

- ◆ How can community and economic development leaders assist the business community to revitalize their downtown?
- ◆ How will downtown weather the current economy?
- ◆ How can you enhance your downtown's image?
- ◆ How can technology be used to promote downtown?
- ◆ Are there ways to make downtown green and sustainable?
- ◆ How do you work with "big box" retailers?



Questions?

Contact:

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Revitalizing Wisconsin's Downtowns Through E-Learning and Networking

The Revitalizing Wisconsin's
Downtowns webinars lend themselves
to further dialogue and peer-learning at
the local level.

**A COLLABORATIVE EFFORT
BETWEEN**

Wisconsin Downtown Action Council
 Wisconsin Main Street
 UW-Extension

Revitalizing Wisconsin's Downtowns

Through E-Learning and Networking

Local leaders, downtown directors and local economic development professionals have an opportunity to play a proactive role in supporting businesses in a slow economy. Independent downtown businesses face a number of challenges, some unique to their location.

How can community and economic development leaders assist the business community to revitalize their downtown? How will downtown weather the current economy? How can you enhance your downtown's image? How can technology be used to promote downtown? Are there ways to make downtown green and sustainable? How do you work with "big box" retailers?

Revitalizing Wisconsin's Downtowns represents a set of web-based presentations (i.e., webinars) on topics of specific interest to Wisconsin downtowns that lend themselves to further dialogue and peer-learning at the local level. State and national experts will present information relevant to the topic and will be available to address your questions during these webinars.

The Revitalizing Wisconsin's Downtowns webinars will be held from noon until 1:30 p.m. throughout 2009. The webinars for Monroe County will be held at Farmer's & Merchant's Bank, 1001 Superior Avenue, Tomah.

Dates and Topics

January 22: Overview of the Main Street Four-Point Approach

February 19: Downtowns and the Current Economy

March 19: Creating an Entrepreneurial Climate Downtown

April 16: Downtown Image and Branding

May 21: Business Recruitment

June 18: Low Cost - High Impact Design for Downtowns

September 17: Use of Technology to Promote Downtown

October 15: Green and Sustainable Downtowns

November 19: Working with Big Box Retailers

December 17: Understanding the Potential of the Downtown Office Worker

Register by calling the Monroe County UW-Extension Office at 608-269-8722 or 608-372-8722 or by email to amy.schanhofer@ces.uwex.edu.

The cost to attend is \$5 per webinar. Registration fees will be collected on site at each session. One payment for all session (\$50) can also be paid up front.