

## The 7 Rivers Alliance Golden Shovel Ready Sites



### WHAT IS IT?

The 7 Rivers Alliance Golden Shovel Ready Site designation was developed for sites throughout the region that are ready for development, both publicly owned and privately owned. The designation is not meant to replace or compete with the state Certified Sites Programs. Rather, this program provides a scaled down alternative for smaller sites or those that cannot meet the criteria of the State program.

### WHY SHOULD YOU PARTICIPATE?

The 7 Rivers Alliance Golden Shovel Ready designation will identify your property as a priority for developers and companies looking for an expansion location. Designated sites will be featured on [www.7riversalliance.org](http://www.7riversalliance.org). Sites will also be included in numerous marketing efforts throughout the year directed toward expanding companies and site selectors.

## WHAT IS THE BENEFIT?

The 7 Rivers Alliance Golden Shovel Ready designation will identify properties which are ready for development. Knowing this information up front helps brokers, site selectors and companies speed up their search and allows for these particular sites to

## HOW WILL THIS BE PROMOTED?

The 7 Rivers Alliance will be promoting [www.7riversalliance.org](http://www.7riversalliance.org) as a resource for anyone looking at expanding in Southwest Wisconsin, Southeast Minnesota, and Northwest Iowa and will be utilizing the website as a clearinghouse of information. Advertising campaigns, newsletters, direct marketing, and other communication efforts are planned throughout the year to promote The 7 Rivers Alliance Golden Shovel Ready sites.

## IS THERE A COST TO PARTICIPATE?

Yes, the cost to apply is \$500 for the first year per listing. One business park is considered to be one listing even though it may include several contiguous development lots.

## HOW LONG DOES THE DESIGNATION LAST?

The 7 Rivers Alliance Golden Shovel Ready designation is valid for one year. At the end of the year one, the information must be validated or updated and designation can continue for a fee of \$150.

## HOW DO I APPLY?

Visit [www.7riversalliance.org](http://www.7riversalliance.org) for the full list of criteria and submission instructions.

## HAVE FURTHER QUESTIONS?

Contact The 7 Rivers Alliance:

**608-787-8777**

**[info@7riversalliance.org](mailto:info@7riversalliance.org)**