

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
3rd Floor, City Hall, 31 S. Madison Street, Evansville, WI 53536
Monday, September 16, 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 July 17th, 2024 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. New Business
 - A. 2024 Budget
8. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
 - D. Rock Ready Index
9. Old Business
 - A. 2024 Job Fair/ Event Planning
10. Discussion
 - A. Mobile Vendor (Food Truck) Licensing
 - B. School District Ex Officio Member
11. Next Meeting Dates:
 - A. Regular Meeting: October 21st, 2024 at 6:00pm
12. Adjourn

-Jim Brooks, EDC Chair

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

MINUTES

1. Call to Order. 5:59 pm

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
Paul Liesse	P	
Brandon Rutz	A	
Pat Carr	P	
Joe Geoffrion	P	

3. Motion to Approve Agenda by Liesse, seconded by Carr. Passed unanimously.

4. Motion to waive the reading of the minutes of the June 17, 2024, by Liesse, seconded by Carr. Passed unanimously.

5. Citizen Appearances, other than listed agenda items.

Roger Berg spoke about the Community Corn Roast hosted at Evansville Ford. Proceeds will go towards emergency services (fire, EMT, police) in Evansville.

Bob Selck from Footville visited to learn more about how Evansville's EDC functioned. Footville is looking to revive their committee.

6. Civility Reminder

7. New Business

8. Monthly Reports

A. Community Development Update. Spranger summarized recent Plan

Commission/Common Council approvals related to development and updated on other potential projects. Site Plan for Culvers was approved with conditions. Zoning ordinance updates approved by Common Council. Kwik Trip still doing due diligence on selected site.

B. Chamber Update. Dunphy provided updates of new memberships, upcoming community events including the Evansville Fire District's 150th anniversary celebration. Ribbon cuttings also continuing. Has worked with Sue Berg of the Tourism Commission on barn quilt brochure updates, a website for tourism events and promotion, and new flags/banners for City light poles.

C. Tourism Update. Tourism did not meet in July. Berg stated that Dunphy summarized the biggest projects regarding Tourism.

9. Old Business.

A. 2024 Job Fair Planning

Brief updates regarding progress on business surveying and getting more information on what businesses would like to see with regards to a job fair. Liesse is taking the lead on much of this outreach.

10. Discussion

11. Next Meeting Dates:

A. Regular Meeting: Monday, July 15th, 2024 at 6:00 PM.

12. Adjourn. 7:10pm.

2025 Proposed Budget

Agenda Item 7A

Account Numbers	Account Titles	FY 2021	FY 2022	FY 2023	FY 2023	FY 2024	FY 2024	FY 2025
		Actual	Actual	Actual	Budget	Current	DH Budget	Proposed
10-56820-210	PROFESSIONAL SERVICES	5,473	4,517	13,065	12,500	1,469	10,000	5,000
10-56820-300	ECONOMIC DEVELOPMENT EXP	4,749	1,336	608	1,000	774	1,500	1,500
10-56820-305	MEMBERSHIP DUES	2,787	0	3,082	3,000	0	3,000	2,000
10-56820-400	PLAN IMPLEMENTATION	0	0	1,186	1,000	0	1,000	1,000
10-56820-410	ECONOMIC DEVELOPMENT MARKETING	2,100	6,120	468	1,000	0	3,000	1,000
10-56820-420	PRINT MATERIALS	0	0	450	1,000	2700	500	1,000
10-56820-720	BLDG IMPROVEMENT GRANT FUND EC	2,000	0	6,000	4,000	0	8,000	6,000
TOTAL		17,109	11,973	24,859	23,500	4,943	27,000	17,500

