Dear Colleagues-

This month we are pleased to welcome Laurie Lindquist to the Center for Community & Economic Development as our new Office Operations Associate. Next time you give us a call please welcome her to UW-Extension!

- Center for Community and Economic Development

Downtown Economics Topics are available at:

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 topics
Recent topics include:

- Employment in Small City Downtowns - Focusing Economic Development Efforts on Retaining and Creating Jobs. Bill Ryan and Jangik Jin
- Retail and Service Business Mix in Wisconsin's Downtowns - Understanding What Types of Businesses Operate in our Downtowns. Bill Ryan, Beverly Stencel, and Jangik Jin

Downtown Economics Topics are available at:
In other news...

Check out Upcoming Local Government Center Programs for 2011-2012.

CCED Blogs and Resources

NEW! Food and Value Added Agriculture

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.

Revitalizing Wisconsin's Downtowns webinar series

The next Revitalizing Wisconsin's Downtowns webinar will be on Thursday, November 10, 2011 at 8AM. The topic: New Initiatives for Working with Big Box Stores. Presenters include Errin Welty of Vierbicher Associates, Inc. and Dan Kuzlik of UWEX Oneida County. For more information on your nearest site host/facilitator, contact Chuck Law or Bill Ryan. http://lgc.uwex.edu/downtowns/

Wisconsin Conference on Downtown Revitalization

Archive of presentations

The October conference in Fond du Lac focused on helping your downtown become a place of employment in your community. Wisconsin Main Street, the Wisconsin Downtown Action Council and UW-Extension collaborated in developing the educational sessions for this successful conference. Archived Powerpoints are available at: http://wisconsindowntown.org/resources

Downtown and Business District Market Analysis Toolbox - updated site

This self-help toolbox for studying downtown economic development opportunities has been updated. The toolbox provides downtown development professionals, community planners, local study groups, and market research consultants with proven techniques for conducting commercial district market studies.

1. Tools to Understanding the Market - Trade Area Analysis, Demographics, Economic Analysis, Business Survey, Consumer Survey, Focus Groups, and Peer City Analysis
2. Methods to Analyze Opportunities by Sector - Retail & Services, Restaurants, Arts & Entertainment, Housing, Office Space, and Lodging

The toolbox is available at: http://fyi.uwex.edu/downtown-market-analysis/

The University of Wisconsin-Extension also provides direct technical assistance and education to help Wisconsin communities complete a comprehensive market analysis. Please contact bill.ryan@uwex.edu for more information.

Food and Value Added Agriculture

We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.
In case you missed it in October check out the Applied Population Laboratory’s latest work on poverty and unemployment.

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Former Agriculture Innovation Center Finds a New Home at CCED

After several months of planning we’re pleased to announce that the work of the former Agriculture Innovation Center will now be housed in the Center for Community & Economic Development under the auspices of our "Rural Economic Development" programming. The work will be supported by Community Development Specialist Laura Brown and a new Rural Development Outreach Specialist whom we hope to have on board by early January. In addition to providing support for small farm, food, and value-added market development this new staff person will also help to oversee the burgeoning work of a new cross program community food systems team within UW-Extension.

Greg Lawless, the founding director of the AIC, will devote the majority of his time and energy to the AFRI Grant he successfully applied for. While retaining his ANRE appointment, Greg will also be an important contributor to CCED’s Rural Economic Development efforts.

One of the on-going programs related to this effort will be funded by a Program Innovation Fund Grant to work with a network of community organizations in Southeast Wisconsin called SEED- Sustainable Edible Economic Development. The grant will support the development of farmer training curricula and pilot a model for pairing producers with institutional purchasers. Andrew Bernhardt and Laura Brown from the Center for Community & Economic Development met with local partners in Racine last month to learn more about SEED.

You can subscribe to information and updates in this program area by visiting CCED’s Food and Value Added Agriculture blog

Entrepreneurs and Their Communities 2011 Webinar Series

we’d welcome your feedback!
Mark your calendars! The eXtension Entrepreneurship webinar series is back for our fifth season. All webinars will air monthly on the second Thursday at 1:00pm (Central Time).

