



## Innovation Center Advisory Panel

Whitewater Innovation Center Room 115,  
1221 Innovation Drive Whitewater, WI 53190  
\*In Person and Virtual

**Tuesday, July 15, 2025 - 8:30 AM**

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**Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.  
Citizen participation is welcome during topic discussion periods.**

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/81797923434?pwd=JWD8HFb7SdDWA1r01W8sVdM4clfMSf.1>

Join via audio:

+1 312 626 6799 US (Chicago)

Webinar ID: 817 9792 3434

Passcode: 722220

**Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.**

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## **AGENDA**

### **CALL TO ORDER**

### **MEMBER INTRODUCTIONS**

### **APPROVAL OF AGENDA**

*A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Committee to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.*

### **APPROVAL OF MINUTES**

1. Approval of April 2025 Minutes

### **CONSIDERATIONS / DISCUSSIONS / REPORTS**

2. Marketing Update and Discussion (Kristina Czarnecki)
3. UW-Whitewater Update and Discussion (Elizabeth Thelen)

- [4.](#) City of Whitewater Update and Discussion (Emily McFarland)
5. Community Development Authority Update and Discussion (Thayer Coburn)

**NEXT MEETING**

Scheduled for 10/14/25 at 8:30 a.m.

**ADJOURNMENT**

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action will be taken at this meeting.

**Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.**



# Tech Park Innovation Center Advisor Board

Item 1.

Innovation Center  
\*In Person and Virtual

**Tuesday, April 08, 2025 - 8:30 AM**

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## MINUTES

### CALL TO ORDER

Meeting was not called to order due to lack of Quorum.



# **2024 Annual** **Marketing Report**

Created for the Whitewater University  
Technology Park & Innovation Center

*Updated: January 9, 2025*

## **2024 Annual Marketing Report**

*January 1, 2024 – December 31, 2024*

### **Innovation Center Key Performance Indicators**

The digital marketing efforts of the Whitewater University Innovation Center aim to raise awareness, build a following and relationship, foster loyalty, and generate leads.

<i><b>Channel</b></i>	<i><b>Objective</b></i>	<i><b>Evaluation</b></i>
Website	Create Awareness	37.87% of traffic came through organic search
	Build Following	4.7K new users
	Foster Loyalty	300 returning visitors
	Generate Leads	29 contact & 0 application submissions
Newsletter	Build Following	24 new subscribers
	Foster Loyalty	36% average open rate & 3% average click rate
Facebook	Create Awareness	Reach of 2,971
	Build Following	14 new followers
	Foster Loyalty	142 content interactions
LinkedIn	Create Awareness	9,827 impressions
	Build Following	34 of new followers
	Foster Loyalty	4 reposts & 396 reactions

### **Technology Park Key Performance Indicators**

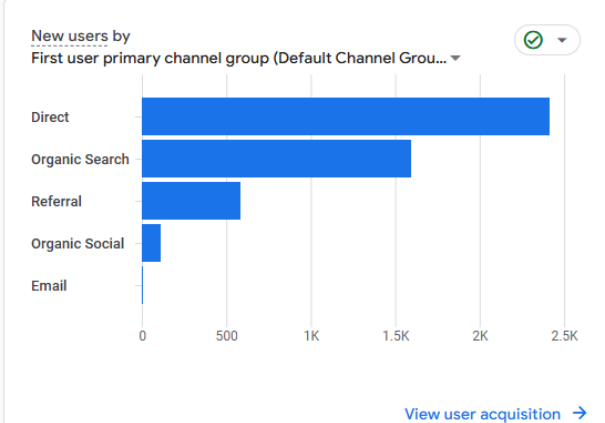
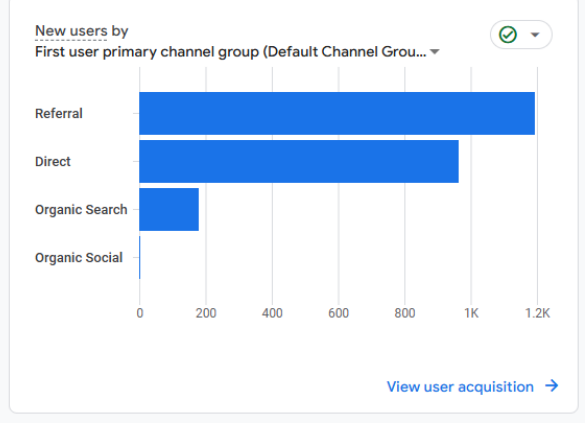
The digital marketing efforts of the Whitewater University Technology Park aim to raise awareness, build a following, generate leads, and foster loyalty.

