



revitalizing community today

Boscobel Chamber of Commerce—Winter 2016





Presentation Overview

1. A current model for community development and economic development
2. Tourism as a starting point
3. Continuing to plan for Boscobel's future
4. Questions



a community and economic development model

Changing expectations and emphasis





traditional economic development still important

Focus on
buildings,
physical infrastructure (utilities, roads),
location,
wages,
incentives,
labor force

An inventory approach and still important

However, just like every other
community?



emerging talent- focused economic development

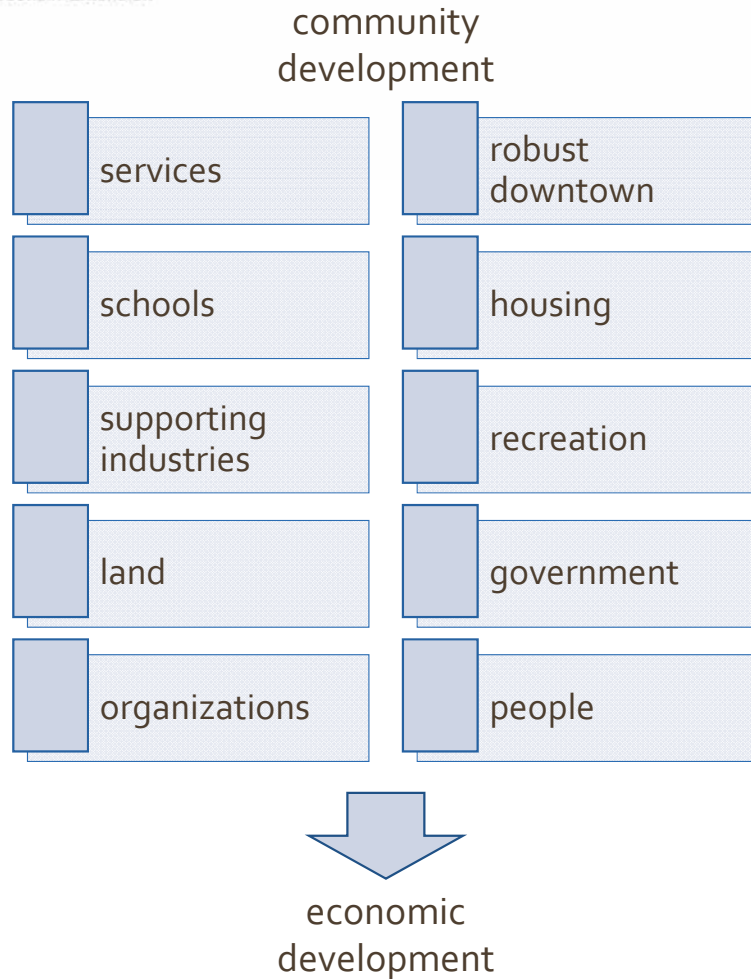
Shift to community development focus

If Wisconsin is going to compete for jobs, it must compete for workers. And to compete for workers, [communities] must ... make their communities attractive to tomorrow's workforce.—Jerry Deschane, League of Wisconsin Municipalities

...focus on finding talent...

...what you can offer people...

In Today's world, talented, well educated people choose location first, then look for or often create jobs.—Mayor Tim Hanna, Appleton



what would attract a
(family, person, or
business) to THIS
community (and can we
sustain their needs)?

How do all the pieces fit together?

Transition from primary focus on business
needs...

to an integrated approach to community
development considering individual,
family, small business, and community
needs.

Attract talent....



planning...
focus...
creativity

What are the core strengths here?
What are the core limitations?
Cannot be everything to everyone

**Sustainable community and
economic development typically
doesn't just happen.**



> Arts & Ent

StarJournal -Jan 10, 2016

CREATING A NEW ECONOMY

Fighting to include the arts is top priority for state leader

northwoods initiatives

Nationwide and locally, the economy is changing, moving away from traditional manufacturing and quantifiable jobs.

Arts Wisconsin has outlined four areas that can be strategically improved through the proposed [Creative Economy Development Initiative]:

1. *Grow, attract and retain a talented workforce.*
2. *Capitalize on local and regional distinctive assets and culture.*
3. *Deepen connections among residents, cities, regions to global communities and economies.*
4. *Foster innovation and entrepreneurial commercial activity to build sustainable economies.*

<http://www.starjournalnow.com/2016/01/10/creating-a-new-economy/>

tourism as an example of community development

Significant overlap with community development





tourism and community development overlap

Attractive communities (places to live and stay)

Recreational opportunities (hiking, canoeing, kayaking, biking, Frisbee golf)

Restaurants

Amenities (shops, local foods, services)

Farmer's Market

Community activities (events)



intentional tourism

Tourism shifted from passive tourism to
“INTENTIONAL TOURISM”

Not just a passive destination but
activity-driven recreation and tourism

Tourists may seek the Disney-like whole-
package or at least a nice place to stay

Need attractions, activities, downtowns,
shopping, supporting services, food

https://commons.wikimedia.org/wiki/File:Cinderella_Castle.jpg



stimulating tourism and community development

Boscobel leading with new thinking

Sees the fundamental links between community development, tourism, and sustainable economic development

Wisconsin River Trail, JEM Grant, farmers market, Depot Museum, downtown businesses

Active cooperation between organizations (economic dev/chamber/city)



actively engage tourists

Social media reality

Maps and electronic maps

Put yourself in the shoes of the tourist—
good food, tourist-class lodging, basic
amenities, and fun stuff to do

Think about travel time perceptions

https://commons.wikimedia.org/wiki/File:Cinderella_Castle.jpg



a Wisconsin example

Princeton, WI

Green Lake County

Farmers Market/Flea Market

Event driven (Whooping Crane)

Water Street revitalization (Fox River)



start somewhere

Boscobel





moving forward

Avoid paralysis

Start somewhere

Celebrate each step

<https://commons.wikimedia.org/wiki/File:McD-Egg-McMuffin.jpg>
https://commons.wikimedia.org/wiki/File:Chicken_free_range_1.jpg
<http://fytastock.deviantart.com/art/Perfect-Egg-5812482>



farmers market

Wisconsin River Trail
Phases 1-4

JEM grant

Depot Museum

initiatives under development

Great start ...

Put yourself in the shoes of (a tourist, a
visitor, a business)

Think broader... what else?

Questions?

Moving Forward



UW Extension Contact



- Shannon Brown
Assistant Professor
Community Resource Agent
Grant County – UW Extension
Youth & Agriculture Center
916 E Elm Street, Suite A
Lancaster, WI 53813-0031
- Office Phone: 608.723.2125
- Email:
shannon.brown@ces.uwex.edu
- Web: <http://grant.uwex.edu/crd/>