

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.

City of Evansville **Economic Development Committee**
Regular Meeting
Eager Free Public Library, 39 W Main Street, Evansville, WI 53536
Monday, May 20th, 2024, 6:00 p.m.
AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve the agenda.
4. Motion to waive the reading of the minutes of the April 15th, 2024 regular meeting and approve them as printed.
5. Citizen appearances, other than listed agenda items
6. New Business
 - A. Welcome from Bronna Lehmann, Director of Eager Free Public Library
 - B. Officer Election
7. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
 - D. Rock Ready Index
8. Old Business
 - A. 2024 Job Fair Planning
 - Date
 - Location
 - Participants
9. Discussion
10. Next Meeting Dates: Regular Meeting: June 17th, 2024 at 6:00pm
11. Adjourn

-Jim Brooks, EDC Chair

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, April 15th, 2024, 6:00 PM
City Hall, 31 S. Madison Street, Evansville, WI 53536

MINUTES

1. Call to Order.

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Sue Berg	P	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	Roger Berg, Resident
Paul Liesse	P	Rick Francois
Brandon Rutz	P	Scott Mallon
Pat Carr	P	Amy Mallon
Vacant		

3. Motion to Approve Agenda with items 6 and 7 swapped around, by Lisse, seconded by Carr. Passed unanimously.

4. Motion to waive the reading of the minutes of the March 18th, 2024 by Alling, seconded by Carr. Passed unanimously.

5. Citizen Appearances, other than listed agenda items. Roger Berg, Rick Francois, Scott Mallon and Amy Mallon. Berg introduced Rick Francois who owns a lot which Culvers is looking to buy. Scott Mallon is a franchisee of Culvers restaurants and is the one looking to purchase the lot in Evansville. Roger Berg urges rethinking the Allen Creek Corridor Plan.

6. Monthly Reports

A. Community Development Update.

- i.** Two popular Wisconsin businesses continue practicing due diligence on potential sites.
- ii.** The City is still working with CHS regarding permitting and water supply for the facility.
- iii.** Plan Commission discussed housing issues at their last meeting.
- iv.** Upcoming professional development opportunities for committee members.

B. Chamber Update.

- i.** The chamber has multiple new members and just had a grand opening event.
- ii.** It is the last week to register for the art crawl which is on 05/10/24, 21 artist have registered so far and 16 businesses registered to host artists.
- iii.** Chamber golf outing will be on 06/21/24
- iv.** Two ribbon cuttings coming up in May for Under Pressure Power Washing and Expressions Salon

C. Tourism Update.

- i. The city will be working on getting mural#1 reinstalled, the circus mural is in progress.
- ii. Forty-four new lamppost banners are expected to fit in the budget.

7. New Business.

A. Motion to Recommend Common Council Approve Scope of Work from Human Crafted to Update Website Content

Alling discussed the scope of work for updates to the content of the website.

Motion to Recommend Common Council Approve Scope of Work from Human Crafted to Update Website Content by Rutz, seconded by Carr. Motion carried unanimously.

B. Job Fair Planning

Spranger discussed utilizing the Southwest Wisconsin Workforce Development Board to help organize the job fair as suggested to her in an email by James Otterstein. The board discussed looking at an October/November timeframe for the job fair and needing to work with employers to determine the best time to have it.

8. Discussion

9. Next Meeting Dates:

- A. Regular Meeting: Monday, May 20th, 2024 at 6:00 PM.

10. Motion to Adjourn by Berg, seconded by Rutz. Passed unanimously.



Community Development Updates

May 20, 2024 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- Energy Independence Team met; working on implementing Energy Plan goals!
- Plan Commission discussed two concept plans at its May meeting
 - Culver’s
 - Lot 7, Historic Standpipe Point
- CSM recorded for CHS site; this triggers the land use, zoning, site plan, and conditional use approvals for that location.
- Wisconsin State Journal article published regarding our housing issues. Look for “Even in tiny Evansville, they’re talking about housing density.”
- Special Plan Commission meeting scheduled for Tuesday, May 28th for the Windmill Ridge, First Addition subdivision plat. Per recent plan commission discussions, the City is looking to enable further density of future buildable lots.

Building Inspection/Permitting

- GEC is now our delegated provider of (most) commercial permits.
 - We are still working on getting our electric commercial delegation.

Building Permit Summary				
	April 2024	April 2023	2024 YTD	2023 YTD
Total	29	32	98	100
In House	18		68	
GEC	11		30	
Total Fees	\$3,750	\$3,307	\$58,554	\$30,003

2024 Economic Development Committee Goals and Action Items

Goals

- A. Retain and Expand Existing Businesses in Evansville
- B. Attract New Business to Evansville
- C. Support the Local Workforce
- D. Create a supportive environment for entrepreneurship

Action Items

- Visiting Local Businesses.
 - Community Development Director and Chamber Director to collaborate
 - Committee members visiting a handful of businesses as well
 - Possible assistance from MadREP
- Redevelop the website as an economic marketing tool
 - Review Scope of Work from prospective consultant
- Improve Offerings for Business Assistance
- Job Fair
- Add representative from Evansville Community School District
- Foster a partnership with Evansville Community School District and community institutions providing continuing education or alternative experiences

2024 Budget YTD

Account	BUDGET	ACTUAL	REMAINING
PROFESSIONAL SERVICES	\$10,000	-\$1,075	\$8,925
ECONOMIC DEVELOPMENT EXP	\$1,500	-\$16	\$1,484
MEMBERSHIP DUES	\$3,000	\$0	\$3,000
PLAN IMPLEMENTATION	\$1,000	\$0	\$1,000
ECONOMIC DEVELOPMENT MARKETING	\$3,000	\$0	\$3,000
PRINT MATERIALS	\$500	\$0	\$500
BLDG IMPROVEMENT GRANT FUND EC	\$8,000	\$0	\$8,000
	\$27,000	-\$1,091	\$25,909

FW: 2023 Wisconsin Act 73 in Effect May 1, 2024

Leah Hurtley <l.hurtley@evansvillewi.gov>

Mon 5/20/2024 15:32

To: Colette Spranger <c.spranger@evansvillewi.gov>

Here is a little blurb of some of the Act 73 changes.

Leah Hurtley, WCMC

City of Evansville Clerk

31 S Madison St, PO Box 529

Evansville, WI 53536

(Population 5,833)

From: Wisconsin Department of Revenue <DOR-do-not-reply@wisconsin.gov>

Sent: Friday, May 3, 2024 2:51 PM

To: Leah Hurtley <l.hurtley@evansvillewi.gov>

Subject: 2023 Wisconsin Act 73 in Effect May 1, 2024

As you know, last year, Governor Evers signed 2023 Wisconsin Act 73 resulting in significant alcohol beverage law changes. Every industry tier is impacted (producers, wholesalers, and retailers). From producers making full-service retail sales to "Class C" wine license changes, there is something for everyone. Here is an update of where the Department is in implementation and a slate of helpful resources for businesses and individuals impacted by these changes.