<i><b>Channel</b></i>	<i><b>Objective</b></i>	<i><b>Evaluation</b></i>
Website	↑ Brand Awareness	8% of traffic came through organic search
	↑ Following	2.3K new visitors
	↑ Leads	24 contact form submissions
	↑ Loyalty	73 returning visitors
LinkedIn	↑ Brand Awareness	1,608 impressions
	↑ Following	7 new followers & 57 reactions
	↑ Loyalty	0 shares

## Website

Websites: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 2024

Comparison Period: January 1<sup>st</sup>, 2023 – December 31<sup>st</sup>, 2023

Innovation Center	Technology Park
<p>WHERE DO YOUR NEW USERS COME FROM?</p>  <p>New users by First user primary channel group (Default Channel Grou... ▼)</p> <p>Direct Organic Search Referral Organic Social Email</p> <p>View user acquisition →</p>	<p>WHERE DO YOUR NEW USERS COME FROM?</p>  <p>New users by First user primary channel group (Default Channel Grou... ▼)</p> <p>Referral Direct Organic Search Organic Social</p> <p>View user acquisition →</p>
<p>4.7K New Users ↑ 43.8% Δ</p> <p>300 Returning ↓ 30.6% Δ</p>	<p>2.3K New Users ↑ 79.6% Δ</p> <p>73 Returning ↑ 46.0% Δ</p>
<p>User acquisition:</p> <ul style="list-style-type: none"> <li>2,526 Direct ↑ 119% Δ</li> <li>2,087 Organic Search ↓ 25.5% Δ</li> <li>743 Referral ↑ 101.9% Δ</li> <li>138 Organic Social ↑ 86.49% Δ</li> <li>25 Unassigned ↓ 26.47% Δ</li> </ul>	<p>User acquisition</p> <ul style="list-style-type: none"> <li>881 Direct ↑ 11.4% Δ</li> <li>516 Referral ↑ 454% Δ</li> <li>226 Organic Search ↓ 3% Δ</li> <li>43 Unassigned ↑ 187% Δ</li> <li>6 Organic Social ↓ 57% Δ</li> </ul>

	Innovation Center	Technology Park
Average Engagement Time	7 seconds ↓ 41.4%	3 m 55 s ↑ 52.8% Δ
Total Page Views	7,573 ↑ 175% Δ	27,683 ↑ 152% Δ
Total Sessions	5,509 ↑ 25.18% Δ	2,498 ↑ 72.9% Δ
Contact Form	29 to ↑ 123% Δ	24 ↓ 4%
Application Submission	0% Δ	Not applicable
File Download	10 ↓ 44%	Not applicable

## Website (Continued)

Websites: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 2024

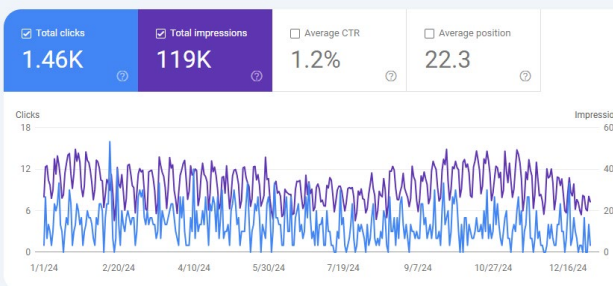
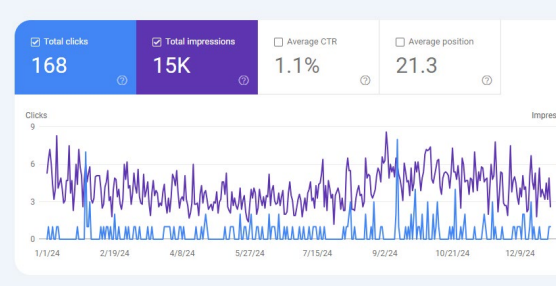
Comparison Period: January 1<sup>st</sup>, 2023 – December 31<sup>st</sup>, 2023

