



EVANSVILLE, WISCONSIN

SUCCESS STRATEGIES

Authentic Qualities		Drivers of Progress	
Core Assets	Strengths	Development Priorities	Destination Vision
<ul style="list-style-type: none"> ■ Architectural Diversity ■ Civil War Event ■ Interesting Downtown; brick roads ■ Historic Buildings and Homes ■ Natural Resources 	<ul style="list-style-type: none"> ■ Strong Community Spirit ■ Designations: <ul style="list-style-type: none"> • Tree City • Bird City • Historic Registers ■ Artisans ■ Easy Access to Madison ■ Small Town Values/Charm ■ Access to Lakes, Parks, Trails ■ Agriculture 	<ul style="list-style-type: none"> ■ More or Revitalized Events ■ Dining and Lodging Experiences ■ Continued Downtown Revitalization ■ Itineraries and Tours Development ■ Collaborative and Co-operative Marketing 	<ul style="list-style-type: none"> ■ Have well defined and communicated points of interest on history and architecture ■ A revitalizing downtown where residents and visitors want to be ■ Engaged residents and business owners who are Evansville Ambassadors and believe that tourism is economic development ■ Be a year-around destination anchored by events in all seasons ■ A full offering of dining and lodging experiences