

NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time and location stated below. Meetings are typically held the 3rd Monday of each month. Notice is given that members of the City Council might be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall: (608)-882-2266 with as much advance notice as possible. Please silence cell phones and electronic devices during the meeting.

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, March 16, 2020, 6:00 p.m.
City Hall (Third Floor), 31 South Madison Street, Evansville, WI

AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the February 17, 2020 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. Monthly Reports
 - A. City Report on Economic Development Activities
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
7. New Business
 - A. Discussion and Update on Gold Shovel
(Smart Growth Economic Development Goal 3, Objective 9)
8. Other Business
9. Next Meeting Dates: April 20th, 2020 at 6:00pm

These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

**City of Evansville Economic Development Committee
Monday, February 17, 2020, 6:00 PM
City Hall (Third Floor), 31 South Madison St. Evansville, WI**

MINUTES

1. Call to Order Chair called meeting to order

2. Roll Call:

	Present/Absent	Others Present
Ben Ladick	P	Community Development Director Jason Sergeant
Erika Stuart	P	Rock Co. Economic Dev. Dir. James Otterstein
Gene Lewis	P	
Jason Knott	A	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

- 3. Motion to Approve Agenda by Ladick, seconded by Berg, approved unanimously.**
- 4. Motion to waive the reading of the minutes of the January 20, 2020 meeting and approve them as printed by Ladick, seconded by Stuart, approved unanimously.**

5. Citizen Appearances, other than listed agenda items. None

6. Monthly Report

A. City Report on Economic Development Activities. Sergeant shared updates, including:

- Recent and ongoing community development activities:
 - Working with existing business on a site search for a new location
 - Working with two site selectors on possible business locations
 - Progress being made with National Park Service to discuss Ice Age Trail location through city, they have requested a revised application be submitted.
 - Working to improve calendar entries on City's website
 - Permits are taking longer than usual to review and process due to a back log from 2019
 - Interviews this week for a part time secretary to assist with permit completeness checks and hopefully reduce total permit review time.
- Upcoming Plan Commission Reviews:
 - Plan commission is researching updates to residential zoning code
 - Conditional Use and Site Plan request for a mixed use building on BSR
 - Future Land Use Amendment and rezone request on Franklin Street

B. Chamber of Commerce Report – None

C. Tourism Commission Report: Berg shared the report, including:

- The Tourism Commission met February 13, 2020.
- Key actions:
 - Dianne Duggan was appointed and welcomed to the Evansville Tourism Commission.
 - The Tourism Commission approved a Memorandum of Understanding with the Evansville Chamber of Commerce & Tourism performing the role of social media campaign coordinator in 2020.
 - A flyer listing Evansville events will be inserted in the March Water & Light bill, as well as appear as an insert in the Oregon Observer, Stoughton Hub, Brodhead Free Press and Milton Courier (newspapers). It will also appear in the Evansville Review as an advertisement.
 - In progress is the first ad that will appear in the spring issue of Our Wisconsin magazine.
- Tourism activities coming up:
 - February 29: Chili Cook-Off
 - March 1: FFA Farm Toy Show
 - March 6-7: Pop Up Market
 - April 4: Easter Egg Hunt
 - April 24: Week of the Young Child Family Fun Night
 - May 7: Creekside Cruise Night
 - May 8: Art Crawl
 - Next meeting dates are April 9 and June 11.

7. New Business

A. Update on Economic Development Loans. Sergeant shared a letter verifying the payoff of the most recent loan.

B. Discuss Revolving Loan Fund Process and Fees. Sergeant informed Committee the last lone had approximately \$1,500 in accrued administrative expenses after payoff. The committee discussed adding a loan application fee. Otterstein shared that fees of 75-250 are common. Sergeant will investigate appropriate fees. Committee discussed a different program for a lower loan amount but didn't agree action is needed at this time.

8. Other Business. Stuart asked if committee had any thoughts regarding geese in Leonard-Leota Park. Committee discussed it could be perceived as an issue and agreed Park Board and Municipal Services should discuss the issue.

9. Next Meeting Dates: March 16, 2020 at 6:00pm

10. Motion to adjourn by Barnes, seconded by Rutz. Approved unanimously



Community Development Updates

March 16, 2020 Jason Sergeant, Community Development Director

Recent and ongoing community development activities:

- Attended Ribbon Cutting for Centennial Building. Terrific event that was well attended. Special thanks to WEDC and Grove Partners.
- Continue to work with existing business on a site search for a new location
- Continue to work with two site selectors on possible business locations
- Continue working to improve calendar entries on City's website
- A Part-time Secretary has started and will split time between Community Development and Police Departments.
- Site Plan approved for a new mixed use building on Brown School Road that has 8 residential units and 2 commercial units.

