



**Community and Economic Development Helps for Extension  
Faculty**

**By  
Marisa Guaderrama  
Research and Extension Associate  
and  
Neil L. Meyer  
Extension Professor**

**Agricultural Economics and Rural Sociology Department  
University of Idaho  
Moscow, Idaho**

**Ag Econ Extension Series 01-06**

**Department of Agricultural Economics  
and Rural Sociology**

**College of Agriculture  
University of Idaho  
Moscow, Idaho 83844-2334**

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This pamphlet is an attempt to pull together some resources which will be helpfully to extension faculty concerned about community and economic development conditions. It provides potential aids, bulletin sources and web site which can in understanding social and economic conditions. It was made possible through Critical Issues funding provided by University of Idaho Cooperative Extension.

It is divided into sections representing differing types of resources. Each section provided instructions about how to access the sources presented.

University of Idaho

Western Rural Development Center

USDA Rural Development

University of Missouri Community Development Extension Program

University of Minnesota Economic Development

University of Wisconsin Center for Economic Development

Nebraska Center for Economic Development

WEB Site Useful for Community and Economic Development

Organizations / Associations Useful to County Faculty



## **University of Idaho Rural Development**

The University of Idaho has a number of programs out of different departments. Some deal directly with local issues, others are more information and resource bases to be used by local groups and citizens.

The **College of Agriculture** has Faculty in Agricultural Economics and Rural Sociology (AERS) and Family and Consumer Science (FCS) which work on issues of community and rural development. The AERS faculty working with local faculty conduct studies and training for community members in retail trade, community linkages, group process management, land use protection, small and agricultural business management. The FCS conduct studies and training in group process management as well as family and home based business management. These can best be accessed through the County Cooperative Extension Offices located in 42 of Idaho's 44 counties.

The **College of Art and Architecture** occasionally has students available to consult on projects involving main streets, revitalization, historic preservation, and community design and planning. Contact the department for the specifics of individual programs.

<http://www.aa.uidaho.edu>

The **College of Business and Economics** provides technical assistance in applied economics, business development, executive education, strategic planning, information systems and production/operations management.

<http://www.uidaho.edu/cbe/college>

The **College of Natural Resources** provides technical assistance through its various centers and departments. The college prides itself in "hands-on" training taking advantage of its outstanding field facilities and its emphasis on communications and student activities to enhance leadership potential. They also have a tourism unit which will complete specific studies.

<http://www.its.uidaho.edu/cnr>

## **The Western Rural Development Center**

Western Rural Development Center

Utah State University

8335 Old Main Hill

Logan, UT 84322-8335

Phone: (435) 797-9732

FAX (435) 797-9733

<http://www.ext.usu.edu/WRDC/>

The Western Rural Development Center has a web page that looks at various aspects of



economic development. They have four themes which they are working on (shown in **bold**) or are considering, and they are as follows:

**Theme 1: Enhance the economic, environmental, and social well being of rural communities and people.**

- **Home-Based and Micro Business Opportunities**
- **Business Retention**
- Value-Added Agriculture

**Theme 2: Enhance the quality of land use and natural resource decisions in the West.**

- **Rapid Growth Toolkit**
- Public Lands Policy Center

**Theme 3: Enhance the ability of community leaders in the West to carry out their responsibilities and lead community-based discussions that can contribute to local vision and self-determination.**

- **Strategic Planning Tools**

**Theme 4: Enhance the ability of Western universities and their partners to conduct meaningful rural development research and outreach projects.**

- Rural Development Consortium of Land Grant Faculty in the West
- WRDC Fellows/Young Faculty Development Program

Along with a section pertaining to helpful links they have a section on publications. Publications deal with the following subjects, Community Economics, Community Service, Community Ventures, Coping With Change, Hard Times, Small Towns, Tourism, WRDC Training Notebooks. Coping with Change, Small Towns, Tourism, and portions of WRDC Training Notebooks are in pdf format and can be printed at no charge. Other publications can be ordered for a fee, which most are less than \$2.00.

**USDA Rural Development**

<http://www.rurdev.usda.gov/> USDA has a web page dedicated to rural development. They're committed to "helping improve the economy and quality of life in all of rural America."