Act 73 created a Division of Alcohol Beverages. Our team is working tirelessly to implement law changes and launched the new Division on Wednesday (May 1).

Last week, Mark Meyer was named the Administrator for the new division. Mark has over 25 years' experience working in government at the federal, state, and local levels and is well versed in the regulatory and legislative process. We are excited to have him on board.

As the Division begins to implement 2023 Act 73 changes, you'll see updated branding, changes to contact information and more. Rest assured we are all doing our best to implement changes, provide guidance and process permits as soon as possible.

Stay tuned for more information!

The following provisions of 2023 Wisconsin Act 73 are in effect on May 1, 2024:

Producers

- Retail licenses issued to producers are expired and non-renewable.
- Producers may sell products made on the production premises as a condition of their state-issued permit.
- Producers may apply for full-service retail sales authorization.
 - [Here is the FAQ](#) for more information on this change.
- Licensed operators are required to supervise sales and service of alcohol beverages at all production and off-site locations.
- Closing hours for Class "B" licensees applies to all sales and service of alcohol beverages at producer-tier businesses.
- Brewpub self-distribution limit is increased to 2,000 barrels.
- Brewpub production limit is increased to 20,000 barrels.
- The limit on how many manufacturers or rectifiers permits one person may hold is repealed.

Shippers

- Wine Direct Shippers are only authorized to ship wine directly to consumers that has been manufactured or bottled by the permittee.

Distributors

- Wholesaler permits may be transferred to any location in Wisconsin.
- The limit on how many intoxicating liquor wholesaler permits one person may hold is repealed.

Retailers

- Penalties for possessing beer purchased from an unauthorized source were changed to be more consistent with penalties applying to unauthorized purchase of intoxicating liquor.
- “Class C” Wine-Only licenses may be issued to anyone otherwise qualified to hold an alcohol beverage license. A person holding this license is no longer required to operate a restaurant on the premises.
- “Class B” licensees may prepare batch cocktails in advance with proper container sizes and labeling restrictions (see Form [AB-901](#), *Premixed Drink Label*).
- Reserve “Class B” liquor licenses may be transferred between municipalities within the same county. Municipalities no longer need to be contiguous or within two miles of each other.
- Axe-throwing facilities are eligible to hold Class “B” Beer and “Class B” liquor licenses.
- Safe Ride Program information is included in the booklet for industry members.

FORMS

[AB-102](#), *Alcohol Beverage License and Permit Transfer Application*

[AB-103](#), *Marriage Affidavit*

[AB-104a](#), *Restricted Investor Affidavit – Restricted Individual*

[AB-104b](#), *Restricted Investor Affidavit – Restricted Entity*

[AB-105](#), *Producer Full-Service Retail Sales Application*

[AB-220](#), *Temporary Alcohol Beverage License Application*

[AB-901](#), *Premixed Drink Label*

PUBLICATIONS

(Updated) [Publication 302](#), *Information for Wisconsin Alcohol Beverage and Tobacco Retailers*

Connect with us!

Twitter: [@wi_revenue](#)



CONFIDENTIALITY NOTICE: This electronic mail transmission and any accompanying documents contain information belonging to the sender which may be confidential and legally privileged. This information is only for the use of the individual or entity to whom this electronic mail transmission was intended. If you are not the intended recipient, any disclosure, copying, distribution, or action taken in reliance on the contents of the information contained in this transmission is strictly prohibited. If you have received this transmission in error, please immediately contact the sender and delete the message. Thank you.

You are currently subscribed to doralcoholbeveragenews as: leah.hurtley@ci.evansville.wi.gov.

To unsubscribe click here: [https://lists.wi.gov/u?](https://lists.wi.gov/u?id=5682163.3ee3f0a5543d9fe613e66143a8e3badc&n=T&l=doralcoholbeveragenews&o=1902892)

[id=5682163.3ee3f0a5543d9fe613e66143a8e3badc&n=T&l=doralcoholbeveragenews&o=1902892](https://lists.wi.gov/u?id=5682163.3ee3f0a5543d9fe613e66143a8e3badc&n=T&l=doralcoholbeveragenews&o=1902892)

(It may be necessary to cut and paste the above URL if the line is broken)

or send a blank email to leave-1902892-5682163.3ee3f0a5543d9fe613e66143a8e3badc@lists.wi.gov



Common Questions | 2023 Wisconsin Act 73 Full-Service Retail Sales for Producers

Effective May 1, 2024, 2023 Wisconsin Act 73 authorizes eligible producers (manufacturers, rectifiers, wineries, and breweries) to make full-service retail sales at their production premises and up to three off-site retail outlets.

1. What are full-service retail sales?

Full-service retail sales are sales of fermented malt beverages and intoxicating liquor (wine and spirits) for on-premises or off-premises consumption, and the provision of taste samples of those beverages.

2. What types of businesses can make full-service retail sales?

Eligible producers include manufacturers, rectifiers, wineries, and breweries. To be eligible, these producers must meet certain production volumes.

3. What about producers that hold municipal retail alcohol beverage licenses?

Licenses held by producers, except for brewpubs, will automatically expire on May 1, 2024. These licenses cannot be renewed or re-issued after this date.

4. What about brewpubs? Are they impacted by the change in municipal licensing for producers?

No. Brewpubs are not eligible for full-service retail sales. They continue to be eligible for Class "B" and "Class B" liquor licenses at the local level, as appropriate.

5. How do producers qualify for full-service retail sales/outlets?

In addition to the production premises, producers can apply for full-service retail sales at up to three off-site, full-service outlets based on their aggregate volume of alcohol beverages produced at all production premises. Production thresholds for full-service retail locations are as follows:

Brewers

In at least one of the three preceding calendar years, a brewer must produce:

- At least 250 barrels of fermented malt beverages for full-service retail sales at their brewery premises.
- Between 250 and 2,500 barrels of fermented malt beverages for one off-site, full-service retail outlet.
- Between 2,500 and 7,500 barrels of fermented malt beverages for two off-site, full-service retail outlets.
- At least 7,500 barrels of fermented malt beverages for three off-site, full-service retail outlets.

Wineries

In at least one of the three preceding calendar years, a winery must produce:

- At least 1,000 gallons of wine for full-service retail sales at their winery premises.

- Between 1,000 and 5,000 gallons of wine for one off-site, full-service retail outlet.
- Between 5,000 and 25,000 gallons of wine for two off-site, full-service retail outlets.
- At least 25,000 gallons of wine for three off-site, full-service retail outlets.

Manufacturers and Rectifiers

In at least one of the three preceding calendar years, a manufacturer/rectifier must produce/rectify:

- At least 1,500 liters of intoxicating liquor for full-service retail sales at the production premises.
- Between 1,500 and 5,000 liters of intoxicating liquor for one off-site, full-service retail outlet.
- Between 5,000 and 35,000 liters of intoxicating liquor for two off-site, full-service retail outlets.
- At least 35,000 liters of intoxicating liquor for three off-site, full-service retail outlets

6. What about producers who do not meet the minimum production thresholds?

All producers can make retail sales of the alcohol beverages they produce at their production premises. They just cannot sell other alcohol beverages. No municipal retail license or approval is required, it is a privilege granted by their producer permit.

