

NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time stated below. 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. Please silence cell phones and electronic devices during the meeting.

City of Evansville **Economic Development Committee**
Regular Meeting
Monday, May 18th, 2026
City Hall, 3rd Floor, 31 S Madison St, Evansville, WI
6:00 p.m.

1. Call to Order
2. Roll Call
3. Chair Election
4. Motion to approve the agenda.
5. Motion to waive the reading of the April 20th, 2026 minutes and approve as printed.
6. Civility reminder
7. Citizen Appearances, other than listed agenda items
8. New Business
9. Old Business
 - A. Review Sec. 94-81. Powers and Duties.
 - B. Library Partnership Update
10. Monthly Reports
 - A. Community Development Report
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
11. Discussion
12. Next Meeting Date:
 - A. June 15th, 2026 at 6:00 p.m.
13. Motion to Adjourn.

- *Colette Spranger, Community Development Director*

City of Evansville **Economic Development Committee**
 Regular Meeting
 3rd Floor City Hall, 31 S Madison Street, Evansville, WI 53536
 Tuesday, April 20th, 2026, 6:00 p.m.

MINUTES

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

2. Roll Call:

	<u>Present/Absent</u>	<u>Others Present</u>
Joe Geoffrion, Chair	P	Erik Ferrar, ECSD
Kelly Shannon	P	Bronna Lehmann, Eager Free Public Library
Jon Alling	P	Colette Spranger, Com. Dev. Director
Paul Liesse	P	James Otterstein, Rock County ED
Brandon Rutz	P	Shawn Dunphy, Chamber of Commerce
Pat Carr	A	
Sue Berg	P	

3. Motion to Approve Agenda as printed. Motion by Berg, second by Shannon. Motion carried unanimously.

4. Motion to waive the reading of the minutes from March 17, 2026 meeting and approve as printed. Motion by Berg, second by Shannon. Motion carried unanimously.

5. Civility Reminder

6. Citizen appearances, other than listed agenda items
None.

7. New Business

A. Review Sec. 94-81. Powers and Duties.

Request originated to review the actual powers of the committee. Spranger included verbiage from the Municipal Code and the 2026 goals of the committee set at the end of 2025, which were based on the Economic Development chapter of the comprehensive plan.

Liesse spoke of his want to better small business retention in Evansville and to provide an environment conducive to growing and starting businesses.

Alling would like to see more for onboarding for new businesses, even conducting exit interviews if possible.

Berg notes those kind of items are labor intensive, and sounds like a social worker for businesses.

Lehman notes there are many resources, such as SCORE, that do a lot of this kind of work for free or for a nominal price. Continued discussion regarding a marriage of private and public partnerships.

Otterstein offers his advice on running a successful economic development campaign. These include using technology, leveraging relationships, and “rinse and repeat” of tried-and-true tactics. Suggests focusing on one do-able task instead of taking on many needs. Group acknowledgment that a lot of baseline need either needs to be understood or met before a proper campaign can be taken on. Otterstein also advised to “keep data fresh” and to partner with the private sector to get the data needed to make a case.

8. Old Business

A. Library Partnership Update

Lehman reports that she has looked into an Intro to AI class that the library would host and that would be open to the public. She has been communicating with a representative from SCORE.

9. Monthly Reports

A. Community Development Update.

Spranger mentioned the highlights of her monthly report, which included a brief overview of a talk given by Phil Powell at Indiana University. Statistics for building permits and building starts were shared.

B. Chamber Update.

Dunphy updates on new chamber members, upcoming ribbon cuttings, and other events. Art Crawl is coming up on May 8th.

C. Tourism Update.

Berg reports from the latest Tourism meeting. The 5 ladies mural is being re-hung at Lake Ridge Bank the day before Art Crawl. Creekside Place is acting as fiscal agent for the 4th of July Celebration.

10. Discussion

11. Next Meeting Dates:

- A. Regular Meeting: April 20, 2026 at 6:00 PM.

12. Adjourn. Motion by Berg, second by Shannon. Motion carried unanimously.

From Chapter 94: Planning

Sec. 94-81. Powers and duties.

The mission of the economic development committee is determined to be as follows:

- (1) Develop a regional business environment conducive to the retention and expansion of existing business and attraction of new business community members.
- (2) Develop appropriate criteria and standards for identifying and evaluating industrial and business sites and make recommendations for development of those sites.
- (3) Develop and compile information for business promotion literature.
- (4) Organize and carry out business attraction presentations.
- (5) Cooperate with federal, state and local agencies in pursuing the objective of business retention and expansion.
- (6) Develop and recommend ordinances, legislation and programs and otherwise provide information on economic development to the city council.
- (7) Promote public education, interest and support for business retention and expansion.
- (8) Carry out such other duties as may be directed by the city council.

2026 Economic Development Committee Goals

- Continue business visits
- Continue website improvements
- New Business Welcome Packet
- Code Enforcement/Downtown Improvement
- Library business/work space (with Commitment to Community Funds)
- Spring and Fall Job Fair

These yearly goals are supported by the base goals/objectives in the Comprehensive Plan

Economic Development Goal	Economic Development Objective
Retain and Expand Existing Businesses in Evansville	<ul style="list-style-type: none"> • Visit existing local businesses to understand opportunities and challenges they face • Redevelop and use the City of Evansville website as an economic marketing tool.
Continue to maintain and improve the City's quality of life	<ul style="list-style-type: none"> • Maintain building inspection and property maintenance guidelines.
Create a supportive environment for entrepreneurship	<ul style="list-style-type: none"> • Provide opportunities for incubating new businesses in Evansville • Coordinate with educational and community institutions to provide continuing educational opportunities.
Attract New Businesses to Evansville	<ul style="list-style-type: none"> • Improve offerings for business assistance

2026 Budget

Account Number	Account Title	Amount
100-56820-210	Professional Services	\$4,500
100-56820-300	Expenses	\$1,500
100-56820-305	Membership Dues	\$2,000
100-56820-400	Plan Implementation	\$1,000
100-56820-410	Marketing	\$1,000
100-56820-420	Print Materials	\$1,000
100-56820-720	Building Improvement Grant	\$6,000
	Total	\$17,000

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

Update for EDC

From Bronna Lehmann <lehmann.bronna@eagerfreelibrary.org>

Date Mon 5/18/2026 15:04

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

Cc Shawn Dunphy <evansvillechamber@gmail.com>; Paul Liesse <paul.liesse@gmail.com>

 2 attachments (1 MB)

Intro to AI June 2026.pdf; Intro to AI June 2026 localhop.png;

Hi Colette,

Here is the flier for the Intro to AI event on June 18. Also, a smaller horizontal version.

Shawn, Paul Liesse, and I met this morning to talk about how to introduce SCORE to the business community and how to encourage them to make use of this resource. We are thinking of a kickoff event on September 15 at 6pm with a SCORE consultant there to talk about their services and cover a topic of general interest. We want attendees to make a personal connection with SCORE and to take away something of value. We would then schedule a viewing of a SCORE webinar followed by group discussion in November and January (and hopefully continuing every other month). Target dates are third Tuesdays at 6pm. We discussed possibly asking Chamber members to vote on a handful of topics.

They can share our plans at the EDC tonight.

I'll be talking with my SCORE contact Thursday afternoon. Let me know if there is any feedback from EDC that I can share with him.

Thanks,
Bronna

Bronna Lehmann
Director
Eager Free Public Library
39 W. Main St, Evansville, WI 53536
608-882-2260



Introduction to Artificial Intelligence

Thursday, June 18, 2026 • 6:00 pm to 7:00 pm

How does AI work?

How trustworthy are these tools?

How can using AI benefit me?

Get these answers and more when you join us for a basic introduction to using AI tools like ChatGPT, Gemini, and Claude.

Get started in this quickly changing field.

Brought to you by the Eager Free Public Library with support from WPPI Community Contribution Funds.



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FREE
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Community Development Updates

May 2026 Colette Spranger, Community Development Director

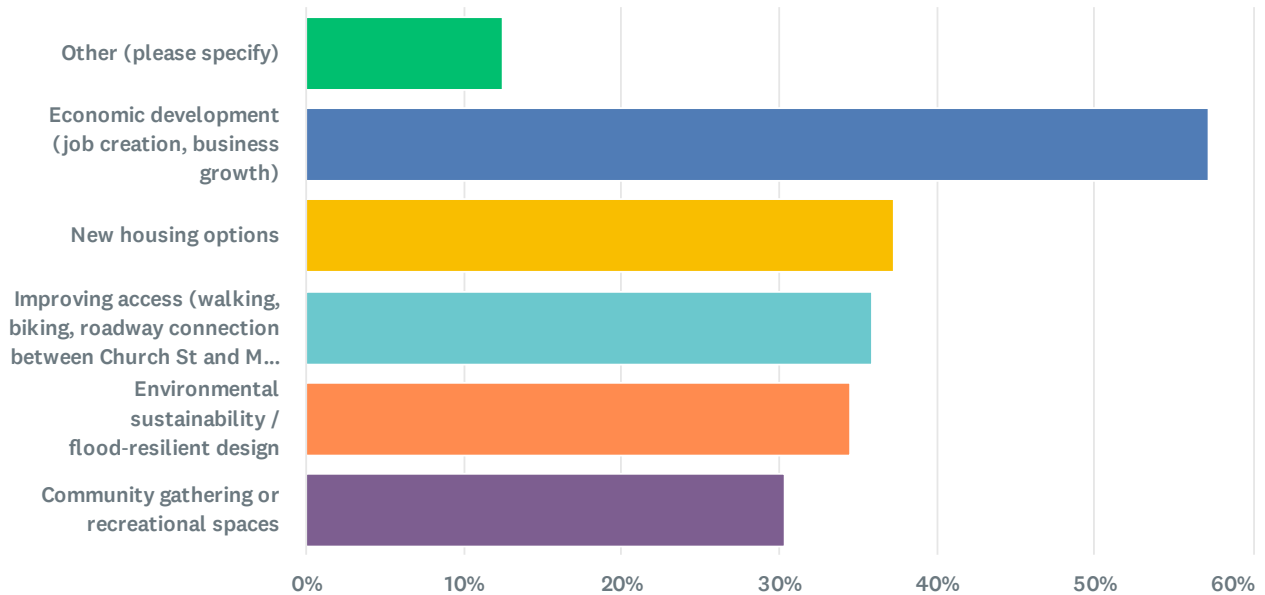
- **170 E Church**
 - Survey results available: see end of this report
 - Next step: scenario planning input session, likely at a Sunday farmer's market
 - Applying for a Site Assessment Grant from WEDC, which will provide funding to bring down the building
- **Community Development Updates**
 - Still working on park plan update – now aiming for adoption by September
 - June Plan Commission will have a site plan for Ace Building Materials, CUP for Dysfunctional Fitness, a concept plan from Pre-3, a commercial/residential building on Brown School, and update to the CHS Agreement
 - Gearing up for an update to the subdivision ordinance and to outline the appeals process for Historic Preservation and for decision-making in general

