Common Council Meeting

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Tuesday, October 20, 2026 - 6:00 PM

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

Please click the link below to join the webinar:

Join: https://teams.microsoft.com/meet/240342612121294?p=tgkaQxXQFYB3yAz3LH

Meeting ID: 240 342 612 121 294

Passcode: AP7eD3SH

Dial in by phone

+1 929-229-5663,,888025644# United States

Phone conference ID: 888 025 644#

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.

AGENDA

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA
A councilmember 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 Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

PRESENTATION

1. Presentation from Whitewater United School District regarding November 3, 2026 referendum.
2. Community Survey results and presentation.

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any council members requests that an item be removed for individual consideration.

3. Plan & Architectural Review Commission meeting minutes from August 10, 2026 and September 14, 2026 and Joint Common Council & Plan & Architectural Review Commission meeting minutes from September 24, 2026.
4. Landmarks Commission meeting minutes from September 2, 2026.
5. Public Works Committee meeting minutes from September 8, 2026.
6. Lakes Advisory meeting minutes from July 22, 2026.
7. Police & Fire Commission meeting minutes from May 12, 2026.
8. Ethics Board meeting minutes from May 28, 2026.
9. The First Common Council meeting in November will not be held on Tuesday, November 3, due the the General Election, instead will be held on Thursday, November 5, 2026.
10. City Manager Annual Review Policy and Proposed Evaluation Tool for Review at the November 17, 2026 Common Council Meeting.

CITY MANAGER REPORT

11. City Manager Report.
12. Dyslexia Month Proclamation requested by Councilmember Orin Artsmith.

STAFF REPORTS

13. Update on Mobile Studio and Estimated Cost.- **Media Services**
14. Presentation and Brief Overview of the 2027 Draft Budget.- **Finance**

HEARING OF CITIZEN COMMENTS

No formal Council action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

RESOLUTION

15. **Approval of Service Contract: Resolution 2026-R-45** to approve Fee for Service Agreement between the City of Whitewater and Downtown Whitewater, Inc.- **Community Development**
16. **Reimbursement Resolution: 2026-R-51** authorizing funds to be borrowed in 2027 to repay funds used for emergency repairs for Well No. 5 Filter Tank.- **Public Works**

17. **Amending Resolution: 2026-R-52** Resolution approving Amendment No. 1 to Strand Task Order No. 25-01, Well No. 7 Modifications and Starin Park Reservoir Demolition. - **Public Works**

18. **Approval of Truck auction: 2026-R-53** Resolution approving disposition of two Street Department trucks through auction.- **Public Works**

19. **Approval of Service Contract; 2026-R-54-**Resolution to approve contract between City of Whitewater and Graef for Zoning Rewrite.- **Community Development**

20. **Approving Contract: 2026-R-55** Resolution authorizing the signing of the amendment to Offer to Purchase for Lot 5B Parcel # 292-0515-3424-002 located in the Whitewater Business Park on Endeavor Drive.-**Community Development**

21. **Development Agreement: 2026-R-58** Resolution to approve the development agreement for redevelopment of Bower's House located at 183-187 W Main Street.- **Community Development**

22. **Loan Approval: 2026-R-59** Resolution to approve $2.5 million State Trust Fund Loan for TID #10 developer incentive.- **Finance**

ORDINANCES

First Reading

23. **Amending Ordinance**: **2026-O-23** an Ordinance amending Chapter 7.04 Code of Ethics.- **City Attorney**

24. **Amending Ordinance**: **2026-O-24**-an Ordinance Amending 8.29.080(a) Garbage or Rubbish not to be deposited in any other place or manner than here in provided.- **Community Development**

25. **Repealing Ordinance**: **2026-O-25** and Ordinance Repealing Section 12.46.090-Public Art Committee-**Community Development**

26. **Zoning Ordinance**: **2026-O-26** and Ordinance Annexing Territory to the City of Whitewater-**Community Development**

CONSIDERATIONS

27. Review, discuss and direct staff regarding the denial of Patrick Jerdee's application for Beverage Operator's License. - **City Clerk**

28. Review, discuss and direct staff regarding Vacant Building Registration-**Community Development**

29. Councilmember Requests for Future Agenda Items or Committee items. Questions

FUTURE AGENDA ITEMS

30. Fire Department turnout times update.- **Artsmith December**

31. Strategic Plan Metrics - **Artsmith Q1 2027**

32. Review of Downtown Activation Initiative - **Artsmith Q3 2027**

33. Voter Turnout Improvement - **Artsmith Q2 2027**

34. Crime Prevention Strategies Update.- **Hicks November 5, 2026**

CLOSED SESSION Adjourn to Closed Session, TO RECONVENE to OPEN SESSION, pursuant to Wisconsin Statutes Chapter 19.85(1)(f) Considering financial, medical, social or personal histories or disciplinary data of specific persons, preliminary consideration of specific personnel problems or the investigation of charges against specific persons except where par. (b) applies which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, or involved in such problems or investigations.

Items to be discussed.

CS-35. Conduct of M.S.

CONSIDERATIONS

36. Review, discuss, and direct staff regarding the conduct of M.S.

ADJOURNMENT

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.

The City of Whitewater's strategic goals for 2026–2028 are: Expand Housing Opportunities and Support Responsible Community Growth; Enhance Communication, Transparency, and Community Engagement; Support Economic and Downtown Development, Business Growth, and Tax Base Expansion; Foster a Vibrant, Engaged, and Welcoming Community; Ensure Long-Term Financial Stability and Strategic Investment.

This agenda may include quasi-judicial items addressing the specific outcome for an individual or property, such as zoning appeals, conditional use permits, land use decisions, licensing, or ethics decisions. For quasi-judicial items, Council Members are only able to consider information presented by interested parties or the public on the record during this meeting. Council Members should not conduct their own investigation but may request additional information from the interested parties.

Whitewater Unified School District

ALL MEANS ALL

-REFERENDUM-

NOVEMBER 3, 2026

OPERATIONAL REFERENDUM

ALL MEANS ALL

EVERY DAY, IN A UNIFIED WAY

Delivering on *ALL* Means *ALL*

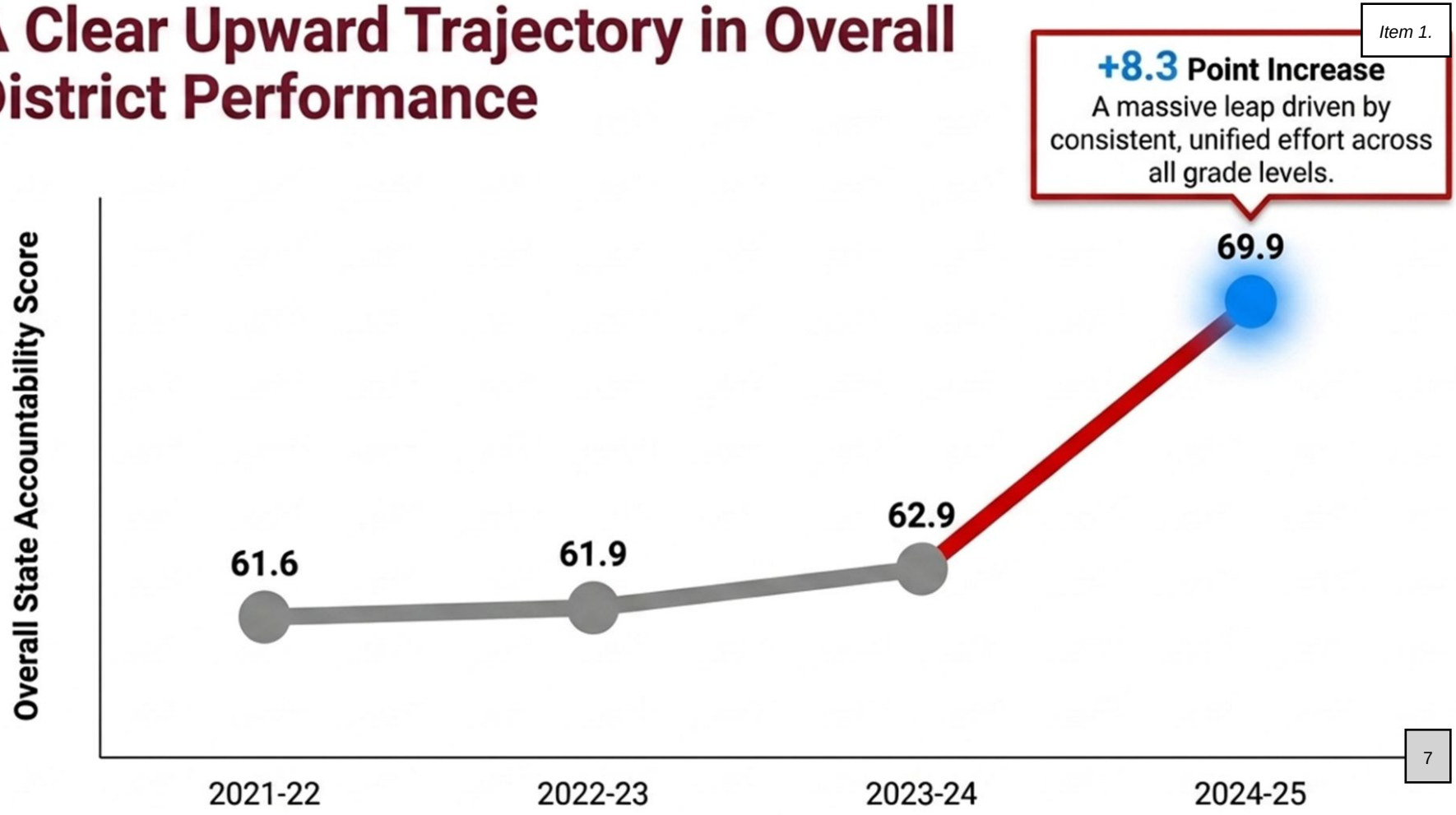
Item 1.

Celebrations for WUSD

- Increased student growth and achievement
- More opportunities for students to engage in workforce development
- School-based mental health supports

The **Whitewater Unified School District** *is committed to an inclusive community where* ***ALL*** *foster their dreams, explore their interests, and build their futures every day, in a* ***UNIFIED*** *way.*

A Clear Upward Trajectory in Overall District Performance



District Celebrations

Recognizing outstanding achievement across our schools

Lakeview

2024–25 Score:

80.8

Exceeds Expectations

STATE REPORT CARD

Lincoln

2024–25 Score:

75.5

Exceeds Expectations

STATE REPORT CARD

Washington

Washington BEST ELEMENTARY SCHOOLS U.S. News & World Report 2026

U.S. NEWS & WORLD REPORT • 2026

Middle School

2024–25 Score:

65.7

Meets Expectations

STATE REPORT CARD

High School

2024–25 Score:

70.8

Meets Expectations

STATE REPORT CARD

Celebrating excellence. Building momentum.

Delivering on *ALL* Means *ALL*

Strategic Priorities

- Connected Community
- Culture of Belonging
- Social & Emotional Wellness
- Future Ready Learners
- Sustainable Operations

WHITEWATER
UNIFIED SCHOOL DISTRICT

Celebrations for WUSD

- Community partnerships
- Implementation of AVID
- 4K early learning and intervention
- ***New Strategic Plan***

UWW and WUSD Partnership

UWW College Credit In High School (CCIHS)

Year	Courses offered at WHS	Total Enrollments	Credits earned	Tuition savings
2026-2027* (Projected)	12	248	1,065	TBD
2025-2026	8	124	648	$172,984.00
2024-2025	6	73	457	$103,282.00
2023-2024	6	82	319	$72,094.00

GTC and WUSD Partnership

Gateway Technical College Credit In High School

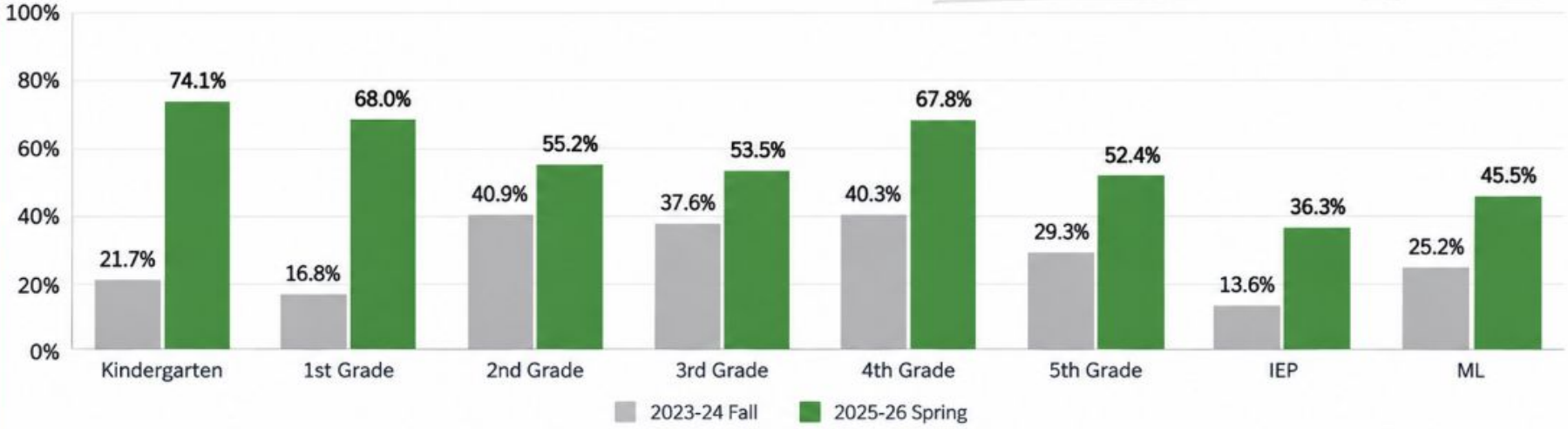
YEAR	TOTAL ENROLLMENTS	CREDITS EARNED	TUITION SAVINGS
2026-2027* (Projected)	--	--	--
2025-2026	597	1712	$291,766.34
2024-2025	514	1451	$234,762.00
2023-2024	73	220	$34,436.72

Elementary Literacy Proficiency

BUILDING STRONG READERS FOR BRIGHTER TOMORROWS

LEAR
GROW.
BELONG.

Every Grade. Every Learner. Real Progress.



KINDERGARTEN
INCREASED
+52.4
percentage points
(21.7% → 74.1%)

4TH GRADE
INCREASED
+27.5
percentage points
(40.3% → 67.8%)

ML LEARNERS
INCREASED
+20.3
percentage points
(25.2% → 45.5%)

Progress Creates Possibil

The Global Seal of Biliteracy is a [illegible] award credentialing bilinguals' language proficiency in two or more languages. It can be used by schools or employers across the globe and enables them to quickly and easily validate the recipient's language skills in the workplace or for college credit or placement.

Congratulations to these students for earning the Global Seal of Biliteracy! This certificate reflects not only their linguistic skills in two languages- English and Spanish- but also their identity, culture and voice.

We are so proud of you!

WISCONSIN GLOBAL SEAL OF BILITERACY

WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

GLOBAL SEAL OF BILITERACY

Types of Referendum

Operational

Operational referendums allow school districts to increase spending to cover rising infrastructure and operational costs.

Key areas funded include **staffing, services, and equipment**. (day to day)

Requires taxpayer approval to raise property taxes. If approved, access to funds is granted; if not, spending cannot be expanded.

Non-Recurring / Recurring

Non-Recurring Operational

Provides for a **temporary increase** in the school district's revenue limit.

Recurring Operational

Provides for an **ongoing or permanent increase** in the revenue limit.

Capital

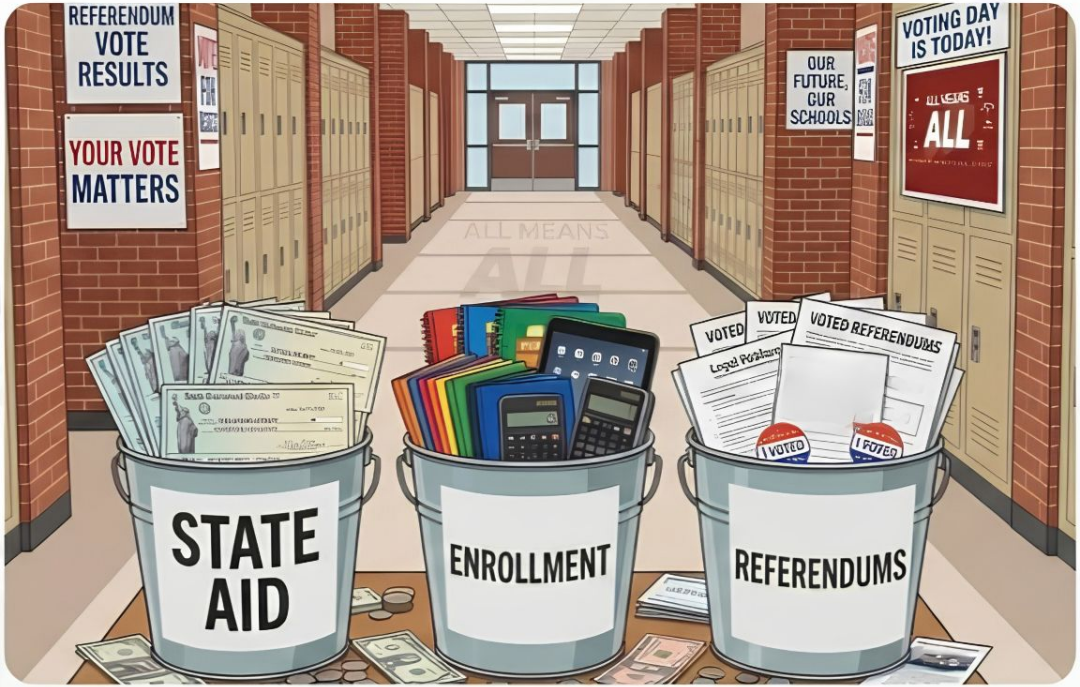
Authorizes issuing bonds and notes to finance capital projects.

- **Projects:** Buildings, additions, renovations, land & equipment acquisition.
- **Timeline:** Authority to issue debt and levy taxes for up to 20 years.
- **Revenue Limit:** Debt service payments do not count against revenue limits.

Without additional operational funding, WUSD would face difficult decisions that could directly affect students, staff, programs, and services.

WHITEWATER UNIFIED SCHOOL DISTRICT

School Funding Mechanisms



WHITEWATER

Our Financial Challenges

- WUSD's current $4.4 million operational referendum **expires June 30, 2027.**
- Without renewed local funding, the district projects an estimated **$6.9 million budget shortfall in the 2027-28** — that grows to **$8.3 million by 2031.**
- Revenues fail to keep up with rising operational costs: **staff compensation, utilities, fuel costs, insurances (health, property & liability), maintenance** and **curricular resources.**

History of Referendums

Historical Operational Referenda Summary:

- **2014 – 2018:** Four-year, non-recurring, $1.2 million
- **2018 – 2022:** Four-year, non-recurring, escalating revenue authority:
  - Year One: $2.0 million
  - Year Two: $2.8 million
  - Year Three: $3.6 million
  - Year Four: $4.4 million
- **2022 – 2026:** Four-year, non-recurring, $4.4 million

WHITEWATER
UNIFIED SCHOOL DISTRICT

Broken School Funding System

These financial challenges are not the result of a lack of planning. They are the result of a funding system that has not kept pace with the real cost of educating students and meeting the needs of today's schools.

WHITEWATER
UNIFIED SCHOOL DISTRICT

Wisconsin's K-12 Spending Falling Behind National

Item 1.

Per-pupil spending on K-12 education (2023 dollars)

2002 Status

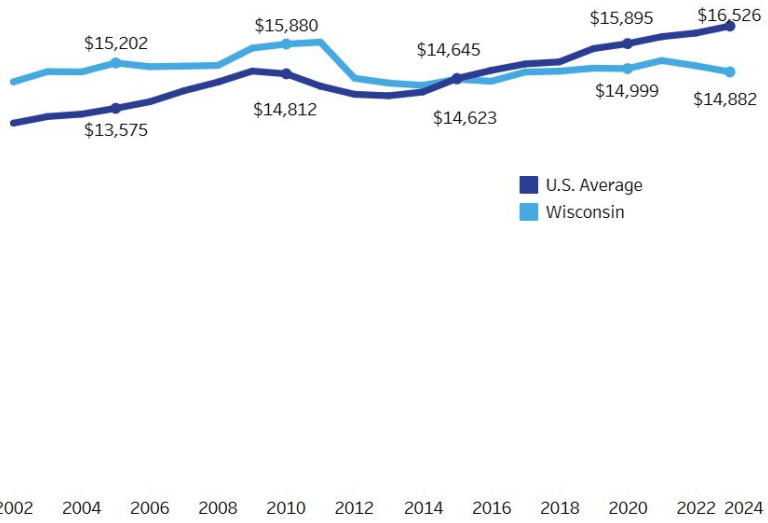
11th

11% Above National Average

2023 Status

26th

9.9% Below National Average



Source: U.S. Census Bureau

Key Takeaway: Since 2002, spending increased only **2.4% in WI** vs. **21.1% nationally**.

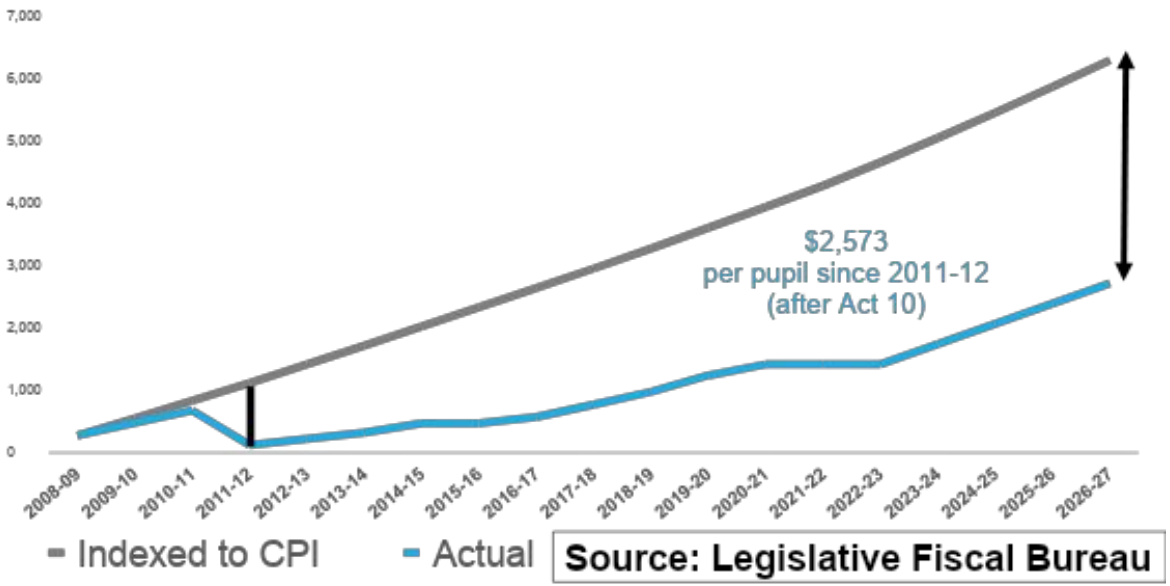
Sources: 2023 Public Elementary-Secondary Education Finance Data. Summary Table 11. U.S. Census; Wisconsin Policy Forum (July 2025)

WHITEWATER UNIFIED SCHOOL DISTRICT

Impact of the State School Funding Formula

- Wisconsin school districts are primarily funded through a combination of **state aid and local property taxes**
- Each district has a **state-imposed revenue limit** that restricts operating revenue
- The revenue limit has **not kept pace with inflation and rising costs**

Annual Adjustments in School District Revenu Lag Inflation by Nearly $3,600 since 2009



Key Finding

Cumulative gap has grown to **$3,571 per pupil**

Implication

Buying power for each student is lower than it was in 2008-09

Source: Kava, Russ (September 12, 2025) Legislative Fiscal Bureau Memo re: Revenue Limit Per Pupil Adjustment Indexed to Inflation; WASBO Calculations

WHITEWATER UNIFIED SCHOOL DISTRICT

Increasing Expenses

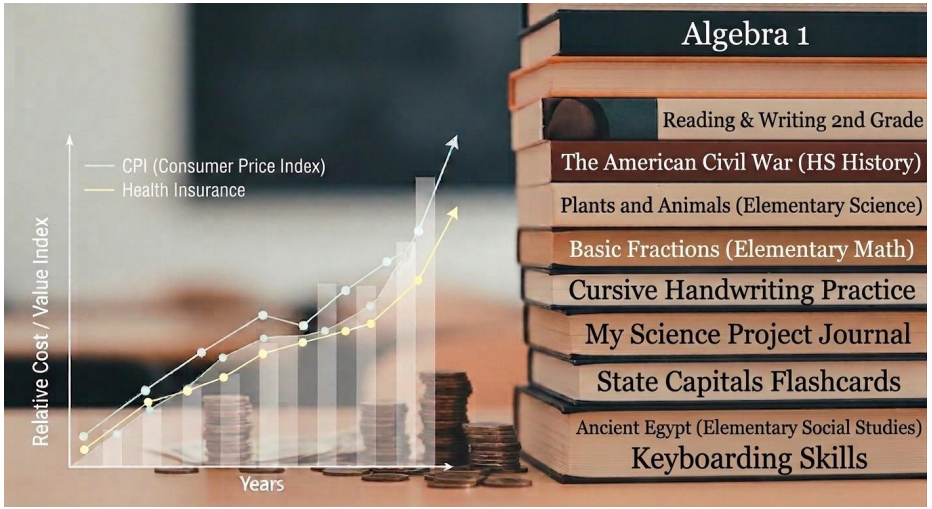
Rising Student Needs

Student needs continue to grow, particularly in special education and mental health. WUSD receives inadequate funding for these mandated services.

Operational Costs

Costs for essential services like utilities, fuel costs & insurances continue to rise, along with other expenses beyond the district's control.

- 2026-2027: $513,000 increase in insurance
- 2026-2027: $491,653 2.63% increase



WHITEWATER
UNIFIED SCHOOL DISTRICT

Reducing Expenses

The district has made difficult **cost-saving measures** to manage taxpayer dollars responsibly, including:

- **Staffing adjustments**
- **Operational changes**
- **Evaluation of contracted services**

While previous cost-saving measures have helped delay the need for additional funding, they are no longer enough to offset rising costs, limited state revenue, and growing student needs - creating operational deficits for years to come.

Responsible Stewardship

WUSD has reduced costs and improved efficiencies before asking the community for additional support.

- Continues to review staffing, benefits, operations, programs and contracts.
- Aligns resources with enrollment while protecting student opportunities.
- Prioritizes careful spending, efficiency and student needs.
- Will continue making budget reductions—even if the referendum is approved—to achieve a balanced, sustainable budget.

Current Reductions

2026-27 Budget Reductions & New Revenues Summary Sheet

ITEM NUMBER	ITEM DESCRIPTION	Cost Options	NOTES
1	Reduce all 400 & 500 budget object categories by 10%	$150,000	Includes reduction in Fund 10 & 27 local expenditures (non grants)
2	Reduction in staff additives	$111,215	See attachment
3	Instructional Para Middle School	$40,000	
4	Reduction in Part-Time Spec Ed Paraprofessional	$20,000	
5	Reduction in HS Special Ed Teaching position unfilled	$85,000	
6	Sub savings ??? (Building Subs Only)	$40,000	Kelly's (negotiated for them to release them to the district for no penalty)
7	Forecast 5 Analytics Software	$9,144	
8	ECRA Software	$2,000	
9	Instructional Para LAKEVIEW	$46,500	
10	Instructional Para LINCOLN	$46,500	
11	Instructional Para WASHINGTON	$46,500	
12	Sign Now	$2,000	Reduced down from 3,000 to 1,000 in cost
13	Reduction in full time spec ed para MS	$40,000	
14	Reduction of one section on 2nd grade (Lincoln)	$80,000	
15	Reduction in one section in 1st grade (Lakeview)	$80,000	
16	Renaissance Subscriptions (STAR)	$1,406	
	SUB TOTAL Reductions	$798,861	

Planned Reductions

- 2027-2028 - $700,000
- 2028-2029 - $1,000,000
- 2029-2030 - $500,000
- 2030-2031 - $500,000

Balancing Today's Needs and Tomorrow's Stability

- The proposal **protects student opportunities** while building a more **sustainable financial future**.
- The referendum would not eliminate difficult decisions, but it would provide **time** and **stability** to make them carefully, **transparently** and **with students at the center**.

Proposed Solution

- Operational Referendum: **Tuesday, November 3, 2026**
- Would allow the district to **exceed the state revenue limit** beginning in 2027-28
- **$5.5 million** each year
- **Non-recurring for four years**
- The **proposed referendum** would be **$1.1 million over the current amount**.

Whitewater Unified School District
ALL MEANS ALL
-REFERENDUM-
NOVEMBER 3, 2026

Ballot Question

Shall the Whitewater Unified School District, Walworth, Jefferson and Rock Counties, Wisconsin be authorized to exceed the revenue limit specified in Section 121.91, Wisconsin Statutes, by $5,500,000 per year for four years, beginning with the 2027-2028 school year and ending with the 2030-2031 school year, for non-recurring purposes consisting of the following: maintaining student support and mental health services, maintaining comprehensive instructional and co-curricular programs, and maintaining technology, safety, and facilities infrastructure?

Proposed Solution

If Approved, the Referendum Would Help WUSD:

- Sustain essential operations and student support services.
- Maintain academic programs and learning opportunities.
- Retain and recruit high-quality staff.
- Preserve reasonable class sizes and individualized support.
- Meet the needs of students with disabilities and diverse learning needs.
- Advance priorities in the district's strategic plan.

The referendum would not restore every past program or service, but it would help protect key operations as costs continue to rise.

Tax Impact

	Budget 2026-27	Forecast 2027-28	Net Change
Estimated Mill Rate with out Operational Referendum Authority	$6.24	$6.09	-$0.15
Estimated Mill Rate with Operational Referendum Authority. (2026-27 = $4,400,000; 2027-28 = $5,500,000)	$7.97	$8.21	$0.24
Mill Rate Difference (With vs. Without Referendum Authority)	$1.73	$2.12	$0.39
Cost on a $100,000 Property Value	$173.00	$212.16	$39.16
Cost on a $300,000 Property Value	$519.00	$636.47	$117.47

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WHITEWATER
UNIFIED SCHOOL DISTRICT

Whitewater Unified School District

ALL MEANS ALL

-REFERENDUM-

NOVEMBER 3, 2026

LEARN MORE!

SCAN THE QR CODE OR VISIT:

WWW.WHITEWATERREFERENDUM.ORG

2026 City of Whitewater Community Survey

Findings Report

Presented to the City of Whitewater, Wisconsin

September, 2026

ETC INSTITUTE

ETC Institute | 725 W. Frontier Lane | Olathe, KS 66061 | www.etcinstitute.com

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i Executive Summary

2026 City of Whitewater Community Survey
Executive Summary

Purpose

During July and August of 2026, ETC Institute conducted a community survey on behalf of the City of Whitewater to gather resident feedback on the delivery of city services, community amenities and priorities for the future. The findings will provide City leaders with insights to guide future planning and decision-making. This marks the first time ETC Institute has conducted a community survey for the City of Whitewater.

Methodology

A seven-page survey, accompanied by a cover letter and a postage-paid return envelope, was mailed to a randomly selected sample of households in Whitewater. The cover letter outlined the survey's purpose and encouraged recipients to complete and return it by mail or participate online.

To ensure the integrity of the random sample, respondents who completed the survey online were asked to provide their home address, which was matched against the original sample file. Responses from individuals who were not included in the random sample were maintained separately and were not included in the statistically valid results. To further boost participation, ETC Institute conducted follow-up outreach to sampled households and promoted the survey through targeted social media advertisements on platforms such as Facebook and Instagram.

The goal of the survey was to obtain at least 500 completed responses. This target was exceeded, with a total of 512 residents completing the survey. The results for the random sample of 512 residents have a precision of at least ±4.3% at the 95% level of confidence.

Executive Summary Takeaway

Whitewater performs strongly in several core service areas, particularly public safety, solid waste collection, wastewater services, utility customer service, and library services. At the same time, residents expressed less confidence in the City's future direction, growth planning, the condition of streets and sidewalks, utility value, and City communication. Streets and sidewalks emerged as the clearest near-term service priority, while housing availability, economic development, and community growth represent important longer-term planning considerations.

Notes on Reporting:

The results presented in this report are based on statistically valid data and are representative of Whitewater households. For reporting purposes, satisfaction results are shown as the combined percentage of respondents who rated services as "very satisfied" or "satisfied," excluding "don't know" responses.

Perceptions of Whitewater

The highest rated measures were the overall quality of life in the City (50%) and the overall quality of services provided by the City (49%). Four in ten residents (40%) were satisfied with the City's overall image. Comparatively lower ratings were given for the overall value residents receive for their City taxes and fees (31%) and how well the City is planning for growth (25%).

Residents viewed Whitewater most favorably as a place to live (61%) and as a place to raise children (56%). Ratings were lower for Whitewater as a place to retire (41%) and as a community moving in the right direction (33%). Overall, residents viewed Whitewater favorably as a place to live and raise a family but expressed less confidence in the City's future direction, growth planning, and the value received for City taxes and fees.

Major City Services and Street Maintenance

Residents expressed generally positive satisfaction with Whitewater's major services. Solid waste services received the highest rating (81%), followed by wastewater and sanitary sewer services (73%), water utility services (68%), and stormwater management and flood control (67%). Satisfaction was comparatively lower for the overall maintenance of City streets and sidewalks (52%).

Streets and sidewalks also emerged as the most important major service, selected by 58% of residents, followed by water utility services (47%). Street maintenance results reinforce this finding. While residents provided favorable ratings for street sweeping (63%), cleanliness of streets and public areas (62%), mowing and tree trimming (61%), and street signs and pavement markings (61%), satisfaction was lower for sidewalks (45%), streets (41%), and on-street bicycle infrastructure and signage (40%).

When asked which street maintenance services should receive the most emphasis over the next two years, residents identified the condition of City streets as the clear top priority (69%), followed by snow removal (50%) and the condition of City sidewalks (38%). Overall, the combination of high importance and comparatively lower satisfaction identifies streets and sidewalks as Whitewater's clearest infrastructure priority.

Public Safety

Nearly nine in ten residents (88%) felt safe in their neighborhoods during the day. Residents also provided favorable ratings for safety in City parks (79%), the downtown area (76%), and the community overall (76%). Although still positive, the rating for safety in neighborhoods at night was comparatively lower (72%).