Non-eligible brewers can continue to operate one off-site retail outlet, where they can sell only their own products, not beer produced by other Wisconsin brewers. This off-site location can be changed an unlimited number of times with Division approval. Municipal approval is not required. There is no similar off-site retail authorization for non-eligible wineries, manufacturers, or rectifiers.

7. If I produce multiple types of alcohol beverages, can I have multiple outlets?

Producers can operate, in the aggregate, a maximum of three full-service retail outlets regardless of the number and type of producer permits they hold.

8. Can I move my off-site full-service retail outlet to a different location?

Yes. Upon notice to DAB, a producer may relocate a full-service retail outlet to another location in the state. One outlet per producer may be relocated an unlimited number of times with DAB and municipal approval (unlimited transfer location). Other outlets of the producer can be moved to a new location only once per calendar year (fixed off-site retail outlet).

9. How does a producer obtain approval for full-service retail sales on their production premises?

Eligible producers should request this authorization using AB-105 and filling out Part C. Municipal approval for full-service retail sales on the production premises is not required. The completed application should be submitted **only** to the Division of Alcohol Beverages. Submit the completed form via email to the Division at DORAlcoholPermits@wisconsin.gov.

10. How does a producer obtain approval for full-service retail sales at a fixed off-site retail outlet?

Off-site full-service retail outlet locations do not require a local retail alcohol beverage license, but they do require both municipal and Division of Alcohol Beverages (DAB) approval. Eligible producers should request this authorization using AB-105 and filling out Part D. Submit the AB-105 first to the municipality in which the proposed outlet will be located. After municipal approval, the application should be submitted to DAB via email at DORAlcoholPermits@wisconsin.gov for final approval.

11. How does a producer obtain approval for full-service retail sales at an unlimited transfer location?

Eligible producers should request this authorization using AB-105 and filling out Part E. Submit the AB-105 first to the municipality in which the proposed premises will be located. After municipal approval, the application should be submitted to the Division of Alcohol Beverages via email at DORAlcoholPermits@wisconsin.gov for final approval.

12. Can a producer use one AB-105 to request multiple full-service retail sales locations?

No. Because different types of locations require different processes and approvals, a separate AB-105 should be completed for each location the producer wishes to make full-service retail sales.

13. What if a producer sends an AB-105 to the Division of Alcohol Beverages before obtaining required municipal approval?

The Division will not process an incomplete application. If required municipal approval is not obtained before submission to the Division, then a producer will receive communication from the Division that the application is incomplete and will not be processed. The application may be submitted to the Division at a future date after all necessary information is completed.

14. How will a producer know if their full-service retail sales authorizations are approved?

When the Division of Alcohol Beverages approves of a producer's request for full-service retail sales, they will issue a permit to the producer authorizing the approved activities. This permit will list the business entity, approved location address, premises description, agent, types of alcohol beverages authorized to be sold at retail, among other details. This permit should be posted on the full-service retail premises as validation of your approval. This permit will also be used to submit proof to a wholesaler that the producer has an established full-service retail location indicating to the wholesaler that they may lawfully sell certain types of alcohol beverages to the producer.

15. Where can a producer find their permit authorizing full-service retail sales?

A producer's approved permit will be posted to their My Tax Account. Producers can log into their account and print their permit from their portal.

16. Where can a producer buy the alcohol beverages they wish to sell at their full-service retail location?

Just like a licensed retailer, a producer must purchase these alcohol beverages from either a Wisconsin permitted beer or liquor wholesaler or a self-distributing brewer or brewpub. These requirements do not apply to the alcohol beverages produced by the producer.

17. What are the closing hours for a producer's retail locations?

Closing hours for the retail sale, taste sampling, and consumption of alcohol beverages (whether the location is a full-service sales location, or the producer is only selling their own alcohol beverages), are the same as those for Class "B" licensees. See Licensee Responsibilities Common [Questions 9](#) and [10](#) for more details on these specific closing times. No member of the public or invited guests may even be present on a producer's premises during these closed hours. However, activities authorized under a producer's permit related to the production, shipment, transportation, or delivery of alcohol beverages may occur at any time.

18. Does a producer need licensed operators (bartenders)?

Yes. There must be one or more licensed operators in charge of the premises. An operator's license is often called a "bartender's license." Not all bartenders must hold operator's licenses, but there must be at least one licensed operator in charge of the premises. If the premises is large, with several serving areas, bar areas, etc., licensed operators must oversee each distinct area to supervise and direct unlicensed persons who may be selling/serving alcohol beverages. These requirements apply to any producer's retail sales locations, whether they are a full-service sales location or if the producer is only selling their own alcohol beverages. The permittee (if the producer permit is issued to an individual) or the appointed agent for the permit (if the permit is issued to an LLC or corporation) is considered to have privilege of an operator's license for purposes of satisfying these operator's license requirements.

Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations enacted as of May 1, 2024: Ch. 125, [Wis. Stats.](#) Laws enacted and in effect after this date, new administrative rules, and court decisions may change the interpretations in this document. Guidance issued prior to this date, that is contrary to the information in this document is superseded by this document, according to sec. 73.16(2)(a), Wis. Stats.

Contact Us

Division of Alcohol Beverages
PO Box 8934
Madison, WI 53708-8934
Phone: (608) 264-4573
Email: DORAlcohol@wisconsin.gov

May 2024
Evansville Area Chamber of Commerce
Executive Director Update

Membership NEW MEMBERS

Michelle Lichtie-Kaether NextHome Metro Real Estate

PENDING NEW MEMBERS

Evansville Hardware
Play Palace & Parties

Meetings

Economic Development May
Late Night Shopping Event
Art Crawl Planning
Golf Outing Planning

Community Activities and Events

Art Crawl May 10th
Chamber Golf Outing June 21st
City Wide Garage Sale Days August 3-4
Ladies Night Out September 13th
Bike The Barns September 15th

Chamber Events/Ribbon Cuttings/Grand Openings

Land & Lifestyle Properties Ribbon Cutting/Grand Opening May 10th 11 am
Expressions Salon 8 W. Main Street, Friday, May 17th at 430 p.m.
EHS Phase one Solar Array Ribbon Cutting May 22, 230 pm
Under Pressure Power Washing Ribbon Cutting/Business After 5 May 31st @5pm
RM Berg Construction New office Space at 129 N. Madison TBD
EXIT Realty Robin St. Clair - business coffee TBD

Economic Development

Job/Career Fair coming 2024?

