

# Chapter 10

**City of Evansville**  
**Tax Increment Financing (TIF) District #5 Economic Development Fund**  
**Program Description and Application**

The purpose of the City of Evansville TIF #5 Economic Development Fund (EDF) is to provide financial assistance to projects that will contribute to TIF #5's development and/or redevelopment. Eligible activities include Real Estate development / rehabilitation and/or eligible business expansions / retention or new start-ups. The projects must be located within the boundaries of Downtown TID #5 boundary (see project map attachment). Eligible uses of the EDF include the following:

- Property Acquisition, Demolition and/or Redevelopment
- Facade and/or Interior Improvements
- Redevelopment Authority Operating Costs

The amount of funds available for the EDF will be determined on an annual basis by the City Council. The City of Evansville Redevelopment Authority (RDA) is responsible for the administration of the EDF. The EDF is currently comprised of the following programs:

1. Property Loan Program
2. Façade and/or Interior Loan Program

These programs are intended to make feasible Real Estate acquisition and development, rehabilitation, mixed use projects and new or expansion business projects that would not otherwise occur. Eligible projects must fulfill the public purpose as defined by the goals and objectives of the *City of Evansville Tax Increment Finance District Number Five Project Plan*. These goals and objectives include, but are not limited to, the following items: new tax base creation, job creation / retention, infill mixed-use projects, properties in need of repair and the promotion of the health, safety and welfare throughout the community.

Additional public sector funding may be available from either the County or State to facilitate qualified development projects. These funds will likely not be limited to the geographic boundary of TID No. 5 and might be able to be used in conjunction with the EDF. For program eligibility and/or applicability, please contact the Rock County's Economic Development Agency (608.757.5598).

## General Program Requirements

### Application Procedures and Requirements

1. The applicant must complete an EDF Application, which includes a full description of the project, a description of the applicant's previous business history and a statement of financial need. Appropriate measures to ensure that confidentiality is maintained will be taken by the Executive Director and/or RDA. Additional required documentation may include the following items:
  - Business Plan and/or Pro Forma.
  - Last three years of the applicant's financial statements or Federal Income Tax Returns.
  - Personal financial statements.
  - Letter of commitment from a financial institution or other source of debt financing to be used as matching funds.
  - At least two cost estimates for all proposed project costs.
  - Lease or pre-lease agreement for any rental property included in the project.
  - Offer to purchase for all Real Estate acquisitions.
  - Other documentation deemed relevant and/or appropriate.
2. Appropriate documentation indicating how the proposed project will provide sufficient tax revenue increment to justify EDF participation.
3. Once the RDA has approved the application, the proposed project (per the submitted application) shall be completed within eighteen months. The applicant may request, in writing, an extension of the time frame, subject to RDA review and written approval. Per the binding Developer's Agreement, non-compliance shall subject the applicant to financial penalties.
4. Per the Developer's Agreement, the applicant shall agree in writing for a mutually agreed upon time frame to retain ownership of the proposed project for sufficient time to complete the project, stabilize occupancy and establish management.
5. The proposed project shall conform to City of Evansville zoning districts, ordinances, design standards, TIF Number Five Project Plans and the City's Comprehensive Plan; and all applicable City policies, rules, codes, regulations, statutes and also be subject to a binding Developer's Agreement. Further, the proposed project shall not have a negative impact on designated properties within the City's Historic District. Project approval by the Historic Preservation Commission is required; all projects within the City's Historic District must comply with the design standards, provisions, ordinances, etc. associated with properties within that said district's boundaries.
6. RDA project funds cannot be used for items prohibited by law; to facilitate businesses deemed to be offensive; to refinance existing debt; to facilitate non-profit businesses / organizational projects; to demolish properties within the City's Historic District; etc.

**Guarantees**

1. Any loan shall be secured by a mortgage on the real estate or sufficient collateral to cover the loan amount and/or other obligations. The applicant shall provide a certificate of insurance to the RDA indicating minimum coverage on the project and naming the RDA as a lien holder until the loan is satisfied.
2. In order to protect the public investment in the project, the applicant shall agree to the Terms and Conditions outlined within a binding Developer's Agreement. The RDA may require a Letter of Credit to secure the project, as well.
3. If necessary and/or the project fails to move forward in a timely fashion, RDA expenditures for appraisals, soil borings and similar necessary consultant studies undertaken to review the applicants proposal shall become the responsibility of the applicant. If the project does develop on schedule, then these items have the opportunity to become part of the project's overall costs.

**Specific Program Requirements****Property Loan Program**

*Purpose:* Funds shall be used for acquisition, demolition (except in City's Historic District), site preparation or similar activities deemed necessary to stimulate development projects.

*Loan Amount:* Funds requested shall not exceed a maximum of \$100,000 per project, not more than twenty percent (20%) of the overall project's costs nor exceed twenty percent (20%) of the existing fair market value of the property (as reported by the City Assessor) – or which ever is less. The EDF must be matched with private funding. The RDA may award funds exceeding this maximum amount based on the merits of the project, including but not limited to, the following items: new tax base creation, job creation / retention, infill mixed-use projects, properties in need of repair, the contribution to an optimum business mix and the promotion of the health, safety and welfare throughout the community. See page 5 for a more extensive list of criteria the RDA will consider (and applicants should consider) when evaluating applications.

*Loan Rate & Term:* The interest on the loan shall be set at the municipal rate plus one percent (1%) for a term of ten (10) years. The RDA, at its discretion, reserves the right to alter the loan's rate and/or term, based on the project's merits.

*Conditions:* The RDA and its staff are interested in working with applicants to design a financial package sufficient to allow the project to move forward. The RDA will consider negotiating additional performance criteria with the applicant that might allow for some or all of the assistance to be in the form of a forgivable loan or grant.

**Façade and/or Interior Loan Program**

*Purpose:* These funds shall be used to undertake exterior and/or interior building

rehabilitation that fall into one of the following categories: code compliance (e.g. ADA, electrical, HVAC, plumbing, etc.), historic preservation and infrastructure (e.g. storm water, telecommunications, etc.). The RDA will avoid providing funding for specialized upgrades and/or modifications that will likely not be applicable to future tenants. Although, routine maintenance type projects are not eligible for program funding, *exterior* aesthetic based projects will be considered – pending they conform to the items noted within the **General Program Requirements** section.

