

# **Extension Community Resource and Economic Development: What is the Future?**

*Presented by*

Tim Borich and Alan Vandehaar  
Iowa State University Extension

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Or,  
The “Softer” Side of Extension

# History of Iowa CRD/CED

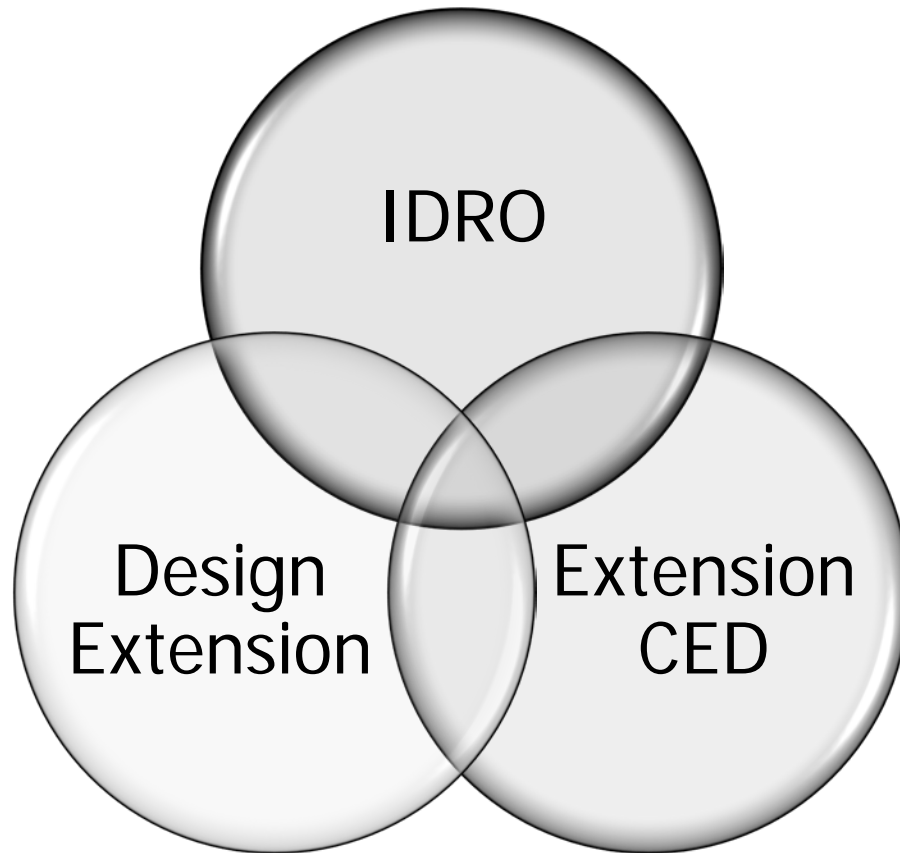
- Dates back prior to 1920.
- First Extension Community Planner:  
1940s
- First Local Government Extension  
Faculty: 1960s
- Early programming included leadership  
development and community planning

# Change has been Necessary

- Federal and State appropriations declined substantially as a share of funding for ISU Extension between 2000-2010
- Grants, contracts, and user fees ramped up to help fill in for the loss of public dollar support
- Client needs for training and education have not decreased
- Urban growth

IDRO/Design  
Extension/Extension  
Community and Economic  
Development

# Overlapping Research and Outreach Programs



# Three Nodes of IDRO Activity

- Applied Research and Outreach
  - Faculty Service
  - IDRO Administration

# IDRO and Student Engagement

“PLaCE”

# Design Extension

- Existed Before the College of Design
- Extension came to college when it was created
- Seven faculty
- Two staff

# Major Program Topics

- Planning and Zoning
- Community Design and Visioning
- Housing
- Flood Mitigation and Planning
- Sustainable Design
- Local Government
- Business Design and Merchandising