Their programs support public facilities and services such as water and sewer systems, housing, health clinics, emergency service facilities and electric and telephone service. They support development through loans to businesses through banks and community-managed lending pools, and through aiding agricultural and other cooperatives get started.

This web site lists available funds, publications, success stories, and other useful programs. Under the publications web page they have fact sheets for rural development, business and cooperatives, housing and community facilities, and utilities. These fact sheets are in pdf or html format, and selected sheets are available in Spanish. Also available are regulations and strategic plans.



**University of Missouri Community Development Extension Program**  
**<http://muconf.missouri.edu/CommDevelopmentAcademy>**

Hands on community development training opportunities are being offered by the University of Missouri Community Development Extension Program. Three courses called the Community Development Academy are being offered, each of the three courses is five-day course that explores ideas and develops practical skills for effectively involving and empowering local citizens and leaders in community-based efforts.

Course 1: Building Communities From the Grassroots  
March 25-30, 2001 — Excelsior Springs, MO  
September 23-28, 2001 — St. Louis, MO

Course One Includes:

- The Action Planning Process
- Assessing the Community Accurately
- Community-based Development Concepts
- Development and a World in Transition
- Group Process
- Impact Assessment: Measuring Outcomes
- Working With Volunteers
- Leadership in the 21st Century
- The Art of Inclusion — Getting People Involved in Development
- Dealing with Conflict in Community Settings

Course 2: Empowering Communities For The Future (Course 1 is a prerequisite for Course 2)  
March 25-30, 2001 — Excelsior Springs, MO

Course Two Includes:

- Keys to Sustaining the Future of Communities
- Developing Community Information
- Participatory Action Research
- Building Effective Community Organizations
- Understanding Local Economic Development
- Practicing Community Development
- Discrimination and Community Development Programming
- Governance and Civil Society
- Working Together for Networks, Partnerships, Coalitions and Collaboration
- The Environment and Sustaining the Future of Communities

Course 3: Creating Capacity For Dynamic Communities (Courses 1 & 2 are prerequisites for Course 3)  
September 23-28, 2001 — St. Louis, MO

Course Three Includes:



Change, Ethics and Sustainability  
Community Organizing  
Small Group Process for Development and Change  
Whole Systems Processes  
Getting Unpoor: More Than Tinkering at the Edges  
Community Conflict Intervention  
Community Development in Perspective  
Citizen Power, Influence, and Authority

For additional information:

(573) 882-2429

e-mail [BroukS@missouri.edu](mailto:BroukS@missouri.edu)

### **University of Minnesota Economic Development**

Duluth Technology Village

11 East Superior Street, Suite 210

Duluth, MN 55802

Phone: (218) 726-7298

<http://www.edo.umn.edu/online.html>

The Economic Development On-line web site offers online courses for economic development professionals, business owners and operators, community leaders, and educators. These classes range in price from \$250-500.

#### Current Courses and Dates:

Socioeconomic Impact Assessment February 12 - March 25, 2001

Festival Management March 5 - April 17, 2001 November 4 - December 15, 2001

Community Economic Analysis September 17 - November 4, 2001

Business Retention and Expansion Consultant Certification March 12 - May 20,  
2001 May 21 - July 29, 2001 October 1 - December 9, 2001

Business Retention and Expansion Research Reports March 5 - April 13, 2001 September  
17 - October 26, 2001

Other Courses which they will be offering soon:

E-Commerce

Quality Service Management

Introduction to Business Retention and Expansion

Business Retention and Expansion Leadership Team

Business Retention and Expansion Survey Report

The University of Minnesota and the Cooperative Extension Service has a web site <<http://www.tourism.umn.edu/>> dedicated to their Tourism Center. They have various links for information pertaining to the State of Minnesota, Federal Links, and Tourism Industry and Research Links. They also share information regarding various programs, research, international projects, and publications.



