AT YOUR SERVICE: WORKING WITH MULTICULTURAL CUSTOMERS
Preparing your community to give A+ service
At Your Service provides customer service representatives with concepts and strategies to meet the expectations of Minnesota's increasingly diverse customers. When communities mobilize to create a consistent customer service experience, visitors come back for more—and they spread the word. Educators can train local trainers, as well as customize the program for your organization.
www.tourism.umn.edu

PUBLIC FINANCE EDUCATION
Identifying the public value of public goods
In the Public Value of Public Programs workshop, participants learn the basics of public sector economics, identify their organization's strength in creating public value, and craft public value statements. Audiences typically involve citizens, government officials and public agency staff.
www.extension.umn.edu/publicfinance

RETAIL ANALYSIS AND DEVELOPMENT
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

PROGRAM COSTS
Extension asks communities that benefit from Community Economics programs to pay a portion of the costs. This provides support for these programs, which do not receive ongoing funding from county or local governments. Some workshops are offered for as little as $300 – 500. Costs for more involved educational delivery may be as high as $1,500. Higher fees are charged for in-depth research. Contact your educator to discuss your needs.
www.extension.umn.edu/community/staffmap

FESTIVAL AND EVENT MANAGEMENT
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

ECONOMIC IMPACT ANALYSIS (EIA)
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

ABOUT PROGRAMS
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.
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

Program Leader
Matt Kane, Center for Community Vitality
mattkane@umn.edu or 612-625-4820

Program Specialists
Michael Darger, Business Retention & Expansion, St. Paul campus
darger@umn.edu or 612-625-6246

Brigid Tuck, Economic Impact Analysis
Mankato Regional Office
tuckb@umn.edu or 507-389-6979

Tourism
Cynthia Messer, St. Paul campus
cmesser@umn.edu or 612-624-6236

Ingrid Schneider, St. Paul campus
ingrids@umn.edu or 612-624-2250

Bill Gartner, St. Paul campus
wbg@umn.edu or 612-625-3248

Extension Economists
Laura Kalambokidis, St. Paul campus
Kalam002@umn.edu or 612-625-1995

Bill Lazarus, St. Paul campus
wlazarus@umn.edu or 612-625-8150

Elton Mykerezi, St. Paul campus
Myker001@umn.edu or 612-625-2749

Steve Taff, St. Paul campus
sjtaff@umn.edu or 612-625-3103

Tom Stinson, St. Paul campus
stinson@umn.edu or 612-625-1217

Claudia Parliament, St. Paul campus
cparliam@umn.edu or 612-625-5733

For bios of educators, and information about exact service areas, visit: extension.umn.edu/community/staffmap