

Community Revitalization

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Community Revitalization

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	0.0	1.9	0.0	0.0
Actual	0.0	4.3	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	199339	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	120645	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	47918	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Extension personnel conducted various workshops and meetings with local and state officials, as well as entrepreneurs, to instruct them on the value of community revitalization as a tool for economic development. Working in partnership with various county and city governments, economic development authorities and the state development office, the university extension programs were heavily involved in the redevelopment efforts underway in several communities. Financial resources were allocated and staff time was directly allocated to allow for the creation of community strategic plans, the development of community based grants to support the re-development efforts, the hosting of community forums, and the delivery of asset mapping assistance.

As a result, \$300,000 in grant funding was awarded one of the target communities for the development of a housing and small businesses relocation incentive project. This funding has been matched by the local Economic Development Authority bringing the match to over \$1 million in available loan funds for the community revitalization effort. Extension staff designed the program and are heavily involved in its implementation.

Extension staff have also spear-headed the business corridor re-development efforts underway in another community. This involves an imbedded Main Street program, the first in the country for an extension program. The extension staff serves as the Main Street program coordinator and works with a large contingent of volunteers on the re-establishment efforts for this community.

Extension staff, working in partnership with a regional economic development authority, are also responsible for the development of new businesses for two new projects; the first is a mixed-use complex and the second is a more traditional industrial park. Both are important community revitalization projects for their communities.

2. Brief description of the target audience

The targeted audiences for the community revitalization efforts include business operators, property owners and elected officials. Specifically, extension efforts focused on the communities of Mullins, Fayetteville, Richwood and Charleston during this fiscal year. Existing business owners were encouraged to participate in the re-vitalization efforts by participating in collaborative marketing and promotion events; area citizens were encouraged to volunteer for strategic planning efforts and activities that were undertaken throughout the year; civic leaders were recruited to assist with fund development; and new businesses were recruited for deployment in the target sites.

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	100	2000	0	0
2007	300	5000	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**

WVSU personnel will meet with business operators and property owners concerning community revitalization.

Year	Target	Actual
2007	75	200

Output #2**Output Measure**

Business operators and property owners will attend community revitalization trainings.

Year	Target	Actual
2007	50	25

Output #3**Output Measure**

Stakeholders will receive quarterly newsletter on community revitalization efforts.

Year	Target	Actual
2007	100	400

Output #4**Output Measure**

Stakeholders will participate on a WVSU community revitalization work group.

Year	Target	Actual
2007	50	200

Output #5**Output Measure**

Stakeholders will serve as advisors to WVSU personnel on revitalization work.

Year	Target	Actual
2007	15	15

V(G). State Defined Outcomes

O No.	Outcome Name
1	Business operators and property owners will demonstrate knowledge gained of revitalization procedures and effects.
2	Business operators and property owners will make facade improvements to their buildings.
3	Business operators and property owners will complete streetscape design plans.
4	New businesses will relocate to formerly abandoned buildings in the city's and town's main street areas.

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

Natural Disasters (drought,weather extremes,etc.)

Economy

Public Policy changes

Government Regulations

Competing Public priorities

Brief Explanation

As with other economic initiatives, funding remains a critical component.Many small communities lack the financial resources to enable them to attract new businesses or create improvement strategies.The greatest challenge is for university extension staff to teach the communities how to access available funds, think creatively on collaboration opportunities and facilitate the development of strong partnerships.

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

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

Before-After (before and after program)

During (during program)

Time series (multiple points before and after program)

Comparisons between program participants (individuals,group,organizations) and non-participants

Evaluation Results

This is a difficult program to evaluate, as it is a series of events and a long-range effort. The individualized strategic planning undertaken by each community has proven effective to-date. The on-going work on partnership development is successful in most instances to varying degrees, specific workshops on topical issues are well received, but it is not really possible to evaluate in traditional methods the over-all effectiveness of these programs in the short-term. If participation are specific measurements, then each program has been highly effective; and if strategic movement toward the goals are measurements, then there has been highly effective results.

Key Items of Evaluation