Their publications include:

Center Point, which is their news letter on tourism

Community Tourism Development Publications (\$30-\$55)

- Q & A About Rural Tourism Development
- Rural Development Tourism Training Guide
- Rural Tourism Development Training Package (Guide and Video)

Community Development Tourism Videos (\$25-\$45)

- Opening the Door to Tourism
- Rural Development: Tourism Case Studies

Other Publications

- Design and Planning for Small Minnesota Resorts
- Motel & Restaurant Family Businesses Summary of Research (pdf)
- Resort Family Businesses Summary of Research (pdf)
- Northern Lights Tourism Alliance BR&E Report, Mar 2000 (pdf)

### **University of Wisconsin Center for Economic Development**

610 Langdon Street

3rd Floor

Madison, WI 53703

Phone: (608) 265 - 8136

FAX: (608) 263 - 4999

TTY: 1-800 - 947-3529

<http://uwex.edu/ces/cced/>

University of Wisconsin Extension's Center for Community Economic Development web site has a variety of information < <http://uwex.edu/ces/cced/> >. There is a page dedicated to case studies, but there are only two available: A Place in the Country by Bill Pinkovitz and Convince Us You Can Solve Your Cash Flow Problems by Robert Gruber. The community indicators page are templates that were developed to provide county faculty with information to stimulate discussion at the community level, and to access to a variety of data about your community. One page on this web site seems to have the most information and deals with revitalize downtown and business districts. The following is available on this topic:

Educational Programs and Technical Assistance for Communities:

- Comprehensive Business District Market Analysis using GIS
- Detailed Trade Area Definition Study using GIS
- Preliminary Market Overview
- Attracting Tourists to Local Businesses
- Smart Retail Growth in Small Cities [coming soon]
- Reuse of Vacant Department Stores

Publications:

- Tourism and Retail Development: Attracting Tourists to Local Businesses
- Business District Market Analysis [coming soon]
- Smart Retail Growth in Small Cities [coming soon]

Staff Papers:



- Retail Mix in Wisconsin's Small Downtowns
- Retail Mix in Wisconsin's "Tiny Towns"
- Service Business Mix in Wisconsin's Small Downtowns
- Demographics and Spending Potential: A Comparison of Wisconsin's Small Towns Staff Paper, No. 00.01, March 2000

Newsletters:

- Lets Talk Business: Ideas for Expanding Retail and Services in Your Community
- Also available is the Journal of Regional Analysis and a list of policy seminars and educational programs. Some information on the programs is available on the web-site. However all the dates for the seminars and educational programs have passed, but were as follows:

Seminars

- Economics of Smart Growth In-Service (May 22-23, 2000)
- The Small City and Smart Growth Conference (September 28-29, 2000)

Educational Programs

- Blue Stocking Club - ETN 2000
- Marketing Issues in Community Development - An ETN Series
- Business District Market Analysis
- Tourism and Retail Development
- Wisconsin Urban Initiative (January 1999)
- Starting a County Leadership Program (December 1999)
- Introducing Community Development Principles and Practices (December 1999)

**Nebraska Department of Economic Development**

P.O. Box 94666 - 301  
 Centennial Mall South  
 Lincoln, NE 68509-4666 USA  
 Ph.: (402)471-3111 · (800) 426-6505  
 FAX (402) 471-3778  
<http://www.neded.org>

The Nebraska Department of Economic Development web site <[www.neded.org](http://www.neded.org)> gives a number of helpful publications in the areas of community development, economic development, housing development, and housing and community development plans. Located in the publications page of this web site is the Nebraska Project Networking Guides, of which years 1998, 1999 and 2000 are available. Under the 2000 guide they give various functions or activities that are done to help promote and support local businesses, enhance an area for revitalization, or promote for tourism purposes. The following areas are discussed and a few of the ideas used are listed:

Business Assistance and Development

- Business Promotion

Ag Appreciation BBQ/Dance, Neligh (1999) — The majority of Antelope County's economic activity is agriculture-related. The Antelope County Resource Center and Neligh Chamber of Commerce hosted a free supper and dance to show appreciation. Speakers from the University of Nebraska-Lincoln, Nebraska Pork Producers Association, and Nebraska Beef Council also participated. Area business donated money, food and supplies.