Innovation Center Top Pages & Posts		Technology Park Top Pages & Posts	
Home	3,257	Home	26,809
Incubation Program	618	Contact	160
About	388	About	148
26 Sources of Income	326	Site Selection	96
Client Application	309	Board of Directors	80
The Incubator	246		
Clients	206		
Contact	198		
CESA 2	196		
How Do I Craft a Business Plan	186		

## Google Search Console

Websites: January 1<sup>st</sup>, 2024 – December 31<sup>st</sup>, 2024

Comparison Period: January 1<sup>st</sup>, 2023 – December 31<sup>st</sup>, 2023

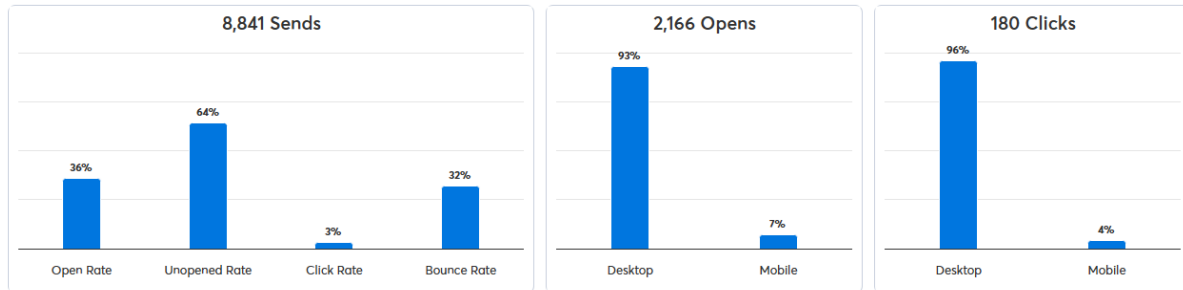
Innovation Center	Technology Park
	
<ul style="list-style-type: none"> <li>155K Impressions ↓23%Δ</li> <li>1.83K Clicks ↓23%Δ</li> <li>1.2% Average CTR ↓20%Δ</li> <li>26.2 average position ↑14.8%Δ</li> </ul>	<ul style="list-style-type: none"> <li>15K Impressions ↓69%Δ</li> <li>168 Clicks ↑1.8Δ</li> <li>0.5% Average CTR ↑120%Δ</li> <li>22 average position ↑3.2%Δ</li> </ul>
<p>Most clicked queries</p> <ul style="list-style-type: none"> <li>Whitewater Innovation Center</li> <li>Wisconsin cesa map</li> <li>Source of income in business</li> <li>Whitewater university innovation center</li> <li>Sources of business income</li> <li>Elizabeth thelen</li> </ul>	<p>Most clicked queries</p> <ul style="list-style-type: none"> <li>Elizabeth thelen</li> <li>David schurlock</li> <li>Technology park</li> </ul>

## Email Marketing

Websites: January 1st, 2024 – December 31st, 2024

Comparison Period: January 1st, 2023 – December 31st, 2023

### Overall Account Performance



### Whitewater University Innovation Center

Website visitors continue to opt-in to the Whitewater University Innovation Report. The Whitewater Innovation Report features client anniversaries, news & updates, events, and Startup Success blog articles. Interested parties can subscribe through the website. The newsletter is sent the second Tuesday of every month at 11:00 am.