Tourism

Social Media Campaigns for Art Crawl
New Flags for light Poles - update coming soon

Chamber Projects

2024 Membership
Job/Career Fair date TBD (Economic Development)
Updating member contact information, mailing addresses
Chairman's Club & Member Spotlights
Art Crawl
Website updates
Looking into Tourism Website/Facebook Page information

Board Member Spotlights

Membership Spotlights/Chairman Club

April - Schoolhouse Salon

May - Baker Mfg., James Allan Edward Jones, Nowlan Law

Social Media Updates (Followers May 2024)

Evansville Chamber of Commerce Facebook Page **2608**

Evansville WI Business Facebook Group **349 members**

Evansville Events Facebook Page **3025**

Ladies Night Out Facebook Page **1277**

Olde Fashioned Christmas Facebook Page **825**

Citywide Rummage Sales Facebook Page **2121**

Evansville Art Crawl Facebook Page **740**

Social Media - MetaData

Evansville Chamber of Commerce & Tourism Facebook Page

May Facebook Dashboard

Discovery

Post Reach 21,339

Post Engagement 5,807

New Page Likes 19

New Page Followers 36

Interactions

Reactions 1903

Comments 57

Shares 176

Photo Views 2158

Link Clicks 382

April Facebook Dashboard

Discovery

Post Reach 4551

Post Engagement 2482

New Page Likes 9

New Page Followers 15

Interactions

Reactions 462

Comments 27

Shares 19

Photo views 1351

Link Clicks 78

City of Evansville
Evansville Tourism Commission
May 2024 Summary Submitted by Sue Berg

The Evansville Tourism Commission does not meet in May. The Commission meets every other month: February, April, June, August, October and December.

Updates:

Mural #1 (the portraits of 5 women leaders of Evansville) will be mounted hopefully this summer on the building that houses Weirdo Thrift. Nancy Nelson and Sue Berg are seeking an installer for this project.

The artist working on Mural #2 (the circus mural) was working diligently to put finishing touches on the mural for Art Crawl.

Upcoming events with tourism potential:

1. EUM – Check schedule at <https://evansvilleundergroundmusic.org/calendar/>
2. Shrek the Musical April 19-21
3. Cruise Night May 2
4. Art Crawl May 10
5. Memorial Day Recognition May 27
6. Cruise Night June 6
7. Chamber Golf Outing June 21
8. Library Ice Cream Social June 28
9. Lake Leota 4th of July July 4-7

Next meeting dates are June 13 and August 8, 2024.

ROCK READY INDEX

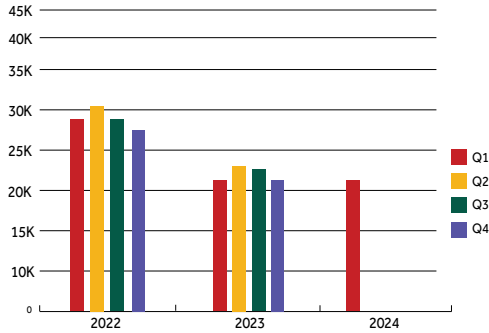


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q1 2024

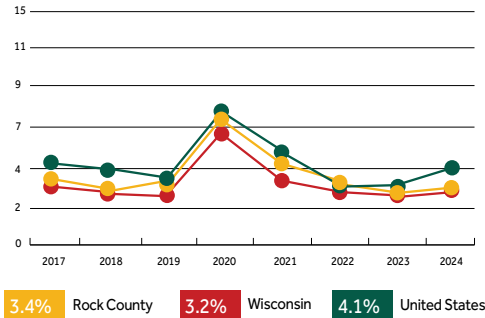
Workforce

Job Posting Activities

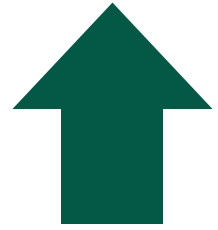


Data Source: SW WDB, EMSI

Annual Unemployment



Data Source: Wisconsin Department of Workforce Development

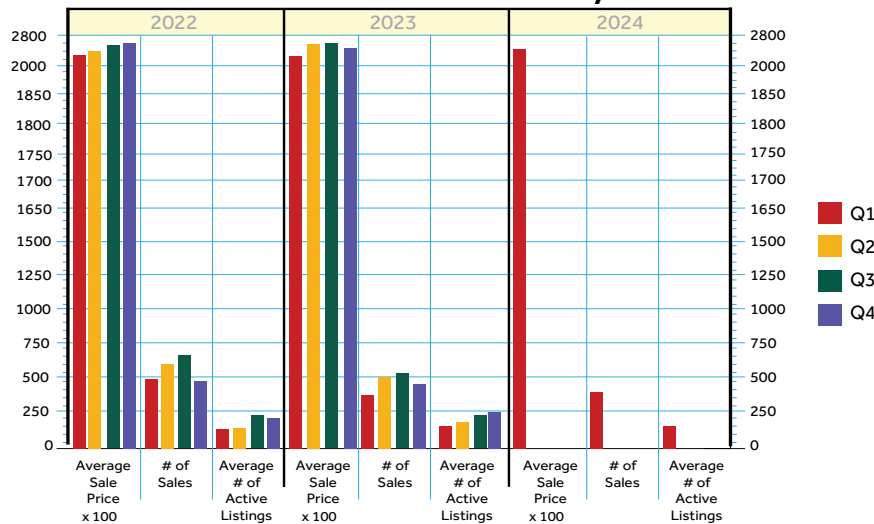


Rates Shift Upward

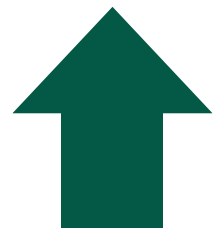
Stable Demand Fuels Postings

Real Estate

Residential Market Activity



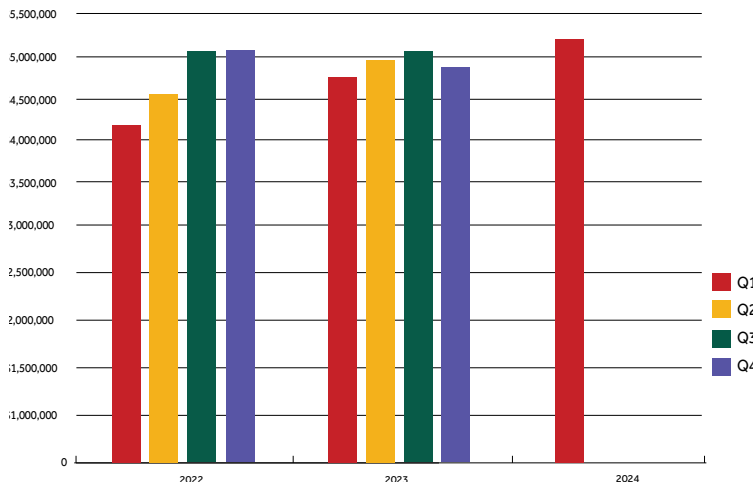
Data Source: South Central Wisconsin MLS Corporation



