

RENEWTOWNWNS

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 workshop for participants
- 3** Pitch videos created
- 4** Upload pitches and videos to app
- 5** Community votes on favorite storefront ideas
- 6** Judges pick winners from community favorites
- 7** Winning storefront ideas are able to 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.
- **Enhanced Property Values:** Revitalized spaces often lead to increased property values and new opportunities for long-term leases.
- **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:

Email: Renewtowns@gmail.com

Website: <https://www.uwwenactus.us/>



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.