



WHITEWATER WIND UP

**FINAL REPORT
NOVEMBER 2025**

HOW DID WE USE THE WIND UP FUNDS?

MONTHLY EXPENSES: RENT, UTILITIES, WIFI, INSURANCE

CANVA PRO

CLOTHING RACKS + HANGERS

EVENT FEES

SOURCING

SHIPPING MATERIALS

NEW iPad

PAPER BAGS

SANDWICH SIGNS

EMBROIDERY

STICKERS

TRAVEL + MILEAGE

CUSTOM STELLAR MERCH

PARTNERSHIPS WE HAVE BUILT!

UWW SUSTAINABILITY, PEACE, SAGE

UWW FIRST YEAR EXPERIENCE

WARHAWK WELCOME/HAWK FEST

CAREER SERVICES WARHAWK SUCCESS CLOSET

WWUSD ATHLETIC + ARTS BOOSTER CLUB

FERRADERMIS ROBOTICS

SECOND SALEM BREWING COMPANY

BARISTA CATS CAFE

WHITEWATER FLEA VENDOR PARTNERSHIPS



EVENTS WE HAVE HOSTED!

FALL CLOTHING SWAP (OCTOBER 2024)

FIRST-EVER WHITEWATER FLEA (DECEMBER 2024)

SPRING FLING WHITEWATER FLEA (MAY 2025)

WHITEWATER FLEA FALL SERIES (SEPTEMBER, OCTOBER, DECEMBER 2025)

WHITEWATER FLEA SPRING SERIES (FEBRUARY, MARCH, APRIL/MAY 2026)

EARTH WEEK TRASH CLEAN UP (APRIL 2026)

EARTH WEEK CLOTHING SWAP (APRIL 2026)



EVENTS WE HAVE BEEN A PART OF!

FERRADERMIS SHOWCASE (MAY 2024)

414FLEA SERIES (SUMMER 2024)

GREEN BAY VINTAGE MARKET (JULY 2024)

STELLAR SUMMERFEST (JULY 2024)

ALLGOODS FETS (AUGUST 2024)

HAWK FEST (AUGUST 2024)

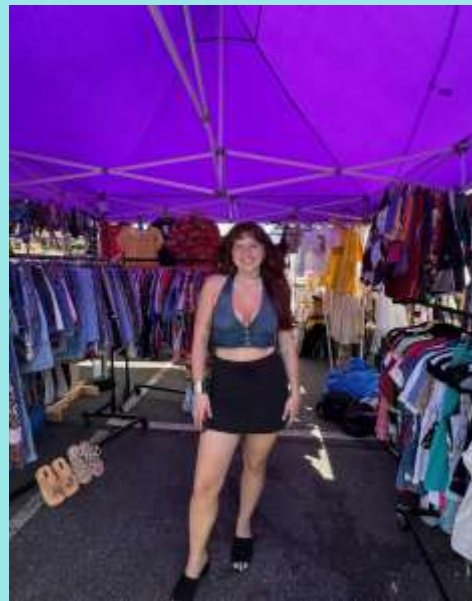
WHITEWATER PRIDE RALLY (OCTOBER 2024)

MIDWEST VINTAGE FLEA (NOVEMBER 2024)

414FLEA SERIES (SUMMER 2025)

HAWK FEST (AUGUST 2025)

TOTALLY RAD MADISON (DECEMBER 2025)



SHORT + LONG TERM BENEFITS OF WIND UP GRANT

SHORT TERM

HELPED SUSTAIN US THROUGH THE FIRST YEAR WITH START UP COSTS

ALLOWED US TO INVEST IN COSTS WE HAD NOT PLANNED ON TO MAKE THE SPACE BETTER INCLUDING BOX TV, VINTAGE WHITEWATER PIECES, LED SIGNS, OTHER DECOR/FURNITURE ITEMS

ALLOWED US TO PARTICIPATE IN AND PUT ON EVENTS WHERE WE WERE ABLE TO NETWORK, EXPAND OUR REACH, AND BUILD COMMUNITY IN OUR SMALL TOWN

LONG TERM

THE WINDUP GRANT WILL HELP PROPEL US INTO THE FUTURE WITH MORE STABLE FINANCES AND WITH MORE EXPERIENCE IN BUDGETING

PROVIDED US WITH A PROFIT + LOSS TEMPLATE THAT WE CAN USE MONTHLY IN THE FUTURE TO TRACK OUR INPUT/OUTPUT

PROVIDED US WITH CONTACTS FOR SEVERAL INDIVIDUALS WHO ARE KNOWLEDGEABLE ABOUT BUSINESS OPERATIONS

IF WE RECEIVE FUTURE GRANTS, WE WILL BE BETTER ABLE TO NAVIGATE THE PROCESS!



WHITEWATER WIND UP CRITIQUES

EFFICIENCY:

INFORMED IN MAY OF RESULTS - NO FUNDS UNTIL AUGUST/SEPTEMBER (ESPECIALLY IMPORTANT FOR BUSINESSES PRE-OPERATION)

BUSINESS COACH - OFFER AS AN OPTION BUT NOT A REQUIREMENT

TRANSPARENCY:

CLARITY DURING INITIAL CONTRACT MEETING - CLEAR LAYOUT OF MONTHLY REPORT NEEDS & ANY OTHER NECESSITIES

LEAKED RESULTS - WE LEARNED FROM WHITEWATER BANNER BEFORE CITY INFORMED US DIRECTLY OF RESULTS

MOVING FORWARD:

CATEGORY FOR EXISTING BUSINESSES AND SEPARATE CATEGORY FOR ASPIRING BUSINESSES - MORE EMPHASIS ON ASPIRING BUSINESSES

“SYLLABUS” WITH STRUCTURE/LAYOUT FOR THE SEMINARS, 1:1 MEETINGS, DUE DATES

**THANK YOU ALL FOR THIS OPPORTUNITY
AND YOUR TIME! LET US KNOW IF YOU
HAVE ANY QUESTIONS!**