Building Permit Updates

Building Permit Summary				
	April 2025	April 2026	2025 YTD	2026 YTD
Total	62	17	111	39
In House	54	11	71	17
GEC	8	6	40	22
Total Permit Fees	\$5,158	\$9,819	\$56,200	\$8,222

Q1 145 responses

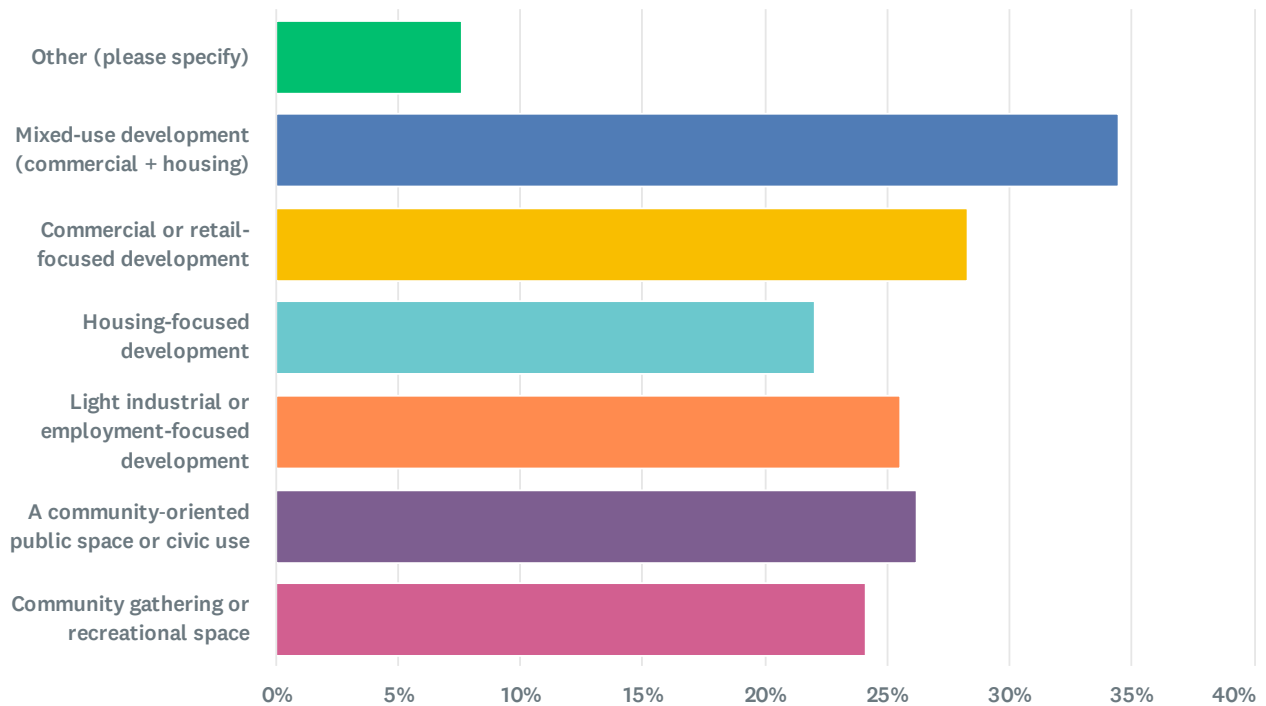
What priorities are most important to you when considering redevelopment of this site? (Select up to 3.)



#	OTHER (PLEASE SPECIFY)	DATE
1	A nice street for access to VFW and Baker Mfg/Church Enterprise area	4/27/2026 9:02 AM
2	Sell lot to private individual	4/20/2026 11:23 AM
3	Add to the property tax base	4/18/2026 5:26 PM
4	Business with housing above	4/17/2026 6:34 PM
5	Fix the damned roads or repeal the wheel tax. I shouldn't be taxed on what's not getting done.	4/17/2026 6:00 PM
6	Smart spending	4/17/2026 5:42 PM
7	Better looking area...the area is not very appealing right now.	4/17/2026 5:40 PM
8	Lower the cost of taxes and utilities. Take better care of the roads and maintenance of the city clean up	4/17/2026 5:21 PM
9	Work on necessary things first like roads and sidewalks in town	4/17/2026 2:53 PM
10	Balancing the budget.	4/17/2026 2:34 PM
11	REASONABLE SENOIR LIVING!	4/17/2026 1:58 PM
12	Establishing a tax positive new owner that doesn't hurt any local, generational businesses and mom and pop shops	4/17/2026 1:16 PM
13	Nice spot for farmers market	4/17/2026 1:11 PM
14	Do nothing and stop spending money.	4/17/2026 1:10 PM
15	Not wasting city & county resources on feel good project	4/15/2026 2:50 PM
16	Stop spending money and leave it alone.	4/15/2026 12:31 PM
17	Public art - sculpture garden/walk	4/14/2026 7:09 PM

Q2 145 responses

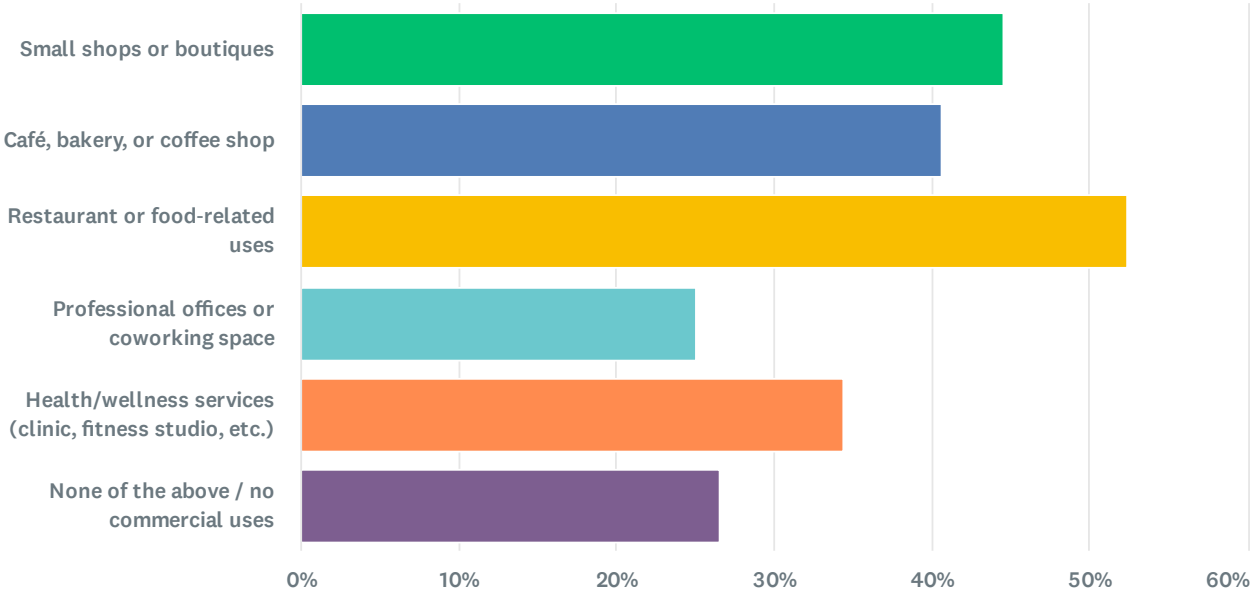
**How would you describe the redevelopment outcome you would most like to see?
(Select up to 2.)**



#	OTHER (PLEASE SPECIFY)	DATE
1	anything that is access to the south	4/27/2026 9:02 AM
2	Private owned dining would be ideal	4/20/2026 11:23 AM
3	No industrial well protection act prevents 95% of businesses	4/18/2026 6:10 PM
4	We need businesses that will pay taxes for this city's outrageous pet projects (overpriced water park that's open 1 month. Off the year ring a bell? I'm sure it will get worse	4/17/2026 6:00 PM
5	For elderly	4/17/2026 2:53 PM
6	FOR SENIORS ON A FIXED INCOME	4/17/2026 1:58 PM
7	Not sure but we have plenty of retail that isn't open very often. We have plenty of restaurants struggling to survive against the new corporate franchises that have been allowed in. What we need is more business that is industry oriented	4/17/2026 1:16 PM
8	Do nothing and stop spending money.	4/17/2026 1:10 PM
9	move post office here	4/17/2026 1:07 PM
10	Stop spending money and leave it alone.	4/15/2026 12:31 PM
11	Native Pollinator Site	4/10/2026 8:23 PM

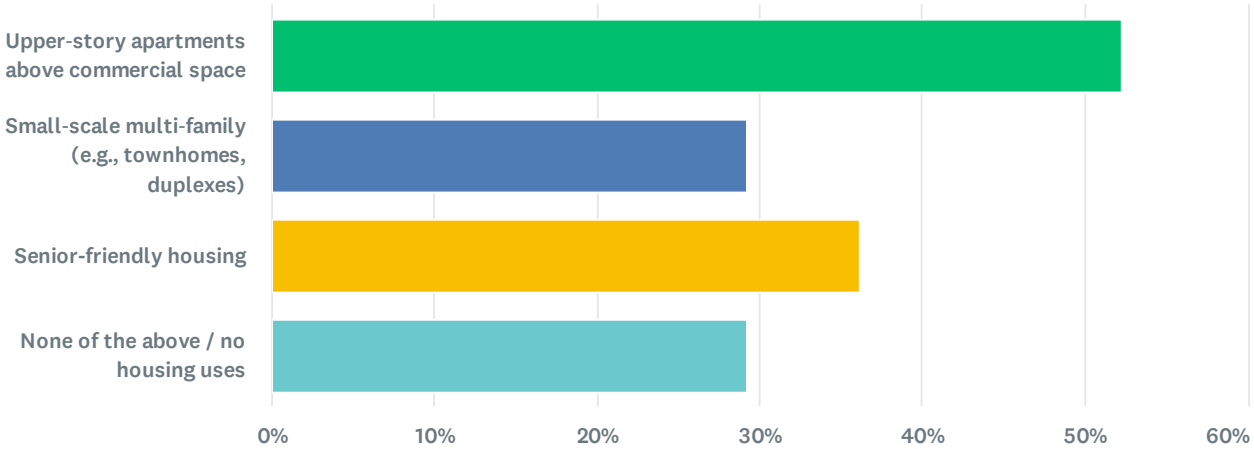
Q3 128 responses

Which commercial uses would you find acceptable at this site? (Select all that apply.)



