



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.

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

— A COMMUNITY COLLEAGUE

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

TOURISM ASSESSMENT PROGRAM

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

BUSINESS RETENTION AND EXPANSION

Engaging community in economic development

The Business Retention and Expansion Strategies Program brings local leaders and development groups together for a comprehensive look at the needs and opportunities of local business. After practical, action-oriented research, communities work to help businesses stay strong and stay local. *The BR&E Toolkit* is a program that provides training, facilitation, online tools and software that enable communities to build their own BR&E approach. www.bre.umn.edu

PUBLIC VALUE 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

More info on our website:

www.extension.umn.edu and
www.tourism.umn.edu.

We want to hear about your community as you plan your economic future.

Contact your educator by visiting:

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 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.

People

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

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

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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Community Economics

Helping communities choose their future



**YOUR COMMUNITY...
YOUR FUTURE...
YOUR CHOICE**

THE CENTER FOR COMMUNITY VITALITY

**UNIVERSITY OF MINNESOTA
EXTENSION**