

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
City Hall, 3rd Floor, 31 S Madison Street, Evansville, WI 53536
Monday, November 18th, 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 October 21st, 2024 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. New Business
 - A. Debrief from 10/23 Job Fair
 - B. Evansville Water and Light Community Fund Discussion
 - C. Discussion Items for 1/29/2025 WEDC Downtown Roundtable at Emma's Table
 - D. Committee Goals for 2025
8. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
 - D. Rock Ready Index
9. Old Business
10. Discussion
 - A. 2025 Meeting Dates
11. Next Meeting Dates:
 - A. Regular Meeting: December 16th, 2024 at 6:00pm
12. Adjourn

-Jim Brooks, EDC Chair

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, October 21st, 2024, 6:00 PM
Creekside Place, 102 Maple Street Evansville, WI 53536

MINUTES

1. Call to Order. 6:01 pm by Brooks

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	Nate Perry, School District Administrator
Paul Liesse	P	
Brandon Rutz	P	
Pat Carr	P	
Joe Geoffrion	A	

3. Motion to Approve Agenda by consensus. Passed unanimously.

4. Motion to waive the reading of the minutes of the September 16th, 2024 regular meeting, by consensus, passed unanimously.

5. Citizen Appearances, other than listed agenda items.

6. Civility Reminder

7. New Business

A. Motion to Recommend Common Council Approve the 2025 Budget, by consensus. Passed unanimously.

8. Monthly Reports

A. Community Development Update. Spranger summarized recent and ongoing activities.

B. Chamber Update. Dunphy provided updates about business happenings and upcoming community events.

C. Tourism Update.

Tourism met in August. Still looking for a space for Mural #1, which is in storage. Website is the next biggest project.

9. Old Business.

A. Prepare for Wednesday Job Fair. Roles, tasks, and assignments were assigned in advance of the job fair on Wednesday, 10/23.

10. Discussion

11. Next Meeting Dates:

- A. Regular Meeting: Monday, November 18th, 2024 at 6:00 PM at Creekside Place.

12. Adjourn. 6:38pm.

City of Evansville
Job Fair/Hiring Event
10/23/2024

Event Debrief

- 17 job seekers who signed in
- ~30 seekers total
- How people heard about it:
 - Friend/Word of Mouth: 5
 - Facebook: 3
 - Job Center Email: 5
 - Sign: 3
 - Newspaper: 1
- Where people came from:
 - 53536: 9 (Evansville)
 - 53548: 2 (Janesville)
 - 53502: 2 (Albany)
 - 53511: 2 (Beloit)
 - 53566: 1 (Monroe)
 - 53546: 1 (Janesville)
- 23 employers
- 9 of 23 employers were specific to Evansville
- Initial reports were that some businesses had set up interviews with prospective employees
- Follow up e-mail with 4 survey questions sent:
 - Were any interviews scheduled as a result of contacts made at this job fair?
 - Is this an ideal time of day (11am to 2pm) for jobs fairs?
 - Was this an ideal time of year (October) to conduct a job fair?
 - General comments or suggestions for future events:

Next Year

- Rock County Job Center/Dept of Workforce Development staff were VERY enthusiastic about the event space and employer turn out.
- Want to return next October and make the Evansville Job Fair its main hiring event for that month

X. Economic Development Goals and Objectives

These economic development goals and objectives serve as a way to put the vision statement into action, through a series of to dos. Below are Goals and objectives for the Economic Development Chapter:

Economic Development Goal 1: Retain and Expand Existing Businesses in Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Visit existing local businesses to understand opportunities and challenges they face.	<ul style="list-style-type: none"> Ongoing, regular site visits by City staff and Chamber 	Top
2. Redevelop and use the City of Evansville website as an economic marketing tool.	<ul style="list-style-type: none"> Increase page hits Update information quarterly 	High
3. Coordinate with other local rural communities and local, county and state organizations to expand regional economic development opportunities.	<ul style="list-style-type: none"> Implement Sustainable Energy chapter of plan along with Edgerton/Milton 	High
4. Redevelop Building Improvement Grant (BIG) and Revolving Loan Fund (RLF) programs	<ul style="list-style-type: none"> Goal of implementation by end of 2023 	High
5. Implement user-facing online permitting and payment system.	<ul style="list-style-type: none"> Underway; goal of implementation by end of 2022 	High
6. Continue to monitor ordinances to streamline approval process.	<ul style="list-style-type: none"> Ongoing City Staff commitment 	Medium