# Extension to Communities and Economic Development

**Community... Where  
Development Takes Place**

# CED Program Factoids

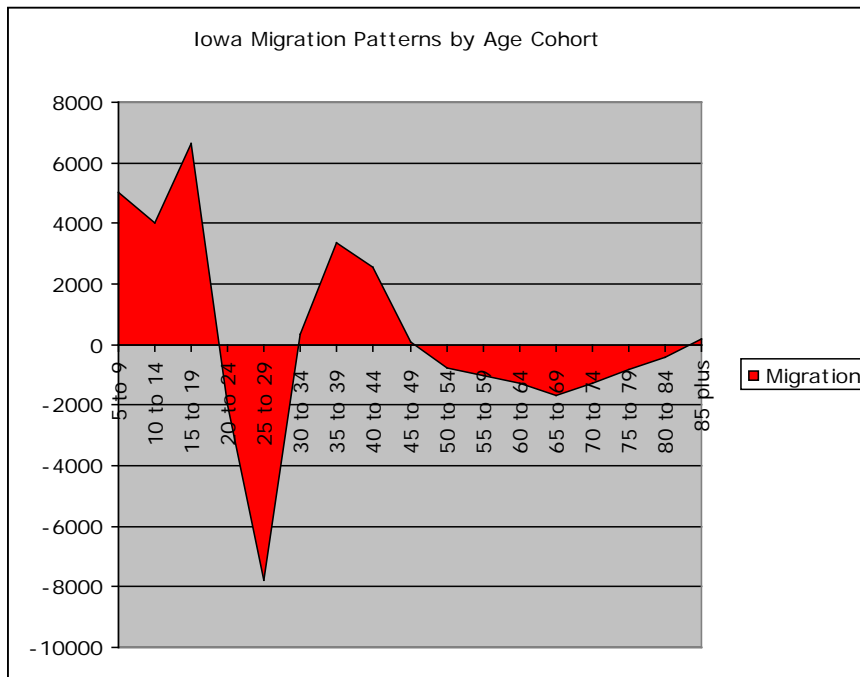
- Three Colleges/Six Departments
- Two to One ratio of soft to hard \$
- Twelve Field Staff
- Ten Faculty
- Nine Campus Staff
- 4.5% of Total Extension Budget

# Potential Growing Program Areas

# Iowa's Communities' Trends

- The number of counties with 10% or more Latino population in Iowa has gone from zero (1990) to 23 (2010)
- Woods and Poole projects that the Hispanic population in Iowa will reach close to 10% by 2030 or almost 300,000 Latino Iowans\*

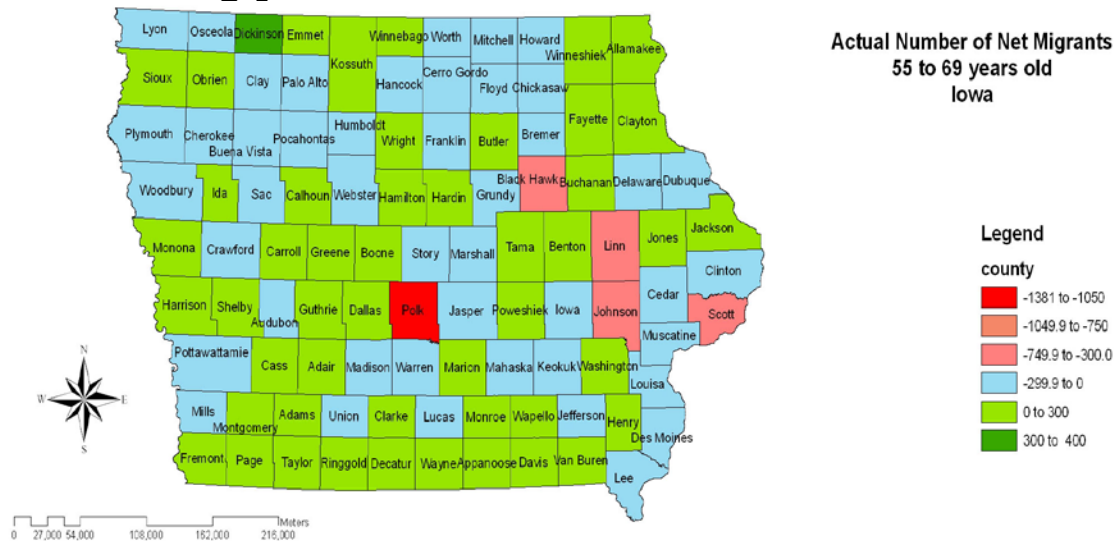
# Our Youth and our Seniors are leaving many of our communities



