

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 further given that enough members of the City Council may be present to constitute a “meeting” under Wisconsin statutes and this constitutes notice of any such meeting. 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 St, Evansville, WI 53536
Monday, August 18th, 2025, 6:00 p.m.
AGENDA

1. Call to Order
2. Roll Call
3. Chair Election
4. Motion to approve the agenda.
5. Motion to waive the reading of the minutes from the June 16th, 2025 meetings and approve as printed.
6. Civility Reminder
7. Citizen Appearances
8. New Business
 - A. Gold Tier Connect Community Status
 - B. 2025 Job Fair – Day/Time?
9. Old Business
10. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
11. Discussion
12. Next Meeting Dates:
 - A. Regular Meeting: September 17th 2025
13. Adjourn

-Joe Geoffrion, Chair

City of Evansville **Economic Development Committee**
Regular Meeting
3rd Floor City Hall, 31 S Madison Street, Evansville, WI 53536
Monday, June 16th, 2025, 6:00 p.m.

MINUTES

1. Call to Order. 6:00 pm by Geoffrion.

2. Roll Call:

	Present/Absent	Others Present
Joe Geoffrion, Chair	P	Anne Kolasch, Nate Perty,
Kelly Shannon	P	Shawn Dunphy, Evansville Chamber of Commerce
Jon Alling	P	Colette Spranger, Com. Dev. Director
Paul Liesse	P	
Brandon Rutz	A	
Pat Carr	A	
Sue Berg	P	

3. Motion to Approve Agenda as printed. Motion by Geoffrion, seconded by Berg. Motion carried unanimously.

4. Motion to waive the reading of the minutes from May 21st, 2025 meetings and approve as printed. Minor change to reflect Alling’s absence in May. Motion by Geoffrion, seconded by Berg. Motion carried unanimously.

5. Civility Reminder

6. Citizen appearances, other than listed agenda items

Anne Kolasch attended to hear more about what was going on around the Community. She owns Food For Life, a part-time catering business. She works out of Creekside Place, which has a commercial kitchen.

7. New Business

Spranger and Geoffrion need to reschedule with Stoughton Trailers. Spranger is working to get others scheduled.

8. Old Business. Makerspaces were discussed, particularly on how to help business like Gordon Miller Woodworks offer hands-on opportunities. Currently there are limitations due to insurance liability. Alling and Berg have reached out to contacts at local workshop spaces in Madison and will follow up with Gordy Miller. Perry asked what kind of equipment is used at these spaces. Alling replies that almost any machine or specialized equipment could be used at a maker space. School district has a Community Service fund (Fund 80) that can be used for pools, tennis courts, pottery classes – anything that could be accessed by the public. There is potential to utilize this as a way to provide access to certain types of equipment here in Evansville that are sought after in maker spaces.

An inquiry was made regarding a job fair in the fall. It will be revisited at the next meeting.

9. Monthly Reports

- A. Community Development Update.** Spranger summarized recent and ongoing activities, including zoning revisions proposed at Plan Commission, ongoing hailstorm repair, and updates with the Park and Open Space plan. The City recently performed a Walk Audit. The initial results of that exercise were summarized well by Liesse. “Where we’ve made changes, we’ve made good changes.” Spranger also shared an overview of the downtown economy throughout the past year, as is required by the City’s participation in Connect Communities. There was an inquiry to see if it was possible to quantify the secondary impact of the hailstorm on the local economy. Restaurant and lodging have seemed to enjoy an uptick in service due to extra contracting crews being in town.
- B. Chamber Update.** Dunphy is preparing for the chamber’s annual golf outing, a significant fundraiser for the Chamber. She is also attending an informal meeting with Mark Pocan at the Vintage Roost. She included openings/closings around town, noting that the Grove Society was open again.
- C. Tourism Update.**
Sue Berg updated on mural #3 progress, mural #1 relocation, the tourism website, and the project to add new lamp post banners.

10. Discussion

11. Next Meeting Dates:

- A.** Regular Meeting: July 16th, 2025 at 6:00 PM.

12. Adjourn.

Fw: Congratulations - You're a Gold Tier Connect Community

From Colette Spranger <c.spranger@evansvillewi.gov>

Date Thu 7/31/2025 1:50 PM

To Sue Berg <srb_home@hotmail.com>; Shawn Dunphy <evansvillechamber@gmail.com>; Joe Geoffrion <j.geoffrion@evansvillewi.gov>

Cc Jason Sergeant <j.sergeant@evansvillewi.gov>; Dianne Duggan <d.duggan@evansvillewi.gov>

 5 attachments (3 MB)

Event Impact Report - Overview - WDAC Handout.pdf; Design Request Form-Updated 2022.pdf; Downtown market share.pdf; MayvilleMarketProfile2020.docx; FY26 Gold Tier Connect Communities Press Release.docx;

Sharing some good news! We're getting some free resources from WEDC this year and I think we could absolutely use all of them.