**Thursday, November 10 - The 1099 Economy** with Erik Pages, Entreworks Consulting. This presentation will include a conversation regarding the increasing number of Americans who don't have a "regular job" but instead work on individual contracts with employers or customers.

**Thursday December 8 - Preparing to Transfer Your Family Enterprise: How, why, when and to WHOM?** Beth Adamson, Executive Director of the Prairie Family Business Association. Business transitions are always difficult and when the business is a "family business", the task is even harder. This webinar will examine what you need to think about and how and when to communicate transitions plans to family and employees. Tips will be given as you think about selling, closing, or transferring your business.

No pre-registration is required and there is no fee to participate. About 10 minutes prior to the start time simply go the Adobe Connect Pro meeting room at [https://connect.extension.iastate.edu/etc-cop](https://connect.extension.iastate.edu/etc-cop). You will be presented with a login screen that has an "Enter as Guest" option. Enter your full name then click "Enter Room" to join the conference. You will be able to hear the audio directly from your computer's speakers. For more information contact Mary.Peabody@uvm.edu.

**Wisconsin Rural Summit December 2 in Mosinee**

Sponsored by Wisconsin Rural Partners

Register Now

Learn More

Come share your view of local issues, challenges, and priorities for your rural community at one of three regional forums. Information gathered at the forums will be summarized and shared with forum participants as well as with key stakeholders at a statewide Rural Summit. Registration is $65. Visit Wisconsin Rural Partners for more information: [http://wirural.org/ruralsummit2011](http://wirural.org/ruralsummit2011).

Sponsorship Opportunities

Still Available

**New Food Systems Indicators - From Production to Processing**

**WISCONSIN COMMUNITY FOOD SYSTEM INDICATORS**

The first of CCED's "Community Food Systems Indicators" are
now available. The indicators provide a look at how Wisconsin as a state and its counties are faring in food systems development including: an overall look at how local foods fit into the agricultural economy, direct marketing (CSA and farmers markets), food processing, value-added product development and entrepreneurship, distribution networks, and waste management. Most of the indicators will use secondary data that is widely available through the US Agricultural Census or USDA. Your feedback on these indicators or other potential topics we should address through this series is appreciated. Please email laura.brown@ces.uwex.edu. Check out the first two indicators:

From Farmer to Consumer; Wisconsin's Farmers Markets and From Farmer to Consumer: Low Income Resident Participation in Wisconsin's Farmer's Markets or visit the Food and Value Added Agriculture Blog to read more.

Industry Clusters As Economic Development

Matt Kures, our CCED Geographic Information Systems Analyst has been busy making presentations around the state this fall. Read more about his work on Industry Clusters by linking to this recent slide presentation from the Competitive Wisconsin Cluster Convening “Industry Clusters as an Economic Development Strategy.”
Resources from "What Works! The Future of Entrepreneurship and Community Development"

In September Laura Brown, Dan Kuzlik, Jason Kauffied and Jim Resick from UW-Extension attended this conference in Philadelphia. Presentations from the conference are on the Center's website at: http://nercrd.psu.edu/Entrepreneurship/WhatWorksIIPresentations.html

Resources Highlighted at the Conference

The case for supporting entrepreneurs
Stephan Goetz - If you haven't yet, check out google trends. Stephan also referenced this survey: SBO Survey of business owners 2007, as well as the following indexes the Social capital index and the Innovation index. Read more about the innovation index at digging deeper into the innovation.

We heard a super keynote presentation Creating the Future: Nurturing the next generation of entrepreneurs and job creators by Ross Gittell. Gitell noted the following interesting resources: Brookings report sizing the green economy and the Association for enterprise opportunity- entrepreneurs and microenterprise statistics. His presentation was a good reminder that Census data provides a wealth of useful information: US Census non employer data for Wisconsin. (Also see "Calculators for Making Sense of Census Data" in this newsletter.)

Economic impact of the food industry: I heard a superb presentation by University of Maine Economist Jim McConnon
focused on Maine's food industry: Check out the
Downeast microenterprise project and the Washington County
Business Conference and Marketplace http://www.wcbcm.org/
The Maine Policy review also recently published an entire issue on
issue on food.