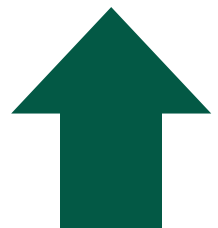
A New Q1 Pricing Milestone

Sales Activity

Rock County Sales & Use Tax Collections



Data Source: Wisconsin Department of Revenue

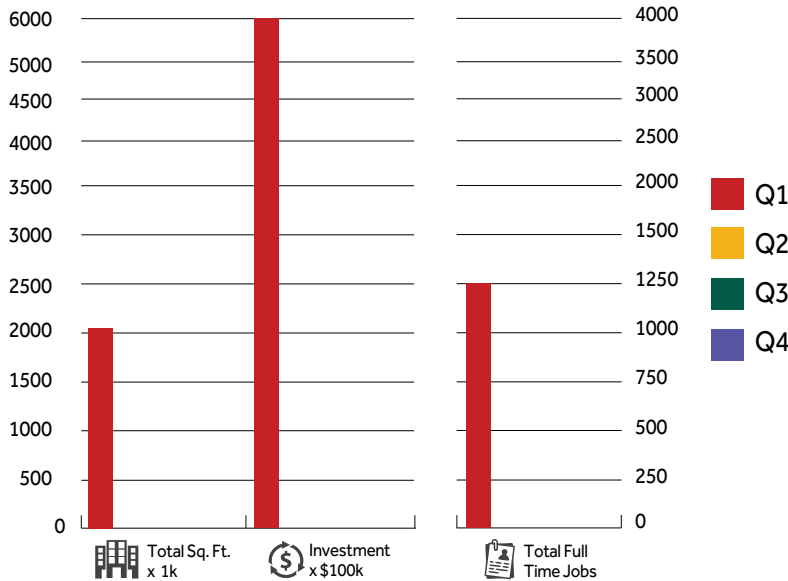


Historic Collections Level

This information was collected from primary and secondary data sources deemed reliable. Please note that this information is subject to change without notice.

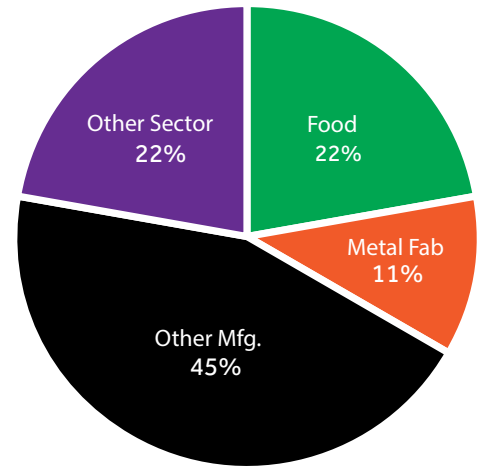
Economic Development Pipeline

Real Estate, Investment & Employment Impacts



Source: RCDA ED Project Tracker, which provides an aggregate snapshot of the industrial/warehousing and select commercial development opportunities expressing an interest in SC WI, the Janesville-Beloit MSA and/or the Stateline area.

Industry Sectors



Activities Fuled by Skittish Investor Sentiments

Project Profile



Significant Infill & Adaptive Reuse Project Advances in the Janesville-Beloit MSA

After nearly seven years of researching, planning, designing and fundraising the Woodman's Sports and Convention Center (WSSC) took a giant step forward during the first quarter of the new year - as demolition activities began at the vacant and former Sears department store, located at Uptown Janesville. This transformative, \$46+ million dollar, public/private investment is slated to be operational summer 2025.

With approximately 140,000 square feet of mixed-used space, the WSSC will be positioned to become recognized as one of the premiere athletic, hospitality, recreational and sporting venues in Southern Wisconsin. In addition to being the new home ice for the Janesville Jets - a Tier II junior ice hockey team in the North American Hockey League - the WSSC will also serve as an important Milton Avenue development catalyst. Specifically, news of the project has already sparked vertical commercial, hospitality

and multi-family development interests from investors seeking to leverage strategic on-and-offsite Uptown Janesville locations.

The WSSC will generate a significant economic impact, as preliminary projections indicate the one-time construction impact of \$74.8 Million will parlay into an annual impact of more than \$23 Million. Speaking of construction, Janesville-based and fifth generation, full-service construction firm JP Cullen is serving as the WSSC general contractor.

Inside the WSSC, the Jets' 1,500 seat spectator area will be known as the Mercyhealth Arena. Meanwhile, the WSSC's 25,800 SF convention/flex and multi-use space has been named the Robert & Delores Kennedy Conference Center. For additional WSSC information, visit www.woodmanscenter.com.




Job Fair information

Graham, Gail <g.graham@swwdb.org>

Mon 5/20/2024 14:59

To: Colette Spranger <c.spranger@evansvillewi.gov>

Cc: Otterstein, James <JAMES.OTTERSTEIN@co.rock.wi.us>

 2 attachments (170 KB)

Business Service Event Plan2024.pdf; Job Center Partners 4.30.2024.docx;

You don't often get email from g.graham@swwdb.org. [Learn why this is important](#)

Collette – Our Business Services team would be happy to help you with a job fair in Evansville. We do have several area employers attending our events in Janesville and Beloit. We also hold events in the surrounding counties as requested. Our goal is to provide an in-person opportunity for companies and job seekers. We do have a virtual platform as well that we utilize. Our next event will be an interview format, where companies will have an opportunity to interview individuals. We will be assisting the companies with scheduling those interviews.

Job Fairs from around the state are listed on the Job Center of WI website

<https://wisconsinjobcenter.org/events/>

We also have the ability to send a notice for local events to everyone currently receiving unemployment benefits.

I have included both the schedule of upcoming events, and a job center partners list by program, so you can see the number of programs offered here at the job center.

We look forward to assisting you in any way possible. Please reach out with any questions.

Thanks

Gail

Gail Graham
Business Services Manager
Southwest Wisconsin Workforce Development Board, Inc.
1717 Center Avenue | Suite 900
Janesville, WI 53546
Office: 608-314-3300 x304 | Cell: 608-295-4887
Fax: 608-342-4429
g.graham@swwdb.org
<http://www.swwdb.org/>

SWWDB is an equal opportunity employer and service provider.

