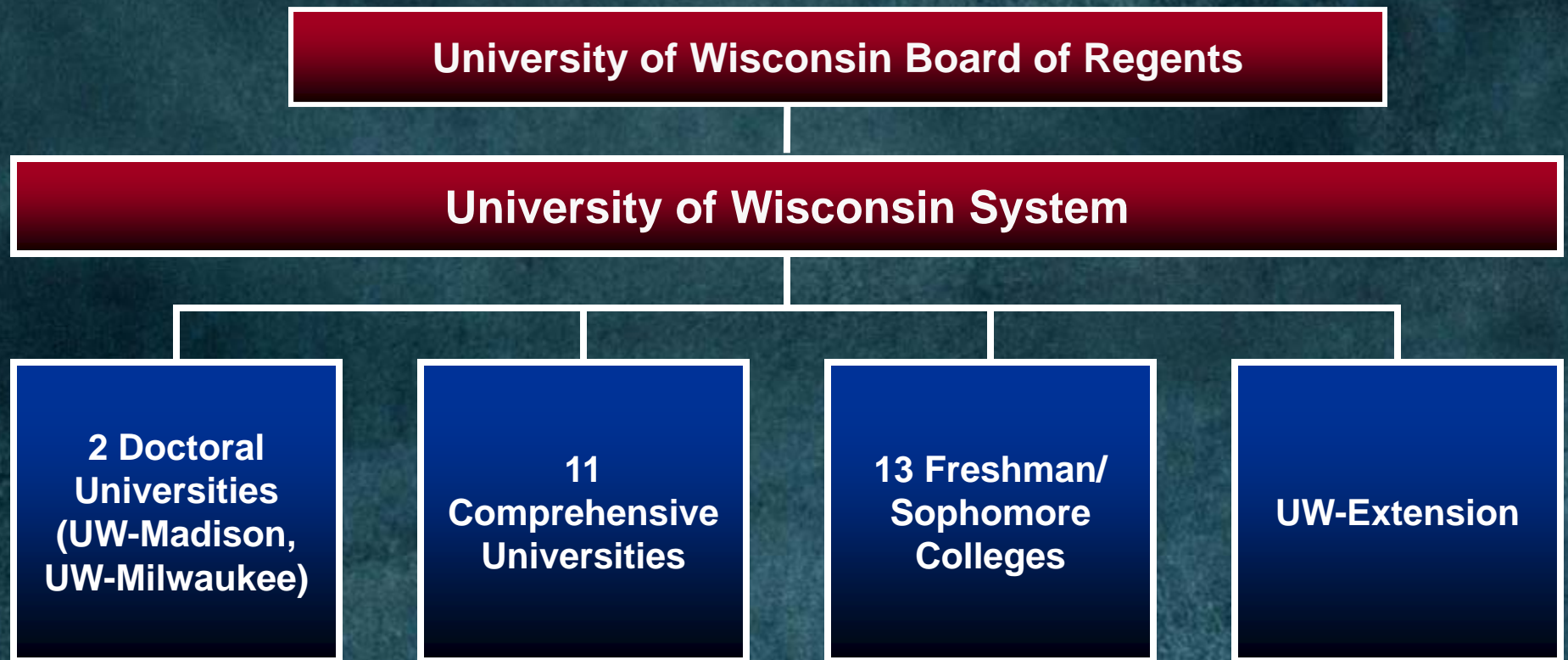




University of Wisconsin

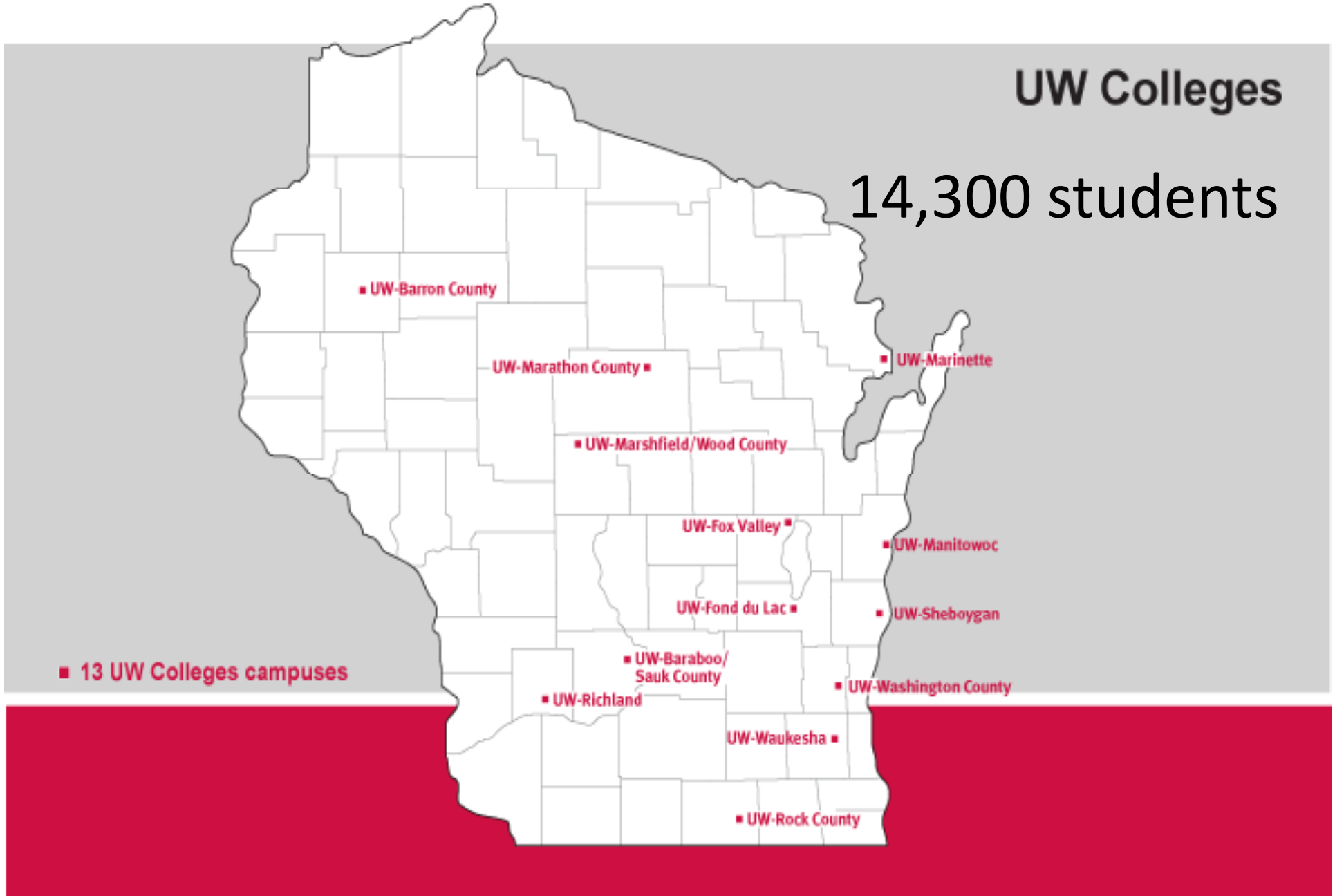
Partnering with Communities to Stimulate Innovation, Creativity, and “Grow Jobs”

UW System structure



UW Colleges

14,300 students



Division of
**Entrepreneurship
and Economic
Development**

- 12 Small Business Development Centers
- ★ 4 Specialty Centers
- Inventors and Entrepreneurs Clubs
- Wisconsin Entrepreneurs' Network
- Wisconsin Small Business Development Center Network



Experts and some “theories”

