

Key Strategic Topic #

Marketing

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

Stop the Leak

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

Key result area:
Key indicator:

Keep public informed
Feedback - attendance

Objective # 1

Improved 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:

(*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 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 Meqgers	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.
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- #2 Web Site Developemnt
- 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
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- #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.
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- #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
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- #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)

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Key result area:

Population increase

Key indicator:

population growth

Objective # 2

Make E-ville a "Destination Location"

Baseline:

Benchmark:

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

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OBJECTIVE-----

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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
<p>#1. Make E-ville "Home of the ?"</p> <p>ATV Park</p> <p>Open air venue (ice rink, bands, local events, new events: family day, carnival, picnics, festivals etc....)</p>	<p>Brad Goodspeed Roger Berg Don Meggers Our Whole Group</p>	<p>Local ATV owners</p> <p>Community project, High school, Volunteers</p>	<p>Land and volunteers</p> <p>Planning</p>	<p>1-5 years</p> <p>Immediate</p>		<p>Usage</p> <p>Usage</p>	<p>Open air venue to rent out for various events Corp sponsors? (Landmark, NPProductions, Baker Place, VP Park</p>

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Key result area:

Key indicator:

Objective # 2

Incentives for Existing or Beginning businesses

Baseline:

Benchmark:

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OBJECTIVE-----

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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 Represenatives					
Offer rotating committees(planning) to other businesses to help with ideas on Key issues(marketing & growth)	City	Local Business Represenatives					