



# The Chamber Bulletin

## February 2014

### Newsletter

Meetings and  
Important Dates

#### FEBRUARY 2014

- 3 Executive Board Meeting –  
11am, Depot
- 4 Business After 5 – 5-7pm,  
Banushi's Bar & Grill sponsored  
by McFarland State Bank
- 10 Board of Directors Meeting –  
Noon, Depot
- 10 Syttende Mai Executive  
Committee – 5:30pm,  
Quality Inn & Suites
- 11 Ambassador Committee  
Meeting – 8:00am, Depot
- 18 Leadership Stoughton – 8:00am,  
Fire Station Training Room
- 20 Third Thursday – Stoughton's  
Night Out – Downtown stores  
stay open until 9pm
- 24 Lunch & Learn – Noon, Fire  
Station Training Room,  
Sponsored by Stoughton Area  
School District

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**\*\*Read about Tax Incremental Financing (TIF) on Page 3\*\***

### Business After 5

*"Network with other Chamber members in a fun and casual environment!"*

Tuesday, February 4<sup>th</sup>

5pm-7pm

BBG's (800 Nygaard St.)

Free appetizers, great door prizes and a cash bar  
Free drink tickets to the first 10 people in attendance!

Sponsored by:



*Don't forget your business cards!*



### Save the Date

Stoughton Chamber Golf Outing  
Tuesday, May 20<sup>th</sup>, 2014

Special Guest

**Green Bay Packers**  
Hall of Fame Member

Look for sign up information soon!

## **January Membership Renewals**

*Thank you to all of our members that continue to support the chamber through their membership. Your support is greatly appreciated!*

### **Anytime Fitness**

Lisa Trainor  
Member since 2007

### **Associated Bank**

Andrea Belanger  
Member since 1980

### **Business Transportation Solutions, Inc.**

Mark Halverson  
Member since 2005

### **Fosdal Home Bakery**

Joe Crubaugh  
Member since 1980

### **Jimmy John's Sandwiches**

James Buggs  
Member since 2012

### **Kegonsa Cove**

Thomas Dufoe  
Member since 2008

### **North Star Resource Group**

Charles Housner  
Member since 2006

### **NueMedia, LLC**

Ross Scovotti  
Member since 2011

### **Olson Auto Exchange, LLC**

Jack Olson  
Member since 2006

### **American Cancer Society - Relay For Life**

Amy Ketterer  
Member since 2011

### **Stark Company Realtors**

Stan Hill  
Member since 1997

### **Stoughton Area Community Foundation**

Nancy Keeney  
Member since 1997

### **Stoughton Area Resource Team (START)**

Katy Polich  
Member since 2013

### **Stoughton Area School District**

Dr. Tim Onsager  
Member since 1999

### **Stoughton FFA Alumni**

Jerry Wendt  
Member since 2000

### **The Flower Factory**

David Nedveck  
Member since 2004  
**10-year Anniversary!**

### **Veterans of Foreign Wars, Post 328**

Patrick Nowlin  
Member since 2010

## **January New Members**

### **Mariposa Learning Center, Inc.**

Patricia Wooldridge  
720 Nygaard Street  
Stoughton, WI 53589  
608-205-6677  
[www.mariposalearning.com](http://www.mariposalearning.com)



Mariposa Learning Center Inc. understands that early childhood experiences are instrumental in the development of a child's future. We strive to create high-quality early childhood experiences. By providing a structured, yet flexible environment, we foster active learning while also promoting English and Spanish in our bilingual program. We serve infants ages 6 weeks up to 12 years of age. In the summer, we focus on art. You will be impressed what your little Monet can create!

### **Stoughton House Inn Bed & Breakfast**

Lance McNaughton  
516 South Page Street  
Stoughton, WI 53589  
608-492-1856  
[www.stoughtonhouseinn.com](http://www.stoughtonhouseinn.com)

Built in 1856 by the city's namesake, Luke Stoughton, the Stoughton House Inn B&B now offers its guests a historic getaway with all the comforts and modern amenities of a luxury hotel. Guests can choose between three charming rooms each fitted with period antiques and an eye toward comfort. Perfect for both the leisure and business traveler, the Stoughton House Inn B&B is ready to welcome your friends and family!