Upcoming Plan Commission Reviews:

- Future Land Use Amendment request on Franklin Street

2020 Economic Development Committee Goals and Action Items

Goals

- A. Increase Marketing and Communications Efforts
- B. Identify Preferred Uses for City Owned Parcels
- C. Enhance City's Economic Development Website
- D. Leverage Strategic Partnerships

Action Items

- Complete Gold Shovel certification for city 12 acre site w/ development timeline. (B)
- Identify preferred uses for city owned and gold shovel certifiable and TIF sites. (B)
- Build-out website to contain "business resource database." (A)
- Educational discussion on Incentives and regional partners (A)
- Study Parking availability in business districts (A)
- Identify audiences for new communications and marketing efforts (A)
- Better Understand workforce living in Evansville. (D)
- Partnerships with schools (D)

Committee Supported City-wide Efforts

- Assist Chamber with updates to available properties database (D)
- Support Plan Commission updates to zoning ordinance to reflect SGP
- Encourage Educational topics for business owners throughout year:
 - Wages and recruitment of workforce
 - Cross promotion, Customer service and Business hours

2020 Economic Development Budget

Account Numbers	Account Titles	Account Details	2020 Budget	2019 Budget
10-56820-210	Professional Services	Gold Shovel - \$3,000	4500	4500
		Engineering - \$1,500		
10-56820-300	Economic Development Expenses	Avail. Prop. Database - \$3,000	6000	6000
		Website Improvements - \$2,000		
		Other - \$1,000		
10-56820-305	Membership Dues	Connect Communities- \$200	500	500
		Chamber of Commerce - \$250		
		Other - \$50		
10-56820-400	Plan Implementation	Smart and Other Plan Goals	2000	2000
10-56820-410	Economic Development Marketing	Chamber of Commerce Community Guide	1000	1000
10-56820-420	Print Materials	Signage, Profile Sheets, etc.	1000	1000
10-56820-720	BIG	Building Improvement Grants	2400	2400
		Total	17400	

City of Evansville
Evansville Tourism Commission
March Summary Submitted by Sue Berg

The Tourism Commission does not meet in March.

Recent activity:

A flyer detailing key events in Evansville was created as an insert for the March Water & Light bill. It also was inserted into the local newspapers for Oregon, Stoughton, Milton and Brodhead (Free Press). The flyer was reformatted as a half-page ad that appeared in the Evansville Review.

A one-quarter page ad will appear in the April/May issue of *Our Wisconsin* magazine.



The Tourism Commission engaged a social media contractor to implement three promotional campaigns using Facebook. A local photographer is assisting. All three campaigns will be developed this spring, and then launched spring, summer and fall. Local lodging will be the key feature of each campaign.

Tourism activities coming up:

- a. April 4: Easter Egg Hunt
- b. April 24: Week of the Young Child Family Fun Night
- c. May 7: Creekside Cruise Night
- d. May 8: Art Crawl

Next meeting dates are April 9 and June 11.



MadREP Gold Shovel Program

Exhibits	Requirements/Parameters	Documentation Submittal	✓	Notes
Exhibit 1: Site location	Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, Sauk counties	Location map showing site relative to County, and Municipality.		Map 1
Exhibit 2: Site size & Zoning	No minimum acreage	Aerial photo showing site. Site Map/Survey showing dimensions and total size. Site map labeled with zoning and allowable build height. Letter from municipality/county verifying zoning.		Map 2
Exhibit 3: Site ownership	Can be public or private	Documentation showing site ownership. Documentation showing the terms for which the site/parcels will be offered for sale or lease.		*please provide example documents
Exhibit 4: Transportation Infrastructure	Site must have adequate direct access suitable for development.	Documentation/site map showing: Highway access, show adjacent as well as distance to nearest 4-lane highway. Rail or trans-shipment facility access, if any, or nearest location and distance to. Airport availability: nearest location and distance for cargo and passenger service.		Map 3