Economic Development Goal 2: Attract New Businesses to Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Strategically offer TIF incentives to businesses that would otherwise have difficulty obtaining alternative funding sources.	<ul style="list-style-type: none"> Create an internal strategy for existing districts Identify potential incentives 	Top
2. Identify existing underutilized commercial and industrial spaces in order to expand tax base without demand for major infrastructure.	<ul style="list-style-type: none"> Identify, engage with, and provide incentives for building owners 	Top
3. Improve offerings for business assistance.	<ul style="list-style-type: none"> Develop a welcome packet/guide aimed toward businesses, with information about zoning approvals, permitting process, and site development. May be developed along with City website overhaul coordinate among City staff, committees, and other stakeholders how to manage bandwidth to be responsive to incoming requests. 	High

Economic Development Goal 2: Attract New Businesses to Evansville

Supporting Objectives	Measurable Benchmark or Outcome	Priority
4. Attract new businesses through advertising and regional marketing programs. (e.g. LOIS, Gold Shovel Site Verification, brochures)	<ul style="list-style-type: none"> • Use available properties list to feed to larger networks • Utilize Gold Shovel Site Verification and other similar outreach programs 	High
5. Determine suitable land sites for new and redeveloped commercial and industrial space for new businesses.	<ul style="list-style-type: none"> • Maintain available properties list and update website monthly 	High
6. Prepare tailored pitches and incentive packages for the desired industries identified in this chapter.	<ul style="list-style-type: none"> • Identify local workforce skillsets that may be attractive to new industries • Identify and reach out to retail/service businesses whose services are currently lacking in Evansville. • Develop appropriate marketing materials 	Medium

Economic Development Goal 3: Support the local workforce

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Seek opportunities to partner with trade schools, the middle school, high school, businesses and organizations to ensure workers have the skills needed to succeed.	<ul style="list-style-type: none"> • Continue to foster a relationship with the Evansville Community School District. 	Top
2. Investigate alternate commuting options for those traveling to/from Madison or Janesville, esp. in collaboration with other entities (e.g. WisDOT)	<ul style="list-style-type: none"> • Engage with regional partners when funding or programming becomes available 	Medium
3. Increase the supply of affordable housing options for existing and incoming residents.	<ul style="list-style-type: none"> • See Housing Chapter for related goals and objectives. <u>Specific section?</u> 	Medium

**Economic Development Goal 4:
Continue to maintain and improve the City's quality of life**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Improve parking and wayfinding signage to direct traffic towards existing amenities.	<ul style="list-style-type: none"> • Interim outcome: mark and sign municipal sidewalk routes • Long term outcome: rebranding campaign to update signage system (Potential tourism budget item for Fall 2023) 	Top
2. Continue to support and collaborate with the Evansville Tourism Commission.	<ul style="list-style-type: none"> • Ongoing marketing and event planning. • Explore how tourism and Evansville's historic character can provide opportunities or compliment potential entrepreneurs. 	High
3. Continue support for historic preservation in Evansville's four historic districts.	<ul style="list-style-type: none"> • Develop grant program for businesses within the City's historic districts 	High
4. Implement the adopted Park and Outdoor Recreation Plan 2020-2025.	<ul style="list-style-type: none"> • Park Board implements action items from Plan. 	Medium
5. Maintain building inspection and property maintenance guidelines.	<ul style="list-style-type: none"> • Continue to provide active enforcement of code violations • City to organize response of violations between Public Works, Police, and Community Development • Develop plain language information regarding common violations 	Medium
6. Maintain and promote multimodal transportation infrastructure to accommodate both business and residential use	<ul style="list-style-type: none"> • Install multiuse path along Water Street • Safe railroad crossings • Mark route and become an official designated Ice Age Trail Community • See Transportation Chapter for additional goals and objectives 	Medium

