

NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time and location stated below. Meetings are typically held the 3rd Monday of each month. Notice is given that members of the City Council might be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall: (608)-882-2266 with as much advance notice as possible. The meeting will also be held virtually in response to COVID-19. To participate via video, go to this website: <https://meet.google.com/kwi-pdcb-xnj>. To participate via phone, call this number: 1 347- 754-4157 and enter PIN: 382 008 665# when prompted. (Your microphone may be muted automatically)

City of Evansville **Economic Development Committee**

Regular Meeting

31 S Madison, Evansville, WI 53536

Monday, December 20, 2021, 6:00 p.m.

AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the November 15, 2021 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. Monthly Reports
 - A. Community Development Update
 - B. Chamber of Commerce Report
 - C. Tourism Commission Report
8. Discussion
 - A. CUP Compliance and Code Enforcement to Enhance Economic Development
9. Next Meeting Dates:
 - a. January 17, 2022 at 6:00 pm
 - b. Review 2022 Meeting Dates
10. Motion to Adjourn

-James Brooks, EDC Chair

These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

City of Evansville **Economic Development Committee**
Monday, November 15, 2021, 6:00 PM
Meeting held virtually and in-person

MINUTES

1. Call to Order Brooks called meeting to order at 6:00pm

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	City Administrator Jason Sergeant
Ben Ladick	P	Community Development Director Colette Spranger
Vacant	-	James Otterstein, Rock Co. Development Alliance
Jason Knott	A	Christina Slaback, Evansville Chamber of Commerce
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

3. Motion to Approve Agenda by Ladick, seconded by Berg, approved unanimously.

4. Motion to waive the reading of the minutes of the October 18, 2021 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.

5. Civility Reminder Brooks reminded the committee of the City’s commitments to civil discourse.

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

7. Monthly Report

A. Community Development Updates. Spranger and Sergeant shared the Report. Committee was updated on zoning violations that are in the process of being rectified.

B. Rock County Development Alliance Report – Brooks asked about how Evansville’s issued permits were compared to the rest of the County. Otterstein replied that areas that were strong previously in the year are on track to remain so. Otterstein’s prediction is that the current robust market will continue into the new year, but likely to slow by March. Summer may be a tough time.

C. Chamber of Commerce Report – Slaback reported a number of ribbon cuttings at local businesses – Ceili, Salon KB, Expressions. Something about the State Bank of Cross Plains. Has received calls for space in the area to open new businesses. There is some space available in the Eager Building, and she has PDFs of available properties that she can distribute. 3 spaces remain available in the Eager Building. Facebook marketing has

worked well for events such as the Olde Fashioned Christmas, recent Halloween trick-or-treating, and a vacation raffle. Chamber is also organizing trainings for area entrepreneurs and promoting “Small Business Season” to encourage local buying during the holiday season.

- D. Tourism Commission Report:** Berg shared recent updates, including the success of downtown muralists receiving funding. Christmas light also received funding through the Evansville Fund. Upcoming events include Olde Fashioned Christmas, Craft Fair, Chili Cookoff, and Chocolate Extravaganza. Mural plans have received a lot of attention on Facebook. Berg asks Sergeant on if there are standards for murals in the City’s code. Sergeant replied there aren’t, but there should be standards for artists who receive funding or support through the City.

8. New Business

- A. Updates of Gold Shovel Certification Submittal and Marketing Plan for Parcel 6-27-1150.** Rutz shared that the Marketing Plan was submitted to MadREP on 11/12 and guesses the site will be certified Gold Shovel by the end of 2021. 1st phase of implementation should include finding a rail user for the site. TEA Grants could offset some of the cost of a project that needs access to the railway. 2nd phase of implementation involves marketing the site, with low and high costs options available. Slaback asks if a kick-off event would be appropriate to add to the schedule, to drum up interest. Otterstein mentions that broker commission may be available. The county has used this technique, most recently in Beloit. Brooks comments that Council has not talked about it, and is not sure how it works. Would like to hear more about it. Sergeant comments that a brokerage would be a higher cost item. Drip campaign might be a good idea. Otterstein recommends keeping the interest high by developing strong contacts, and have more than one to share if you get interest parties in one place to hear about the site. A drone/aerial shoot would be a good tool, but in spring, not winter. Warned about tailoring marketing to a specific recipient at the expense of missing a new potential customer. Would recommend making a list of developers and contractors who have worked in Evansville over the past few years. Transportation/freight/hauling is a hot industry, and is big in Rock County.

