

**Key Strategic Topic:**

**Workforce Development**

**Goal:** (There is only one goal for each Key Strategic Topic.)

To develop and nurture co-operative working networks to secure the resources to build an adaptable and skilled workforce with a positive work ethic and a strong sense of personal responsibility

GOAL-----

Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**  
**Key indicator:**

**Objective #1:**

**Access and utilize existing business networks**

OBJECTIVE-----

Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion</b> <b>Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1- Investigate opportunity for participation in RISE Grant program to parallel DPI Framework for 21st Century Skills program.		Bob Boremans, School District, EDC, BTC		Q3 '08		Development of career tracks in Evansville schools & initial connections to institutions of higher education	
#2- Wisconsin Investment Act Contextual Basic Skills Training		Blackhawk HR Association, Business, Sponsor, Schools	A business to sponsor a trainer and support the program in Evansville	1/1/09	Ongoing	Active sessions being conducted in Evansville	
#3- ABC Career and Technical Education High School Presentation to local business and to school district		School District	A Champion for the program			Monitor the progress of the program and be ready to join if program gets traction	

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**GOAL-----**

*Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.*

**Key result area:**  
**Key indicator:**

**Objective #2:**

**Maximize the use of existing education-based networks**

**OBJECTIVE-----**

*Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.*

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1. Partner with DPI on the Framework for 21st Century Skills to develop connections to the community.		Mercy Health, Dean/St Mary's, DPI, School District		Q 3, 08	Ongoing		
#2. Work with the Evansville School District to strengthen the Co-op Education Program. CoC to identify mentors and participating businesses.		CoC, Kyle McDonald	Business support, Volunteers	2nd Semester '09		Increase business participation by 2x	Business partners must realize their role in forming and finishing these students. It is by participation in the business sector that they learn appropriate behaviors.
#3 Work with the Evansville School District to strengthen the Co-op Education Program. Strengthen feedback to schools, businesses and students.		Kyle Mc Donald		2nd Semester '09		30 Participating Students	Set expectations at the proper level for all parties. Experience must enhance student's understanding of their career area.

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**GOAL-----**

*Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.*

**Key result area:**  
**Key indicator:**

**Objective #3:**

**Maximize the use of community-based organizational networks**

**OBJECTIVE-----**

*Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.*

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion</b> <b>Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1. Provide Language learning opportunities for a diverse and changing workforce		Janesville Literacy Council, Job Service, ECP, Eager Free Library	Space, tutor/volunteers, Instructors, Teaching Materials	?	Ongoing	Revitalize the JLC program in Evansville for both English as a Second Language and Adult Basic Education students	Need to coordinate service providers
#2. Junior Achievement Program		JA, Shelly Stefanczyk, CoC, School Principals, Service Clubs	Volunteers, volunteers, volunteers	9/1/08	Ongoing	Expanding to full course from K-12	Program exists for 3rd and 4th grade students

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**GOAL-----**

*Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.*

**Key result area:**  
**Key indicator:**

**Objective #4:**

**Maximize the use of government networks**

**OBJECTIVE-----**

*Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.*

**Baseline:**

**Benchmark:**

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<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion</b> <b>Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1- Integrate concepts of WIRED Transforming the Workforce programming		THRIVE, James Otterstein, EDC					
#2- Regularly scheduled Job Service Training programs delivered in Evansville		Job Service, Temp agencies, Service providers (for referrals)	Space, an audience				

**Key Strategic Topic:**

**Business, Community and Government Relations**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**To develop a cooperative, intergovernmental, straightforward, and clearly defined process to reach out, attract and retain a broad economic base for Evansville.**

