



EDA University Center
at the Division of Extension
University of Wisconsin-Madison



2020 Showcase Update

University of Wisconsin Extension EDA University Center

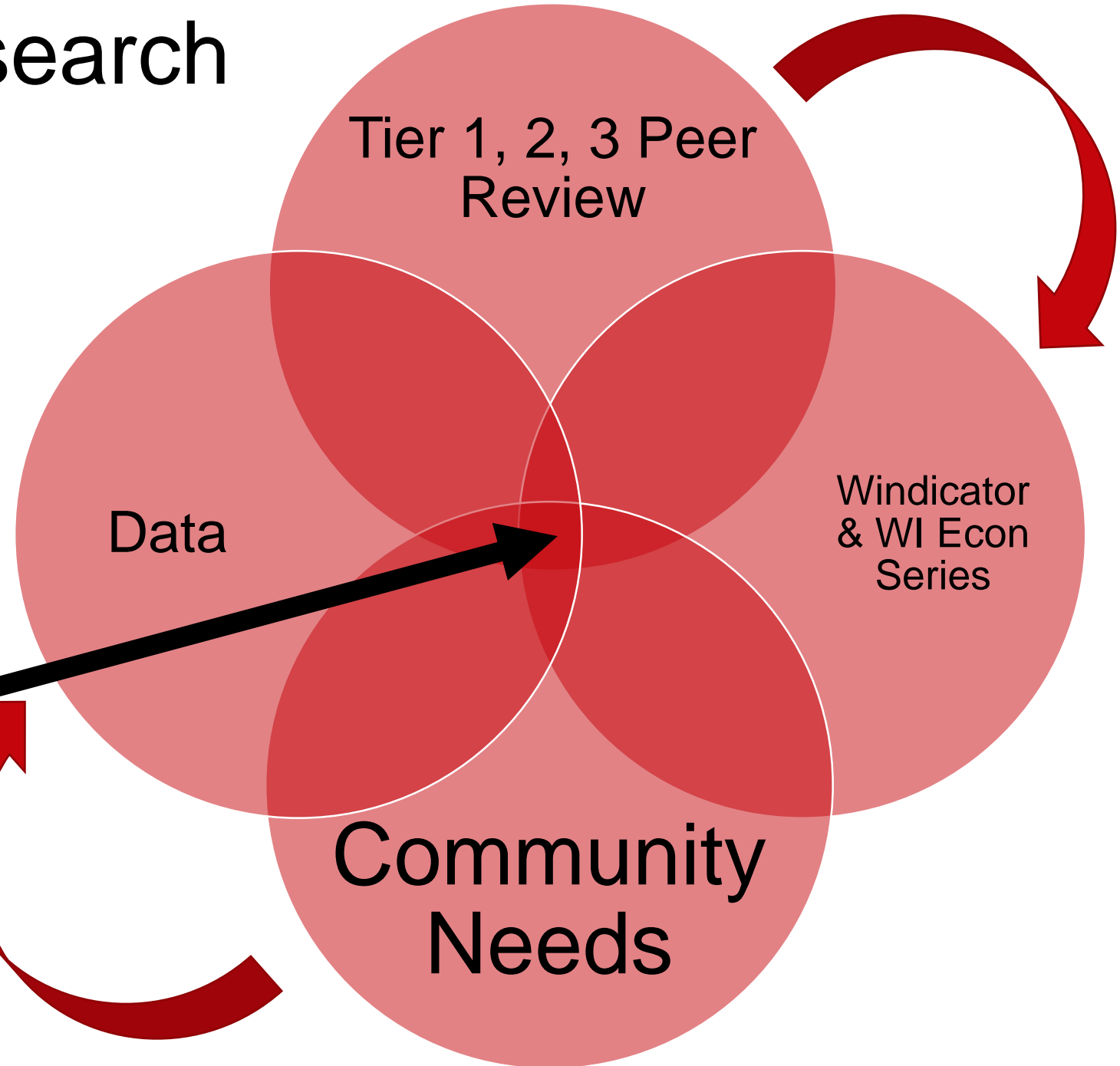




1 July 2019

University of Wisconsin Extension officially merges with
University of Wisconsin-Madison

Applied Research In Action



UW Madison
EDA UC
Target

Research
Partners
Work Groups
Forums
COVID Quick
Response
COVID
Ongoing
Response



Community Needs



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The cover features logos for Wisconsin University of Wisconsin-Madison, Dairy Farmers of Wisconsin, and Extension University of Wisconsin-Madison. The title is "The Contribution of Agriculture to the Wisconsin Economy: An Update for 2017". A yellow bar below the title contains the date "AUGUST, 2019". The main image is a photograph of a farm with red barns and silos next to a river. The author's name, Steven C. Deller, and his affiliation are listed at the bottom.

WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

DAIRY FARMERS
OF WISCONSIN

Extension
UNIVERSITY OF WISCONSIN-MADISON

The Contribution of Agriculture to the Wisconsin Economy: An Update for 2017

AUGUST, 2019

Steven C. Deller
Department of Agricultural and Applied Economics
Center for Community Economic Development
University of Wisconsin-Madison

The cover features the title "A Trade Area Analysis of Wisconsin Retail and Service Markets: Updated for 2019". A yellow bar below the title contains the date "May, 2020". The main image is a photograph of a brick building with a storefront. The author's name, Steven C. Deller, and his affiliation are listed at the bottom.

A Trade Area Analysis of Wisconsin Retail and Service Markets: Updated for 2019

May, 2020

Steven C. Deller
Department of Agricultural and Applied Economics
Center for Community Economic Development
University of Wisconsin-Madison

The cover features the title "The Contribution of Health Care Services to the Wisconsin Economy with a Focus on Hospitals". A yellow bar below the title contains the date "October, 2019". The main image is a photograph of a large hospital building at dusk. The author's name, Steven C. Deller, and his affiliation are listed at the bottom.

The Contribution of Health Care Services to the Wisconsin Economy with a Focus on Hospitals

October, 2019

Steven C. Deller
Department of Agricultural and Applied Economics
Center for Community Economic Development
University of Wisconsin-Madison



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WIndicators | Student Loan Debt:
A Challenge for Wisconsin?
Volume 3, Number 1



WIndicators | Broadband in Economic
Development
Volume 3, Number 2



WIndicators | COVID-19 Vulnerable
Business Owners by Race
& Ethnicity
Volume 3, Number 3



WIndicators | The Competitiveness of
the Wisconsin Economy
Volume 2, Number 5



WIndicators | Business Expansions in
Wisconsin
Volume 2, Number 4



WIndicators | Social Capital in Wisconsin
Volume 2, Number 7

Peer Review

The image shows a screenshot of a peer review process. On the left is a manuscript page from 'Economic Development Quarterly' with the title 'Incentives and Firm Migration: An Interstate Comparison Approach' by Yuxuan Pan, Tessa Conroy, Alexandra Tsvetkova, and Matthew Kures. The abstract discusses how state business incentives influence interstate relocation patterns. On the right is a reviewer's comment in 'Journal of Rural Studies' for the article 'Rural entrepreneurship and migration' by Steven Deller, Matt Kures, and Tessa Conroy. The reviewer's highlights suggest that the in-migration of pre-retirement persons is important for understanding rural entrepreneurship, consistent with existing literature, and that older migrants bring human, financial, and business capital to the community.

- Conroy, Tessa, Steven Deller, and Philip Watson. (Forthcoming). "Regional income inequality: a link to women-owned businesses." Small Business Economics.
- Conroy, T. and Weiler, S. (2019). Local and Social: Entrepreneurs, Information Network Effects, and Economic Growth. Annals of Regional Science, 62(3), 681-713.
- Conroy, T., Deller, S. and Kures, M. (2019) "Entrepreneurship in Rural Employment" in Rural Employment and Policies. World Scientific Publisher. https://doi.org/10.1142/9781786347091_0006
- Deller, Steven, and Tessa Conroy. (Forthcoming). "Regional Level Social Capital and Business Survival Rates." Review of Regional Studies.
- Deller, S., Kures, M., and Conroy, T. (2019). Rural Entrepreneurship and Migration. Journal of Rural Studies, 66, 30-42. doi: 10.1016/j.jrurstud.2019.01.026
- Runge, K.K., & Spartz, J.T. (Under Review) Your money or your (wild) life? Media use and support for environmental regulation in the context of the economy. Revise and resubmit completed March 2020.
- Tsvetkova, Alexandra, Jean-Claude Thill, and Tessa Conroy. (Forthcoming). "Surviving in a high-tech manufacturing industry: The role of innovative environment and proximity to metropolitan industrial portfolio." International Entrepreneurship and Management Journal.
- Xuanan, Pan, Tessa Conroy, Tsvetkova, Alexandra, and Matt Kures. (Forthcoming). "Incentives and Firm Migration: An Interstate Comparison Approach." Economic Development Quarterly.

