

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Community and Economic Development Preparedness

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: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	10.0	0.0	0.0	0.0
Actual	14.3	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	1890 Extension	Hatch	Evans-Allen
423820	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
635730	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 Community and Economic Development Preparedness and educators across the state provide research-based education and assistance in a variety of ways. While there are statewide initiatives, some of the most effective efforts take place at the community level over a period of time. Extension's presence at the local level is central to the effectiveness of this work.

2. Brief description of the target audience

Of 20,725 adults reached through direct teaching methods in 2010, 94 percent were white, 2.6 percent were American Indian, 2.4 percent were African American, 0.8 percent were Asian American and 0.1 percent were of other identity; 62.9 percent were male and 37.1 percent female; 1.8 percent were Latino. In 2010, community partners and the 4,461 volunteers trained made additional teaching contacts.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	13000	0	0	0
Actual	20725	0	0	0

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

Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	0	0	
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- {No Data Entered}

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Participants will increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human trends and conditions, or community strategies to address key issues of community economic development.
2	Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will have adopted best practices as a result of the Extension educational program.
4	Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable community economic, social or human opportunities for people.
5	Participants, organizations and communities will have increased partnerships and/or networks to address the issue: Community and regional economic development.
6	Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

Outcome #1

1. Outcome Measures

Participants will increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human trends and conditions, or community strategies to address key issues of community economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Despite rapid changes in Crawford County's economy in the last decade, few economic development organizations exist in the county and most of these rely on volunteers. Lack of staff and resources has slowed the county's involvement in regional initiatives and partnership-based strategies. In Spring 2010 the county board learned that it would be allocated \$80,000 annually from the Ho Chunk nation as a reimbursement for holdings of native land. The board earmarked \$70,000 of this money for economic development. CNRED Educator Brown was asked to develop a plan for creation of an economic development corporation.

What has been done

In 2010 Brown worked closely with the Crawford County board to develop a needs assessment, to provide education about economic development corporations and strategies, and to assemble a steering committee of stakeholders. Brown prepared the "Crawford Economic Development Considerations and Needs" report, and this was presented to the city council, county board and economic development organizations. Brown identified stakeholders, convened a steering committee to guide the process, and created a timeline for forming an economic development corporation.

Results

Under Brown's guidance the Steering Committee created a mission statement, developed a three-year financial plan, and drafted a director job description and outreach plan. The steering committee is on target to reach their goal of hiring an executive director early in 2011. The county board has promised four additional years of funding to the organization. According to a survey, as a result of Brown's involvement in economic development, 82 percent of local economic development stakeholders "have worked collaboratively with other economic development stakeholders," 72 percent "better understand the local and regional economy," 73 percent "are

more aware of the activities of groups and organizations working in economic development," 64 percent "have made informed decisions that will have an impact on economic development," and 64 percent "have helped to create economic development goals for Crawford County."

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Over the past 10 years the owner of Gilman Cheese Inc. and CNRED agent Albrecht have worked together to secure funding, resources and support for the purchase and gradual expansion of the now 70-employee dairy product business. This relationship sparked a November meeting regarding a proposed plan to double the size of the plant and add 25 new employees. The current plant building is land-locked with no way to expand it without using land from a village street and closing the street. The trust and confidence in the relationship allowed for frank discussion to identify all options and design an action plan for moving forward.

What has been done

Albrecht brought in the Wisconsin Department of Commerce. A Dairy Product Value Added Tax Rebate Program was identified and was initiated for approximately \$100,000 in tax credits to help pay for activities completed in 2010 and an additional \$150,000 for the major plant expansion to be completed in 2011 will be applied for. With Albrecht's ongoing relationships with community leaders, he quickly brought together the Gilman Village Board, Gilman Development Foundation, engineers, legal counsel, and the business owner to discuss options, and finalized plans for a late November groundbreaking. The plan was to abandon a portion of the village street, replace the sewer and water line in the same location, build the new building over the line with access points,

use TID #2 funds and business funds to pay for the infrastructure costs (\$100,000).