Fire and emergency medical services received the highest satisfaction ratings among the public safety services evaluated. The highest-rated measures were the overall quality of fire services (84%), how quickly ambulance and emergency medical personnel respond to emergencies (82%), the overall quality of emergency medical and ambulance services (82%), and how quickly fire personnel respond to emergencies (80%). Among police services, the highest ratings were for emergency response times (79%), the professionalism of City police personnel (74%), police visibility throughout the City (72%), and the overall quality of police services (70%).

When asked which four public safety services are most important for the City to provide, residents placed the greatest emphasis on emergency response and crime prevention. The leading priorities were how quickly ambulance and emergency medical personnel respond to emergencies (48%), how quickly police personnel respond to emergencies (43%), how quickly fire personnel respond to emergencies (35%), and the City's efforts to prevent crime (35%).

Overall, the findings indicate that residents feel safe in Whitewater and are highly satisfied with the City's fire, emergency medical, and police response services. The results identify emergency response as an established strength, while crime prevention emerged as an opportunity for continued attention within public safety.

Solid Waste and Utility Services

The highest rated solid waste services were the Thursday bulk pickup services offered during May (88%), monthly bulk pickup services (85%), and biweekly curbside recycling (84%). Residents also provided favorable ratings for brush collection (71%), spring leaf and yard waste pickup (64%), and fall leaf and yard waste pickup (63%).

When asked which two collection services should receive the most emphasis from City leaders over the next two years, residents identified biweekly curbside recycling as the highest priority (39%), followed by monthly bulk pickup services (35%) and fall leaf and yard waste pickup (25%).

Ratings for water and wastewater utility services were more varied. The highest rated services were customer service provided by water utility employees (72%), the ease of understanding the water bill (66%), customer service provided by wastewater utility employees (66%), and the ease of using the online utility account (64%). Satisfaction was lower for the overall quality of drinking water (53%), communication about water-quality issues or service disruptions (49%), and resolving billing problems (48%). The lowest ratings were for the amount residents are charged for water (30%) and wastewater services (27%).

Residents identified the overall quality of drinking water as the top utility priority (54%), followed by water rates (42%) and wastewater rates (28%). Overall, the findings reflect strong satisfaction with solid waste collection services, while drinking-water quality and utility costs emerged as the primary areas for continued attention.

Library Services and Parks and Recreation

Library services represent one of Whitewater's strongest-performing service areas. The highest ratings were for the overall quality of library services (80%), library facilities (80%), customer service provided by library staff (76%), and the quality of library materials (75%). Library programs for youth and teens were identified as the highest priority for future emphasis (20%).

Parks and recreation received more moderate ratings, residents were most satisfied with the maintenance of City parks (66%), the quality of park facilities (61%), walking and biking trails (60%), and outdoor athletic fields (60%). Residents identified park maintenance (34%), walking and biking trails (23%), and adult recreation programs (22%) as the most important services for the City to provide.

Housing and Economic Development

Residents expressed the greatest need for additional single-family homes (69%), followed by small-lot single-family housing (55%), workforce housing for teachers, nurses, public safety personnel, and other workers (52%), and affordable housing for low- and moderate-income households (48%). When asked which housing types should receive the highest priority over the next five to ten years, residents again placed single-family homes first (59%), followed by affordable housing (37%), housing for older adults and seniors (29%), and small-lot single-family housing (28%).

Housing costs emerged as the most significant barriers to purchasing or renting a home in Whitewater. The leading concerns were high housing prices (69%), high property taxes (66%), high rental prices (54%), and a lack of affordable housing (52%). Residents considered programs that help seniors remain in their homes as they age (80%), housing rehabilitation and home-improvement programs (72%), and affordable housing initiatives (70%) to be the most important strategies for addressing local housing needs. Overall, 60% of residents supported the City taking action to increase housing availability, compared with 18% who were opposed.

Economic development priorities centered on expanding local amenities and opportunities. The highest priorities for the next five years were adding more shopping, dining, and entertainment options (55%), supporting downtown development (54%), creating more career opportunities (47%), and encouraging additional commercial and industrial growth (40%). More than six in ten residents (61%) believed the City should place greater emphasis on recruiting retail and restaurant businesses. The most desired additions were grocery and food stores (70%), casual and fine-dining restaurants (56%), clothing and shoe stores (47%), entertainment options (40%), and specialty shops (34%).

City Communication

Facebook and the City website are residents' primary sources of City information. However, satisfaction was comparatively low for the timeliness of information (30%), the accessibility and responsiveness of elected officials (30%), and public involvement in local decision-making (23%). Efforts to keep residents informed, the availability of information, and public involvement were the most frequently selected communication services residents for additional emphasis.

Comparison To Plains and National Averages

Whitewater exceeded both the Plains and national averages in 29 of the 45 areas compared (64%). The City's strongest performance was concentrated in public safety, solid waste collection, wastewater services, stormwater management, library services, cleanliness, and selected street-maintenance functions.

Whitewater rated below one or both the comparison benchmarks in several areas, including the City's overall image, growth planning, drinking-water quality, utility rates, communication, and parks and recreation. The City also rated below the national average across all comparable parks and recreation measures, with the largest gaps involving the ease of registering for programs, the quality of recreation programs, and park maintenance.

Importance–Satisfaction Analysis

ETC Institute's Importance–Satisfaction (I–S) Analysis **(Section 3)** identified three overarching areas with the greatest potential to affect resident satisfaction: infrastructure maintenance, utility quality and value, and City communication and public involvement. Crime prevention and parks and recreation programs were also identified as high priorities.

Very High-Priority Areas

The analysis identified 10 services as very high priorities for the City:

Major City Services	Water and Wastewater Utilities
• Overall maintenance of City streets and sidewalks	• What residents are charged for water • Overall quality of drinking water • What residents are charged for wastewater
Street Maintenance Services	**Communication**
• Condition of City streets • Snow removal on City streets • Condition of City sidewalks	• City efforts to keep residents informed about City-related issues • Level of public involvement in local decision-making • Availability of information about city programming, services, and events

High-Priority Areas

Nine additional services were identified as high priorities:

Major City Services	Public Safety
• Overall quality of water utility services	• City efforts to prevent crime
Parks and Recreation	**Communication**
• Adult recreation programs • Maintenance of City parks • Youth recreation programs	• Responsiveness of City Hall to residents' calls and concerns • Timeliness of information provided by the City • Accessibility and responsiveness of the City's elected officials
Street Maintenance Services	
• Overall cleanliness of City streets and other public areas	

Established Service Strengths

Several core services received relatively high satisfaction ratings and were not identified as high or very high priorities. These included fire and emergency medical services, most police services, solid waste collection, wastewater and sanitary sewer services, stormwater management, and library services. This indicates that the City is generally meeting resident expectations in these areas and that improvements to the priority services listed above are likely to have the greatest impact on overall satisfaction.

Conclusion

Overall, the 2026 Community Survey shows that residents value Whitewater as a safe and desirable place to live. The City's strongest results were concentrated in fire and emergency medical services, police response, library services, solid waste collection, wastewater services, and utility customer service. Whitewater also exceeded both the Plains and national averages in nearly two-thirds of the areas evaluated.

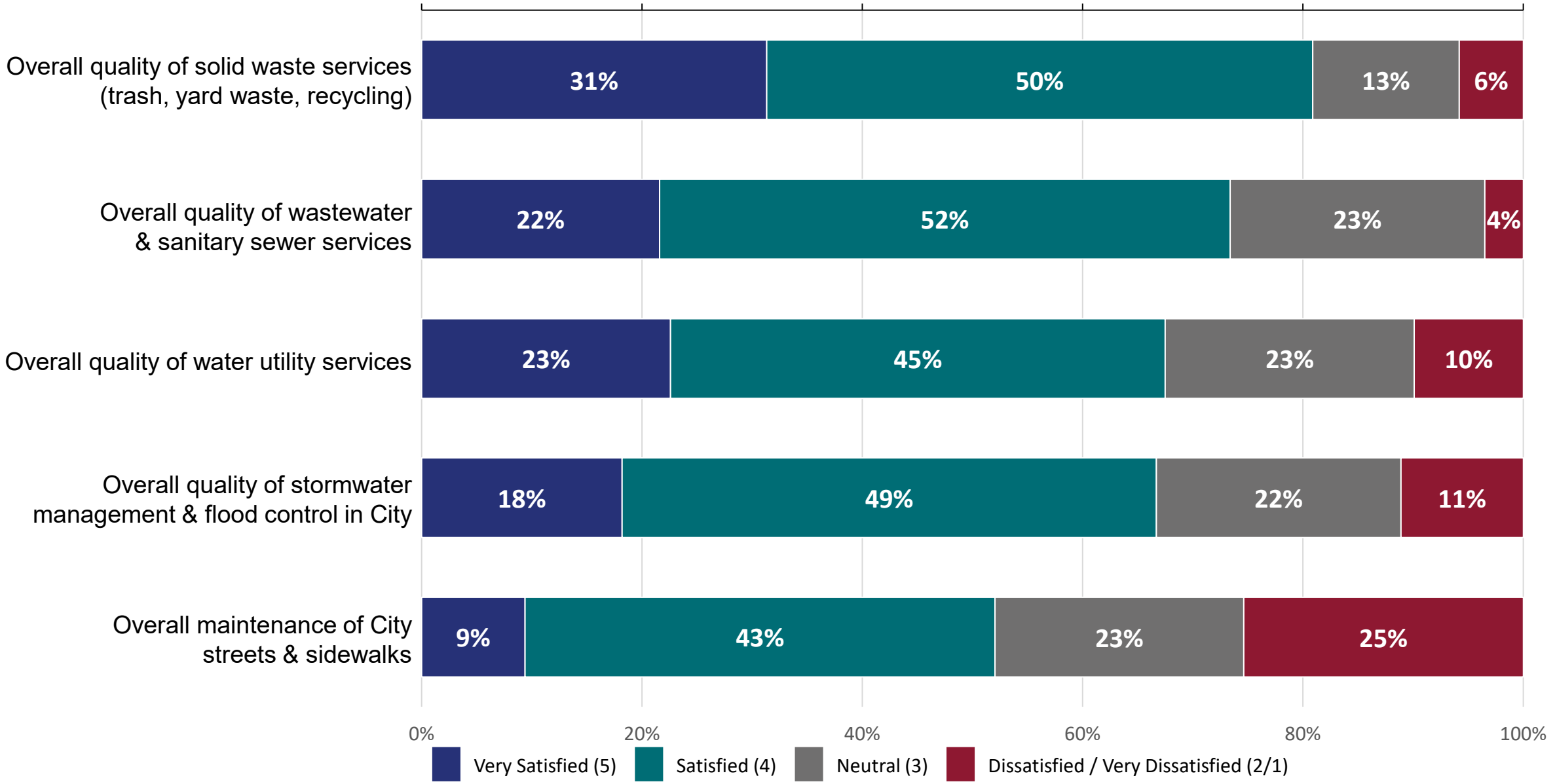
The findings identify streets and sidewalks, snow removal, drinking-water quality, utility rates, City communication, public involvement, crime prevention, and parks and recreation as the principal areas for continued attention. Housing availability, economic development, and growth planning represent additional longer-term considerations. Together, these results provide City leaders with a clear framework for understanding which services residents believe are working well and which issues are most important to future planning and decision-making.

1 Charts and Graphs

Item 2.

Q1. Overall Services

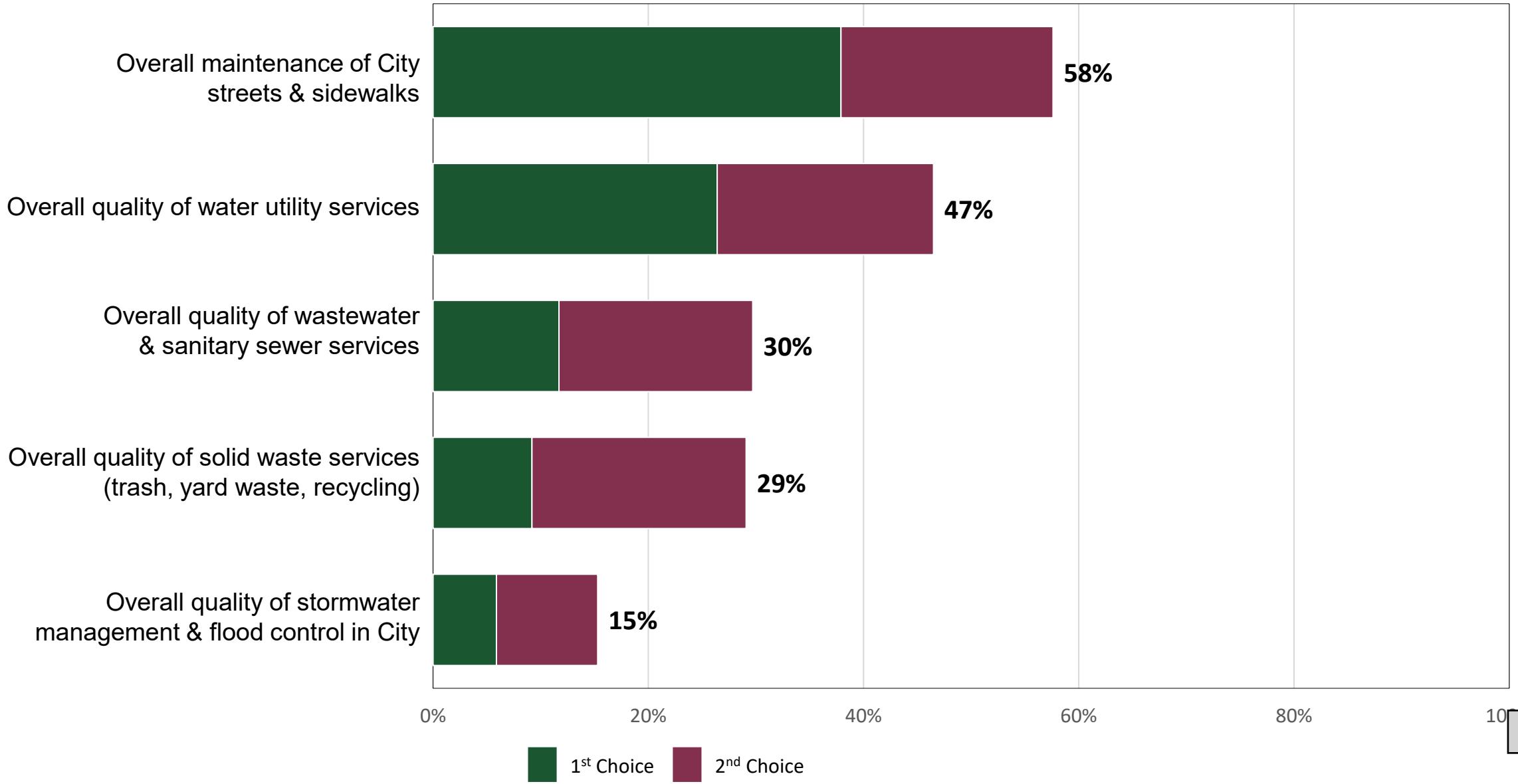
by percentage of respondents (excluding don't know)



Item 2.

Q2. Which Two Major Services Do You Consider Most Important For The City To Provide?

by percentage of respondents who selected the item as one of their top two choices

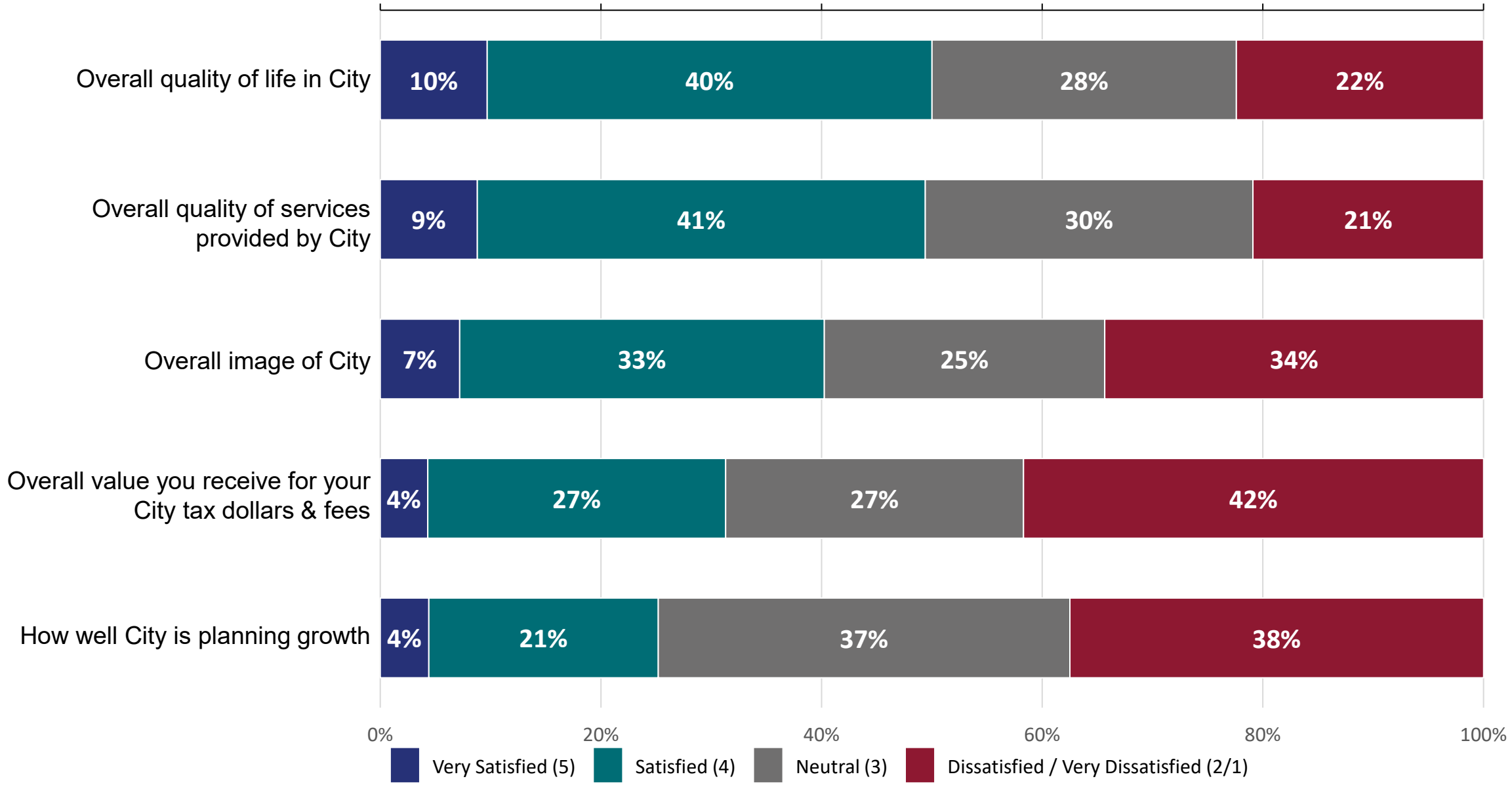


45

Item 2.

Q3. Perceptions Of Whitewater

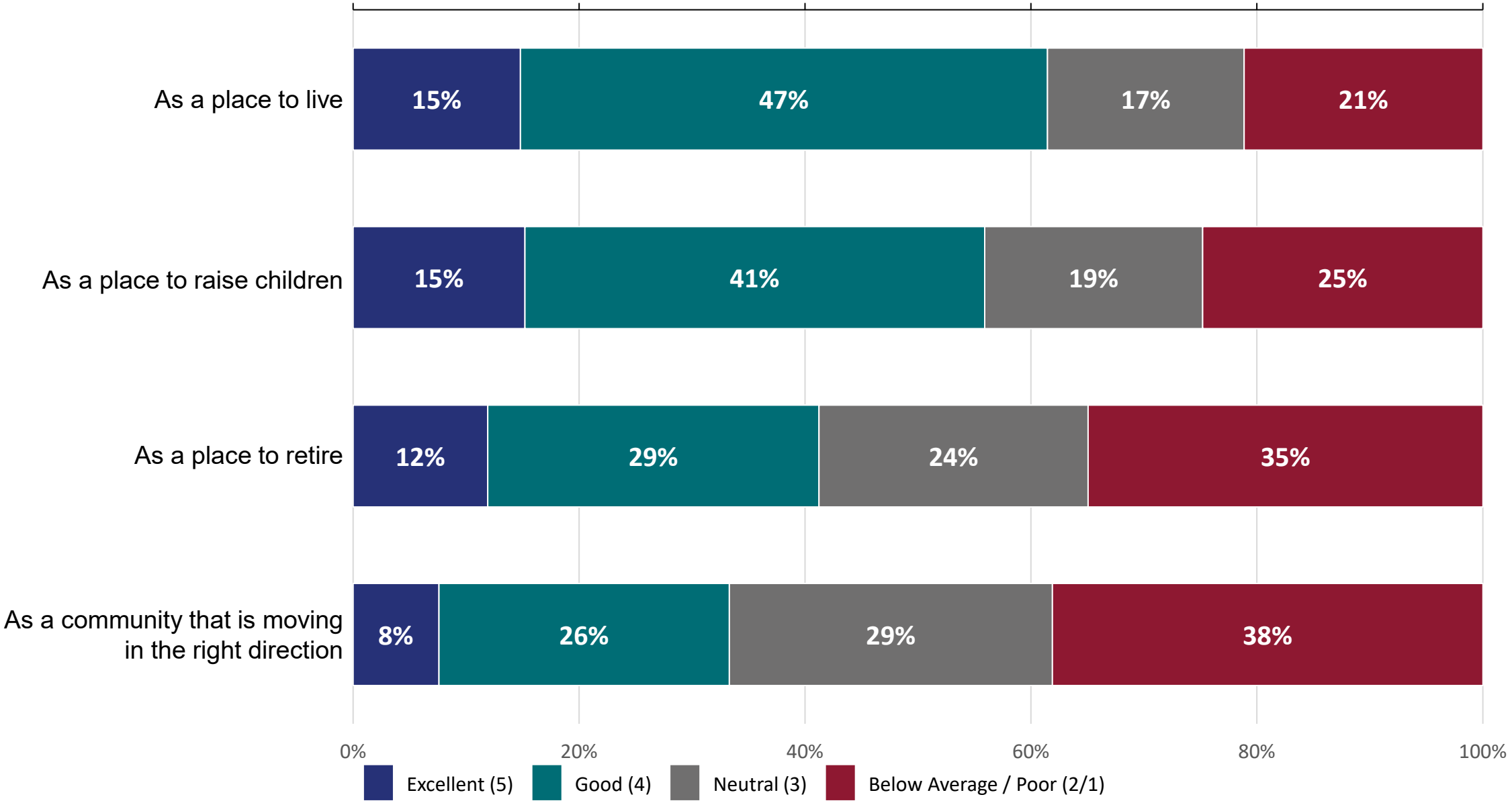
by percentage of respondents (excluding don't know)



Q4. Overall Ratings Of Whitewater

Item 2.

by percentage of respondents (excluding don't know)

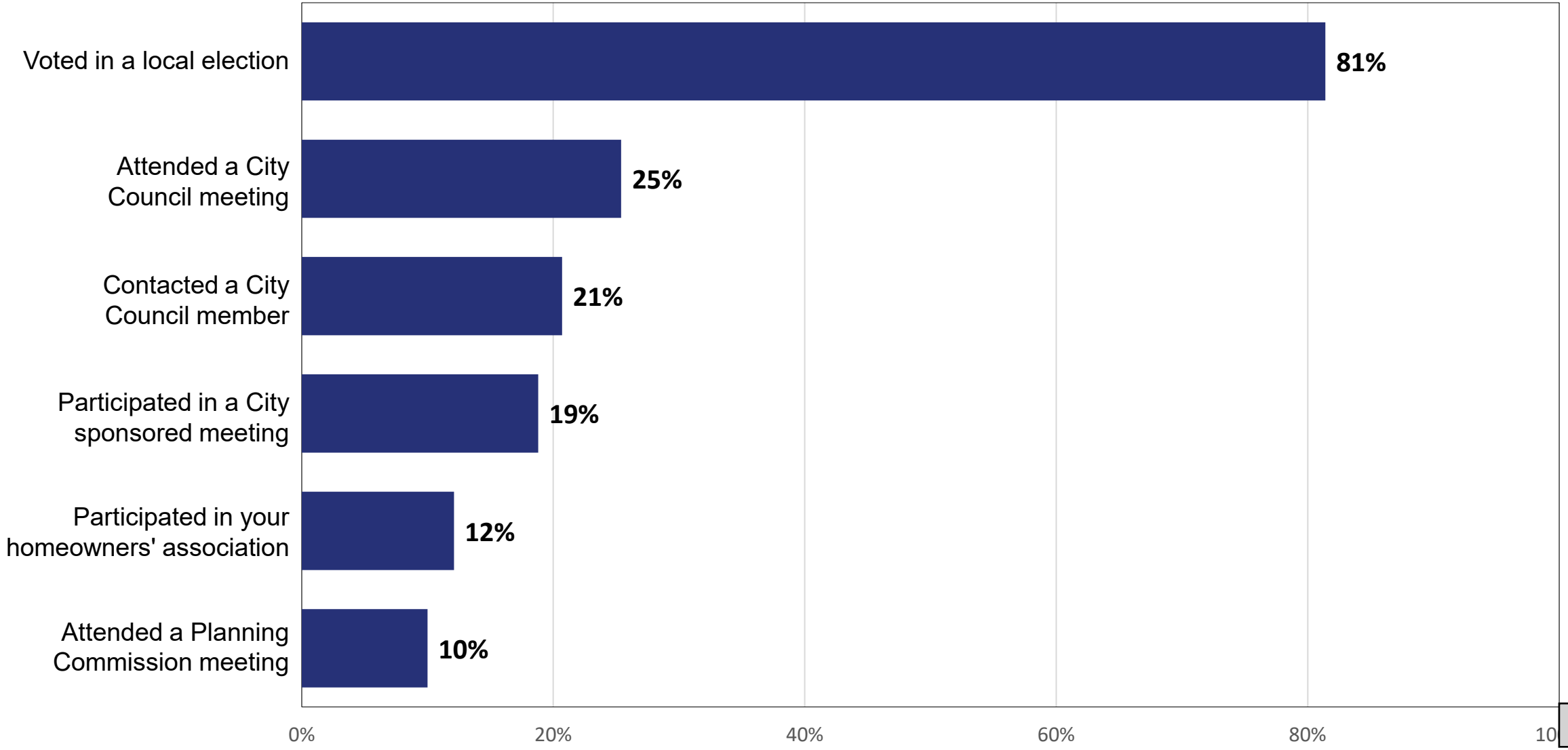


47

Item 2.

Q5. In The Last Year, Have You Or Any Members Of Your Family...

by percentage of respondents

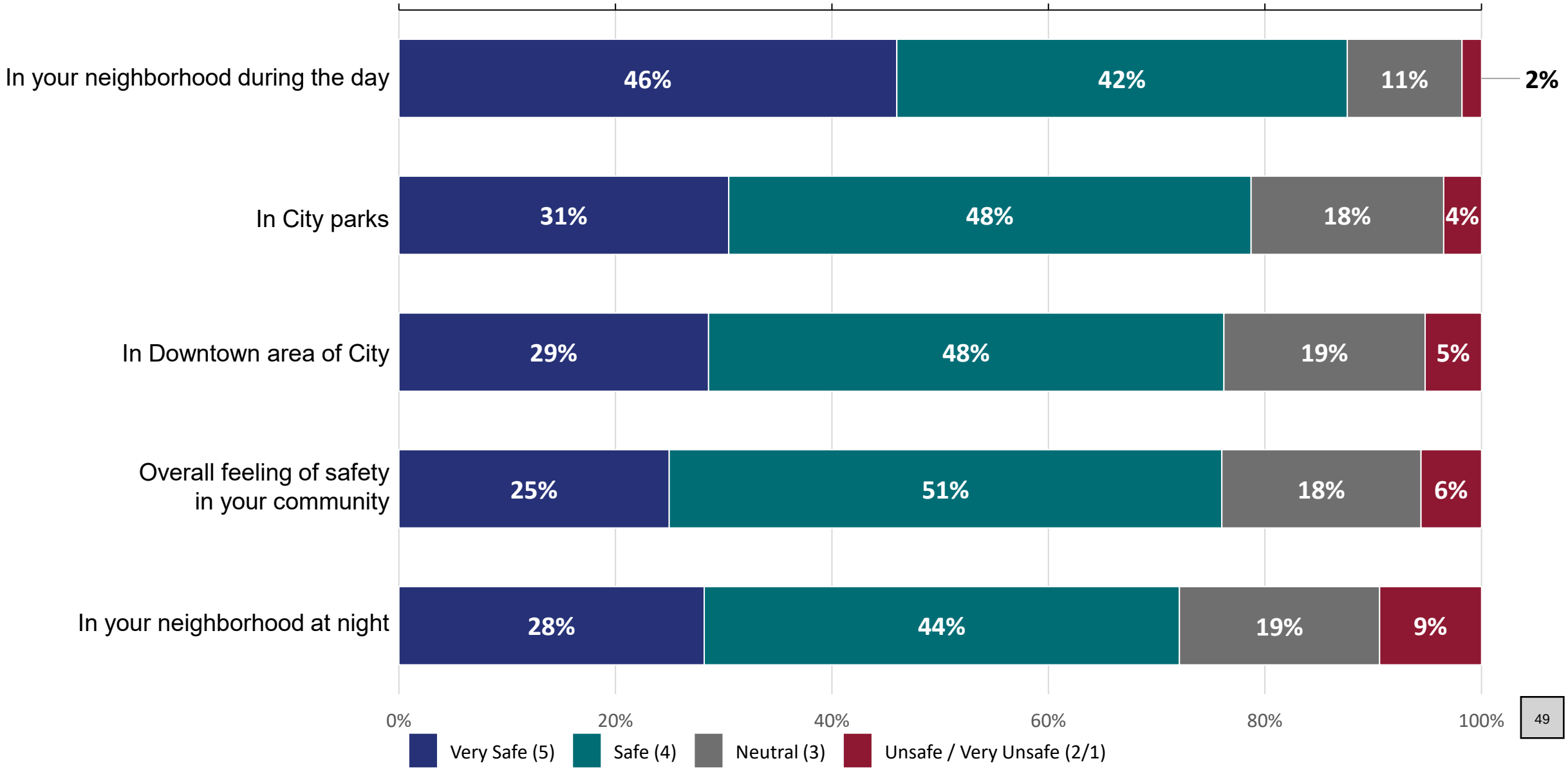


48

Item 2.

Q6. Safety

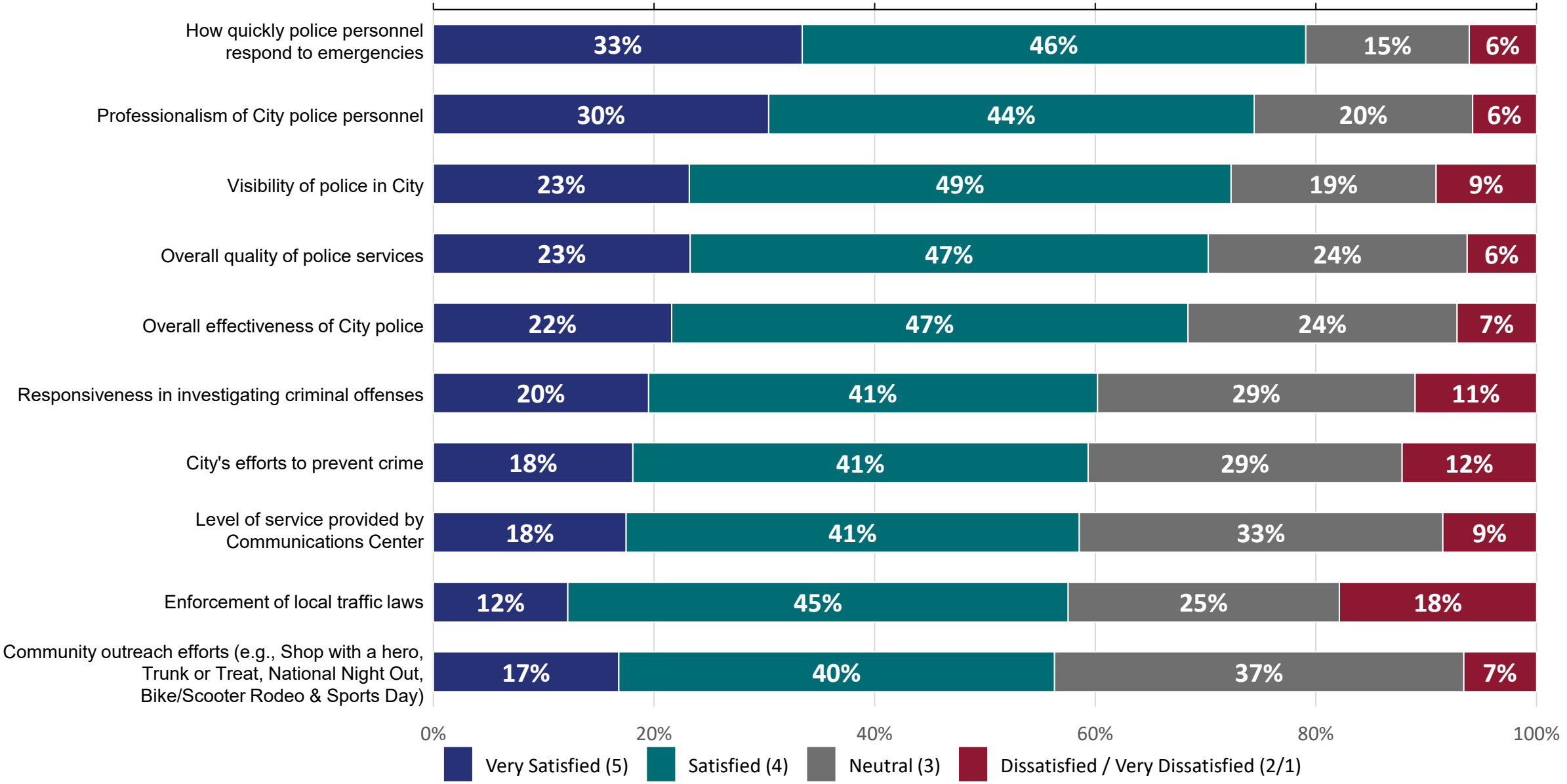
by percentage of respondents (excluding don't know)



Item 2.