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Media Coverage & Outreach



- Runge, K.K., Deller, S., Conroy, T. & Kures, M. (2020). Econ Quiz weekly column in the Wisconsin State Journal.
- Bechen, Brooke. "Food processing, entrepreneurship opportunities predicted in 2020." *The Country Today*. February 3, 2020.
- Dahdah, Jeff. "Ag Experts: optimistic 2020 outlook for farmers after rough 2019." *Spectrum News* 1. January 30, 2020.
- How Do Newcomers to Wisconsin Influence New Business Startups? – Updated and adapted WIndicator published by WisContext: <https://www.wiscontext.org/how-do-newcomers-wisconsin-influence-new-business-startups>
- Where in Wisconsin is Income Inequality Most Pronounced? – Updated and adapted WIndicator published by WisContext: https://www.wiscontext.org/where-wisconsin-income-inequality-most-pronounced?fbclid=IwAR0agqEoA_UHoKIHFzISTJvdRCCpE5h1u6KbR5I4qNZBOGmNrZKDtrEWZV0
- What National Employment Trends Show About Foxconn Job Prospects In Wisconsin – Updated and adapted WIndicator published by WisContext: <https://www.wiscontext.org/what-national-employment-trends-show-about-foxconn-job-prospects-wisconsin>



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Partners

Adams County ▪ Amery School District ▪ Arts Wisconsin ▪ Ashland Area Development Corporation ▪ Bay Lake Regional Planning Commission ▪ Bayfield County Economic Development Corporation ▪ Bayfield County ▪ Bellville Chamber of Commerce ▪ Carlin/ProGreen ▪ Cassville Economic Development Corporation ▪ City of Amery ▪ City of Durand ▪ Columbia County Economic Development Corporation ▪ Compeer Groundbreakers Advisory Board ▪ Competitive Wisconsin Inc. ▪ Cottage Grove Chamber of Commerce ▪ Fond du Lac County ▪ Forward North Fox Valley Economic Development Professionals ▪ Green County Economic Development Corporation ▪ Grow North Economic Development Organization ▪ Lac du Flambeau Tribe of the Lake Superior Chippewa Nation ▪ Madison Region Economic Partnership ▪ Northwest Regional Planning Commission ▪ Outagamie County ▪ Ozaukee County ▪ Pepin County ▪ Prosperity Southwest ▪ Red Cliff Band of the Lake Superior Chippewa Nation ▪ Southwest Regional Economic Development Commission ▪ The Forest County Potawatomi ▪ Town of Cottage Grove ▪ Unity College (Maine) ▪ University of Minnesota Extension ▪ Village of Belleville ▪ Village of Cassville ▪ Village of Cottage Grove ▪ Village of Ellsworth ▪ Village of Mineral Point ▪ Village of Mount Horeb ▪ Village of Waunakee Visions Northwest ▪ Washington County ▪ Waukesha County ▪ Wisconsin Counties Association ▪ Wisconsin Economic Development Association ▪ Wisconsin IMPLAN Working Group ▪ Wisconsin Rural Partners ▪ Wisconsin State Journal ▪ Wood County

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Red denotes new partners

Research-Supported Work Groups



Entrepreneurs of Color
Support Team

Housing Work Group

Workforce Development
Work Group

Entrepreneurs of Color
Support Team
(5 of 7 members)

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Research-Supported Outreach Teams

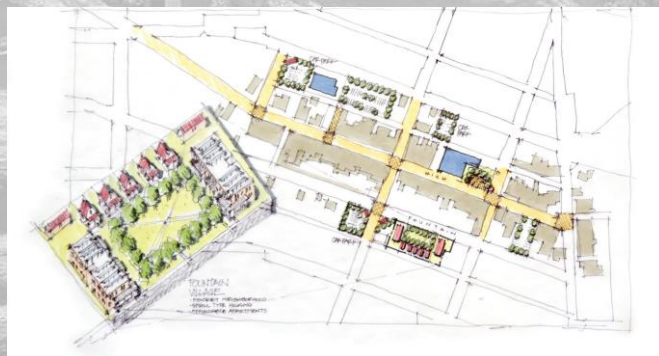


Community Vitality & Placemaking Team

Wisconsin Design Team



Wood County REDI Initiative with Purdue Center for Regional Development



Community Reinvestment Act (CRA)
Survey with Wisconsin Economic Development Association