*Amount:* Funds requested shall not exceed a maximum of \$20,000 per project, not more than twenty percent (20%) of the overall project's costs nor exceed twenty percent (20%) of the existing fair market value of the property (as reported by the City Assessor) – or which ever is less. The EDF must be matched with private funding. The RDA may award funds exceeding this maximum amount based on the merits of the project, including but not limited to, the following items: new tax base creation, job creation / retention, infill mixed-use projects, properties in need of repair, the contribution to an optimum business mix and the promotion of the health, safety and welfare throughout the community.

*Loan Rate & Term:* The interest on the loan shall be set at the municipal rate plus one percent (1%) for a term of ten (10) years. The RDA, at its discretion, reserves the right to alter the loan's rate and/or term, based on the project's merits.

*Conditions:* The RDA and its staff are interested in working with applicants to design a financial package sufficient to allow the project to move forward. The RDA will consider negotiating additional performance criteria with the applicant that might allow for some or all of the assistance to be in the form of a forgivable loan or grant.

### **Application Process**

- Requests for applications or additional program information should be directed to the Redevelopment Authority's Executive Director.
- Submit completed applications to the RDA. The Executive Director will initially review the application and confer with the appropriate staff and/or contracted service providers.
- Following the Executive Director's determination that the application meets the program's minimum requirements, the Executive Director will confer with the RDA Chairperson to schedule a meeting date.
- The Executive Director will confirm the meeting date with the applicant, ensuring that he/she will be present for the RDA meeting. If meeting conflicts exist, the Executive Director will work with the applicant and the RDA Chairperson to schedule a mutually acceptable alternative meeting date(s).
- In any case, the RDA will not officially take action upon an application until they have been provided with an opportunity to address the applicant directly.

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### Criteria for Financial Assistance and Investment

The RDA is more likely to provide financial assistance or greater financial assistance if the project will—

- Help evoke memories of the City's past.
- Result in restoration of a historically significant property.
- Produce infill construction that is compatible with historic properties.
- Contribute to an interesting and safe streetscape.
- Enhance the downtown as a public gathering place.
- Substantially improve the appearance of property in a highly visible location.
- Increase the stock of residential units within walking distance of downtown.
- Produce a net increase in employment in the City.
- Expand the payroll base in the City.
- Attract new commercial activity to Tax Incremental District (TID) No. 5.
- Increase the mix of goods and services available in TID No. 5.
- Contribute to a "walkable downtown."
- Help to promote the City as a destination for shopping, dining, entertainment, recreation, the arts or culture.
- Retain a business or commercial activity which otherwise would move out of TID No. 5.
- Produce lodging or meeting space within TID No. 5.
- Make property accessible for persons with mobility limitations.
- Promote a specified goal of the City's "Smart Growth" plan.
- Increase the mix of housing options available in TID No. 5.
- Ameliorate objectionable noises or odors.
- Correct or alleviate adverse environmental conditions.
- Contribute to public safety or the general welfare.
- Facilitate the expansion or enhancement of civic facilities or services.
- Help retain the character of surrounding neighborhoods.
- Help integrate Union Street with Main Street.
- Expand the City's specialty retail market.
- Improve or add local-serving retail establishments.
- Be readily capable of reuse by a subsequent occupant.
- Help reduce reliance on automobile transportation.
- Increase the tax base of TID No. 5 in an amount sufficient to justify the investment of public funds.
- Comply with the Commercial Design Guidelines or Residential Design Guidelines, as applicable, of the Historic District.
- Increase the density of land use and/or occupancy in TID No. 5.
- Create a business incubator.
- Promote a business that "exports" goods or services from the community, thereby increasing the flow of cash into the community.
- Promote employment in the fields of technology and innovation, so as to build on regional resources.
- Utilize products or services furnished or created by residents or businesses within the community.
- Help produce an atmosphere of order and prosperity in TID No. 5.

**Downtown Economic Development Fund Application**  
(To be completed by the Applicant)

Application for (check the appropriate program area):

Property Loan Program \_\_\_\_\_

Façade and/or Exterior Loan Program \_\_\_\_\_

Date Submitted \_\_\_\_\_

Applicant Name \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Project Description** (Attach site plans, renderings, photos, etc.)

**Business History** (Provide a brief history of business, ownership, and any other development projects or other information that indicate the ability to undertake this project. Please attach additional pages if necessary.)

**Community Benefits** (Briefly describe how the proposed project will benefit the City)

**Statement of Financial Need** (Provide estimated project costs, available financial resources, private funding match, gap, etc; please include statements regarding the assistance requested.)

**Source of Private Financing**

Financial Institution \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Loan Amount \$ \_\_\_\_\_

Loan Conditions / Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Project Cost \$ \_\_\_\_\_

Total Owner Equity in Project \$ \_\_\_\_\_

Total Assistance Requested \$ \_\_\_\_\_

I / We hereby authorize the above referenced financial institution to release my financial records to the City of Evansville Redevelopment Authority and/or their representatives. I / We also authorize the institution and/or RDA to perform a credit rating check.