**Key result area:**

Support

**Key indicator:**

New/stronger/ diverse businesses

**Objective #1:**

**Research options that would enable Evansville to form a "stand-alone" Economic Development Alliance**

**Baseline:**

**Benchmark:**

<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1. Secure funding/support from City and Chamber of Commerce >Develop Mission statement and charge >Brochure mockup w Chamber logo	IGR Task Force	Chamber, Econ Dev, City	Prepare supporting documents	5/1/2008	7/1/2008	Funding secured	
#2. Work through the Chamber office to provide physical location for Economic Development Alliance staff person	John Morning	Chamber, Econ Dev, City, ECP, Grove Society	Support to complete Baker Bldg to relocate ECP	5/1/2008	8/1/2008	Office reconfigured	
#3. Build our model from other successful models	IGR task force, Bridgit Larson	Chamber Econ, Dev	Phone or actual visits to model communities, websites	4/1/2008	8/1/2008	Used to prepare proposal to city and to set up new office	
#4. Develop job descriptions for director and support staff.	IGR task force, Bridgit Larson	Chamber Econ, Dev	Info from visits and other sources. Current job descriptions	4/1/2008	8/1/2008	Completed job descriptions	
#5. Hire Staff	Chamber/Econ Dev Board	Chamber Econ, Dev	Computer work station and furniture	8/8/2008		Alliance Director and Clerical assistance	
#6 Develop Criteria for success	Chamber/Econ Dev Board	Chamber Econ, Dev					
#7 Evaluate at least annually	Chamber President	Chamber Econ, Dev	Evaluation instrument	9/1/2008	9/1/2009	Completed Evaluation	

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**Business, Community and Government Relations**

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**To develop a cooperative, intergovernmental, straightforward, and clearly defined process to reach out, attract and retain a broad economic base for Evansville.**

**Key result area:**

*Attract, and retain a broad economic base for Evansville.*

**Key indicator:**

**Objective #2:**

**Improve Web internet tools for use by the members of the Economic Development Alliance**

**Baseline:**

**Benchmark:**

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<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1 Contract for a webmaster to develop a plan for websites focused on Evansville/links between. Create Economic Development Alliance website.	Chamber and City	Econ Dev, IGR	\$5-10,000?	7/1/2008	12/31/2008	Working website linked to other key websites	
#2 Develop a database of properties and other resources available to help new businesses locate or expand in Evansville.	EDA staff	Chamber, Rock County Econ Dev	Staff time	11/1/2008	On-going	Regular hits to database	
#3 Train EDA staff to maintain and update website	Webmaster			11/1/2008	On-going	No complaints about out of date information	

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**Key result area:**

*Attract, and retain a broad economic base for Evansville.*

**Key indicator:**

**Objective # 3:**

**Expand outreach between governmental bodies, i.e.: local, county, and state**

**Baseline:**

**Benchmark:**

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#1. Get on the agenda of surrounding townships/SMART Growth, County and school board (Rock and Green) subcommittees to explore concept of EDA and willingness to participate	IGR	Local reps:	Outline for meetings, brochure	9/1/2008	12/31/2008	List of those groups willing to participate	
#2 Establish at least bi-annual intergovernmental meetings starting with a retreat of those willing to participate	IGR, EDA	Local Reps	Meeting location and facilitator	12/31/2008	2/15/2009	Completed retreat	
#3 Develop goals for regional economic development and ways of mutual support	IGR	Local Reps	Time	2/28/2009		Completed goals	
#4 Prioritize and implement goals	Chamber staff	Local reps	Time, staff	Spring 2009	Summer 2009	Completed priority list and action plans	

**Key Strategic Topic #**

**Business, Community, and Government Relations**

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**To develop a cooperative, intergovernmental, straightforward, and clearly defined process to reach out, attract and retain a broad economic base for Evansville.**

**Key result area:**

*Attract, and retain a broad economic base for Evansville.*

**Key indicator:**

**Review city regulations so the regulations and process of adhering to the regulations are streamlined, simple, user-friendly and communicated in an easy to understand manner.**

**Objective #4**

**OBJECTIVE-----**

*Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.*

**Baseline:**

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<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1. Review/update zoning, land use, floodplain and other development-related regulations.		Plan Commission	Recommendations from Smart Growth Plan, Allen Creek Master Plan, and Historic District design standards.				Advisory committee for Unified Land Development Code has started this.
#2. Review/update licensing and other business-related regulations.							
#3. Provide relevant and helpful information regarding utility rates and work with businesses on energy conservation.		Water & Light, WPPI					WPPI has met and worked with a number of major electricity users; this effort should continue and be expanded.
#4. Provide "plain English" information on city regulations, services, financial incentives, etc.			Both in-print and on-line				
#5. Maintain quality level of infrastructure to support existing and new businesses.		Water & Light, Public Works, WisDOT, WE Energy					

**Key Strategic Topic:**

**Downtown Revitalization**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**To create a healthy, vibrant and walkable downtown by expanding and attracting employment, shopping and social activities**

**GOAL**----- Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**

**Key indicator:**

**Objective #1:**

**Host a downtown retail start-up fair to connect entrepreneurs with information on maintaining an existing business and opening a new business & acquiring funding.**