Sue, can you put this as an item on the next Tourism Committee agenda?

Joe, asking if you'd like to do the same for Economic Development.

Shawn, feel free to bring this up at the next Chamber meeting. By then we'll have feedback from the other two groups.

I am going to advocate very hard that we use the Design Request for the Antes building. Dave Mueller has shown interest in restoring it but is running up against how to restore the front and make it ADA compliant. I dropped into "office hours" with the same guy who provides the building designs, and he had some clever ideas to approach accessibility and making the building feel more welcoming.

Colette Spranger

Office: 608-882-2263

Cell: 608-490-0145

From: Errin Welty <errin.welty@wedc.org>

Sent: Thursday, July 31, 2025 10:25

Subject: Congratulations - You're a Gold Tier Connect Community

Congratulations! Your community has earned designation as a Gold Tier Connect Community for FY26. This designation reflects your active participation in and engagement with the program, including the following specific thresholds.

- Attendance at 5 or more events (virtual or in person) during FY25
- Community-based efforts with at least two separate individuals attending trainings, and
- Strong engagement in our online discussion group and/or on social media.

As one of only ten communities to receive this honor (out of 100 participants), we appreciate your diligent efforts on behalf of your district and want to reward your participation with additional services in the coming year. During FY26 (July 1, 2025 through June 30, 2026), your community can take advantage of one or all of the following additional Gold Tier services.

- One property design request (Joe)
- One event impact study (Adriana)
- One local market profile or market share assessment (Errin)

Examples of each of these services are attached. Taking advantage of these services will require some data collection at the local level. Contact the relevant downtown team member to discuss your project and identify the information needed to access the desired service.

Also included with this letter is a draft local press release that can be used to share your success with the local community. Please feel free to edit as needed. If you need additional information about past engagement in or reporting through the Connect Communities program, our team is happy to provide anything that we have. I plan to share the good news on our Facebook page next Friday (August 8).

Errin Welty, CECD, EDPF

Senior Downtown Development Director

Wisconsin Economic Development Corporation



errin.welty@wedc.org



[+1.608.210.6832](tel:+16082106832)



Design Assistance Request Form

Wisconsin Main Street

Businesses and property owners within designated Wisconsin Main Street districts are eligible for free design assistance from Wisconsin Main Street's downtown design specialist. This assistance focusses on the building exterior, from facades and signage to alley-side improvements. These renderings are full-color, schematic drawings showing recommended changes based on proper renovation principles, taking the owners ideas and budget into consideration. While they are not dimensioned construction documents, they are typically enough for the owner to use to get permits, market the property, or to relay their ideas to an architect or contractor.

Since this service is only available for projects within these designated districts, all requests must be submitted through the local Main Street director. Below is a list of information required for all design requests. Once all of this information is received by the Wisconsin Main Street design specialist, a rendering will be emailed to the owner and the local Main Street director within 2-3 weeks.

Please provide the following to the local Main Street director:

- Owner name(s)
- Owner contact information
- Property address
- Name of businesses(es) currently located within
- Name of future businesses
- Logo of all businesses that will be in the building (if available)
- Photos of building in its current condition (see tips below)
- Brief description (1-2 paragraphs) of owners needs and ideas for the property
- Rough estimate of budget

Photo tips: The design specialist uses these photos as the basis of his renderings

- Include at least one straight-on view showing the entire façade, as well as portions of the adjacent buildings
- If possible, take photos when there aren't any, or are very few cars in front
- Include close-up views of any areas you feel need to be seen in better detail
- Make sure photos are at least 300 KB

See next page for rendering examples



Rendering Examples



BESPOKE
MARCH 1, 2021



FOND DU LAC, WI
JOE LAWNICZAK



EAGLE RIVER PET COMPANY
DECEMBER 12, 2021



EAGLE RIVER, WI
JOE LAWNICZAK

Downtown Ashland Market

- Downtown = 0.4% of City land area

	City	Downtown	Market Share
Assessed Value	\$476m	\$14m	3%
Businesses	958	135	14%
Employment	3,970	507	13%
Population	7,843	217	3%
Retail Sales	\$164m	\$26m	16%
Restaurant Sales	\$15m	\$2.3m	16%
Hotel Rooms	321	115	36%

EVENT IMPACT REPORT – OVERVIEW

With the help of data collected from your event you can create an event impact report that includes a visitor profile, a business profile, and an evaluation on spending and overall impact.