City-Wide Garage Sale and Grand Opening Day, Eustis (1999) — The Eustis Chamber of



Commerce advertised and hosted a city-wide garage sale and grand opening day. Three new businesses and two businesses with new owners held grand openings that day. Residents who could not hold garage sales at their homes rented booths at the fair building. A map featured all homes holding garage sales that day. Contact Cynthea Naylor at (308) 486-3641.

Sugar Plum Holiday Craft Fair, Potter (1999) — People who make crafts in Potter held a local craft fair at a newly remodeled restaurant, which helped draw attention to the crafts and restaurant. Contact Fern Frey at (308) 879-4508.

#### Business Retention and Expansion

Commercial Development of Vacant Medical Clinic, Aurora (1999) — The Aurora Development Corporation purchased and remodeled a vacant, former medical clinic building and leased it to Software 4 Retail Solutions, a computer software programming company that relocated in Aurora. Contact Gary Warren at (402) 694-5601.

Business Development, Chappell (1999) — The Chappell Economic Development Corporation promotes new and expanding businesses. During 1999, many businesses expanded and four businesses moved into vacant buildings along Main Street. Contact Milt Rogers at (308) 874-2962.

Business Incubator, Farnam (1999) — The Farnam Economic Development Corporation worked with the Nebraska Department of Economic Development to start a business incubator program. Three businesses indicated an interest in the program, which provides financial help and low-cost space to rent. Contact Dan Widick at (308) 569-2333.

Existing Business Development, Farnam (1999) — A survey was mailed to Farnam residents to determine their level of support for existing businesses. The businesses received survey results to help them make advertising, marketing or service improvements where necessary. Contact Shirley Minges at (308) 569-2382.

Economic Development, Seward (1999) — Seward has formed several committees to encourage economic development. A Governmental Issues Committee keeps up-to-date on legislative issues. Improving downtown businesses is the goal of the Downtown Revitalization Committee. The Professional Development Committee offers educational classes to local businesses. Seward also recruited a new manufacturing plant.

Sterling Depot (1999) — The Sterling Community Association, which owned a vacant downtown building, helped two local women purchase the property for a new daycare center. The association offered them a flexible, low- or no-interest land contract.

Economic Development Program Development, Wisner (1999) — Wisner Community Development hired an economic development director. A local foundation funded the position for three years. A consultant also was hired to begin a community, economic, and industrial development project. Workshops, a community-wide survey, and the formation of Community Action Now were all a part of the project. Community Action Now advises the development director.

#### Downtown Revitalization

Main Street Improvement, Cedar Rapids (1999) — An old building along Cedar Rapids' Main Street was torn down. Landscaping was added to The Veterans Garden and the mini-park. Businesses, including the mortuary, car wash, and food market made improvements.

Welcome Signs for Petersburg, House Painting, and Barrel Planters to Beautify (1999) — A sign into Petersburg encourages travelers to visit the historic downtown area. Plaques on individual businesses give historical information. A house on Main Street was repainted thanks to



community volunteers.

#### Tourism Promotion and Development

##### · Promotion and Marketing

Grant County Town Signs (1999) — The Sandhills Chamber of Commerce erected entrance signs into Grant County communities. A design-a-sign contest was held. Winners had their designs painted on entrance signs into Grant County. The county and Sandhills Chamber of Commerce shared the cost.

RC&D Tourism Committee Programs, Loup Basin Region (1999) — With grant funds, the Loup Basin Resource Conservation and Development Tourism Committee conducted a marketing campaign that encompassed magazines, television, and electronic ads, as well as information at rest stops and Nebraska tourist attractions. The committee toured Custer County to gather information for the campaign. Donations were used to reprint nearly 35,000 copies of the Nebraska Heartland brochure.

##### · Tourism Events

Wurst Tag—German Heritage Celebration, Eustis (1999) — Eustis celebrates its German heritage by hosting Wurst Tag every year. Revenue from the celebration goes toward community improvements or local organizations. Activities include a three-on-three basketball tournament, road race, parade, polka music, street dance and more. German food also is served.

Old Glory Days, Maywood (1999) — Old Glory Days is held yearly on Memorial Day in Maywood. More than 20 activities for all age groups are planned, including a parade, community church service and potluck, petting zoo, flea market, and BBQ supper.

