

Downtown (and Community) Market Analysis - Opportunity for Two Communities

Do you know a community needing research to guide economic development in their downtown? Do they have a core group of business and community leaders who would be interested in working with us in conducting a community-led analysis?



We would like to provide intensive services to two more communities beginning this summer or fall, to work through the market analysis process. CCED specialists Bill Ryan and Kristin Runge, and a graduate student will support the local community development Extension educator and local study group with guidance, data and technical assistance.

Recent studies were conducted in Belleville (Victoria Solomon), Cross Plains (Sharon Lezberg), Sauk-Prairie (Jenny Erickson), and Waukesha (Steve Chmielewski). The final products were greatly improved thanks to the unique contributions to the process offered by these educators. See example reports. <https://fyi.uwex.edu/downtown-market-analysis/example-studies/wisconsin-example-studies/>

Fees to cover direct expenses like graduate student time are passed along to the community and are based upon the customized plan of work.

If interested in providing this educational program to one of your communities, please contact bill.ryan@uwex.edu

For more about downtown market analysis, please visit: <https://fyi.uwex.edu/downtown-market-analysis/>