## What is TIF (Tax Incremental Financing)?

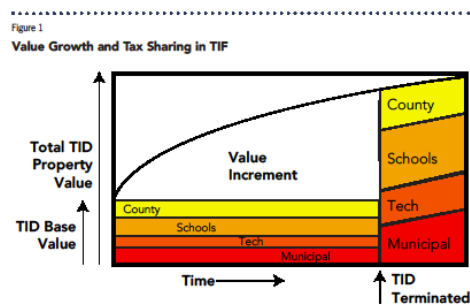
Information Provided by the City of Stoughton

TIF is a financing tool that allows municipalities to invest in infrastructure and other improvements and pay for these investments by capturing property tax revenue from newly developed property. Cities, Villages and Towns utilize TIF to encourage economic development that would not occur without public assistance.

TIF law requires that a Joint Review Board approve the TID or the geographical area where the TIF is being proposed. Each tax district involved in that area participates in the TIF partnership and has a representative on the Joint Review Board. Those involved in the Kettle Park West proposal include: the Stoughton Area School District, Madison Area Technical College, Dane County and the City of Stoughton. This board must determine that development in this area is beneficial for all taxing jurisdictions and that the development would not occur without TIF assistance before the development of a TID is approved.

All taxing jurisdictions continue to receive a portion of the property taxes that are paid within the TID or geographical area – just like they do today. When a TIF is created, all jurisdictions continue to receive that same amount of taxes throughout the life of the TIF. The additional tax that is created by the development and improvements to the area are used to pay the TIF costs. All entities, as a part of the Joint Review Board, agree that this is the best use of those increased taxes and that the improvements funded by the TIF are in the best interest of all. When all TIF costs have been paid and the TID has been terminated, the increased taxes from the area are then spread among the taxing jurisdictions.

*(Illustrated in the chart below.)*



It is important to remember that only the increase in taxes from the improved properties within the TID are utilized to pay for TIF costs. Current or “base value” taxes continue to be spread between the school district, MATC, Dane County and City throughout the life of the TIF. Taxes from other property owners throughout the city are not used to pay for TIF.

Stoughton Currently has 3 active TID’s

- TID #3 – Business Park North

- Base Value = \$94,000
- Increment Value = \$15,733,200
- New Value= \$15,827,200
  
- TID #4 – Downtown
  - Base Value = 9,765,300
  - Increment Value = \$11,178,900
  - New Value = \$20,944,200
  
- TID #5 – Redevelopment
  - Base Value = \$19,250,500
  - Increment Value= \$1,237,900
  - New Value= \$20,488,400

## **City of Stoughton’s RDA Offers Revolving Loan Fund**

The Stoughton Redevelopment Authority (RDA) has created a Revolving Loan Fund (RLF) that will assist downtown business and commercial property owners (in the targeted area) assistance with building rehabilitation (interior & exterior), building construction and furniture/fixtures and equipment. Click [here](#) to view a brochure that explains the RLF in detail. Call Laurie Sullivan at City Hall 608-873-6677 if you have questions.

## **Focus On Energy Small Business Program Information**



Focus on Energy is Wisconsin utilities’ statewide energy efficiency and renewable resource program. Since 2001, the program has worked with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Because Stoughton Utilities is a participating utility, Stoughton businesses are eligible to participate in these programs. [Click here](#) to learn how you can get a FREE energy assessment and installation of energy-saving products for your business. You can also click [here](#) for more information about the Small Business Program offered by Focus on Energy.

## How YouTube Can Increase Sales



While many may think YouTube.com is only useful for watching cute kittens, many businesses are taking advantage of the popularity of YouTube and the effectiveness it can have on prospective customers.

Over the last 5 years, there has been a large trend shift online where Internet users are watching more video clips than ever before. With YouTube being the world's largest video search engine, Internet users are flocking to it to learn about product information, how to complete a DIY (Do-It-Yourself) project, and general information about businesses that they can't find anywhere else. With YouTube videos, your business is able to harness the power of a commercial, but much more efficiently. Here are a few ways businesses today are using YouTube to increase both online and offline sales.