- Young adults continue to migrate to other states
- Young families tend to move to Iowa
- People approaching retirement also tend to leave Iowa

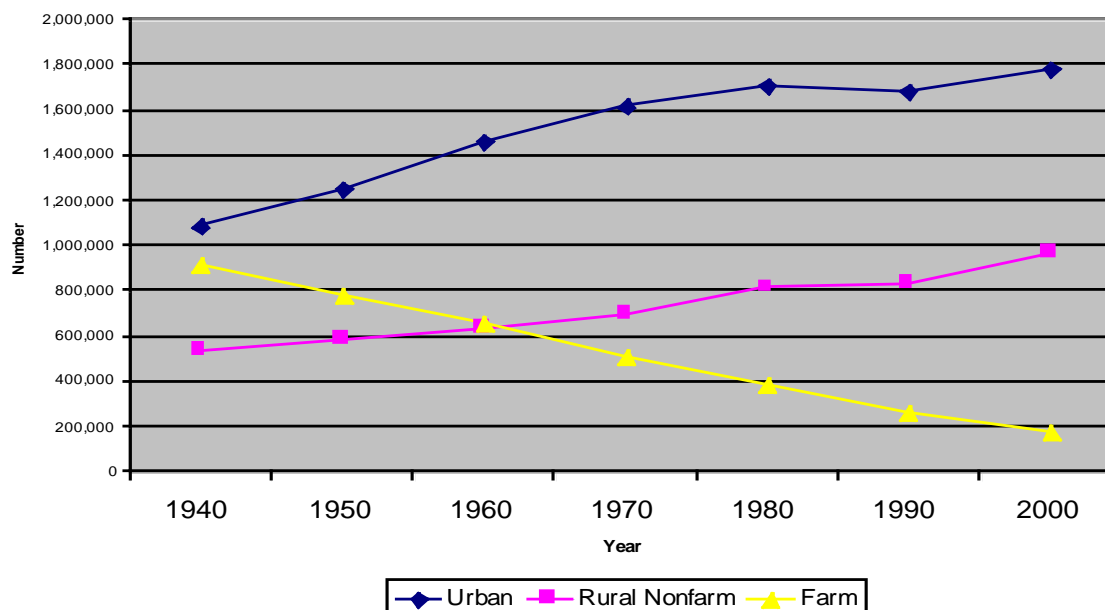
# Seniors tend to move from urban areas in Iowa to more rural areas

- Rural counties tend to see in-migration of near seniors and seniors.
- Economic studies have indicated that for every two senior households moving to your community the same level of economic activity is generated as creating one to two manufacturing jobs.



# Where and How Iowa Lives Have Changed

*Iowa Population by Type of Residence*



- Iowa's Urban Population continues to grow.
- Its rural population is less likely to live on a farm.

# Emerging ISSUES

- Iowa's/Midwest's next economy
- Iowa's urbanization
- Aging Population
- New Immigrants
- Rural Planning and Rural Development
- Sustainable Communities
- Community Design
- Transportation and Energy
- Food and Fuel

# Program Builder Site

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ECONOMIC DEVELOPMENT  
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## *YOUR MARKETPLACE FOR COMMUNITY IMPROVEMENT*

Welcome to the Community and Economic Development Program Builder. We are a web based marketplace where community leaders can review and make selections from a variety of technical assistance, consulting and educational programs that will improve the quality of life in your community.