\_\_\_\_\_  
Signature of Applicant(s) Date



**(To be completed by the RDA Executive Director)**

Proposed Development Start Date \_\_\_\_\_

Current Total Property(s) Equalized Value (Pre-Construction) \$ \_\_\_\_\_

Estimated Total Property(s) Equalized Value (Post-Construction) \$ \_\_\_\_\_

Increase in Total Property(s) Equalized Value \$ \_\_\_\_\_

Tax Rate on Equalized Value \_\_\_\_\_

Estimated Annual Tax Increment \$ \_\_\_\_\_

Business Type (e.g. Retail, Service, etc.) \_\_\_\_\_

Existing Business Employment Figures (Total FTE) \_\_\_\_\_

Average Employee Hourly Wages \$ \_\_\_\_\_

Number of Existing Housing Units \_\_\_\_\_

Estimated Average Price Per Unit (rental or sale) \$ \_\_\_\_\_

Application Review Date \_\_\_\_\_

RDA Decision / Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount Awarded \$ \_\_\_\_\_

Dates Funds Distributed \_\_\_\_\_

Project Completion Date \_\_\_\_\_

Current Total Property(s) Assessed Value (Post-Construction) \$ \_\_\_\_\_

Business Type (e.g. Retail, Service, etc.) \_\_\_\_\_

Existing Business Employment Figures (Total FTE) \_\_\_\_\_

Average Employee Hourly Wages \$ \_\_\_\_\_

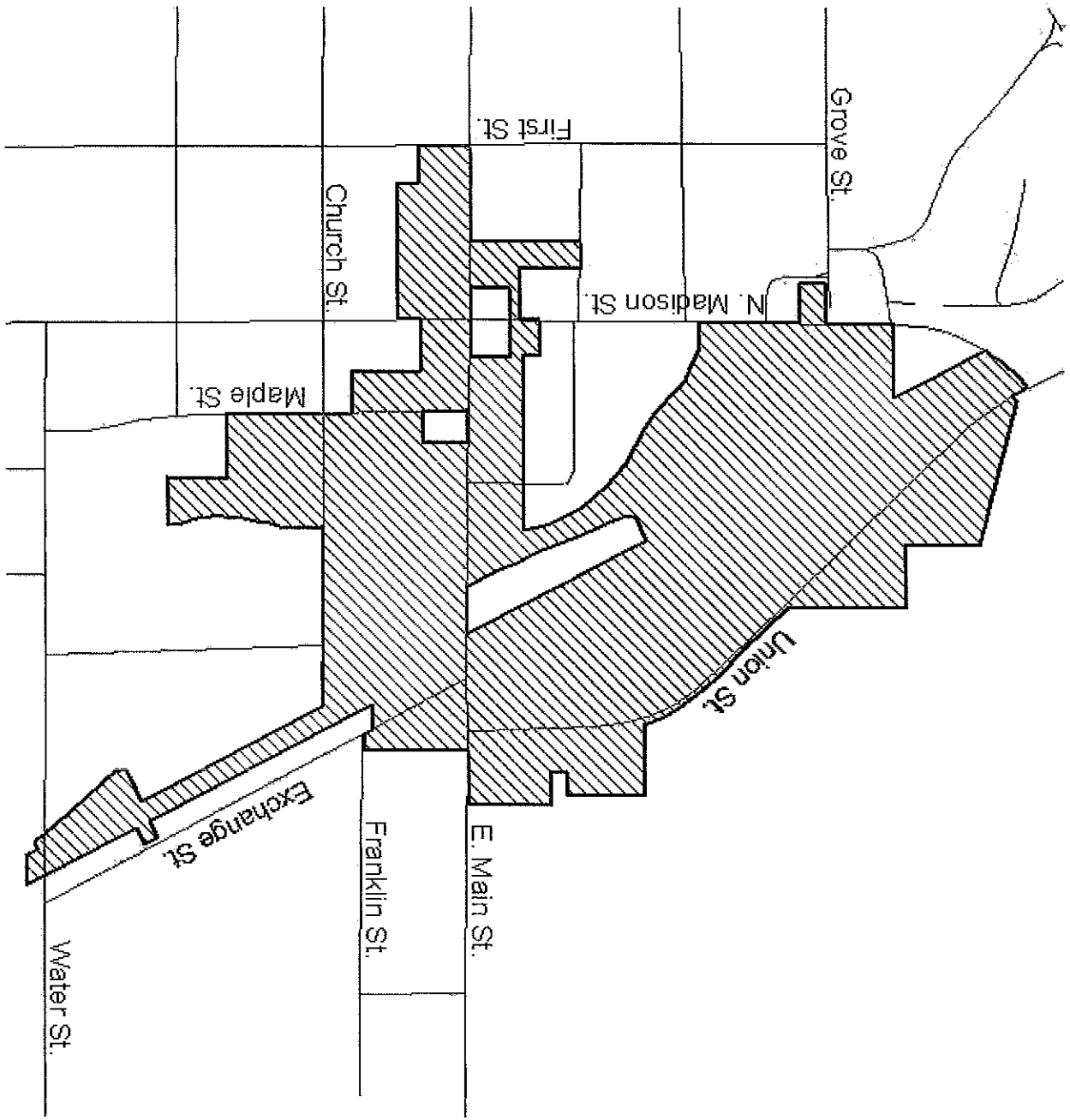
Number of Current Housing Units \_\_\_\_\_



Average Price Per Unit (rental or sale)

\$ \_\_\_\_\_

Attach Relevant Exhibits (e.g. Developer's Agreement, Collateral Documents, Amortization Schedules, etc.)