1. **Product Demonstration** – Have you seen a product in a store and wondered how it works or what it is used for? YouTube videos allow your business to demonstrate your products in action. When a prospective customer feels empowered and knowledgeable about the products you sell, they are able to make informed decisions and will likely consider you a trusted supplier.
2. **General How-to's** - Have you caught yourself explaining the same thing over and over to many customers, such as how to fix a leaky pipe, how to install a door handle or how to properly stitch an overcast stitch? By creating effective how-to videos for your business, you're able to increase exposure, build trust, credibility and possibly earn you a new customer.
3. **Brand Awareness** - Are you looking to increase exposure to your business, but don't have the budget for a TV or radio commercial? YouTube allows you to talk about the different aspects of your business for very little money. Whether you want to talk about the different services you provide, about the expertise you have in your industry, or if you want to show a video testimonial from a very happy customer, all of this can be accomplished through YouTube videos. YouTube also allows you to embed all of your videos directly on your current website for added credibility.


If you would like additional information including a free discussion on specific ways to promote your business using YouTube, please contact Adam Miller at ISADEx Corporation, [adam@isadex.com](mailto:adam@isadex.com).

## Syttende Mai 2014 Sponsorship Opportunities

By: Laura Trotter, Syttende Mai Coordinator

The Syttende Mai sponsorship responses have been coming in, but it is not too late for your business to choose a spot! Syttende Mai offers many opportunities for you to highlight your business to locals and tourists alike. Our brochure gets distributed to over 5,000 people, so that is a great place to advertise! For a copy of the sponsorship form, [click here](#). If you have any questions, please call Laura at 873-7912.

## December Real Estate Information

 <b>Real Estate Market Statistics-December</b>				
SUCCESS				
<b>Stoughton School District</b>	<b>December 2013</b>	<b>2013 YTD</b>	<b>December 2012</b>	<b>2012 YTD</b>
# New Listings	14	376	17	379
# Sales	24	277	11	227
Average Sale Price	\$193,104	\$203,108	\$177,955	\$196,113
Median Sale Price Single Family	\$169,000	\$196,800	\$170,000	\$182,500
Median Sale Price Condo	\$117,500	\$118,000	\$40,100	\$71,750
Total # Active Residential Listings at end of period	96		117	
<b>Oregon School District</b>	<b>December 2013</b>	<b>2013 YTD</b>	<b>December 2012</b>	<b>2012 YTD</b>
# New Listings	11	411	13	390
# Sales	10	293	14	253
Average Sale Price	\$320,598	\$248,382	\$210,936	\$223,753
Median Sale Price Single Family	\$319,976	\$232,750	\$158,000	\$215,250
Median Sale Price Condo	\$123,000	\$142,900	\$160,000	\$143,000
Total # Active Residential Listings at end of period	116		123	
<b>Verona School District</b>	<b>December 2013</b>	<b>2013 YTD</b>	<b>December 2012</b>	<b>2012 YTD</b>
# New Listings	12	499	16	475
# Sales	24	398	15	323
Average Sale Price	\$273,339	\$281,724	\$234,759	\$266,687
Median Sale Price Single Family	\$317,717	\$287,500	\$322,250	\$258,877
Median Sale Price Condo	\$137,950	\$139,500	\$128,000	\$133,450
Total # Active Residential Listings at end of period	97		129	
<b>McFarland School District</b>	<b>December 2013</b>	<b>2013 YTD</b>	<b>December 2012</b>	<b>2012 YTD</b>
# New Listings	9	236	7	211
# Sales	11	179	10	126
Average Sale Price	\$235,423	\$250,190	\$216,729	\$241,653
Median Sale Price Single Family	\$182,500	\$229,392	\$217,500	\$219,000
Median Sale Price Condo	—	\$240,000	\$238,076	\$199,900
Total # Active Residential Listings at end of period	47		57	

*Information provided by the SCWMLS and is based on Single Family Homes and Condos as of January 14, 2014.*



Stoughton Chamber of Commerce  
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Board of Directors: President: Randy Olson, Universal Silencer, 873-4298; Vice-President: Laurie Dybevik, Gunderson Funeral & Cremation Care, 873-4590; Secretary: Kari Manson-Hvam, Stark Company Realtors, 205-3001; Treasurer: Ann Olson, McFarland State Bank, 877-7755; Board Members: Tracy Bellefeuille, Diamonds Direct, 873-3529; Joe Conant, Conant Automotive, 873-8800; Gloria Stehley, Saving Thyme, 877-0075; Kate Schieldt, Stoughton Trailers, 873-2635; Tim Onsager, Stoughton Area School District, 877-5000; Mayor Donna Olson 873-6677. Staff: Erica Dial, Executive Director; Laura Trotter, Visitor Services Coordinator & Syttende Mai Coordinator; Mickey McCormick, Receptionist;