



Council Agenda Item

Meeting Date: August 6, 2024

Agenda Item: Spring Splash

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BACKGROUND

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

In response to the Common Council's request the Office of Economic Development sent out a brief survey to the business community about their experience with Spring Splash. On July 1, 2024 a Spring Splash survey was sent to 174 emails and was posted in the Downtown Whitewater Facebook group with a link to the survey.

In total we received 26 responses back. The attached is the exported results of the survey. Most notably the result of question 6: "Should the Common Council consider creating a Spring Splash task force dedicated to exploring what options exist to improve outcomes related to Spring Splash?" 62.5% responded yes and 37.5% responded no.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The June 4th Common Council meeting the Common Council directed the Office of Economic Development to reach out to the business community to see how they felt about Spring Splash/

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

The Common Council give staff direction if they would like to pursue a Spring Splash Task Force.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

The Survey Results