Mineral Point community design charrette received support from the EDA UC team in the form of trade area analyses, economic analyses and survey work

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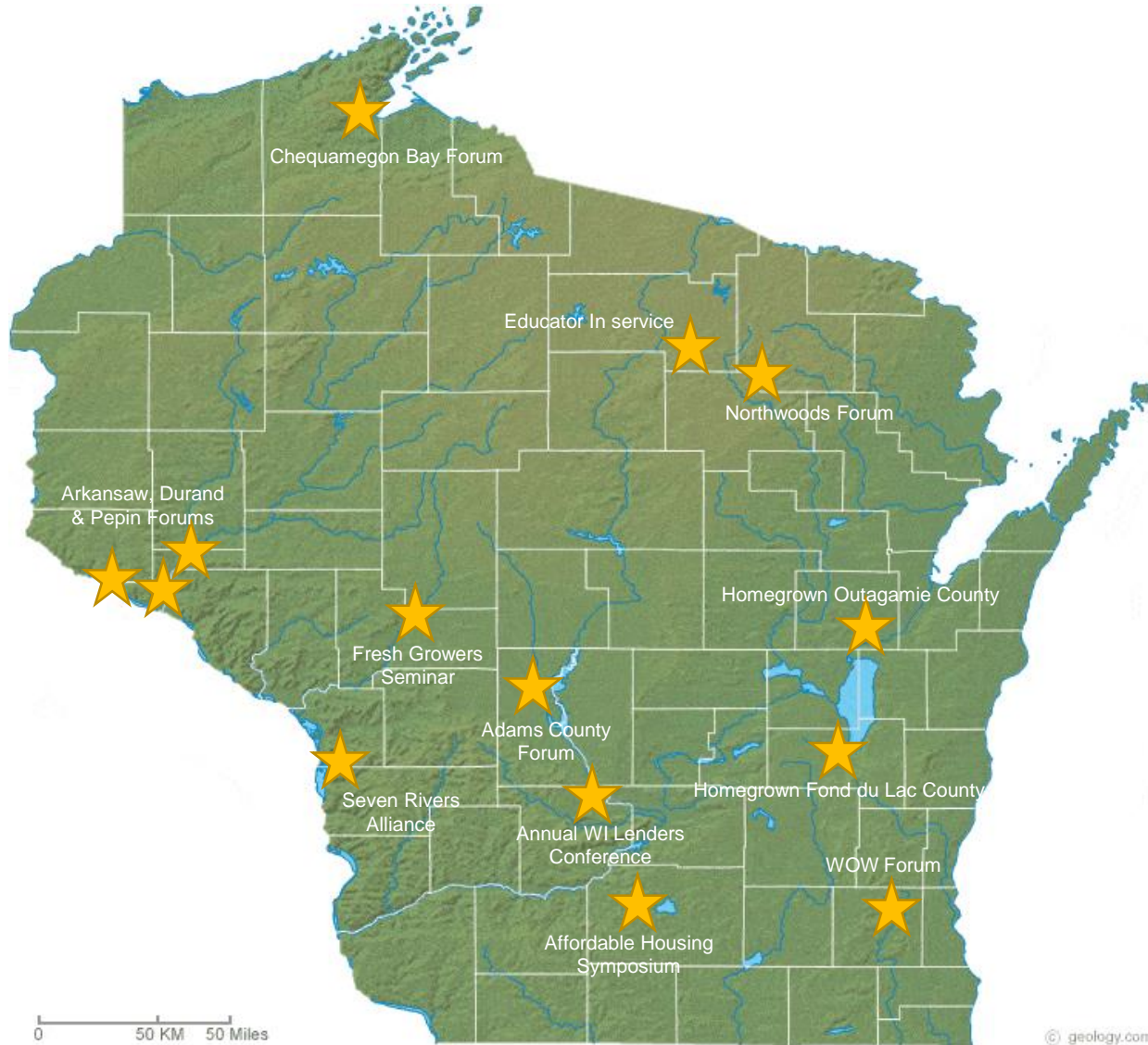
A photograph of a rocky shoreline with a large stack of smooth, flat stones in the foreground. The stones are stacked in a tall, slightly irregular tower. In the background, a large body of water (Lake Superior) stretches to the horizon under a blue sky with scattered white clouds. The sun is shining, creating a shimmering effect on the water's surface. The foreground shows dark, wet rocks and a small pool of water.