**OBJECTIVE**----- Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

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<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1. Establish a location/date			Location options - Masonic Temple, Senior Ctr, Eager Bldg, Field House, High School Commons, DTBD - B based on further info (confirm logistics)			location/space and date are committed	
#2. Develop an ad campaign			Types of Advertising - signage, newspaper (Review + locals, State Journal, radio, mailers, email lists, word of mouth, Cof Comm & City website, Local/tech schools, local I & E clubs)			Budget & allocations committed to advertising	
#3. Develop an agenda			Agenda Ideas - 1) Advice & Information, 2) Marketing Opportunities, 3) Meet Business Service Providers, 4) Business Networking/Partnerships, 5) Tour Retail Spaces (Note: Further agenda items to be developed by professionals)			Committee works with a professional to accomplish the agenda	
#4. Identify & secure paid/unpaid professionals			Current business owners, educational & professional agencies, paid facilitator, bankers, lawyers, C of Comm (as reference & sponsor), historic society, business mentors & consultants			Create list of professionals & secure commitments	
#5. Secure nonexpert support/volunteers			C of Comm, ECP, public officials, churches, non-profits, Grove Society, residents, local schools			Identify number of support/volunteers to sufficiently execute the fair	
#6. Collect an inventory of storefronts			Contact real estate professionals, conduct a visual survey			Completed list of available spaces	
#7. Sourcing set-up & equipment			Based on location - Tables/chairs, AV equipment, food/snacks, easels/chalkboards/dry erase, presentation & fair materials, handouts/copies, signage			Acquire estimates for securing identified equipment & set-up materials	
#8. Develop a budget & funding sources			TBD upon completion of relevant action steps			Budget is identified & sufficient resources are secured	
#9. Develop a committee chairperson & coordinating committee			Develop interest/advertise for position			Successful creation of oversight committee	

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**Key result area:**  
**Key indicator:**

**Objective #2:**

**Develop a pilot business for the principle objective of creating a template for new business start-ups**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**  
**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Develop a committee chairperson & coordinating committee to lead program and document the process			Develop interest/advertise for chairperson & committee			Develop 2 - 5 person steering committee	
#2. Identify as many potentially necessary resources as possible and those that are currently available. Some of these may be industry specific and will need to await the evaluation process.			Professional: UW Business School, Blackhawk Tech, UW Ext, Rock County Economic Dev Agency, Financial: TIF, etc, Real estate availability			Development of resource list	
#3. Develop, in conjunction with professional consultation, evaluation criteria to identify the successful candidate business, giving weight to viability within resource constraints			Committee discussion & professional consultation			Completion of criteria list (Note: List must be applicable/compatible with #7 too)	
#4. Develop guidelines for roles and responsibilities between committee and business owner during the project and follow-up period			Committee discussion & professional consultation			Roles and guidelines are established	
#5. Publicize & conduct search for candidate business			Types of Advertising - signage, newspaper (Review + locals, State Journal, radio, mailers, email lists, word of mouth, Cof Comm. & City website, Local/tech schools, local I & E clubs			Completion of advertising campaign & list of candidate businesses	Use results/contacts from Startup Fair
#6. Acceptance of applications for project, use the criteria & award project			Applications from candidates			Awarded candidate	
#7. Work with project owner to develop a plan of work, schedule, performance evaluation, and a contract with necessary stipulations			Committee discussion & professional consultant (i.e. business, lawyer, city personnel, steering committee)			Plan of work, schedule, performance evaluation & contracts are completed	
#8 Execute the plan			Active participation of all parties			Successful opening of new business	
#9. Upon completion write a Report, which using the ongoing documentation, includes all aspects of the process			Report writer			Finished report	
#10. From the Report, develop a uniform 'one stop' resource portfolio to include a "How-To" startup business guide			Report from #9 plus all other info, author/writer			Successful completion of "How to Guide"	
#11. Establish a permanent business startup program managed by public private partnership to further the long term goal of additional business startups			Follow-up schedule, business report (criteria) outline (Follow-up criteria will be established at step #7) - Note: Follow-up evaluation based on stated goals of business plan			Prepared report presented to Economic Development Committee	

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**Key result area:**  
**Key indicator:**

**Form a steering committee to develop a user-friendly manual for city government & the public that lists a menu of low-cost tools and strategies for revitalizing Evansville's central business district**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Objective #3:**

