

Downtown Vitality and Placemaking

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Downtown Vitality and Placemaking

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	100%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	5.0	0.0	0.0	0.0
Actual	3.5	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 259438	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 259438	1890 Matching	1862 Matching	1890 Matching
	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The statewide Downtown Vitality and Community Placemaking team provides a variety of educational activities including presentations, professional development offerings through teleconferences, workshops and conferences; dissemination of teaching materials through websites, publications, CDs and DVDs. Major 2007 activities include:

Business Improvement District education: Community planning and design specialist Chuck Law, co-director of the Center for Community and Economic Development and director of the Local Government Center, UW-Madison / Extension, provides educational support to Wisconsin communities wanting to learn more about an increasingly popular funding mechanism known as Business Improvement Districts (BIDs). In 2007, educational programs included a CCED Building Communities webinar reaching more than 50 participants from 22 sites and online: <http://lgc.uwex.edu/cpd/bidpage/bid.html>

Innovative Downtown Business Clearinghouse: Under guidance of CCED community business development specialist Bill Ryan and Dale Mohr, Oconto County community resource development educator, the Downtown Vitality & Community Placemaking Team created the first web-based clearinghouse for economic development professionals on 75 innovative businesses that are bringing people back downtown). This searchable, easy-to-use resource is building capacity to work with local business and community leaders in exploring ideas to stimulate entrepreneurial thinking, and contributing to the learning community for colleagues, collaborators: downtown economic development professionals, entrepreneurs, chambers of commerce, Main Street organizations, business improvement districts, Small Business Development Center counselors, business operators from the Midwest and Northeast United States, and others: <http://www.uwex.edu/ces/cced/downtowns/innovative/>

Comprehensive Downtown Market Analysis: CCED specialists and county CRD educators provide research and educational resources to help local business leaders, entrepreneurs, developers, and economic development professionals identify sensible, realistic opportunities for revitalizing downtown business districts. County community resource development educators' analyses have been featured in the Sunday Wisconsin State Journal (350,000 readers), Milwaukee Business Journal, Superior Daily Telegram and online: <http://www.uwex.edu/ces/CCED/downtowns/dma/examples.cfm>

Downtown and Business District Market Analysis Toolbox: Networking with downtown practitioners and organizations throughout the country provides CCED state specialists valuable insight, success stories, case studies, and feedback on methodologies in the market analysis toolbox. Developed as a cooperative effort between the Wisconsin Main Street Program and UW-Extension, the Market Analysis Toolbox is based on and supportive of the economic restructuring principles of the National Trust for Historic Preservation's National Main Street Center. Downtown Market Analysis Toolbox: <http://www.uwex.edu/ces/cced/downtowns/dma/index.cfm>

2. Brief description of the target audience

The statewide downtown vitality and community placemaking team works with a variety of audiences including community leaders, business owners, elected officials, economic development corporations, and chambers of commerce.

UW-Extension colleagues and other professionals include the Local Governance and finance Team and other Community, Natural Resource and Economic Development teams, county agriculture, family living and 4-H youth educators supporting community development education and downtown revitalization, UW-Madison Center for Community and Economic Development and Local Government Center, UW-Superior northern Center for Community and Economic Development, UW-Stevens Point Center for Land Use Education, Association of Natural Resource Extension Professionals, American Planning Association.

State specialists with the UW-Madison Center for Community and Economic Development and UW-Superior Northern Center for Community and Economic Development collaborate with state urban and regional planning, national and international colleagues to research and align best practices and effective stakeholder involvement in developing downtown market analysis, community placemaking and business improvement district education.

Community partners include community leaders, local officials, downtown business associations, business improvement districts, service groups, city planners, consulting firms, city or tribal chambers of commerce, planning and zoning departments, county economic development corporations, Wisconsin Towns Association, League of Wisconsin Municipalities, Wisconsin Counties Association, county boards of supervisors, UW-River Falls Survey Research Center, community and technical colleges, regional planning commissions, the Wisconsin Department of Commerce Bureau of Downtown Development, Department of Transportation, Department of Natural Resources, Wisconsin Downtown Action Council, Wisconsin Association of Business Improvement Districts (BIDs), regional, national and international counterparts.

Diverse community collaborations for First Impression teams and the Wisconsin Mainstreet program include a mix of men and women, young and mature, professionals and lay people, political leaders and community residents. For example, an ideal mix would be that half of the team members are professionals with knowledge of the Main Street approach and half are not, such as merchants, elected officials, residents at large, board members and volunteers from working committees.

Ultimate beneficiaries include downtown retailers, small business owners, workers, residents, consumers, visitors.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	1000	0	0	0
2007	1894	350000	0	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	0
2007:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

{No Data Entered}

Not reporting on this Output in this Annual Report

Year	Target	Actual
2007	{No Data Entered}	{No Data Entered}

V(G). State Defined Outcomes

O No.	Outcome Name
1	Participants will increase their awareness, knowledge, and/or visibility regarding issues related to downtown and district revitalization.
2	Participants will develop strategies and take action that enhance downtown and business district vitality.
3	Additional resource leveraging such as funding, expertise and partnerships that address revitalization issues.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration,new cultural groupings,etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}