Research Forums, Meetings & Conferences

Chequamegon Bay on Lake Superior, Bayfield County WI

Year Four Tour

March – June 2020



- ★ Southern Regional Science Association Annual Conference, Savannah GA
- ★ Regional Science International Association World Congress, Marrakech, Morocco
- ★ Pacific Northwest Regional Economic Conference, Walla Walla WA
- ★ Homegrown: Entrepreneurship in Your Community, Missouri

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Year Four Tour

~~March – June 2020~~

September 2020



Cancelled or Rescheduled due to COVID-19

- ☆ Southern Regional Science Association Annual Conference, Savannah GA
- ☆ Regional Science International Association World Congress, Marrakech, Morocco
- ☆ Pacific Northwest Regional Economic Conference, Walla Walla WA
- ☆ Homegrown: Entrepreneurship in Your Community, Missouri

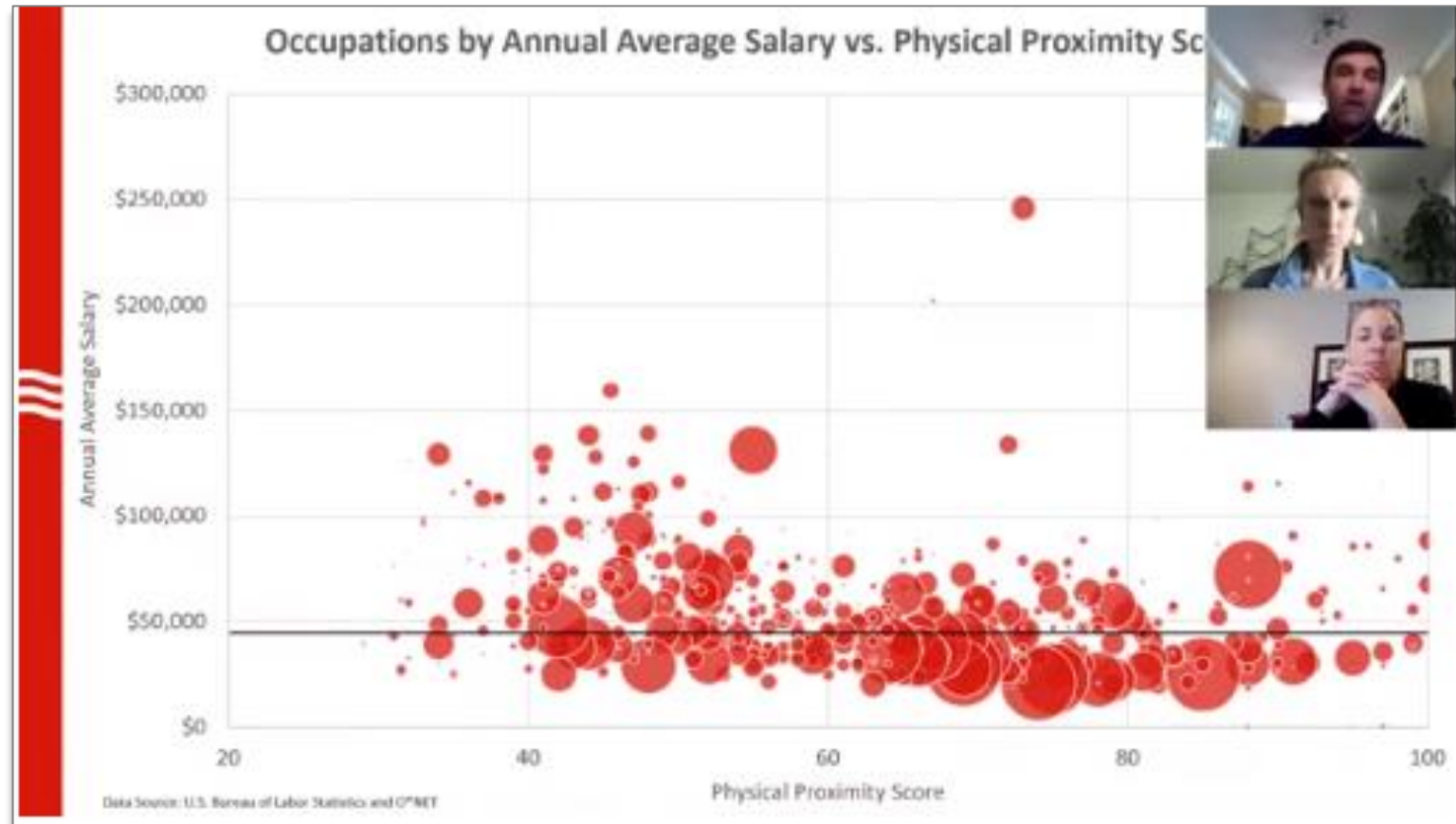
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COVID 19 Quick Response