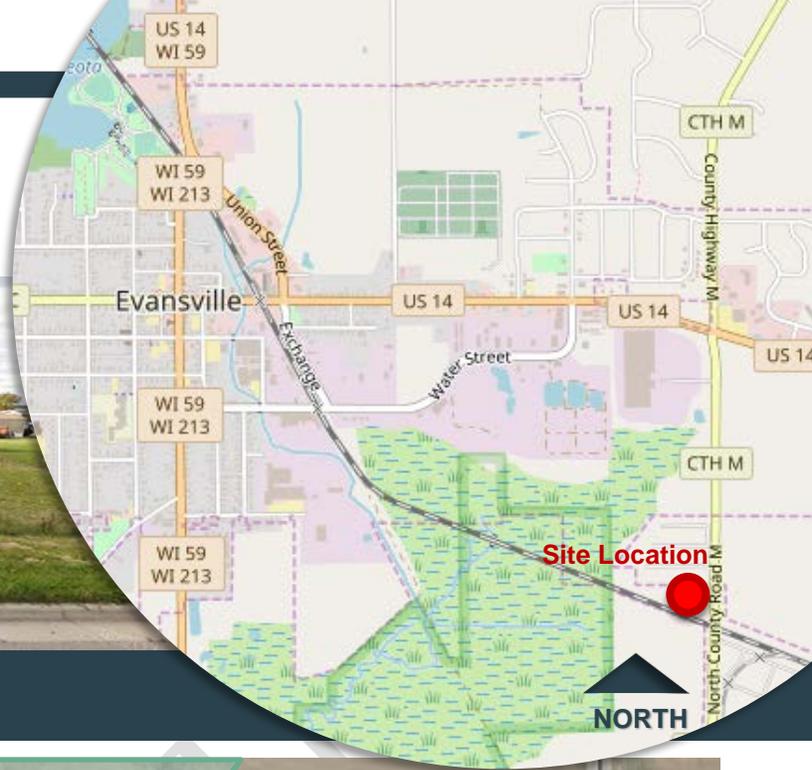
<p>Exhibit 5: Site suitable for industrial development</p>	<p>Fits with surrounding uses, may have buildings suitable for industrial development located on it.</p>	<p>Map showing site amenities (roads/rail) and structures as well as surrounding land uses, zoning and planned land uses as shown in the comprehensive plan. Include an aerial photo (Google, Bing, etc.) of the site.</p>		<p>Map 4</p>
<p>Exhibit 6: Municipal Infrastructure</p>	<p>Site must be serviced by road, water, sanitary sewer, and have an approved stormwater management plan for the site or the community has authorized the installation of appropriate improvements at time of verification.</p>	<p>Site Map showing municipal infrastructure, noting any road restrictions and size and location of water/sewer services. If Infrastructure is not in place, a letter from municipality with details on installation of improvements and timeframe to complete. "208" (sewer service area) conformance review letter if available.</p>		<p>Map 5</p>
<p>Exhibit 7: Easements</p>	<p>Cannot have easements (utility or other) that would prevent development.</p>	<p>Site map showing all easements on and adjacent to site.</p>		<p>Site survey?</p>
<p>Exhibit 8: Private Utility Infrastructure</p>	<p>Site must be serviced by electrical and natural gas providers.</p>	<p>Documentation- including site map showing: Electrical and natural gas providers. Size and capacity of service to site. Distance to nearest substation, its capacity for electrical and whether the circuit is redundant.</p>		<p>Map 6</p>
<p>Exhibit 9: Telecommunications Infrastructure</p>	<p>Site must be serviced by voice/data provider.</p>	<p>Documentation showing provider(s) and service capabilities and speeds.</p>		<p>Map 6</p>
<p>Exhibit 10: Floodplain Wetlands</p>	<p>Cannot be located in or adjacent to a floodplain.</p>	<p>FEMA Flood insurance maps showing site and adjacent land clearing showing what is in and out of the floodplain.</p>		<p>Map 7</p>



Environmental Corridors (Environmentally Sensitive Areas)	Cannot have significant wetland issues limiting development. Cannot be located in environmental corridors (environmentally sensitive areas) without an approved mitigation plan.	Map showing presumed or delineated wetland area on site and adjacent to site and planned mitigation. Map showing site and any environmental corridors (environmentally sensitive areas) Any approved mitigation plan.		
Exhibit 11: Topography	Cannot have significant topography issues limiting development.	Topographic map of site.		Map 8
Exhibit 12: Environmental, Historical, Archeological	Cannot have known Environmental, Historical and/or Archeological impediments	Statement indicating no known impediments or any planned mitigation as of submission relative to: <ul style="list-style-type: none"> ● Environmental ● Historical ● Archeological 		*please provide example documents
Exhibit 13: Other site restrictions	No protective covenants that could limit development.	Documentation/list of any potential limits that would hinder site development such as protective covenants.		*please provide example documents
Exhibit 14: Other information	Possible local incentives or other factors that set your site apart.	Is the site in TID district? TID expiration date? Other geographical benefits that qualify the site for government incentives or otherwise provides an advantage.		is the site sheet acceptable? *please provide example documents