Q7. Police Services

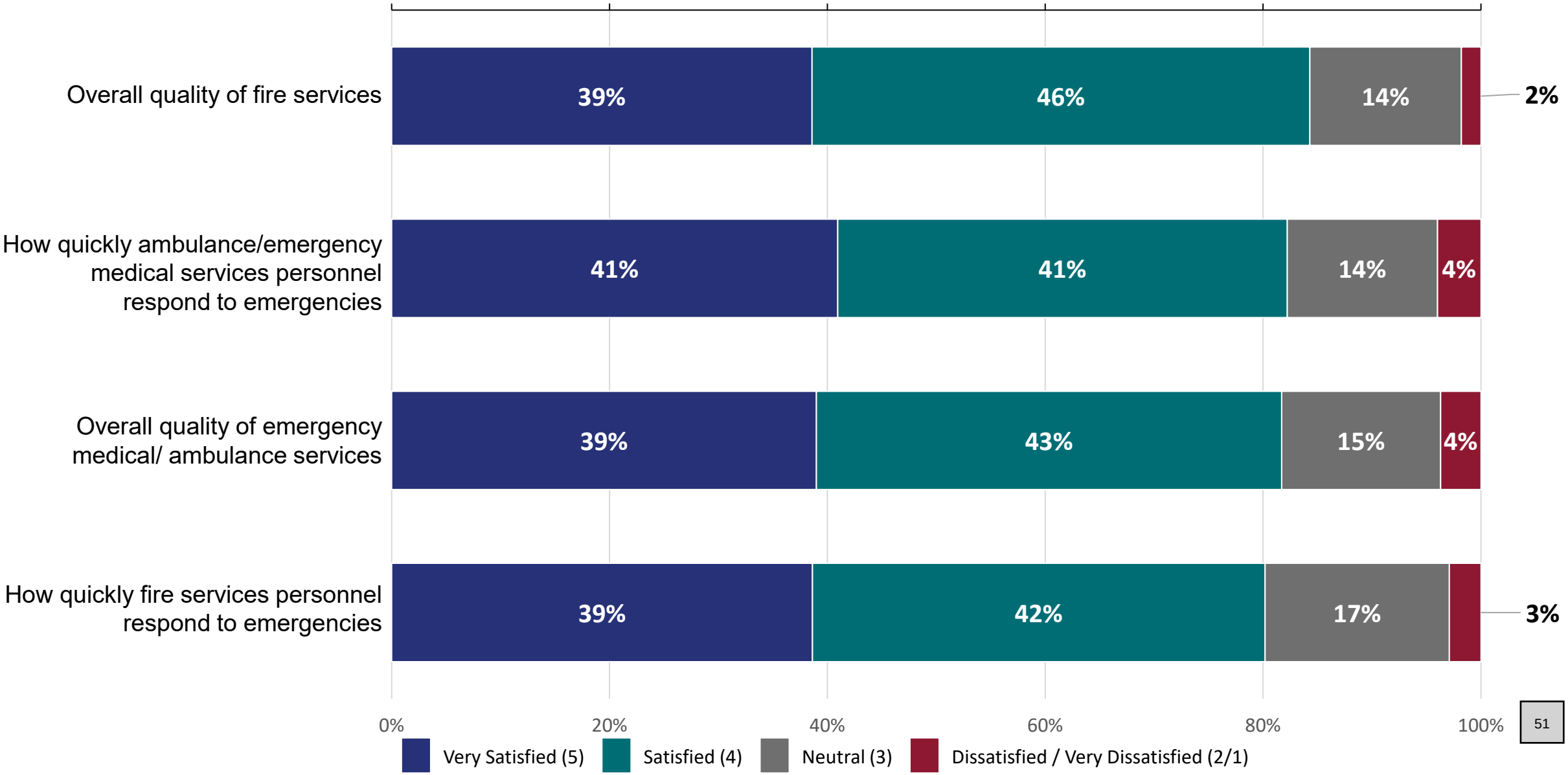
by percentage of respondents (excluding don't know)



Q7. Fire And Emergency Medical Services

Item 2.

by percentage of respondents (excluding don't know)

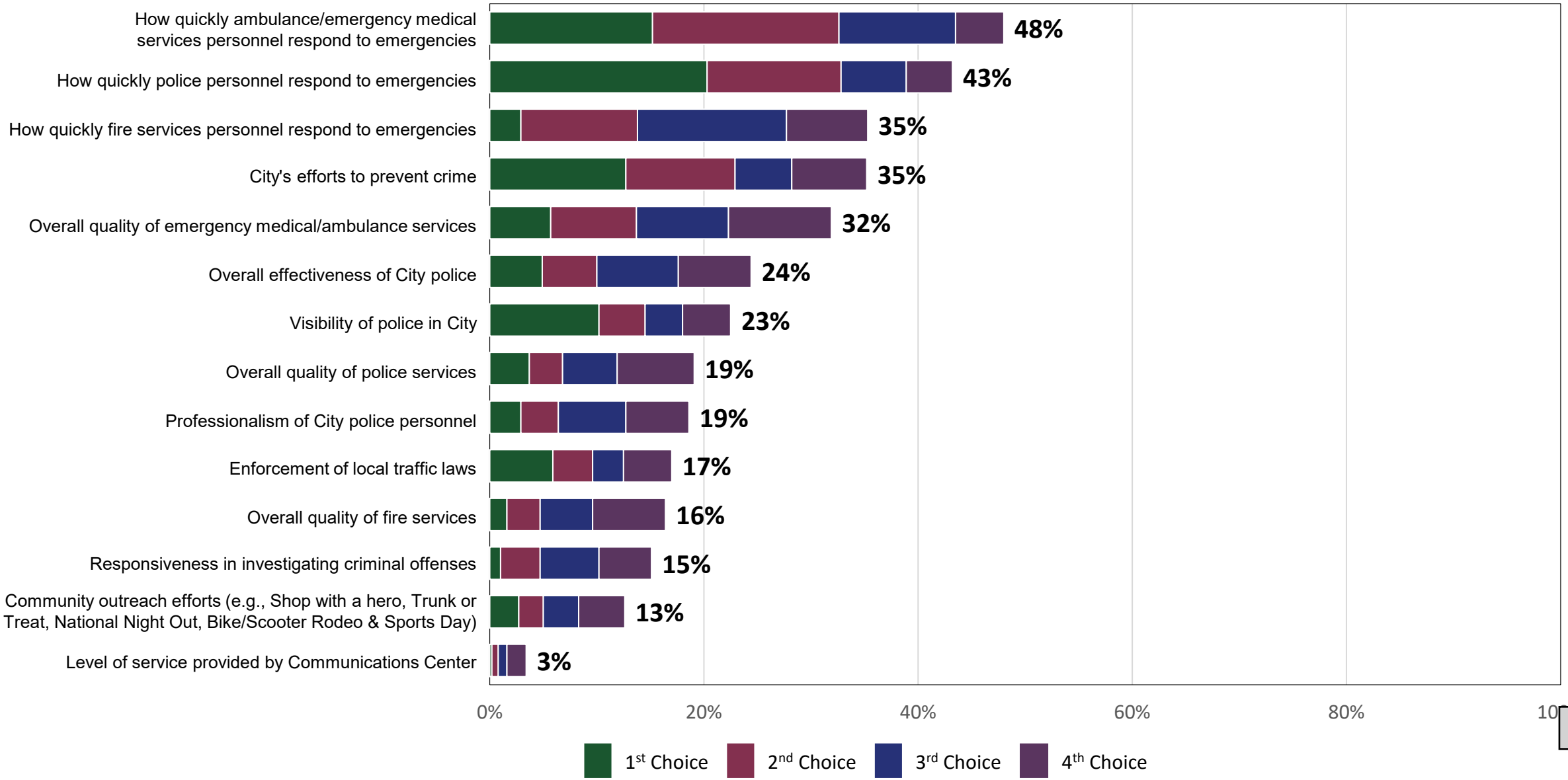


51

Item 2.

Q8. Which Four Public Safety Services Do You Consider Most Important For The City To Provide?

by percentage of respondents who selected the item as one of their top four choices

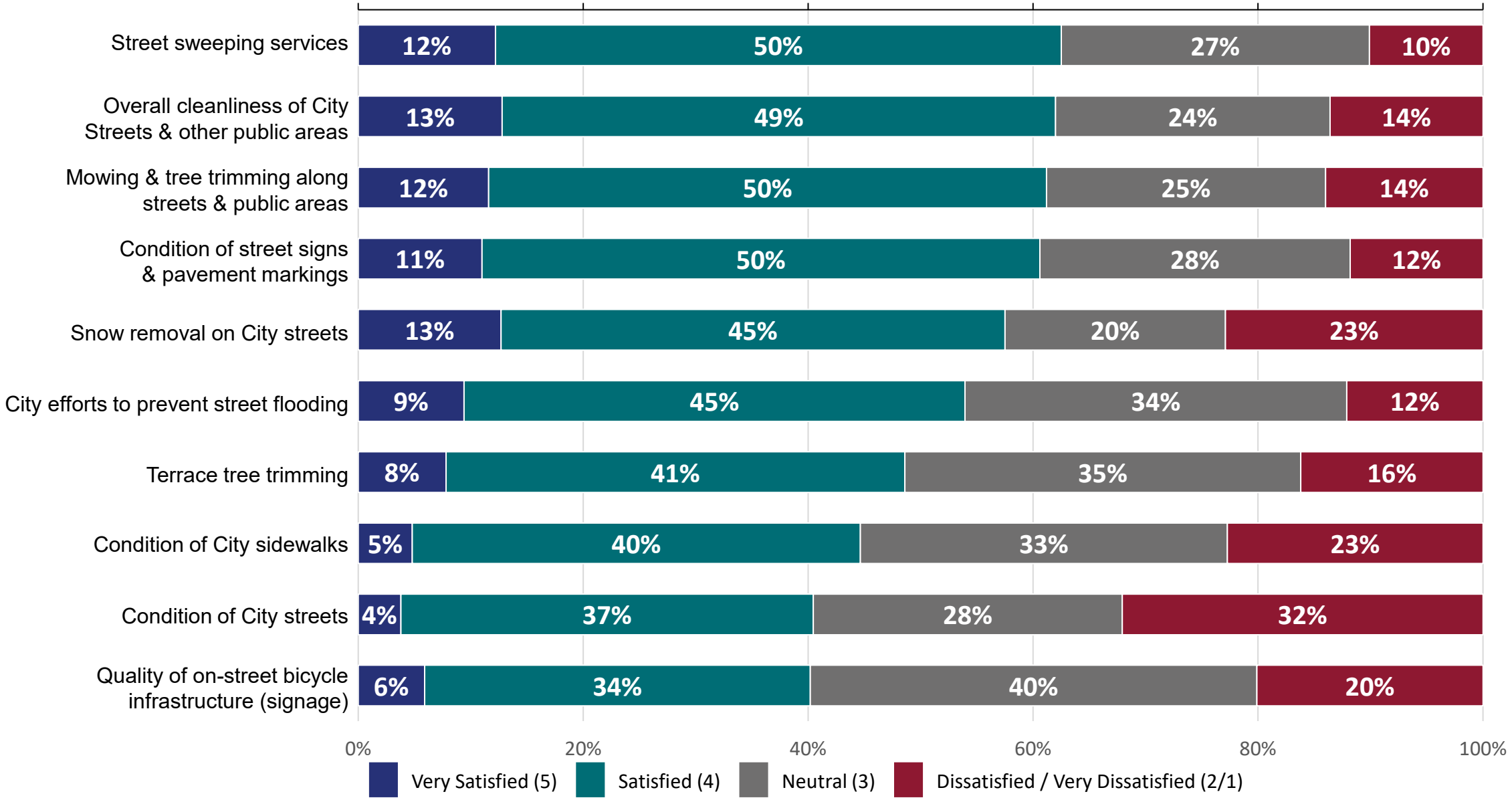


52

Q9. Street Maintenance Services

Item 2.

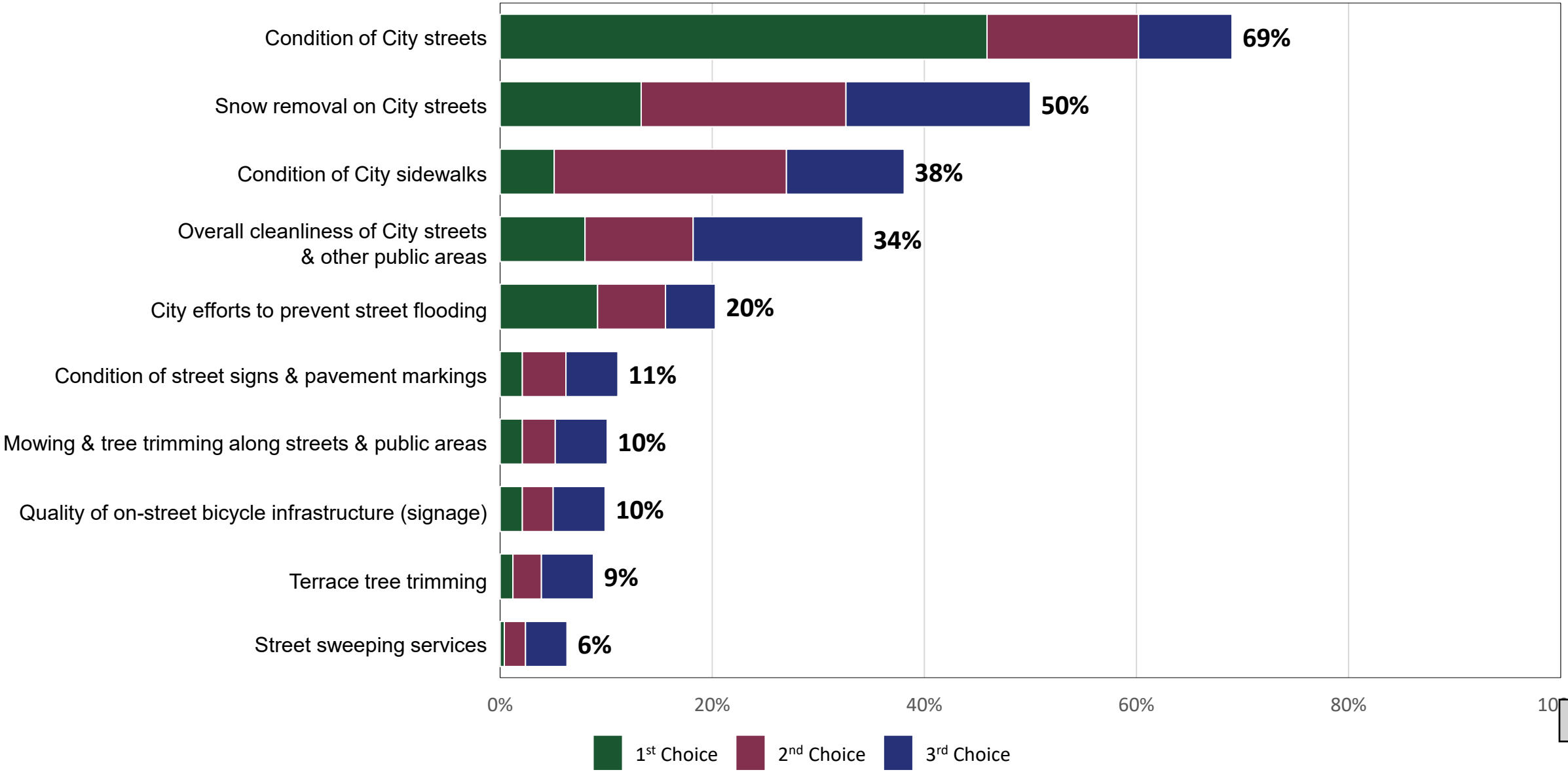
by percentage of respondents (excluding don't know)



Item 2.

Q10. Which Three Street Maintenance Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top three choices

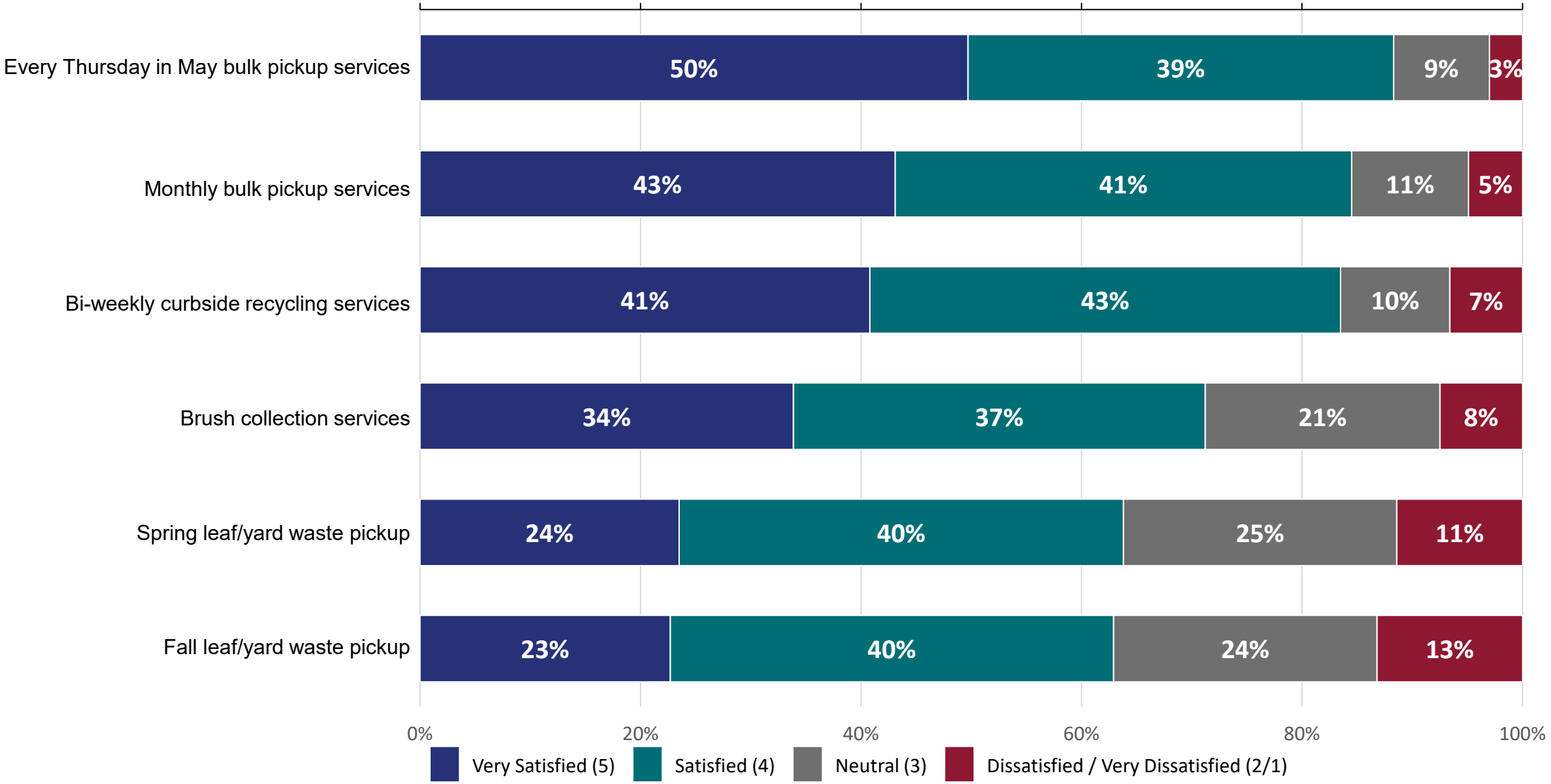


54

Q11. Weekly Trash/Garbage Collection Services

Item 2.

by percentage of respondents (excluding don't know)

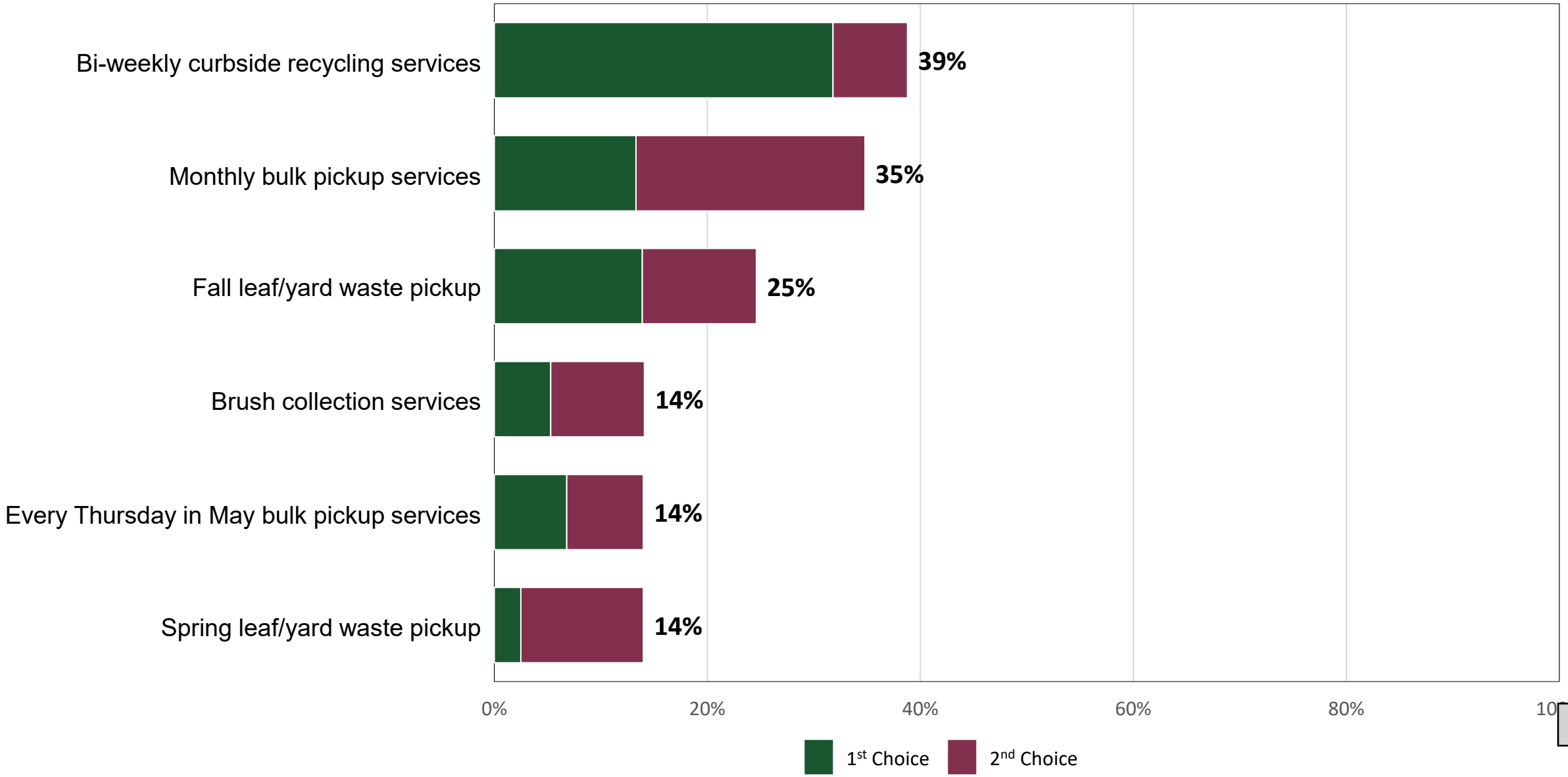


55

Item 2.

Q12. Which Two Weekly Trash/Garbage Collection Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top two choices

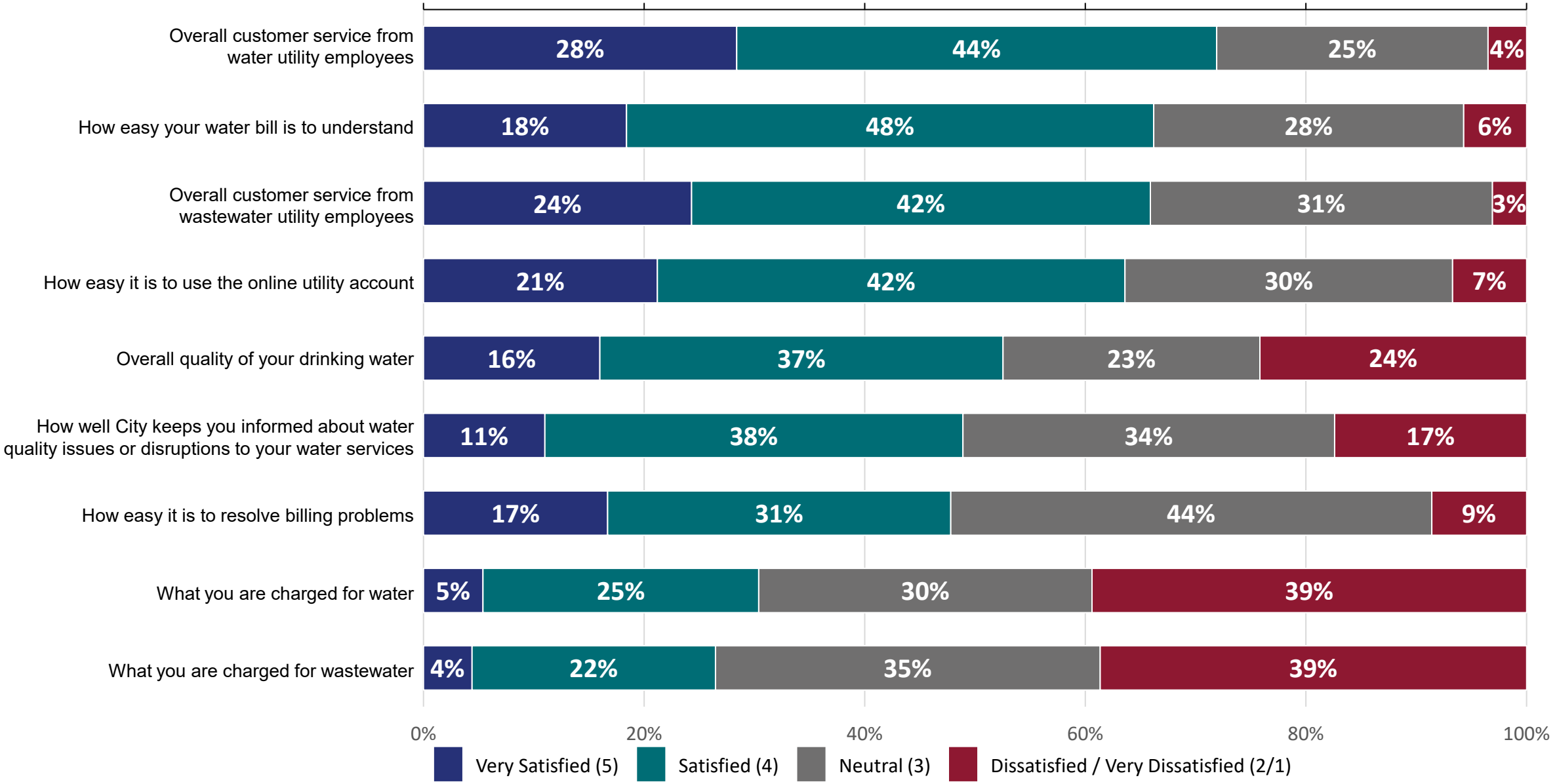


56

Q13. Water and Wastewater Utilities

by percentage of respondents (excluding don't know)

Item 2.

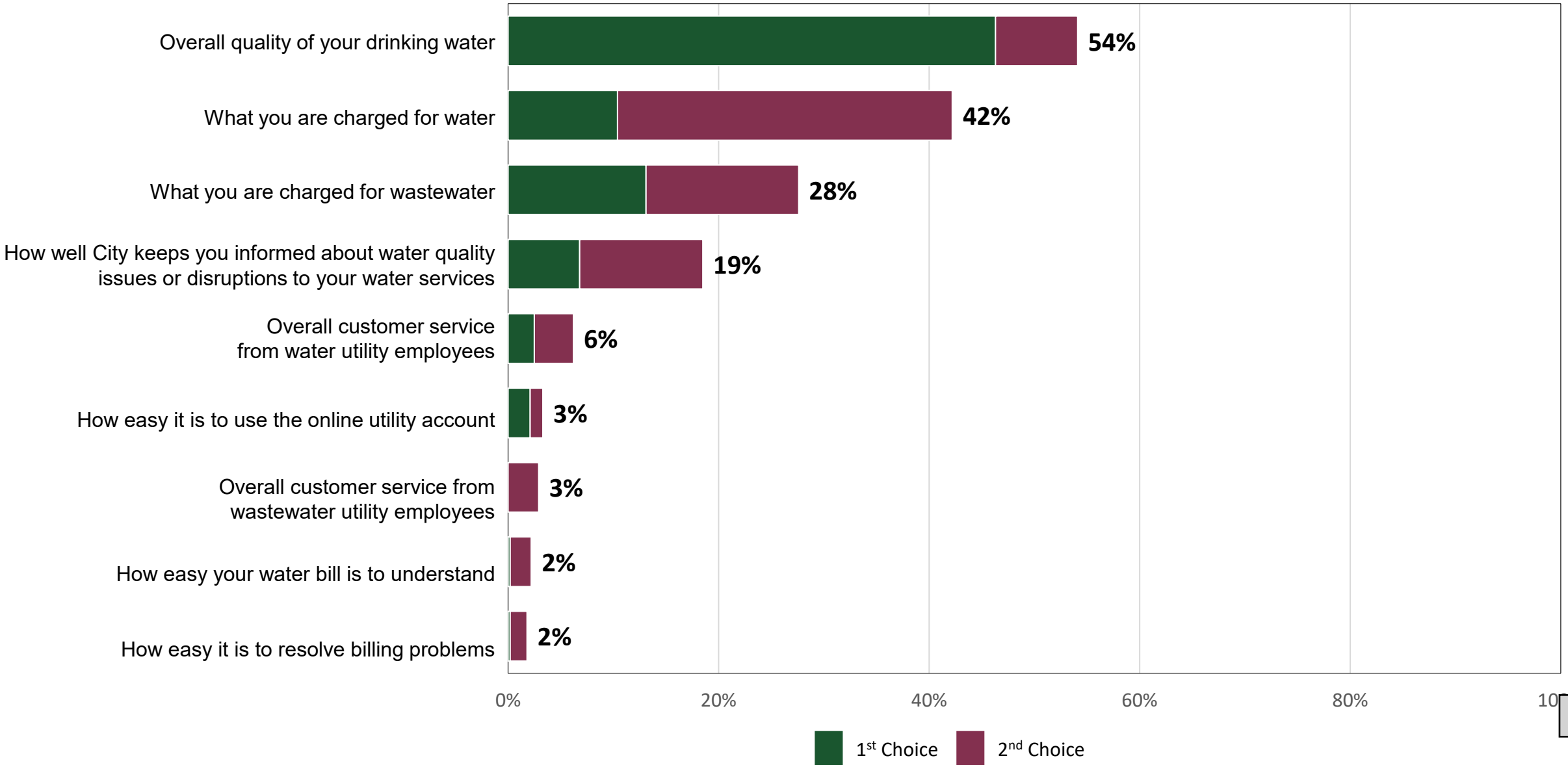


57

Item 2.

Q14. Which Two Water and Wastewater Utilities Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top two choices

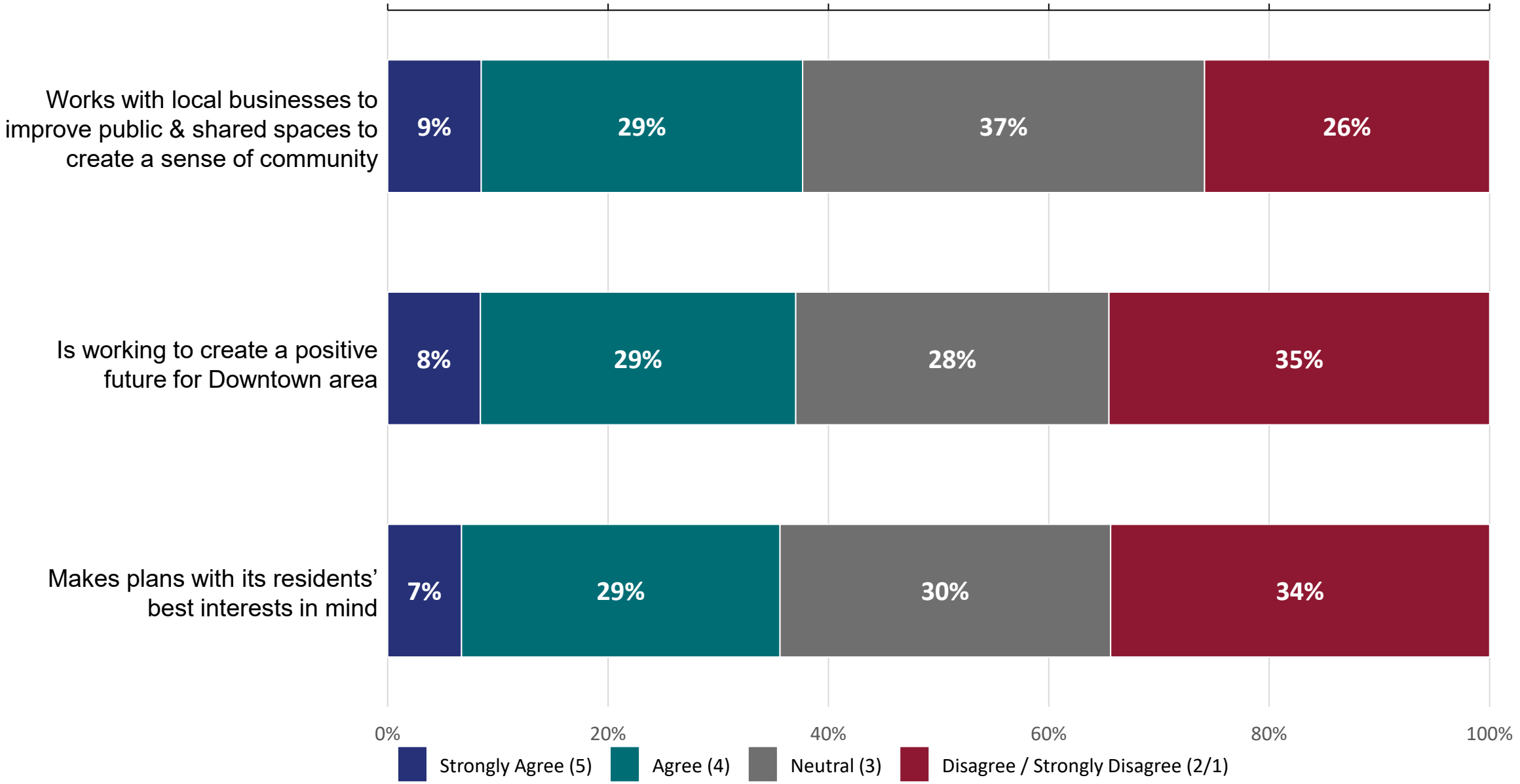


58

Item 2.

