

## **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 3<sup>rd</sup> 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, 3<sup>rd</sup> Floor, 31 S Madison Street, Evansville, WI 53536  
Monday, December 16<sup>th</sup>, 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 November 20<sup>th</sup>, 2024 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. New Business
8. Old Business
  - A. Finalize Goals for 2025
  - B. 2025 Meeting Dates -- Brainstorm Meeting Locations
9. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
10. Discussion
11. Next Meeting Dates:
  - A. Regular Meeting: January 20<sup>th</sup>, 2025 at 6:00pm
12. Adjourn

*-Jim Brooks, EDC Chair*



City of Evansville **Economic Development Committee**  
**Regular Meeting**  
**Monday, November 18<sup>th</sup>, 2024, 6:00 PM**  
**City Hall, 31 S Madison Street Evansville, WI 53536**

**MINUTES**

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

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
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	James Otterstein
Brandon Rutz	P	
Pat Carr	P	
Joe Geoffrion	P	

**3. Motion to Approve Agenda with addition of item 8 D, Rock Ready Index . Motion by Geoffrion, seconded by Alling. Motion carried unanimously.**

**4. Motion to waive the reading of the minutes of the October 21<sup>st</sup>, 2024 regular meeting, motion by Geoffrion, seconded by Alling, motion carried unanimously.**

**5. Civility Reminder**

**6. Citizen appearances, other than listed agenda items**

**7. New Business**

**A. Debrief from 10/23 Job Fair**

Spranger discussed the turnout. Creekside was a great location for the event, and we will plan to host it there again next year.

**B. Evansville Water and Light Community Fund Discussion**

A portion of the funds go towards Economic Development, other funds go to commitment to the community. Discussion was held regarding possible suggestions for uses for Economic Development. A sign for the Chamber of Commerce was discussed as a possible use.

**C. Discussion Items for 1/29/2025 WEDC Downtown Roundtable at Emma’s Table**

Discussion items for the roundtable could include how to get commuters to the downtown, customer service on Main Street, and how to know if events are working.

**D. Committee Goals for 2025**

The Committee reviewed the 2024 goals and spoke about changes for 2025. A top item that didn’t get done in 2024 is visiting local businesses, which should be a main focus for 2025. Discussion was also held regarding improvements to the grant writing process. Partnering with the library for better use of their business center is also a possibility.

**8. Monthly Reports**

**A. Community Development Update.** Spranger summarized recent and ongoing activities, including updates on Kwik Trip, Culver's, and CHS.

**B. Chamber Update.** Dunphy provided updates about business happenings and upcoming community events, including Olde Fashioned Christmas and Small Business Saturday.

**C. Tourism Update.**

Tourism does not meet in November. The proposed 2025 budget was approved by Common Council. A subcommittee for developing a website to promote tourism had their first meeting.

**D. Rock Ready Index**

Hiring activity remained static. Housing prices were at an all-time high in the 3<sup>rd</sup> quarter. Sales tax revenue was also at an all-time high.

**9. Old Business.**

**10. Discussion**

**A. 2025 Meeting Dates**

**11. Next Meeting Dates:**

A. Regular Meeting: Monday, December 16<sup>th</sup>, 2024 at 6:00 PM.

**12. Adjourn. 7:24pm.**

## 2025 Economic Development Committee Goals and Action Items

### Goals

- A. Retain and Expand Existing Businesses in Evansville
- B. Create a Supportive Environment for Entrepreneurship
- C. Support the Local Workforce
- D. Continue to Maintain/Improve the City's Quality of Life

### Action Items

- January -- Host Roundtable with WEDC
  - Topics: Customer Service/First Impressions and TBD
- Spring/Summer – Park and Open Space Plan Public Engagement
- Visiting Local Businesses
- Business/Opportunity Space within Library?
- October -- Job Fair (with help of DWD)