	2019	2020	2021	2022	2023	2024
# New Subscribers	27	23	29	38	56	24 ↓57% Δ
# of Subscribers	793	793	816	830	727	746 ↑2.6%Δ
Unsubscribe	10	8	11	12	12	5 ↓58% Δ
Deleted Contacts	0	0	0	144	0	0
Sends	9,455	9,591	9,697	9,983	8,946	8,841 ↓1.16% Δ
Opens	1,929	1,888	1,642	2,245	2,472	2,166 ↓12.3% Δ
Clicks	299	273	229	260	221	180 ↓18% Δ
Overall open rate	28%	27%	25%	35%	38%	36% ↓5.2% Δ
Overall click rate	16%	15%	14%	12%	9%	3% ↓66% Δ

\*\*Towards the end of 2022, the University deactivated all Warhawk for life emails.



## Social Media Marketing

Websites: January 1st, 2024 – December 31st, 2024

Comparison Period: January 1st, 2023 – December 31st, 2023

### Facebook

As a relational social platform, the audience consists of clients, affiliates, and others in the Whitewater community. Client news and accomplishments resonate well.

	2022	2023	2024
Page Likes	374	446	----
Followers	428	477	491 ↑2.9%Δ
Reach	2,771	2,141	2,971 ↑40.6%Δ
Content Interactions	178	190	142 ↓25% Δ
Link Clicks	57	43	----
Posts	---	147	----
Visits	----	----	397 ↓1.5% Δ

### Twitter

As a micro-blogging platform, the audience is broader and reaches others in our entrepreneurial ecosystem as well as clients and affiliates. Resources, competitions and awards, funding opportunities, and client shout-outs resonate well. Twitter has been de-emphasized as it was primarily used for events.

### LinkedIn

Innovation Center	Technology Park
<ul style="list-style-type: none"> <li>243 followers ↑ 16%Δ</li> <li>34 new followers ↑ 143%Δ</li> </ul>	<ul style="list-style-type: none"> <li>40 followers ↑21%Δ</li> <li>7 new followers ↑133%Δ</li> </ul>
Updated	
<ul style="list-style-type: none"> <li>9,827 impressions ↓19.7% Δ</li> <li>396 reactions ↓20.3% Δ</li> <li>18 comments ↓210% Δ</li> <li>4 reposts ↓71% Δ</li> </ul>	<ul style="list-style-type: none"> <li>1,608 impressions ↓14.7% Δ</li> <li>57 reactions ↓35.95% Δ</li> <li>2 comments ↓50% Δ</li> <li>0 shares ↓100% Δ</li> </ul>

# 2024 Digital Marketing Report

CREATED FOR THE WHITEWATER UNIVERSITY INNOVATION CENTER & TECHNOLOGY PARK

**Purpose:**

Designed and built to meet business expansion and relocation needs, the Technology Park features over 130-acres, with 35-acres of shovel-ready “Certified in Wisconsin” sites.

**Audience:**

- Site selectors
- Developers

**Unique Benefits:**

- Below-average cost for utilities
- One of the lowest tax rates in WI

**Commonalities:**

- Leadership
- Visual Identity

**Shared Benefits:**

- Geographic advantages
- Economic resources
- University relationships
- Highly educated workforce
- Quality of life
- Below-average cost for labor



WHITEWATER UNIVERSITY  
INNOVATION CENTER

**Purpose:**

The Whitewater University Innovation Center is a mixed-use incubator and serves as a community for entrepreneurs.

**Audience:**

- Entrepreneurs & startups
- Resource seekers

**Unique Benefits**

- Entrepreneurial assistance
- Entrepreneurial network & referrals
- Preparation to raise capital

# MARKETING EFFORTS



- [Website: https://whitwatertechpark.org/](https://whitwatertechpark.org/)
- Blog
- LinkedIn Page
- Graphic Design of Flyers & Promo Materials



- [Website: https://whitwatertechpark.org/](https://whitwatertechpark.org/)
- Startup Success Blog
- LinkedIn Page
- Facebook Page
- Twitter Page
- Meetup Group
- App Space Channel
- Graphic Design of Flyers & Promo Materials

# Innovation Center Annual Review

January 1, 2024 – December 31, 2024

## OBJECTIVES

- Raise awareness
- Build a following
- Foster loyalty
- Generate leads.