Q15. My Community…

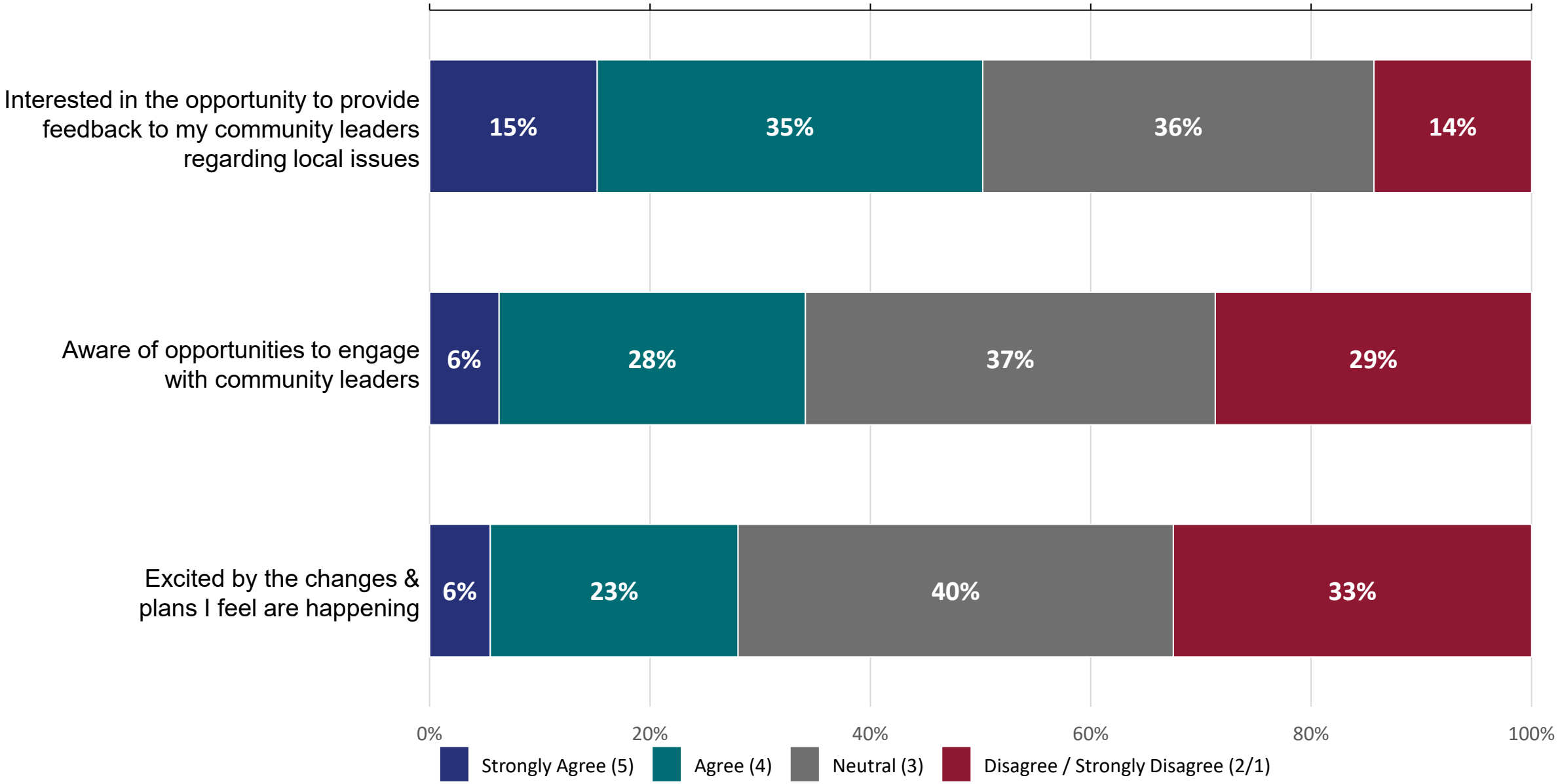
by percentage of respondents (excluding don't know)



Q15. When It Comes To My Community I Am…

Item 2.

by percentage of respondents (excluding don't know)

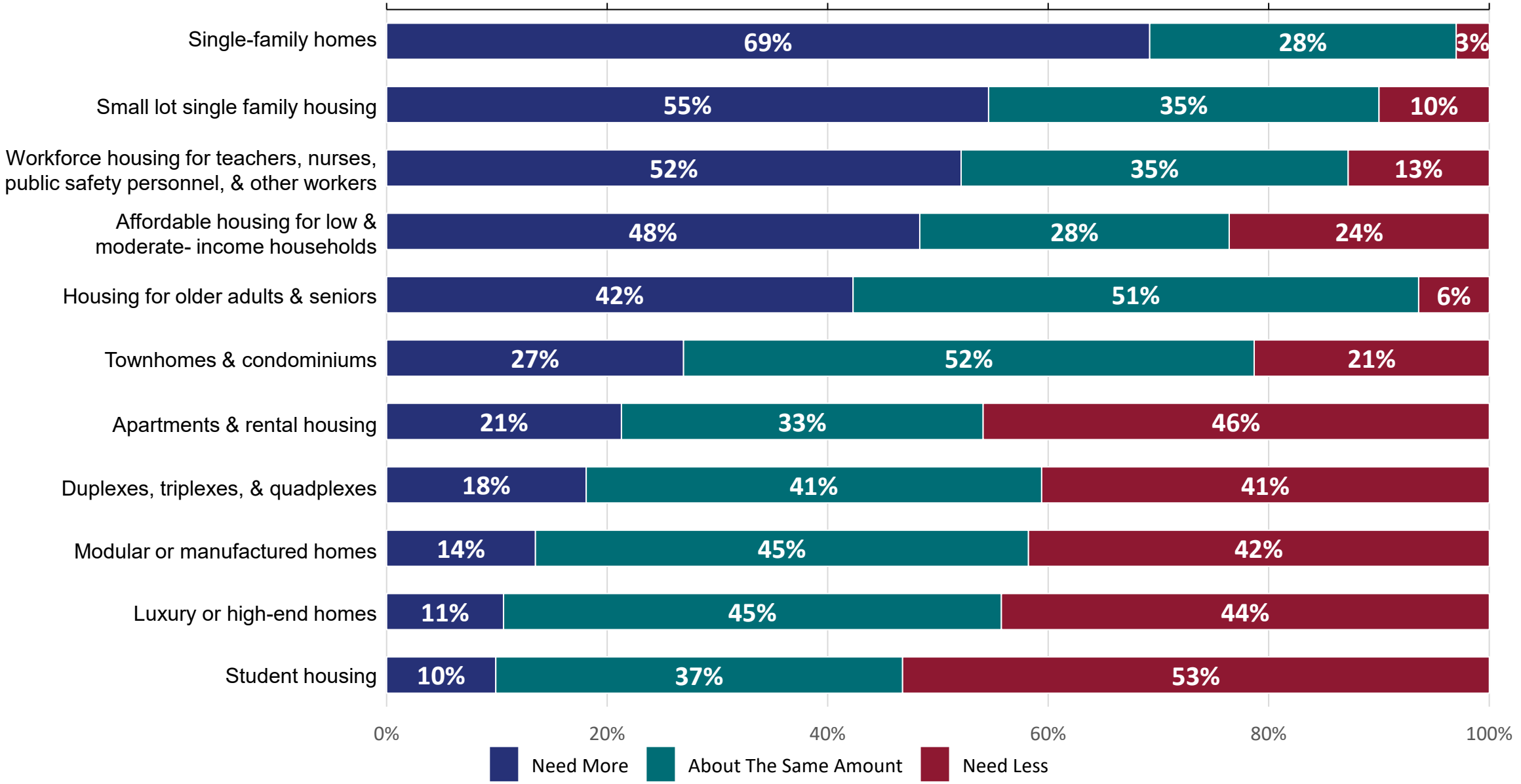


60

Item 2.

Q16. In Your Opinion, Does Whitewater Need More, About The Same Amount, Or Less Of Each Of The Following Types Of Housing?

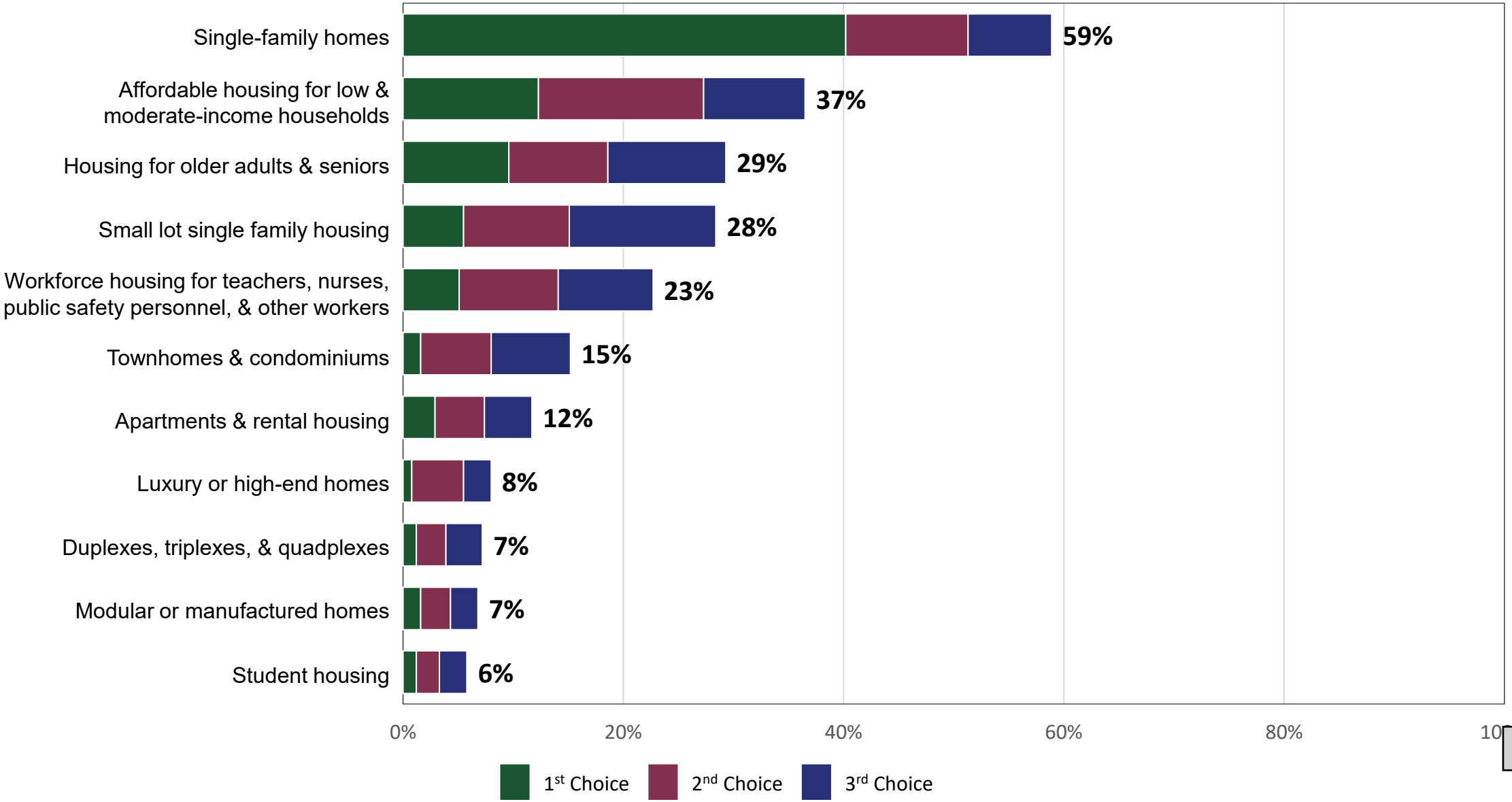
by percentage of respondents (excluding don't know)



61

Q17. Which Three Types Of Housing Do You Think Should Receive The Highest Priority From City Leaders Over The Next 5-10 Years?

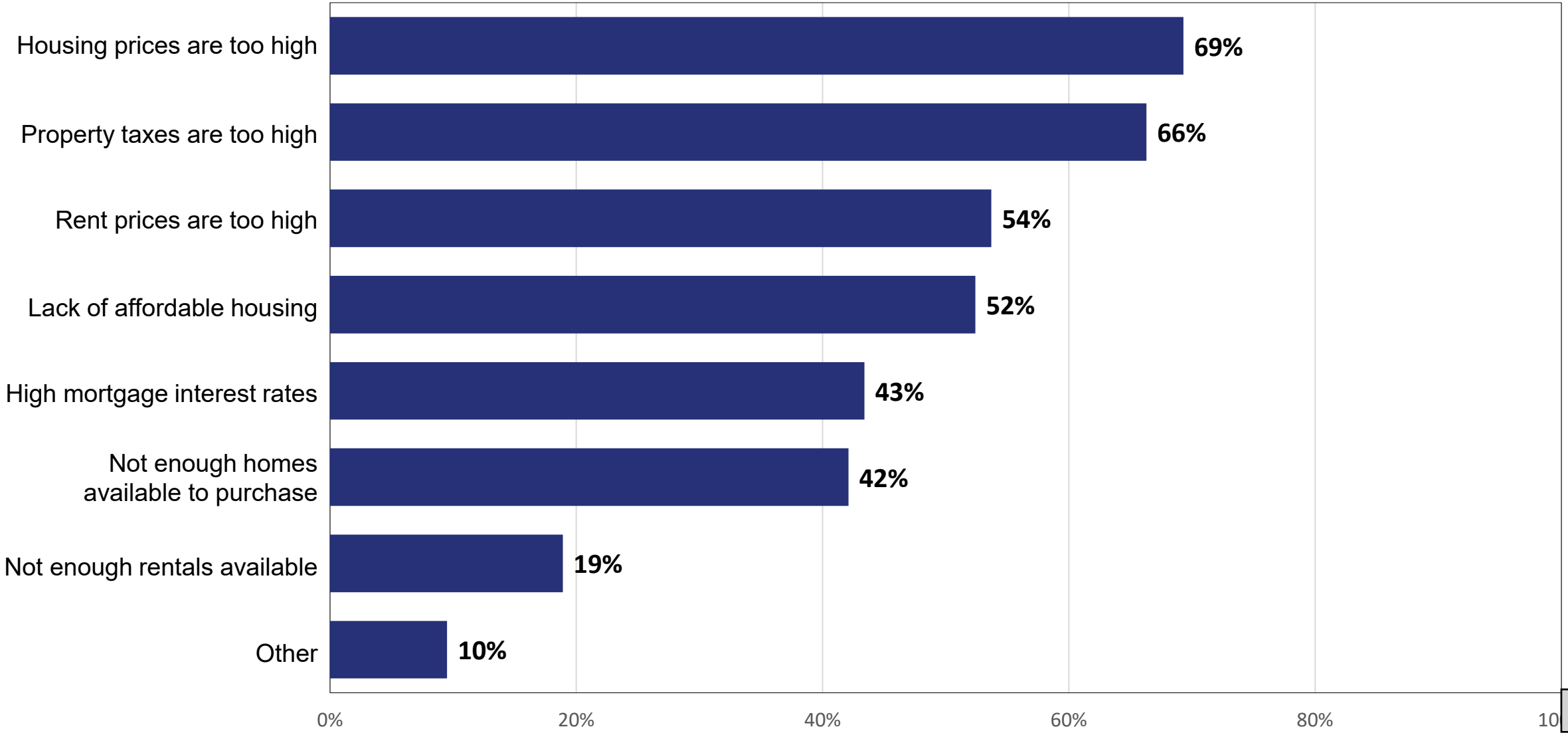
by percentage of respondents who selected the item as one of their top three choices



Item 2.

Q18. Which Of The Following, If Any, Do You Believe Are Barriers To Purchasing Or Renting A Home In Whitewater?

by percentage of respondents, multiple selections could be made (excluding don't know)

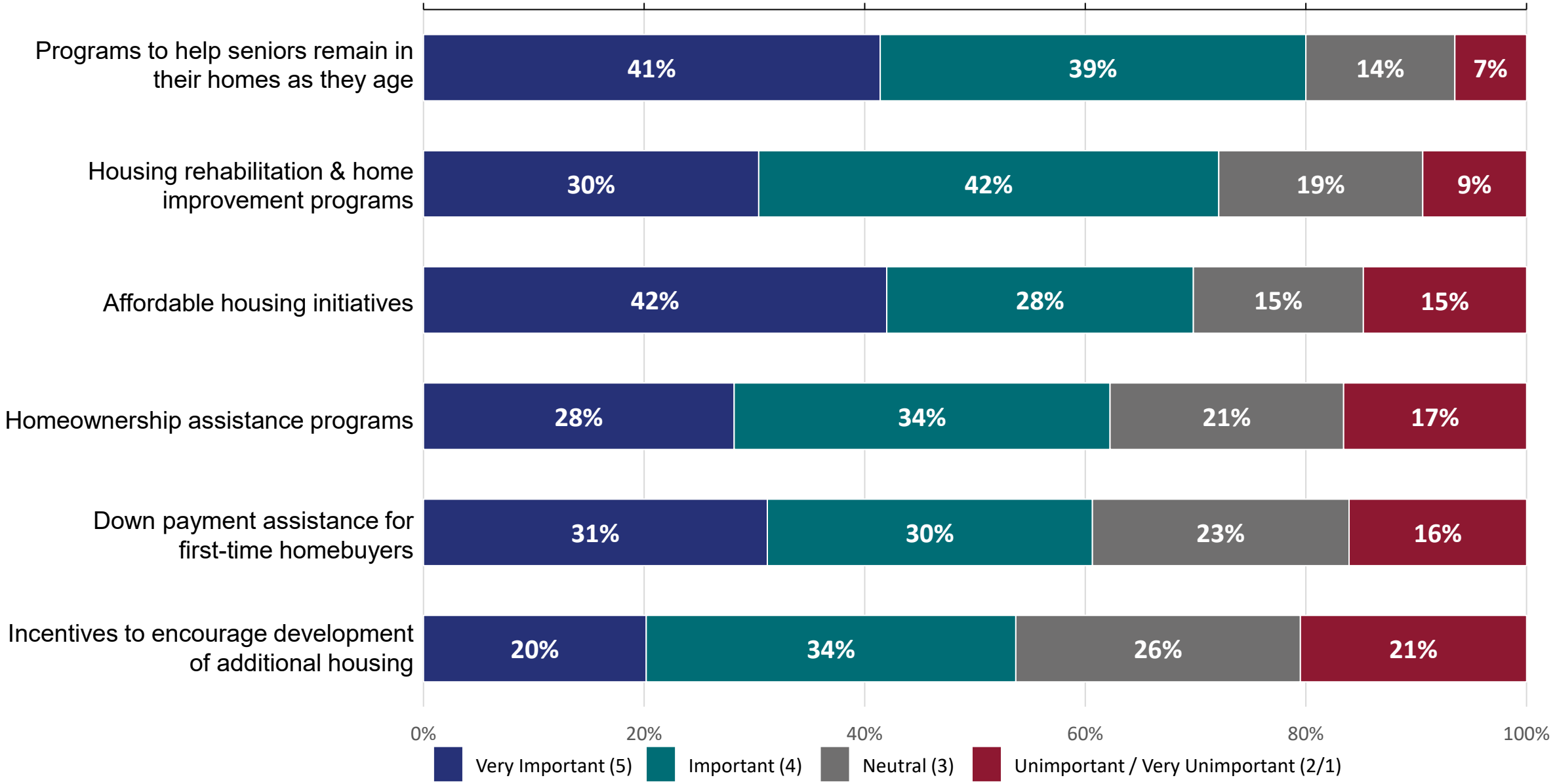


63

Item 2.

Q19. How Important Do You Believe Each Of The Following Housing Initiatives Would Be For Helping Address Housing Needs In Whitewater?

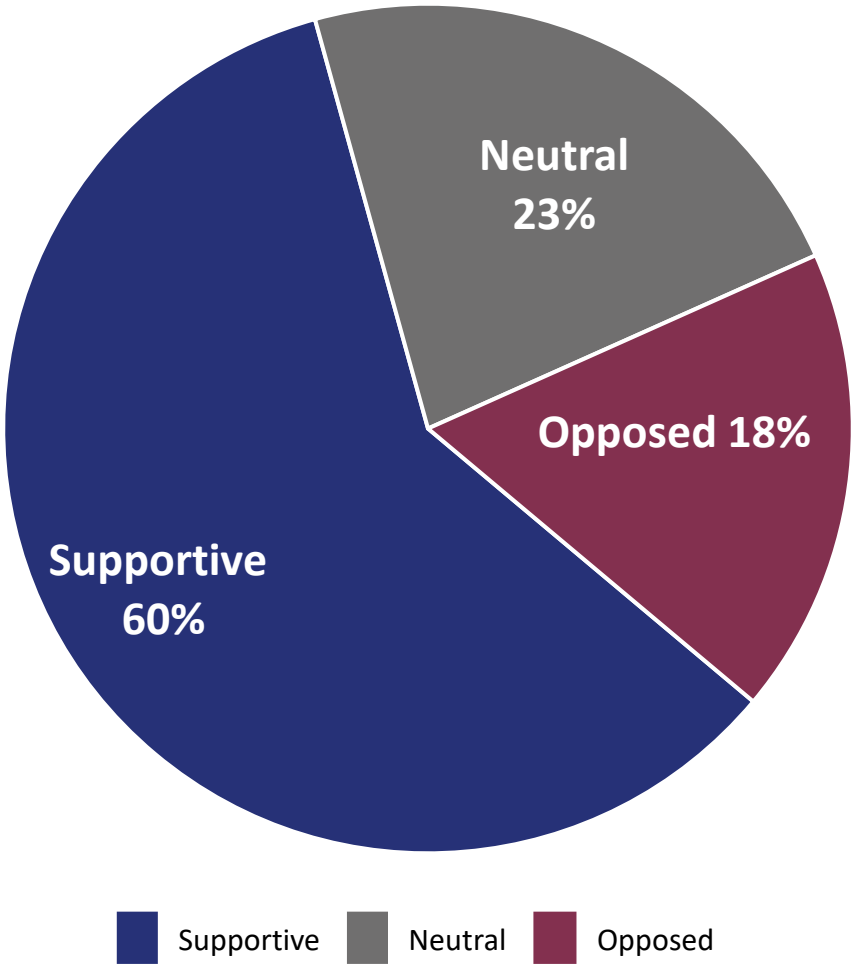
by percentage of respondents (excluding don't know)



Item 2.

Q20. How Supportive Would You Be Of The City Taking Actions To Increase The Availability Of Housing In Whitewater?

by percentage of respondents (excluding don't know)

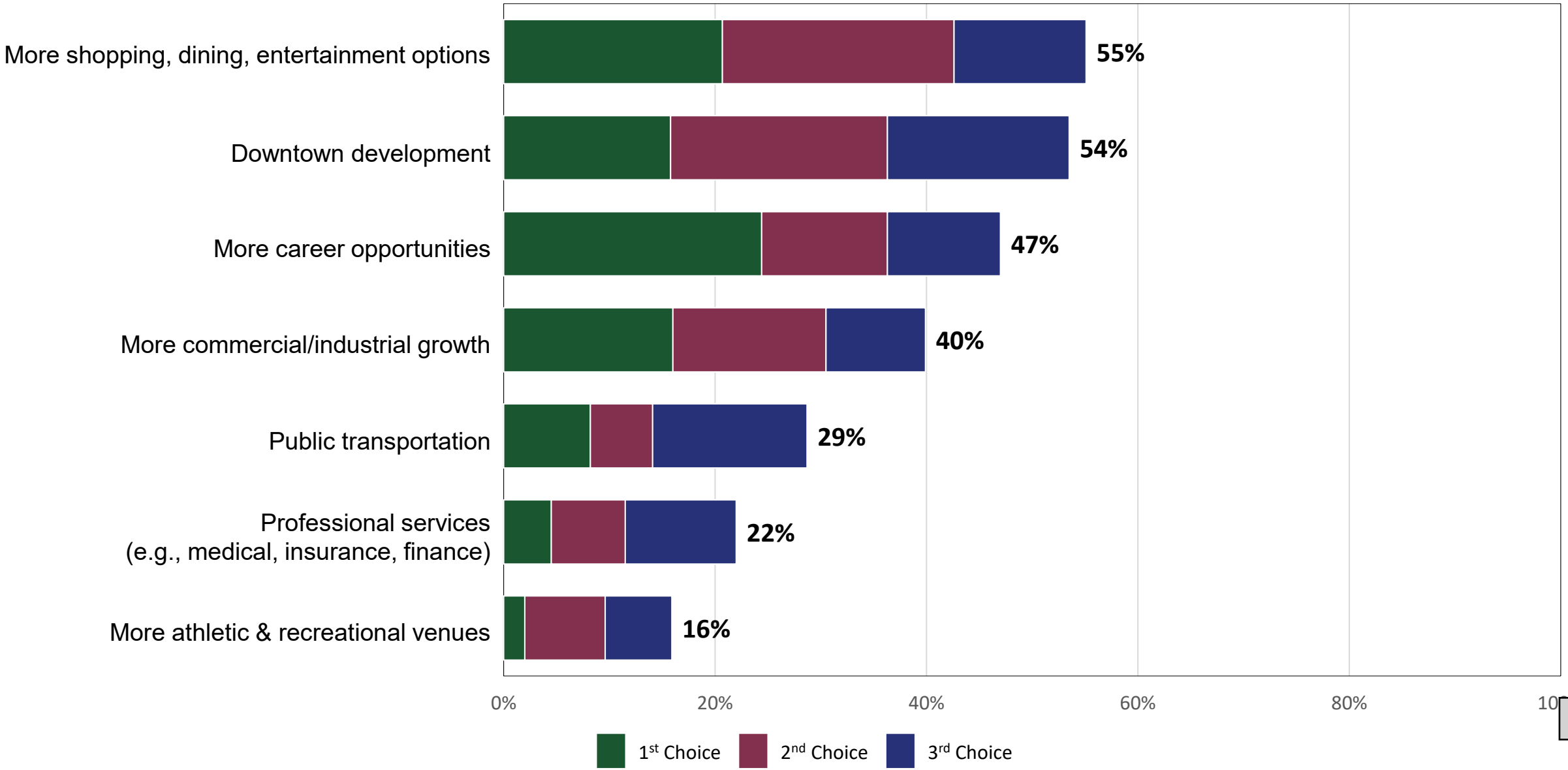


65

Item 2.

Q21. Which Three Economic Development Priorities Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Five Years?

by percentage of respondents who selected the item as one of their top three choices

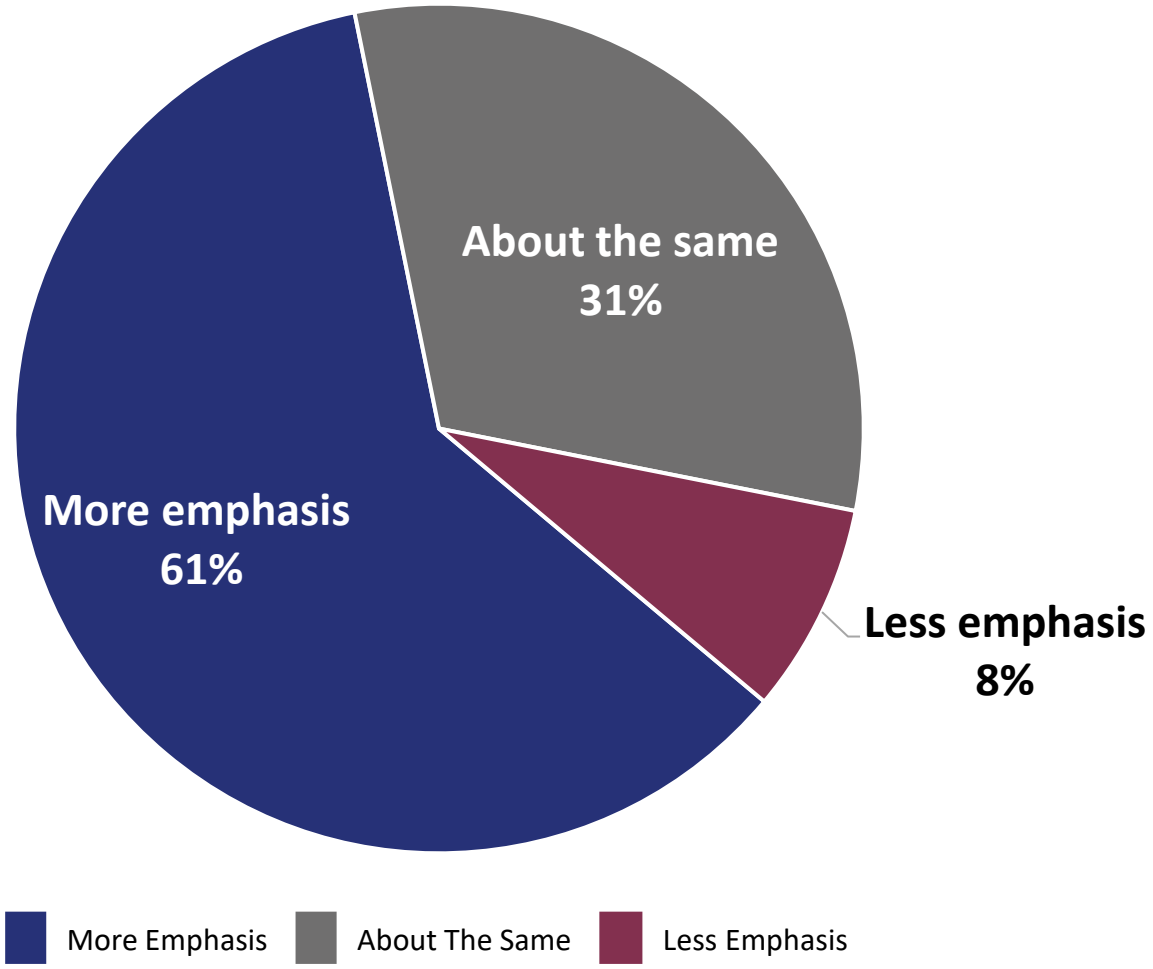


66

Item 2.

Q23. How Much Emphasis Should The City Place On Recruiting Retail And Restaurant Businesses?

by percentage of respondents (excluding don't know)

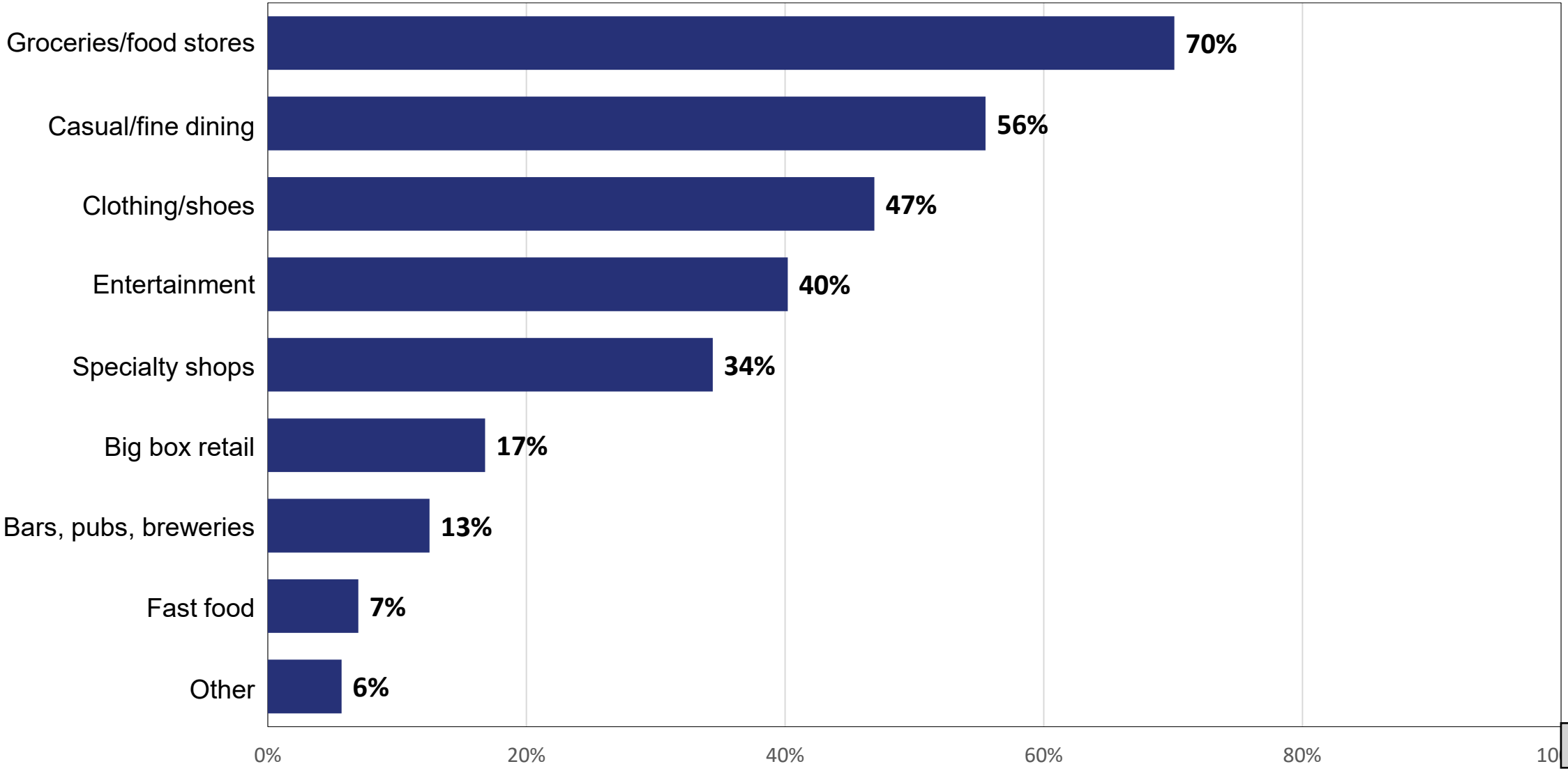


67

Item 2.

