



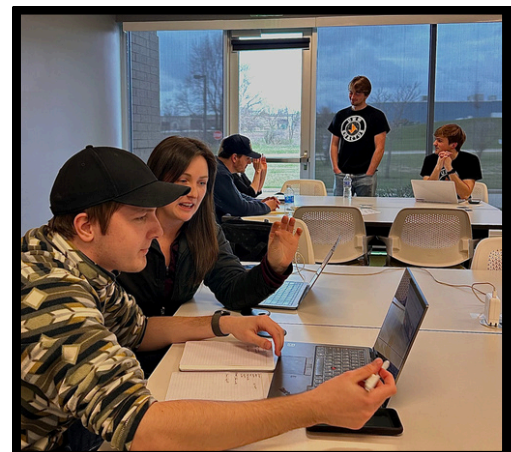
ANNUAL REPORT



University of Wisconsin
Whitewater



2023 - 2024



www.uwwenactus.us

PROJECTS TIMELINE 2023 - 2024



Dates	Guatemala & Second Brew	Whitewater	Edgerton
Sep-Oct 2023	- UWW Enactus project teams - Guatemala & Second Brew teams	Needs assessment	- Needs Assessment - Meeting Mayor, Community Stakeholders
Nov-Dec 2023	- Guatemala – site launched - Second Brew – design session	- Meeting with Fiscal and Economic Research Center (FERC) - SBDC partnership	- Community stakeholder meetings - Presentations scheduled
Jan 2024	- Guatemala – plans and products - Second Brew – prototypes	Meetings with City Manager, Chief of Staff and Economic Dev Director	- Presentations to Chamber and Rotary - Meetings with community group
Feb 2024	- Guatemala – visit scheduled – July 2024 - Second Brew – website v 1.0	- Whitewater greenlights \$160,000 and pays UWW Enactus - UWW Enactus presents full plan	- Strategic direction picked - Reverse Pitch decision - City approved funding for Fall City Pitch
Mar 2024	- Guatemala – product prototypes - Second Brew – website enhanced v 2.0	- Whitewater WindUp launched - Promotion of WindUp + Workshops scheduled + Entrepreneur Registration - Mobile app completed and tested	- Businesses for Reverse Pitch selected - Training for businesses - Reverse Pitch planning and scheduled
Apr 2024	- Guatemala – fundraiser for prototypes - Second Brew – align with Guatemala	- Workshops completed + Support teams assigned - Community Voting + Judges selected - Judge's notes created by UWW Enactus	- Reverse Pitch (April 12) - Business plans completed + Presented (Apr 24)
May 2024	- Guatemala – plans and products – June visit - Second Brew – project discontinued	- Winners picked - Participants assigned to city and SBDC - Economic Development Report	- Final project debrief - Summer and fall plans scheduled

NEEDS ASSESSMENT

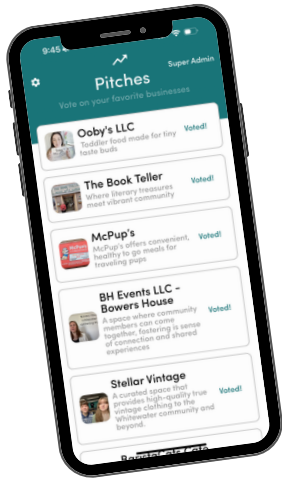
Over the past 50 years, main street retail has been diminishing. Clothing, shoe, variety, jewelry, and other stores have disappeared from our downtowns. Today, many downtown areas in small towns face the following challenges:



- **Traffic Shifts:** Highway bypasses have significantly altered traffic patterns.
- **Expansion of Large-Format Retail:** Growth in big-box retail stores has reshaped shopping habits.
- **Constrained Downtown Diversity:** The remaining businesses downtown often include only restaurants, taverns, salons, and gas stations.
- **Loss of Essential Services:** Critical amenities like grocery stores, pharmacies, and hardware stores have disappeared.
- **Lack of Succession Planning:** Many business operators do not have a transition plan in place.
- **Unutilized Properties:** Vacant real estate is frequently held by absentee landlords.
- **Rising Digital Competition:** New challenges arise from the online marketplace.
- **Evolving Consumer Preferences:** Changing tastes and reduced spending power are reshaping demand.

ENTREPRENEURIAL LEADERSHIP

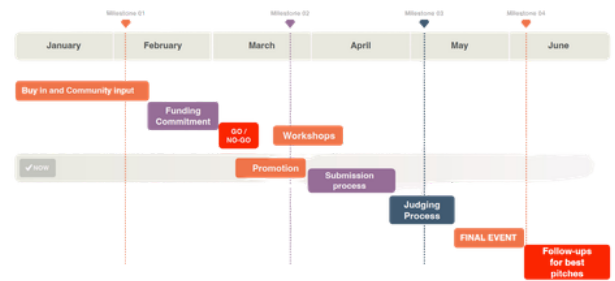
- Identified a burning need in smaller communities
- Presented a dynamic and creative blueprint for economic impact
- Developed plan, created workshops to execute in 4 months
- Negotiated and worked with city leadership, the Chamber of Commerce, City managers, mayors, CEO of the hospital



INNOVATION

- Introduced an exciting new way to revitalize community downtowns
- Involved and impacted the community by using voting apps (two apps built)
- Unique Innovations: Community involvement + SBDC referral
- Put in place Agile Concierge Student Support teams
- Pivoted into Reverse Pitch to help existing businesses
- Edgerton High School Students workshop
- Reusing existing buildings and property

City Pitch Competition Timeline (Proposed)



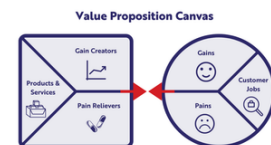
BUSINESS PRINCIPLES

- Launched social “B” corp to scale and bring our solution to multiple communities
- Developed and validated business model - community pays Renewtowns to launch solution
- Licensing and other Renewtowns products for subsequent years
- Proven business model - we are receiving calls from other communities
- Business tools: Business Model Canvas, Value Proposition, Agile Project Management, Social Media Campaign, Digital Marketing, Pre-recorded workshops

“We have 10 storefronts we need to fill. We plan to run WindUp next year.”



Taylor Zeinart,
Chief of Staff, Whitewater



SUSTAINABLE POSITIVE IMPACT

- Ongoing economic impact - Both communities plan to run these competitions every year
- Sparked economic growth and conversation in the community
- Empowered the community to continue the work started with our project
- Positive feedback for reusing and renovating buildings downtown for growth
- Touches all three dimensions of People, Planet, Profit





SCORECARD

Direct IMPACT

53

Entrepreneurs,
Stakeholders

Indirect IMPACT

1000+

Community members

Impacted 2
Communities



Sustainable economic
development for 2
cities/communities



Workshops and
consulting



Impacted
entrepreneurs and
store owners



97% of participants
were women

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- Sally Bean
- Deb Malewicki Foundation
- UWW SUFAC
- City of Whitewater
- City of Edgerton

Business Advisory Board

- Jim Caldwell
- Peter Layton
- Mike Warmuth
- Sue Johnson
- Sara Amiri
- Mark Leslie
- Ian Han
- Anwar Jebran

City of Whitewater

- John Weidl
- Taylor Zeinart
- Bonnie Miller
- Whitewater CDA

City of Edgerton

- Community group
- Business owners