# Evansville's Proposed TIF District

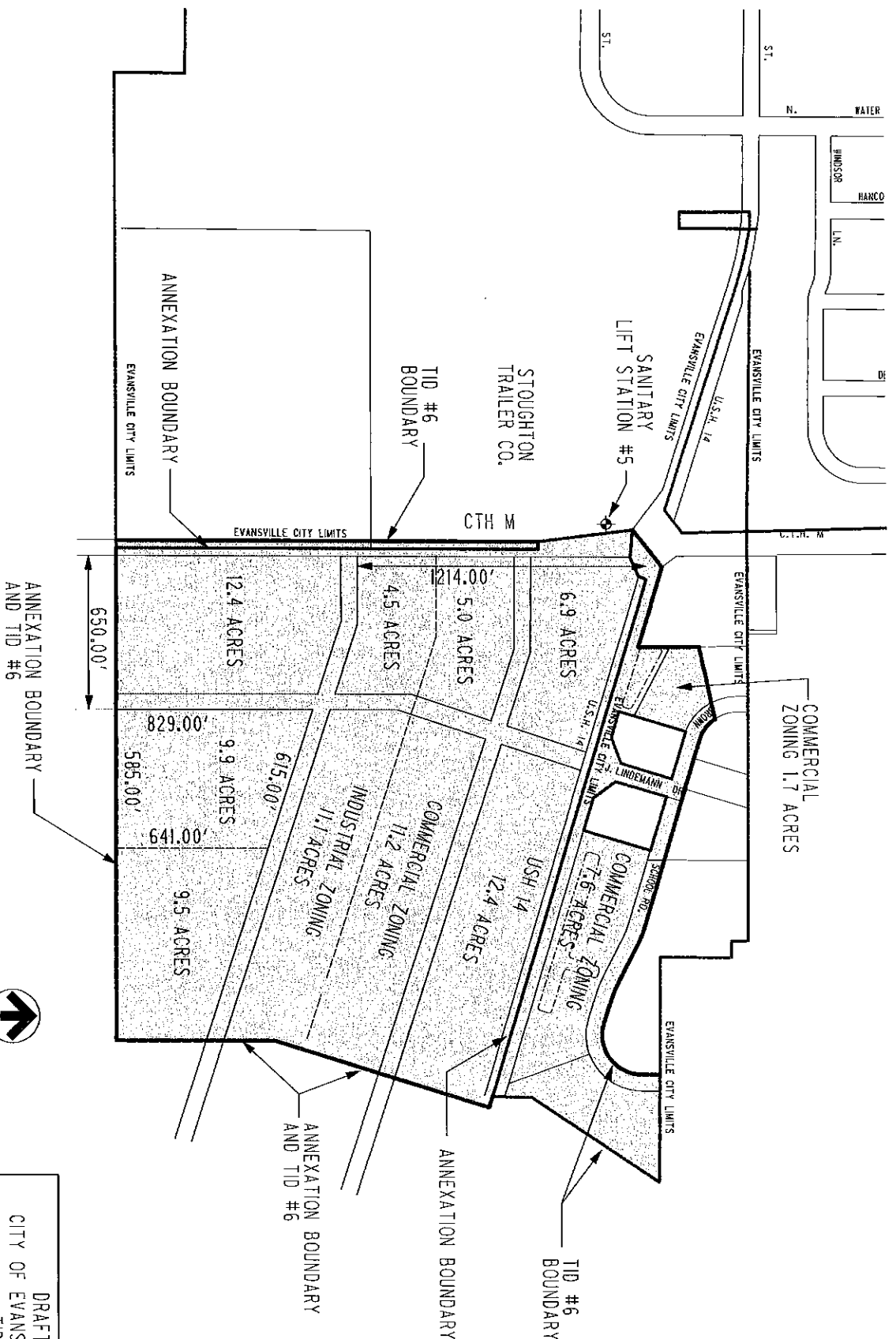


 Streets  
 Proposed TIF District

Original Scale:  
One Inch Equals Five Hundred Feet







DRAFT #3 CITY OF EVANSVILLE, WISCONSIN TID #6		DATE: 3-31-2006	Foth & Van Dyke <small>consultants - engineers - architects</small>	DIAGRAM NO. 1
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City of Evansville  
Town of Union

**Legend**

- TID #7 Boundary
- - - - Parcel Boundary
- - - - Section Line
- ▬▬▬▬▬▬ Corporate Boundary

**PREPARED FOR:**

City of Evansville  
 Jim Bielke  
 P.O. Box 76  
 Evansville, Wis. 53536  
 608-882-2266

L: \2006\060731\070354-a



**BIRRENKOTT  
SURVEYING, INC.**

P.O. Box 237  
 1677 N. Bristol Street  
 Sun Prairie, WI. 53590  
 Phone (608) 837-7463  
 Fax (608) 837-1081

TAX ID NO. 222 080110  
 PARCEL NO. 6-27-1151  
 ROAD RIGHT OF WAY

TAX ID NO. 222 080210  
 PARCEL NO. 6-27-1161  
 ROAD RIGHT OF WAY

TAX ID NO. 222 080200  
 PARCEL NO. 6-27-1160

TAX ID NO. 222 081100  
 PARCEL NO. 6-27-1200

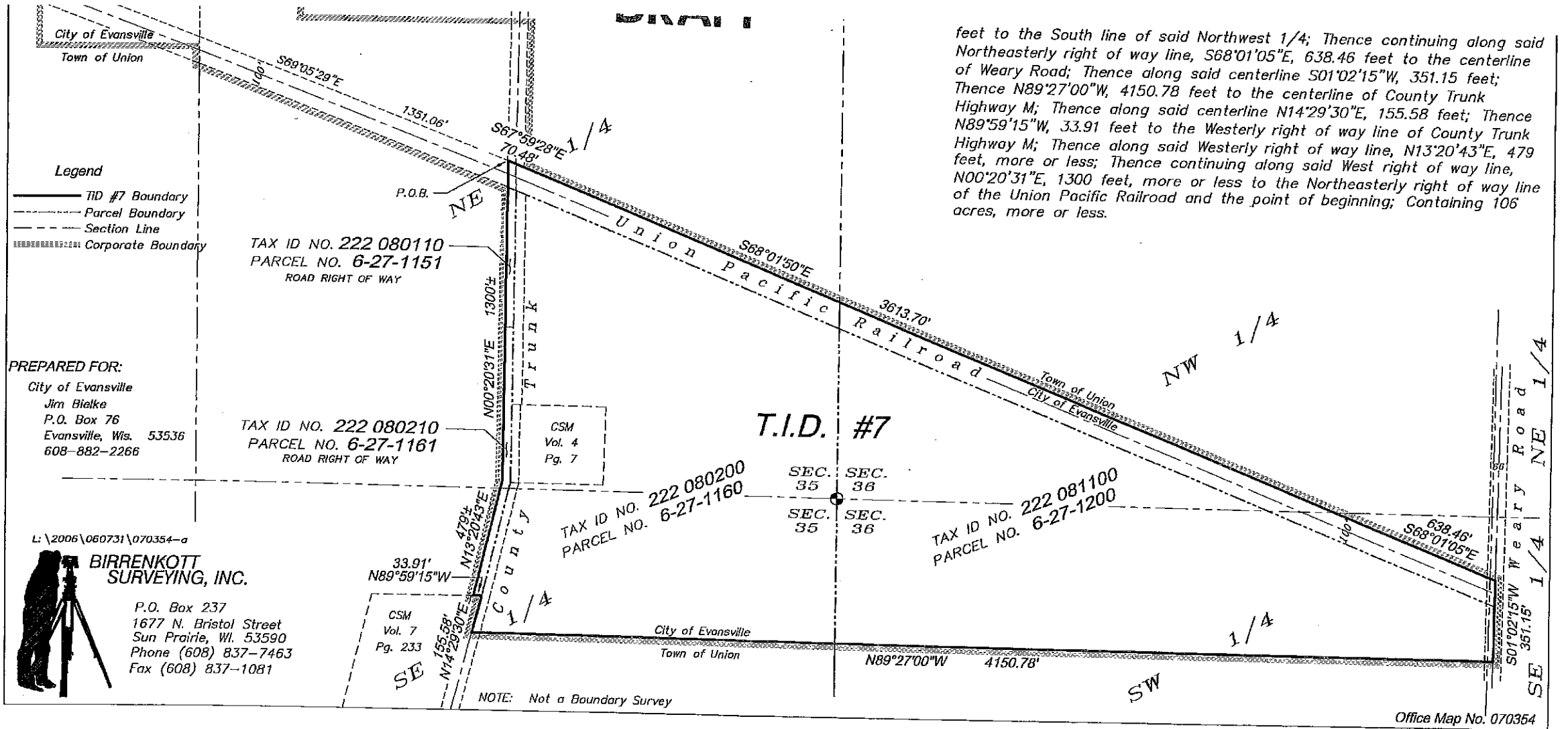
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 Vol. 4  
 Pg. 7