Q24. What Types Of Retail And Restaurant Options Would You Like To See In Whitewater?

by percentage of respondents, multiple selections could be made (excluding don't know)

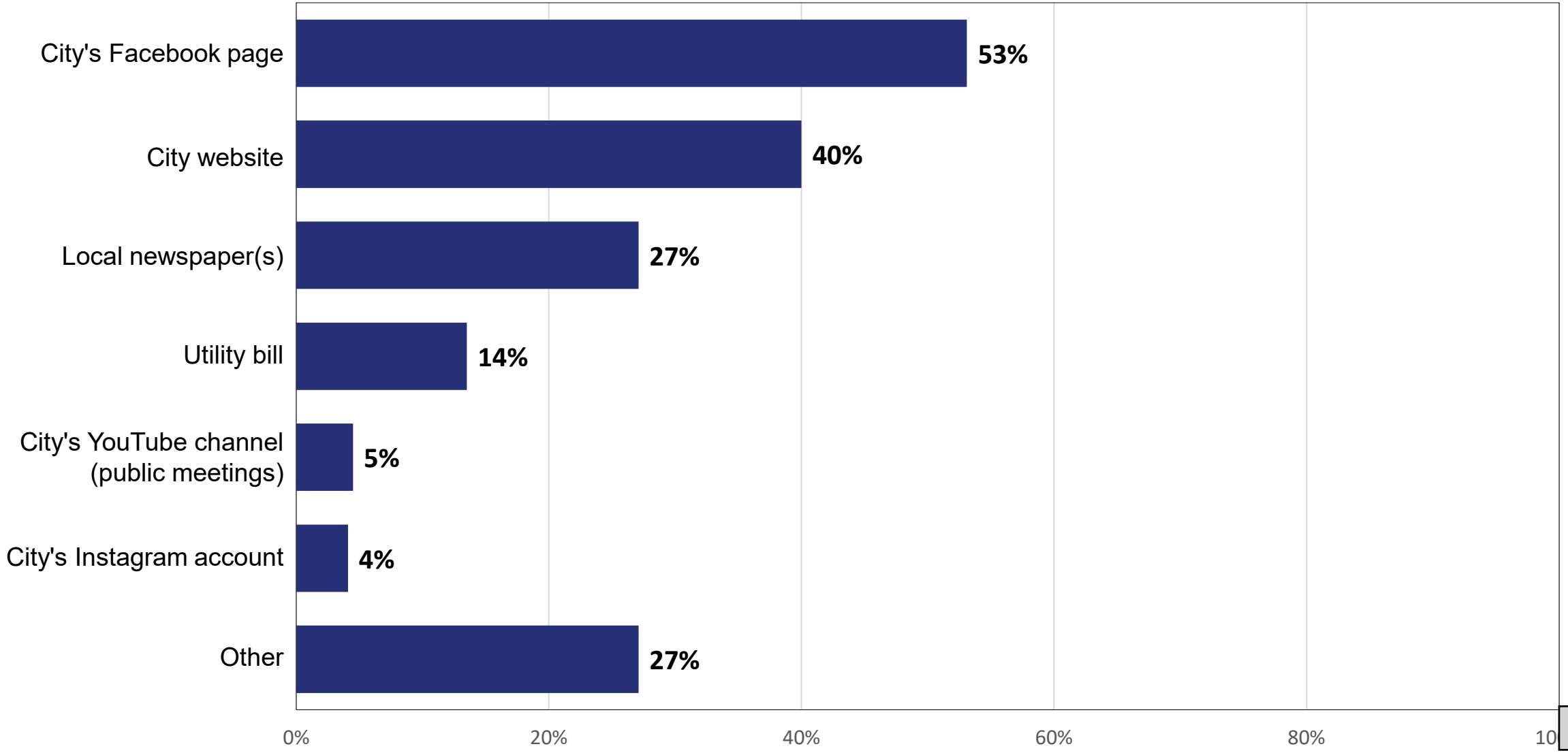


68

Item 2.

Q25. Where Do You Currently Get News And Information About City Programs, Services, And Events?

by percentage of respondents (excluding don't know)

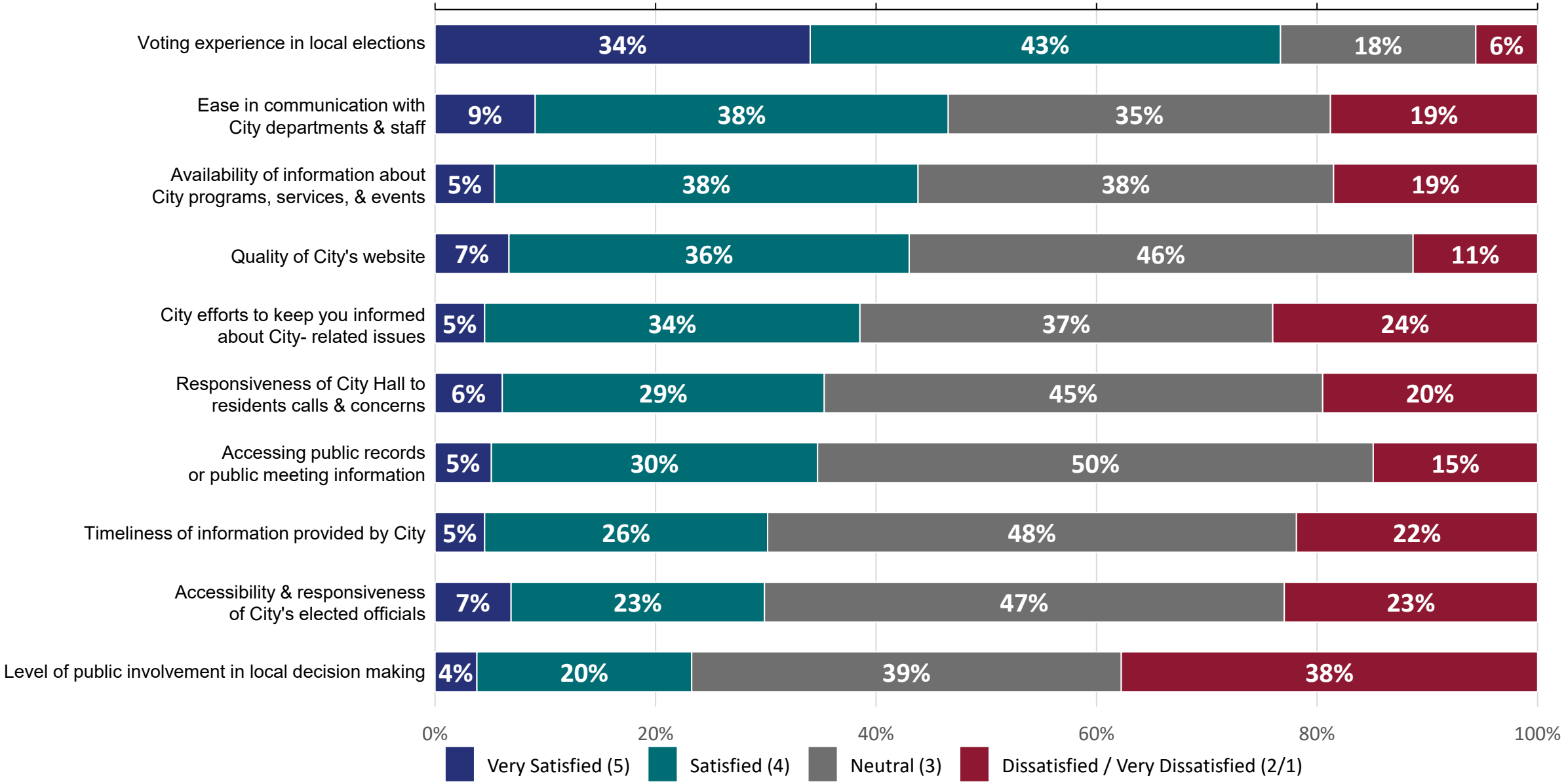


69

Q26. Communication Services

by percentage of respondents (excluding don't know)

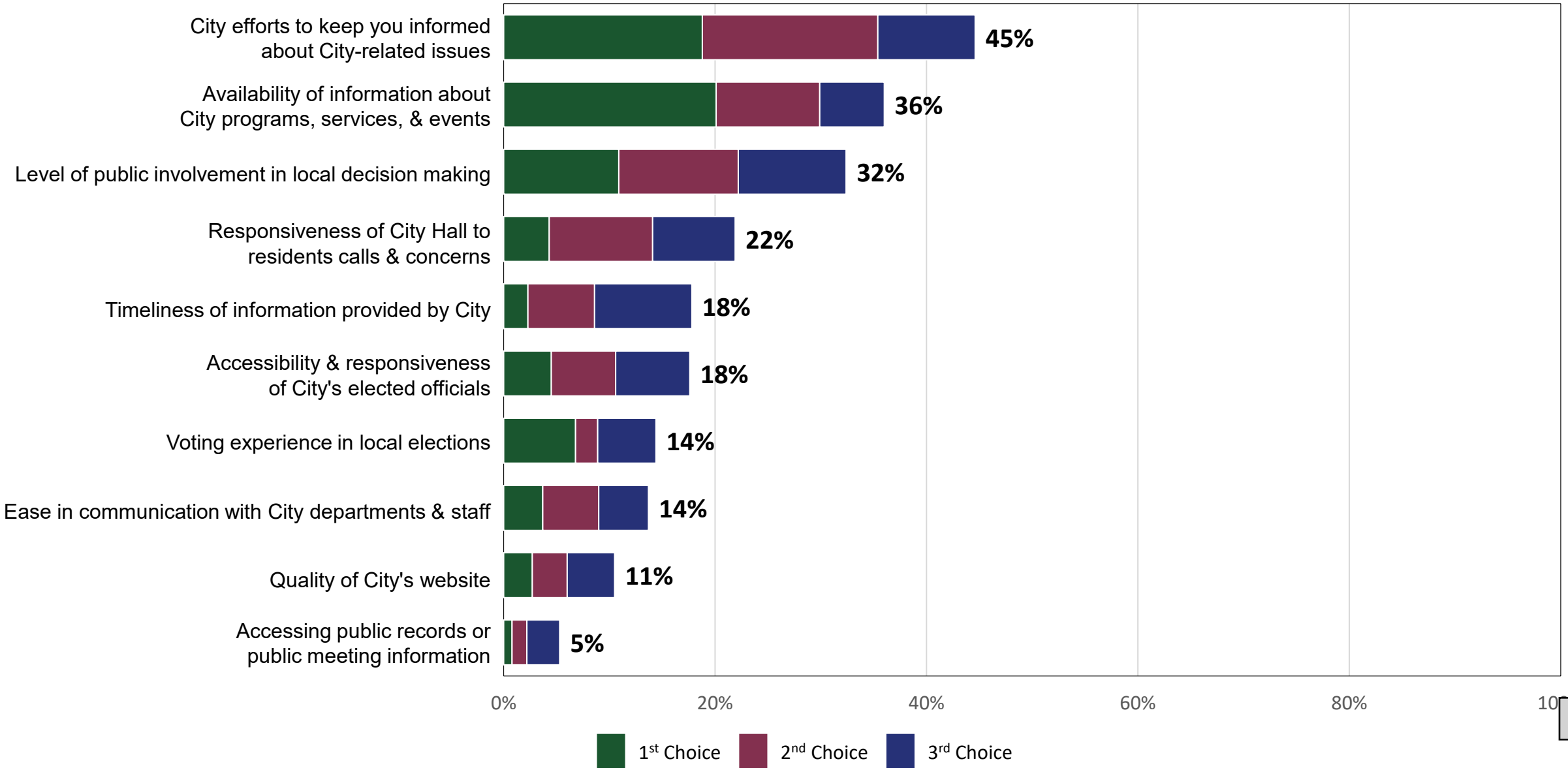
Item 2.



Q27. Which Three Communication Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

Item 2.

by percentage of respondents who selected the item as one of their top three choices

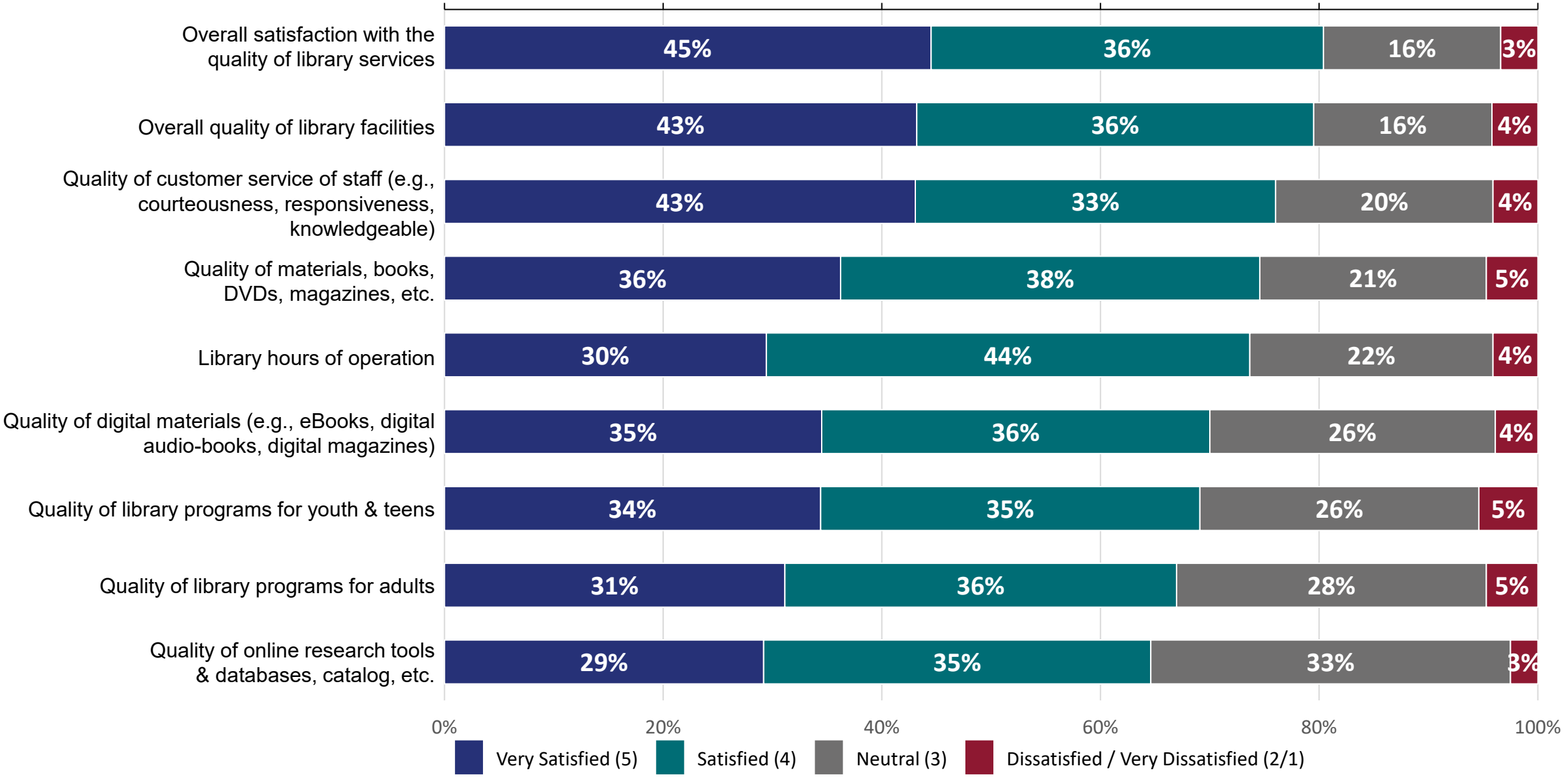


71

Item 2.

Q28. Library Services

by percentage of respondents (excluding don't know)

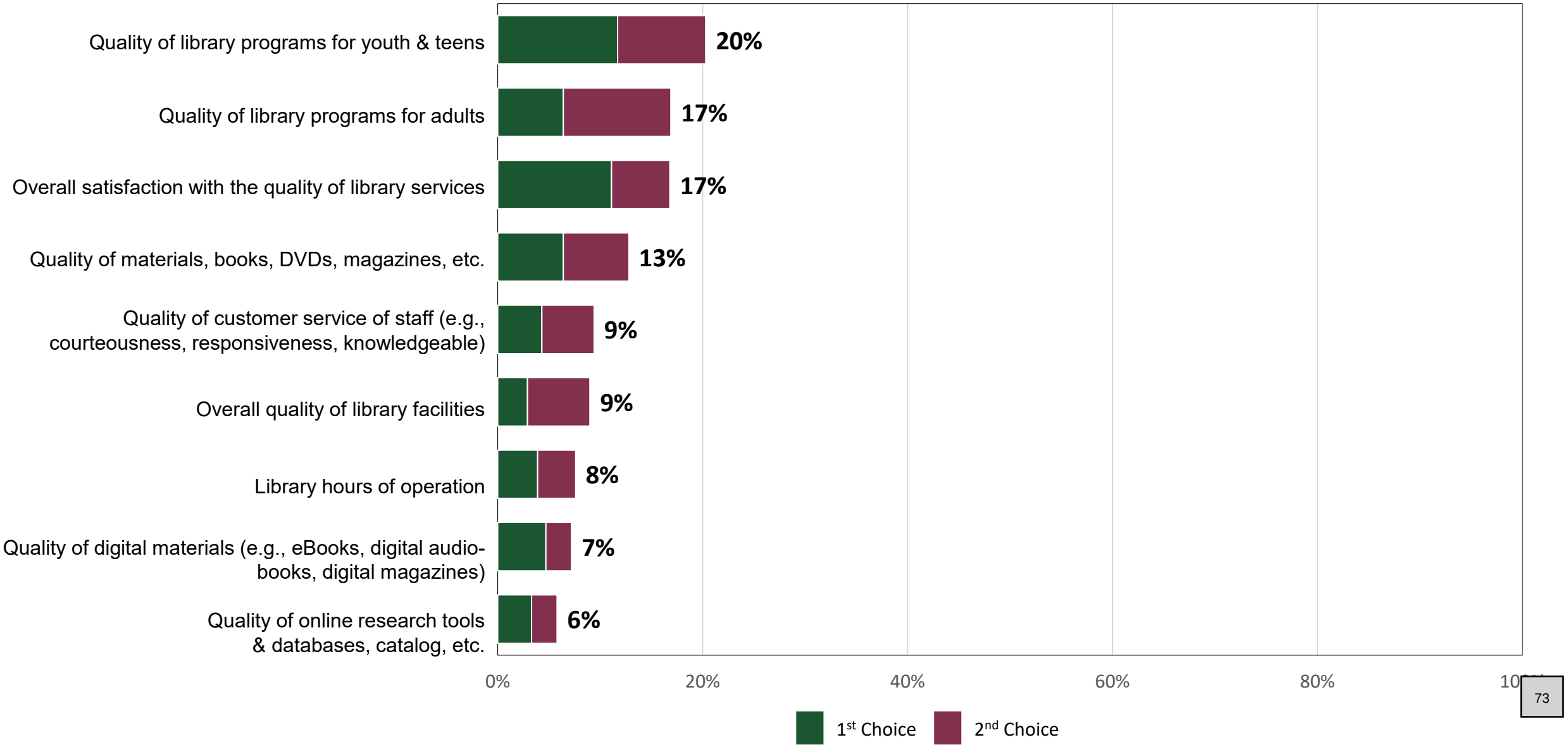


72

Item 2.

Q29. Which Two Library Services Would You Recommend Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top two choices

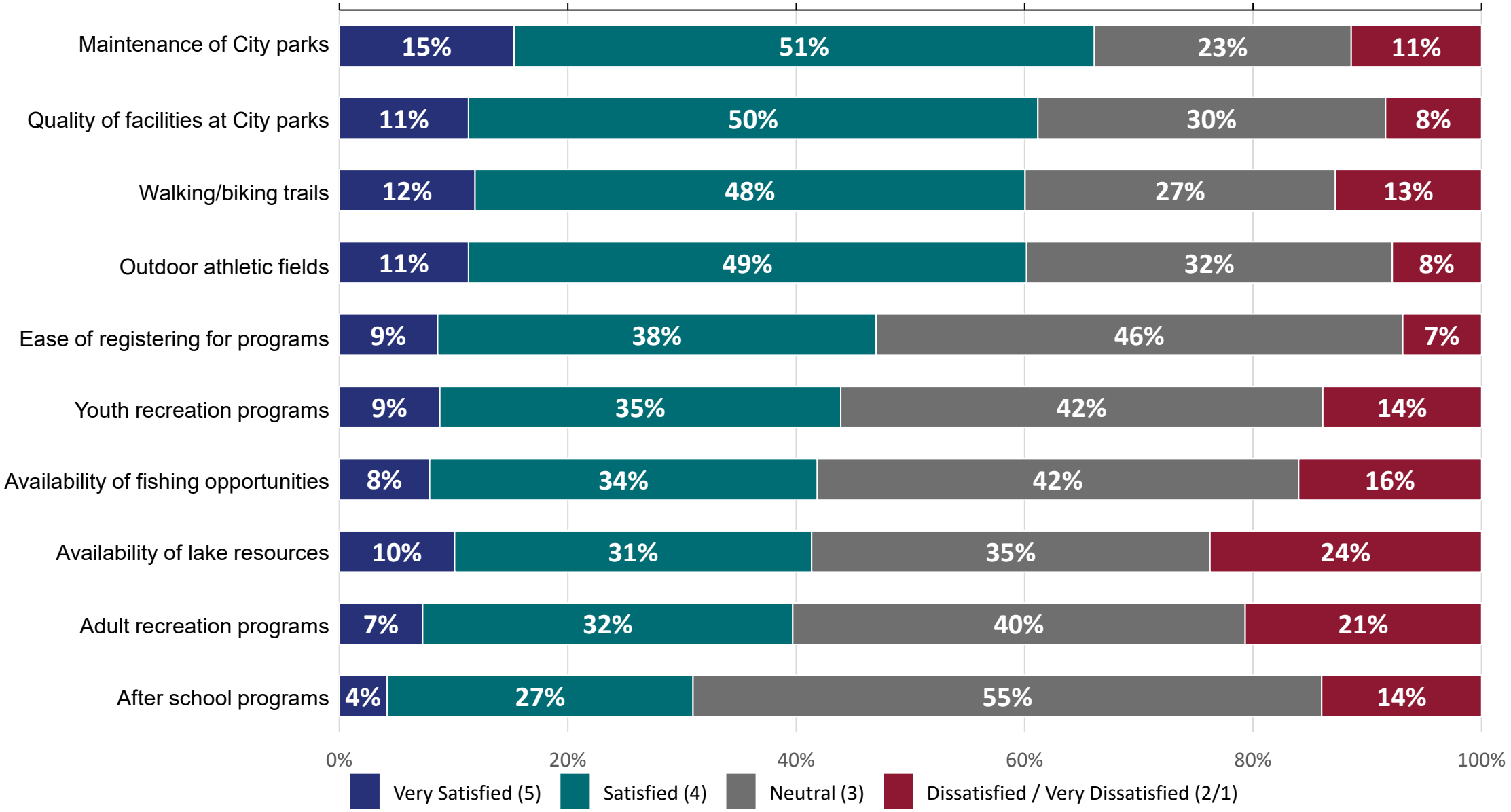


73

Q30. Parks And Recreation

by percentage of respondents (excluding don't know)

Item 2.

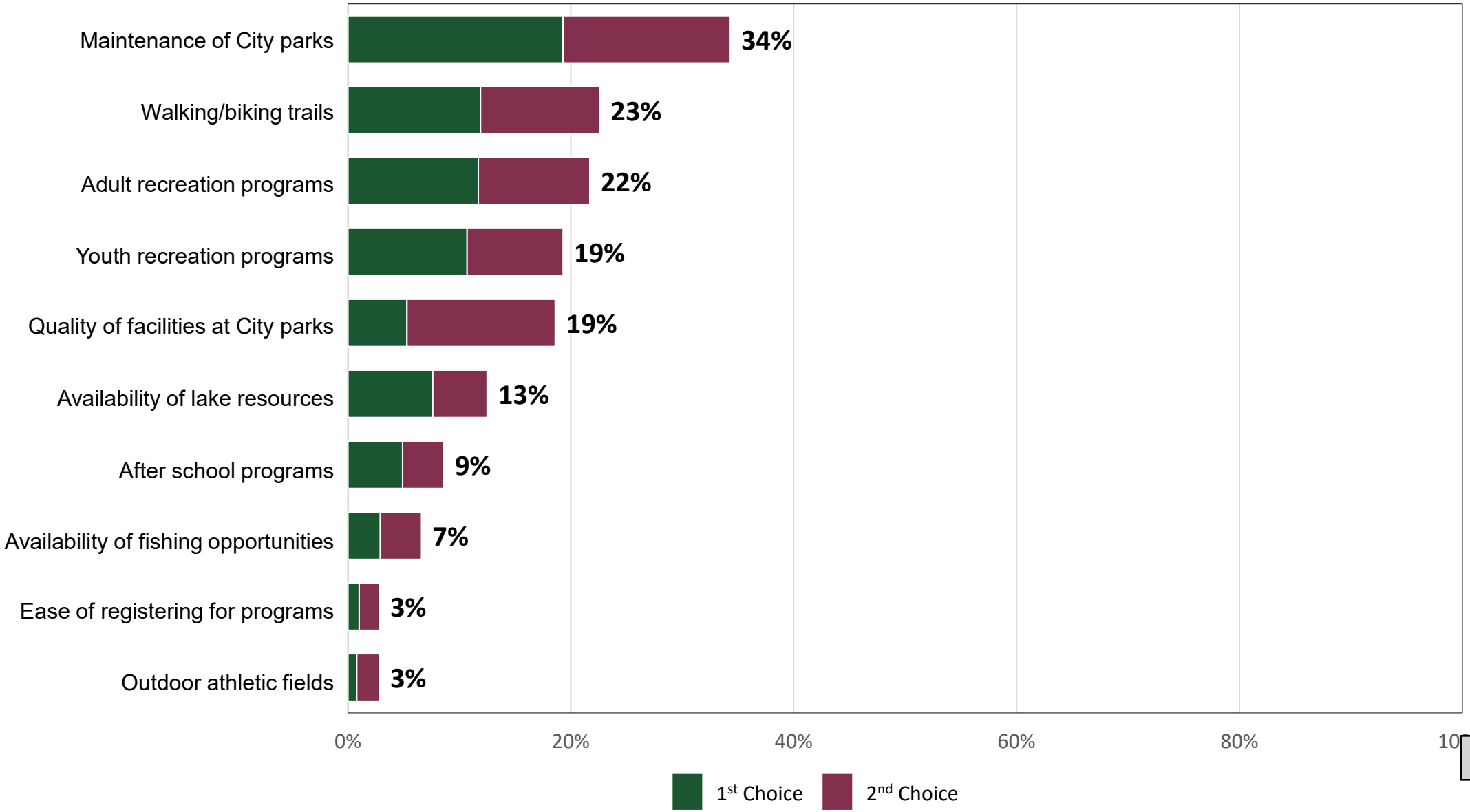


74

Item 2.

Q31. Which Two Parks And Recreation Services Do You Consider Most Important For The City To Provide?

by percentage of respondents who selected the item as one of their top two choices



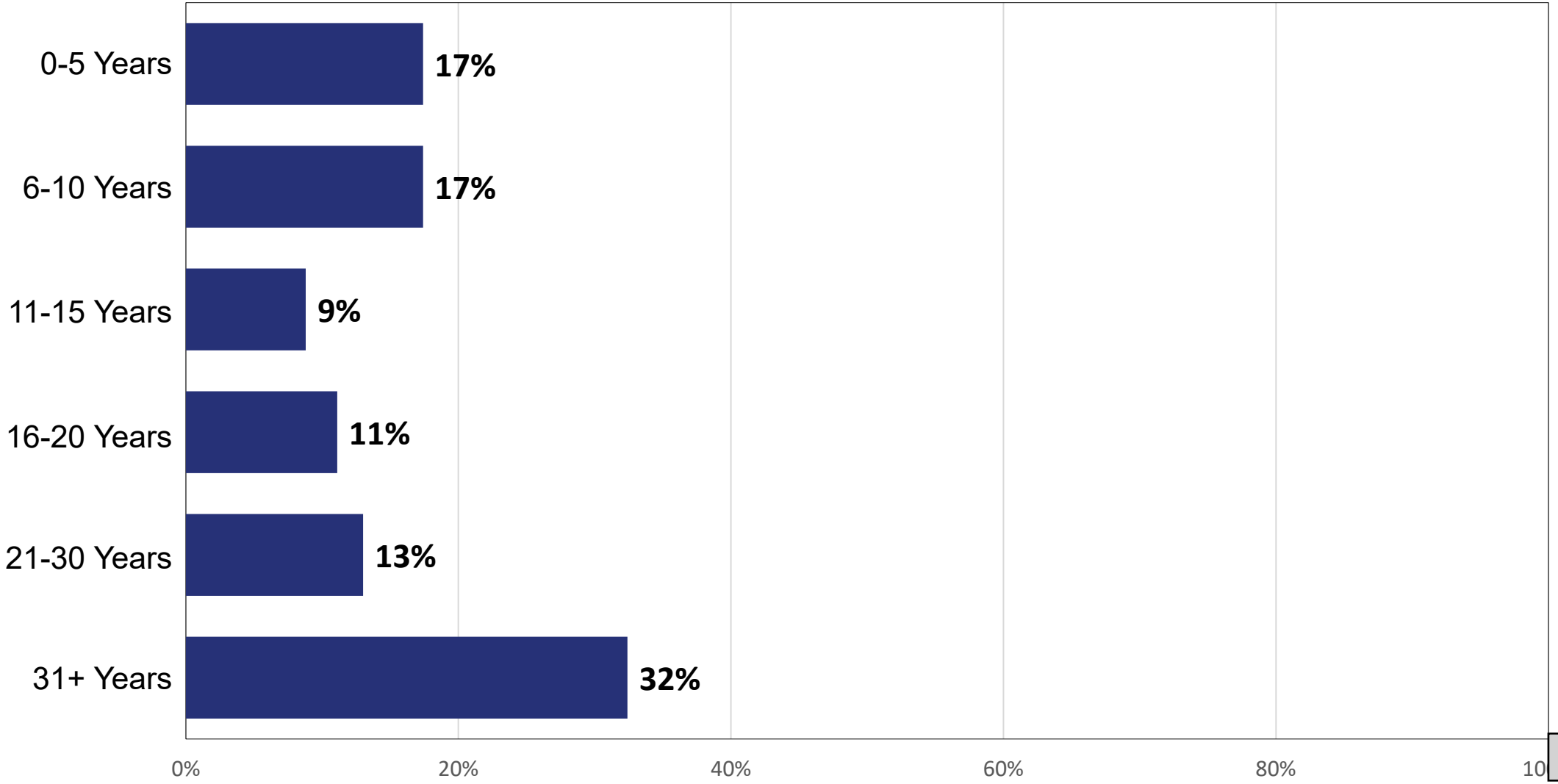
75

Demographics

Item 2.

Q32. How Many Years Have You Lived In Whitewater?

by percentage of respondents (excluding not provided)

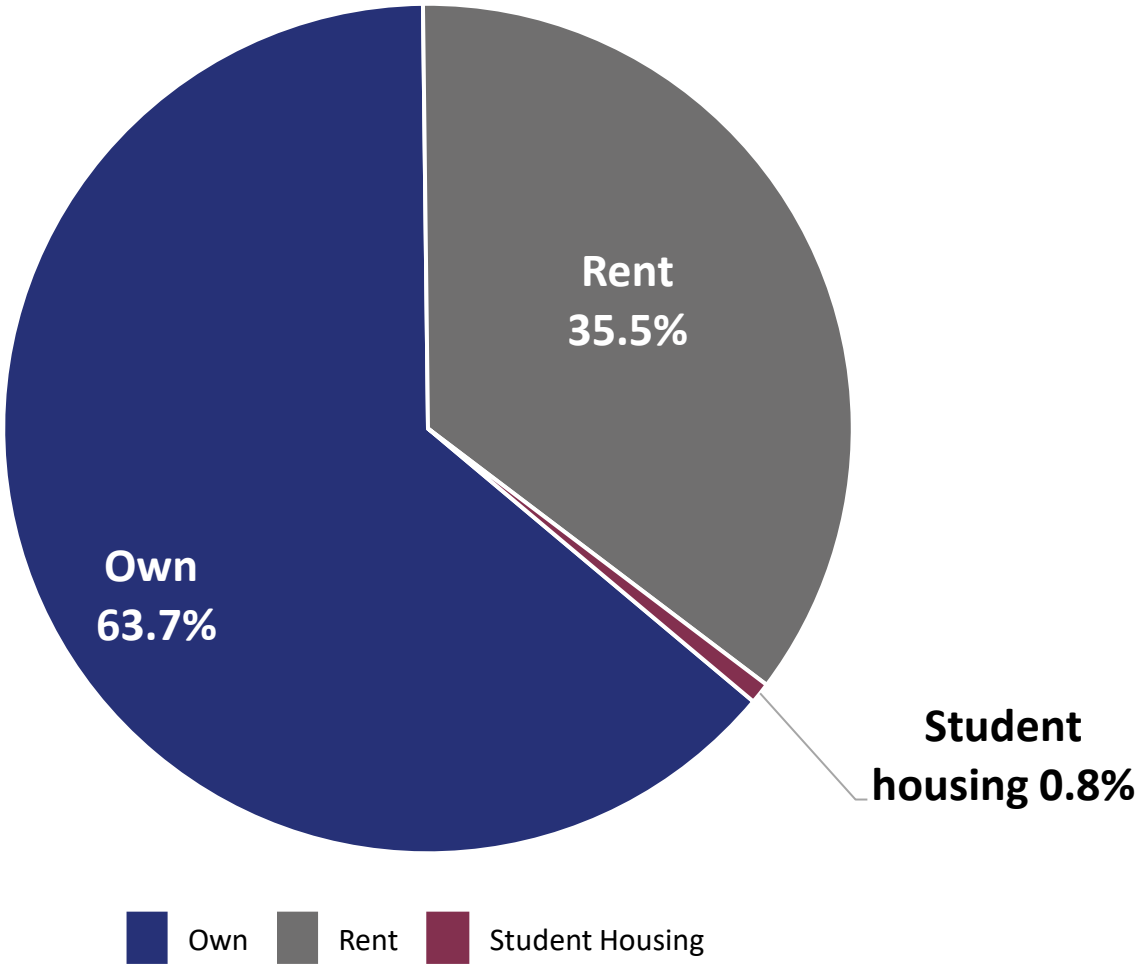


77

Item 2.