HOW TO PREPARE FOR AN EVENT IMPACT REPORT?

Collect Data

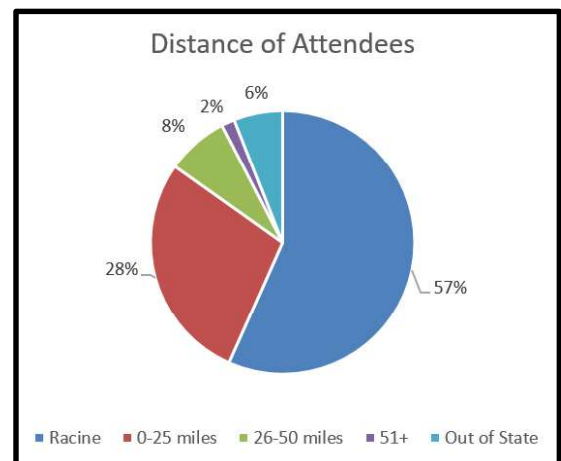
The first step to prepare your event to be evaluated is to have a plan on how you are going to collect data for your event. Data collected should include visitor information (demographic, location, spending, feedback, etc.), business/vendor information (was the event beneficial to them, profits, traffic, feedback, etc.), and counts (attendance counts, # of vendors/business participation, # of stops on a wine walk, etc.).

Visitor Information

The best way to collect visitor information is through a ticket platform (if you sell tickets for the event) or through post-event surveys.

Survey Questions:

- Demographic: gender, age group, where they live
- How did you hear about the event?
- Which shops did you visit during the event?
- How much do you estimate you spent in downtown businesses?
- Would you attend this event again?
- Did you dine downtown while at the event?
- If the event had booth vendors – how much do you estimate you spent at event vendors?
- Ask for additional feedback – good or bad

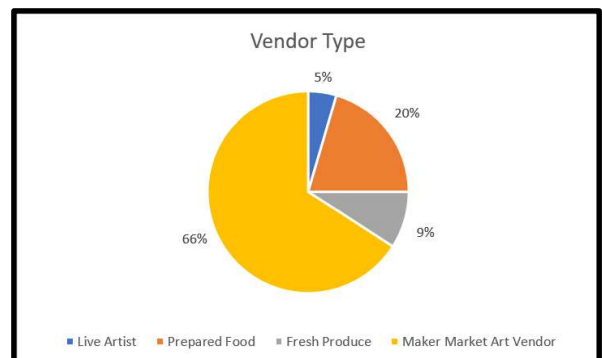


Business/Vendor Information

The best way to collect business and vendor information is to send out a post-event survey.

Survey Questions:

- Have you previously participated in this event?
- On a scale from 1-5 how satisfied are you with this event?
- Would you participate again in the future?
- How many people visited your business/booth during the event?
- Did you see an increase in sales during the event? If so, how much?
- If there is a participation fee – ask them to rate the fee on a scale from 1-5
- Ask for additional feedback – good or bad



Counts

Counts can be tricky, if you sell tickets for the event, you can collect attendee counts from the ticket platform, if you don't sell tickets the best way to count attendance is to have a volunteer (or even your local police force) track attendance via a counter at the entrance of the event.

TYPES OF EVENTS TO EVALUATE

All of them

Wine/Beer Walks
Festivals
Music in the Park
Farmer's Markets
Shop Small Saturday
Etc.