Channel	Objective	Evaluation
Website	Create Awareness	37.87% of traffic came through organic search
	Build Following	4.7K new users
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LinkedIn	Create Awareness	300 returning visitors
	Build Following	29 contact & 0 application submissions
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	Generate Leads	24% conversion rate & 3% average click rate

# Technology Park Annual Review

January 1, 2024 – December 31, 2024

## OBJECTIVES

- Raise awareness
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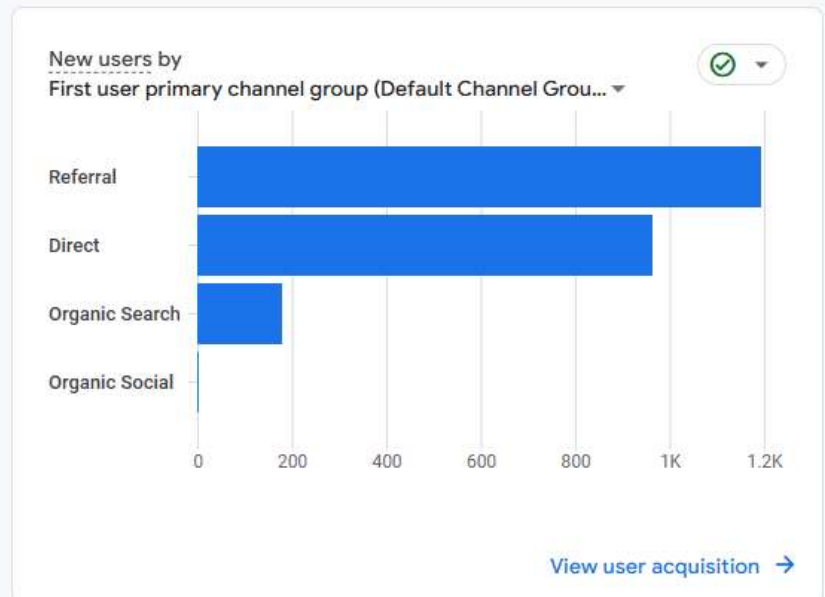
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	↑ Leads	0 shares
	↑ Loyalty	8% of traffic came through organic search

# Website Engagement & Retention

January 1, 2024 – December 31, 2024



## WHERE DO YOUR NEW USERS COME FROM?



2.3K New Users ↑ 79.6% Δ

73 Returning ↑ 46.0% Δ

### User acquisition

- 881 Direct ↑ 11.4% Δ
- 516 Referral ↑ 454% Δ
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- 43 Unassigned ↑ 187% Δ
- 6 Organic Social ↓ 57% Δ

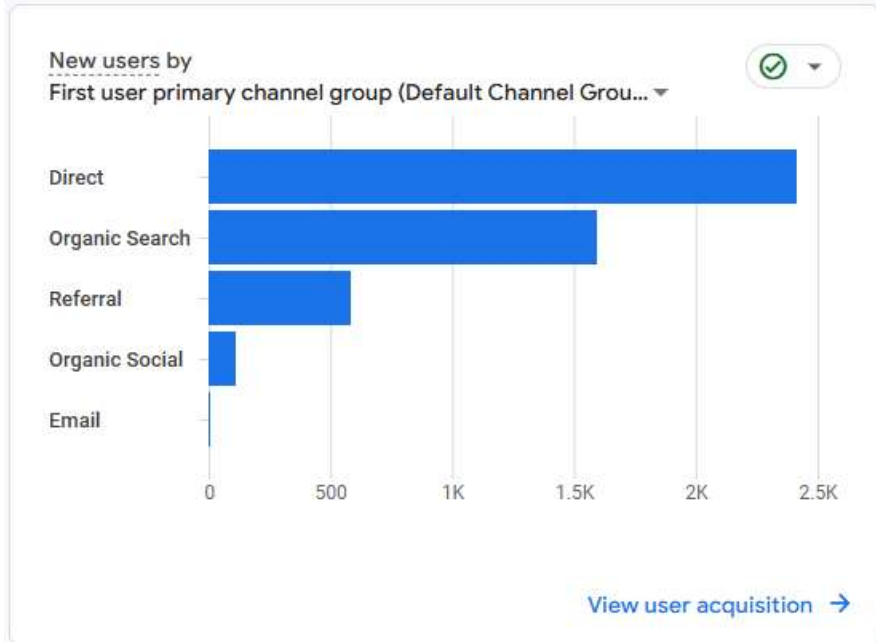
Average Engagement Time	3 m 55 s ↑ 52.8% Δ
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Total Sessions	2,498 ↑ 72.9% Δ
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File Download	Not applicable