Q33. Do You Own Or Rent Your Current Residence?

by percentage of respondents (excluding don't know)

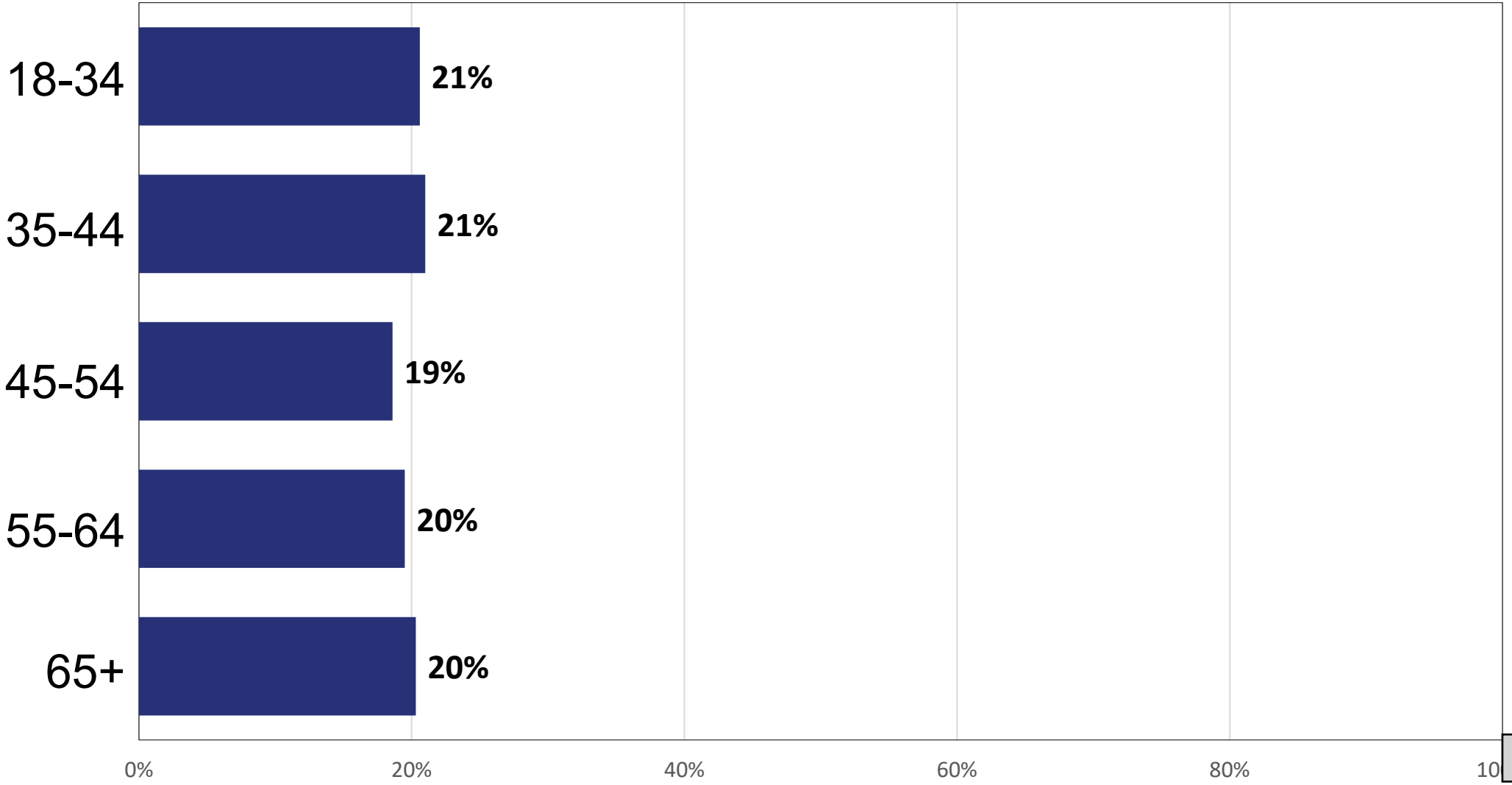


78

Item 2.

Q34. Your Age:

by percentage of respondents (excluding not provided)

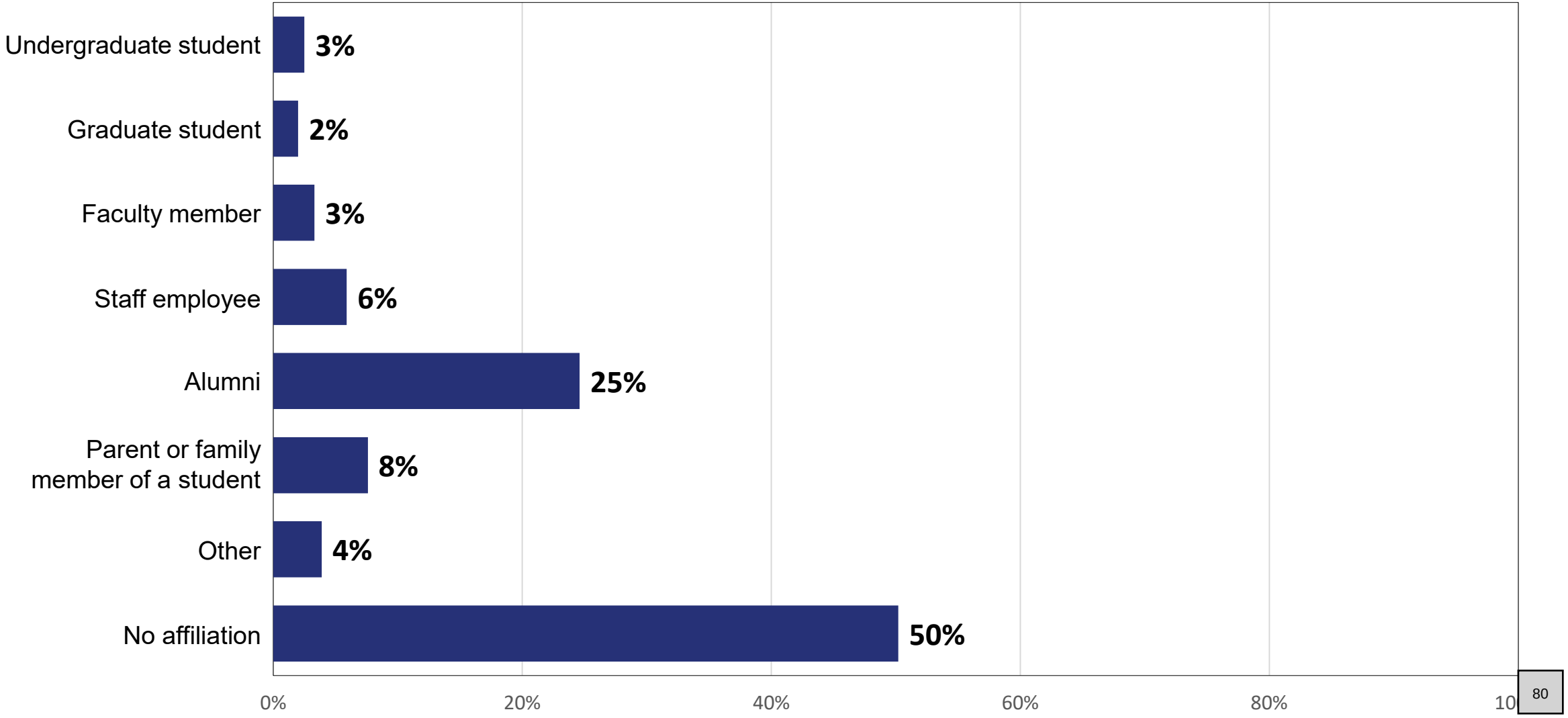


79

Q35. Are You Affiliated With The University Of Wisconsin-Whitewater?

Item 2.

by percentage of respondents (excluding not provided)

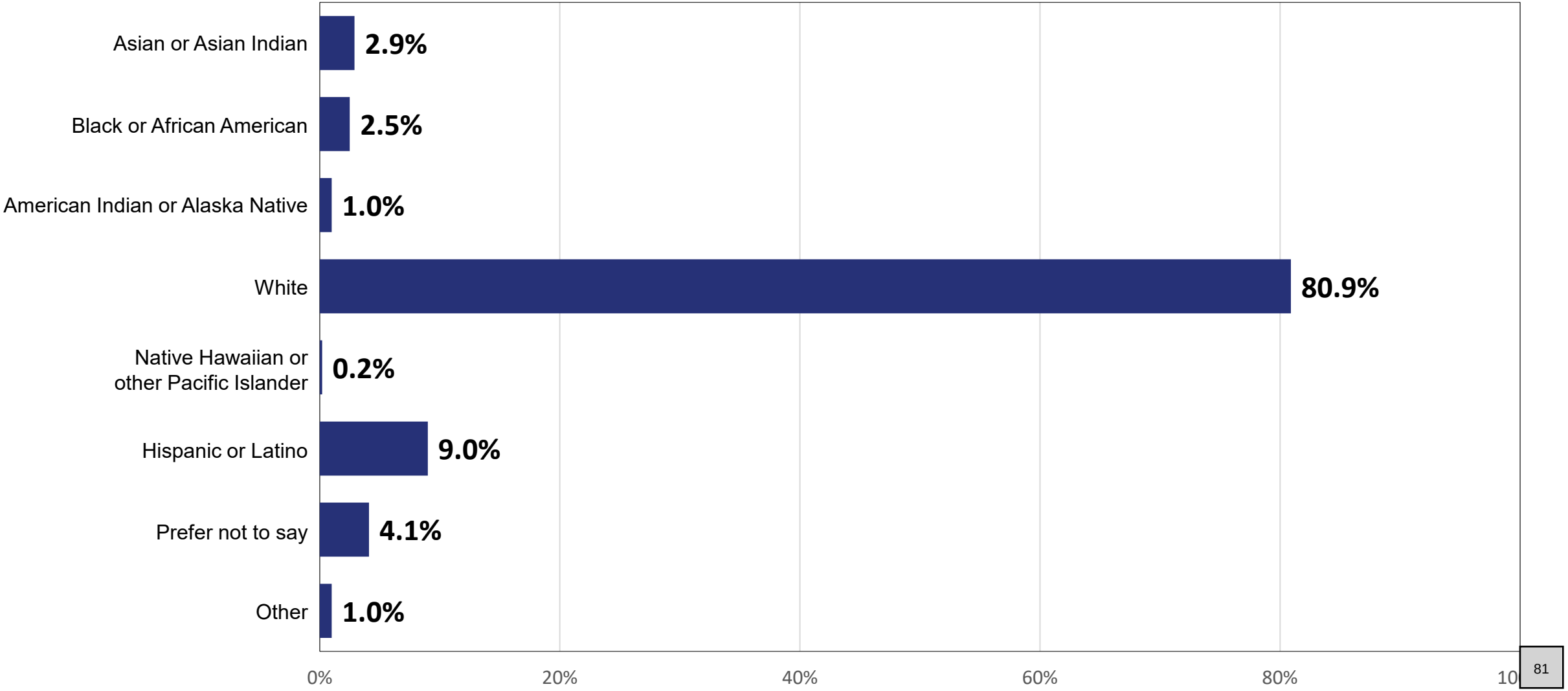


80

Item 2.

Q36. Your Race/Ethnicity:

by percentage of respondents

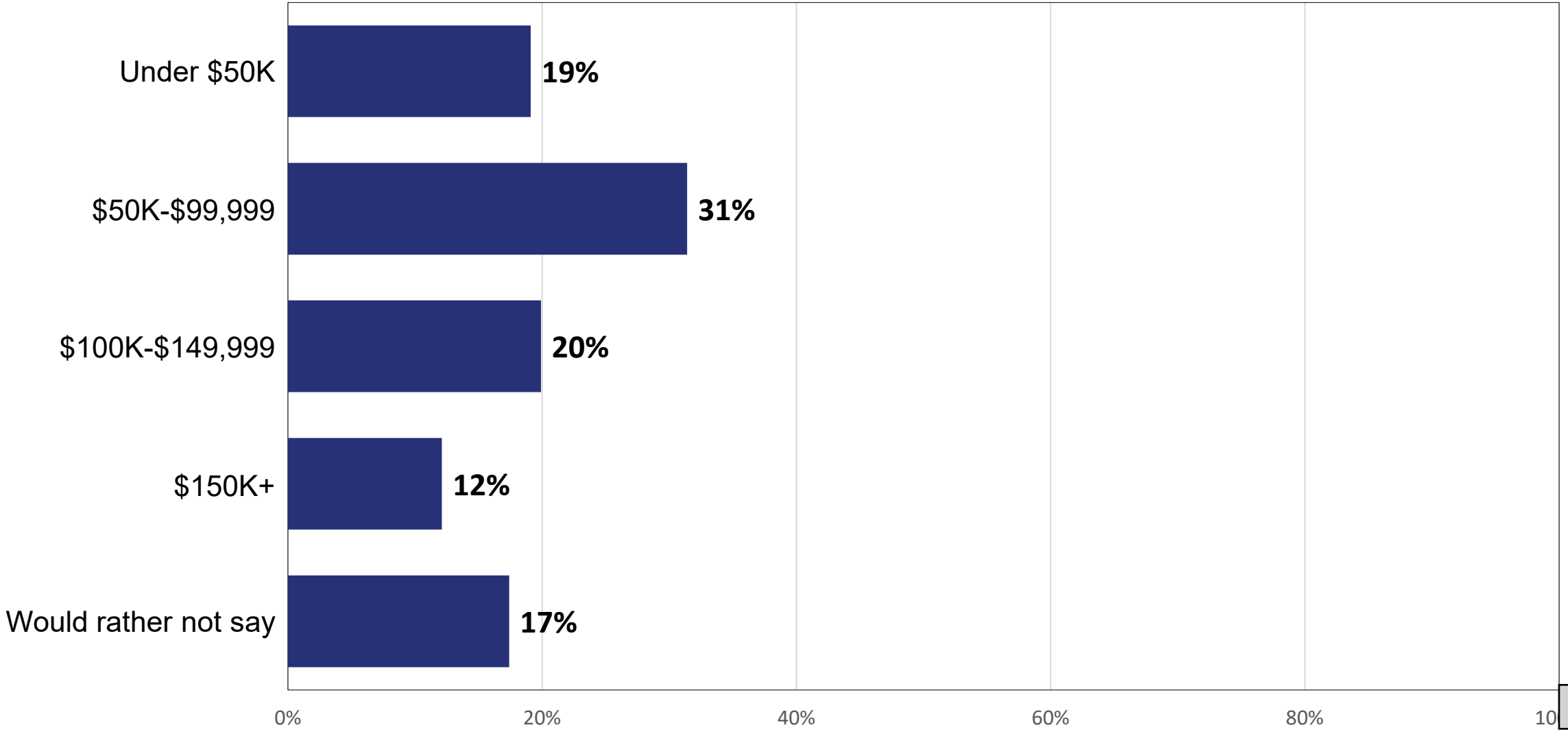


81

Item 2.

Q37. Your Total Annual Household Income:

by percentage of respondents



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2 Benchmarking Analysis

Benchmarking Summary

Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report includes benchmarking data from two primary sources: (1) a national survey conducted by ETC Institute during the summer of 2025 with a random sample of more than 5,000 residents across the continental United States, and (2) from this national survey, the responses from the respondents living in states in the plains area. The states included in the Plains average are below.

- Illinois
- Iowa
- Kansas
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Oklahoma
- South Dakota
- Wisconsin

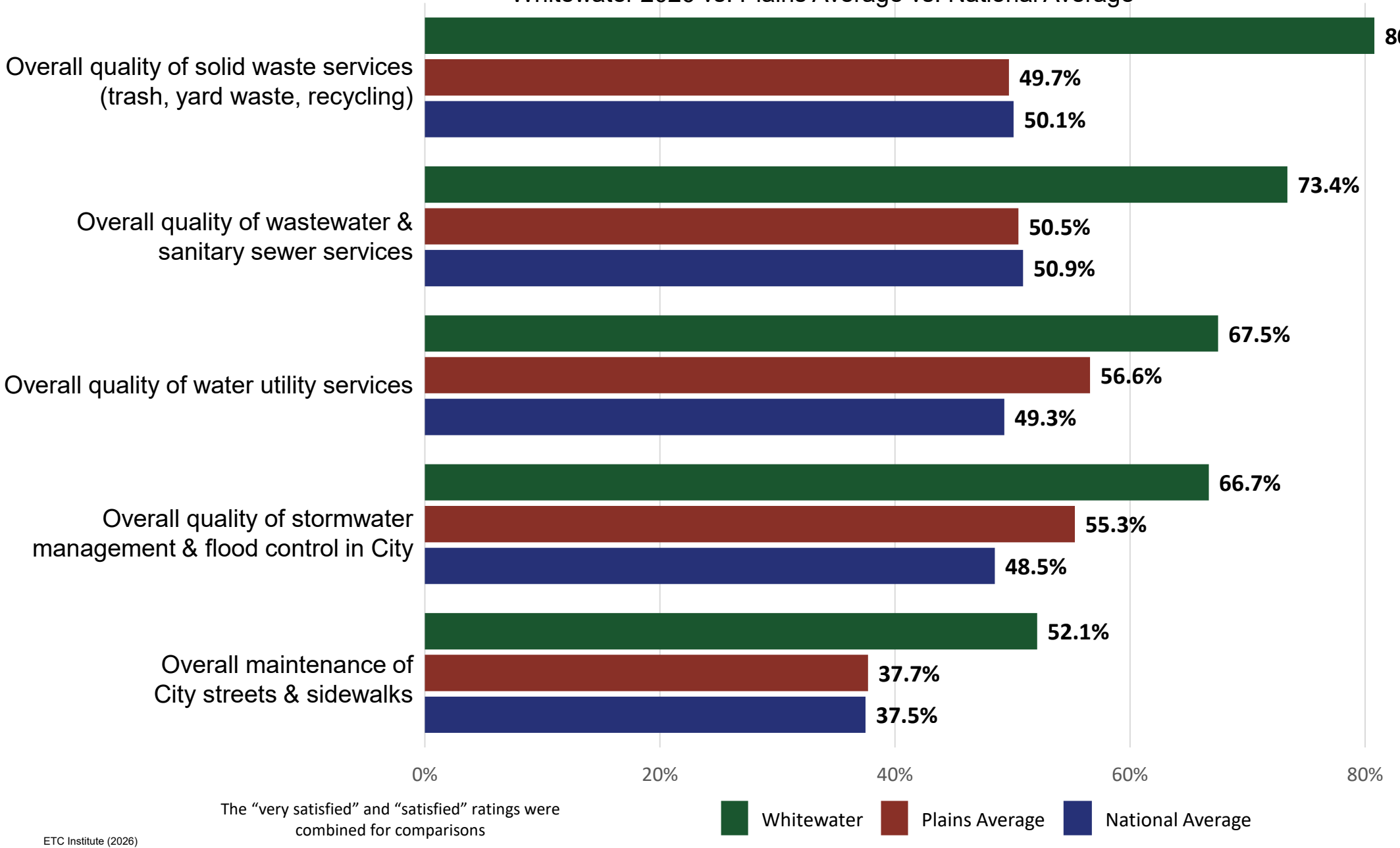
The charts on the following pages show how the results for the City of Whitewater compare to the national and plains average. The combined percentage of respondents who reported being "very satisfied" or "satisfied" is used to facilitate meaningful comparisons across items.

ETC Institute does not maintain benchmarking data for all of the items that were included in the City's 2026 survey. Only items that ETC Institute maintains benchmarking data for are included in this section.

Item 2.

Q1. Overall Services

Whitewater 2026 vs. Plains Average vs. National Average



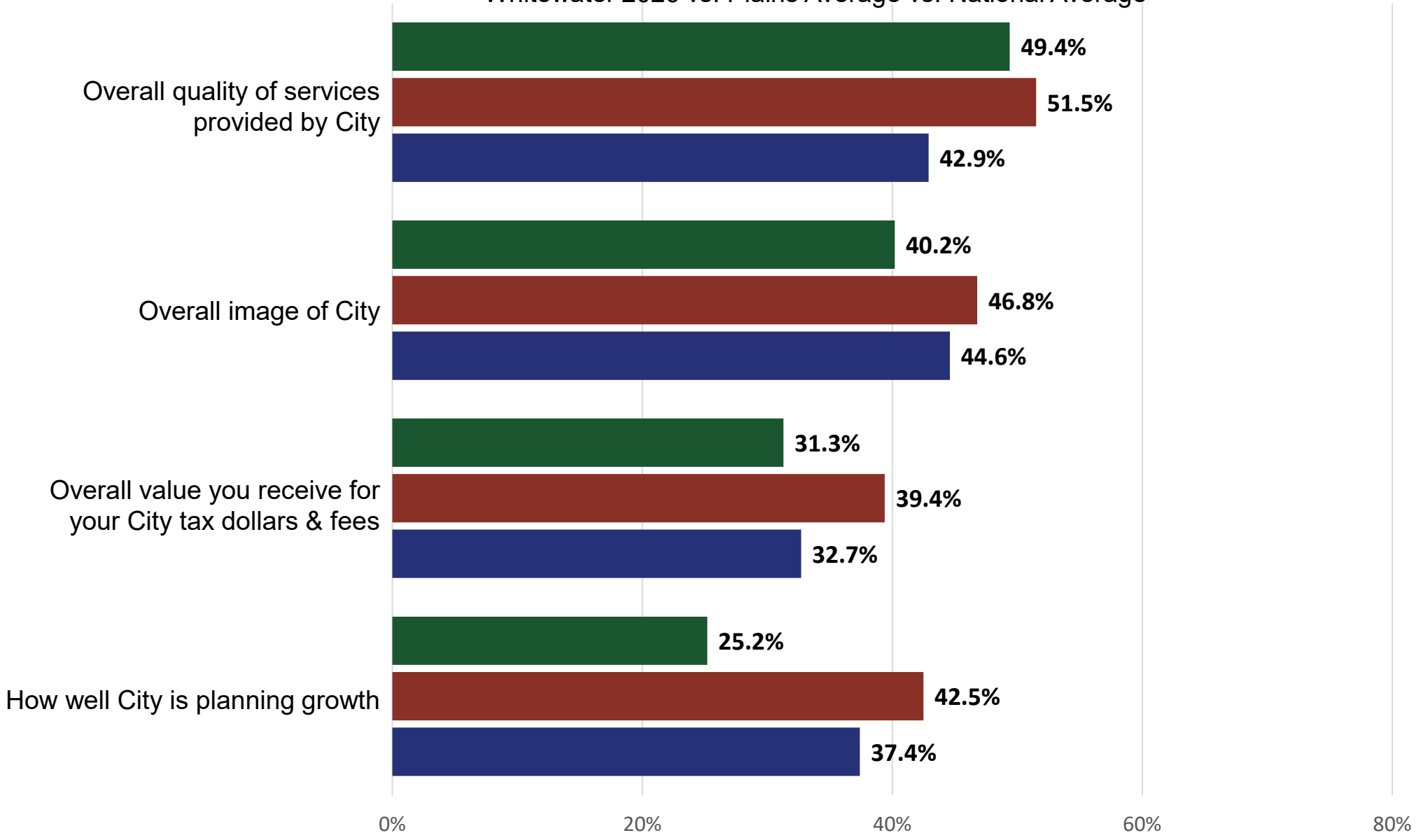
The "very satisfied" and "satisfied" ratings were combined for comparisons

85

Q3. Perceptions Of Whitewater

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



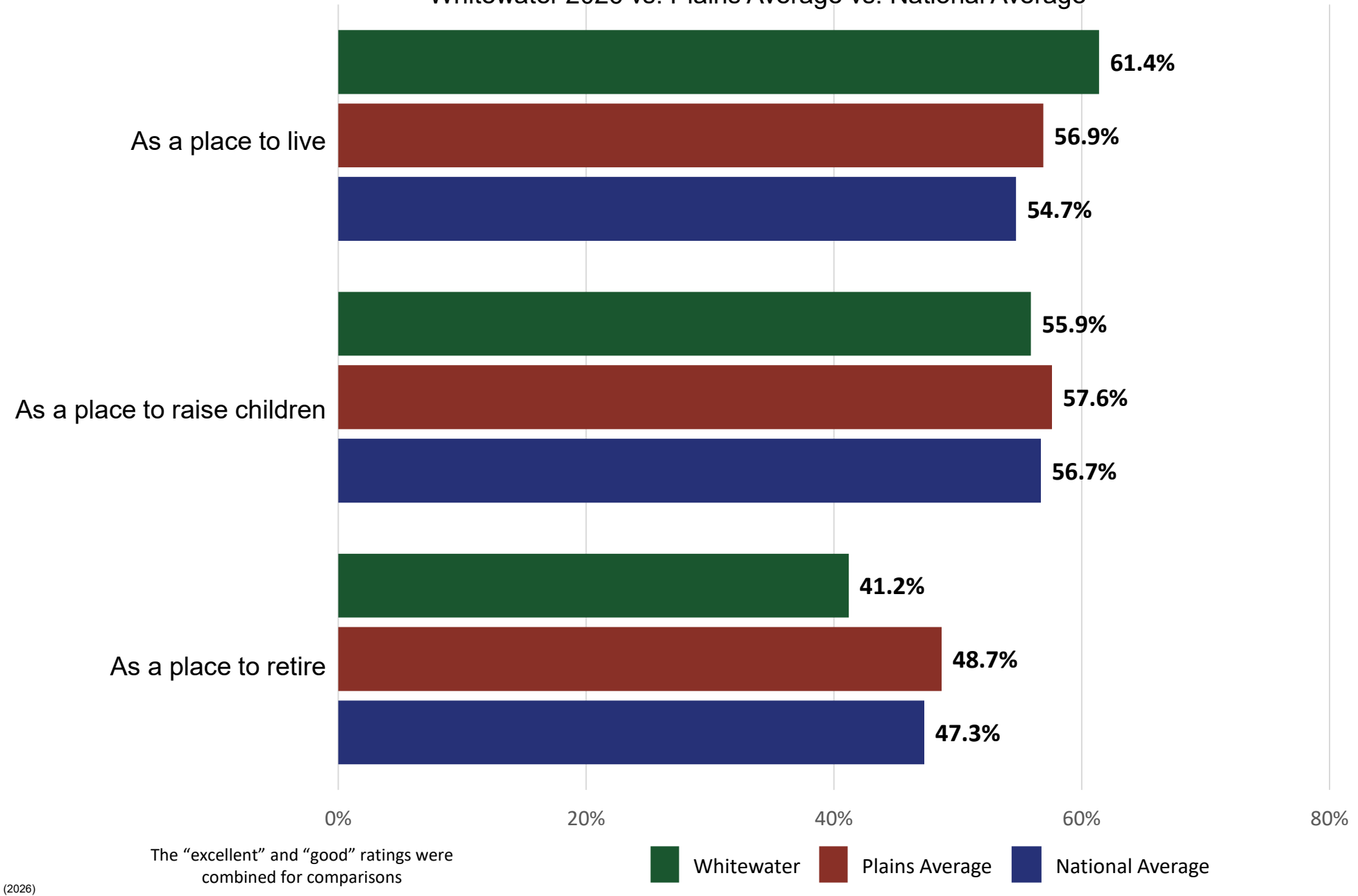
The "very satisfied" and "satisfied" ratings were combined for comparisons

86

Q4. Overall Ratings Of Whitewater

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



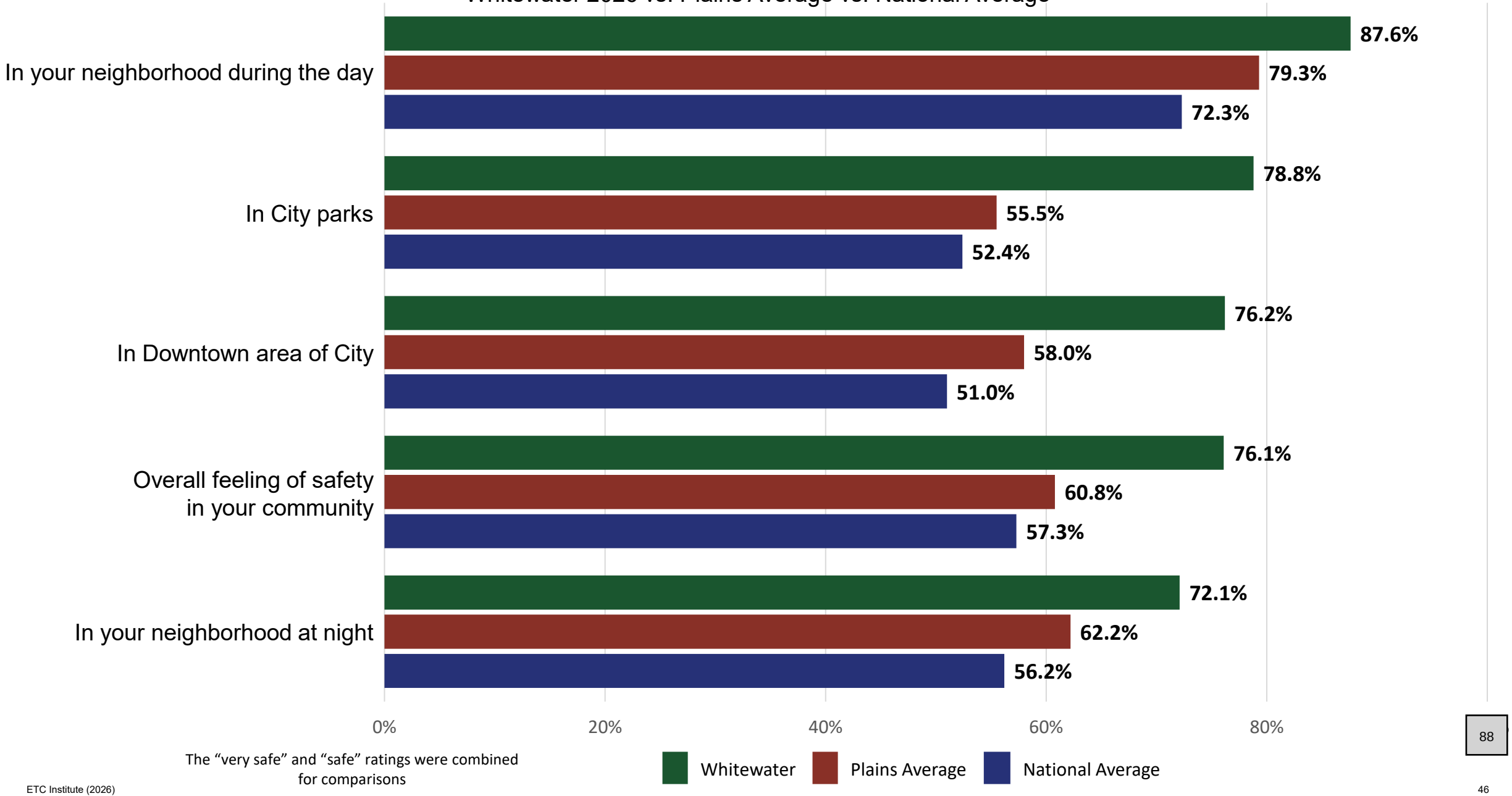
The "excellent" and "good" ratings were combined for comparisons

87

Item 2.