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 Vol. 7  
 Pg. 233

**T.I.D. #7**

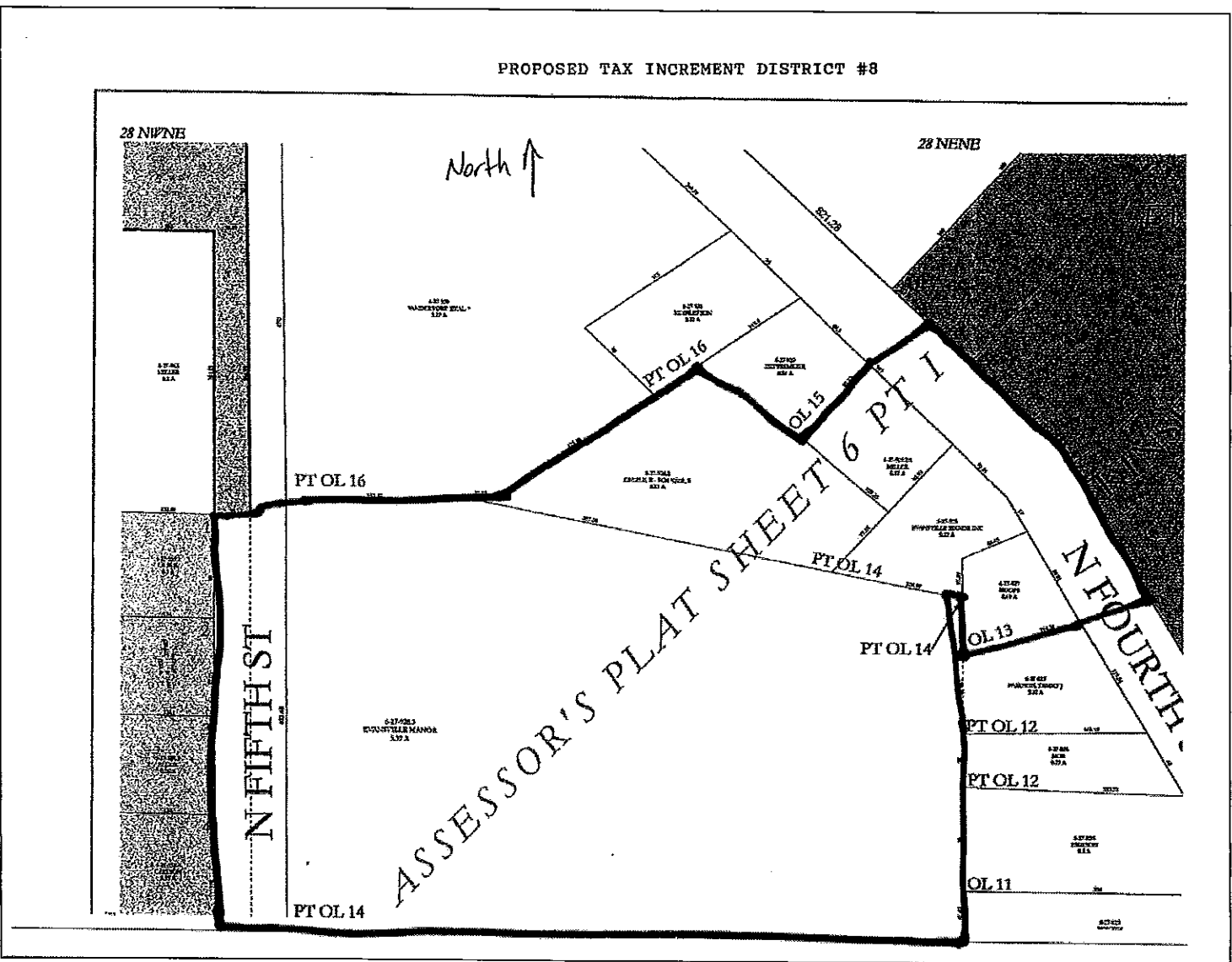
NOTE: Not a Boundary Survey

feet to the South line of said Northwest 1/4; Thence continuing along said Northeasterly right of way line, S68°01'05"E, 638.46 feet to the centerline of Weary Road; Thence along said centerline S01°02'15"W, 351.15 feet; Thence N89°27'00"W, 4150.78 feet to the centerline of County Trunk Highway M; Thence along said centerline N14°29'30"E, 155.58 feet; Thence N89°59'15"W, 33.91 feet to the Westerly right of way line of County Trunk Highway M; Thence along said Westerly right of way line, N13°20'43"E, 479 feet, more or less; Thence continuing along said West right of way line, N00°20'31"E, 1300 feet, more or less to the Northeasterly right of way line of the Union Pacific Railroad and the point of beginning; Containing 105 acres, more or less.