**Baseline:**  
**Benchmark:**

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Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
Develop mission statement and goal of manual - Why is the manual necessary?			Person to develop mission statement & goals for the manual program, short marketing piece explaining project purpose			Development of short one-page document focusing on purpose and goal of manual program	
Identify candidates for steering committee			List of current business owners, educational & professional agencies, county facilitator, bank chairpersons, downtown property owners, C of Comm., Grove society, public officials, local citizen & non-profit groups, churches, etc.			Develop list of 20-40 potential steering committee members	
Research availability of local grants & other funding for committee & manual development expenses			ECP, C of Comm., Library, residents, donations, downtown business & property owners, fundraisers, etc			Completion of list of potential funding sources, contact sources & discuss funding opportunities	
Advertise & promote the manual program & steering committee positions to potential candidates			<i>Types of Advertising to potential committee members - Kick-off meeting, Signage (storefront, Piggly Wiggly, GF2 corkboard, library, local message boards, etc) local Evansville blog, newspaper (Review), mailer or letter, email lists, C of Comm. &amp; City website, Local/tech schools, word of mouth</i>			Completion of advertising list with cost comparison, selection and completion of advertising for at least 2, schools, local clubs, civic members are contacted, city website has been updated w/ manual program description & request for participation	Use document from action #1, advertising should be maintained for a minimum of two months before the Kick-off meeting
Create "buy-in" to the plan by having a program introduction and kick-off meeting			Location/date for meeting, 'reward' for participation speech', leader to conduct meeting, meeting agenda & outline, attendance by invited potential candidates,			Introduction & kick-off meeting conducted, at least 60% of invited guests attend meeting and between 5-10 individuals sign up for steering committee	Use one page document produced in action #1 as handout at kick-off meeting
Define manual program & responsibilities of steering committee			committee discussion, one year of service, commitment to attend meetings, work 3-5 hrs outside of mtgs/ wk, attend training sessions, read related literature, recruit/orient new members, prepare in advance for mtgs, cooperatively draft action plans, present downtown projects to community			Using the steering committee a program & responsibilities of steering committee members are clearly articulated & defined	
Identify potential permanent meeting location/date for steering committee			Library, C of Comm., Allen Realty, B of E community room, downtown businesses, Formecology office, etc			Location and dates of monthly meetings secure	Meeting dates, times and location should be selected for at least the first six months, selected meeting location should also serve as location for "introduction & kick-off meeting"
Research precedents for downtown revitalization manuals			Compilation of manuals from other community downtown revitalization programs			Identify a comparable DR manual the committee can adopt & revise as needed	
Develop manual outline, plan of work (action plan), schedule/timeline, and performance measurements			Committee discussion			Manual outline, work plan, project timeline, and performance measurements are completed	

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**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**  
**Key indicator:**

**Objective #4:**

**Create a green business initiative to form the "Allen Creek Collective", a green business mall in downtown Evansville**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**  
**Benchmark:**

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<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion</b> <b>Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1 Contact potential business members/organizations			Established area businesses: Scotch Hill Farms, Kinkoo Farms, TP Produce, Free Market Organics, "Allen Creek Food Coop"			Completion of list of members/organizations	
#2. Find location & date for meeting			Location options - Library, Eager Building vacant space, Real Coffee			Location/date secured	Meeting location should be secured for several months
#3. Outline goals to form collective			Goal ideas - Find consultants to work with, research similar collectives, develop collective strategies, apply for grant, create timeline, opening date			List of goals for the Allen Creek Collective are completed	
#4. Apply for "buy local" grant			Grant application, grant writer, etc			Successful acquisition of "buy local" grant monies	
#5. Develop collective marketing/economic/business strategies			Find green business, building and resource consultant - Steve Royko, Madison Environmental Group			Strategies for completion of marketing/economic/business are completed	
#6. Determine whether to build green site or convert exiting space			Location - Permission to convert Main St site to green site or speak to Real Goods about building a demo site, local construction/building professionals, green building consultant			Cost benefit analysis is completed for new construction vs. retrofit of existing structure	Converted existing space (urban infill) should be cheaper and better for overall downtown environment
#7. Tour vacant properties			Consult w/ local realtors			Date of tour is selected, members are notified and tour is completed	
#8. Designate communal & retail use of space			Communal - Green Book clubs, Community Green education, acoustic music, CPR, etc. Retail - Sustainable products with a focus on local and regional producers and businesses			Retail use plan is completed, members agree to & are assigned to space	
#9. Grand opening			Main St green block party, live music, green forum, 92.1 live, pony rides, you name it!			Advertising & city notification and grand opening completed	

**Key Strategic Topic:**

**Marketing**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**Key result area:**

**Key indicator:**

**To promote Evansville's businesses, services and recreational opportunities to residents, non-residents and businesses**