Q6. Safety

Whitewater 2026 vs. Plains Average vs. National Average



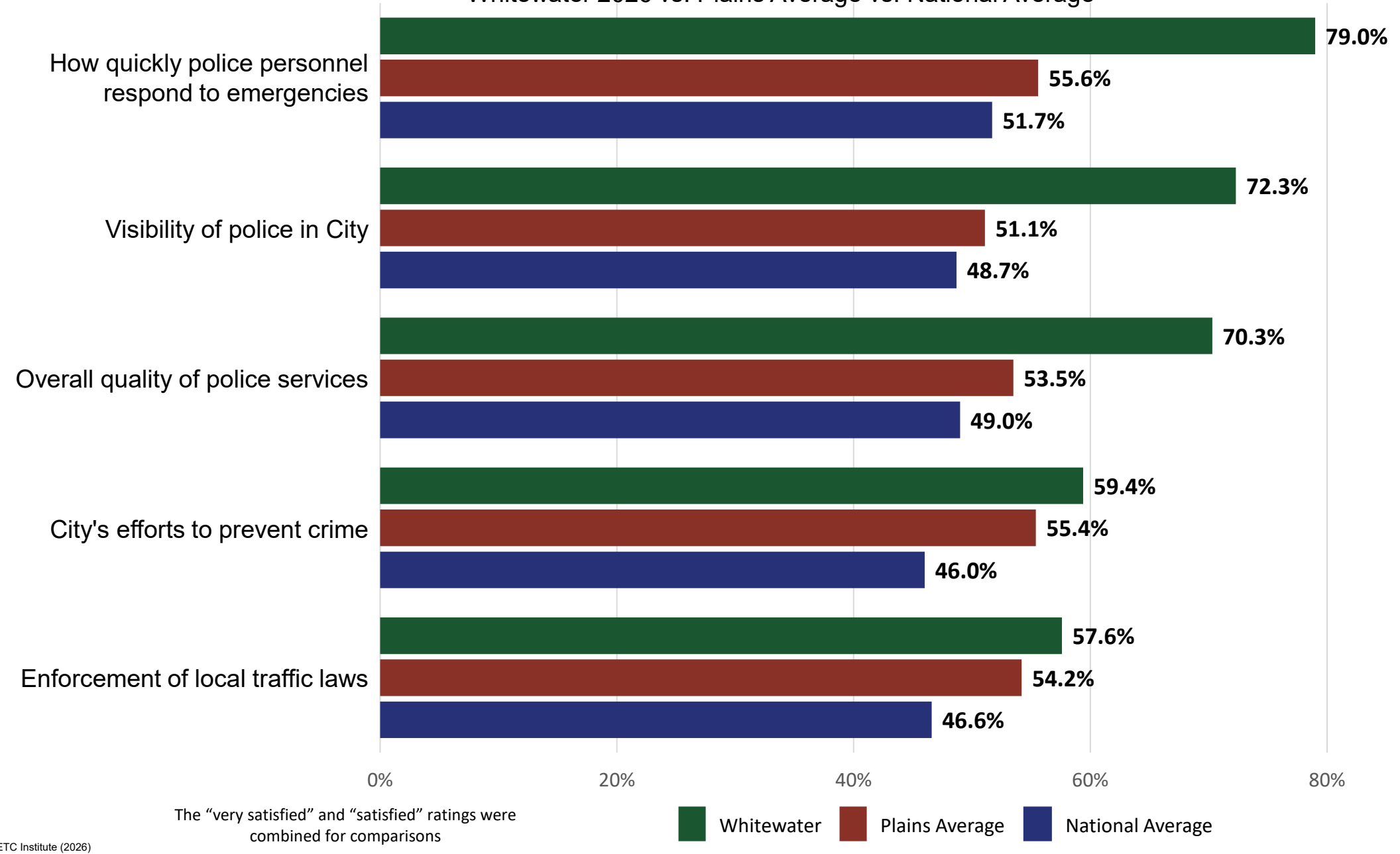
The "very safe" and "safe" ratings were combined for comparisons

88

Q7. Police Services

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average

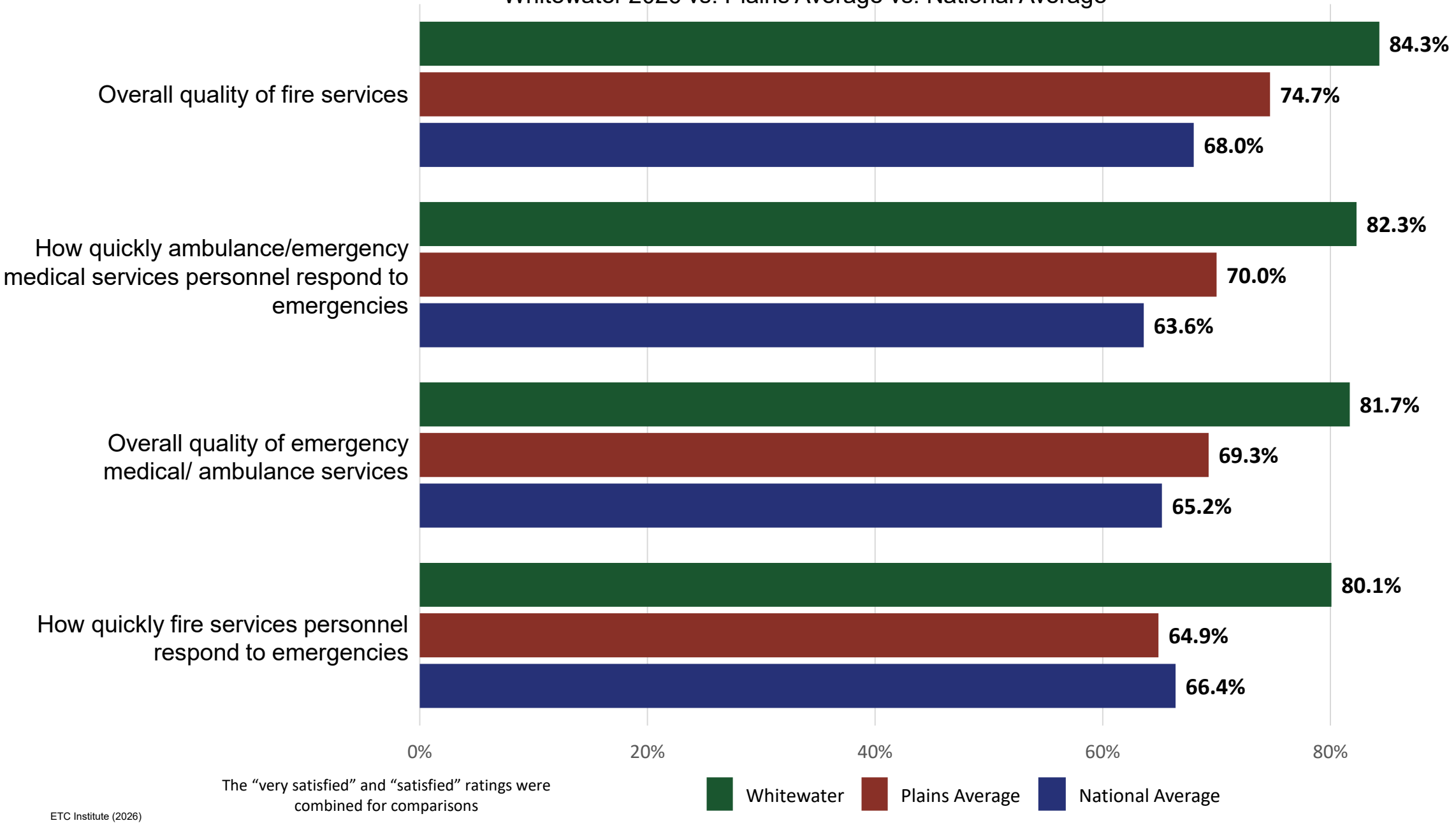


The "very satisfied" and "satisfied" ratings were combined for comparisons

Q7. Fire And Emergency Medical Services

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



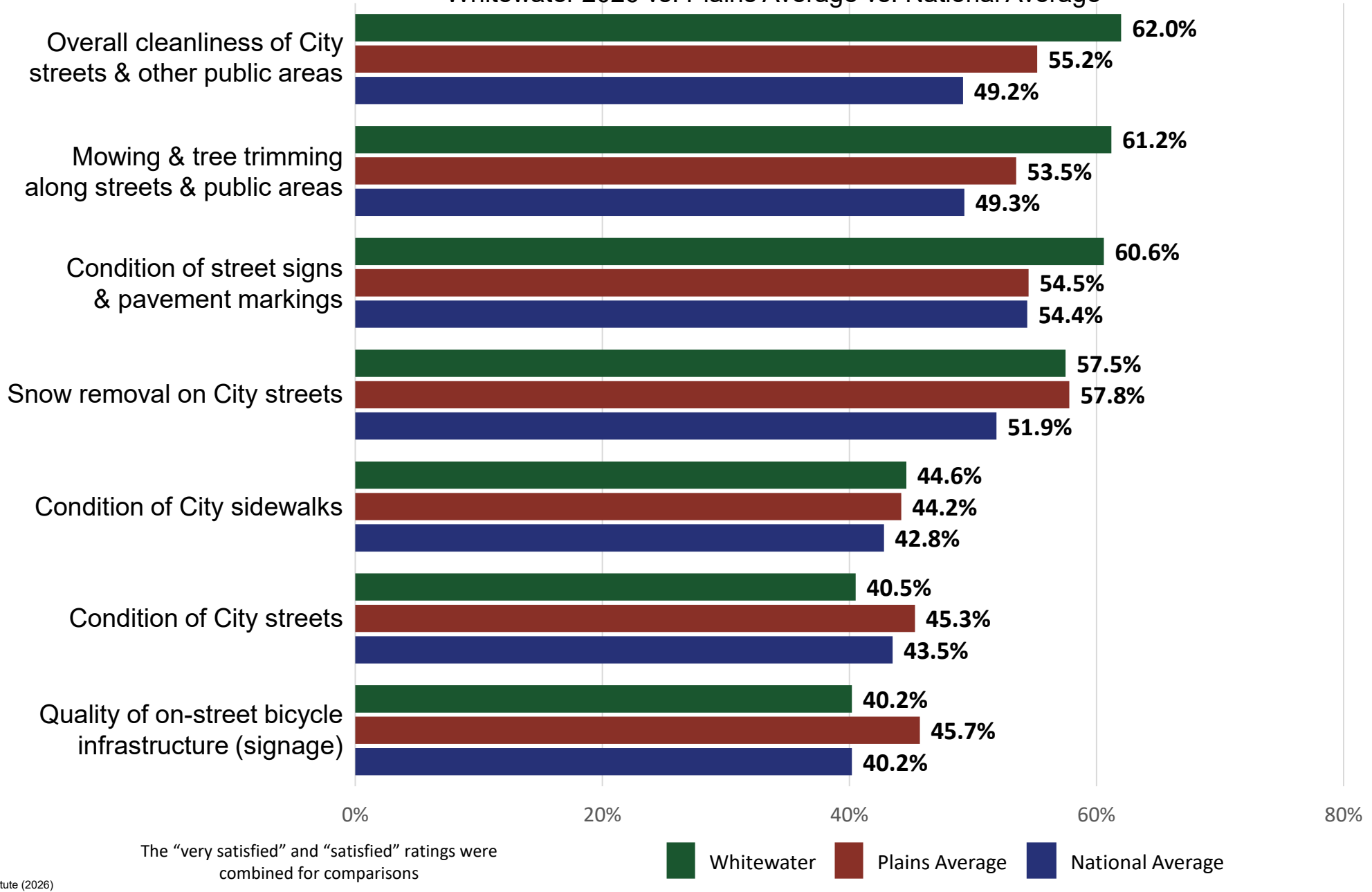
The "very satisfied" and "satisfied" ratings were combined for comparisons

90

Q9. Street Maintenance Services

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



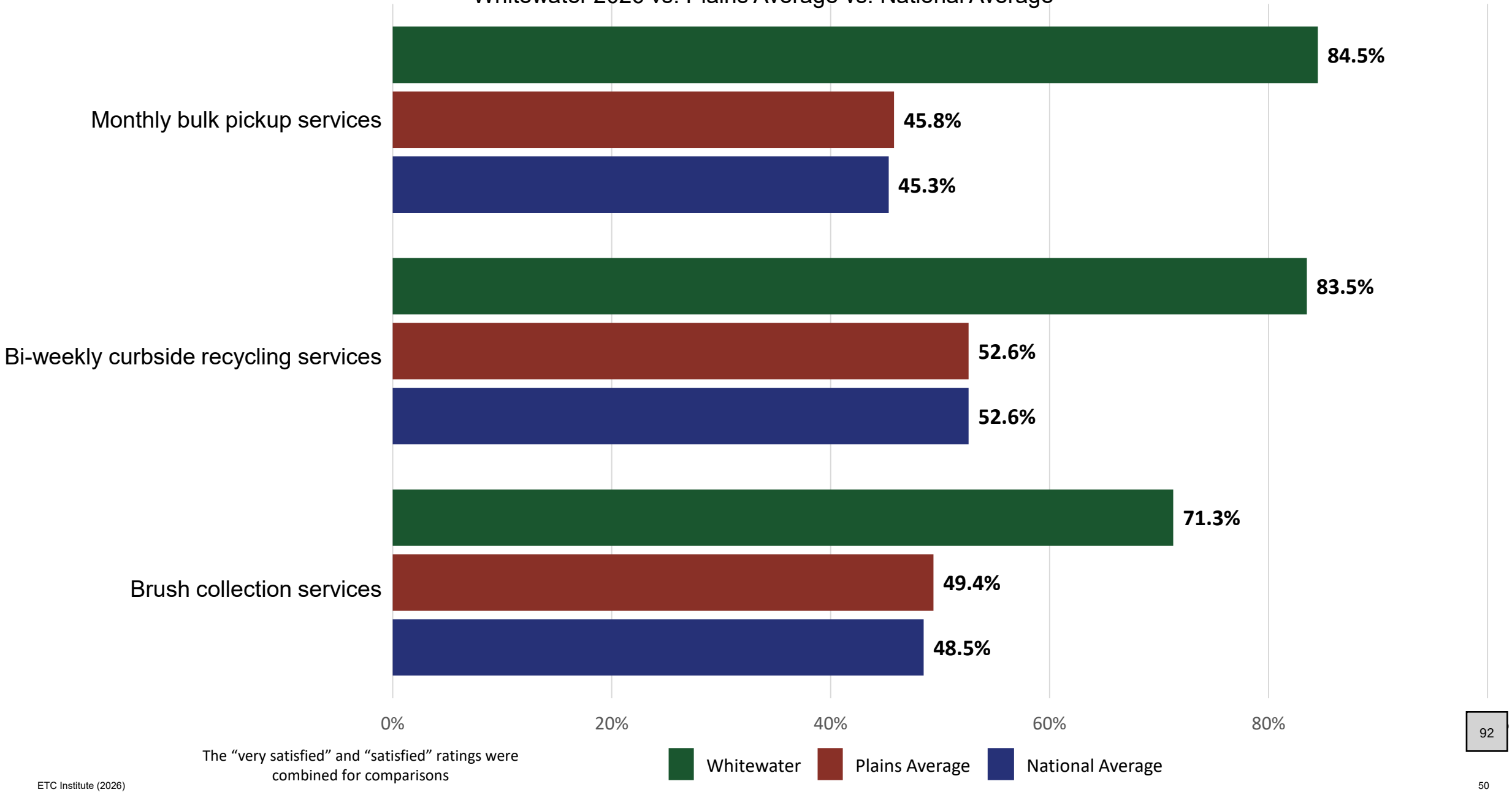
The "very satisfied" and "satisfied" ratings were combined for comparisons

91

Q11. Weekly Trash/Garbage Collection Services

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



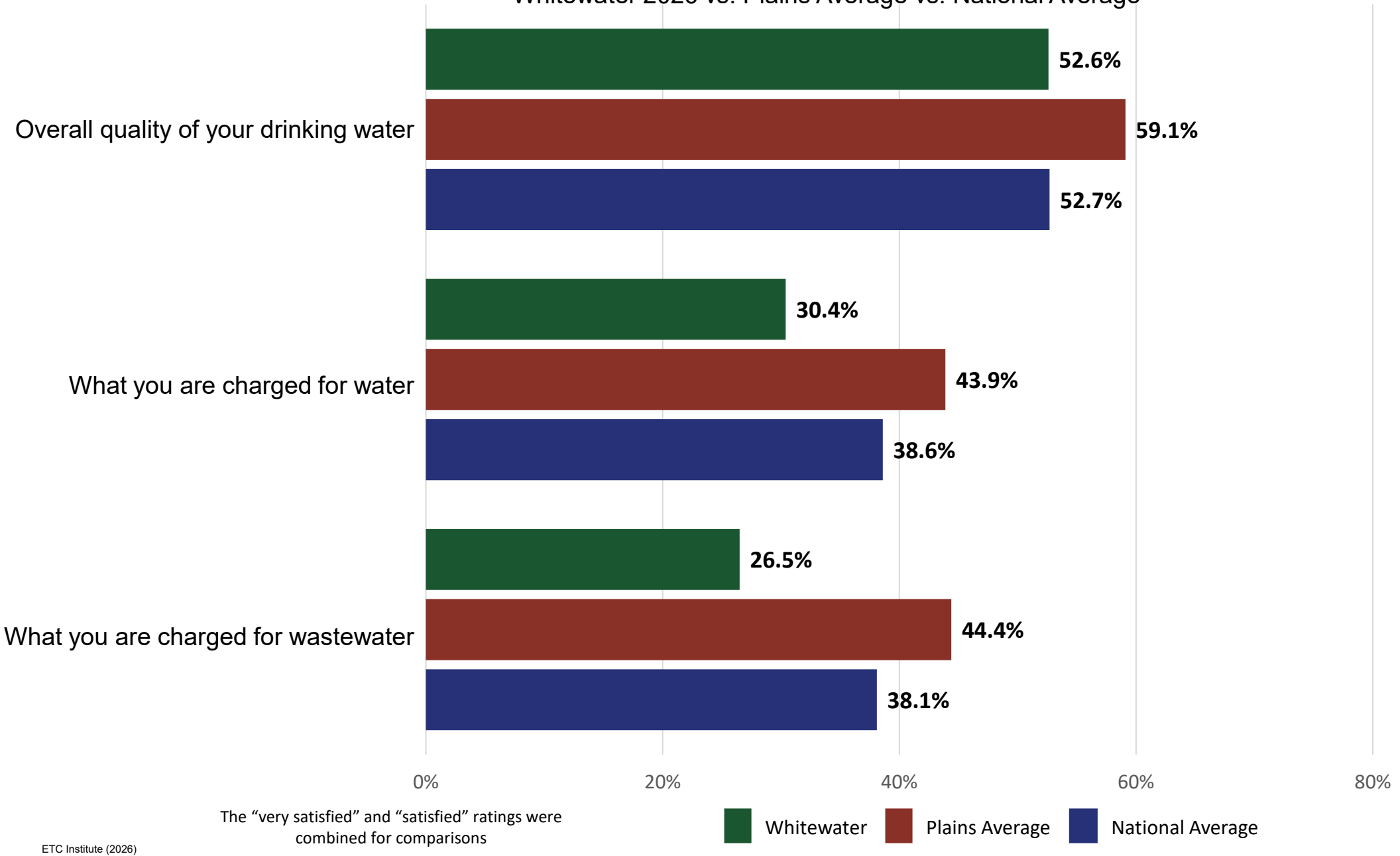
The "very satisfied" and "satisfied" ratings were combined for comparisons

92

Q13. Water and Wastewater Utilities

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



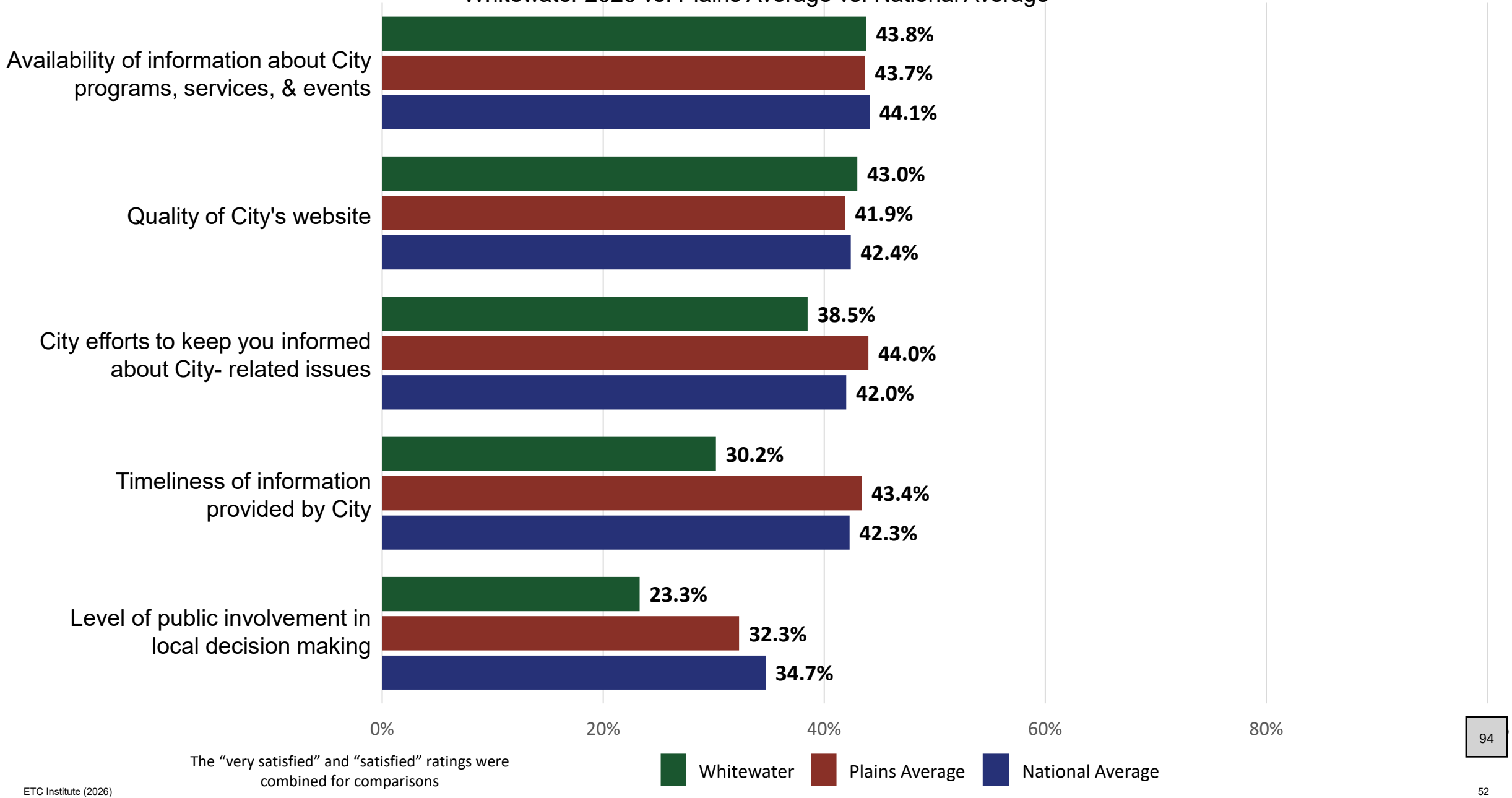
The "very satisfied" and "satisfied" ratings were combined for comparisons

93

Q26. Communication Services

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

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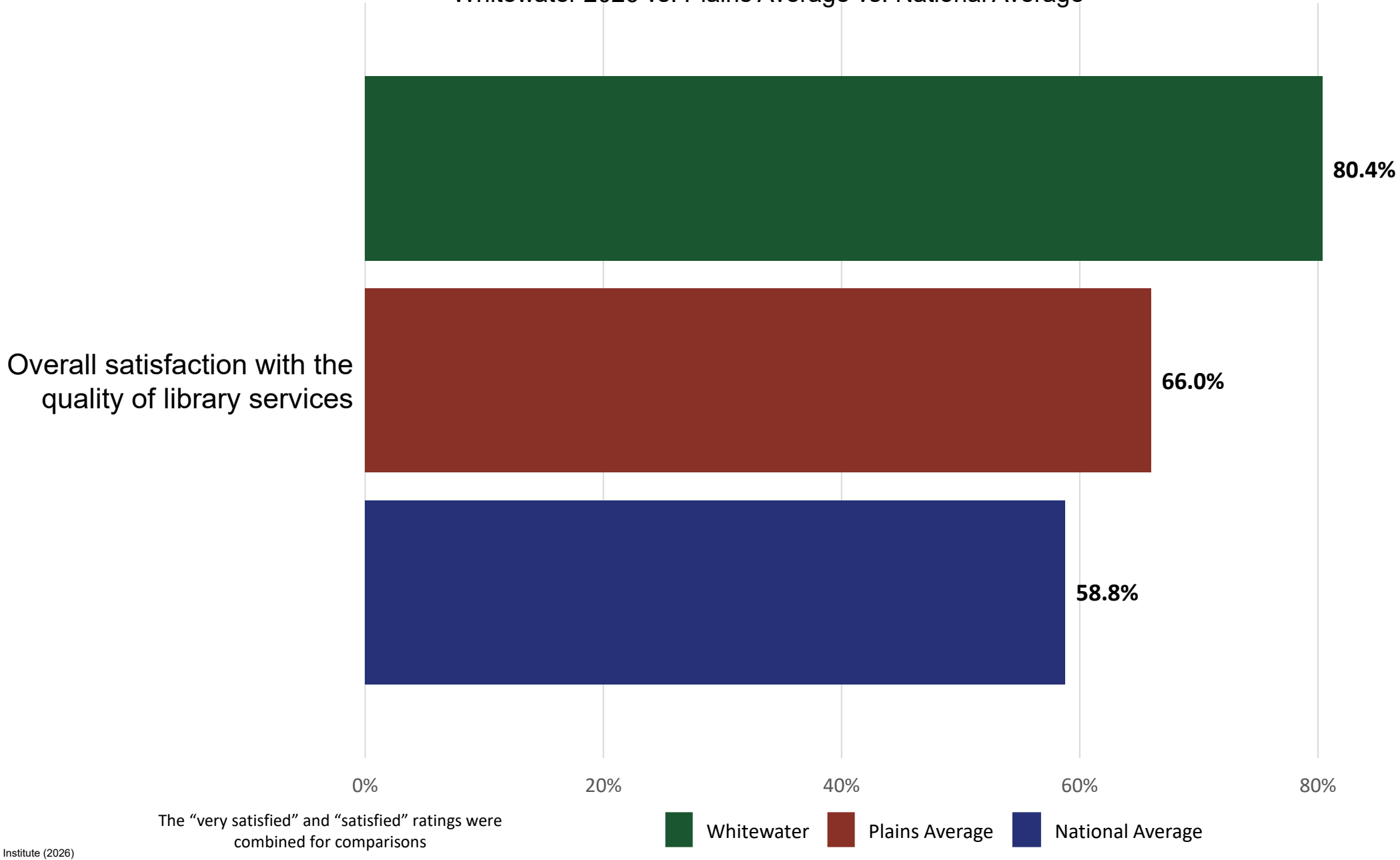
Q28. Library Services

Whitewater 2026 vs. Plains Average vs. National Average

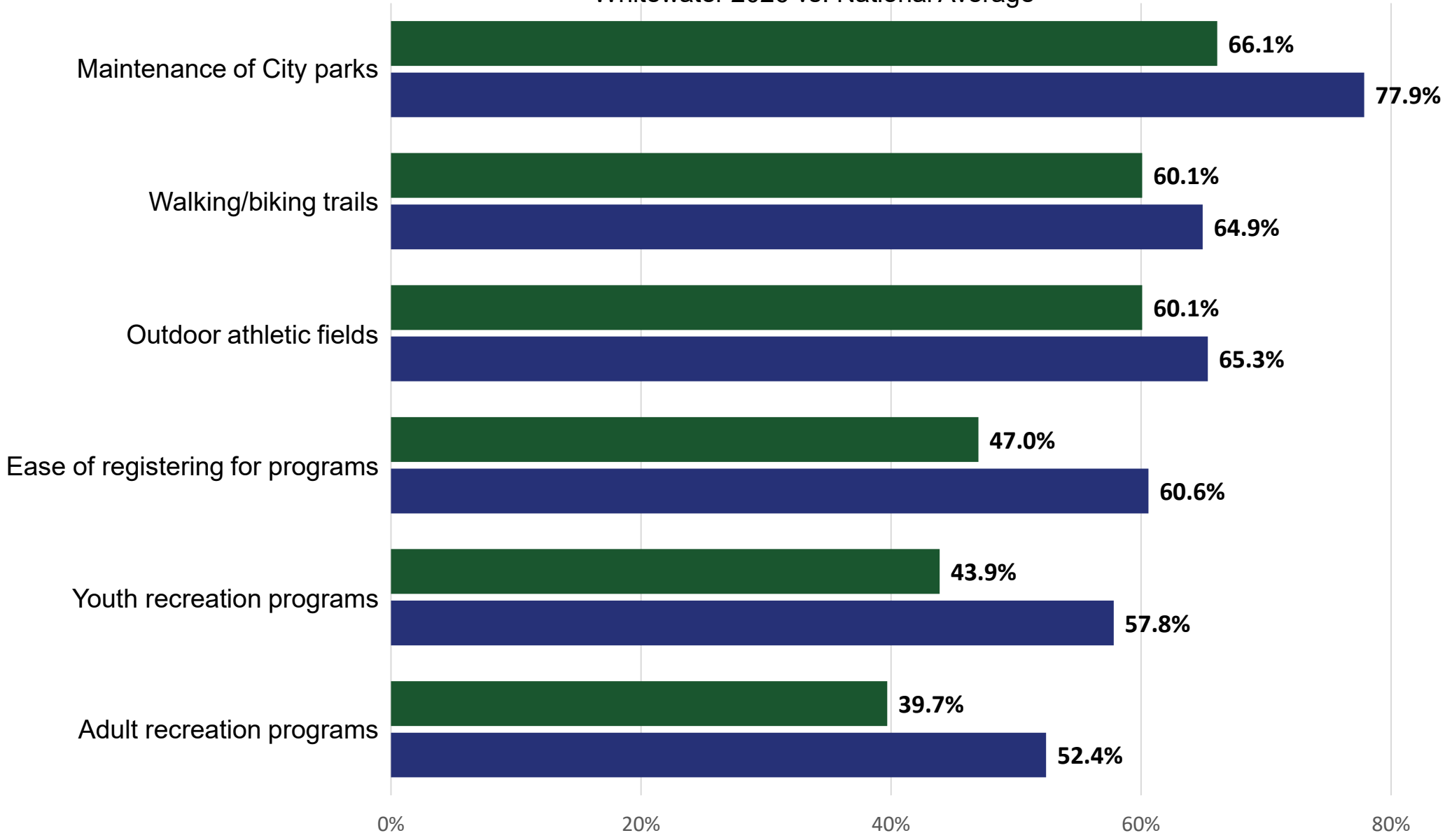


The "very satisfied" and "satisfied" ratings were combined for comparisons

Q30. Parks And Recreation

Item 2.

Whitewater 2026 vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

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3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Importance-Satisfaction Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

[IS=Importance x (1-Satisfaction)]

Example of the Calculation: Respondents were asked to identify the overall services they think are most important for the City to provide. Fifty-eight percent (57.6%) of respondents selected the overall maintenance of City streets and sidewalks as the most important service for the City to provide.

Regarding satisfaction, fifty-two percent (52.1%) of respondents surveyed rated the overall maintenance of City streets and sidewalks as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for the overall maintenance of City streets and sidewalks was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 57.6% was multiplied by 47.9% (1-0.521). This calculation yielded an I-S rating of 0.2759 which ranked first out of five overall services.

Example: Overall maintenance of City streets and sidewalks

[57.6% x (1-52.1%)] = 0.2759

Importance-Satisfaction Analysis

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas for the Town to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Very High Priority / Significantly Increase Emphasis (IS>=0.20)
- High Priority / Increase Emphasis (0.10<=IS<0.20)
- Medium Priority / Maintain Current Emphasis (IS<0.10)

The results for the City of Whitewater are provided on the following pages.

Importance-Satisfaction Analysis

Item 2.

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Overall Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	Overall maintenance of City streets & sidewalks	58%	52%	0.2759
High	Overall quality of water utility services	47%	68%	0.1511
Medium	Overall quality of wastewater & sanitary sewer services	30%	73%	0.0790
Medium	Overall quality of solid waste services (trash, yard waste, recycling)	29%	81%	0.0559
Medium	Overall quality of stormwater management & flood control in City	15%	67%	0.0509

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Public Safety

Priority	Service Area	Importance	Satisfaction	I-S Score
High	City's efforts to prevent crime	35%	59%	0.1429
Medium	How quickly police personnel respond to emergencies	43%	79%	0.0907
Medium	How quickly ambulance/emergency medical services personnel respond to emergencies	48%	82%	0.0850
Medium	Overall effectiveness of City police	24%	68%	0.0771
Medium	Enforcement of local traffic laws	17%	58%	0.0721
Medium	How quickly fire services personnel respond to emergencies	35%	80%	0.0702
Medium	Visibility of police in City	23%	72%	0.0623
Medium	Responsiveness in investigating criminal offenses	15%	60%	0.0601
Medium	Overall quality of emergency medical/ambulance services	32%	82%	0.0584
Medium	Overall quality of police services	19%	70%	0.0567
Medium	Community outreach efforts	13%	56%	0.0551
Medium	Professionalism of City police personnel	19%	74%	0.0476
Medium	Overall quality of fire services	16%	84%	0.0257
Medium	Level of service provided by Communications Center	3%	59%	0.0141

Importance-Satisfaction Analysis

Item 2.

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Street Maintenance Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	Condition of City streets	69%	41%	0.4106
Very High	Snow removal on City streets	50%	58%	0.2125
Very High	Condition of City sidewalks	38%	45%	0.2111
High	Overall cleanliness of City streets & other public areas	34%	62%	0.1300
Medium	City efforts to prevent street flooding	20%	54%	0.0936
Medium	Quality of on-street bicycle infrastructure (signage)	10%	40%	0.0592
Medium	Terrace tree trimming	9%	49%	0.0452
Medium	Condition of street signs & pavement markings	11%	61%	0.0437
Medium	Mowing & tree trimming along streets & public areas	10%	61%	0.0392
Medium	Street sweeping services	6%	63%	0.0236

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Weekly Trash/Garbage Collection Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Medium	Fall leaf/yard waste pickup	25%	63%	0.0913
Medium	Bi-weekly curbside recycling services	39%	84%	0.0640
Medium	Monthly bulk pickup services	35%	85%	0.0539
Medium	Spring leaf/yard waste pickup	14%	64%	0.0507
Medium	Brush collection services	14%	71%	0.0405
Medium	Every Thursday in May bulk pickup services	14%	88%	0.0164

Importance-Satisfaction Analysis

Item 2.

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Water and Wastewater Utilities

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	What you are charged for water	42%	30%	0.2937
Very High	Overall quality of your drinking water	54%	53%	0.2564
Very High	What you are charged for wastewater	28%	27%	0.2029
Medium	How well City keeps you informed about water quality issues or disruptions to y	19%	49%	0.0945
Medium	Overall customer service from water utility employees	6%	72%	0.0174
Medium	How easy it is to use the online utility account	3%	64%	0.0120
Medium	Overall customer service from wastewater utility employees	3%	66%	0.0099
Medium	How easy it is to resolve billing problems	2%	48%	0.0094
Medium	How easy your water bill is to understand	2%	66%	0.0074

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Library Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Medium	Quality of library programs for youth & teens	20%	69%	0.0627
Medium	Quality of library programs for adults	17%	67%	0.0559
Medium	Overall satisfaction with the quality of library services	17%	80%	0.0329
Medium	Quality of materials, books, DVDs, magazines, etc.	13%	75%	0.0326
Medium	Quality of customer service of staff (e.g., courteousness, responsiveness, know	9%	76%	0.0225
Medium	Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	7%	70%	0.0216
Medium	Quality of online research tools & databases, catalog, etc.	6%	65%	0.0205
Medium	Library hours of operation	8%	74%	0.0199
Medium	Overall quality of library facilities	9%	80%	0.0185

Importance-Satisfaction Analysis

Item 2.

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Communication

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	City efforts to keep you informed about City-related issues	45%	39%	0.2743
Very High	Level of public involvement in local decision making	32%	23%	0.2485
Very High	Availability of information about City programs, services, & events	36%	44%	0.2023
High	Responsiveness of City Hall to residents calls & concerns	22%	35%	0.1417
High	Timeliness of information provided by City	18%	30%	0.1242
High	Accessibility & responsiveness of City's elected officials	18%	30%	0.1234
Medium	Ease in communication with City departments & staff	14%	47%	0.0732
Medium	Quality of City's website	11%	43%	0.0599
Medium	Accessing public records or public meeting information	5%	35%	0.0346
Medium	Voting experience in local elections	14%	77%	0.0337

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Parks and Recreation

Priority	Service Area	Importance	Satisfaction	I-S Score
High	Adult recreation programs	22%	40%	0.1309
High	Maintenance of City parks	34%	66%	0.1163
High	Youth recreation programs	19%	44%	0.1083
Medium	Walking/biking trails	23%	60%	0.0902
Medium	Availability of lake resources	13%	41%	0.0733
Medium	Quality of facilities at City parks	19%	61%	0.0724
Medium	After school programs	9%	31%	0.0593
Medium	Availability of fishing opportunities	7%	42%	0.0384
Medium	Ease of registering for programs	3%	47%	0.0148
Medium	Outdoor athletic fields	3%	60%	0.0112

4 Open-ended Comments

Open-ended Comments

Q5a. Are there any barriers that prevent you from participating in any of the above?