A proud partner of the  American Job Center network

2024 SOUTHWEST WI BUSINESS SERVICE EVENT PLAN

For more information about these events, contact Job Service Business Service Representatives:
Lesley.Luna@dwd.wisconsin.gov | Michele.Eggers@dwd.wisconsin.gov

HIRING EVENTS

- Wednesday, January 10 from 2:00-4:00pm | Janesville | Large Scale
- Thursday, February 27 from 2:00-4:00pm | Beloit | Employment Along the Bus Route
- Thursday, March 21 from 2:00-4:00pm | Janesville | Hybrid In-Person and Virtual
- Wednesday, April 10 from 10:30am-1:00pm | Fennimore | Southwest Technical College
- Wednesday, May 15 from 2:00-4:00pm | Janesville | Large Scale
- Wednesday, June 12 from 2:00-4:00pm | Janesville | Interview Format
- Tuesday, June 18 from 2:00-4:00pm | Beloit | Interview Format
- Wednesday, July 17 from 1:00-3:00pm | Beloit | Wednesdays at the Library
- Wednesday, August 21 from 2:00-4:00pm | Janesville | Large Scale
- Thursday, September 5 from 10:00am-12:00pm | Beloit | Spanish Speakers
- September TBD | Janesville | Job Center Open House
- Wednesday, October 16 from 2:00-4:00pm | Janesville | Seasonal Emphasis
- Wednesday, November 20 from 2:00-4:00pm | Virtual | Regional Event

YOUTH EVENTS

- Thursday, April 4 from 10:00am-12:30pm | Monroe High School | Green County YA Job Fair
- April TBD | Rock County Job Center | Rock County YA Job Fair
- Wednesday, April 10 from 7:30-10:30am | Milton High School | Student Job Fair

A proud partner of the  American Job Center network

An equal opportunity Employer/Service Provider. Auxiliary Aids and services are available upon request to individuals with disabilities. If you need this printed material interpreted to a language you understand or in a different format, or need assistance in using this service, please contact us: 608.901.5700. Deaf, hearing or speech impaired callers may reach us by the Wisconsin Relay number 711.

Services provided through the Southwest Job Centers are listed below.

Rock County Job Center

The Rock County Job Center is located at 1717 Center Avenue, Janesville, WI. 53546. Staff are available from 8:00 am - 4:30 pm Monday thru Friday to assist with job search and other questions. There are computers available for public use. Staff are available via phone and online to assist with job search, providing referrals to training programs and information about community resources.

Please call **608-901-5700**

State of Wisconsin Website and Unemployment Insurance: www.jobcenterofwisconsin.com

Southwest Job Center

The Southwest Job Center is located at 1800 Bronson Blvd. Bldg. 200 Room 202, Fennimore, WI 53809.

Please call **608-405-4033**

Workforce Innovation & Opportunity Act (WIOA Title I-B)

Serving people ages 14 and older. Provides individualized career planning, including personal assessment, job search tools, training opportunities and guidance to reach goals. Services based on eligibility, and can include funding for tuition, books, transportation and mileage, childcare and other support services as needed.

Contact: Nicole Pfundheller n.pfundheller@jobcenter.org 608-314-3300 Ext. x336

Workforce Advancement Initiative

Assists adults and youth who have been impacted by the pandemic through training and support assistance. If you are interested in training or skill development in childcare, construction, manufacturing, leadership or teambuilding, this grant can help! Program ends September 30, 2024

Contact: Kris Case k.case@swwdb.org 608-931-1464

Wisconsin Pathways Home 2 Grant:

WPH2 provides career services, financial services for training, schooling, and certificate programs, and supportive services as they relate to job development, for those who are justice involved. Career services begin pre-release and are provided post-release for individuals in eligible institutions.

Contact: Marcia Galvan m.galvan@swwdb.org 608-921-0251

2024

Job Center Partners are Equal Opportunity Employers and Service Providers 4.2024

Please send updates to g.graham@swwdb.org

Windows-To-Work Program

This is an evidence-based Work Readiness Program designed to get reentering offenders prepared for the demands of the current work environment. Case managed employment readiness, workforce development and reentry support services are provided to clients held in county jails in Rock and Iowa Counties who are awaiting release into the six-county Southwest Wisconsin Workforce Development Area. **This program is referral only.**

Contact: **Harold Luther** h.luther@swwdb.org 608-201-0134

Support to Communities Grant

Support to Communities provides career services, financial services for training, schooling, and certificate programs, and supportive services as they relate to job development, for those impacted by Substance Use, including outpatient recovery and treatment services. Additionally, we can provide financial services for training, schooling, and certificate programs, and supportive services as they relate to job development for those looking to enter a field that serves those with substance use disorders.

Contact: **Nicole Pfundheller** n.pfundheller@jobcenter.org 608-314-3300 Ext. 336

Benefits Counseling

(Working with Benefits/Benefit Analysis) – Benefits Counseling is available to assist job seekers receiving federal and state benefits with Social Security Disability Insurance (SSDI), Supplemental Security Income (SSI), Medicare, FoodShare, Housing Assistance, etc.

Contact: **Ryan Schomber** r.schomber@swwdb.org 608-314-3300 Ext. x303

FoodShare Employment and Training (FSET)

The FoodShare Employment and Training (FSET) program is a free program that helps Foodshare members 16 and older, build their job skills, find, and maintain jobs. FSET will assess your strengths, needs and preferences to help you with getting a job. We assist with supportive services as it pertains to training and job-related costs such as: Drivers Education Courses, License and Testing fees, Tuition, Books and Fees, Transportation, Car Repair, Assistance with Childcare Costs, ETC.

Contact: l.amato@swwdb.org 608-778-6325

Office of Veteran Employment Services (OVES)

Advances employment opportunities for Wisconsin veterans through targeted business engagement and Intensive Employment Services to eligible veterans and their spouses.

<https://jobcenterofwisconsin.com/veterans/>

2024

Job Center Partners are Equal Opportunity Employers and Service Providers 4.2024

Please send updates to g.graham@swwdb.org

Forward Service Corporation

Forward Service Corporation provides workforce development and comprehensive case management services. FSC services include: **WISCONSIN WORKS (W-2)** helps parents support their families while looking for work or applying for Social Security; **EDUCATION NAVIGATORS** provide additional support through Adult Basic Education path; **TRANS** provides extensive training and certifications to prepare for jobs in the Construction industry; **EMERGENCY ASSISTANCE (EA)** can help parents keep their housing or prevent utility shut-off with a single payment; **JOB ACCESS LOAN (JAL)** are short-term, no-interest loans of up to \$1600 to help you get and keep a job; **WETAP** provides no-interest vehicle repair and purchase loans.

Contact: Corine Boelk at cboelk@fsc-corp.org or 608-750-1575

Division of Vocational Rehabilitation (DVR)

The Division of Vocational Rehabilitation (DVR) is a state program designed to help individuals with disabilities obtain, maintain, and advance employment. DVR develops an individualized plan for services with each person. DVR may assist with retraining, accommodations, on the job and placement to name a few services we offer.

Contact: 1-800-228-2648 Or apply for DVR at: <https://dwd.wisconsin.gov/dvr/referral/>

Community Solutions of WI LLC

Assists adults and youth with disabilities obtain and maintain employment. Services include but not limited to resume writing, practice interviewing, internships, and support on the job. All referrals come from Division of Vocational Rehabilitation.

Contact: Ken Denio 608-751-8073 info@communitysolutionsofwi.com

Wisconsin Senior Employment Program (WISE)

The WISE Program is a community-based training program that provides subsidized, service-based training for low-income persons 55 or older.

Contact: Harold Luther h.luther@swwdb.org 608-201-0134

Apprenticeship Training

<https://dwd.wisconsin.gov/apprenticeship/individuals.htm#1>

Apprenticeship is a great way to move your career forward! Apprenticeship gives you the ability to move your career forward through structured training while trainees earn a living and hone skills on the job.