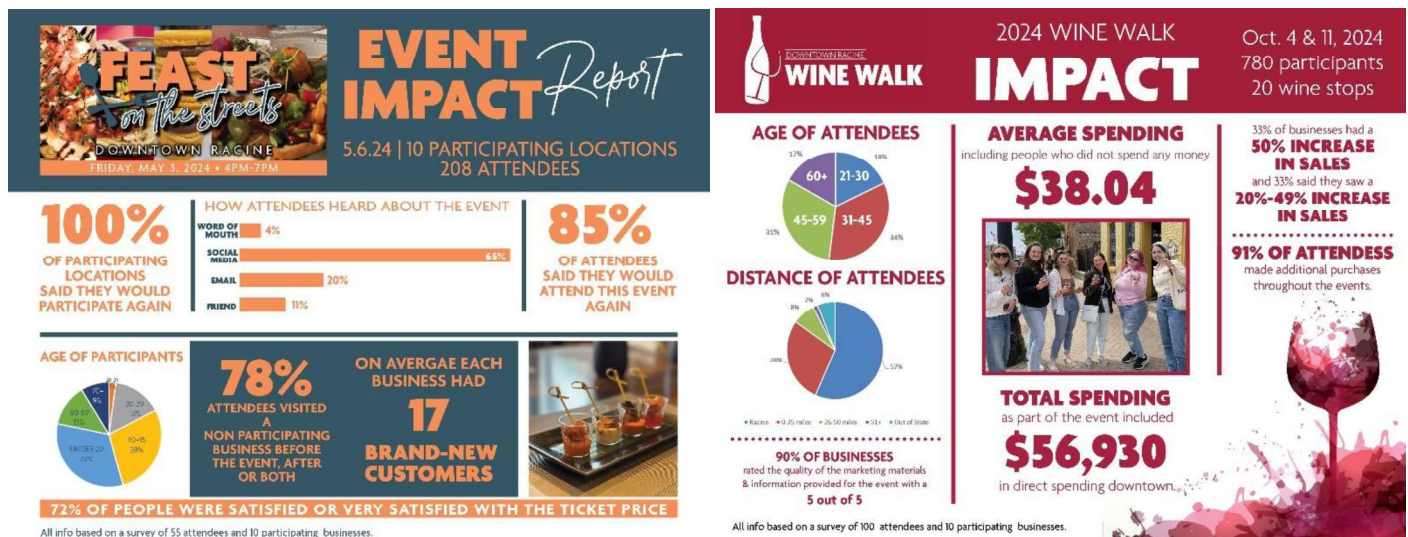
PURPOSE OF AN EVENT IMPACT REPORT

Evaluate the overall impact of the event

Event impact reports are a great resource to evaluate the success of your event, to evaluate what you did well and what you can improve on, and to see how the event was received by and how it impacted your community.

To display to stakeholders the usefulness and success of the event

These reports are also a valuable tool in communicating with your board, sponsors, and other stakeholders. When recruiting sponsors for your upcoming event season, you can use the event impact reports to show your potential sponsors the kind of publicity/visibility they will receive as a sponsor.



FOR MORE INFORMATION CONTACT:

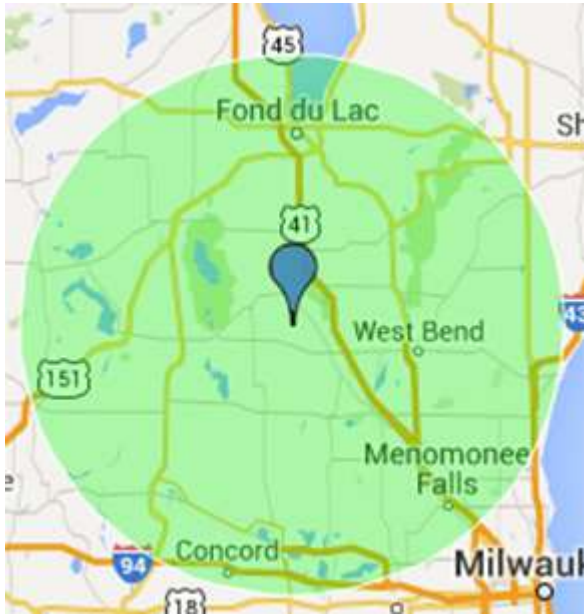
Adriana Humbert
Downtown Development Promotions Manager
Adriana.humbert@wedc.org
608.210.6854

JOIN US IN DOWNTOWN Mayville

8A

LOCATION

Mayville is conveniently located in central Wisconsin, less than half an hour from multiple employment centers including Fond du Lac, West Bend and Beaver Dam and at the gateway to the Horicon National Wildlife Refuge.



OUR MARKET

As a community recognized for its high quality of life as well as access to numerous employment opportunities, Mayville has a thriving local economy.