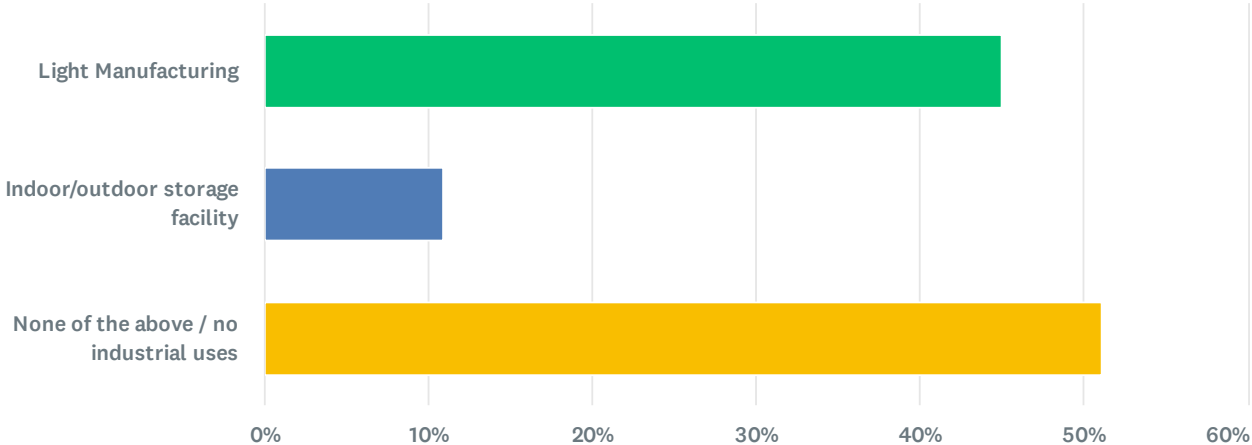
Q4 130 responses

Which housing uses would you find acceptable at this site? (Select all that apply.)



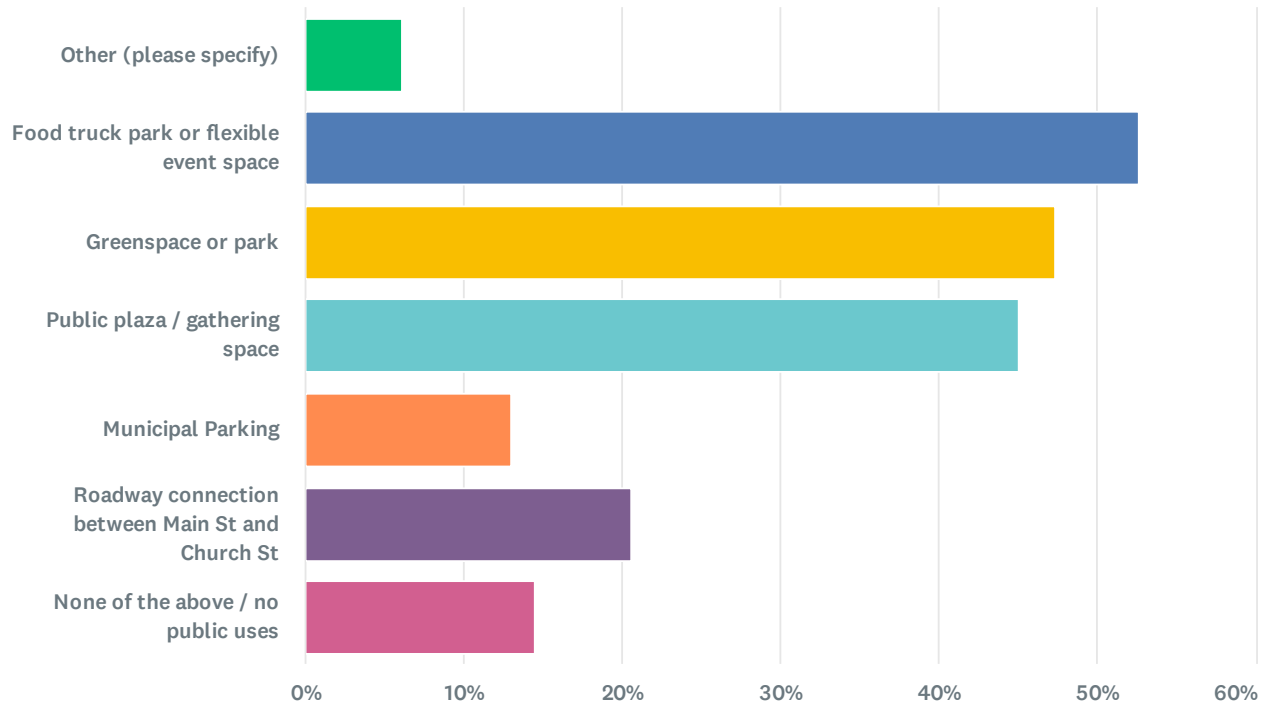
Q5 129 responses

Which employment/industrial uses would you find acceptable at this site? (Select all that apply.)



Q6 131 responses

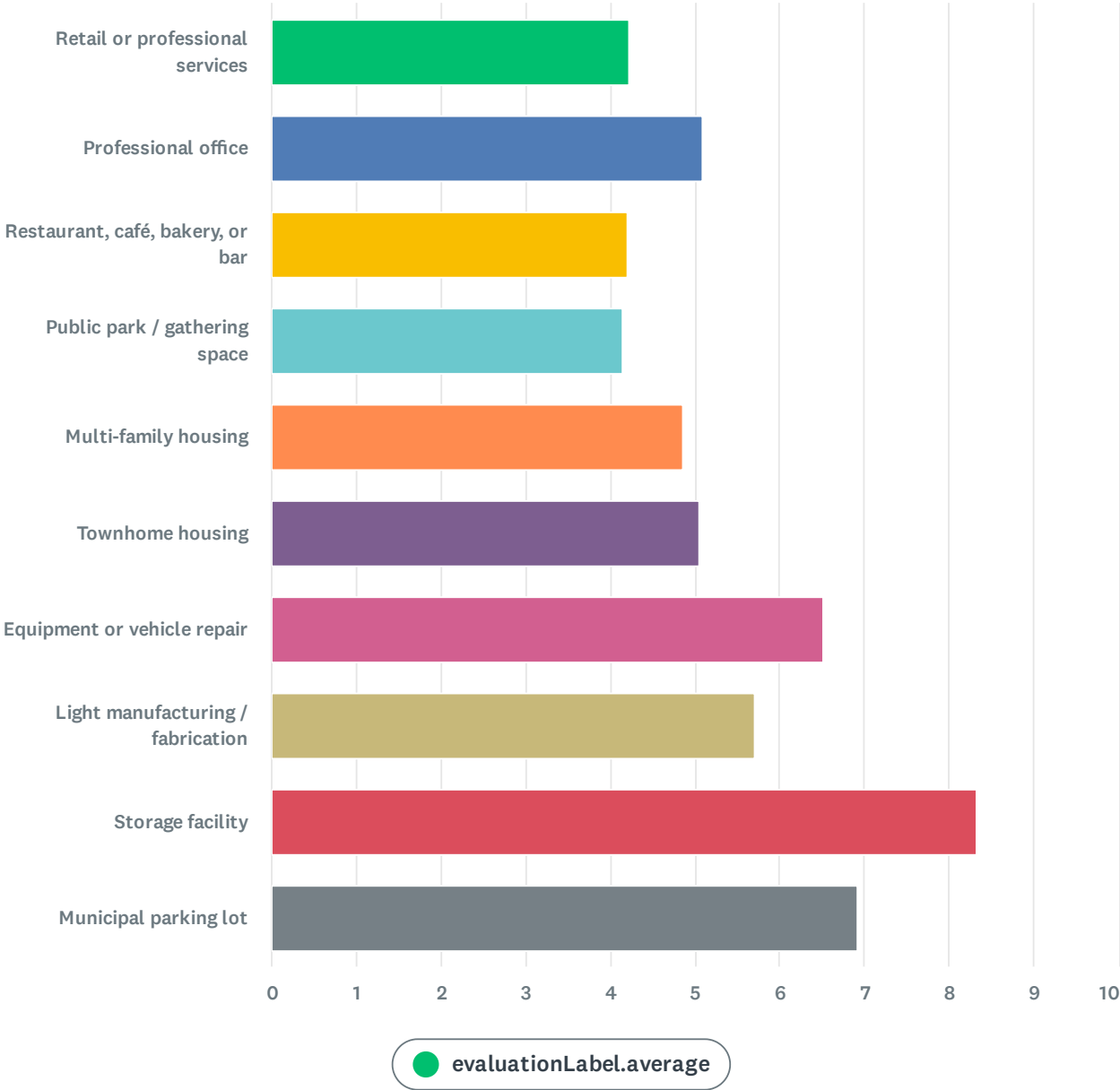
Which public/community uses would you find acceptable at this site? (Select all that apply.)