Program Builder provides you with the tools to construct personalized service agreements with Economic Development Service providers. Programs include services for economic development, leadership, government, governance, landscape revitalization, community visualizing, downtown restoration, parks, transportation, workshops, local government, geodatabase, nonprofit agencies, leadership and management.

To get started, browse the general service areas to the left side of this page or the programs and providers listed on the top menu.

### **Build a Program**

Using Program Builder, you can find detailed information on programs and services that meet the specific needs of your community.

You can use Program Builder to ask questions of service providers, work out details of delivery dates and methods, and create an agreement to receive these services from ISU Extension program specialists and our partners.

# Types of Programming

- Applied Research
- Economic Analysis
- Facilitation
- Leadership Development
- Design and Planning Outreach
- GIS
- Public Administration-Nonprofit
- Information Dissemination

# Changing Our Funding Portfolio

# ISU Extension Expenditures

	FY2000	FY2005	FY2010	Real Change, 2000 to 2010	Real Change, 2005 to 2010
<b>Federal</b>	<b>14,349,681</b>	<b>12,338,514</b>	<b>13,812,974</b>	<b>-3.7%</b>	<b>12.0%</b>
<b>State</b>	<b>39,397,863</b>	<b>27,765,838</b>	<b>21,720,773</b>	<b>-44.9%</b>	<b>-21.8%</b>
<b>County</b>	<b>17,518,160</b>	<b>17,107,000</b>	<b>16,679,380</b>	<b>-4.8%</b>	<b>-2.5%</b>
<b>Grants</b>	<b>13,984,293</b>	<b>20,637,256</b>	<b>22,160,189</b>	<b>58.5%</b>	<b>7.4%</b>
<b>User Fees</b>	<b>6,209,319</b>	<b>13,962,511</b>	<b>11,588,077</b>	<b>86.6%</b>	<b>-17.0%</b>
<b>Total</b>	<b>91,459,317</b>	<b>91,811,118</b>	<b>85,961,393</b>	<b>-6.0%</b>	<b>-6.4%</b>

\* Amounts in constant 2010 dollars. Adjusted using the state and local government implicit price deflators from the national income and product accounts, U.S. BEA.

Source: ISU Extension Fiscal Office

# Notes on Expenditures Tables

- Amounts shown in tables are in constant 2010 dollars. Adjusted using the state and local government implicit price deflators from the national income and product accounts, U.S. BEA.
- Definitions:
- real = constant = adjusted for inflation
- nominal = current = not adjusted for inflation

# ISUE Comm & Econ Dev Unit Expenditures

	FY2000	FY2005	FY2010	Real Change, 2000 to 2010	Real Change, 2005 to 2010
<b>Federal</b>	<b>1,510,100</b>	<b>853,826</b>	<b>527,565</b>	<b>-54%</b>	<b>-22%</b>
<b>State</b>	<b>3,306,357</b>	<b>1,503,006</b>	<b>1,174,574</b>	<b>-43%</b>	<b>-38%</b>
<b>County</b>	<b>1,973,307</b>	<b>2,049,159</b>	<b>102,402</b>	<b>-95%</b>	<b>-95%</b>
<b>Grants**</b>	<b>690,477</b>	<b>836,857</b>	<b>2,173,407</b>	<b>24%</b>	<b>159%</b>
<b>User Fees</b>	<b>1,067,451</b>	<b>219,197</b>	<b>325,915</b>	<b>-79%</b>	<b>48%</b>
<b>Total</b>	<b>8,547,451</b>	<b>5,462,052</b>	<b>4,304,063</b>	<b>-36%</b>	<b>-21%</b>

\* Amounts in constant 2010 dollars. Adjusted using the state and local government implicit price deflators from the national income and product accounts, U.S. BEA.

