RENEWTOWNS

Revitalizing Communities, Empowering Economies

41% of small business owners have experienced a decrease in revenue over the past year

42% of small businesses close due to a lack of market need

68¢ of every dollar spent at local businesses stays in the community

City Pitch: a storefront business pitch competition designed to fill vacant storefronts in downtown areas.

1. Launch a storefront pitch competition
2. Registration and workshops for local entreprenuers
3. Local entreprenuers create Pitch videos
4. Upload pitches to our voting platform
5. Community votes on favorite storefront ideas
6. Local Judges pick winners from community favorites
7. Winning storefront ideas receive free rent for a year and collaborative incentives.

Benefits for Your Town

- **Increased Foot Traffic and Activity:** More visitors mean more revenue for local shops, cafes, and other businesses.
- **Stronger Connections Between Key Stakeholders:** Bringing together community members, local government, and landlords creates a shared pipeline of opportunity: landlords find tenants, entrepreneurs find spaces, and cities can better connect both to available resources like grants and support.
- **Community Pride and Growth:** Creating a lively town center makes residents proud of their community and encourages future growth.

Keys to Success

- **Support from Local Leaders & Property Owners:** Help gather funds and sponsors to offer spaces temporarily at reduced or no cost to start-ups or creatives.
- **Community Involvement:** Partner with us to promote events and activities and foster a welcoming environment for visitors and businesses alike.
- **Commitment to the Vision:** Successful renewal requires a shared commitment to revitalizing your town, drawing in businesses, and making it a place locals and tourists love.

Contact Us:

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enactus
University of Wisconsin-Whitewater

RenewTowns, an initiative by the University of Wisconsin-Whitewater Enactus, was created to drive sustainable economic growth and revitalization in communities. Through these programs, we empower local areas to build long-lasting economic resilience and prosperity.