#	OTHER (PLEASE SPECIFY)	DATE
1	Youth center the kids need something to do	4/22/2026 6:51 AM
2	handicap accessible elderly houseing.	4/17/2026 6:21 PM
3	Something to bring in tax dollars! Not another expense!	4/17/2026 1:55 PM
4	Outdoor music stage / art venue / popup use	4/16/2026 3:56 AM
5	Allan creek access	4/15/2026 8:24 PM
6	Small business incubator	4/14/2026 7:22 PM
7	Native Pollinator Site	4/10/2026 8:28 PM
8	Trails, parks, anywhere to be in nature	4/10/2026 6:53 PM

Q7 129 responses

Please rank the following potential permanent uses from MOST desirable (#1) to LEAST desirable (#11).



Q8 Are there any additional land uses we should consider?

Answered: 36 Skipped: 109

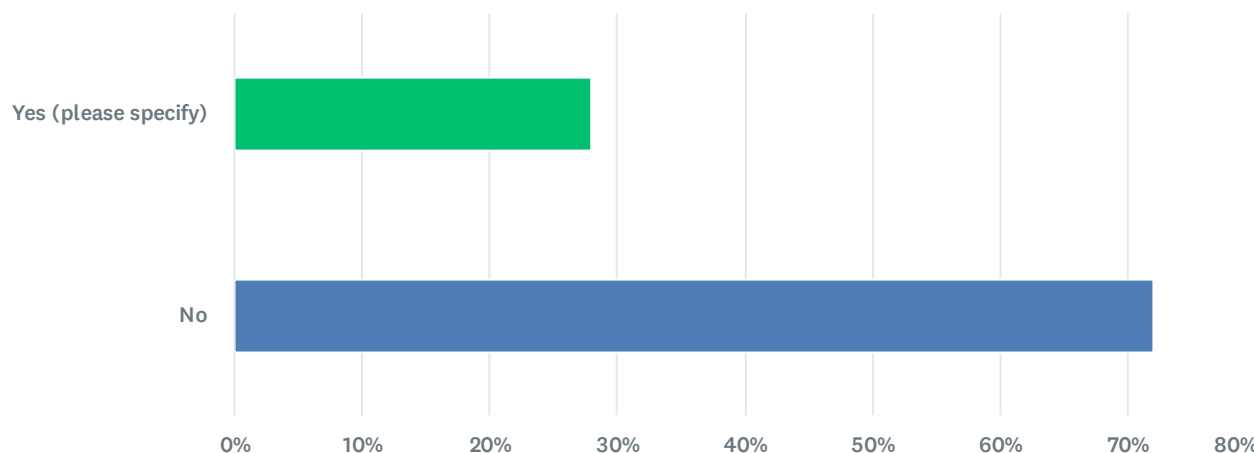
#	RESPONSES	DATE
1	Indoor pool	4/22/2026 10:49 AM
2	Youth center or something for people to do	4/22/2026 6:51 AM
3	I am not sure why you continue to focus on these small projects when you're focused should really be on manufacturing and industrial in this community to reduce the amount of tax cost to the residents. You continue to bring in restaurants and food places and we have continual loss of quality family owned business restaurants. You put half as much effort as you did to get Culver's in Kwik trip towards manufacturing industrial we would have a much more vibrant community downtown because you're bringing in jobs that pay enough to live on.	4/21/2026 2:24 PM
4	Donate to VFW	4/20/2026 11:25 AM
5	No	4/18/2026 9:42 PM
6	Don't plan for a use that should be on main street - restaurant/cafe/bakery/retail/professional office. Consider how this can be light manufacturing/makers/with some housing.	4/18/2026 5:31 PM
7	Better dog park the one we have sucks!	4/17/2026 8:40 PM
8	Please do NOT consider prefab homes like the ones going up on the North side of Brodhead	4/17/2026 7:35 PM
9	Apartment buildings that are affordable for Evansville not Madison prices	4/17/2026 6:01 PM
10	Anything would look better than it does now. Ugliest part of the town.	4/17/2026 5:47 PM
11	Small manufacturing	4/17/2026 5:13 PM
12	I think the food truck space is the best idea	4/17/2026 5:12 PM
13	Utilize the downtown location, inactive rail segment access, and creek access for an Evansville Outdoor Hub/Basecamp. Street facing needs a restaurant at some level - beer garden vibe (perhaps Hop Garden would be willing to shift location), with patio and fire pits along Allen creek. Do bike and kayak rentals, small gear shop (partner with Shifting Gears Bike Shop). Promote and serve as hub for kayaking of Allen creek from Lake Leota through town through the Evansville Wildlife Area with pick up point on 59. Potential for shuttle service. Use the inactive segment of the rail line to create a hiking/biking/skiing trail from Evansville to Oregon to create an "Evansville-Oregon Trail". Further segment of Ice Age Trail? With terminus in park in Oregon (or beyond?). Live music venue (partner with EUM and others) attached to beer garden. Space for farmers markets/food trucks. To save costs - find a way to reuse the VFW building. This can be a phased scalable investment. My two cents - Clint Morgan	4/17/2026 4:50 PM
14	No	4/17/2026 4:15 PM
15	A park where kids and teens can hang out	4/17/2026 4:00 PM
16	Remember upkeep is utmost important	4/17/2026 3:00 PM
17	Apartment building	4/17/2026 2:35 PM
18	Definitely not multiple family houses or duplexes or no condos.	4/17/2026 2:07 PM
19	Leave it alone.	4/17/2026 1:33 PM
20	It's empty for a reason. Nobody wanted to invest there. The city should take the hint. If someone comes up with a good idea that grows the tax base, helps Evansville and doesn't hurt our local businesses, they will be successful without the city's involvement. Worst case, give them a tax incentive to come here.	4/17/2026 1:21 PM
21	Leave it as is and stop spending money.	4/17/2026 1:11 PM

Evansville Site Redevelopment Plan Survey

22	new post office location	4/17/2026 1:09 PM
23	No	4/17/2026 1:06 PM
24	Colette here -- absolutely no equipment/vehicle repair here, it's a wellhead protection zone!	4/16/2026 12:20 PM
25	Whatever is done should include mixed use and attract more people to this area, so we can start building a more robust downtown from the Library all the way to the Night Owl.	4/16/2026 9:41 AM
26	Yes, Allan creek access (fishing, boating)	4/15/2026 8:24 PM
27	Please consider working with folks who are attempting to get Allen creek navigable by non-motorized boats. This would be a perfect place to have a boat launch for that.	4/15/2026 8:11 PM
28	Sell the parcel to a private investor. It is to small for any realist government project except a parking lot for a food truck or food trailer.	4/15/2026 3:21 PM
29	No more coffee shops. No more pet shops. No more pizza places. We have enough of those. Stop taking away from the parks we already have. Lake Leota is becoming abandoned.	4/15/2026 11:32 AM
30	This should be part of the Allen Creek Corridor, focused on recreation and small retail. Connecting Leonard Leota Park to the DNR land using the rail corridor would be an excellent use of this land and the adjoining properties.	4/14/2026 7:22 PM
31	Small (500 sq ft spaces for business incubation of arts, crafts, makers, and other small retail and food service.	4/14/2026 7:15 PM
32	tradeschool space, college extension space	4/13/2026 8:51 AM
33	We are losing businesses. We don't need more	4/11/2026 4:49 PM
34	Evansville has a vibrant music community and local organizers the plan community events having a space for them to grow and develop would be awesome. I would also love our city to have a proper farmers market and this would be a great central location to host one.	4/10/2026 11:43 PM
35	Native Pollinator Site	4/10/2026 8:28 PM
36	I would like a recreational trail that spans across Evansville. I would like to make our town a lot more walkable, but I am also interested in new development/business/restaurants/any other food store besides the Pig	4/10/2026 6:53 PM

Q9 125 responses

Would your preferred land use(s) change if neighboring properties were also acquired, creating a larger redevelopment area?



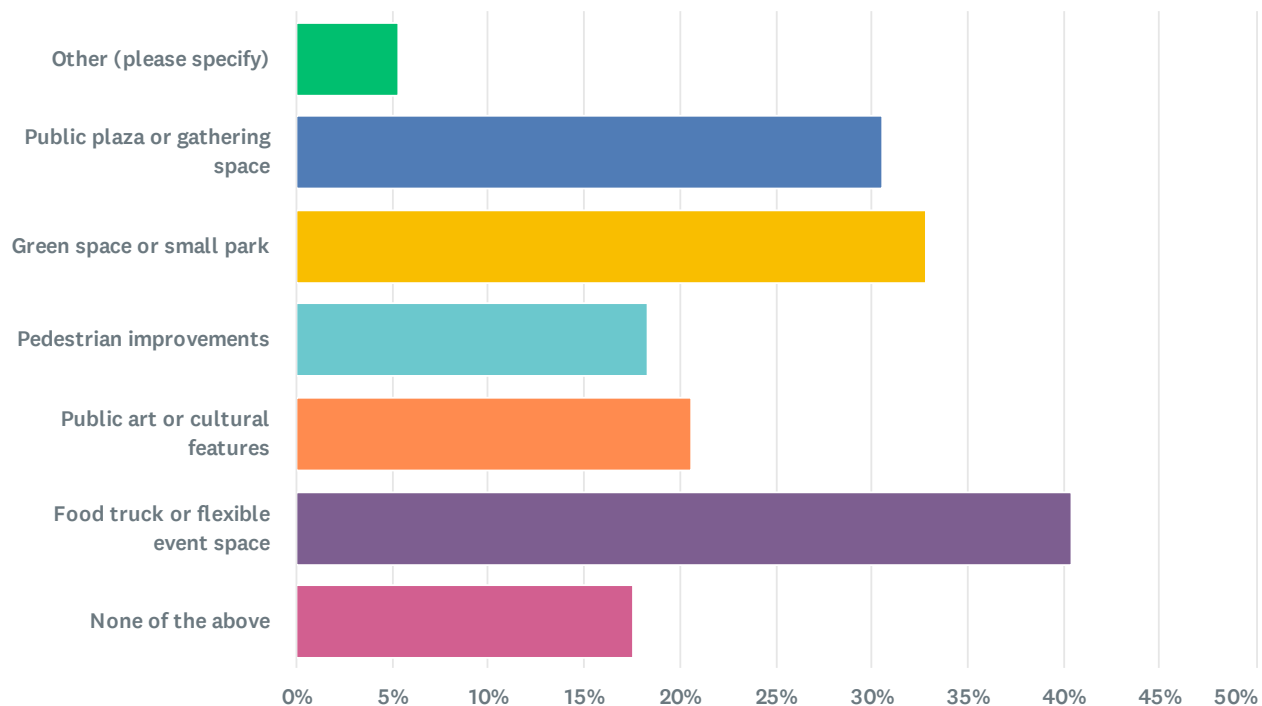
#	YES (PLEASE SPECIFY)	DATE
1	If acquired for housing I hope it is affordable housing with rents that are accessible for families or single people. Evansville needs affordable housing with amenities and materials used to create a space that we would all want to call home.	4/22/2026 8:19 PM
2	Dog park would be great!	4/22/2026 12:54 PM
3	Bigger opportunity	4/22/2026 10:49 AM
4	Apartment complex for young adults	4/21/2026 7:04 PM
5	Ñ	4/18/2026 9:25 AM
6	For dog park	4/17/2026 8:40 PM
7	Maple Street to the tracks - redevelop	4/17/2026 7:35 PM
8	.	4/17/2026 6:05 PM
9	Something more appealing visially.	4/17/2026 5:47 PM
10	No	4/17/2026 5:16 PM
11	Small manufacturers	4/17/2026 5:13 PM
12	A new ada friendly park and green space with potential for outdoor city sponsored concerts and food trucks	4/17/2026 5:06 PM
13	See above ideas.	4/17/2026 4:50 PM
14	To fit and maximize the final selections made.	4/17/2026 4:15 PM
15	Yeah we have a lot of empty businesses	4/17/2026 4:00 PM
16	Pay debt first	4/17/2026 3:00 PM
17	It would then be good to have park and housing.	4/17/2026 1:27 PM
18	Open to ideas	4/17/2026 10:04 AM
19	We need more affordable housing for seniors	4/16/2026 3:19 PM

