



CDA Agenda Item

Meeting Date: June 19, 2025

Agenda Item: Wind Up Grant Updates

Staff Contact: Betsy Swenson, CDA Administrative Assistant, bswenson@whitewater-wi.gov

BACKGROUND

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

In August 2024, two grants were awarded as a result of the Whitewater Wind Up Business Plan Competition. Barista Cat Café was awarded \$71,153.92 and Stellar Vintage was awarded \$33,302.83. At last month's meeting, this body inquired about the status of the project. To date, Barista Cat Café has a remaining balance of \$191.58 in unused funds and Stellar Vintage has a remaining balance of \$11,720.57 in unused funds. Grant recipients have a twelve-month period (ending in August 2025) to request reimbursement for eligible costs.

As a condition of the contract, grant recipients are required to share accurate and complete monthly financial reports with the City of Whitewater and meet with a business coach monthly to review their financial statements. Both recipients reported that meeting with their business coach was not helpful so they no longer do so. With prompting, information on expenses is submitted monthly. Staff recently provided templates for profit and loss statements, in order to assist in providing more complete financial information required monthly.

PREVIOUS ACTIONS

(Dates, committees, action taken)

At the January 16, 2025, CDA meeting, Natalie Serna, Owner of Barista Cat Café, gave a presentation on the renovations funded by the grant. At the March 20, 2025, CDA meeting, Holly Burnett, owner of Stellar Vintage, gave a presentation on how their funding was utilized and requested \$5,755.99 that was previously allocated for various items be reallocated toward sourcing clothing, which was approved.

FINANCIAL IMPACT

(If none, state N/A)

n/a

STAFF RECOMMENDATION

n/a

ATTACHMENT(S) INCLUDED

(If none, state N/A)

n/a