2025 Tourism Budget of \$54,190

Account Numbers		Allocation
11-56820-210	Professional services fee: photography	\$2,000 web and print
11-56820-210	Professional services fee: contractor for brochure distribution	\$840 4 times
11-56820-210	Professional services fee: contractor for online projects	\$900
11-56820-210	Professional services fee: graphic design	\$600 brochure updates
11-56820-210	Professional services fee: web site coordinator	\$500
11-56820-210	Professional services fee: web site development	\$12,250
11-56820-210	Professional services fee: website copywriter	\$1,200
11-56820-300	Community Events advertising support: Evansville Underground Music, Art Crawl, Cruise Nights, 4th of July, Ladies Night Out, Olde Fashioned Christmas	\$7,500 \$1250 each
11-56820-300	Enhancing the visitor experience (downtown flower project)	\$1,400
		Mural multi-year project: \$6000 with \$1000 from Evansville utilities
11-56820-300	Enhancing the visitor experience (downtown beautification project)	\$5,000 with appropriate theme
11-56820-300	Enhancing the visitor experience (signage)	\$8,000 lamp post multi-year project
11-56820-300	Creekside Place use fee	\$500
11-56820-410	Advertising: Social media fees	\$1,000
11-56820-410	Advertising: web site hosting and maintenance	\$2,400
11-56820-410	Advertising: print	\$4,000
11-56820-410	Rock County Tourism guidebook advertising	\$1,100
11-56820-410	Evansville general community marketing and advertising	\$1,000
11-56820-410	Advertising: printing brochures	\$4,000

NOTE: Anticipate mural project to be 4 year commitment
 Note: Anticipate signage project to be 2 year commitment
 Fund balance estimate \$24,000 for end of 2025



Community Development Updates

August 19th, 2024 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- Kwik Trip: green light from DOT for US Highway 14 access. Annexation application will be reviewed in October
- Culver's: green light for development adjacent to wetlands. Site work is beginning at the Union Street location.
- Continued interest and discussion from a developer interested in building multifamily apartments
- A revised plat for Settler's Grove will be reviewed at October Plan Commission
- Code enforcement still continuing despite change of staff

Building Inspection/Permitting

Building Permit Summary				
	June/July 2024	June/July 2023	2024 YTD	2023 YTD
Total	55	69	173	198
In House	38		126	
GEC	17		47	
Total Fees	\$14,420	\$13,430	\$70,717	\$49,709

Building Permits for New Residential Units

	Single Family	Two Family	Multifamily	Total
2010	10	2	0	12
2011	16	0	0	16
2012	18	0	0	18
2013	11	12	0	23
2014	18	12	0	30
2015	25	10	0	35
2016	28	8	0	36
2017	22	4	7	33
2018	32	4	16	52
2019	17	14	8	39
2020	27	6	0	33
2021	10	26	0	36
2022	9	10	0	19
2023	5	1	0	6
2024	11	3	0	14

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	-\$1,341	\$8,659
ECONOMIC DEVELOPMENT EXP	\$1,500	-\$768	\$732
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	-\$270	\$230
BLDG IMPROVEMENT GRANT FUND EC	\$8,000	\$0	\$8,000
	\$27,000	-\$2,379	\$24,621

September 2024
Evansville Area Chamber of Commerce
Executive Director Update

PENDING NEW MEMBERS

Country Financial
Play Palace & Parties
Summers Painting

Meetings/Business Visits

Tourism
LNO Planning
Grove Society
Aware

Community Activities and Events Coming Up

Vintage Shop Hop - Punch Card
Merchant Trick Or Treat/Scavenger Hunt October 26
Infinity Martial Arts Trunk or Treat October 19
JackOLantern Jamboree - ECSD PTO

Chamber Events/Ribbon Cuttings/Grand Openings

Business After 5 - The Hop Garden TBD
Morning Coffee & Donuts - TBD
RM Berg Construction New office Space at 129 N. Madison TBD

Action Updates

Signage for Building for Chamber - bid & Grant Application
Second Bid pending

Economic Development

Connect Communities Waupaca September 19th

Tourism Updates

New Flags for light Poles - update coming soon
Bike The Barns
Barn Quilt Self Guided Tour brochure
Website Development for Tourism - signalfire presentation follow up
Events Calendar Update - Mariah Calley

Events Profit & Loss Statements

Bowling Tournament 2024
Art Crawl 2024
Golf Outing 2024
Ladies Night Out 2024

Chamber Projects

Micro Grant for Evansville Business 2025
Scholarship for 2025 school year
Chairman's Club & Member Spotlights
New Tourism Website

Barn Quilt Flyer Update
2025 Calendar of Events
Ladies Night out Event
OFC Planning & Event
Merchant T or T / Scavenger Hunt
Website Updates Fall 2024
Board Member Recruitment
Vintage Shop Hop Punch Card
Annual Meeting Year in Review
2025 Membership Renewals
Brainstorming Session - January

Membership Spotlights/Chairman Club

August - : Retirement Income Strategies,
September, The Hop Garden, Tourism Commission, Evansville Grove Society

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

The Evansville Tourism Commission met August 8, 2024. The Commission meets every other month: February, April, June, August, October and December.