Evansville Site Redevelopment Plan Survey

20	With larger area, would consider mixed use retail / public venue / housing	4/16/2026 3:56 AM
21	The general area is rundown and basically a gravel pit. It would be nice to change that.	4/15/2026 8:11 PM
22	room for substantial rental properties	4/15/2026 1:35 PM
23	Biggest question, is this going to cost the tax payers anything?	4/15/2026 12:05 PM
24	If enough of the neighboring properties could be acquired it would be a very central location to be considered for a new municipal office building, possibly a mixed use building with municipal offices, apartments and some commercial space.	4/15/2026 11:47 AM
25	to make room for apartments	4/15/2026 11:15 AM
26	industrial and mixed use restaurants	4/15/2026 9:51 AM
27	Perhaps, might create an opportunity for a nice green space	4/15/2026 8:32 AM
28	I think a multi-level structure with parking below, light industrial or commercial space on the ground floor, and a variety of housing in upper stories would serve our community well.	4/15/2026 7:41 AM
29	The triangle lot should be part of the plan.	4/14/2026 7:22 PM
30	I think it just provides space for some necessary parking.	4/14/2026 7:15 PM
31	For a larger housing development only	4/14/2026 11:27 AM
32	The areas adjacent to Allen Creek could be developed to create a park.	4/13/2026 6:27 AM
33	Large garden, walking path to take advantage of the frontage to Allen Creek, tree planting, creating a green space	4/10/2026 9:03 PM
34	If that happened, I would want multi-residential housing mixed with public park, walkways, space for food trucks. But the housing must be affordable! Really affordable.	4/10/2026 8:51 PM
35	PLEASE DO NOT ADD A STORAGE FACILITY. We do not need that here. There is a few off of HWY14. Help create a beautiful Evansville	4/10/2026 6:53 PM

Q10 131 responses

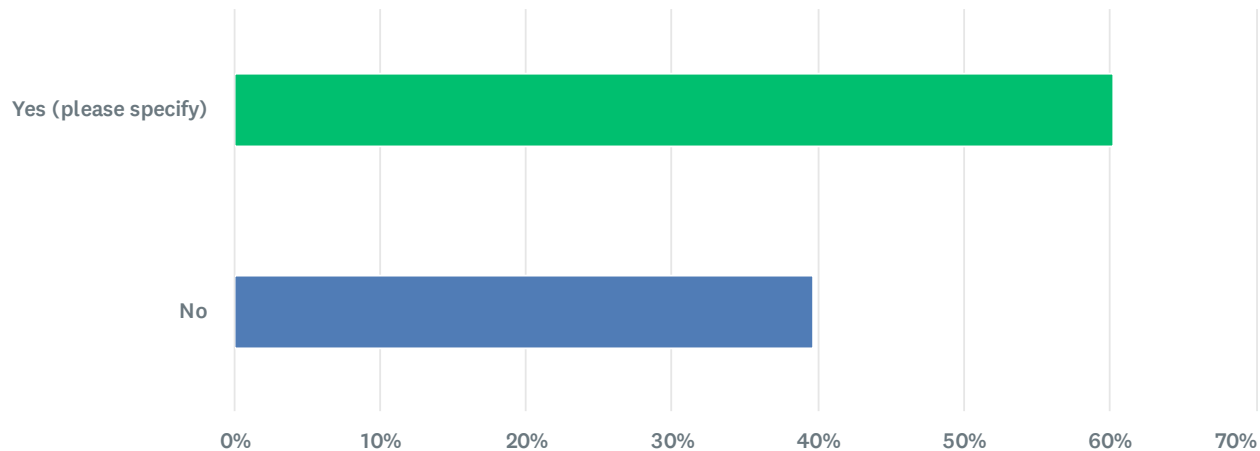
Would you support adding public or community amenities as part of the redevelopment? (Select up to 2.)



#	OTHER (PLEASE SPECIFY)	DATE
1	Restroom s	4/24/2026 4:22 PM
2	Indoor pool	4/22/2026 10:49 AM
3	All these are great!	4/17/2026 4:00 PM
4	Pay debt first	4/17/2026 3:00 PM
5	Don't need anymore expenses	4/17/2026 1:55 PM
6	Small retail stalls	4/14/2026 7:22 PM
7	I would support all of these. Why do I have to pick 2 when it's a yes or no question?	4/12/2026 4:07 PM

Q11 126 responses

Would you support short-term or temporary uses (food trucks, events, interim green space, etc.) while the city explores assembling additional properties for a larger redevelopment?



#	YES (PLEASE SPECIFY)	DATE
1	Nice to have a Central Park, larger event space for downtown activities festival etc	4/24/2026 1:43 PM
2	Food truck, events	4/24/2026 9:19 AM
3	Yes, but only if the conversation/planning doesn't stall out.	4/24/2026 8:40 AM
4	I would like to see that space not turn into an eyesore in town.	4/22/2026 8:19 PM
5	food truck or event space	4/22/2026 1:27 PM
6	Dog park	4/22/2026 12:54 PM
7	Food trucks	4/22/2026 10:49 AM
8	Yes use the space for good while making larger plans.	4/22/2026 9:45 AM
9	Green space	4/22/2026 7:20 AM
10	Local good trucks	4/22/2026 6:51 AM
11	Food trucks would be great	4/21/2026 7:04 PM
12	Events	4/20/2026 4:23 PM
13	Yes	4/19/2026 1:36 PM
14	Food trucks	4/18/2026 9:42 PM
15	Yes, this makes sense.	4/18/2026 5:31 PM
16	Great way to allow use while planning for permanent solution	4/18/2026 12:03 PM
17	Food trucks	4/18/2026 9:25 AM
18	Would love food trucks	4/17/2026 9:39 PM
19	Food trucks	4/17/2026 7:57 PM
20	Food trucks	4/17/2026 7:50 PM

Evansville Site Redevelopment Plan Survey

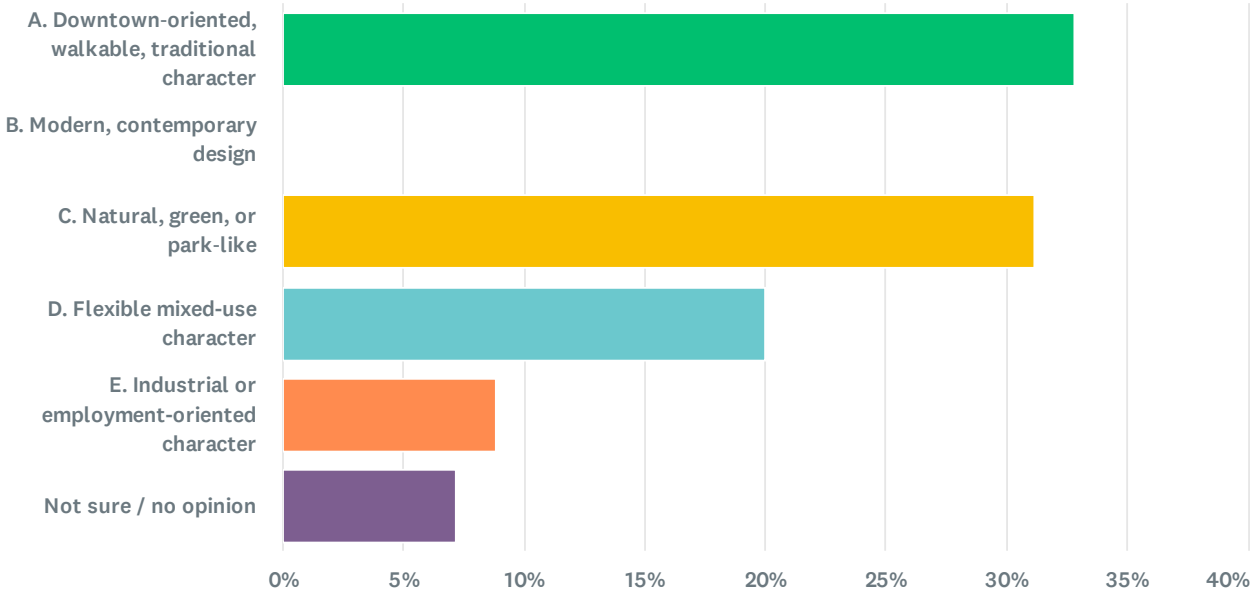
21	Events. Food trucks are nice but they do take away from our restaurants	4/17/2026 7:35 PM
22	Food trucks	4/17/2026 6:40 PM
23	Food trucks	4/17/2026 5:47 PM
24	Events, food trucks	4/17/2026 5:16 PM
25	Small manufacturers return Evansville to what it was	4/17/2026 5:13 PM
26	Food trucks and events	4/17/2026 5:12 PM
27	Food trucks	4/17/2026 4:57 PM
28	Food trucks, etc. see above ideas.	4/17/2026 4:50 PM
29	Food trucks, a dog park, small scale events	4/17/2026 4:15 PM
30	Yes for sure!	4/17/2026 4:00 PM
31	Food trucks	4/17/2026 3:06 PM
32	Not until roads and sidewalks fixed	4/17/2026 3:00 PM
33	Farmers market	4/17/2026 2:35 PM
34	Yes	4/17/2026 2:31 PM
35	I would support the events	4/17/2026 2:13 PM
36	Event usage	4/17/2026 1:51 PM
37	Food trucks or events would be good so that there is more room by Creekside	4/17/2026 1:29 PM
38	Food trucks, market space, etc	4/17/2026 1:28 PM
39	outdoor market	4/17/2026 1:16 PM
40	Any	4/17/2026 12:48 PM
41	the sooner you can utilize the space the better even if its short -term	4/16/2026 3:19 PM
42	Better use of interim green space would be smart.	4/16/2026 12:20 PM
43	it would be great to more fully utilize this property and the site adjacent to the trail and Allen Creek. Acquisition of the private property should also be explored to create a more cohesive development.	4/16/2026 9:41 AM
44	Music events, popup food events/food truck, green space	4/16/2026 3:56 AM
45	Sure	4/15/2026 8:54 PM
46	Maybe. It depends on the cost here.	4/15/2026 8:11 PM
47	Depending on what the "larger development" is.	4/15/2026 3:21 PM
48	Food trucks, event space,park	4/15/2026 1:45 PM
49	Food trucks and events	4/15/2026 12:09 PM
50	Tax payers money?	4/15/2026 12:05 PM
51	Great spot for a farmers market, and other public gatherings.	4/15/2026 11:47 AM
52	Food trucks	4/15/2026 11:32 AM
53	cinco de mayo party!	4/15/2026 10:24 AM
54	Food trucks	4/15/2026 9:51 AM
55	Charge for the space creating income from property.	4/15/2026 9:06 AM
56	Food trucks, events and interim green space all sound like great ideas! Prime downtown location	4/15/2026 8:32 AM