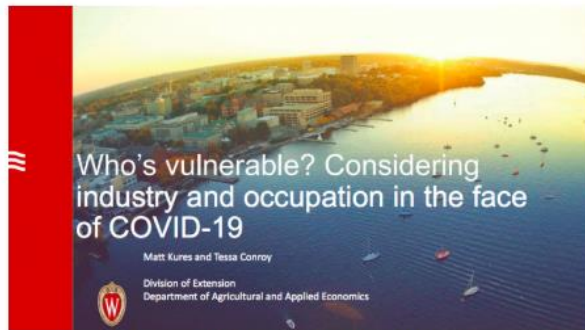
Late Summer in the Driftless Region, Southwestern Wisconsin

(Online) Wisconsin!



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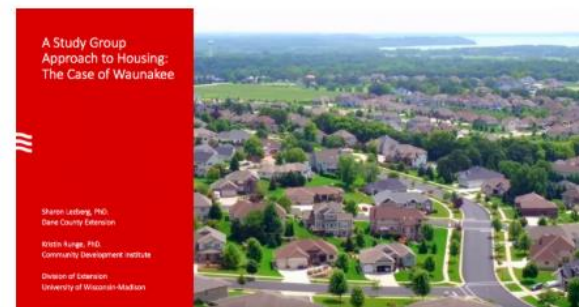
COVID Quick Response: Weekly Lunch-n-Learn Webinars



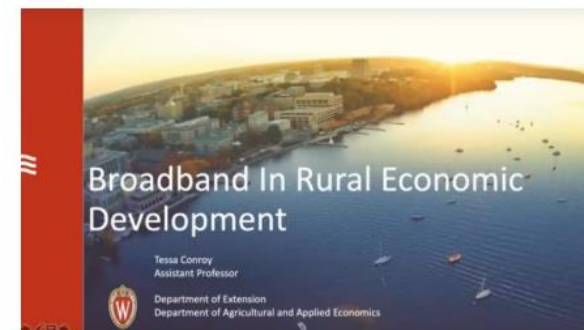
Industry and Occupation During COVID-19
Dr. Matt Kures, MS & Dr. Tessa Conroy
June 3, 2020



Lessons From the 1918 Flu Pandemic
Dr. Tessa Conroy
May 13, 2020



A Study Group Approach to Housing: The Case of Waunakee
Dr. Sharon Lezberg & Dr. Kristin Runge
April 15, 2020



Broadband in Rural Economic Development
Dr. Tessa Conroy
April 8, 2020



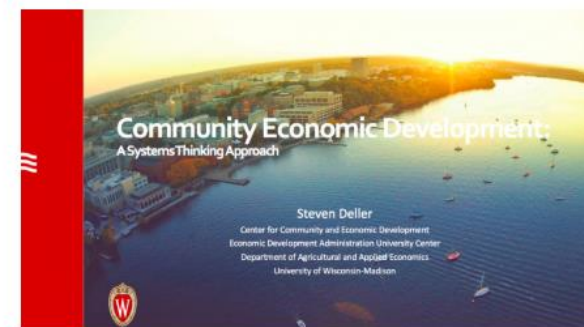
A New Tool to Measure Downtown Vitality in Mid Size Communities
Bill Ryan, MBA & Karina Ward, AICP
April 29, 2020