Keep public informed

Feedback - attendance

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Objective # 1**

**Improve marketing to local and surrounding communities**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART - specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**  
**Benchmark:**

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Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1 Community Papers	Bob Kuha Xandra Kashkashia	Event Leaders Businesses Newspaper	Money	Immediate		Event attendance	Quarterly/Semi annual updates & mailings Keep area papers informed - They inform people Dates and event information
#2. Web Site Development	Bob Kuha Xandra Kashkashia	City Businesses	Existing website Improvement	Immediate		Website hits/tracker	City Site could be reformed Organization and more event information
#3. Improved Signage Utilize summertime events to advertise *Tee-ball/baseball/softball games etc...	Greg Marshall	Event Leaders City	City approval	Immediate		Event attendance Population Revenue of Businesses	Allow retailer to set up kiosks hand out brochures/advertise/information
#4. TV Commercials/Radio	Bob Kuha Xandra Kashkashia Don Meagers	Businesses City Event Leaders	Money	Immediate		Revenue of Businesses Population Event attendance	Short ads to get people interested - TV/Radio Wisconsin Office of tourism - Free radio
#5 Billboards	City	Businesses City	Money	Immediate		Revenue of Businesses	

- #1 Community Papers
- A) Advertise town events in surrounding community papers  
\*\* Oregon, Stoughton, Monroe, Janesville, Madison
  - B) Spotlight "Business of the Week" in Evansville Review  
\*\* Business history, owners, stories, contact info, etc.
  - C) Inserts/fliers in Madison, Janesville, and Beloit (?) papers  
\*\* City-wide Garage Sale, Chili Cookoff, 4th of July Celebration, Old House Tours, Soybean Festival, etc.
- 
- #2 Web Site Development
- Utilize and expand existing websites to promote Evansville businesses  
\*\* evansvilleobserver.com OR ci.wi.evansville.org/net) - link at Chamber website  
\*\* Promote these websites through newspapers, fliers and/or community billboard
- 
- #3 Improved Signage
- A) More flexibility with size, but increased restrictions on design and materials of store signs  
\*\* Keep signs tasteful to reflect the "charm" of Evansville
  - B) Allow signage and/or kiosks or booths at park during summertime events  
\*\* Tee-ball games, softball tournaments, July 4th Celebration, etc.
- 
- #4 TV/Radio Commercials
- A) Free public radio community events advertising promotions  
\*\* Cultural events: Old House Tour, Chocolate Extravaganza
  - B) Local radio ads - 93.7, Magic 98, Country station  
\*\* Promote all community events through these sources
- 
- #5 Billboards
- Town billboard promoting "Business of the Month"  
\*\* Chamber covers monthly expense (\$150 - Babcock Signs, Janesville)  
\*\* BOM pays for artwork (\$400 - Possibility for better artwork deal for longer-term contract)

**Key Strategic Topic:**

**Marketing**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**To promote Evansville's businesses, services and recreational opportunities to residents, non-residents and businesses**

**GOAL-----**

Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**  
**Key indicator:**

Population increase  
population growth

**Objective # 2**

**Make Evansville a "Destination Location"**

**OBJECTIVE-----**

Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion</b> <b>Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1. Make E-Evansville "Home of the ?"  ATV Park  Open air venue (ice rink, bands, local events, new events: family day, carnival, picnics, festivals etc....)	Brad Goodspeed Roger Berg Don Meggers Our Whole Group	Local ATV owners  Community project, High school, Volunteers	Land and volunteers  Planning	1-5 years  Immediate		Usage  Usage	Open air venue to rent out for various events Corp sponsors? (Landmark, NPProductions, Baker Place, VP Park

**Key Strategic Topic:**

**Entrepreneurial Environment**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**To facilitate the interaction of entrepreneurial people, ideas, and resources**