Youth Programming

WIOA Youth Program

Serves youth between 14 and 24 struggling with barriers to employment and careers. Career research and guidance, training assistance, supportive services, leadership development, work experience, tutoring and drop-out prevention, financial literacy and more.

Contact: Nicole Pfundheller n.pfundheller@jobcenter.org 608-314-3300 Ext. x336

Independent Living Program

Providing services to youth ages 18-23 who have aged out of foster care or out of home care through a court ordered placement. Assisting these youth in making a smooth transition to independent living and adulthood including academic support to complete high school and/or postsecondary education, coaching to obtain and maintain employment, assisting in obtaining housing, connections to healthcare to meet medical needs, support in making positive connections through youth advisory council meetings, and providing resources to meet other basic needs.

Contact: Jodi Rich j.rich@swwdb.org, Call or Text 608-247-8473 cell 608.314.3300 ext. 334

Youth Apprenticeship

Wisconsin's Youth Apprenticeship program operates in all six counties and is a shared responsibility among several partners. We encourage all high school juniors and seniors to check out Youth Apprenticeship opportunities.

Contact: Dana Leikness, d.leikness@swwdb.org 608-247-9522

Job Corps

Job Corps is the largest nationwide FREE residential career training program in the US and has been operating for more than 50 years. Our program helps eligible young people ages 16 through 24 complete their high school education, trains them for meaningful careers, and assists them with obtaining employment. website: <https://www.jobcorps.gov/> to apply online. Careers Begin Here!

Local Technical Colleges

If you are interested in learning more about training programs, boot camps, certifications and classes at local technical colleges, visit the following.

Blackhawk Technical College
<https://www.blackhawk.edu/>
1-608-758-6900

Southwest WI Technical College
<https://www.swtc.edu/>
1-800-362-3322 x 2625

2024

Job Center Partners are Equal Opportunity Employers and Service Providers 4.2024

Please send updates to g.graham@swwdb.org

General Information

United Way 2-1-1

United Way 2-1-1 is a free resource and information hub that connects people with employment, health, human service and disaster services by phone, text, chat and search-able on-line database 24 hours per day, 7 days per week. **Dial 211** for assistance.

Covering Wisconsin - Health Insurance Navigator

For assistance with health insurance please contact: Kathie at 608-669-7440

www.coveringwisconsin.org

FoodShare, Badger Care, Medicaid, Caretaker Supplement and Child Care

Please contact the Southern Consortium at 1-888-794-5780 Or online at www.access.wi.gov Paper applications are available in the entryway of the Job Center and may be left in the black drop box immediately outside the front entry of the Job Center.

Southwest Wisconsin Workforce Development Board is an Equal Opportunity Employer/Service Provider.

Auxiliary Aids and services are available upon request to individuals with disabilities at no cost.

If you need this printed material interpreted to a language you understand or in a different format, or need assistance in using this service at no cost, please contact:

Local Equal Opportunity Officer

Ryan Schomber

1717 Center Ave. Ste. 900

Janesville, WI 53546

Email: r.schomber@swwdb.org

Phone: (608) 314-3300 (#303)

Wisconsin Relay Service: #7-1-1

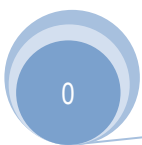
2024

Job Center Partners are Equal Opportunity Employers and Service Providers 4.2024

Please send updates to g.graham@swwdb.org

A Step By Step Guide to Planning Your Job Fair

A Service of the Kentucky Career Center – Bluegrass WIOA Program



10 STEPS TO PLAN A JOB FAIR

A PRACTICAL OUTLINE TO PLANNING A JOB FAIR

- STEP 1** **Identify what type of Job Fair you would like to do.**
- *Typically, job fairs only require one day. However, based on the hiring needs, including the number of positions available it may be more practical to hold a job fair that lasts multiple days.*
- STEP 2** **Determine the goals of the event and what you would like to accomplish.**
- *Screening applicants only*
 - *Assessing applicants and scheduling interviews*
 - *Screening and interviewing select candidates on the spot*
- STEP 3** **Decide on a date and time for the event or activity.**
- *Consider:*
 - *The date applicants gathered would be needed to begin work*
 - *The time of day and day of the week*
 - *The availability of location*
- STEP 4** **Consider locations and types of facilities to host event.**
- *How large will the facility need to be?*
 - *Is there parking available to accommodate the number anticipated?*
 - *How will the facility need to be set up to determine the flow?*
- STEP 5** **Consider people to assist with the execution of the event.**
- *What are the staffing needs?*
 - *Has the media been contacted?*
- STEP 6** **Determine expenses and responsibilities.**
- *Develop list of needs and expenses.*
 - *Determine a contact person (business, Career Center)*
 - *What marketing needs to take place?*
- STEP 7** **Create an event timeline.**
- *Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed.*
 - *Document who is responsible for each function.*
 - *Communicate the timeline to everyone involved in the planning or fulfillment of the event.*

STEP 8

Determine Key Decisions: Program

- *Determine the order of activities that need to occur at the event or activity.*
- Determine who will perform or execute the agenda items. Identify specifically how many and who will assist through each step of the job fair.
- Identify the topics of information to be shared.
- Determine if ushers are needed.

Equipment

- Identify what equipment is necessary for the event or activity.
- Identify potential sources to secure needed equipment.
- Evaluate the cost of the equipment.
- Decide who will be responsible for the pick-up and return of the equipment.

Materials

- Determine what materials are needed, and identify potential sources to purchase them.
- Decide who will be responsible for purchasing, preparing and storing the materials.

Public Relations

- Identify the method(s) which will be used to publicize the event or activity.
- Decide who will be responsible for the development of invitations, flyers, press releases, emails, etc.
- Decide who will be the contact for public inquires on the event or activity.
- Decide who will be responsible to disseminate the types of information on the event or activity.

Internal Communication

- Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance, communicating by email, newsletter, etc.

STEP 9

Take into consideration these special additions/items if needed:

- Computers
- Electricity
- Wireless Internet
- Tables/Chairs
- Audio needs
- Photography/video
- Clean up

STEP 10

Follow-Up

- Publication of the application online
- Contact information for turning in completed resumes.

Beginning in the next section we will begin to break down each step, detailing how the WIOA Program's Business Service Specialist can assist you in planning a stress-free Job Fair.



STEP 1:

Identify what type of job fair you would like to do.

- *Typically, job fairs are only require one day. However, based on hiring needs, including the number of positions available it may be more practical to hold a job fair that lasts multiple days.*

- How many vacancies are available?
- Are the vacancies for multiple positions?
- How many candidates are expected to show?
- What is the criteria expected for the candidates to qualify?
- How quickly will these candidates need to begin once they are selected for hire?
- Will the candidates be interviewed on the day of the job fair?
 - What is the average length of an interview?
- Will the candidates need to have a skills assessment?
 - What skills will need to be assessed?
 - How many assessments are reasonable to require at the time of job fair?
 - Do the candidates need to complete the assessment on the day of the job fair?
 - *Did you know?*
 - *A service of the WIOA Program is to provide assessments of qualified candidates.*
 - I want to know more!*
- Do the candidates need to complete a Criminal Records Check?
 - What is the minimum required to pass the CRC? (No felonies? No major traffic violations? Etc.)
 - *Did you know?*
 - *A service of the WIOA Program is to conduct Criminal Records Checks on applicants where requested by employers.*
 - I want to know more!*

STEP 2 Determine the goals of the event and what you would like to accomplish.

