



CDA Agenda Item

Meeting Date:	February 26, 2025
Agenda Item:	Safe Pro
Staff Contact (name, email, phone):	Taylor Zeinert tzeinert@whitewater-wi.gov 262-473-0148

BACKGROUND

(Enter the who, what, when, where, why)

Executive Summary:

Safe Pro is asking for \$100,000 launch to market.

More Information:

Safe Pro is company that the CDA has worked with prior. The CDA has previously given Safe Pro a loan for a \$100,000. Since that loan Safe Pro has always paid on time. Further, in 2024 Safe Pro gave an update to the CDA about the status of their business.

Safe Pro is excited to share that they are about to go to market; however, to go to market they will need funding. Safe Pro is asking for \$100,000 launch to market. The breakdown of the request funds is as follows:

- Full-scale pilot program: \$45,000
- Product announcement advertisement: \$10,000
- Software technician contractor: \$10,000
- Hardware integration costs: \$10,000
- Completion of AI models: \$10,000
- Completion of shot detection software and hardware update: \$15,000

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

You would give \$100,00 as a loan. This money would come from the UDAG funds that currently holds \$743,146.88. When these funds would be repaid they would go back to the UDAG account.

STAFF RECOMMENDATION

Based on Safe Pro's positive history, staff is recommending the CDA approve the loan to Safe Pro in the amount of \$100,000.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Safe Pro Video