# Website Engagement & Retention

January 1, 2024 – December 31, 2024



WHERE DO YOUR NEW USERS COME FROM?



4.7K New Users ↑ 43.8% Δ

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User acquisition:

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- 25 Unassigned ↓ 26.47% Δ

Average Engagement Time	7 seconds ↓ 41.4%
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Total Page Views	7,573 ↑ 175% Δ
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Total Sessions	5,509 ↑ 25.18% Δ
----------------	------------------

Contact Form	29 to ↑ 123% Δ
--------------	----------------

Application Submission	0% Δ
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File Download	10 ↓ 44%
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# Website Content

*January 1, 2024 – December 31, 2024*

## Innovation Center Top Pages & Posts

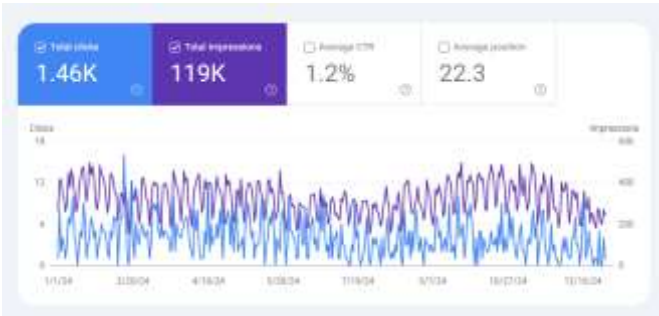
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Contact	198
CESA 2	196
How Do I Craft a Business Plan	186

## Technology Park Top Pages & Posts

Home	26,809
Contact	160
About	148
Site Selection	96
Board of Directors	80

# Search Engine Optimization

January 1, 2024 – December 31, 2024



**Innovation Center**

- 155K Impressions (↓)
- 1.83K Clicks (↓)
- 1.2% Average CTR (↓)

Most clicked queries

- Whitewater Innovation Center
- Wisconsin cesa map
- Source of income in business
- Whitewater university innovation center
- Sources of business income
- Elizabeth thelen



**Technology Park**

- 15K Impressions (↓)
- 168 Clicks (↑)
- 0.5% Average CTR (↑)

Most clicked queries

- Elizabeth thelen
- David schurlock
- Technology park

## IC Email Marketing

	2019	2020	2021	2022	2023	2024
<b># of New Subscribers</b>	27	23	29	38	56	24
<b># of Subscribers</b>	793	793	816	830	727	746
<b>Unsubscribe</b>	10	8	11	12	12	5
<b>Deleted Contacts</b>	0	0	0	144	0	0
<b>Sends</b>	9,455	9,591	9,697	9,983	8,946	8,841
<b>Opens</b>	1,929	1,888	1,642	2,245	2,472	2,166
<b>Clicks</b>	299	273	229	260	221	180
<b>Overall open rate</b>	28%	27%	25%	35%	38%	36%
<b>Overall click rate</b>	16%	15%	14%	12%	9%	3%

On average, the Innovation Report generates an open rate of 36% and click rate of 3%.