Evansville Site Redevelopment Plan Survey

57	Temporary uses for food trucks or similar would be great as long as it doesnt become the long term plan	4/15/2026 8:01 AM
58	Sure, anything that encourages folks to connect with each other is great.	4/15/2026 7:41 AM
59	support this.	4/15/2026 7:31 AM
60	Green space for flood control	4/15/2026 4:36 AM
61	Anything that improves the area and provides an extension to the downtown would be great.	4/14/2026 7:22 PM
62	Narrow sculpture park along the creek walkway, with maker/small retail	4/14/2026 7:15 PM
63	City is slower than molasses; I would like to see something happening there while it figures it out. Your suggestions above seem adequate.	4/13/2026 8:51 AM
64	I can picture large limestone blocks along the bank of Allen Creek. Children could climb down the blocks to access the creek.	4/13/2026 6:27 AM
65	It's a yes or no question, I selected yes	4/12/2026 4:07 PM
66	The ice cream truck in summer is awesome, we can have more like that or even a full farmers market.	4/11/2026 4:49 PM
67	Food trucks and green space	4/11/2026 3:32 PM
68	Food trucks and events	4/11/2026 8:53 AM
69	Evansville underground, place to host an actual unaffiliated farmers market	4/10/2026 11:52 PM
70	Events or green space would be great	4/10/2026 9:42 PM
71	Farmers Market	4/10/2026 9:13 PM
72	Food truck or green space	4/10/2026 9:03 PM
73	Yes I would.	4/10/2026 8:51 PM
74	Native Pollinator Site	4/10/2026 8:28 PM
75	Don't rush into it - use the space as possible, and come in with a great plan	4/10/2026 6:53 PM
76	Yes	4/10/2026 6:12 PM

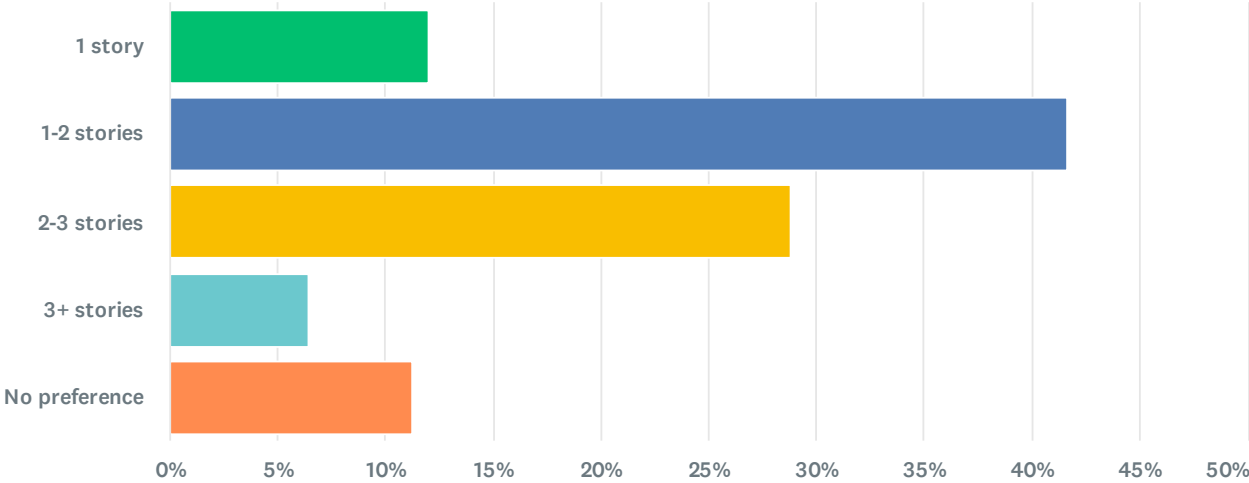
Q12 125 responses

What overall character should the site reflect? (See character images above for reference.)



Q13 125 responses

What building scale feels appropriate for this location?



Q14 Please provide any additional comments you may have about the Nelson site and its redevelopment opportunities.

Answered: 52 Skipped: 93

#	RESPONSES	DATE
1	Thank you for addressing this.	4/24/2026 9:20 AM
2	I prefer the look of the modern, contemporary design, but it needs to also contain greenery to add to the sleek look (like the natural, green, or park-like). Please don't make the building taller than 2 stories, it would look dominating if it were any taller. We need affordable housing in the city, so if it were possible to include AFFORDABLE housing, that would be a definite bonus to the space. I appreciate the idea of food trucks/flexible space, but am concerned it would take organization and planning to make that a reality every day, every year, and I worry we don't have the capacity to make that a reality. Whatever it becomes, it needs to be accessible and welcoming to ALL.	4/24/2026 8:43 AM
3	Does the current Smart Growth Plan address this sort of site? I am curious what City Staff members are thinking about this site--but I couldn't attend the meeting. It's an interesting part of town and I think it could lend itself to many uses. There is an opportunity to build with environmentally friendly materials and incorporate green space within the plan. If housing is built I hope it is affordable and built in a way that we would all enjoy...it is disheartening to know that too many families have to live in conditions that are less than comfortable/clean/up to code. I look forward to updates. Thank you for providing a survey for citizens who couldn't attend the meeting!	4/22/2026 8:29 PM
4	What is the budget for this again? The city continues to try to drive new food in restaurants into town while others are closing. All the good ones are closing and you focus on commercial large corporation to come in instead like Domino's like Culver's. And it drives out the other businesses you need to put your focus in ways to reduce tax space that would include manufacturing in industrial base, what's your plan?	4/21/2026 2:26 PM
5	We need more housing that is affordable and accessible	4/21/2026 10:17 AM
6	This city needs to stop being developers. Let private entities pay for planning/use of property and then survive or fail on their own.	4/20/2026 11:27 AM
7	N/a	4/18/2026 9:43 PM
8	As noted above, this site should not be for traditional main street uses, but it needs to be connected with main street by private open space/walk/street. This site need to go back on the to tax base.	4/18/2026 5:33 PM
9	We need more businesses to help with tax base and provide employment.	4/18/2026 9:27 AM
10	Who is paying for this redevelopment?	4/18/2026 5:22 AM
11	Fix countryside park	4/17/2026 8:40 PM
12	We do not need more small retail for resale shops or antiques	4/17/2026 7:37 PM
13	An after hours urgent care with housing above.	4/17/2026 6:42 PM
14	the city is already deep in debt, how will this be financed?	4/17/2026 6:27 PM
15	Return Evansville to its former glory	4/17/2026 5:14 PM
16	Utilize the downtown location, inactive rail segment access, and creek access for an Evansville Outdoor Hub/Basecamp. Street facing needs a restaurant at some level - beer garden vibe (perhaps Hop Garden would be willing to shift location), with patio and fire pits along Allen creek. Do bike and kayak rentals, small gear shop (partner with Shifting Gears Bike Shop). Promote and serve as hub for kayaking of Allen creek from Lake Leota through town through the Evansville Wildlife Area with pick up point on 59. Potential for shuttle service.	4/17/2026 4:51 PM

Evansville Site Redevelopment Plan Survey

Use the inactive segment of the rail line to create a hiking/biking/skiing trail from Evansville to Oregon to create an "Evansville-Oregon Trail". Further segment of Ice Age Trail? With terminus in park in Oregon (or beyond?). Live music venue (partner with EUM and others) attached to beer garden. Space for farmers markets/food trucks. To save costs - find a way to reuse the VFW building. This can be a phased scalable investment. My two cents - Clint Morgan