9. Next Meeting Dates: December 20th, 2021 at 6:00pm

10. Motion to Adjourn by Berg, seconded by Rutz, approved unanimously.



Community Development Updates

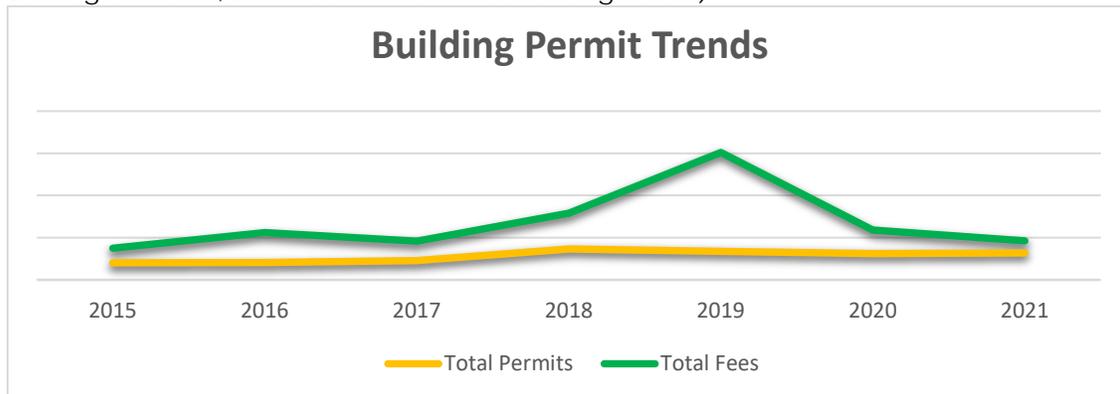
December 17, 2021 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- Enforcement letters were sent out for zoning compliance issues at Windmill Ridge, Landmark, Brown School Place
- Further discussions regarding the Settler's Grove developer's agreement
- MSA to work on new West Side/Leonard Leota Park concepts

Other Updates:

- **Building Permit Updates:**
- 2021 Total to date: 323 permits and \$46,484 in collected permit fees
- 2020 Totals: 310 permits and \$59,764 in collected permit fees
- 2019 totals: 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Totals: 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
- 2017 Totals: 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)
- 2016 Totals: 205 permits and \$ 56,440.54 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)



2022 Economic Development Committee Goals and Action Items

Goals

- A. Increase Business Retention Efforts
- B. Increase Business Recruitment Efforts
- C. Consolidate Economic Development Efforts

Action Items

- Design and implement a marketing effort for City Businesses that includes advertising and coordination of business listings on a promoted website. (A)
- Expand frequency and number of assisted BRE visits (A)
- Expand economic development marketing efforts (A)

- Build-out website to contain “business resource database.” (B)
- Create and Implement Marketing Plan for Gold Shovel (B)
- Update Available Properties Database annually (B)
- Build out “Site Selector Resource Database” (B)

- Educational discussions on Incentives and regional partners (C)
- “Economic Development 101” Strategy Session with EDC (C)
- Support Comprehensive Plan Amendment (C)
- Identify preferred uses and concepts for city owned sites. (C)
- Understand economic development opportunities with West Side Park and pool, as well as re-purposed park buildings (C)