551 S Cty. Rd M

EVANSVILLE, WI 53536



Available Industrial Lot with Rail Access

Property Information

11.43 Acres in Size
100,000+ SF Buildable Footprint

Zoning

Zoned I-1 Light Industrial District
30 Foot Minimum Setbacks

Features

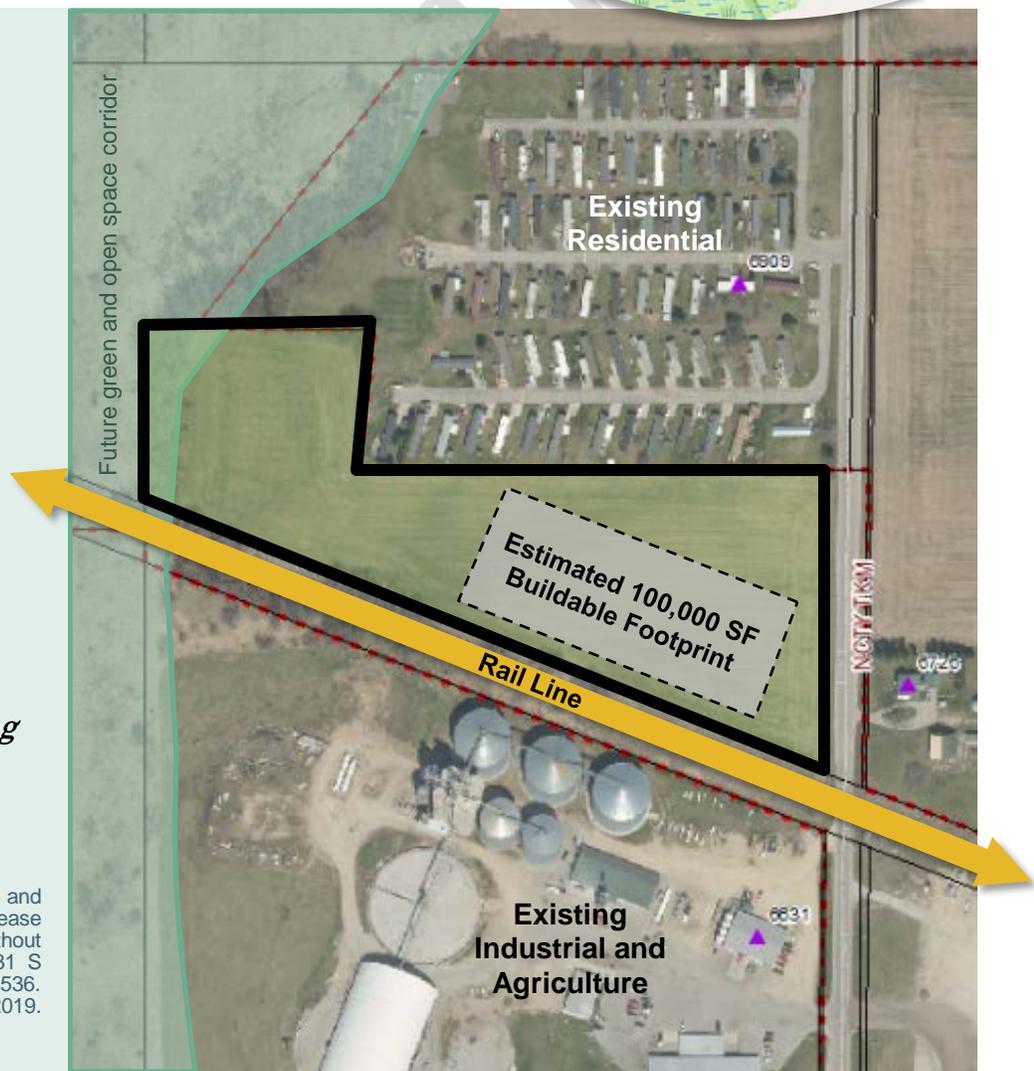
Adjacent to active rail line
All Utilities adjacent to Site

Terms

Price Negotiable
Revolving Loan Funds Available

*Located in the fastest growing
community in Rock County*

This information was collected from primary and secondary data sources deemed reliable. Please note this information is subject to change without notice. Produced by the City of Evansville, 31 S Madison Street, PO Box 529, Evansville, WI 53536. Last updated December 2019.