17	Lots things we could do to improve downtown	4/17/2026 4:00 PM
18	Fix roads and sidewalks first! Save the wants for later!	4/17/2026 3:03 PM
19	Nothing modern. Should reflect historical context	4/17/2026 2:08 PM
20	Leave it alone. You people screw up everything	4/17/2026 1:34 PM
21	It would be good to keep the character of Main Street in doing the redevelopment.	4/17/2026 1:31 PM
22	Evansville needs to stop spending money it doesn't have on crap we don't need and concentrate on budgeting for the things we NEED rather than want. Pay off the debt first	4/17/2026 1:24 PM
23	Leave it alone as is.	4/17/2026 1:12 PM
24	Glad to see that the city is finally looking to redevelop this site. It's a perfect opportunity for our city to showcase what we have to offer.	4/16/2026 3:22 PM
25	maximize the mixed use, minimize the presence and visuals of cars and parking. consider underground parking for residents or additional parking opportunities that are not visible. Maximize elements of design / construction that adhere to LEED building standards.	4/16/2026 9:42 AM
26	Take advantage of the VFW, Coffeeshouse & Night Owl presence for collaborative opportunities. Creekside and Baker might have collaborative partnership interests, too	4/16/2026 3:58 AM
27	We have many empty spaces on Main Street for shops, offices, restaurants etc- I don't support development for that kind of thing when we have so much unused space that already exists	4/15/2026 8:25 PM
28	For #13, I selected 1 story, but there was no options for no building. I would have selected that option if it were available.	4/15/2026 8:12 PM
29	Condmsider some low income, family and large dog friendly apartments	4/15/2026 1:46 PM
30	Please take into consideration Evansville's small business owners. Keep chain restaurants and food trucks at bay.	4/15/2026 1:36 PM
31	This is a prime urban infill site if all the adjacent parcels can be acquired. It screams mixed use, biggest concern is parking space	4/15/2026 11:49 AM
32	That part of Evansville is dead. Besides the Night Owl. Don't ruin more businesses by thinking they'll grow. Look at all of the empty buildings already near by. Utilize those before creating more.	4/15/2026 11:35 AM
33	Don't bring in another nasty chain , we are not jansville.	4/15/2026 11:26 AM
34	Making existing downtown restaurants compete with food trucks is very short sighted. The money leaves the community, they don't pay water & light, or property taxes.	4/15/2026 11:17 AM
35	Whatever is done Church Street needs to be redone. That part of Church Street is just filled and refilled potholes.	4/15/2026 9:53 AM
36	Years ago, the UW-Madison professors brought their students to Evansville to help with the design of downtown. One group was responsible for encouraging Evansville to move Baker building closer to downtown. Is this something worth looking into?	4/15/2026 9:11 AM
37	I would implore the city to not confuse the term builder with the term developer. Too often the Evansville community has submitted to builders to detemine development paths. Builders then convince the city the only economically viable path forward is to build structures they are familiar with. What a coincidence. It is a shame to see similar communities have variety and a forward approach while Evansville only churns out assembly line single family starter homes and duplexes. Builders build, developers envision. Find a bold vision and conviction please.	4/15/2026 8:10 AM
38	There's a tremendous opportunity here, especially in combination with the 157 E Main St property, to create more housing for the community. In addition, having parking somewhat	4/15/2026 7:50 AM

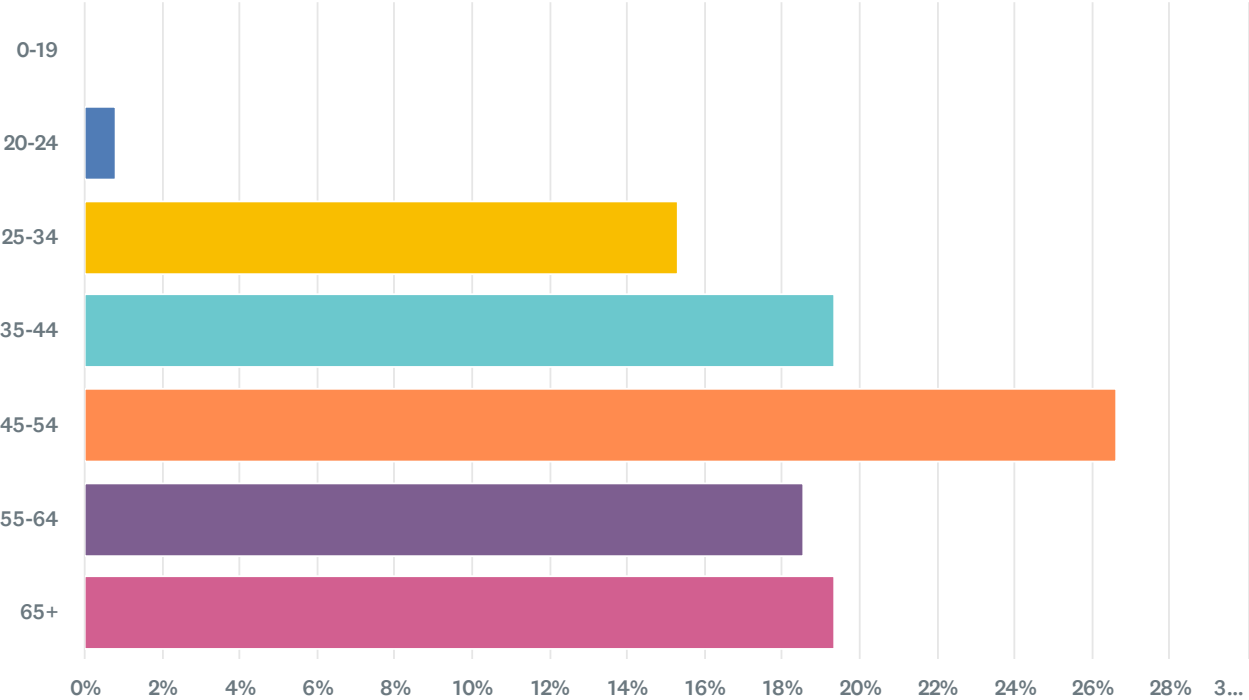
Evansville Site Redevelopment Plan Survey

concealed in the structure while adding commercial, professional, even light manufacturing in the space will be helpful to support the tax base.

39	This would be an ideal location for the City to align to its strategic plan objectives of offering walkable, diverse, and multi-tenant housing. The site is prime for access to already existing services and the downtown, which should make it attractive for apartment seekers. The City has not utilized recent developments for multi-family (beyond duplex) housing, and this would be an ideal opportunity.	4/15/2026 7:33 AM
40	The area is prone to flooding and any structure built there will be expensive, perhaps prohibitively so, to insure. The only economically and ecologically viable use for the site is a green space designed to mitigate flooding and prevent erosion.	4/15/2026 4:38 AM
41	The scale has to match the neighbors. The creek to the west, the historic train depot to the east and the Night Owl all point towards something low and green. A 5 over 1 on that site would look out of place and would detract from the other buildings near by. Put the 5 over 1s on Union or on Main. The rail corridor between Main and Water has huge potential as a destination for residents and visitors alike.	4/14/2026 7:30 PM
42	It feels like an exciting opportunity for the downtown. I hope we can pull off something special.	4/14/2026 7:16 PM
43	As the owner of a brick and mortar establishment, I would strongly oppose any new restaurants. Evansville stands to lose more than they will gain if you run our family owned and operated businesses out by saturating the market with cooperate run entities. Our coffee shops and restaurants can not compete. You will end up with less choices, not more.	4/14/2026 11:33 AM
44	Please keep citizens informed with the outcome/insights of this survey.	4/13/2026 8:52 AM
45	It's already adjacent to green spaces, let's expand that to create community spaces. Farmers market, night markets, EUM shows..	4/11/2026 5:00 PM
46	Impact assessment to the Allen creek, preservation of area character	4/11/2026 3:33 PM
47	More parks, greenery and public spaces. Less private buildings, that are tall and ugly. Make this someone EVERYONE can enjoy	4/11/2026 1:27 AM
48	It should fit into the character of downtown and the historical area	4/10/2026 11:45 PM
49	I feel like this is a golden opportunity to improve a city amenity that has been vastly underutilized with Allen Creek. Something at least including planting trees and improved landscaping along Allen Creek.	4/10/2026 9:06 PM
50	Native Pollinator Site or Community Garden	4/10/2026 8:29 PM
51	I would love to be able to make this space beautiful. Do NOT make it into a storage unit. Make it into a walkable space Evansville residents want to enjoy. We want a downtown we can enjoy, businesses to shop at, or parks to help be in nature.	4/10/2026 6:56 PM
52	I live around the corner at 270 East Main Street. I do not want to see another high traffic business go into this space. The Culver's has enough going on. I'd love to see it used as a community space. Instead of acquiring additional land. I think investing in updating the park and developing that space for the community would be great! There are lots of kids on this side of town, we are a dog friendly neighborhood. I think investing in building community areas on this side on this side of town is a worthy cause.	4/10/2026 4:17 PM