3

MAP OF PROPOSED DISTRICT BOUNDARY





**City of Evansville and Evansville Area Chamber of Commerce & Tourism**  
**Working with**  
**Rock County 5.0 Development Initiative**

Rock County 5.0 is a five-year public / private initiative to advance Rock County's economic development vision through a single voice. This vision, which has been developed through various interrelated local and/or countywide plans, represents a holistic approach to repositioning and revitalizing our economy. By working together as one community, we have the ability to leverage ideas and resources. Rock County 5.0 will foster a culture of collaboration, open / maintain functional communication channels and create connections - among and between various constituency groups - in unprecedented ways. These activities will strengthen and grow our existing assets and opportunities; encourage and identify new assets and opportunities; and accelerate and cultivate emerging assets and opportunities.

Support for Rock County 5.0 will derive predominately from the private sector, with additional assistance leveraged from individual, philanthropic foundation and some public sector sources too. A total investment goal of at least \$1,000,000 has been targeted to advance this countywide initiative.

A 5.0 Advisory Council, representing a cross-section of the County's industry sectors, will oversee this initiative (see the list below). Co-Chaired by Diane Hendricks, Chairwoman of ABC Supply Company, and Mary Wilmer-Sheedy, Community Bank President of M&I Bank, the Advisory Council will provide guidance and recommendations as they relate to 5.0's implementation. Meanwhile, the economic development organizations and their staff from Beloit, Janesville and Rock County will connect the public sector to this 5.0 initiative; thereby, ensuring alignment and consistency with approved plans.

Rock County 5.0 is a public and private sector initiative anchored by the Rock County Development Alliance. The Alliance is a network of economic development professionals representing the collective interests from Beloit, Janesville, Rock County and Alliant Energy. Since 2001, these organizations have been collaboratively planning, as well as implementing, various complementary economic development related initiatives.

While a combined tenure of over 75 years, including experiences from various communities, regions and states the Alliance is an eclectic offering of seasoned professionals. Traditionally, the Alliance has relied upon shared in-kind staff support and highly leveraged resources to support their collective efforts. This

lean arrangement has forced the Alliance to prioritize projects based on funding resources rather than need. Consequently, activity alignment, frequency and effectiveness have been severely limited.

To date, the lion's share of these efforts have been designed to reach externally-based audiences, including but not limited to: businesses, consultants, developers, investors, etc. The list below provides a snapshot of the work products and/or activities commonly associated with the Rock County Development Alliance:

- Conducting Market Analyses
- Disseminating Positive & Targeted Communications
- Executing Value-Added Research
- Identifying & Cultivating Relationships

Rock County 5.0 will deploy a variety of tactics, capitalizing on relationships and leveraging technology-enriched applications, to reposition and revitalize the area's economic landscape. A high-level summary of the 5.0 strategies is listed below.

- Business Retention & Expansion
  - Strengthen & Grow the Economic Base
  - Encourage Business & Supply Chain Collaboration
- Business & Investment Attraction
  - Diversify the Economic Base
  - Identify & Position for New Growth Opportunities
- Small Business & Entrepreneurship
  - Accelerate the Formation of New Ventures
  - Grow Existing Small Businesses
  - Identify Needs & Match Resources
- Real Estate Positioning
  - Expedite the Speed-to-Market Process
  - Improve Activities & Transactions
- Workforce Profiling
  - Identify Talent & Skill Sets
  - Align & Strengthen Supply with Demand Opportunities

The following list represents a preliminary snapshot of the high-level goals attributed to this 5.0 initiative. As the Advisory Council begins to meet and shape Rock County 5.0, specific goals and their related benchmarks will be publicized.

- Effectively communicate the community's vision through a single voice.
- Improve the community's image by instilling a feeling of perpetual optimism and providing examples of success in economic development.
- Establish and strengthen Business-to-Business relationships and demand-driven workforce solutions.
- Identify, explore and leverage business and investment connections that provide direct access to decision makers.
- Create, compile and update real-time, marketplace data that is recognized as providing meaningful, value-added information.

For detailed information please visit:

<http://www.rockcounty5.com/Home/tabid/38/Default.aspx>

<http://www.rockcountyalliance.com/Home/tabid/57/Default.aspx>

For current Evansville-based projects going on with Rock County 5.0 please contact:

Jackie Liebel, Executive Director, Evansville Area Chamber of Commerce & Tourism, 608.882.5131, [evansvillecoc@litewire.net](mailto:evansvillecoc@litewire.net)

# ROCK COUNTY 5.0

ONE VISION | ONE VOICE

## Advisory Council Release 5.0 Details

Media Contact: James Otterstein  
Phone: 608.757.5598

Date: February 1, 2010

(Rock County, WI) – Details regarding various Rock County 5.0 initiatives were released today. According to Co-Chair Mary Willmer-Sheedy, “These initiatives reflect the comprehensiveness and interconnectivity associated with Rock County 5.0’s work. We realize that repositioning and revitalizing our economy will involve a multifaceted approach over a period of three to five years.” Brief highlights of several key initiatives are provided below.

- Customer Diversification Assessments – Small-to-medium sized manufacturing companies will now have access to (limited) funding that can be used to assist with their customer, market and/or product diversification efforts. These assessments provide businesses with opportunities to evaluate existing, as well as new, products and/or services.
- Shovel-Ready Property Certification Program – Equivalent to an ISO / QS designation for real estate, this certification program provides select properties with a standard recognized by the development and real estate communities, respectively. This certification program will initially target properties within Beloit and Janesville.
- Targeted Communications & Outreach – Effective business development activities, regardless of audience, require ancillary tools to convey and reinforce the message. These tools will assist with reaching targeted supply chain and new business development opportunities.
- Workforce Profiling – Detailed wage and benefits data, as well as other personnel related benchmarks, provides businesses with critical information that can be utilized to support capital investment decisions. These workforce profiles provide the most value when they are current; thereby, affording businesses with real-time data that can be used to make an informed decision.