Observations and experiences

Thoughts and ideas



**There are no economic
development experts – but we have
to blame someone!**



THIS WAY

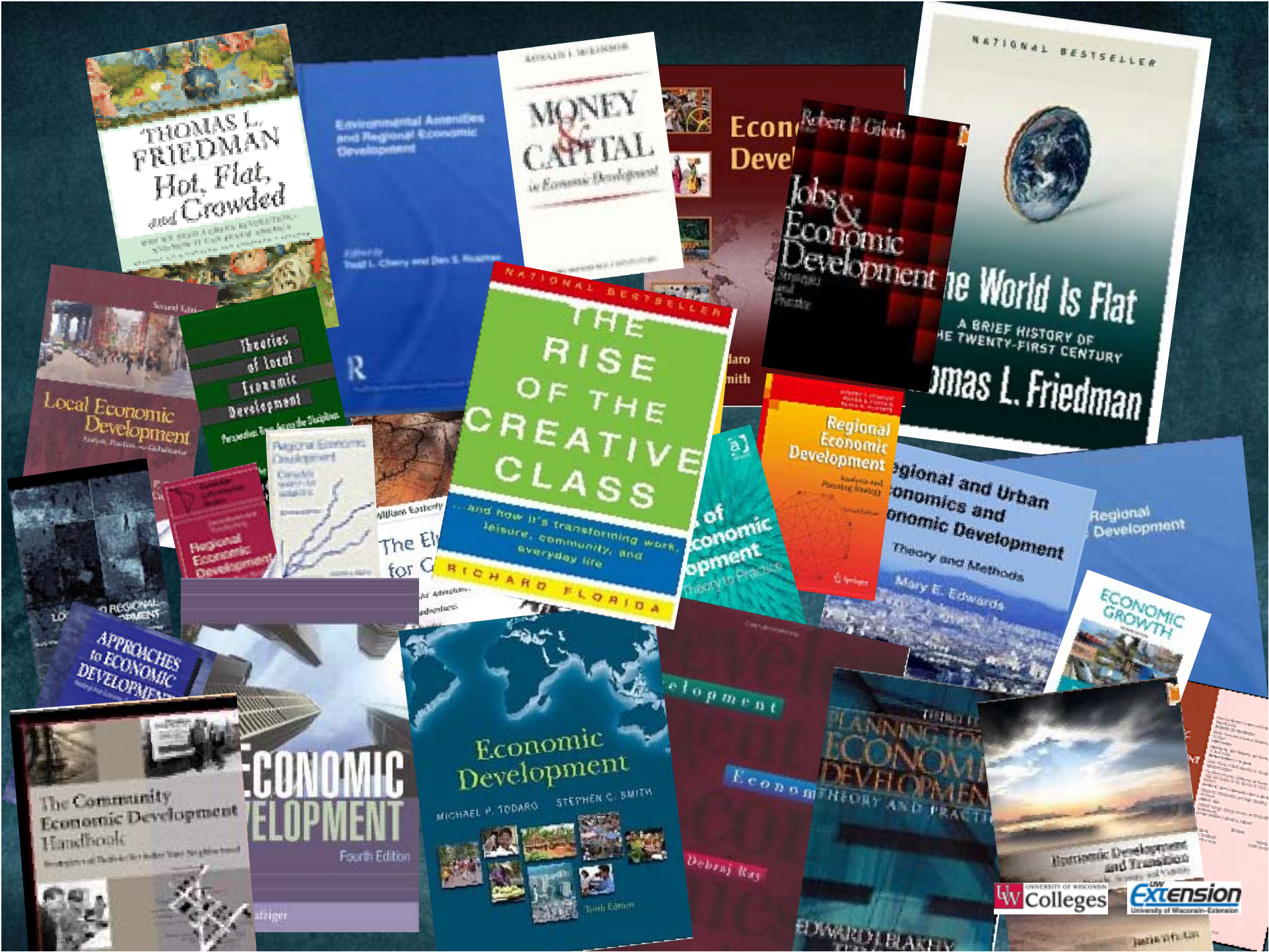
STOP

YAY!

Experts and some “theories”



We have urban development experts and experts in developmental poverty but few “rural economic development” experts.