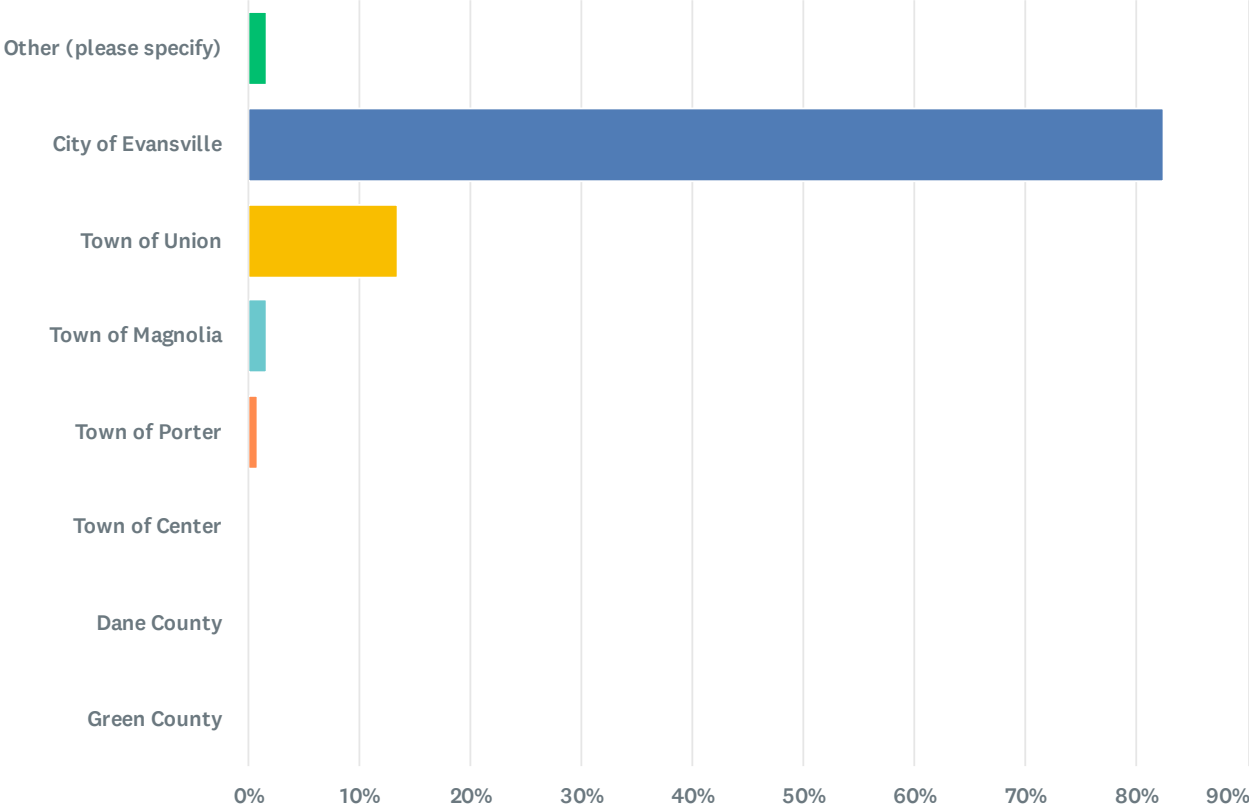
Q15 124 responses

What is your age?



Q16 126 responses

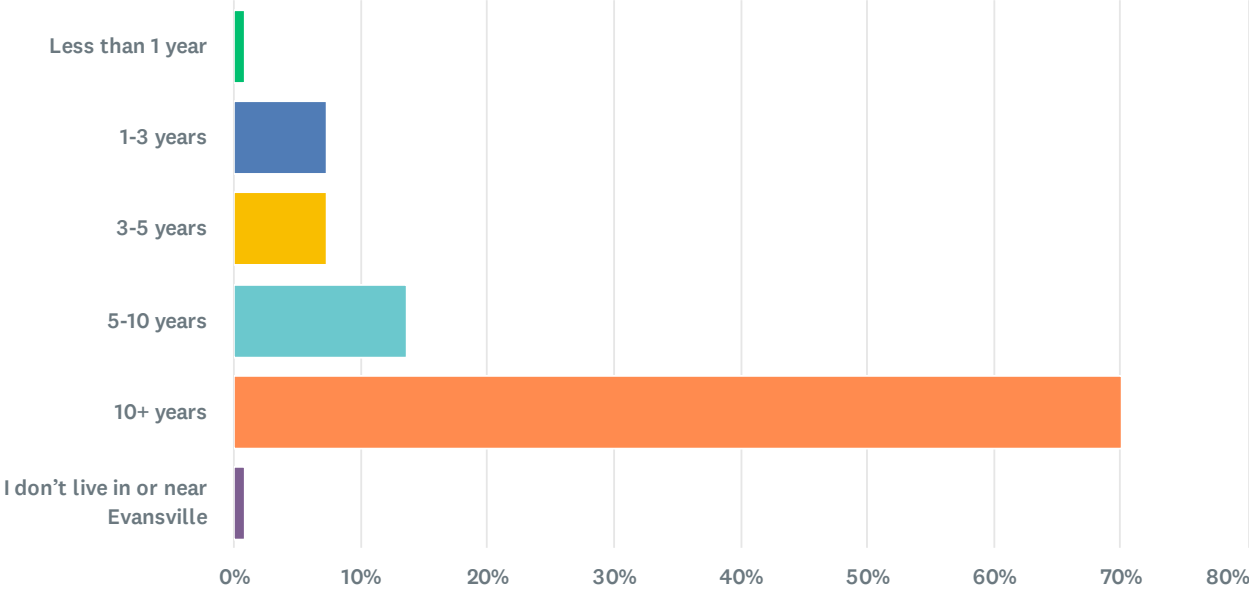
Where do you live?



#	OTHER (PLEASE SPECIFY)	DATE
1	Neighboring community	4/17/2026 7:58 PM
2	Edgerton	4/16/2026 12:21 PM

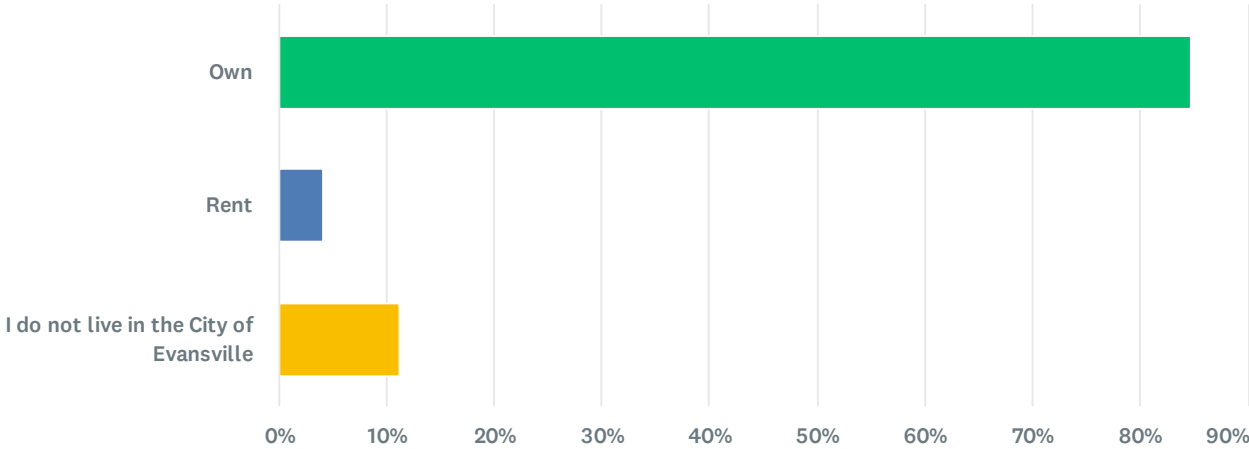
Q17 124 responses

How long have you lived in or near Evansville?



Q18 125 responses

Do you rent or own a home in the City of Evansville?





May 2026
Evansville Area Chamber of Commerce
Director Update

Upcoming Chamber Events/Ribbon Cuttings/Grand Openings

Golf Outing Friday, June 19th 8am-3pm
Ribbon Cutting - Auto Spa Evansville TBD
Heritage & Harmony Ribbon Cutting 5 pm on 5/21
Fall - SCORE Learning workshops

Upcoming Community Events

Heritage & Harmony The Artful History of Evansville - Thursday May 21st 530-7pm Grange Store Building Ribbon Cutting event & celebration
Farmer's Market on Sundays at Allen Creek Coffeehouse from 10am-2pm
Bike The Parks June 4th
Cruise Night June 4th
Food Truck Night June 11th
Strawberry Festival June 12th Emma's Table
Ice Cream Social Friends of the EFPL June 26th

Economic Development

Business Visits

Tourism Updates

Chamber Projects & Happenings

Membership Renewals 2026 - update to 100 members, 3 Community Champion, 34 Chairman Club Level
Golf Outing Planning
Community Guide 2026 updates - waiting on publisher for updates

NEW Chamber Members 2026

Bare Skin Beauty & Wax
Black Dog Digital
Kwik Trip
American Family Insurance- Eric Spanton
Farnsworth Enterprises
Putnam Exteriors
Southcentral WI HVAC
Evansville Auto Spa (formerly Papa Dukes Carwash)
Twig & Rue Boutique
Rock County Children's Museum
Renew Company LLC
The Bank of New Glarus
Street Rags screenprinting & embroidery
Sienna Crest Assisted Living

RECAP

*Art Crawl was May 8th - great turn out
*Ribbon Cutting Diane Berg State Farm
*Ribbon Cutting Evansville Wellness Group
*Ground Breaking Ceremony Sienna Crest Assisted Living

*Community Guide delay

City of Evansville
Evansville Tourism Commission
May 2026 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

The Grove Society is now represented on the Tourism Commission, and Kris Thome will attend meetings.

The 5 Ladies Mural is now on the exterior wall of Lake Ridge Bank that faces Madison Street. The bank hosted a reception May 8, just prior to the start of the Art Crawl, in celebration of the installation of the mural. The artist for the Rex Theater mural was on site to answer questions about the mural which still needs a seal coat.

Activities with Tourism Potential

- a. Events page (managed by Chamber of Commerce & Tourism)
<https://www.facebook.com/evansvillewievts>
- b. Evansville Underground Music – check calendar
<https://evansvilleundergroundmusic.org/calendar/> and
<https://www.facebook.com/groups/2442819112656816/events>
- c. Concerts on Allen Creek
<https://www.facebook.com/allencreekcoffeehouse>
- d. Hop Garden music
<https://www.facebook.com/HopGardenEvansville>
- e. Evansville Jays Hometown Baseball League <https://www.facebook.com/EvansvilleJays>
- f. Creekside Cruise Night May 7
- g. Art Crawl May 8
- h. Creekside Food Truck Night May 13
- i. Memorial Day Recognition May 25
- j. Creekside Cruise Night June 4
- k. Creekside Food Truck Night June 10
- l. Annual Chamber Golf Outing June 19
- m. FEFPL Ice Cream Social June 26
- n. A Lake Leota Fourth of July - July 3-5
- o. Fun Run July 4
- p. Creekside Cruise Night July 9
- q. Creekside Food Truck Night July 15
- r. Creekside Cruise Night August 6
- s. City-wide Garage Sale Days August 7-8
- t. Creekside Food Truck Night August 12
- u. Evansville Night Out August 13
- v. History in the Park August 23
- w. Creekside Outdoor Movie Night August 28
- x. Creekside Cruise Night September 3
- y. Historic Home Tour September 19

Next meeting dates June 11 and August 13, 2026.