



CDA Agenda Item

Meeting Date:	January 10 th , 2025
Agenda Item:	Future of the Innovation
Staff Contact (name, email, phone):	Taylor Zeinert tzeinert@whitewater-wi.gov 262-473-0148

BACKGROUND

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

Executive Summary:

ED Zeinert meet with the director of the Janesville Innovation Center (JIC). ED Zeinert is suggesting that in 2025 the CDA makes it a priority discussing the following items:

- Finalize a graduation clause
- Discuss if criteria for future tenants should be implemented
- Connect the tenants with community-based organizations (Chamber, Downtown Whitewater, etc.).

ED Zeinert seeks the CDA's input and approval to move forward with these goals in 2025

More Information:

In November I reached out to Mark Borowicz to tour the Janesville Innovation Center. As the City has taken over operation of the Innovation there is clear that there is not only much updating that is needed, but ways that we can make the building more desirable for future tenants. Janesville is the only other closest Innovation Center to ours.

When I met with Mark I learned of three clear differences between our two centers:

- Graduation Clause: Janesville Innovation Center (JIC). have a clear graduation clause; however, when I visited they had few tenants. The graduation clause is attached to this memo
- Tenant Criteria: Janesville Innovation Center (JIC) have clear guidelines for who occupies Center. This criterion is attached to this memo
- Membership Perks: A perk for being apart of the JIC is discounted Chamber and other business group memberships.

My visit to the JIC made it clear that there are things that we should or could look at changing. I think that in 2025 the CDA should finalize and approve a graduation clause for the Innovation Center. While I do not think that the JIC's graduation clause would be a good fit, it is a good starting off point.

Once a graduation clause is finalized and staff will understand what space may be available in the future. As tenants are transitioning it will be a good opportunity for the CDA engage discussion regarding if the Innovation Center should have criteria for new tenants or if the Innovation Center should have a theme (Bio Tech, Food and Beverage Industry, etc)

Further we have an opportunity to make the tenants at the Innovation Center more connected with our business community. To make tenants flourish in our community we need to support them with local

resources and organizations. This not only would increase their success as a business, but would make them more incline to stay in Whitewater.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- ED Zeinert toured the Innovation Center

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommends that the CDA focuses on these three items related to the Innovation Center in 2025:

- priority to finalize a graduation clause
- discuss if criteria for future tenants should be implemented
- connect the tenants with community based organizations (Chamber, Downtown Whitewater, etc.)

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- JIC Occupancy Profile
- JIC Graduation Guidelines