Economic Development Budget

Account Numbers	Account Titles	Account Details	2021 Budget	2021 Actual	2022 Proposed
10-56820-210	Professional Services	Gold Shovel	\$4,500	\$1,173	\$4,500
		Engineering			
		Recruitment Services			
10-56820-300	Economic Development Expenses	Avail. Prop. Database - \$3,000	\$5,900	\$32	\$5,900
		Website Improvements - \$2,000			
		Other - \$1,000			
10-56820-305	Membership Dues	Connect Communities- \$200	\$3,000	\$2,500	\$3,000
		Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	Plan Implementation	Smart and Other Plan Goals	\$1,000	-	\$1,000
10-56820-410	Economic Development Marketing	Chamber of Commerce Community Guide - \$1,000	\$1,000	-	\$5,000
		Local Business Marketing			
10-56820-420	Print Materials	Signage, Profile Sheets, etc.	\$1,000	-	\$1,000
10-56820-720	BIG	Building Improvement Grants	\$3,000	\$2,000	\$3,000
		Total	\$19,400	\$2,500	\$23,400

2021 Annual Meeting



Year in Review

2021 Highlights



PO BOX 588
EVANSVILLE, WI
608-882-5131
WWW.EVANSVILLECHAMBER.ORG

EVANSVILLE AREA CHAMBER OF COMMERCE & TOURISM MISSION STATEMENT

"TO PROVIDE
SUPPORT TO LOCAL
COMMERCE AND
INDUSTRY AND TO
ASSIST IN THE
GROWTH,
DEVELOPMENT AND
RECRUITMENT OF
BUSINESS
ENTERPRISES"

The chamber provides programs and events that not only support members as business owners, but also benefit the Evansville community as a whole. Memberships make these programs and events possible, so it can accomplish the shared mission of a thriving, profitable business community.



VIRTUAL & IN PERSON CONNECTIONS



- Virtual New Year Mixer
- Spring Mixer Virtual Trivia Night
- 5:05 After Hour Networking Events
 - SBCP
 - Blue Devil Bowl
- Ambassador Lunches
- Retirement Send off for Randy at UPS





PROMOTIONS

- Social Media over 100k Reach
- Website Promotions
- Chairman's Club Spotlights
- Job Listings
- Community Events Calendar
- Citywide Rummage Sales
- Increased Media Presence
- NBC15 Live
- WCLO/WJVL Interviews
- Evansville Today & Evansville Review





#EVANSVILLETOGETHER

LOVE LOCAL

- Love Local Promotions
- Love Local Merchandise
- 1st ever LoveLocal Microgrant Awarded to Blue Devil Bowl
- Shop Small Season Love Local Guide





Welcome to Evansville, Wisconsin

PROVIDING RESOURCES

- #LoveLocal & #EvansvilleTogether
- Grant & Loan updates and recommendations
- Welcome Bags to new residents
- Evansville, WI Business FB Group
- E-blasts
- LGBTQ+ Employer Training
- Banishing Burnout Workshop
- Meet the New City Administrator





THE RETURN OF EVENTS

- 8 Pin Tap Bowling Tournament
- Vintage Shop Hop
- Golf Outing Tournament
- Ladies Night Out - Let's Get Wild
- Merchant Trick or Treat
- Olde Fashioned Christmas
- Small Business Saturday Champion



Programs

- Evansville Pride Partnership Member Program
- Shopping Directory, Dining Directory, Contracting Directory, Love Local Flier & Holiday Shopping Guide
- Tourism FB Ads
- Available Property Database
- Social Media
- EvansvilleChamber.org
 - Jobs
 - Promotions
- Vacation Getaway Raffle

Resources & Connections Tapped

- School District
- City Economic Development Committee
- City Tourism Commission
- City Revolving Loan Fund
- Rock County Economic Development
- Local Representatives
- SBA
- SBDC
- SCORE
- WEDC
- Google
- Chamber of Commerce Professionals





HERE FOR YOU

HOW THE CHAMBER IS SUPPORTING ITS MEMBERS

SUPPORTING OUR MEMBERS

111 Members in Good Standing

25 Chairman's Club Members

12 Board Members



25 Business Promotions on Website

Shared **100s** of Member Posts

Launched **8** Campaigns Reaching **100k** Facebook Users
#EvanvilleTogether, Love Local, Retail Week, Restaurant Week, Back in Business, 30In30, Keep the Cheer Here, Local Holiday Shopping Guide

