

	CDA Agenda Item
Meeting Date:	July 18, 2024
Agenda Item:	Wind Up Feedback
Staff Contact (name, email, phone):	Taylor Zeinert tzeinert@whitewater-wi.gov 262-473-1048

BACKGROUND

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

All contestants that participated in the WindUp event were encouraged to offer their feedback that can be considered going forward. The following is a list of recurring feedback or questions that were shared with me or submitted to the Office of Economic Development.

- Confusion between the role of Enactus and the City.
- Why were contestants required to make a Slide Deck?
- Two different Categories.
- The number of Judges, and who qualified as a Judge.
- The Amount of Finalist.
- Communication and Frequency of Communication.
- The Lack of vetting contestants prior to the finale.

There was some confusion from the contestants as to what role Enactus had with the competition. Enactus was supposed to act as a liaison between the contestants and their needs. Contestants were each assigned to an Enactus team. That team was asked to help assist contestants in any way that they could. Some groups helped contestants make logos, business cards, websites, business plans, pitch decks, etc.

After interviewing the contestants, it was clear that this was not everyone's experience. One contestant cited that they specifically asked for help, and their Enactus group responded to them that they were not going to help them because the school year had ended.

Enactus students also asked that each contestant complete a slide deck about said business. City Staff was not aware that Enactus made this a requirement for contestants, and Enactus never shared these slide decks with City Staff. City Staff asked contestants to send any visual aids to the Economic Development Director the Friday prior to the finale. Some contestants choose to send visuals while others did not.

Having two different categories is a great idea. During the planning stages, City Staff were unsure if we would have enough contestants to have more than one category. If we are to do this event again, this is something staff would pursue.

The judges were chosen as representatives of the CDA, Common Council, Economic Development Specialists, Business Owners of various ages and backgrounds. The goal was to have a range of judges to resemble all parts of the community.

The finalists were chosen based on the Community vote. If any contestant received a 75% approval rating or higher they were pushed to the finale. Moving forward, we can decrease the number of finalists.

Staff communicated with contestants prominently via email, however, contestants shared that they would have liked to see more communication. This is something staff can address moving forward.

Staff did not vet contestants prior to this event, however, this is something that should be included in the process moving forward.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
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(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)

N/A