\*\* Grants: County and ISUE campus grants

Source: ISU Extension Fiscal Office

# Can we Reinvent?

- Can we find alternative sources of funding to fill in for reduced levels of state (public) support of Extension
- Become smaller with fewer staff or find alternative funding to fill the gap

# Responding

- Reorganization: Tried to utilize our staff skills, assets, and position to supplement funding
- Identify and apply for grants that would fund us to do community development work
- “Area” staff become subject matter specialists.
- Identify potential partnerships with revenue generation potential

# Reinvention

- Unique Funding Sources for Contracts
  - State agencies (Iowa Finance Authority; Econ Dev; IDOT; IDNR )
  - League of Cities, State Assoc of Counties
- Development of Previous Relationships
  - Training Certification Programs
  - Academies
- Built on previous work, timing & relationships
- Less dependency on “hard” dollars

# Increasing CED Urban Presence

- Cedar Rapids post-flood planning
- Design West – urban focus in Sioux City
- Collaborate with Des Moines MPO on sustainability
- Collaborate on new Central Iowa Visioning
- Opens new opportunities for funding

# Community Centers



- Town/Craft
- Design West
- Dubuque Area?

# Example: Center for Towncraft in Perry, IA (pop 7,700) 40 miles from campus

- \$750K grant from private benefactor
  - In partnership with --
- ISU Extension and ISU College of Design
- City of Perry
- Examine alternative futures and strategies for small towns

# Example: Towncraft Products

- Roundtables to discuss complex issues that affect smaller towns, e.g. housing, Latino entrepreneurship
- Publish findings, collaborate with ISU researchers on initiatives resulting from roundtables: housing needs assessment model
- Encourage local communities to respond to issues such as global competitiveness, sustainability, economic leakage to metro area
- Build regional partnership of 12 towns to leverage their assets and location to attract metro \$\$, improve Q of L

# Future Town/Craft Program Ideas

- Jobs and Entrepreneurial activity in small towns
- Jobs and Quality of Life in Exurban areas
- Local/Regional Food Systems
- Housing:
  - Dilapidated housing – green deconstruction
  - Mobile home parks

# Creative Funding for the Future

- 1. What do you see as programming needs and revenue generation opportunities in your state?
- 2. What is the future of Extension CRED?

# Our Land Grant Partners

- USDA
- NCRCRD
- NC CRED Group
  - NIFA
  - APLU

# Past Funding Partners

- WK Kellogg Foundation
- HUD
- USDOT/IDOT
- USDA
- NW Foundation
- Hometown Perry
- Iowa Finance Authority
- Iowa Sec of State
- State Office of Management

# Recent National/Regional Awards

- Federal Highway Administration
- American Planning Association
- American Society of Landscape Architecture
- NACDEP (Horizon Antipoverty program)
- University Economic Development Association



# New Relationships



- IDED (GIS & Vision Iowa Impacts)
- IFA (Housing Policy)
- Energy Companies (Sustainable Communities)
- IDNR (Flood Planning)
- Fairfield
- Dubuque

# Typical Annual Outputs

- 250 Jobs Created
- 500 Entrepreneurs Trained
- 3500 Government Officials Trained
- 15000 Community Leaders Trained
- 25 Business Expansions
- 20 Business Start-ups
- 65 Grants Awarded
- 25 Community Plans or Designs Implemented



# Some Lessons on Reinvention

- Combination of grants, contracts user fees; large and small \$\$ add up
- Looking inside and outside ISU and Extension
- Relationships with leaders in city, county government from previous programming key to landing new projects
- Marketing essential; the phone won't ring if we are not telling our story
- Price a good product accordingly; it's not free

# Strategically Speaking

- Two soft dollars for every hard dollar
- Diverse funding schemes
- Partner positions
- Work across state lines
- Know your development officer
- Set Targets and Fiscally Plan
- Stay on Mission