THOMAS L. FRIEDMAN
Hot, Flat, and Crowded
WHY WE NEED A NEW AGENDA FOR PROGRESSIVE POLICY IN THE TWENTY-FIRST CENTURY

Environmental Amenities and Regional Economic Development
Edited by Todd L. Cherry and Dan S. Rouse

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MONEY & CAPITAL
in Economic Development

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Economic Development and Transition
Theory and Practice
University of Wisconsin-Lax
UW Colleges Extension
University of Wisconsin-Extension

Two economic development models


Traditional

- Attract large existing businesses and capital projects with tax credits and other subsidies
- Local economic development entities compete to attract businesses
- Local and state governments create direct financial incentives

Recent

- Attract entrepreneurs and creative individuals by creating desirable living and connected communities
- Emphasize regional economic development efforts where logical local communities build on their collaborative strengths
- Local and state governments work to improve the business climate by collaborating with businesses and entrepreneurs

Observations and experiences



**Everyone wants the next GOOGLE,
sometimes at the expense of 50 small
businesses.**





MR. RICHARDS' STORE,
NEW YORK



Nelson Farms Country Store











Nelson Farms Country Store



Nelson Farms



Dairy processing plant



Client: AuCurrant

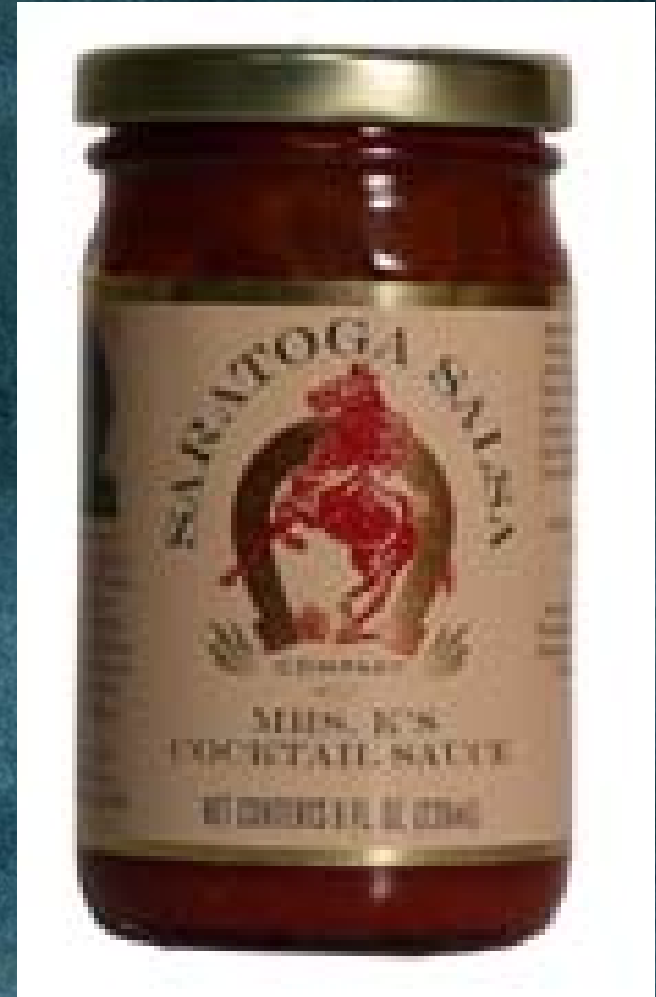


Client: Saratoga Salsa

Six products produced
at Nelson Farms
include salsa, cocktail
sauce & Bloody Mary
mix

4,500 units per month

National awards



Tastings and promotions with clients



Successes . . .



450+ products with over 400 entrepreneurs

Nationally recognized “co-packing” expertise

Sustainable – does not require grants to operate

Noticeable growth in specialty food activity in

Central New York – County Ag Dev Specialist

. . . and failures



Weak distribution model

Unable to entice “entrepreneurial graduates” to remain once they become successful



New York's
Creative Core

Real. Smart. Easy.

Central New York's regional economic development entity



Successes . . .



Sandbox entrepreneurial project

Boot camp for entrepreneurs

e2e example

Several solid startups

. . . and failures



Urban model

Local disputes over regional approach

Required major marketing effort