KEEPING YOU INFORMED

Update #EvanvilleTogether Resource Page

Hosted **2** Educational Sessions

LGBTQ+ Training with BASE

Banishing Burnout Workshop

1,041 E-mail Contacts, **55** E-blasts sent



Created over **3000** Community Guides
Updated Chamber YouTube Channel

280 Members in Evansville, WI Business FB Group

Updated and Distributed **5** marketing pieces

Shopping Directory, Dining Directory, Contractor Directory, Love Local Fliers, Love Local Holiday Shopping Guide

KEEPING YOU CONNECTED

Promoted Merchant Trick or Treat

Small Business Saturday Community Champion

Meet & Greet with New City Administrator



Hosted **6** Community Events

New Years & Spring Mixer Event

42 Attendees at Bowling Tournament

68 Golfers at Golf Outing

600+ Attendees at Olde Fashioned Christmas

251 Attendees at Ladies Night Out

STAYING IN TOUCH

2,082 Following the Chamber Facebook Page

34K Hits to online directory so far this year

Member Profiles, News, Job Listings,
Updates & Promotions



Featured **211** Community Events on Website

Featured **109** Listings on Citywide Rummage Sale Map

Hosted **7** Ribbon Cutting and After Hours
Networking Events

ADVOCATING FOR YOU

Served on or Coordinated with **13** Agencies & Organizations to keep businesses informed

Awarded **\$1,000** in Love Local Business Microgrant

Gave away **\$2,400** in Cash & Prizes for Vacation Getaway Raffle



Evansville Community Pride Partnership Member



LOOKING FORWARD

- Continuing to adapt membership benefits to changing environments
- Streamline events and administration
- Monthly Payment option
- Business microgrant(s)

YOU GET OUT WHAT YOU PUT IN - WE ARE BETTER TOGETHER!

“THE ABILITY OF A
GROUP OF PEOPLE
TO DO REMARKABLE
THINGS HINGES ON
HOW WELL THOSE
PEOPLE PULL
TOGETHER AS A
TEAM.”

SIMON SINEK

Discover MediaWorks

**City of Evansville
Evansville Tourism Commission
December 2021 Summary Submitted by Sue Berg**

The Evansville Tourism Commission held its regular meeting December 9, 2021, at Creekside Place and via Google Meet.

Discussion included:

The composition of the Tourism Commission is designed for 6 to 9 members plus 2 ex officio seats. Current members are encouraged to invite others who have an interest in becoming involved.

The Evansville Fund was acknowledged for its recent grants of \$3000 for the Mural Project and \$4000 for the holiday lights.

The current mural in development was reviewed and approved by Colette Spranger on behalf of the sign committee. Lacy Shotliff, artist, is collaborating with Nancy Nelson, chairperson of the mural project, on publicity and promotion ideas to stimulate ongoing interest during the next several months. Lacy also is developing a separate mural unrelated to the Tourism Commission mural project.

Evansville has three promotional brochures (Discover Evansville general information, Barn Quilts, and Historic Walking Tour). The walking tour guide is depleted. It will be updated and reprinted in 2022.

The third and final social media campaign for 2021 concluded with Olde Fashioned Christmas. The campaign was managed on behalf of Tourism by Christina Slaback and the Chamber.

Upcoming events with tourism potential:

- a. Chocolate Extravaganza Feb. 12
- b. Chili Cookoff Feb. 26
- c. Vintage Shop Hop March 4-5
- d. FFA Farm Toy Show March 6
- e. SpongeBob Square Pants: The Broadway Musical April 22-24
- f. Cruise Night May 5
- g. Art Crawl May 6

Next meeting date is February 10.

Evansville Economic Development Committee

2022 Meeting Dates

Meetings typically held at City Hall, 31 S. Madison Street, at 6:00 PM

Virtual Options Available

Dates and times subject to change

Monday, January 17, 2022

Monday, February 21, 2022

Monday, March 21, 2022

Monday, April 18, 2022

Monday, May 16, 2022

Monday, June 20, 2022

Monday, July 18, 2022

Monday, August 15, 2022

Monday, September 19, 2022

Monday, October 17, 2022

Monday, November 21, 2022

Monday, December 19, 2022