Results

As of December 23, 2010, the new sewer line is in place, footings and slab are poured. The building was fully under roof in March 2011 with completion of the plant addition in May 2011. With the increased production capacity Gilman Cheese will be able to meet product demand for confirmed orders. Because the Village of Gilman is an isolated small community (pop 425) and Gilman Cheese is an outstanding employer and corporate citizen (provides good benefits, a living wage and donates considerably to community causes) there is a waiting list of 40 persons competing for the 25 jobs. The total project will solidify long term contracts for their unique dairy products, and anchor the employer in the community for years to come. The plant expansion will cost approximately \$2 million dollars which helped stimulate building labor and equipment businesses in the area.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Participants, organizations and communities will have adopted best practices as a result of the Extension educational program.

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable community economic, social or human opportunities for people.

Not Reporting on this Outcome Measure

Outcome #5

1. Outcome Measures

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: Community and regional economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Pierce County planned over a three year period (2007-2010) for the 2010 Farm Technology Days (FTD). This event is an educational and commercial farm exposition that moves throughout Wisconsin year to year, now in one county, now in another. Local governments are asked to contribute to the event in numerous ways, and therefore local elected officials need information to help them decide whether they want to host the event. Both private and public stakeholders requested information about the anticipated economic impact of the event in the greater Pierce County area. The statewide event was held in Pierce County two miles southeast of River Falls in July 2010.

What has been done

Greg Andrews, executive secretary of FTD, and Dr. David Trechter, UW-River Falls and UW-Extension Specialist, worked together closely to develop the Pierce County Farm Technology Days-2010 Economic Impact Survey. Andrews secured a 50/50 funding partnership with the WFTD General Manager and the FTD Executive Committee to conduct the study. Dr. Steve Deller-UW Madison and CNRED Educators Pete Kling, Patricia Malone and Andrew Dane volunteered as survey interviewers at the event. The UW-River Falls Survey Research Center also contributed significantly to the study.

Results

The Economic Impact Report was released December 3, 2010, and the results were provided to the next three counties scheduled to host the event (Marathon, Outagamie, and Barron) to aid in their planning, fundraising, volunteerism and community support. The report was also provided to Pierce County Board Chair Paul Barkla and River Falls City Administrator Scot Simpson. Stakeholders and citizens of Pierce County learned from the report that the event generated \$1.8 million in local economic impact and gave rise to 33 jobs and \$200,000 in additional local tax revenue, and that direct expenditures during the two-day event were \$800,000. The report will provide much-needed information to counties that might be interested in hosting FTD in the future.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #6

1. Outcome Measures

Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Dane County Regional Airport (DCRA) serves residents and businesses of south-central Wisconsin. A lack of direct flights from the airport to major U.S. cities has posed a challenge for some local businesses. For example, Spectrum Brands noted that lack of direct flights to Madison was one reason it moved its headquarters to Atlanta. In November 2006 the Dane County Regional Airport received a request for proposals (RFP) from an anonymous airline looking to provide a nonstop route between Madison and Denver, Colorado. Several components of the RFP required Dane County Regional Airport to provide maps of the Dane County region, information on the area's demographics, and data describing the regional economy. Much of the necessary economic and demographic information was unavailable.

What has been done

Andy Lewis and Matt Kures, specialists with the Center for Community and Economic Development, met with officials from Dane County Regional Airport to determine their specific economic and demographic data needs. Matt Kures responded to these needs by developing a profile of maps, demographic data, and economic trends for the region surrounding Dane County Regional Airport. The profile also compared economic trends of the metropolitan area surrounding DCRA to those of competing metro areas throughout the Midwest.

Results

Frontier Airlines, the previously unnamed airline, announced in 2010 that it would begin flights between Madison and Denver on May 3. The information and maps compiled by the Center for Community and Economic Development will be used to respond to future RFP's and in other airline operations. The data in the profile has been updated on an annual basis between 2006 and 2010. The information in the analysis is also being provided to other economic development entities in the region, such as the Greater Madison Chamber of Commerce, to help them

understand economic trends in the Madison metro area.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- 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}