# Social Media

January 1, 2024 – December 31, 2024

## Facebook

Innovation Center
<ul style="list-style-type: none"><li>• 243 followers</li><li>• 34 new followers</li></ul>
<ul style="list-style-type: none"><li>• 2,771 reach</li><li>• 178 content interactions</li><li>• 57 link clicks</li></ul>

## LinkedIn

Innovation Center	Technology Park
<ul style="list-style-type: none"><li>• 243 followers</li><li>• 34 new followers</li></ul>	<ul style="list-style-type: none"><li>• 40 followers</li><li>• 7 new followers</li></ul>
<ul style="list-style-type: none"><li>• 9,827 impressions</li><li>• 396 reactions</li><li>• 18 comments</li><li>• 4 reposts</li></ul>	<ul style="list-style-type: none"><li>• 1,608 impressions</li><li>• 57 reactions</li><li>• 1 comments</li><li>• 0 repost</li></ul>

# IC Google Business Profile

*January 1, 2024 – December 31, 2024*

Metric	
Number of people that viewed your Business Profile on Google Search using Mobile	1998
Number of people that viewed your Business Profile on Google Search using Desktop	1385
Number of people that viewed your Business Profile on Google Maps using Mobile	928
Number of people that viewed your Business Profile on Google Maps using Desktop	423
Number of interactions with the call button from your Business Profile	3
Number of requests for directions made from your Business Profile	808
Number of interactions with the website button from your Business Profile	107

QUESTIONS?

## Innovation Advisory Panel – UWW Report, July 2025

Elizabeth Thelen  
Director, Innovation Services  
Community Engagement Center  
Network Navigator



# Innovation Advisory Panel – April 2025

## UWW – Innovation & Business Services

### Agenda items:

- Student connections
- Resources
- Events / Meetings / Programs
- Marketing Report
- Funding
- Community Impact
- What else?
- Next meeting – October 14





## Innovation Advisory Panel – April 2025

- Student connections
  - Handshake tool/Direct assist
  - Camp & Conferences: Business camp
  - Launch Pad program – mentors/speakers
- Resources
  - Assistance any time of day: email [thelene@uww.edu](mailto:thelene@uww.edu)
  - Custom Coaching; SBDC or others
  - Referrals 24x7: email, text, call
- Programs / Events / Meetings
  - WEDA: attended, promo table, sponsor
  - Quarterly Meet-ups at WUIC
    - Q1 = Fika Friday promotion at Sweet Spot
    - Q2 = May 1: Innovating your sales meeting
    - Q3 = Innovative lessons from 2020
    - \*\* Coordinate with chamber lunch-n-learns
    - Q4 = Efficient Innovation/ Culture of Innovation
  - Defx/Defense event in September (Milwaukee)
  - Memberships: WTC, WEDA, BF, WMC, TWC, MMAC, chambers, etc.
  - Pilot/Special Projects
  - Food Hub discussion
  - Other activities and social media



# Innovation Advisory Panel – April 2025

Item 3.

- Events continued:
  - July: 10: Wisconsin Tech Council (MKE)
  - July 21: Fusion event (CHI)
  - Aug 15: Whitewater Gala
  - Sept 23/25: WEDA conference (Oshkosh)
  - Other UWW activities
- Marketing Report (Kristina)
  - Membership
  - Social Media
  - Digital Board
  - Coordination with UWW
- Funding:
  - LOS for Blue Line
  - Waiting on NSF with WiSYS team
- Community Impact
  - Connections
  - Brand
- What else?



# Innovation Center Advisory Panel

July 15, 2025

# Innovation Center Lease Update

- 71% occupancy, 29% vacancy
- Vacant suites:
  - 223, 203, 115, 120
    - Some suites are being repainted, some are being used (temporarily) as conferences rooms until rented
- Working with two potential new tenants

# Innovation Center Rental Update

- Increase in rentals from outside of existing tenants
- Rentals for community information sessions, attorney meetings, leadership conference, non-profit chapter meetings, construction company meetings, etc.

# Innovation Center Miscellaneous Work

- Updating policies/procedures for renting spaces and leasing spaces
- Reviewing vendor services (ex: rug services and pest control)
- Road work occurring
- City team is painting common areas
- New cleaning services began
- Updating tenant records
- Future discussion on strategy for the Innovation Center