## 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"> <li>Ongoing, regular site visits by City staff and Chamber</li> </ul>	Top
2. Redevelop and use the City of Evansville website as an economic marketing tool.	<ul style="list-style-type: none"> <li>Increase page hits</li> <li>Update information quarterly</li> </ul>	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"> <li>Implement Sustainable Energy chapter of plan along with Edgerton/Milton</li> </ul>	High
4. Redevelop Building Improvement Grant (BIG) and Revolving Loan Fund (RLF) programs	<ul style="list-style-type: none"> <li>Goal of implementation by end of 2023</li> </ul>	High
5. Implement user-facing online permitting and payment system.	<ul style="list-style-type: none"> <li>Underway; goal of implementation by end of 2022</li> </ul>	High
6. Continue to monitor ordinances to streamline approval process.	<ul style="list-style-type: none"> <li>Ongoing City Staff commitment</li> </ul>	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"> <li>Create an internal strategy for existing districts</li> <li>Identify potential incentives</li> </ul>	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"> <li>Identify, engage with, and provide incentives for building owners</li> </ul>	Top
3. Improve offerings for business assistance.	<ul style="list-style-type: none"> <li>Develop a welcome packet/guide aimed toward businesses, with information about zoning approvals, permitting process, and site development.</li> <li>May be developed along with City website overhaul</li> <li>coordinate among City staff, committees, and other stakeholders how to manage bandwidth to be responsive to incoming requests.</li> </ul>	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"> <li>• Use available properties list to feed to larger networks</li> <li>• Utilize Gold Shovel Site Verification and other similar outreach programs</li> </ul>	High
5. Determine suitable land sites for new and redeveloped commercial and industrial space for new businesses.	<ul style="list-style-type: none"> <li>• Maintain available properties list and update website monthly</li> </ul>	High
6. Prepare tailored pitches and incentive packages for the desired industries identified in this chapter.	<ul style="list-style-type: none"> <li>• Identify local workforce skillsets that may be attractive to new industries</li> <li>• Identify and reach out to retail/service businesses whose services are currently lacking in Evansville.</li> <li>• Develop appropriate marketing materials</li> </ul>	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"> <li>• Continue to foster a relationship with the Evansville Community School District.</li> </ul>	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"> <li>• Engage with regional partners when funding or programming becomes available</li> </ul>	Medium
3. Increase the supply of affordable housing options for existing and incoming residents.	<ul style="list-style-type: none"> <li>• See Housing Chapter for related goals and objectives. <u>Specific section?</u></li> </ul>	Medium

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

Supporting Objectives	Measurable Benchmark or Outcome	Priority
<b>1. Improve parking and wayfinding signage to direct traffic towards existing amenities.</b>	<ul style="list-style-type: none"> <li>• Interim outcome: mark and sign municipal sidewalk routes</li> <li>• Long term outcome: rebranding campaign to update signage system (Potential tourism budget item for Fall 2023)</li> </ul>	<b>Top</b>
<b>2. Continue to support and collaborate with the Evansville Tourism Commission.</b>	<ul style="list-style-type: none"> <li>• Ongoing marketing and event planning.</li> <li>• Explore how tourism and Evansville's historic character can provide opportunities or compliment potential entrepreneurs.</li> </ul>	High
<b>3. Continue support for historic preservation in Evansville's four historic districts.</b>	<ul style="list-style-type: none"> <li>• Develop grant program for businesses within the City's historic districts</li> </ul>	High
<b>4. Implement the adopted Park and Outdoor Recreation Plan 2020-2025.</b>	<ul style="list-style-type: none"> <li>• Park Board implements action items from Plan.</li> </ul>	Medium
<b>5. Maintain building inspection and property maintenance guidelines.</b>	<ul style="list-style-type: none"> <li>• Continue to provide active enforcement of code violations</li> <li>• City to organize response of violations between Public Works, Police, and Community Development</li> <li>• Develop plain language information regarding common violations</li> </ul>	Medium
<b>6. Maintain and promote multimodal transportation infrastructure to accommodate both business and residential use</b>	<ul style="list-style-type: none"> <li>• Install multiuse path along Water Street</li> <li>• Safe railroad crossings</li> <li>• Mark route and become an official designated Ice Age Trail Community</li> <li>• See Transportation Chapter for additional goals and objectives</li> </ul>	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"> <li>• Identify common barriers and support needs of start-up businesses</li> <li>• Partner with Janesville Innovation Center to identify potential businesses looking for space to expand</li> <li>• Consider establishing a physical space for businesses to temporarily run</li> </ul>	<b>Top</b>
2. Work with Chamber of Commerce to promote networking opportunities and outreach.	<ul style="list-style-type: none"> <li>• Continue promotion of After 5 networking events</li> <li>• Partner regularly with Chamber on Lunch and Learn events</li> <li>• Develop business-to-business mentoring opportunities</li> </ul>	High
3. Identify infrastructure challenges experienced by entrepreneurs. (e.g. broadband, wireless service)	<ul style="list-style-type: none"> <li>• Identify, track, and maintain database of level of service and fees with existing telecommunication providers</li> </ul>	High
4. Coordinate with educational and community institutions to provide continuing educational opportunities.	<ul style="list-style-type: none"> <li>• Ongoing; in partnership with Chamber, ECSD, and other stakeholders</li> </ul>	Medium
5. Continue to support home-based occupations, marketing expanding ordinance language if needed.	<ul style="list-style-type: none"> <li>• Ongoing City Staff commitment</li> </ul>	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"> <li>Sell site to appropriate user</li> <li>Increase interest in developable rail sites near Evansville</li> <li>Re-open rail corridor between Evansville and Oregon</li> </ul>	Top
2. Rehabilitate and redevelop City-owned 155 E. Main site	<ul style="list-style-type: none"> <li>Remediate site with a WI DNR Brownfield Grant</li> <li>Develop a master plan for site</li> <li>Sell to appropriate user</li> </ul>	High
3. North Union Street/Highway 14 Corridor	<ul style="list-style-type: none"> <li>Continue to implement suggestions in the Allen Creek and North Union Street Redevelopment Master Plan</li> </ul>	Medium
4. East Side -- Highway 14 Corridor	<ul style="list-style-type: none"> <li>Develop Master Plan</li> </ul>	High
5. West Side – County C Corridor	<ul style="list-style-type: none"> <li>Develop Master Plan</li> <li>Investigate new opportunities for neighborhood commercial development</li> </ul>	Medium
6. Water Street	<ul style="list-style-type: none"> <li>Improve infrastructure along street, including sidewalks or multiuse path, curbing, and in improved stormwater conveyance</li> </ul>	Medium