**Economic Development Goal 5:
Create a supportive environment for entrepreneurship**

Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Provide opportunities for incubating new businesses in Evansville	<ul style="list-style-type: none"> • Identify common barriers and support needs of start-up businesses • Partner with Janesville Innovation Center to identify potential businesses looking for space to expand • Consider establishing a physical space for businesses to temporarily run 	Top
2. Work with Chamber of Commerce to promote networking opportunities and outreach.	<ul style="list-style-type: none"> • Continue promotion of After 5 networking events • Partner regularly with Chamber on Lunch and Learn events • Develop business-to-business mentoring opportunities 	High
3. Identify infrastructure challenges experienced by entrepreneurs. (e.g. broadband, wireless service)	<ul style="list-style-type: none"> • Identify, track, and maintain database of level of service and fees with existing telecommunication providers 	High
4. Coordinate with educational and community institutions to provide continuing educational opportunities.	<ul style="list-style-type: none"> • Ongoing; in partnership with Chamber, ECSD, and other stakeholders 	Medium
5. Continue to support home-based occupations, marketing expanding ordinance language if needed.	<ul style="list-style-type: none"> • Ongoing City Staff commitment 	Medium

Economic Development Goal 6: Emphasize improvements within City’s economic development corridors		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Market and promote 11 acre City-owned site along Union Pacific Railway	<ul style="list-style-type: none"> Sell site to appropriate user Increase interest in developable rail sites near Evansville Re-open rail corridor between Evansville and Oregon 	Top
2. Rehabilitate and redevelop City-owned 155 E. Main site	<ul style="list-style-type: none"> Remediate site with a WI DNR Brownfield Grant Develop a master plan for site Sell to appropriate user 	High
3. North Union Street/Highway 14 Corridor	<ul style="list-style-type: none"> Continue to implement suggestions in the Allen Creek and North Union Street Redevelopment Master Plan 	Medium
4. East Side -- Highway 14 Corridor	<ul style="list-style-type: none"> Develop Master Plan 	High
5. West Side – County C Corridor	<ul style="list-style-type: none"> Develop Master Plan Investigate new opportunities for neighborhood commercial development 	Medium
6. Water Street	<ul style="list-style-type: none"> Improve infrastructure along street, including sidewalks or multiuse path, curbing, and in improved stormwater conveyance 	Medium



Community Development Updates

November 18th, 2024 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- **Kwik Trip:** Public hearing for site plan/conditional use permit at November Plan Commission meeting but . Still waiting on the annexation petition to be filed with the State; had some hiccups with Kwik Trip’s legal team regarding the right-of-way
- **Culver’s:** building permit being reviewed for compliance with DSPS
- **CHS** to visit Common Council in December to provide an status update on the project.
- **Pre-3** is working on a formal submission for land division, rezoning, and a site plan/conditional use permit for
- A plan to move the **Capstone Ridge** subdivision forward is waiting on soil bore testing reports. The issue holding up housing development for this plat has been stormwater retention areas.

Building Inspection/Permitting

Building Permit Summary				
	August - October 2024	August - October 2023	2024 YTD	2023 YTD
Total	72	90	276	288
In House	46		172	
GEC	26		104	
Total Fees	\$24,791	\$21,705	\$125,367	\$71,415

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 YTD	12	4	0	16

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	-\$3,174	\$6,826
ECONOMIC DEVELOPMENT EXP	\$1,500	-\$1,048	\$432
MEMBERSHIP DUES	\$3,000	-\$200	\$2,800
PLAN IMPLEMENTATION	\$1,000	\$0	\$1,000
ECONOMIC DEVELOPMENT MARKETING	\$3,000	-\$475	\$2,525
PRINT MATERIALS	\$500	-\$270	\$230
BLDG IMPROVEMENT GRANT FUND EC	\$8,000	\$0	\$8,000
	\$27,000	-\$5,167	\$21,833