Updates:

Members of the Tourism Commission reviewed information about the 2024 budget, the status of the collections of room tax dollars, the fund balance and the proposed budget. A significant addition for the 2025 budget is development of a tourism website for Evansville.

Jim Brooks moved and Abbey Barnes seconded to accept the proposed 2025 budget of \$54,190 and recommend it to the Economic Development Committee. The motion carried unanimously.

Shirley Pate was welcomed. She is the new meeting and events coordinator at Creekside Place, and replaces Jenny Weidel on the Tourism Commission.

Jim Brooks reported on the progress of updates to the Evansville brochure. Shawn Dunphy reported that updates to the barn quilt brochure are about 75 percent complete.

Another location will be searched for Mural #1, the five women of Evansville. The completion of Mural #2, with the circus, will be recognized at Ladies Night Out Sept. 13. Mural #3, intended for Creekside Place, will be discussed in 2025.

Replacement banners for the historic district lampposts were discussed.

Shawn Dunphy showed a new small brochure that summarizes key events, outdoor recreation, and places to see, shop and eat. The brochure's first use will be as stuffers in the Bike the Barns participant bags.

Activities with Tourism Potential

1. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
2. Fire Department 150th Anniversary August 10
3. Evansville Night Out August 14
4. Corn Roast August 18
5. History in the Park August 25
6. Cruise Night September 5
7. Ladies Night Out September 13
8. EUM in the Park September 14
9. Bike the Barns September 15
10. Creekfest September 21
11. Vintage Shop Hop October 4-5
12. Homecoming (Dance) October 12
13. Merchant Trick or Treat October 26
14. Olde Fashioned Christmas November 22-23

Next meeting dates are October 10 and December 12, 2024.

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

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

Updates:

The proposed 2025 budget of \$54,190 for the Evansville Tourism Commission will be presented at the September meeting of the Economic Development Committee.

Another location for Mural #1, the five women of Evansville, is in progress.

Activities with Tourism Potential

1. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
2. Ladies Night Out September 13
3. EUM in the Park September 14
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CHECK OUT



Evansville

WHEN YOU HIKE
THE ICE AGE TRAIL

evansvillechamber.org



REASON #41 TO VISIT STOUGHTON

Lake Kegonsa State Park



CORN MAZE & FALL FUN FOR EVERYONE! *Great for Families and Field Trips!*

Wagon rides, corn pool, trike track, pumpkin patch, petting zoo, pumpkin launchers, barnyard games, giant jump pad & delicious concessions

Open second Saturday of September thru last weekend in October.
Fall fun activities Friday-Sundays

Flyte's FIELDSTONES
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www.flytefamilyfarm.com/fieldstones

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HISTORIC DOWNTOWN SHEBOYGAN FALLS

Step back in time and explore the rich history of Sheboygan Falls with our captivating walking tour. Immerse yourself in the stories that have shaped this charming city, all while strolling through its picturesque streets and taking in the stunning architecture of bygone eras.

Perfect Photo Opportunities. Capture the timeless beauty of Sheboygan Falls with every step you take. Share your experience with friends and family, and make memories that will last a lifetime.

Come and be a part of our history. We've been wanting to welcome you since 1837.

**SHOP
EAT
ENJOY
STAY**

CHAMBER • MAIN STREET
SHEBOYGAN FALLS WISCONSIN

Chamber-Main Street 2024 Events

Ducktona™ Family Festival & Car Show ~ July 7
"Home of the original Ducktona 500™"
Summer Concerts ~ June 12 & 26, July 10 & 24, August 14 & 28