- *Screening applicants only*
 - *Assessing applicants and scheduling interviews*
 - *Screening and interviewing select candidates on the spot*
-
- Will the applicants be required to complete a pre-screening?
 - This is a highly effective way to expediting the application process, by identifying the critical requirements of an applicant. Some examples of items listed on a pre-screening form may include:
 - Do you have a High School Diploma or GED?
 - Have you ever been convicted of a felony?
 - Do you have a valid Driver's License?
 - Do you have Food Handler's Permit?
 - Do you have Forklift Certification?
 - Will the candidates need to complete assessments on the day(s) of the job fair?
 - *If yes, the WIOA Program encourages the employer to have some pre-selection process for candidate's applications/resume, only electing to assess the most select candidates on the day of the job fair. (Though most of the assessments are averaged for roughly 30 minutes, each individual is different and varying factors may cause the test length to vary drastically from a few moments to more than an hour.)*
 - *WIOA will work with you to schedule an appropriate time to come back to your facility to assess other candidates or schedule for them to come to one of our locations to complete an assessment. All of our online assessments have real time reporting regardless of where the assessment takes place.*
 - Will candidates be selected for in person screening and interviewing session the day(s) of the job fair?
 - *As in the case of assessments, the WIOA Programs encourage the employer to have a limited and stringent pre-selection process, due to the time restraints and volume of candidates expected at a public job fair.*

STEP 3 Decide on a date for the event.

- *Consider:*
 - *The date applicants gathered would be needed to begin work*
 - *The time of day and day of the week*
 - *The availability of location*
-
- The WIOA Program can assist in identifying the optimum date and location of the event. Job fair events are normally scheduled for 4 hours, beginning at 10:00 a.m. and lasting until 2:00 p.m. unless the employer requests other hours.

STEP 4

Consider locations and types of facilities to host event.

- *How large will the facility need to be?*
- *Is there parking available to accommodate the number anticipated?*
- *How will the facility need to be set up to determine the flow?*

- When selecting a location for the Job Fair it is important to take into consideration everything up to this point, such as:
 - How large will the facility be?
 - Will the event be held outdoors or indoors?
 - Each raises another set of questions.
 - Consider the need for crowd control and the flow of applicant traffic.
 - What is the anticipated number of candidates?
 - Consider the number of staff available to assist with the flow through the facility.
 - Will there be a need to map off areas, to ensure applicants flow through the facility?
 - Is the parking area large enough to accommodate the anticipated numbers safely, including those who may be lining up outside before the event?
 - Is outside security needed?
 - Does an area need to be roped off?
 - If the business does not have a location readily available to accommodate the need, the WIOA Program can assist in locating a suitable area.

STEP 5

Consider people to assist with the execution of the event.

- *What are the staffing needs?*
- *Has the media been contacted?*

- The WIOA Program provides staff based on anticipated needs. A successful ratio that has worked for several job fairs is 1 staff per 25 applicants. However, based on how the job fair flow is determined, the number of applicants can increase to as many 50.
- Consider the roles of the staff working the job fair.
 - Roles covered by the WIOA Program staff:
 - **Greeters** – Greeters work the front door where the line of waiting applicants gather. They ensure that applications/clipboards etc are passed out to control the flow and that each person has the process briefly explained.
 - **Runners** - Runners provides immediate communication between areas of the job fair and can provide temporarily relief for staff at other locations.
 - **Ushers** - Located throughout the job fair, ushers direct applicants from one area to another and answering general questions regarding the process. Ushers keep the flow running smoothly and can also provide temporarily relief to staff at other stations.
 - Roles covered by the business conducting the job fair (*optional*):
 - **Screeners** – Typically located directly after the registration table, screeners review the application to ensure it meets the minimum qualifications.

- **Interviewers** – The business may elect to have on the spot interviews. Interviewers are typically located at the last station and are typically reserved for applicants recognized as being highly desirable.

STEP 6 Determine expenses and responsibilities.

- *Develop list of needs and expenses.*
- *Determine a contact person (business, Career Center)*
- *What marketing needs to take place?*

- A checklist of needs/options is available for you through your Business Service Specialist.
- Typically a businesses contact with WIOA will be the Business Service Specialist for that area. Visit <http://www.ckycareers.com/staff> to find the Business Service Specialist for your area.
- WIOA can assist you in marketing your job fair. Job fairs planned in association with WIOA will receive:
 - Flyers posted in all Kentucky Career Center - Bluegrass
 - Information posted on Kentucky Career Center - Bluegrass website
 - Information posted on Kentucky Career Center - Bluegrass Facebook
 - Information posted on Kentucky Career Center - Bluegrass Twitter
 - Newspapers advertisements *
 - Radio advertisements *

(* Newspaper and radio advertisements expenses are not covered by the Kentucky Career Center – Bluegrass or WIOA.)

STEP 7 Create an event timeline.

- *Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed.*
- *Document who is responsible for each function.*
- *Communicate the timeline to everyone involved in the planning or fulfillment of the event.*

Your Business Service Consultant will be available to assist you through every stage of the job fair planning process.

STEP 8**Determine Key Decisions:**

- Program
- Equipment
- Internal Communications
- Public Relations
- Materials

- Program
 - Determine the order of activities that need to occur at the event or activity.
 - Determine who will perform or execute the agenda items. Identify specifically how many and who will assist through each step of the job fair.
 - Identify the topics of information to be shared.
 - Determine if ushers are needed.
- Equipment
 - Identify what equipment is necessary for the event or activity.
 - Identify potential sources to secure needed equipment.
 - Evaluate the cost of the equipment.
 - Decide who will be responsible for the pick-up and return of the equipment.
- Materials
 - Determine what materials are needed and identify potential sources to purchase them.
 - Decide who will be responsible for purchasing, preparing and storing the materials.
- Public Relations
 - Identify the method(s) which will be used to publicize the event or activity.
 - Decide who will be responsible for the development of invitations, flyers, press releases, emails, etc.
 - Decide who will be the contact for public inquires on the event or activity.
 - Decide who will be responsible to disseminate the types of information on the event or activity.
- Internal Communication
 - Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance, communicating by email, newsletter etc.

STEP 9**Take into consideration these special additions/items if needed:**

- Wireless Internet
- Routing Tape
- Photography/video
- Computers
- Tables/Chairs
- Clean up
- Electricity
- Audio

The WIOA Program can assist in supplying several of the items required for a job fair, based on needs identified in the planning meetings.