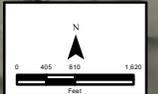
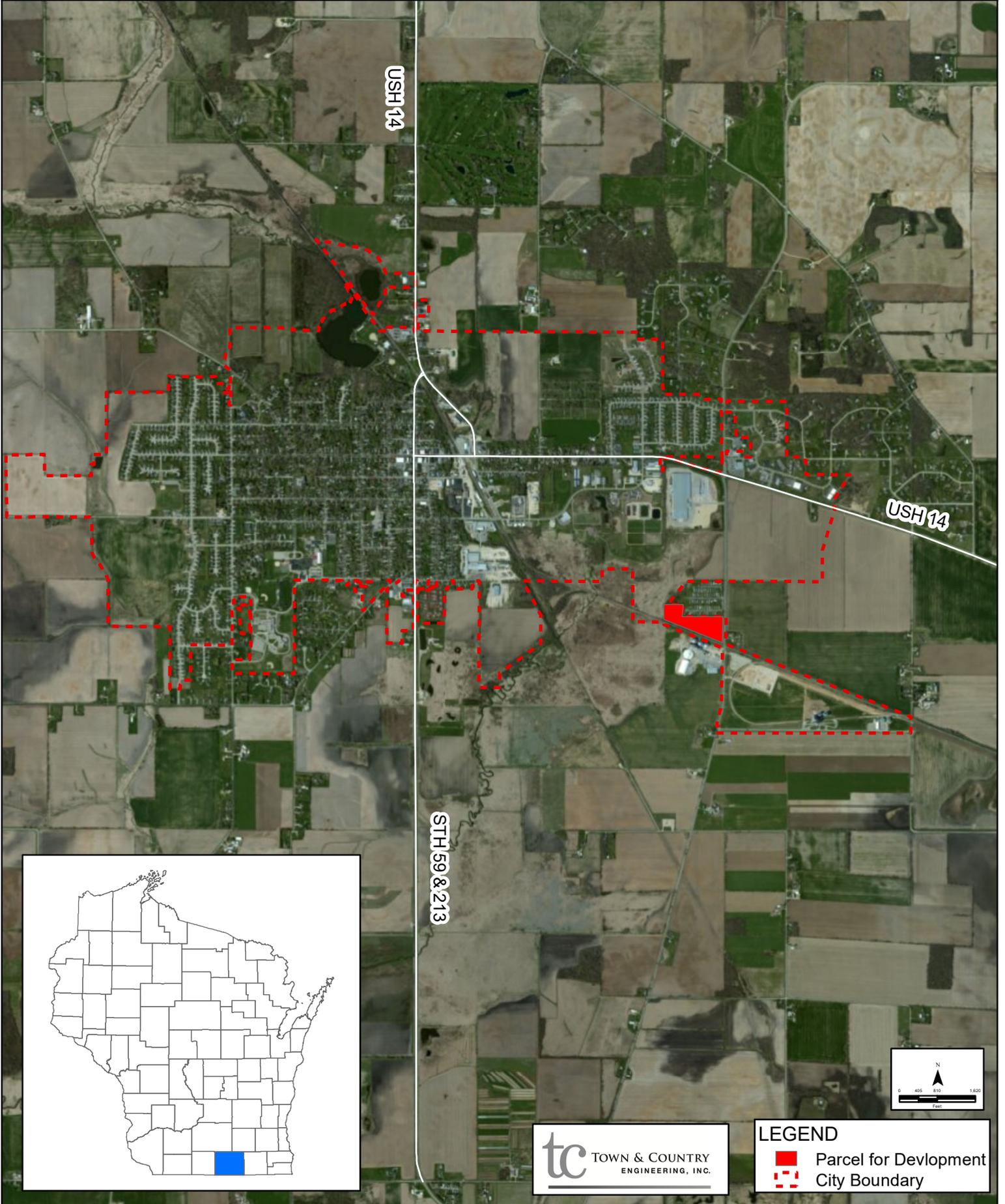
For more information on this available lot or to learn how your business can *Grow with Evansville*, go to www.ci.evansville.wi.gov/grow or contact the Community Development Director:

Jason Sergeant: jason.sergeant@ci.evansville.wi.gov Phone: 608-882-2285

Site Location: City of Evansville

Rock County, Wisconsin

Map 1



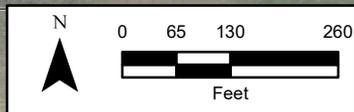
tc TOWN & COUNTRY
ENGINEERING, INC.