2024
Evansville Area Chamber of Commerce
Executive Director Update

PENDING NEW MEMBERS

Meetings/Business Visits

Tourism
Economic Development
OFC Planning

Community Activities and Events Coming Up

Olde Fashioned Christmas Friday 11/22 and Saturday 11/23 - includes visit from Santa, firetruck rides, carriage rides, Pop Up Market NEW, ornament & cookie decorating, shopping, window decorating contest, free family event
Love Light Tree Lighting Ceremony 11/27 - Grange Store Building
Small Business Saturday 11/30 - Nationwide Small business shopping movement 15th anniversary
Annual Meeting of Evansville Chamber of Commerce 12/16/24
No Board Meeting on December 26

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 Verona, request third quote

Economic Development

Job Fair - October 23
Round Table - January 28th WEDC Errin Welty

Tourism Updates

Community Calendar Updates
Barn Quilt Self Guided Tour brochure - updating
New Website for Tourism

Chamber Projects

Micro Grant for Evansville Chamber Member Business 2025 - Posted 11/1 - applications due 12/15, announce winner 1/31.
Scholarship for 2025 school year
Chairman's Club & Member Spotlights
New Tourism Website
Barn Quilt Flyer Update
2025 Calendar of Events
OFC Planning & Event
Small Business Saturday 11/30
Board Member Recruitment

Annual Meeting Year in Review (Monday, December 16th)
2025 Membership Renewals - application/renewal & letter
2025 Budget Overview
Brainstorming Session - January

Membership Spotlights/Chairman Club

September, The Hop Garden

October - The Hop Garden Brewing & Tap Room, Tourism Commission,

November - State Farm Jeff Farnsworth, Yoga Fit for Yo, Grove society

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

The Evansville Tourism Commission does not meet in November. 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 was approved by the Common Council.

A subcommittee had an initial meeting about developing a web site to promote Evansville tourism.

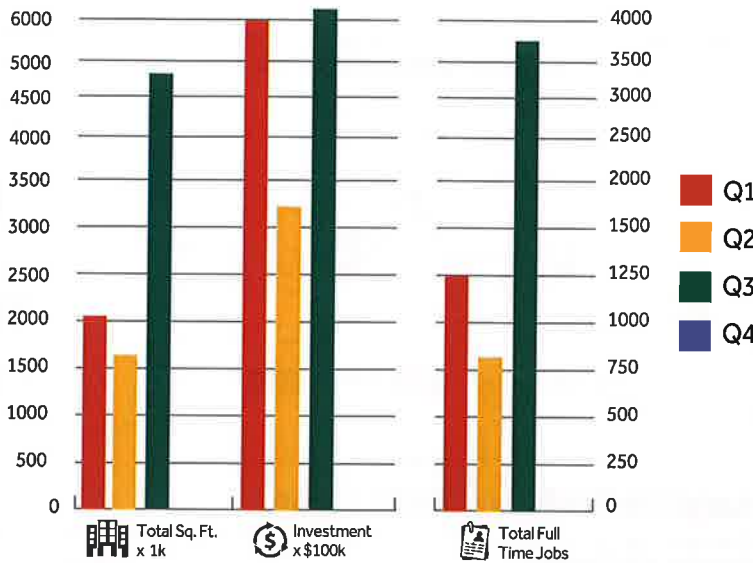
Activities with Tourism Potential

1. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
2. Olde Fashioned Christmas November 22-23
3. Library Pie Sale November 27
4. Small Business Saturday November 30
5. 40th craft fair December 7
6. Ecumenical Choir Concert December 8

Next meeting dates are December 12, 2024, and February 13, 2025.

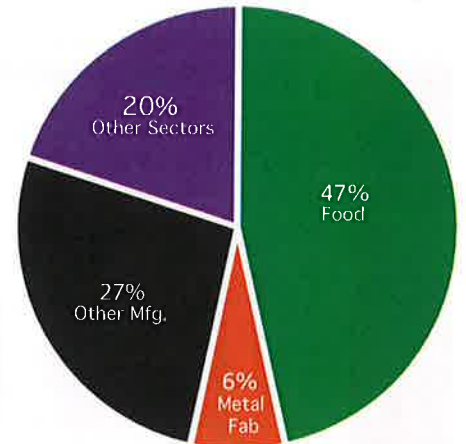
Economic Development Pipeline

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 Stataline area.

