



CDA Agenda Item

Meeting Date: January 16, 2025

Agenda Item: 2024 BRE Summary

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BACKGROUND

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

Executive Summary:

Attached to this memo is a presentation summarizing the BRE's conducted in 2024. Major take away from that are concerns about finding quality staff, uncooperative landlords, and the concern for competition.

More Information:

ED Zeinert had met with 27 Businesses in 2024. These conversations were authentic and fruitful as it gave staff an inside view of the business community in Whitewater. Staff learned more about our businesses and how City staff can best support them. Businesses were able to share what was hindering their success. There were three major themes that came out of all 27 visits. They are finding quality staff, uncooperative landlords, and the concern for competition.

As we move into 2025 ED Zeinert has set a new goal of 35 BRE visits, which surpasses last year goal of 25. Further, ED Zeinert would like to focus on connecting with our financial institutions and our manufacturing/ Business park businesses.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

2024 BRE Presentation