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**

**Key indicator:**

**Objective #1:**

**Create a better networking environment for local businesses**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Develop I/E club in Evansville	Bridgit Larsen/chamber of commerce		Research other successful I/E clubs, develop a location/date, identify topics opp's for speakers, advertise, develop a mission/vision for group, appoint a chair & oversight committee	5/1/08	8/1/08	Have a group that meets on a regular basis by the end of the year.	Making sure the focus is on levels of business, not just inventors and start ups. The city should look into hiring a person to run this.
#2. Inc awareness and access to entrepreneurial resources and networking opportunities in Evansville & surrounding markets	The library	City webmaster, chamber webmaster, the Review, Evansville Economic Development Committee, City Hall	Research what is currently available in Evansville, develop a list of missing pertinent resources (computer/business programs, books, tutorials, etc), mechanism to communicate resource availability to community (advertise, web, etc), web tech to link small business resources across the state to our website	6/17/08	6/17/09	There has been at least 3 communications to the community about the availability of the resources by the end date. The communication can be in the newspaper, mailing, web page, email, etc.	There are two steps to this, collecting the information and then communicating it.
#3 Work with local schools business & internship programs	Business Program Head/Teacher from the high school, or other teacher business ed. Program		Info on existing school programs & teachers involved, research/precedents for economic/finance based school programs, outline for at least one joint/group project	8/1/08	11/1/08	There is at least one program that is a joint venture between the city and the school related to entrepreneurs	Start date is assuming this would start in the fall when school starts. It is assumed the end date is the end of the initiating the program.

**Key Strategic Topic:** Entrepreneurial Environment

**Goal:** (There is only one goal for each Key Strategic Topic) *To facilitate the interaction of entrepreneurial people, ideas, and resources*

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**  
**Key indicator:**

**Objective #2:** Develop greater access to high speed internet

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**  
**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Research potential new internet capabilities	Eric Larsen		List of the contact people of who owns and operates the current internet access coming into the City.	5/1/08	12/31/08	Written report provided to the Economic Development Committee by end of year.	The City should look into either getting fiber optic or wireless to all locations in the City. This could be done having the City provide this or potentially partnering with a business. Look at what other communities have done to provide internet access, such as Reedsburg and Madison
#2. Collect data on current internet capabilities	Eric Larsen	City Hall, Litewire, AT&T, Charter	Contacts of people who have information about infrastructure.	5/1/08	11/1/08	A list published on a city related website that has this information.	Create a list of current ISP providers in the city, with their capabilities.
#3. Conduct a survey in the city to see what the demand/satisfaction is for high speed internet access.	City Hall	Chamber of Commerce or consultant to create and execute survey	Potentially a web based survey such as survey monkey and zoomerange	6/17/08	10/17/08	Have at least one survey conducted by the end of the year.	This would be to both residents and businesses

**Key Strategic Topic:** Entrepreneurial Environment

**Goal:** (There is only one goal for each Key Strategic Topic.) **To facilitate the interaction of entrepreneurial people, ideas, and resources**

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**  
**Key indicator:**

**Objective #3:** Create business resource center for the City (both web & brick & mortar)

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**  
**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Identify candidates for steering committee to oversee establishment of center	Economic Development Committee	Chamber of Commerce		6/17/08	8/17/08	Have committee formed and meeting on a regular basis by end of year.	
#2 Develop a business & marketing plan			Volunteers, professional consultation, business planning program such as BusinessPro			Initial business plan	This is both a business plan for the center and resources to help businesses create business plans.
#3 Develop a budget & funding sources	City Hall						
#4 Secure support/volunteers							
#5. Work with library to develop location	Eager Library Librarian	Steering committee for the center and other volunteers from the area	Space to have a have the resource center	7/17/08	1/17/09	Have space in library	The assumption is the end date is when the center first opens with some resources
#6. Develop website for business resource enter	City Hall	Chamber of Commerce and other volunteers from the area	Person to manage and update the website	1 year after the brick and mortar center is created	6 months after start	Website is created and ready for public consumption 6 months after start.	Having a person who is paid to keep this updated and connected with the brick and mortar business center is critical. Use a tool like WordPress to create a easy to maintain and interactive website.
#7 Create a wiki for the city for business or local group to post info							
#8 Develop a uniform 'one stop' resource portfolio to include video, "How to Guide"							

**Key Strategic Topic:**

**Entrepreneurial Environment**

**Goal:** (There is only one goal for each Key Strategic Topic.)

**To promote Evansville's businesses, services and recreational opportunities to residents, non-residents and businesses**

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:  
Key indicator:**

**Objective # 4**

**Develop incentives for existing or start-up businesses**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:  
Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
Locked interest rates	City	Bank					
Breaks on existing interest /loans when new corporate taxes are implemented by the state or local government	City						
Loans for businesses that are tax free until loans are repaid	City						
Hold special meet & greets for business owners or prospects for businesses which allow businesses to offer special discounts or free products	City	Local Business Representatives					
Offer rotating committees planning) to other businesses to help with ideas on Key issues (marketing & growth)	City	Local Business Representatives					