LEGEND
■ Parcel for Development
▤ City Boundary

Site Information: City of Evansville

Rock County, Wisconsin

Map 2



LEGEND	
	Parcel for Development
	Tax Parcels

Transportation Infrastructure: City of Evansville

Rock County, Wisconsin

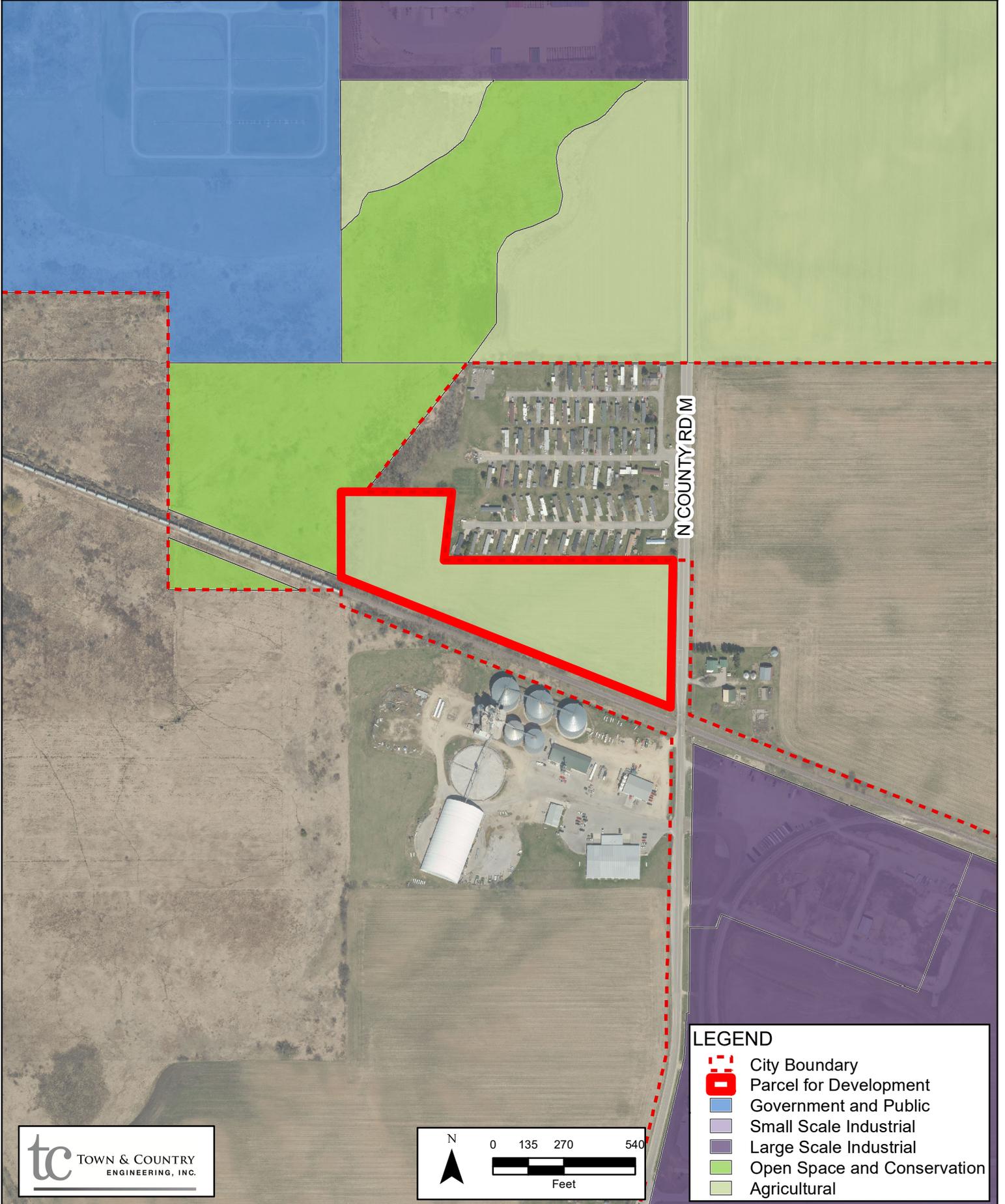
Map 3



Existing Land Use: City of Evansville

Rock County, Wisconsin

Map 4



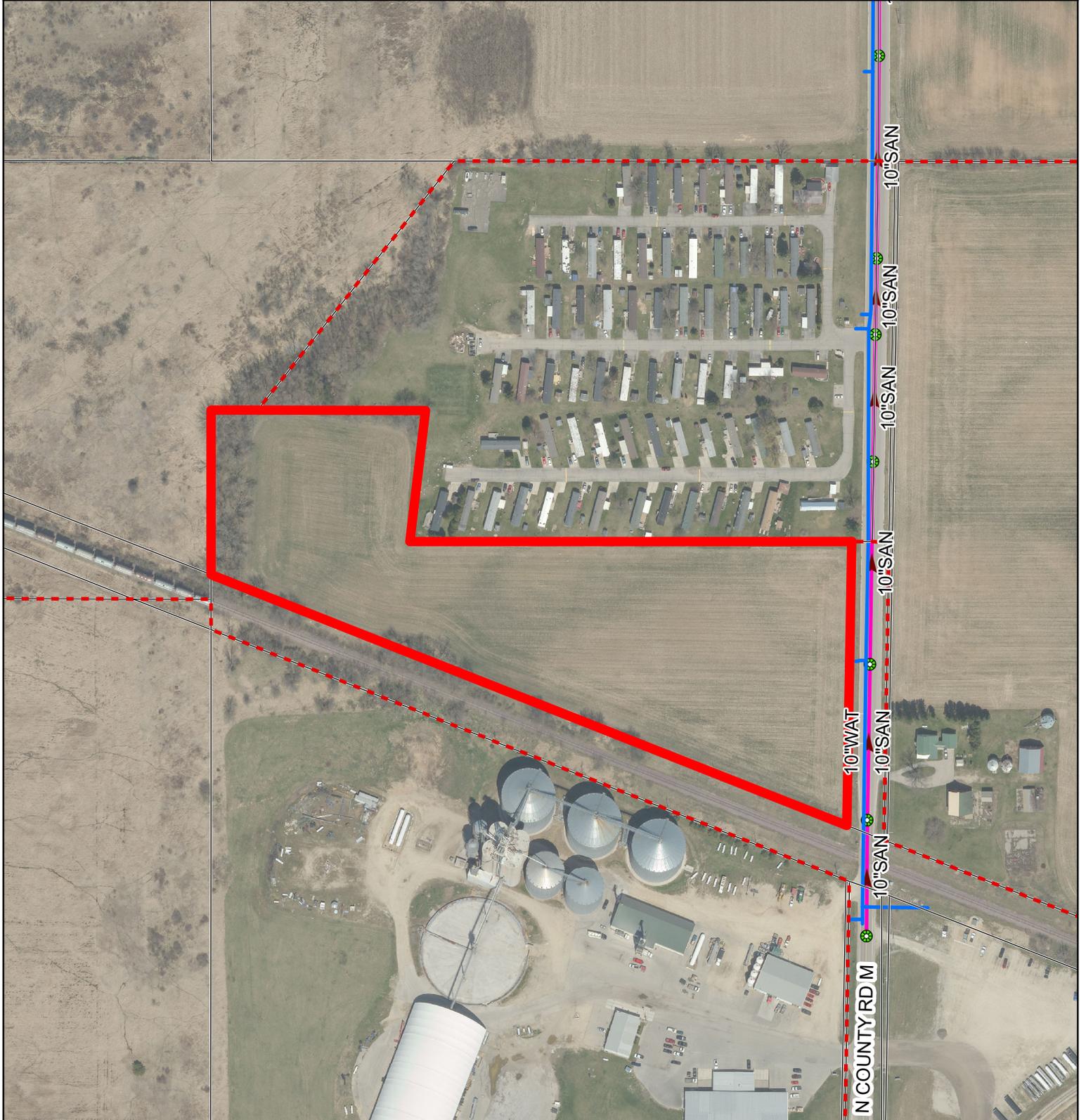
LEGEND

- City Boundary
- Parcel for Development
- Government and Public
- Small Scale Industrial
- Large Scale Industrial
- Open Space and Conservation
- Agricultural

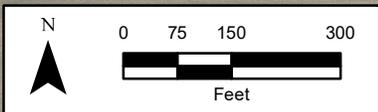
Utilities & Easements: City of Evansville

Rock County, Wisconsin

Map 5



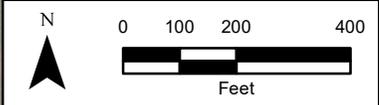
- LEGEND**
- Parcel for Development
 - City Boundary
 - Tax Parcels
 - Water Mains
 - Sanitary Manhole
 - Gravity Sewers



Gas, Electric, and Fiber Optics: City of Evansville Rock County, Wisconsin



N COUNTY RD M



LEGEND	
	Parcel for Development
	Tax Parcels
	Single Phase Overhead
	Three Phase Overhead
	Single Phase Underground
	Three Phase Underground

EVANSVILLE

WISCONSIN



A central point between Madison and Janesville in south-central Wisconsin. Residents love the convenience to regional, as well as local, employment options and affordable, high quality of life. Main Street is idyllic—and authentic. A city big enough to support real industry, and still small enough to be on a first-name basis with its business owners.