Industry Sectors



Industries & Investors Positioning for New Markets, Opportunities

Project Profile



The Morse Group Expands in Beloit

The Morse Group, which was one of the first Gateway Business Park tenants, kicked-off a 25,000 SF expansion project at its Beloit facility and Corporate Contractors Inc. is serving as the project's general contractor.

As a network of member companies – which includes Automated Solutions of America, Morse Electric, TMG Systems and the Rockwell Group – the Morse Group provides specialty engineering, construction, audio/visual, automation services, project development and complete power solutions to the commercial,

industrial, institutional, hospitality, and utility markets. The Morse Group, which originally began as Morse Electric Inc. 80 years ago, is an industry leader and ranks among the top 50 electrical contracting firms in the United States. Combined, this complementary network of specialty businesses has locations in four states and employs roughly 900 employees.

For additional information about the Morse Group, visit www.themorsegroup.com.

Rock County Wisconsin

DEVELOPMENT ALLIANCE



For additional information visit:

RockCountyAlliance.com
608 • 757 • 5598

ROCK READY INDEX



ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q3 2024

Workforce

Job Posting Activities

Year	Q1	Q2	Q3	Q4
2022	29,000	30,000	29,000	28,000
2023	21,000	23,000	23,000	21,000
2024	21,000	20,000	20,000	19,000

Data Source: SW WDB, EMSI

Annual Unemployment

Year	Rock County	Wisconsin	United States
2017	3.5%	3.5%	3.5%
2018	3.0%	3.0%	3.0%
2019	3.0%	3.0%	3.0%
2020	8.0%	8.0%	8.0%
2021	4.0%	4.0%	4.0%
2022	3.5%	3.5%	3.5%
2023	3.2%	3.2%	3.2%
2024	3.2%	3.0%	4.1%

Data Source: Wisconsin Department of Workforce Development

Rates Are Ticking Down

Tempered Regional Demand Reflects National Trends

Real Estate

Residential Market Activity

Year	Metric	Q1	Q2	Q3	Q4
2022	Average Sale Price x 100	2200	2300	2400	2500
	# of Sales	450	550	650	500
	Average # of Active Listings	150	180	200	180
2023	Average Sale Price x 100	2200	2300	2400	2500
	# of Sales	400	500	550	450
	Average # of Active Listings	150	180	200	180
2024	Average Sale Price x 100	2200	2300	2400	2500
	# of Sales	450	550	650	500
	Average # of Active Listings	150	180	200	180

Data Source: South Central Wisconsin MLS Corporation

A New Q3 Pricing Benchmark

Sales Activity

Rock County Sales & Use Tax Collections

Year	Q1	Q2	Q3	Q4
2022	\$4,200,000	\$4,500,000	\$5,100,000	\$5,100,000
2023	\$4,800,000	\$5,000,000	\$5,100,000	\$4,900,000
2024	\$5,100,000	\$4,800,000	\$5,300,000	-

Data Source: Wisconsin Department of Revenue

All-Time Collections Record

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

Rock County Development Alliance | 51 S. Main Street | Janesville, WI 53545 | P 608.757.5598 | F 608.757.5586 | rockcountyalliance.com

Evansville Economic Development Committee

2025 Meeting Dates

Meetings typically held at City Hall, 31 S. Madison Street, at 6:00 PM
Dates, times, and locations subject to change. See [City website](#) for details.

Monday, January 20, 2025

Monday, February 17, 2025

Monday, March 17, 2025

Monday, April 21, 2025

Monday, May 19, 2025

Monday, June 16, 2025

Monday, July 21, 2025

Monday, August 18, 2025

Monday, September 15, 2025

Monday, October 20, 2025

Monday, November 17, 2025

Monday, December 15, 2025