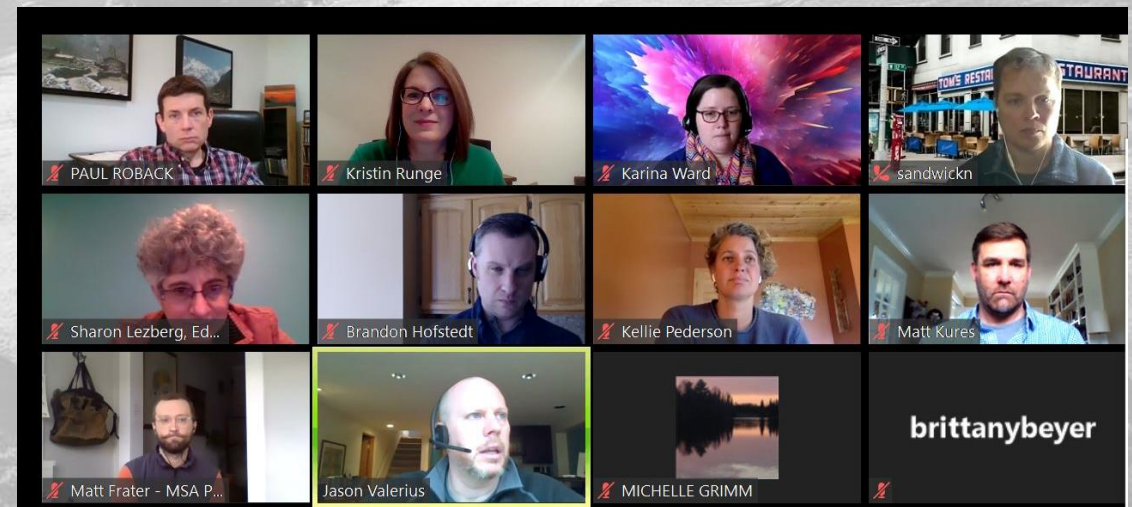
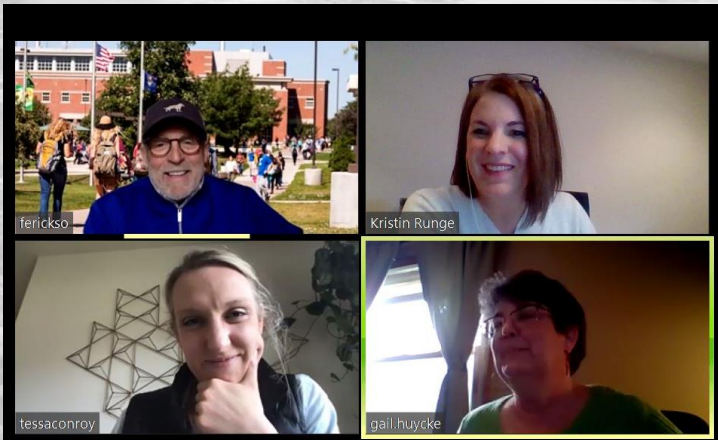
Potential Impact of Covid-19 on Non-profits
Sarah Schlosser, Annie Jones, Larry Jones
April 22, 2020



Exposed: The Potential Impact of COVID-19 on the Tourism & Service Economy
Matt Kures, MS
April 1, 2020



A Systems Approach to Community Economic Development: Why It Matters Now More Than Ever
Dr. Steven Deller
March 25, 2020





