

MEMORANDUM

To: Whitewater CDA

From: Taylor Zeinert, Economic Development Director

Date: September 9, 2024

Re: Proposed WindUp Timeline

Below you will find a suggested timeline that staff will use as a guide post if the CDA chooses to move forward with the Whitewater Wind Up. Please note that this proposed timeline does not involve Enactus.

Month 1:

- Staff works to find qualified individuals to lead Workshops
- Create Rules
 - Rules must have CDA approval
- Find Judges
 - Maximum of 5 Judges

Month 2:

- ED Staff works with Media Services to create Marketing for this event
 - Update the Flyer
 - Create updated and new Video Content
 - Judges Info

Month 3-4:

- Conduct a media campaign for the event
 - Press Releases
 - Banner across Main Street
 - Social Media Posts

Month 5-6:

- Workshops start (please note each workshop will be recorded)
 - Workshops will be every 2 weeks- 1st of the 2 weeks there will be one day of Presentation and the 2nd of the 2 weeks there will be one day of open work time with Staff Available to answer questions
 - Marketing 101
 - Financing 101
 - Best Business Practices

End of Month 6:

- Finale- Saturday
 - All contestants have a 10 min presentation
 - Judges have a rubric of criteria
 - One Winner is chosen
- CDA Approvals Winner Prize
 - Grand Prize: 1 year rent in their current or future store front

Thank you for your time and attention to this matter.

Taylor Zeinert

Economic Development Director