Demographics:

Trade Area Residents.....15,061
Median Household Income.....\$52,871
Percent Associates Degree+.....25.8%
Percent Family Households.....63%
Average Age.....42
City Residents.....5,057

Visitor & Event Traffic:

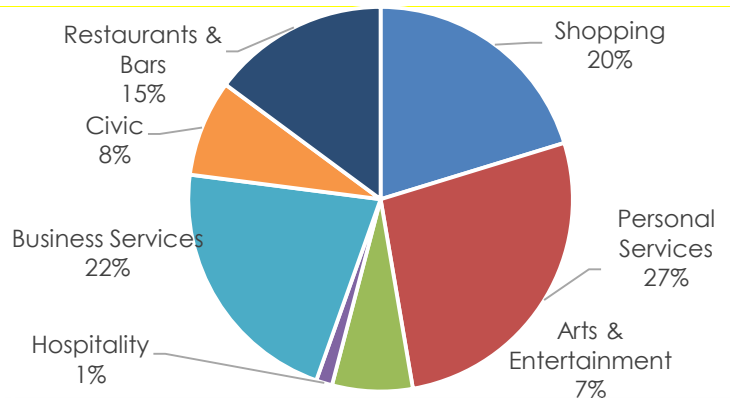
Average Daily Traffic.....7,900
Annual Event Attendance.....2,500
Overnight Visitors.....2,500

Industry & Workforce:

Daytime Employment (City).....3,022
5yr Proj. Job Growth Rate.....8.2%
Percent White Collar.....69%
Largest Employers: Mayville Engineering Corporation, Seneca Foods, Metalcraft.

BUSINESS MIX

Downtown Mayville has a balanced mix of retail, restaurant and service businesses. Local destination businesses include the Open Door Coffeehouse, Don Ramon Mexican Restaurant, the Mayville Vintage marketplace and Knitty Gritty Shop.



"Between the people who live in downtown, work in downtown and the thousands of visitors we have here each month, there is a very diverse market of people who want to shop and dine on a daily basis. Our business has grown each year since we chose to locate in downtown ~ Business Owner"

Other destinations include:

- Horicon Marsh – 500,000 annual visitors
- Historic Museums – _____ annual visitors
- Library – _____ annual visitors
- Golf Course – _____ annual visitors



JOIN US IN DOWNTOWN Mayville

RETAIL MARKET

The addition of several new businesses in recent years has expanded the retail and service offerings, creating additional customer traffic downtown. 91% of downtown businesses are locally owned, and X% of local participate in marketing and promotions activities annually. More than days of events draw regional traffic to downtown, further expanding the local customer base.

Downtown Businesses.....73
Average Rental Rate (psf/yr).....\$

RESIDENTIAL MARKET

Downtown's location along the river creates an attractive place to live and shop. Residential options include riverfront homes, loft apartments and live-work opportunities.

Downtown Units76
Walkable Population (1/4 mile).....272
Average Monthly Rental Rate.....\$653
Percent Owned/Rented.....59%/41%

OPPORTUNITY

We have identified retail opportunities and are looking for partners in the following fields: Specialty Foods, Health & Beauty, Gifts, and Family Restaurants. Contact us for a list of current space availability.

COMMUNITY INVESTMENT

Main Street promotes a public-private model for downtown revitalization. Together with our partners, Main Street Mayville has made downtown a safe place to invest.

Buildings Renovated since 2017.....10
Projects in Planning Phase.....6
Percent Business Owner Occupant.....53%

BUSINESS ASSISTANCE

Mayville is committed to helping new businesses get started in our community. In addition to marketing and event participation opportunities, Main Street Mayville staff are available to serve as a liaison with the City and others to help you get up and running quickly. Financial and other assistance available includes:

- Façade Grant – 50% of eligible costs up to \$5,000
- Revolving Loan Fund – 50% of eligible costs up to \$40,000
- Design Assistance – free assistance with signage and façade planning, including renderings





Community Development Updates

August 2025 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- **Hail Storm 2025**
 - 1,311 permits pulled to date (Same time last year: 54)
 - Project costs are now over \$35.8 million
 - This does not include projects requiring inspection.
 - If you're having trouble with insurance, there is additional information here, including a letter regarding materials standards:
<http://www.evansvillewi.gov/buildingpermits>

- **Park and Open Space Plan Update:** survey coming out at the end of month
- **Settler's Grove** is finally recorded! This means lots exist and are closer to being sold for new homes.

- **Capstone Ridge.** A development agreement was approved by Common Council for Capstone Ridge. Once signed, it will enable development of a subdivision that has been stalled since 2011.

- **Pedestrian Safety on East Main (USH 14).** Participation at the public hearing for Capstone Ridge prompted a look into potential

collaboration with WisDOT to see if the East Main/Water Street intersection merits some improvements.

- **Kwik Trip** is under construction. Open date is projected for March 2026.
- **Culver's** reports the first few weeks of business has been very good.
- It's a deal! **Ace Materials Placing** is moving to 55 S County Road M.
- Continued inquiries from potential new businesses looking to expand into Evansville.