COVID 19 Ongoing Response

Lake Michigan Shoreline in Milwaukee, Wisconsin

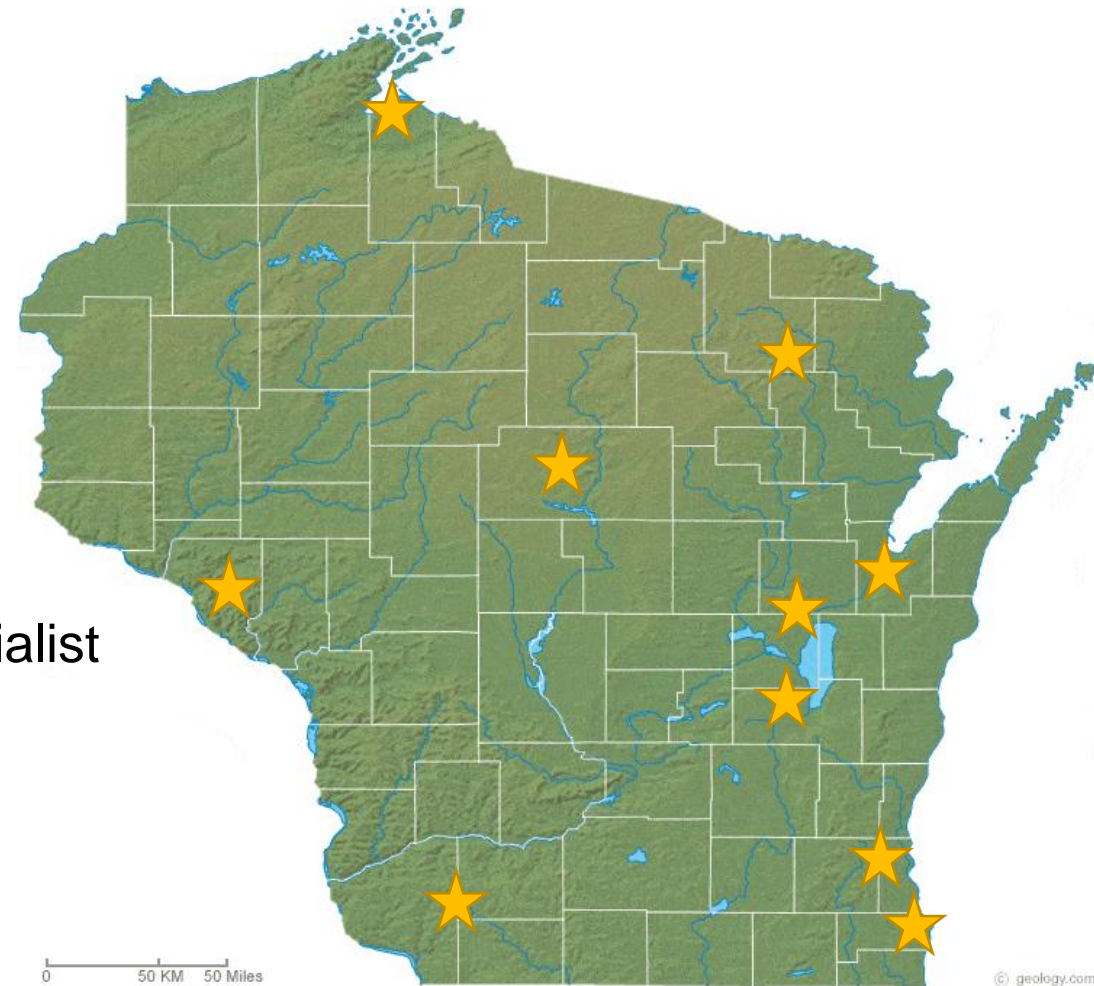
Scaling the EDA UC Team

County Educators

Brandon Hofstedt, PhD
Program Manager
Community Economic Development

Professor Gail Huycke
Broadband Specialist
Community Development Institute

Rachel Ramthun
Associate Community Development Specialist
Community Development Institute



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GrowthWheel

- Build business development capacity
 - Agriculture
 - Food Systems
 - Community Development
- Add value with industry-specific expertise and culturally responsive tailoring
 - Food entrepreneurs
 - Entrepreneurs of Color
- "Entrepreneur capture" and resource alignment
 - Engage entrepreneurs in structured conversations that advance goals
 - Bring them into the pipeline of a statewide network of resources



HOMEGROWN

ENTREPRENEURSHIP IN YOUR COMMUNITY



Goals:

1. Our participants better understand (the breadth and diversity of) their local entrepreneurial network.
2. Our participants see themselves as part of that network.
3. Our participants identify strategies to engage in the network more intentionally and help their community become more entrepreneurial.

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Increased Data Collection

- COVID-19 Impact on Households I, August 2020
- Biennial Wisconsin Economy Survey, October 2020
- COVID-19 Impact on Households II, August 2021
- Survey of Financial Institutions (with WEDA), Summer 2020
- COVID-19 Impact on Municipalities, EDOs, Fall 2020
- Community Panel Pilot, January 2021





Year in Summary

Lake Mendota Shoreline at the UW Madison Campus



Pre-Determined Goals

- ❖ Bring place-specific data to stakeholders
- ❖ Build relationships between EDA UC and RPCs, local economic development corporations, economic development professionals
- ❖ Increase access to resources of the University
- ❖ Provide data necessary to build research-based solutions to local challenges and opportunities

Unexpected Outcomes

- ❖ Higher profile and amplified research agenda after merger
- ❖ Significantly greater number of new partners than expected
- ❖ COVID-19 increased demand for data and research in the immediate-term and over the long term
- ❖ COVID-19 increased need for outreach, business counseling, network development, and support for entrepreneurs
- ❖ Significantly expanded team and programmatic offerings



Questions?

University of Wisconsin Extension EDA University Center

EDA University Center

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