Discovering community tourism potential

The Tourism Assessment Program helps communities discover their tourism potential. The community-based process—supported with assessment, consultation and visits from Extension staff—helps communities understand and develop their assets for economic development.

www.tourism.umn.edu

Knowing and growing your retail sector

To improve retail in a local economy, communities need information and ideas. Retail Trade Analysis provides local sales data in an easy-to-understand format that helps towns see their retail strengths and weaknesses, and how they compare to other communities. A Market Area Profile (MAP) organizes data from multiple sources to describe local shoppers and identify business development opportunities. E-Marketing Programs help businesses and communities take advantage of the Internet to create a more vibrant local economy. Workshops teach businesses what they need to put their location-based services on the digital map.

www.extension.umn.edu/retail

Examining the economic impact of change

EIA helps local leaders make informed and proactive decisions by offering insights into the existing local economy, opportunities for growth, and impacts of change. The program offers four ways for communities to understand economic impact, ranging from a three-hour workshop on economic trends to deeper engagement with an extended analysis.

www.extension.umn.edu/economicimpact

Bringing solid management to Minnesota’s festivals, fairs and events

The Festival and Event Management program provides education for festival and event staff and volunteers. Topics relate to developing, managing and marketing festivals, fairs and events. Completion can lead to a certificate in events management.

www.tourism.umn.edu

We bring educational workshops to your community, from educators who work border-to-border throughout Minnesota.

We carry out research and analysis with and for your community, tapping data from quality resources.

We bring initiatives to your area to help your community focus on issues and opportunities.

“We’re going to do this, and we’re going to do it well.”

— A COMMUNITY COLLEAGUE
Community Economics
Helping communities choose their future

People
Educators and specialists are ready to help your community create its future. Contact an Extension educator near you.

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Making a Difference
The Extension Center for Community Vitality makes a difference by engaging Minnesotans to strengthen the social, civic, economic and technological capacity of their communities.

Visit our website:
www.extension.umn.edu/community

Here’s what you’ll find:
- Deeper descriptions of the programs highlighted here
- Bios of our educators
- Curriculum materials for purchase from the Extension store
- The Downtown Market Analysis Toolbox—a self-help resource for community business leaders
- Feature articles and fact sheets of interest to community leaders
- Video stories of successful communities
- Research about “the brain gain in rural Minnesota”, the tourism economy, business expansion and more

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