



CDA Agenda Item

Meeting Date: January 10th, 2025

Agenda Item: Future of CDA Events

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BACKGROUND

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

Executive Summary:

In 2024, the CDA hosted four key events: Housing Roundtable, Food Truck Fest, Home Buying 101, and a Bus Tour. These events engaged diverse audiences and supported community and economic development initiatives. For 2025, staff recommends continuing the Housing Roundtable (with new speakers), Food Truck Fest, and Bus Tour, as these were the most impactful. Additionally, staff seeks input on new event ideas and modifications for next year.

More Information:

Event Summaries

Housing Roundtable

- **Date:** May 2024
- **Purpose:** Engage local realtors, developers, landowners, council members, and elected officials to discuss housing needs.
- **Details:** Featured presentations by SEWRPC (Southeastern Wisconsin Regional Planning Commission) and Tracy Cross and Associates.
- **Outcomes:** Most attended event with over 60 participants, highlighting the community's housing needs.

Food Truck Fest

- **Date:** September 2024
- **Purpose:** Foster community engagement and attract visitors to Whitewater.
- **Details:** Hosted 8 food vendors and attracted over 3,000 attendees. Realtors reported additional community interest due to the event.
- **Outcomes:** Strong community reception and potential for continued growth.

Home Buying 101

- **Date:** October 2024
- **Purpose:** Provide education on home-buying resources, including the Down Payment Assistance program and Jefferson County's home buying and rehab assistance program.
- **Details:** Participation from all financial institutions in Whitewater.
- **Outcomes:** Least attended event (4 participants); opportunity for reimagining or replacement.

Bus Tour

- **Date:** November 2024
- **Purpose:** Introduce developers and realtors to City Hall staff and available development opportunities.
- **Details:** Included a 40-minute tour of available parcels, zoning, and acreage, led by Economic Development Director Zeinert.
- **Outcomes:** Moderately attended (20 participants) but generated strong leads and follow-up opportunities.

Recommendations for 2025

Staff recommends continuing the following events with adjustments:

- **Housing Roundtable:** Feature new speakers to provide fresh perspectives and insights.
- **Food Truck Fest:** Build on community enthusiasm; multiple food truck vendors have expressed interest in returning.
- **Bus Tour:** Retain its format, as it proved fruitful in generating development interest.

Staff suggests discontinuing or significantly revising the Home Buying 101 event due to low attendance. Targeted marketing or collaboration with specific organizations could be explored if reinstated.

Questions for CDA Discussion

- What topics should be included in the 2025 Housing Roundtable?
- Should we expand the Food Truck Fest to include additional elements, such as family-friendly activities or business networking opportunities?
- Are there other event ideas that align with the CDA’s mission?

Your feedback will help shape the CDA’s event strategy for 2025 and ensure continued community engagement and economic development progress.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The CDA sponsored various events listed above.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommends that the CDA approve the following events in 2025:

- Roundtable Housing event with new speakers
- Food Truck Fest
- Bus Tour

ATTACHMENT(S) INCLUDED

(If none, state N/A)

N/A