**Culture Unit**

**Selling Evansville**

**Weebly/Prezi**

You are employed by an advertising agency. Your team has been assigned to create a digital product designed to “sell Evansville” –to convince others it is a great place to live. As part of that group, you will be creating either a Prezi ([www.prezi.com](http://www.prezi.com)) presentation or a Weebly ([www.weebly.com](http://www.weebly.com)) website. You will be using the data collected from the Evansville Surveys to design your presentation or website; that data is found, below:

1. Why is Evansville a good place to live?
	1. it is a friendly small town (safe, quiet, family oriented, good neighbors)
	2. it has great schools
	3. it has recreational opportunities (sports, the park, the lake)
2. What makes Evansville unique?
	1. its historic homes and downtown area
	2. the brick road
3. What brings people to Evansville?
	1. it is close to two larger cities – Madison and Janesville (good for jobs, shopping)
	2. homes are reasonable/affordable – so are taxes
	3. it is close to family and friends

Each web page or Prezi slide should focus on an aspect of the data, backed up with photos and text (be sure to cite sources). Additional pages/slides can be linked to add further detail if needed.

You must back this data up with facts. Here are some websites that may help you find facts to support your data:

City of Evansville <http://www.ci.evansville.wi.gov/>

Evansville History Website <http://www.evansvillehistory.net/>

Evansville School District <http://www.ecsdnet.org/>

Evansville Chamber of Commerce <http://evansvillechamber.org/>

Eager Free Public Library <http://als.lib.wi.us/EFPL/>

Evansville Profile (lots of miscellaneous data – crime, housing costs, etc.) <http://www.city-data.com/city/Evansville-Wisconsin.html>

Evansville, WI (unofficial site) <http://www.evansville-wi.com/>

You may also wish to use anecdotal data – quotes from your surveys – to support your claims.

See the evaluation rubric “Persuasive Presentation” for further instructions.