Rock County 5.0 Co-Chair Diane Hendricks noted that, “Prior to Rock County 5.0, there was simply not sufficient resources to finance these tools. We are pleased to announce that since we are approaching our capital goal of \$1,000,000 the implementation of Rock County 5.0’s strategies can proceed.”

Rock County 5.0 is a collaborative, five-year public / private economic development initiative focused on five specific strategies. For additional information, visit [www.rockcounty5.com](http://www.rockcounty5.com).

##

## Funds available now to help Rock County manufacturers find new customers!

Find new customers through top-notch market research. Your business can survive and grow by reaching new customers or new markets. The Rock County Development Alliance has teamed up with an internationally recognized leader in market research, the Wisconsin Innovation Service Center (WISC), to help you to do the following:

- Replace lost business.
- Diversify across industries.
- Reduce vulnerability to market downturns.
- Focus on the best market segments for your company.
- Find and reach new customers in new markets.

WISC brings 30 years of expertise to Rock County to provide Customer Diversification Assessments for select manufacturers that have lost business due to the recession. WISC develops customized research and implementation plans to fit the specific strengths of each company.

As part of a Customer Diversification Assessment project, WISC researchers conduct interviews with a sample of target customers and access premier information sources to develop the following:

- Discovery of market sectors with greatest growth potential.
- Analysis and summary of trends in the targeted markets.
- Identification of potential customers.
- Determination of the key drivers of purchase and supplier decisions.
- Presentation of a custom prospect lists, including contact information.

Projects are usually completed within 60 business days.

Exceptional Times, Exceptional Value! A Customer Diversification Assessment normally costs \$3,000, however, the Rock County Development Alliance is currently providing funding to offset this expense. A forgivable loan, in the amount of \$2,250, is provided so qualifying Rock County companies only have to pay \$750.

If it's documented that the results of this Assessment translate into increased sales (of \$5,000 or greater) within the first 12-months following the Assessment project, then a donation of not less than \$2,250 will be made - by the company - to one of the following 501(c)(3) organizations: The Forward Foundation or The Greater Beloit Economic Development Corporation.

**Pre-Screening Application** – To apply, your company must be located in Rock County and be a manufacturer, large or small. Service-based companies will be considered for eligibility on a case-by-case basis.

**Contact Us** – For additional information, please contact:

James Otterstein (608.757.5598 or [otterste@roc.rock.wi.us](mailto:otterste@roc.rock.wi.us))  
Mary Rajek (608.757.3160 or [mary@rockcountyalliance.com](mailto:mary@rockcountyalliance.com))  
WISC office (262.472.1365 [innovate@uw.edu](mailto:innovate@uw.edu))





# Customer Diversification Assessment Request for Proposal Form

1200 Hyland Hall  
University of Wisconsin-Whitewater  
Whitewater, Wisconsin 53190  
262-472-1365 Fax 262-472-1600

Submitted by (Contact Person): \_\_\_\_\_

Business: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Website: \_\_\_\_\_

**Proposal is to be sent to:**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Work Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_ Cell Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Preferred Method of Contact: Cell Phone \_\_\_\_ Work Phone \_\_\_\_ Email \_\_\_\_

FOR CENTER USE ONLY	
FILE	_____
CNO #	_____
NAICS #	_____
SIC #1	_____
SIC #2	_____

### Confidential Disclosure Agreement

Enclosed are a description and other materials pertaining to the project for review by the UNIVERSITY OF WISCONSIN INNOVATION SERVICE CENTER (hereafter called WISC). I understand that WISC will send me a proposal covering the objectives outlined by this submission.

I understand that:

1. WISC will use best efforts to keep this disclosure confidential. Staff and consultants reviewing my submission will have signed a nondisclosure agreement with WISC stating that they will keep the submission in strict confidence, unless they receive written permission from me to disclose the client company information.
2. In consideration for this confidential research, I agree to hold harmless the University of Wisconsin, its employees, agents, students, and others assisting in my idea, both now and in the future, from any loss or damage arising out of this disclosure and subsequent evaluation.
3. Materials submitted herewith or in the future in connection with this project may be retained by WISC, returned to me at my expense, or destroyed after three years by WISC. It is my responsibility to advise WISC of any change of my mailing address and whether I want the materials submitted returned to me.
4. Request for counseling: I request business management counseling from a Small Business Administration resource partner, the Wisconsin Innovation Service Center. I agree to cooperate should I be selected to participate in surveys designed to evaluate SBA assistance services. I understand that any information received by an SBA resource partner counselor will be held in strict confidence by the counselor to the extent allowable by law. I further understand that SBA resource partner counselors have agreed not to: (1) recommend goods or services from sources in which the individual counselor has an interest; and (2) accept fees or commissions developing from any SBA resource partner counselors. In consideration of the provision of management and/or technical assistance by a resource partner counselor, I agree to waive all claims arising out of this assistance, against SBA personnel, the resource partner from whom I sought assistance, its host organizations, and the counselor(s) arising from this assistance.

I have carefully read this agreement form and understand its contents.

Signature of Client \_\_\_\_\_

Date \_\_\_\_\_

Signature of WISC Manager \_\_\_\_\_

Date \_\_\_\_\_

WISC is a service of the University of Wisconsin-Extension Small Business Development Center Network and the University of Wisconsin-Whitewater College of Business and Economics and is partially funded by the U.S. Small Business Administration. All SBA funded programs are extended to the public on a non-discriminatory basis.

**Company Information**

**Company Core Competencies**

Products/Services Provided: \_\_\_\_\_  
 Percentage of Total Business by Product/Service: \_\_\_\_\_  
 Value-Added Services: \_\_\_\_\_  
 Certifications: \_\_\_\_\_  
 Unique Expertise: \_\_\_\_\_  
 Product Size Capabilities: Between \_\_\_\_\_ & \_\_\_\_\_  
 Tolerance Capabilities: \_\_\_\_\_  
 Materials Capabilities: \_\_\_\_\_  
 Competitive Advantages: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Competitive Disadvantages: \_\_\_\_\_  
 \_\_\_\_\_

*\*Please submit an equipment list along with this form.*

**Best Customers**

Customer Name	Industry/Segment	Location	Parts/Service Provided	Why Successful?