# 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**





# Community Development Updates

December 16<sup>th</sup>, 2024 Colette Spranger, Community Development Director

## Recent and ongoing community development activities:

- Building Improvement Grants awarded to:
  - 101 E Main Baker Block Apartments for tuckpointing
  - 18 E Main (Hop Garden) for brickwork, roof
  - 100 College Drive (Seminary Apartments) for windows
  - 137 E Main (Allen Creek CoffeeHouse) for deck improvements
- **CHS** paid a visit to Common Council. The project is on hold with no definitive timeline. CHS will continue to honor its development agreement with the City.
- **Kwik Trip**: Annexation petition submitted to State. Ongoing discussion regarding site plan. Will need variances to overcome zoning shortcomings but moving along. Board of Zoning Appeals likely to meet in last two weeks of January.
- **Settler's Grove**: will be on January/February Plan Commission and Common Council agendas
- **Culver's**: construction to begin Spring 2025
- **Boundary Agreements**: City will begin pursuing agreements with the Towns within its Extraterritorial Jurisdiction.

## Building Inspection/Permitting

Building Permit Summary				
	November 2024	November 2023	2024 YTD	2023 YTD
Total	12	23	290	311
In House	2	23	176	
GEC	10		114	
<b>Total Fees</b>	<b>\$24,791</b>	<b>\$21,705</b>	<b>\$135,273</b>	<b>\$73,253.97</b>

## Building Permits for New Residential Units

	Single Family	Two Family	Multifamily	Total
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	6	0	18

**2024 Budget YTD**

<b>Account</b>	<b>BUDGET</b>	<b>ACTUAL</b>	<b>REMAINING</b>
<b>PROFESSIONAL SERVICES</b>	\$10,000	-\$4,217	\$5,783
ECONOMIC DEVELOPMENT EXP	\$1,500	-\$1,159	\$341
MEMBERSHIP DUES	\$3,000	-\$200	\$2,800
PLAN IMPLEMENTATION	\$1,000	\$0	\$1,000
ECONOMIC DEVELOPMENT MARKETING	\$3,000	-\$1,024	\$1,976
PRINT MATERIALS	\$500	-\$270	\$230
BLDG IMPROVEMENT GRANT FUND EC	\$8,000	\$8,000	\$0
	<b>\$27,000</b>	<b>-\$14,840</b>	<b>\$12,130</b>

**December 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**

Annual Meeting of Evansville Chamber of Commerce 12/16/24 at Allen Creek Coffeehouse  
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  
Cursing Hippies  
Subway

**Action Updates**

Signage for Building for Chamber - bid & Grant Application  
Second Bid pending Verona, request third quote

**Economic Development**

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 2025  
Barn Quilt Flyer Update  
2025 Calendar of Events Rock County Tourism  
Board Member Recruitment  
Annual Meeting Year in Review (Monday, December 16th)  
2025 Membership Renewals - application/renewal & letter  
2025 Budget Overview  
Brainstorming Session - January





**City of Evansville**  
**Evansville Tourism Commission**  
**December 2024 Summary Submitted by Sue Berg**

The Evansville Tourism Commission met December 12, 2024. The Commission meets every other month: February, April, June, August, October and December.

Updates:

Lindsey Kennedy with The Grove Guest House has accepted the invitation to become a member of the Tourism Commission. She plans to attend the next meeting.

A reception for Annie Larsen, the artist of the circus mural (mural #2), is in development with plans to host the event at Creekside Place sometime late winter or early spring.

A third mural is in early stages of discussion.

The annual Rock County Tourism Guide is nearing completion. The calendar of Evansville events was submitted.

Lamp post banners: With assistance from Ruth Ann Montgomery, Abbey Barnes developed a list of key Evansville people who could be pictured on the historical-themed banners. Shawn Dunphy will approach a vendor for estimates to produce the banners.

Web site development: A local web site developer submitted a proposal that included reasonable rates and desired features not found in a previous proposal. The proposal is under review with intent to accept and start as soon as possible.

Upcoming activities with Tourism Potential

1. Chamber Bowling Tournament February 7-8
2. Chocolate Extravaganza February 8
3. FFA Farm Toy Show March 2
4. Vintage Shop Hop March 7-8
5. Matilda the Musical April 11-13
6. Cruise Night May 1
7. Art Crawl May 9

Next meeting dates are February 13 and April 10, 2025.