th, Dodge County-Aug 15th, and Vilas County (Three Lakes)-Aug 16th. UW-Extension educators in these and surrounding counties will be invited to take leadership in planning the forums.

Downtown La Crosse Community Visit - Wisconsin Downtown Action Council May 18, 2012, 10:00am - 2:30pm The Wisconsin Downtown Action Council (WDAC) will host an informative professional development and networking opportunity as part of a "community visit" to Downtown La Crosse. Participants will hear in-depth case studies of redevelopment and placemaking, as well as best practices in the use of social media for downtown businesses to reach new markets and better engage customers.

Downtown Market Analysis Toolbox - The archived version of the March webinar is available to Extension educators and downtown and community development professionals interested in exploring realistic business development opportunities. This webinar focuses on retail analysis, one component of a comprehensive market analysis. The DMA toolbox is now available online.

Blackboard Collaborate Workgroups Beginning this summer, a series of web-based instructional sessions will be offered to help business and community leaders begin work on using the Downtown Market Analysis toolbox. Topics will address: Defining the purpose of your research; Defining your trade area Using demographic; lifestyle and other secondary data; Conducting surveys and focus groups; Conducting a "peer city" comparison; Assessing...
opportunities by business category; Putting your research to work. If you are interested in participating, please contact Bill Ryan.

**Revitalizing Wisconsin's Downtowns Webinar Series** Planning is underway for the next series of downtown webinar topics. If you are interested in becoming a webinar site host or have suggestions and comments, please contact: Jason Kauffeld, Nicole Sidoff, Josh Clements, or Bill Ryan.

**2012 Conference on Downtown Revitalization** - This year's conference will be held in Appleton at the Radisson Paper Valley Hotel. Please hold Thursday, October 18, 2012 if you are interested.

![Food and Value Added Agriculture](image)

**CCED Promoting Food Innovation by Supporting Food Business Incubators and Co-Packing Facilities**

Shared-use kitchens, food business incubators, and co-packing facilities have gained an enormous amount of popularity in recent years and several facilities are either operating or under discussion across the state. The following are some of the key reasons why farmers and entrepreneurs are interested in creating value-added food products:

- Utilize surplus fresh produce and "seconds"
- Increase and diversify income
- Tap demand for local foods in direct and wholesale markets
- Supplement income in a difficult economic period/winter months

CCED's Erin Peot, Andrew Bernhardt and Greg Lawless have been working to promote Wisconsin's food manufacturing and processing industry sector through their efforts working with and supporting food business incubators and co-packing facilities.

Click here to read more about these efforts and the difference between community kitchens, kitchen incubators, and shared-use kitchens.
Wisconsin State and County Housing Profiles

We are pleased to introduce a new set of county housing profiles, available for all 72 counties. These profiles were the result of a collaborative effort across Extension's Family Living and Community Development Programs with the Applied PopLab and CE Publications.

You can link to the county profiles at either of the following:
http://fyi.uwex.edu/demographics/
http://fyi.uwex.edu/housing.

As stated in each profile, housing is one of the central aspects of our communities and households. Housing affects where people live, their family budgets, the types of jobs available to them, who their friends and neighbors are, how they get to work, and the education their children receive, as well as other issues related to quality of life. For each county, the profiles provide the county demographics, housing affordability challenges and information on vacancy rates.

As a reminder, Wisconsin foreclosure data from 2000-2011 is also available at http://fyi.uwex.edu/housing.

Professional Organizations and Conferences

Community Development professionals belong to a plethora of professional organizations, including those in the fields of planning, economic development, and other social sciences. Two of the more popular organizations, the Community Development Society (CDS) and the National Association of Community Development Extension Professionals (NACDEP) have upcoming national meetings. The following information and links offer more details on the organizations and their conferences.

**NACDEP 2012 Conference; May 20-23; Park City, Utah; "Capitalizing On Our Assets"

The NACDEP is an organization dedicated to improving the visibility, coordination, professional status and resource base of community and economic development Extension programs and professionals. NACDEP assists those who deliver community development programming and do research to improve skills and knowledge. This year's conference will focus on assets within the community capitals framework. The conference provides a forum for Extension educators, scholars, researchers, partners, and government officials to explore the breadth of topics related to community development. The 2012 Conference will feature nearly one hundred workshops, presentations, field trips and posters. Follow this URL for more details about the conference:
http://events.r20.constantcontact.com/register/event?oeidk=a07e5ftywd465908add&llr=jx9tzdeab.

**CDS 2012 Conference; July 23-25; Cincinnati, Ohio; "Sustaining Community through Innovation and Entrepreneurship"

The CDS furthers community work through teaching, practice and research. CDS provides those who do community work with best practices, networking opportunities, tools, and other resources. This year's conference will include plenary speakers, mobile learning workshops, and many presentations. The local host committee has been preparing for a focus on local foods and arts, community engagement and learning, campus-community partnerships, and more. Follow this URL for more details about the conference: http://www.comm-dev.org/index.php/conference-2012/2012-conference.
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