Ladies Nite Out ~ October 17
Main Street Memories ~ December 7

www.SheboyganFalls.org • 920-467-6206 • chambermnst@sheboyganfalls.org

ROCK READY INDEX

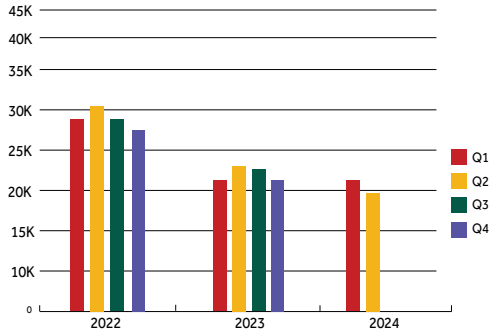


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q2 2024

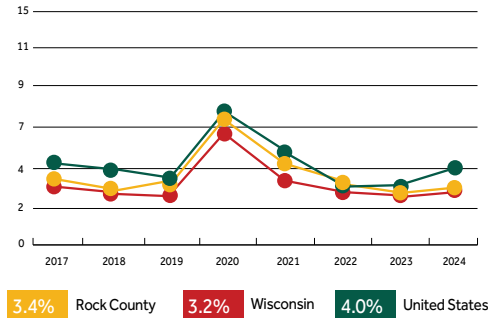
Workforce

Job Posting Activities



Data Source: SW WDB, EMSI

Annual Unemployment



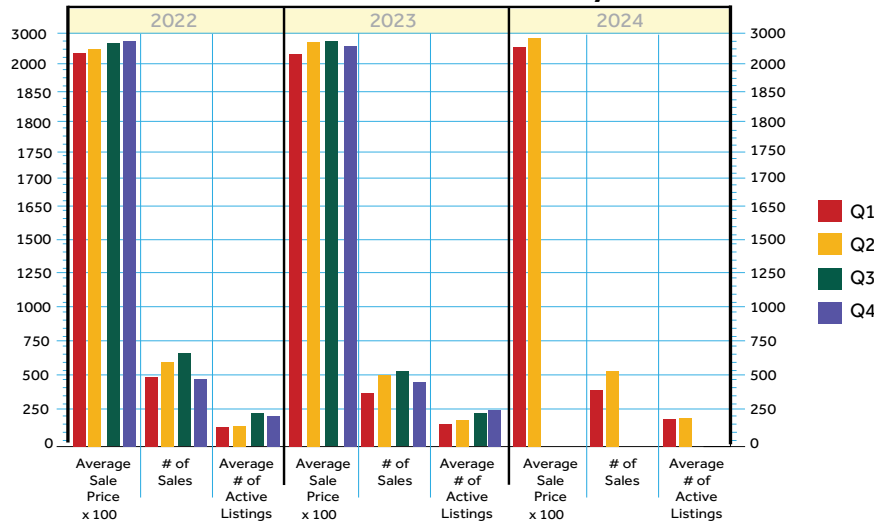
Data Source: Wisconsin Department of Workforce Development