“Best City for Young Families”-nerdwallet.com

Fastest growing community in Rock County

3 Active and Fiscally Sound TIF Districts

One-Stop Zoning and Permitting Services

Revolving Loans and City Façade Grants

Entrepreneurship assistance in association with Rock County

Grants and incentives in association with the State of Wisconsin

OVERVIEW

Local Population¹: 5,317

Regional Population³: 648,404

Local Labor Force Size²: 2,566

Regional Labor Force³: 368,980

Median Age²: 36.3 years

Household Median Income²: \$59,198

Mean Commuter Travel Time²: 27.3 mins

MAJOR EMPLOYERS

Bluescope Buildings North America

Baker Manufacturing

Stoughton Trailers

Evansville Community School District

Evansville Manor Skilled Nursing

TRANSPORTATION

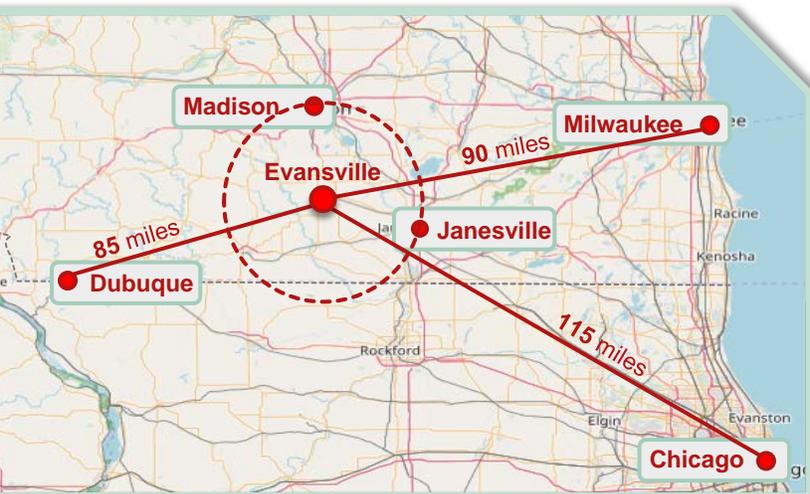
Highway 14

Union Pacific Freight Rail

Interstate 39/90: 18 Miles

Southern WI Regional Airport: 23 Miles

Dane County Regional Airport: 28 Miles



Community Development Director, Jason Sergeant:

jason.sergeant@ci.evansville.wi.gov

Phone: 608-882-2285

www.ci.evansville.wi.gov/grow



MAJOR EMPLOYMENT SECTORS

Healthcare and Social Assistance: 16.8%

Manufacturing: 13.5%

Retail Trade: 10.5%

Finance and Insurance: 8.2%

Educational Services: 7.9%

Professional, Scientific & Technical Services: 6.2%

EDUCATION

Evansville School District (K-12)⁴:

1,800 Students

4K through Grade 12 Comprehensive Education

JEDI Virtual School

Alternative Education

Summer School

Advanced Learner programming

Regional Colleges and Technical Schools:

Blackhawk Technical (Janesville): 25 Miles

Beloit College (Beloit): 28 Miles

MATC (Madison): 33 Miles

University of Wisconsin (Madison): 22 Miles

UW Rock County (Janesville): 21 Miles

UW Whitewater (Whitewater): 33 Miles

HEALTHCARE

Evansville Clinics:

SSM Health/Dean Clinic

Mercy Clinic

Regional Hospitals:

Mercy Hospital & Trauma Cntr. (Janesville)

St. Mary's Hospital (Janesville and Madison)

Meriter Hospital (Madison)

UW Madison Hospital (Madison)

HOUSING

Median Home Value²: \$162,200

Median Home Rent²: \$743 per month

Total Local Housing²: 2,190 Units

Total Regional Housing³: 291,271 Units

Local Housing in next 12 mos.⁵: 30 Units

Owner vs Renter Occupancy²: 62.3%/37.7%

UTILITIES AND TELECOMMUNICATIONS

Internet and Data: AT&T, Charter, Litewire

Natural Gas Service: We-Energies

Electric, Water and Sewer: City-Owned

Award Winning and Reliable

¹2018 Wisconsin DOA, ²2016 American Community Survey (ACS)/US Census. ³Dane and Rock Counties per 2016 ACS, ⁴2018 Evansville Community School Dist, ⁵City of Evansville. This information was collected from primary and secondary data sources deemed reliable. Printed November 2018.



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