The Economic Contribution of Wisconsin's Hospitals Update

Steve Deller and Matt Kures have been working with the Wisconsin Hospitals Association (WHA) to update “Economic Contribution of Hospitals to Wisconsin” published several years ago. They are conducting a county-by-county impact assessment in addition to the overall state. Please take a look see at the technical report and contact steve.deller@ces.uwex.edu if you are interested in the analysis for your county. Link to a PDF of the current impact report at http://www.aae.wisc.edu/pubs/misc/docs/deller.hospital.impacts.10.26.11.pdf

Calculators for Making Sense of Census Data

Finally, the American Community Survey (ACS) 5-year data is available. That means that much more timely Census data for smaller communities and counties is now easily accessible. The ACS is a valuable resource, providing detailed data that can help us learn more about the communities and counties we serve.

Of course, as responsible users, it is important to consider the margins of error in any analysis we conduct. That's easy when using only a single data point. For example, Table B23007 of the 2005-09 ACS 5-Year Estimates tells us that there were an estimated 1,309 (+/-96) married couple families in Crawford County, Wisconsin during that five year period. That means that we can be 90 percent confident that there were between 1,213 and 1,405 married couple families in Crawford County. Table B23007 also tells us that there were an estimated 1,039 (+/-) wives in married couple families who are employed. Again, that's relatively simple.

However, what do we do if we want to calculate the number of employed wives as a percentage of all married couples in Crawford County? Before you start looking for your old college statistics textbook, take a look at the Compass for Understanding and Using American Community Survey Data. Specifically, take a look at the appendices for a straightforward explanation of how to properly use the ACS data.

Then, the best news -- Cornell University developed a very easy to use online calculator that will do the math for you at: http://pad.human.cornell.edu/acscalc/index.cfm. The only shortcoming of the Cornell tool is it can only handle two variables. If
you have a list of numbers, try another tool developed by the Oklahoma Department of Commerce: [http://fyi.uwex.edu/data/2011/03/22/american-community-survey-acs-statistical-calculator/](http://fyi.uwex.edu/data/2011/03/22/american-community-survey-acs-statistical-calculator/).

Have fun and data responsibly. For more information contact bill.pinkovitz@ces.uwex.edu.

### New Video Case Studies from the Building Community Capacity for Broadband Project

The Building Community Capacity for Broadband Project worked with Wisconsin Public Television on creating video case studies profiling best practices in Broadband. View them all on the Youtube channel at: [http://www.youtube.com/wibroadband1](http://www.youtube.com/wibroadband1) and read more about the project [on the BCCB website](#).

- **Broadband Literacy in the Menominee Nation:**
- **Broadband and Education in Superior:**
- **Ecommerce From Anywhere to Everywhere: Drs. Foster & Smith**
- **Business to Business Ecommerce: My Tires, Platteville Wisconsin**
- **Broadband and Economic Development in Three Lakes, Wisconsin**
- **Community Area Networks, Chippewa Valley, Wisconsin**
- **High Speed E-Government**
- **Telesroke: High Speed Treatment**

### Free Wisline on Rural Community Wealth and Health Care Provision

*November 16, 2011*
A telephone survey of rural health care providers and community leaders will be conducted in early 2012 in 150 towns in nine states in the lower Mississippi Delta, Southern Great Plains, and Upper Midwest regions (MS, LA, AR, TX, OK, KS, IA, MN, WI). The survey will investigate how community assets and investments affect recruitment and retention of health care providers and how provision of health care affects local economic development. There are plans to make a public use version of the survey data available to researchers for future analysis. Participants in this webinar will have an opportunity to review the draft survey questionnaires and make suggestions. There are two questionnaires; one for health care providers and one for community leaders and other stakeholders involved in activities to recruit and retain health care providers.

Survey questionnaires for participants to download for webinar and background information on the survey objectives and design are attached. (ERS Community Survey-Physicians; ERS Community Survey Stakeholders; and ERS Federal Register).