

Community Economics

Community Economics

V(A). Planned Program (Summary)

1. Name of the Planned Program

Community Economics

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation	33%		33%	
608	Community Resource Planning and Development	67%		67%	
Total		100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	9.0	0.0	6.5	0.0
Actual	12.0	0.0	6.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 219879	1890 Extension	Hatch	Evans-Allen
	0	42895	0
1862 Matching 857177	1890 Matching	1862 Matching	1890 Matching
	0	109639	0
1862 All Other 574001	1890 All Other	1862 All Other	1890 All Other
	0	321979	0

V(D). Planned Program (Activity)**1. Brief description of the Activity**

Research the support the health and vitality of Minnesota communities focused on several sectors of that economy, including the rural retail environment, housing policy issues, state tax financing issues, changing rural labor markets, and tourism. Especially in this time of economic stress, knowledge of public sector impacts on state economic growth, as well as new local and regional economic opportunities is essential. We have reported in previous years' Accomplishment Reports on MAES community economic development work on rural change, markets and government. This work continues to inform Minnesota public policy makers.

Extension:Community Economics programs work directly in communities to provide applied research and educational programming that support local decisions aimed at strengthening local economies. In 2008, community retail sectors frequently utilized Extension's applied research programs to receive an analysis of their local markets or of their economic strengths and weaknesses. Business Retention and Expansion programs continued to be utilized in 2008, creating local community-to-business connections that uncover problems and inform strategic planning. This year, an innovative project created a Business Retention and Expansion program for ethnic businesses in the Twin Cities. This was done through partnerships with three ethnic chambers.

For more information, visit www.extension.umn.edu/community.

2. Brief description of the target audience

Primary audiences for community economics programs and research include chambers of commerce, the tourism industry, economic development officers, local governments, and nonprofits that will, in turn, create and implement local economic development strategies.

According to the 2008 organizational network study, primary contacts were with local and statewide economic development organizations (25.2% of contacts). Chambers of commerce and city governments also utilized service (14% each), and trade associations (especially retail trade) were engaged with Extension (10.3% of contacts). The most frequent type of contact provided substantive information to organizations (36.4% of contacts), expert advice was the second most frequent type of activity (27.1%) followed by partnerships around a joint effort with mutual benefit (22.4%).

V(E). Planned Program (Outputs)**1. Standard output measures****Target for the number of persons (contacts) reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	8800	8000	0	0
2008	9545	29394	0	0

2. Number of Patent Applications Submitted (Standard Research Output)**Patent Applications Submitted**

Year	Target
Plan:	0
2008:	0

Patents listed

3. Publications (Standard General Output Measure)**Number of Peer Reviewed Publications**

	Extension	Research	Total
Plan	10	16	
2008	16	14	30

V(F). State Defined Outputs**Output Target****Output #1****Output Measure**

Educational workshops will be provided (face-to-face and on-line). (Target expressed as numbers of workshops.)

Year	Target	Actual
2008	239	259

Output #2**Output Measure**

Community-based applied research will be conducted regarding retail trade, business retention and expansion and tourism development. (Target expressed as numbers of communities engaged.)

Year	Target	Actual
2008	12	19

Output #3**Output Measure**

Community-based trainers will be trained to continue providing education in communities through business retention and expansion programming, customer service training and internet literacy programs. (Target expressed as the numbers of trainers trained.)

Year	Target	Actual
2008	99	111

V(G). State Defined Outcomes

O No.	Outcome Name
1	Participants in Community Economics programs will increase their knowledge of relevant community economic development topics. (Target expressed as the percentage of participants reporting increased knowledge.)
2	Participants in long-term programs (Business Retention and Expansion, Tourism Development, Connecting Rural Communities) will contribute to new plans for local economic development. (Target expressed as a percentage of participants in long-term programs initiated in prior three years who report that participation in Community Economics programming led to creation of new plans.)
3	Communities engaged in long-term programs (Business Retention and Expansion, Tourism Development, Connecting Rural Communities) will report that plans developed as a result of Community Economics programming were implemented to the betterment of their local economies. (Target expressed as a percentage of communities in long-term programs initiated in prior three years who report that participation in Community Economics programming led to creation of new plans). Note: Communities could be those of place (geographic) or those of interest (industry or sector-based.)
4	Research will provide knowledge to support survival of small independent retailers in rural Minnesota.
5	Research on the structure of Minnesota's tax system will provide legislators with necessary information to support economic growth.
6	Research on subprime mortgage lending and foreclosure will provide policy makers with knowledge to support Minnesota's homeowners and affordable housing in rural and urban Minnesota.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Economy

Brief Explanation

Business Retention and Expansion Task Force Members who were interviewed were quick to point out that current economic decisions are affecting the impact that their BR&E program could have. To quote a respondent, *It is difficult for this program to be implemented in an economy that is tanking faster than it can be saved. That being said, it is an excellent program. It focuses ideas into a formulated plan which benefits everyone and yet helps individual businesses.*

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

Before-After (before and after program)

During (during program)

Case Study

Comparisons between program participants (individuals, group, organizations) and non-participants

Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Comparison between locales where the program operates and sites without program intervention

Evaluation Results

Key Items of Evaluation