Rates Hold Steady

Moderate Demand Drives Postings

Real Estate

Residential Market Activity

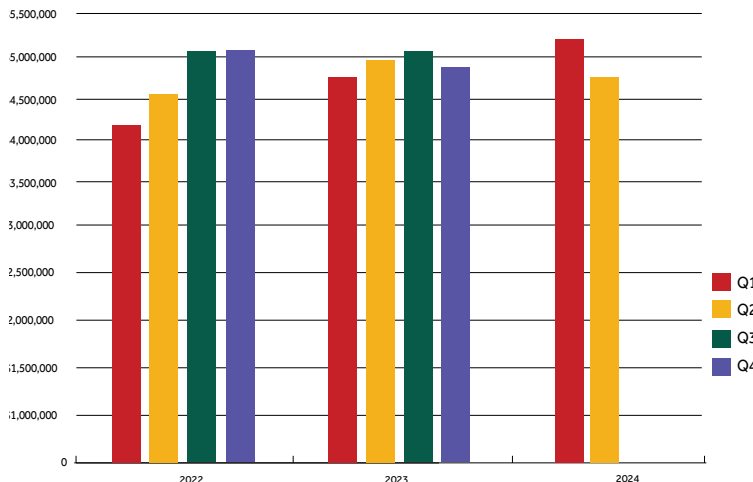


Data Source: South Central Wisconsin MLS Corporation

All-Time Pricing Record

Sales Activity

Rock County Sales & Use Tax Collections



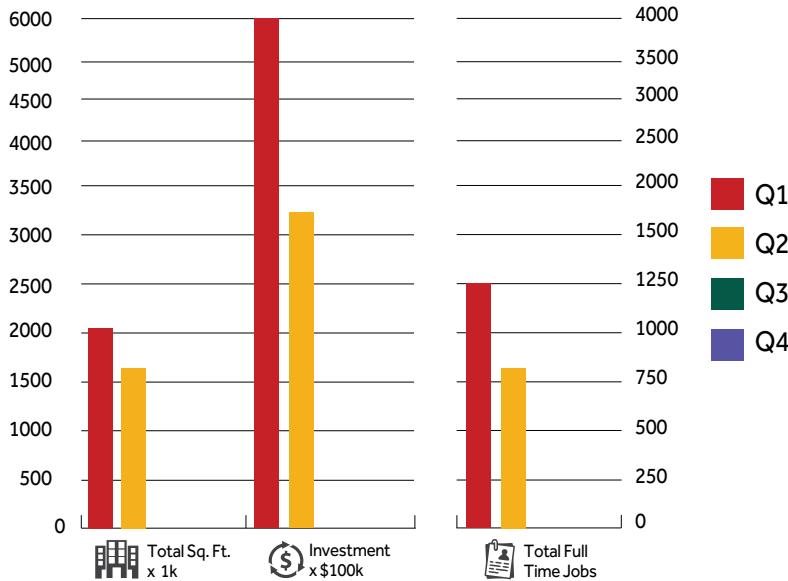
Declining Collections Reflect Tepid Consumers

Data Source: Wisconsin Department of Revenue

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

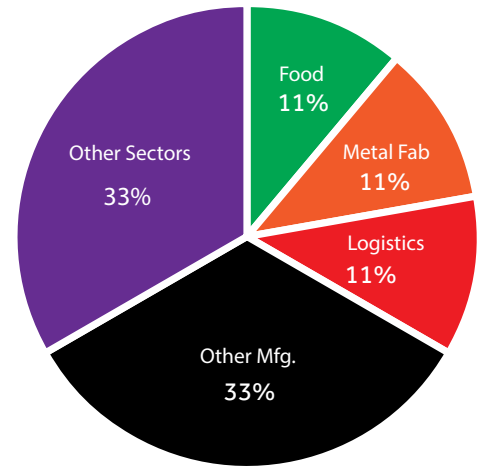
Economic Development Pipeline

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



Fidgety Investors Pump the Brakes

Project Profile



Global Power Systems & Engine OEM Opens Beloit Facility

A leader in the design, engineering and manufacturing of a broad range of advanced, emission-certified engines and power systems that services the energy, industrial and transportation end markets, opened its Beloit operation this spring. Power Solutions International (PSI) leased 2401 Stateline Road, which is a 105,000 SF building developed and owned by Hendricks Commercial Properties (HCP). This property represents one of two speculative industrial buildings in the City’s Stateline Business Park that were advanced during the last decade by HCP.

Headquartered in Chicagoland, PSI has a strong Midwest footprint with facilities in IL, MI and WI. Combined, these facilities employ more than 800 employees and represent over 800,000 SF. Globally, PSI’s presence is facilitated through its strategic relationship as a Member of the Weichai Group, which enables it to leverage 500 service centers in 55 countries.

PSI’s unique in-house design, prototyping, engineering and testing capacities allows it to customize clean, high-performance engines using a fuel agnostic strategy to run on a wide variety of fuels, including natural gas, propane, gasoline, diesel and biofuels.

The company’s products and systems represent standard powertrain applications that are commonly found in medium-duty trucks and buses throughout the North American and Asian markets. PSI also develops and delivers complete power systems that are used worldwide in stationary and mobile power generation to support standby, prime, demand response, microgrid, and co-generation power (CHP) applications. In addition, PSI’s industrial applications are common in forklifts, agricultural and turf, industrial sweepers, aerial lifts, irrigation pumps, ground support and other types of construction equipment. For additional company information, visit psiengines.com.



Agenda Item 9A

2024 Job Fair Planning -- 9/16/2024

Date: Wednesday, October 23, 2024, 11 am to 2pm

Venue: Creekside Place

Outreach:

- SWWDB takes care of most of this
- Pay extra for radio ads?
- Flyer
 - Can we pay Pat's daughter to make something nice
- Banner/Signs at Pig, Evansville Ford?

Other:

- Food (light snack/water/coffee)
- Child care / Play Area
 - Play Palace contacted
- Child care resources
 - Kids and Kids, Kids Corner, etc.
 - 4C or state?
- Transportation options / resources (Rideshare, other DOT programs?)
- Financial literacy/management resources

24 Tables

1. Go Riteway
2. Teachers on Call
3. Evansville Community School District
4. BlueScope Buildings of North America
5. Baker Manufacturing
6. Stoughton Trailers
7. Stateline Manufacturing Alliance
8. Alcivia
9. Evansville Ford, Symdon Chevy
10. Blackhawk Tech
11. Madison College
12. Sun Prairie Truck Driving School
13. Stoughton Hospital
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
24. Welcome Table – from Economic Development Committee