*Continue on another page*

**Worst or Lost Customers**

Customer Name	Industry/Segment	Location	Why Unsuccessful?

**Preferred Industries/Geographic Market**

Region(s) or States: \_\_\_\_\_  
 \_\_\_\_\_ U.S. \_\_\_\_\_ Canada \_\_\_\_\_ North America \_\_\_\_\_ International

**Proposed Industries for Diversification**

*Any theoretically optimal industries or market segments*

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

**But NOT within the following market segments:**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

**Business/Personal Information**

(This information is useful in understanding our clients; it is for statistical use only and is kept confidential.)

**A. Business Information, please complete the following:**

Type of Business (e.g., Manufacturer, R&D, Service, Retail) \_\_\_\_\_

Primary Products/Services \_\_\_\_\_

Years in Business \_\_\_\_\_ Number of Employees \_\_\_\_\_ Annual Sales \$ \_\_\_\_\_

Has your business successfully marketed any new products? Yes \_\_\_\_\_ No \_\_\_\_\_

Does your business hold any patents? Yes \_\_\_\_\_ No \_\_\_\_\_

Check if the following apply: Minority-Owned \_\_\_\_\_ Woman-Owned \_\_\_\_\_ Veteran-Owned \_\_\_\_\_

**B. Key Company Contact Information, please complete the following:**

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Male \_\_\_\_\_ Female \_\_\_\_\_ Veteran Yes \_\_\_\_\_ No \_\_\_\_\_

Education (Check highest level) High School \_\_\_\_\_ College \_\_\_\_\_ Degree \_\_\_\_\_

Ethnic status: \_\_\_\_\_ White \_\_\_\_\_ Hispanic \_\_\_\_\_ Native Hawaiian/Pacific Islander  
\_\_\_\_\_ Black \_\_\_\_\_ Asian \_\_\_\_\_ American Indian/Alaskan Native





## *Discover Wisconsin 2010*

Evansville, Wisconsin is a 2010 Choice Destination in the Discover Wisconsin Program. Evansville will be featured on radio, TV, cable stations on online as a premiere destination from June 2010- June 2012. Businesses with a tourism focus located in Evansville are encouraged to contact the Evansville Area Chamber of Commerce and Tourism to find out how they can participate in this innovative and exciting program.

About Discover Wisconsin:

Discover Wisconsin TV (DW-TV) is broadcast to a loyal weekly audience throughout the Midwest on a combination of network, cable, and satellite stations. Additionally, through the advent of satellite broadcasting, DW-TV is regularly viewed on cable stations all around the United States.

Discover Wisconsin Radio was launched in 1993 as a companion to DW-TV and is broadcast statewide in Wisconsin, in the Iron Range of Minnesota, and in Thunder Bay, Ontario. Listeners tune in to DW-Radio on over 50 stations throughout this region, Monday through Friday, 52 weeks per year.

Discoverwisconsin.com has been re-created to be a 24 hour a day, 7 day a week, online tourism resource that coincides with the content of the Television and Radio programs. The purpose of Discoverwisconsin.com is to provide additional information about the destinations we feature and the best the state of Wisconsin has to offer vacationers.

See the Choice Destination Brochure included in this binder and ask for a DVD copy of the Discover Wisconsin program airing June 12<sup>th</sup> and 13<sup>th</sup> 2010 at the Evansville Area Chamber of Commerce & Tourism, 608.882.5131.

Discover Wisconsin TV and Radio are weekly broadcast series programs promoting vacation destinations in the state of Wisconsin.



- DW HOMEPAGE • DW DESTINATIONS • SHOW LISTING • PASSPORT TO ADVENTURE CONTEST • DW FAVORITES
- DW RADIO • PLAN YOUR TRIP • CALENDAR OF EVENTS • ABOUT US • SPONSORS • CONTACT US



Trig's

SHOW INFORMATION

DW DESTINATIONS

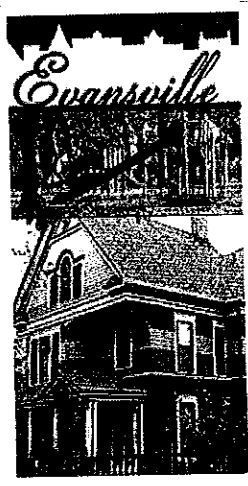
Evansville, WI  
2010 DW Destination

Even though the city is presently one of the fastest growing communities in Rock County, Evansville has maintained its charm and small town friendly atmosphere. Many downtown businesses have launched major restoration projects, returning Evansville's Main Street to its former glory and attracting new businesses – and visitors to town. Evansville's past and future are also linked through agriculture. Early on, wheat and tobacco were the biggest crops in South Central Wisconsin, and dairy farming soon became popular as well. Only 23 miles south of Madison, Evansville offers the best of both worlds. Pride is taken in our good schools, parks and library. And minutes away are shopping malls, theaters, music venues and museums.

Contact Information

Evansville Chamber of Commerce  
8 West Main Street, Evansville, WI 53536  
Phone: 608-882-5131  
Evansvillecoc@litewire.net

[Click here for more information on Evansville »](#)



DESTINATION EVENTS

There are currently no events scheduled for this destination.

DESTINATION WEATHER

Evansville, WI

Get the 10 day forecast

49°F

Partly Cloudy

Feels Like: 44°F  
Humidity: 58%  
Wind: NNE at 11 mph  
Enter city/zip

[Airport Delays](#)  
[Sporting Events](#)  
[Pollen Reports](#)

[Will it snow on Christmas?](#)

How Information

Evansville: "Treasures of the Past – Vision for the Future"

Next airdates: June 12-13, 2010

They say before you know where you are going, you have to know where you've been. Evansville truly embraces its past as it heads to the future. Its historic downtown epitomizes the charm and quaintness of a small community. We'll visit many of the shops, eateries and artisans that call Evansville home – many of which have restored and remodeled historic buildings. We'll also learn that Evansville is a "Green Leader" which fosters an innovative culture in its businesses as well as its students still in school. The spirit of community will be on display as we explore the treasures of the past and vision for the future in Evansville.