Seward's Annual Community Fourth of July Celebration (1999) — Seward, Nebraska's Fourth of July City, hosts an annual Fourth of July celebration. Each year, the coordinator of the event is a high school senior. A web site and national television publicity help promote the event, which draws 40,000 people yearly.

Burlington Park Railroad Museum, Wymore (1999) — Wymore renovated the old depot building into a railroad museum that is operated by volunteers. To raise funds, engraved bricks were sold and placed in front of the depot.



### **Web Sites we find Useful**

The **Heartland Center for Leadership Development** is an independent, nonprofit organization developing local leadership that responds to the challenges of the future. A major focus of the Heartland Center's activities is practical resources and public policies for rural community survival. Based in Nebraska, the Heartland Center was organized in 1985 by a group of Great Plains leaders as an outgrowth of Visions from the Heartland, a grassroots futures project. Today, the Center is known throughout North America for its field research on Clues to Rural Community Survival and for its hands-on programs in community leadership development. Heartland Center programs and publications stress the critical role played by local leadership as communities and organizations face the challenges associated with changing times. Programs of the Center emphasize that local capacity is critical -- and renewing local leadership essential -- as towns, cities and states work to remain competitive today and in the future.

<http://www.4w.com/heartland/>

#### **Idaho Department of Commerce.**

Idaho's Department of Commerce has a number of resources which you will find helpful. Their county and community profiles provide a detailed look at a wide variety of factor important to looking at the situations, assets and potential responses of communities. They also run, in conjunction with the Bureau of Political Affairs at Boise State University a Community Development Institute each summer.

<http://www.idahoworks.com/>

#### **Center for Public Policy and Administration at Boise State University**

As part of the role and mission in public affairs, the Center for Public Policy and Administration is involved in several important training and applied research activities that have major statewide impact. In addition to a number of specialized projects funded by grants and contracts, the Center annually sponsors the following training programs and develops research materials that are used by public officials throughout Idaho.

<http://www.idbsu.edu/>

#### **Bureau of Vital Records and Health Statistics**

This site lists the vitals statistics of various regions of Idaho. It is the source for data and information on population, births, deaths, induced abortions, marriages and divorces.

<http://www.idahohealth.org/>



**Government Information Sharing Project**

This is a very useful site that presents information on demographics, education and economics. It is based on Federal data sources which are disaggregated to the state, county, community or school district level.

<http://govinfo.kerr.orst.edu/>

**Northwest Income Indicators Project (NIIP)**

This site provides data and is active so it can be used to produce visuals that show differing aspects of county a county's economy. Northwest Income Indicators Project (NIIP) selected economic indicators web page helps describe local economic factors. Public officials, planners and economic development practitioners perpetually confront questions and issues that center on the need for establishing a good collective understanding of the economic trends underlying growth and change in the local, regional and national economy. This web page provides a graphical overview of local area economic growth and change focusing on a selection of major indicators: population, personal income, per capita income, employment, earnings, and average earnings per job.

<http://niip.wsu.edu/Idaho/selindid.htm>

**Census Bureau**

This is the site of all census information that is currently being released. It permits comparison of local situations with other counties and regions of the US or the state.

<http://www.census.gov/>

**Idaho Agricultural Statistics Service**

This site has information on Idaho's agriculture. It shows acreage, farm gate values, crops grown and various other statistics useful to local extension faculty.

<http://www.nass.usda.gov/id/>

**Organizations which can help you in your work.**

Community Development Society is comprised of persons from many professions working in communities. The interests vary from economic development to community health to local arts programs. I (Neil) find this to be a very practical and applied organization where I could learn what types of programs Extension faculty in other state were conducting. The organization has provided a valuable network as I try to conduct programs in a wide variety of areas.

<http://www.comm-dev.org>

The book Local Government Guide to the Internet: Online Resources for Communities by Priscilla Salant and Christy Dearien is a very useful resource. It will be given to those



attending the June 2001 training session. Other wanting a copy should contact Pricilla Salant at the UI AERS Department. Phone 208-885-6262.