



## Council Agenda Item

Meeting Date: April 10, 2024

Agenda Item: Judges for Whitewater WindUp

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### BACKGROUND

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

The Whitewater WindUp is competitive business plan competition. 25 contestants have entered in hopes to win the competition and the grand prize. The grand prize is one year's of rent in a storefront in Whitewater and any additional built ins that are needed for that business. The contestants have attended a series of workshops covering finances, marketing, business basics and how to create a final pitch deck. All contestants must take the skills that they learned and turn into a video explaining to community members about why they should vote for their business. Once the video is completed contestant can upload their video to the Whitewater WindUp App. The community can vote for their favorite business via the app. After the community voting has closed, the finalist will face a panel of judges. We are looking for a Community Development Authority representative to serve as judge. The finale is May 18<sup>th</sup> is 9 AM to Noon at the Innovation Center. We are asking the judges be there at 8:30 AM.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

### FINANCIAL IMPACT

(If none, state N/A)

N/A

### STAFF RECOMMENDATION

A Common Council member be appointed to as a judge.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

N/A