- $300 to attend Board of Zoning Appeals is too much.
- aches & pains
- age, night driving bad vision, handicapped wife
- At times, last minute notice of meetings.
- baby sitting. I work.
- Busy schedule
- Childcare availability
- City managers including current one only do things to pad their own resume. Never consider needs and wants of citizens.
- Communication and time
- community meetings should have more options to participate. Emails, more dates for meetings and better times,
- Competition with school activities
- Conflicting personal schedule
- Dates and times
- Disability
- disabled
- Disabled
- Don't know when it happens.
- Events are not communicated
- Family with young kids, timing of meetings is difficult to get to. Meeting agenda isn't released beforehand too
- Grind down the uneven sidewalk gaps that are not safe for walking g without tripping.
- Haven't been able to drive.
- Having clear information about the date, time, and location of meetings.
- health
- Health and mobility issues
- Health challenges, evening meetings
- Health Issues.
- Holding one full time job and 3 part time jobs, limited on free time
- I am a college student
- I am deaf so I rarely attend meetings.
- I am not very aware of who city council members are, nor how to contact them; where and when the various committees and commissions meet; and where to find informs out local politics that is not social media.
- I do not belong to a homeowner's association
- I do not have enough time to participate.
- I do not have the time, and doubt if my voice would be influential.
- I have no idea when any of these things are happening. I can only assume these things are notified by social media. I have zero social media presence - and I never will. If you want participation from the community - you should find better ways to notify citizens. In 7 years of living here - I have never seen anything that lets me know these events are occurring. And - no - I don’t have time to look for this information - I am busy living my life and making money to pay these ridiculous taxes.
- I haven't searched for these opportunities & certainly could have, but maybe they could be better publicized?
- I just retired from a fulltime second shift job on April 30, 2026 after 14.5 years. Since I am now 74 years old, I spend my free time relaxing and trying to stay healthy. I have put off many projects for when I retire, so I am very busy.

Open-ended Comments

- I live outside city limits
- I often work a lot but I know a city council member who I can talk with easily
- I vote absentee, use a walker
- I was going to vote, but I was sick.
- I will make a concerted effort to involve myself
- I work full time.
- I work evenings
- I work evenings. Also I am not in a homeowners association, for which I am grateful, so no meetings to attend.
- I work night shift. Not available.
- I work on the road and when I'm home, I have to make up for the time that I missed. I would like to be more active, but seeing as decent paying jobs are hard to come by, I need to keep my current job. I would love to attend more meetings and be much more active.
- Immobility
- in wheelchair
- Income and increasing cost of living
- Just not told when they are.
- Just time
- Lack of notice of the meetings. I follow the city's page on Facebook but don't always see the posts in my feed to know when meetings/elections are held and what they are about.
- Limited mobility, disabled, doc says I should not drive
- Meeting schedule with advance notice including topics. Zoom access if possible.
- Meeting start times can be a challenge. I work in Madison on the far west side and getting back to Whitewater for a 6pm or earlier meeting is difficult.
- Meeting times, availability of information and communication of the issues due to be discussed.
- Meetings conflict with my work hours
- More active accommodation of ability needed.
- My age-have accessed senior problems, always vote
- My attitude and my ability to keep my mouth shut.
- Need to own our home first, we just rent now to have a voice in the above
- new here
- Newsletter would be helpful
- No barriers
- No local newspapers for info.
- No longer drive
- No one knows when they take place or where.
- No satisfaction with people contacted.
- nobody listens
- Nobody would listen to concerns or help, It would red flag you and be a conflict.
- Not enough advertising/reach for these type of events
- Not feeling safe
- Not fond of the city manager, can't believe anything he says.
- Not part of any HOA
- Not that I know of.
- Nothing besides lack of time.
- Notices of meetings
- Notification

Open-ended Comments

- Part time resident
- Political tourism from people who do not live in the city, but think their voice is more important.
- Seems like Whitewater has a lot of in fighting.
- Some overly vocal members of the community attend every meeting and skew the decision making processes, which is frustrating to those of us who are not power brokers.
- Some place were we can get information. Web site does not give good information.
- Teronomy stopped holding yearly HOA meetings-Now we just get a yearly bill of $100.
- The City Manager seems a bit edgy.
- The cost
- The last I knew, meetings were still virtual. I would prefer in-person meetings to online.
- Time
- Time
- Time
- Time
- Time
- Time
- Time
- Time and commitments
- Time and overall lack of any accountability and action taking place
- Time consuming meetings
- time offerings, limited time as a citizen
- time restraints
- Time, child care
- Time, I'd like to see meetings on a Saturday late am
- Time, Notification of such events.
- Time, schedule
- Time
- Times are not always convenient and lack of notice
- transparency in meeting schedules
- Unable to attend if the meeting is during work hours.
- We attend when it involves us or our block/city
- We don't have a homeowners association that I'm aware of.
- We don't live in an HOA to participate in. I also work 2nd shift, and most meetings or committee gatherings occur when I work.
- We have no idea when they happen or where to find that out. We do not have an HOA and don't want one.
- We have no voice. Plans already decided.
- We just moved here in April.
- What is the use? Who listens.
- Work
- Work
- Work
- Work schedule
- Work schedule
- work, kids, college, animals, single parent
- Yes, we moved to Whitewater last August and were in Texas from Oct 30-May 4.

Open-ended Comments

Q18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater? Other:

- Affordable housing.
- College landlords running the housing market.
- Few stores, few restaurants...I like Whitewater, but we really don't have anything that attracts people.
- From my conversations when I purchased my house, people did not like how college rental properties were encroaching in residential areas. Therefore, people were looking at home in Milton, Jefferson, and Janesville.
- High utility bills
- Home insurance is too high
- It's all student housing
- Lack of efficiency in schools and cultural amenities
- lack of grocery choices
- lack of houses with private land and privacy
- Lack of local careers that pay living wages
- Less rentals more ownership. More business opportunities support.
- migrant housing
- Monopoly by DLK rentals
- need alternative energy options
- need more non-college neighborhoods.
- Need programs to rehabilitate rental properties to single-family homes especially in Starin Park area
- no sustainable jobs to pay for homes. Have to drive out of town to get better food or clothing
- no work here, need jobs
- Not enough family rentals.
- Not the type of established neighborhood I would want to live in.
- Quality of schools, lack of "sophisticated" shopping and dining experiences, lack quality childcare, lack of quality grocery store
- School and city referendums
- School negative reputation
- Senior housing
- sex offenders near school
- Start helping residents and quit with college students housing.
- Student rentals in neighborhoods
- The city should give incentives to builders and first time home buyers by giving them no property tax on buyers (primary home only) for 2 years and then 25% of tax year three and 50% year 5 and 75% on year 7 and 10 100%. This is a way the city can make buying a residence (not a rental or investment) without doing that dumbshit thing you fuckers did with those not affordable housing halt duplexes on main street. You uncreative morons. More inventory is the way to get affordable housing. Also make zoning easier.
- There is no grocery store and the town only cares about the college to many bars and small business doesn't last long
- too many flipped homes
- Too many home owners/landlords practice discrimination when choosing tenants. Too many times they won't rent to you because you aren't the very specific tenants they're looking for. For example, only renting to students or people who make more than "x" amount of money even though they still make enough money to cover all the bills.
- Too many homes are being bought by visitors and turned into student housing.
- Too many homes owned by college rentals like DLK.

Open-ended Comments

- Too many houses get turned into rental properties
- Too much student housing, not enough single family or single person housing.
- We have a landlord hoarding problem.
- We need higher wages and more tax on big businesses.

Q21. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from city leaders over the next FIVE years? Other:

- A decent grocery store
- Affordable childcare
- Emphasis on single family homeowners, less emphasis on rentals.
- Get a real city newspaper
- grocery store
- Homeless shelters for teens who have been thrown out of their homes.
- Housing
- HOUSING REHABILITATION
- It would be great to have a (real) grocery store. I have been able to find things I need at Aldi, so that's been a plus. Walmart not so great. A real big box grocery store would be great! I would love to have a Pick and Save come to town! But if we get the Piggly Wiggly that many are talking about I'd be happy with that as well.
- Limit landlords purchasing.
- lower property taxes
- Lower property taxes
- Making immigrants happy
- More subdevelopments - encourage unused land or farm land to be converted to subdivisions.
- Motorized bike and scooter regulations
- Pave Turtle mound
- People who already work here need wages that can sustain a family.
- Recreation like bringing another Bowling alley back into town. since Hawk Bowl is not here anymore.
- Reduce truck traffic on Main St
- Services for disabled
- taxi or other options
- tourism
- Whitewater misses many opportunities to stand out and be attractive. Arboretum is not utilized. "Road to Nowhere" could be a great linear park. A steam train between Whitewater and Waukesha would draw thousands of visitors and transform the economy. Connected bicycle and golf cart loops would attract young professionals, and retirees. Supporting "foodie" culture would enhance the city's image. Etcetera.

Open-ended Comments

Q22. What ONE issue should City leaders focus on most during the next five years?

- Back out of loans subsidized by the city to build housing
- #5-downtown development
- "4 wheeler troubles on Janesville, high and center streets.
- More development of big brick park for the kids"
- A better budget and publish where the tax dollars go.
- A full service grocery store.
- Additional single family housing
- Affordable housing--- less things for the college and more for the FAMILIES in Whitewater.
- Affordability for seniors to stay in their own homes
- Affordable family housing
- Affordable housing
- Affordable housing
- Affordable housing
- Affordable housing
- affordable housing
- Affordable housing crisis
- Affordable housing especially for disabled people.
- affordable housing for families
- Affordable housing for mid to low income families.
- Affordable housing for young families and individuals.
- Affordable housing low income
- Affordable housing needs to take priority. Stop giving in to the slumlords and create housing that is affordable at all income brackets. As a single person, I cannot afford to purchase a home in this community.
- Affordable rentals and housing
- Affordable single family homes, less than 300,000.
- All potholes, curbs in disrepair and uneven sidewalks eradicated.
- Allowing more housing to be developed for reasonable prices available to people of local median incomes.
- Assistance for first home buyers.
- Attracting opportunities for middle class professionals such as teachers, medical professionals, state and municipal employees.
- Being transparent with citizens about plans, etc. Before deals are made; less referendums for money. Residents on fixed income will suffer.
- Better downtown shopping
- Better leaf collection-but the leaf supplies like other cities.
- Bicycle and shared paths and signage
- Bike lanes
- Bring businesses and industry, stop catering to the university.
- Bring full time residents to the community
- Bring in more businesses and decrease property taxes.
- Bring in more Industry! Attract more jobs. Help bring back small businesses to the downtown area.
- Bring more young professionals to Whitewater and have them stay
- Bringing businesses into the dying downtown area.
- Bringing jobs to Whitewater.
- Bringing more businesses to the city. Both commercial/industrial as well as restaurants and entertainment. It's expensive to move and to live, but if you have to travel for work, and to do something after work, and to buy decently priced groceries. You don't want to live here. If people can have good jobs here in the city, along with more places to go and things to do. I think that will bring more people in, as well as influence the cost of living within the Whitewater community.
- Bringing new homeowners to town. The town is going to stagnant if the focus stays on helping the elderly to age

Open-ended Comments

in place. New business/career growth can only go so far with commuters, we need more homeowners who are invested in our community and want to see it grow. Lowering our property taxes may help attract homeowners too.

- Bringing some culture into the city: interesting restaurants and a museum or two (of Art, Natural History, WI History, Children's interest....anything!), would make a WORLD of difference for families considering a move to Whitewater. Supporting the Young so that more performers are interested in the venue. And supporting the WAFC however needed....that is one true gem already here!
- Budgeting in an effort to either lower property tax. We might have to move.
- Building a safe and kind community.
- Building more housing units
- Building positive community relations amongst neighbors and with the university
- Business supports, jobs, industrial growth
- Cancel Flock camera contracts
- Career opportunities
- Career opportunities
- Cheap rent, and housing
- child care
- City development all around, improving what we have to bring in more people.
- City leaders should prioritize practical services that benefit residents by providing curbside leaf pickup without requiring bags and removing Flock cameras to protect residents' privacy.
- City Parks.
- City planning in relation to commercial/industry/business growth.
- City/university relationship
- Clean up the city. Streets are a mess. Enforce codes businesses should not have foot tall weeds, dead bushes and shrubs out front. The city does not properly trim weeds. Trim back overgrowth from trees along sidewalks. Cut down problem trees. Fix streets the right way the first time. Tratt street has had the same potholes since the 1990s poor patch jobs. Stop dumping asphalt on streets creating a hump, instead train city workers how to do things properly the first time.
- Commercial and industrial growth
- Commercial and industrial growth
- Commercial and industrial growth
- Commercial traffic routes off residential streets.
- Community safety: with even sidewalks, bushes not extending over sidewalks, police presence to keep sidewalks and roads safe with bicycles and scooters not flying down sidewalks, sidewalks always clear or snow, deep puddles and vehicles extending.
- Community spirit, and bringing people together
- Continue to rid the town of illegal activity
- Control speed limit on main street.
- Cost of living.
- Create a positive future for the city.
- Creating more entry level career opportunities
- Crime prevention
- Decreasing property taxes.
- Develop East side of town
- Developing neighborhoods to attract future people to be interested in our city.
- Development of public amenities (beaches, trails, sidewalks)
- Dining options
- Diversity, we have enough coffee shops, Mexican, sub, and pizza places... maybe a Perkins or a Dennys...
- don't borrow money that the city does not have. Don't expect taxpayers to foot the bill on expenditures that are not needed and only desired. Be responsible with taxpayer money. The city of Whitewater needs to live by its

Open-ended Comments

means not by what it desires.
- Downtown development
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- Downtown development
- Downtown development
- Downtown development-it is horrible right now!
- Downtown development, especially Center Street and Whitewater Street.
- Downtown development. It feels dumpty compared to other small towns. No business stays,. Why? Road by Jessicas was torn up and then patched, it looks terrible.
- Downtown growth-filling in stores and businesses that are open. Thanks to encourage families to stay, enjoy and spend money. Update the look of downtown. It looks old and rundown.
- Downtown improvement
- Downtown is dying
- downtown revitalization
- Downtown there are a lot of abandoned buildings.
- Downtown vibrancy
- Downtown!!!! The empty storefronts need to be filled. The closed storefronts need to have an OPEN business in them. The service industry type businesses need to get moved to those basement offices by fanatic. Why is quiet hut and nailtique in prime locations but not even open? We could have an amazing downtown with the lake right there.
- Downtown/Piggly Wiggly on East side
- Ebikes need to be prohibited on sidewalks. Kids 12 and under should not be allowed to use ebikes or motorized scooters. It's very dangerous bc kids and adults are driving high-speed ebikes and scooters on sidewalks.
- Economic development
- Education opportunities
- Employment for citizens
- Encourage growth and retail and professional businesses
- Encouraging growth and development of downtown Whitewater.
- Enforce home conditions - tall weeds, paint, unkempt property
- enforcing ordinances
- Enhancing downtown and neighborhoods
- Environmental impact of development, making sure that we are leaving our community better than we found it, standing against data centers in our community (to include not using AI generated posters for every event put on by the city)
- Establishing the right conditions to bring in regional professional services.

Open-ended Comments

- Feeling like we are a community that is like home
- Filling pot holes in a timely manner and re-paving as needed. Snow removal should start when the snow is heavy, not at 8 am or whenever it is that you guys start. People need to get to work early in the morning sometimes
- Finding a balance between increasing affordable housing and business/industrial development so that one doesn't outpace the other.
- First time homebuyers getting affordable housing
- Fix up the downtown!!!!!!!!
- Fixing the roads faster.
- Fixing the corrupt police
- Focus on developing initiation that support families and first time homeowners.
- Focus on diverse employment opportunities.
- Focus on public safety and resource management.
- Focus on staying out of DEI issues.
- Focus on the middle class and building the middle class up more. There is way too much focus on low income and multicultural initiatives that do not help the city prosper.
- Focus on the small town atmosphere.
- Focus on variety of business for downtown area. We do not need anymore pizza places or coffee shops.
- Fostering income-earning opportunities to employ tax-payers.
- Get government help to reduce real estate taxes.
- Get out of funding housing.
- Getting a full service grocery store in town.
- Getting more industrial factory jobs in the community. Grow the industrial Park. Find places for manufacturing that can hire more than 20 medium wage jobs. We need to bring families to the community and the only way you will get families is by getting jobs in building reasonable housing or zoning out all the duplexes and getting the housing prices to come down.
- Getting more people in town when students are not in town and welcome students instead of hating them when the students are in town
- Give people a reason to move to Whitewater
- Grocery store on the east side
- grocery stores
- Have UWW pay its fair share in taxes, we have too many non-profits in this town not helping with taxes.
- having a 24 hour transportation option for students and community people, especially in the winter
- Healthcare for rural community. No specialists are here.
- Helping local, small businesses. I see a lot of chains coming in, at least one that ran out a local business. I don't want to see Whitewater full of chain stores that make them look like any other town. We need a more vibrant downtown and events that attract visitors. Fort Atkinson has an amazing Grown Up Book Fair that attracted multitudes of people to the city. It is good for residents and businesses.
- High property taxes
- High taxes
- High taxes or horrible roads. Both awful.
- Holding prices down on taxes
- Home tax increase slowing.
- Homeless shelter for teens.
- Housing
- Housing
- Housing
- Housing
- Housing
- Housing

Open-ended Comments

- Housing
- Housing affordability
- Housing and transportation
- Housing for low incomes
- Housing rehabilitation
- Housing that is more affordable
- Housing, professional services
- Housing-new hires at UWW; can't afford to live in Whitewater
- HOW to bring down City Property Taxes!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- I presented my one idea already. Stop doing new shit and wasting taxpayer dollars on shit like that dumb library expansion
- I saw the biggest waste of money is the officers employed to ticket people for not bringing back garbage cans, cars on grass, etc. That money should be better spent on true law enforcement like speeding on Harper Street.
- Ignoring political tourism and the college rental cartel.
- Illegal immigrants
- Illegal immigration!
- I'm certainly not educated on the ins and out of running a city but it seems nearby communities just have a more balanced and attractive downtown. Fort for example, a drive through on the weekend shows life and people browsing stores. Its just not like that here.
- Image-general care and maintenance of what we have.
- Immigration
- Improve quality and access to the lakes.
- Improving Downtown Business Growth
- Improving the appeal, look of downtown areas
- Improving the quality of housing and encourage the upkeep of properties in town
- Incentives for people who work here to be able to afford living here.
- Increase housing inventory, especially single family homes (not small lots), and work to bring housing prices ACROSS the spectrum (luxury to low income) down to reasonable ranges. The modular home development on Bluff Rd is well-intended, but to describe those small modular homes (with a busy road to the front and a train to the back) as affordable at $350k is insulting. With a combined two-income household around $150k utilizing professional degrees in white collar jobs (education and tech) our family would not be able to put even 10% down on one of those, let alone afford the monthly mortgage rate.
- Increase the supply of residential housing
- Increasing downtown businesses
- Increasing the number of families with who live in Whitewater.
- Intentional community building among people.
- Job creating industries and lowering taxes
- Just actually being part of the community. Most of the time it feels like those in charge either think they're better then everyone and/or they're so out of touch with the community. Stop sitting on your high horse and actually get to know the community for once.
- Keep costs under control while maintaining quality services for its citizens.
- KEEP OUR COMMUNITY AND AFFORDABLE.
- Keep property taxes low by combating runaway spending by city and school district
- Keep real estate taxes down
- Keep taxes DOWN.
- Keep the current homeowners happy, and attract future homeowners by not letting DLK and other large rental companies from purchasing homes to then rent to college students, somehow (I don’t know how) help the current situation of citizens purchasing homes and then renting them to college students, in areas and neighborhoods that are not zoned for so many unrelated people to be living together, and keep those areas for couple and families.

Open-ended Comments

- Keeping and encouraging small businesses to operate locally.
- keeping residents and students safe.
- Less emphasis on college and more on city
- Lower property taxes
- Lower property taxes
- lower property taxes
- Lower property taxes
- LOWER Property Taxes a lot, look at other municipalities-Whitewater is at the extreme high end for property taxes
- Lower property taxes, it is getting unaffordable to own a home.
- Lower property taxes.
- Lower property taxes. Also assessments of houses.
- Lower taxes
- Lower taxes
- Lowering our property tax
- Lowering property tax, find ways to work with an affordable budget that your homeowners can realistically provide.
- Lowering property tax.
- Lowering property tax.
- Lowering property taxes to make obtaining home ownership more affordable.
- Lowering taxes
- Lowering taxes
- Lowering taxes
- Lowering taxes. In Texas, they kept at 65 for seniors.
- Lowering taxes. This is insane! I know people that have houses worth 5x what my house is worth and pay LESS than half of what I pay in taxes. My taxes are more than my mortgage and insurance combined! Reduce spending - Grow Business
- Maintain and upgrade parks.
- Maintaining current initiatives
- Make a place where people want to visit and spend money.
- Make better use of the Arboretum
- Make local businesses and home owners take better care of their property. Most of the town looks very ragged, overgrown and run down. Dollar General looks horrible, missing siding on the front, overgrown weeds, and generally run down looking
- Make Main Street vibrant like Monroe WI.
- Make the tap water more drinkable.
- make the town more appealing for the future population.
- Make Whitewater affordable to live in and be able to purchase a home.
- Making Cravath Lake a lake that people will want to visit to swim and do other water sports like kayaking and paddle boarding. We have a huge opportunity to create a gem in whitewater with our lake. It'll take removing the invasive plants and focusing on improving the water quality.
- Making Cravath Lake a recreational destination for its residents should be a major focus. Support boating, fishing, swimming, and other lake recreation. Make kayaks and paddle boards available to rent. Put in a beach area. Make this a tourist destination.
- Making downtown more appealing to the general population-less bars
- Making Whitewater affordable for people who already work and live here.
- Medical services
- Moore, recreation, department, activities and sports for children
- more affordable housing.
- More career opportunities

Open-ended Comments

- More career opportunities
- More career opportunities
- More career opportunities
- More career opportunities-too much part time college work.
- more commercial growth
- More commercial, industrial growth
- More commercial/industrial growth
- More commercial/industrial growth
- More commercial/industrial growth
- More commercial/industrial growth
- More commercial/industrial growth - ideally with more "white collar" career opportunities.
- More commercial/industrial growth
- More grocery stores in town!
- More jobs so people will want to move here.
- More low income housing
- More non-car connectivity with nearby communities (bus routes, cycle routes, etc.).
- More opportunities for economic growth.
- More shopping , dining and entertainment options.
- More shopping ,dining, entertainment options.
- More shopping to keep revenues and taxes in town
- More shopping, dining , entertainment options
- More shopping, dining and entertainment options. People with discretionary income should be able to spend their money in town, rather than in other cities.
- More shopping, dining, and entertainment options
- More shopping, dining, and entertainment options
- More shopping, dining, and entertainment options
- More shopping, dining, and entertainment options.
- More shopping, dining, and entertainment options.
- More shopping, dining, entertainment options
- More shopping, dining, entertainment options
- More shopping, dining and entertainment options
- More single family affordable homes.
- More transportation
- Multi use affordable housing.
- Need grocery store
- Need to develop more opportunities for businesses to thrive
- NEED TO RESTOCK TRIPPE CRAVATH LAKE FOR FISHING
- New city manager
- New single and duplex housing
- no career opportunities
- Not allowing school boards to steamroll homeowners. Lower property taxes NOW. $8500/year is robbery. You'd think I was living in Delafield. Greedy school board pigs.
- Opening housing to families over landlords.
- Optimizing local, non-student event infrastructure to bridge gaps from a college town to a tourism destination to provide economic benefits. Think outside box.
- Partnering with the University leaders to bring more industry opportunities to the city to increase employment opportunities and expand the tax base to lower property taxes.
- PLEASE SLOW DOWN with the snowplow on Milwaukee St. and stop filling my sidewalk back in after this 69 year old shoveled it. Thas happened multiple times and it's a waste of my time to shovel slush when I just got done shoveling snow. I understand filling the driveway with the plow but not plowing the street so fast that it fills the

Open-ended Comments

sidewalk.
- Police and streets
- Police, fire, emergency, medical services
- Potholes
- Present Whitewater as a city with a bright future.
- Preserving the quality of education in K-12.
- Prime and illegal residents
- Professional services
- Professional services (e.g., medical, insurance, finance)
- Programs to help seniors remain in their homes as their age
- Property taxes.
- Property taxes. We don't need any more school improvements, police, fire or EMS. My single family home on a tiny city lot is 7k in taxes. All surrounding areas are way less and the towns have more to offer!
- Protecting our immigrant community members. Providing jobs and housing and financial assistance.
- Providing a national chain grocery store
- Providing a real grocery store, nice food opportunities.
- Providing support for restaurants to bring in live music. Solo artists/Duos etc. severely lacking and quite honestly embarrassing.
- Public transportation
- Public transportation
- Public transportation
- Public transportation
- Public transportation, and downtown development
- Public transportation, at least one shuttle or bus on a loop.
- Public transport-taxi service interior was dirty
- Reducing property taxes
- Reducing the number of immigrants residing illegally.
- Rehabbing the current houses in the city. Bringing career opportunities and commercial industrial job opportunities will bring more housing on its own without the intervention of the city. That's the way the economy works. Please don't bring in more crime with low income housing. The affordable single family housing is the way to go along with rehabbing current older homes.
- Removing drug and child abuse
- Safety
- Safety
- Safety and school district efficiency
- Save and care for beautiful natural areas-especially marsh on west side, no more businesses there and Indian Mound areas!
- Schools
- Sex offender housing allowed to be close to schools.
- Shopping
- Shopping, dining , entertainment options
- Shopping, dining downtown.
- shopping, dining, entertainment
- Single family housing that isn't rentals. Whitewater has become a collection of transient families.
- Single, affordable family homes
- Single-family housing; developing downtown businesses
- Speeding on city streets. People speed on the street I live. I really don't see police patrolling that much. My mailbox was destroyed by a speeder this year.
- Stop adding new projects until you can take care of what we have here now.
- Stop being a college town and be a nice small town and fix your plow service to home owner rds. not just

Open-ended Comments

downtown and college rds.

- Stop charging so much for water, for taxes, for living in such a small poor community. Do not lend developers money. Encourage interior repairs of businesses. Encourage a growth of small businesses through an ""Invigorate Whitewater"" program. Post signs on empty buildings/office spaces that encourage new and existing businesses to set up shop. Actively recruit locals to become entrepreneurs. Offer 6mo free utility, or 1yr free subscription to Chamber of Commerce, or whatever other incentives can draw people in. Offer businesses referral incentives for referring a business to the empty space. Hold more community events which attract shoppers to the downtown area. Fix the roads. Spruce up the parks.
- Stop giving away our revenue to shifty friends! Make investments in whitewater, I heard chatter of a sprinkler pad for little ones, Milton's is a huge draw for whitewater people.
- Stop giving our tax dollars away with no return rate for a bill the minority of the city has to cover. 27% owner occupied homes is shameful. We need industry to bring people here before we start building any residential anything. It will cause another elementary school! Which means more taxes!
- Stop making taxes increase. It will tax people out of town.
- Stop placing the responsibility of home and apartment development on the current residents through TIF. If the builder/developers have very little to lose while the residents will be forced to pay for the City Manager's failed plans. Especially if that city manager is actively looking for other employment to leave behind a mess for the residents to clean up.
- Stop the spread of college housing throughout the city. The entire core area of the city has seen more student rentals in what were single family homes. The police have become less responsive to everyday quality of life issues like noise complaints, open burning & smoke, unlicensed drivers, When called, officers mostly say ""It's a gray area."" SPRING SPLASH IS A RIDICULOUS DISPLAY! along with several others throughout the year. One example pretty much sums it up. There is a home on the northeast corner of Prince St. & Peck St., directly across from Lincoln Elementary School. It has been a single family home since it was built, I suspect somewhere around 100 years ago, maybe more. Somehow in the last 2 years it has turned into a student rental, barn and all. Now there are large parties (including Spring Splash), and other nice weather days in the Fall & Spring, OUTSIDE. Bottom line: there is fundamentally something wrong with a community government that allows college students playing beer pong in the yard, less than 100 feet from the school windows. Yes, I've seen this while school was in session. The table is permanently stored leaning up against the fence. Is this a ""gray area""? That image tells me all I need to know about a community. We desperately want to move out but since the housing market is still constipated, there are few options. It's the ONLY reason we're still here.
- Street maintenance
- Support local businesses, and better store options
- Support middle class families, not special interest groups
- Tax reduction.
- Taxes
- Taxes
- Taxes
- Taxes
- The city leaders should focus on the huge drainage, zoning, and flood issues regarding George Street. My home along with several others were severely damaged from the storms and flooding back in April and we won't be getting any financial assistance from FEMA because Walworth County wasn't included in the federally declared disaster like Rock County was. Our home is still in unlivable condition and the city did absolutely nothing before or after the flood to help us. Not to mention supposedly our house wasn't in the floodway so we weren't required to buy flood insurance when purchasing the home but our neighbors on either side of us were. This doesn't make sense considering our house is quite literally in the middle of the floodway according to FEMA maps. On the night of the flood my brother and I called 911 SEVERAL times and they did absolutely nothing to help us. When the water started to enter our home we decided to leave and when we told a police officer that we were leaving they said "Okay we weren't going to be checking on people down there anyway." The city of Whitewater also did NOTHING to try and close the street during the flood besides some barricades that people still drove around. There was an excessive amount of people that decided to drive at high speeds up and down

Open-ended Comments

the street and it only pushed MORE water into our home and front door causing MORE damage. The city needs to do something with the creek to prevent this kind of flood again, otherwise it WILL happen again.

- The city must continue to focus on housing. The recent TIF money being used to incentivize affordable housing was excellent. Please continue this creativity.
- The city needs to focus on lowering individual property taxes. We need to eliminate programs that drain taxpayers unnecessarily or don't benefit the majority of those people paying them. We need to increase transparency and communication over the tax expenditures that remain. Lower taxes would help to encourage more people to buy into the community and would result in a higher tax income for the city in the long run.
- The growth of Whitewater through bringing in more families and thus more children. There has to be more incentives to move here, more jobs through the school district and more athletic venues that will support the athletics for children.
- The issue with bird/geese poop in the park against cravath lake is overwhelming. hard to walk even on the grass or sidewalk without watching every step. besides that the garbage is well maintained. we need more maintenance for the park that's the heart of downtown, make it look maintained.
- THE ROADS/SIDEWALKS OTHER THAN MAIN ST, ARE HORRIBLE.
- There are enough existing homes but some are in very bad shape instead of making more new homes focus should be on improving existing homes, increasing number of first time home buyers rather than people buying homes to rent out. This will help maintain older homes and the general appearance of our town.
- There are many services, but services for seniors and disabled are FEW. Quit trying to attract these to come here when there are no services.
- They should worry more about current residents instead of future residents. Our taxes are so incredibly high, we're being priced out if our own home.
- To enforce the rules!! More focus on the East side.
- too many rentals
- tourism, make it a place worth visiting and living in.
- Traffic safety, including bike lanes, speed bumps on local streets, speed limit signs and add more yield/stop signs
- Transportation
- Transportation
- Transportation
- Truly revitalizing the downtown by investing into the vacant spaces, ensuring the sidewalks and streets are clean, and ensuring garbage services are frequent enough to reduce overflow.
- Upgrade streets and sidewalks.
- upgrading downtown
- Upskilling citizens and existing workforce in AI and technology, blue collar/vocational skills. AI enabled, and AI-proof.
- wages
- WATER IMPROVEMENT
- We need more small, independent retailers in Whitewater. Without these retail options, the city feels dull, uninteresting and without character. Downtown retail space rent is unsustainable for most entrepreneurs. Perhaps give landlords incentives to freeze rent or lower costs. The loss of Dale's will be felt by the whole community, as it was a destination for many, bringing in many ppl from out of town. A lively, vibrant downtown is critical to a positive sense of space and community. Whereas blocks of empty storefronts make the whole city look blighted.
- Why are veteran police officers leaving the city?
- Working with the community

Open-ended Comments

Q24. What types of retail and restaurant options would you like to see in Whitewater? Other:

- Bike/transportation stores
- chic-fil-a
- Child care other community center.
- Hardware store with better stock
- high end restaurant
- Menards, Home Depot
- Miniature golf course for all ages
- More construction/building supply outlets.
- More places for children and adults to gather
- motels clean small , fitness area
- Natural Coop
- No more coffee shops
- No more coffee shops. Jesus Christ.Leave the business community to bring in business just get out of their way - even if someone wants to bring in a strip club or something.
- Non-medical health & wellness businesses would be good for the community and a draw to people from other communities.
- Pet/feed stores
- Please, please, please: a MUSEUM. I cant believe that we are a university town without a single museum!!!
- Popeye Chicken
- Promote small town charm
- Recreational centers like bowling or helping the movie theater expand and upgrade
- Services like hair salons, mailing/packaging store, tailoring, etc.
- Shoe store
- small engine repair shop, bicycle shops, sports shops
- Small, independently owned businesses. We don't need any more chains. Let people drive to other communities to do their eating and shopping if they want the same thing as everyone else. Let Whitewater be attractive for things you can only get here and give us character.
- Some sort of community center development@old high school grounds
- T-Mobile/cell
- Whitewater Banner Site

Open-ended Comments

Q25. Where do you currently get news and information about city programs, services, and events?
Other:

- (E-mail) newsletter
- Banner
- Banner
- Banner
- Banner
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- City app on my phone
- City communication is extremely limited in my opinion.
- Facebook
- Facebook page (not city's)
- FB page, Banner, website
- Friends and co workers
- From neighbors
- I talk to people
- Internet and personal news sources.
- library
- Library
- My wife
- Neighbors
- Neighbors
- Neighbors and Whitewater Banner
- Newsfeed
- NPR

Open-ended Comments

- online Whitewater Banner
- Other Facebook pages / community orgs
- People
- People
- Public Library postings, public signage, city (newsletter?) emails
- senior center monthly news
- Social media
- The Banner
- The Banner
- The Banner, Whitewater Patch
- Town people
- Usually hear about important things on FB
- Whitewater Anything Forum and other community pages.
- Whitewater anything forum on Facebook
- Whitewater Anything Forum on Facebook. Although I follow the city's social media, it doesn't show up consistently on my feed and is poorly designed.
- Whitewater Anything Forum page on Facebook.
- Whitewater anything page
- Whitewater banner
- Whitewater Banner
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Open-ended Comments

- Whitewater Banner
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- Whitewater Banner
- Whitewater Banner and City newsletter
- Whitewater Banner and friends
- Whitewater Banner on line
- Whitewater Banner Site
- Whitewater Banner, Freewhitewater.com
- Whitewater Banner, such as it is. Not the best source but even the city's website is often out of date or does not even have the information being sought.
- whitewaterbanner.com
- WhitewaterBanner.com. Thank goodness we have this source since it is accurate, easily accessible and updated frequently.
- Word from people at restaurants
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
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- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth from concerned citizens

Open-ended Comments

Q38. If you have any other suggestions you would like to make, please write them in the space provided below.

- Responses to citizens are zero. City Manager involved in day-to-day of emergency personnel is concerning. Let the professionals do their jobs. Why is there an excess of $1.2M taxes in our water utility account, which then gets loaned to a developer? This money should be refunded to the citizens. When do the citizens of a city need to be responsible for other people's housing? When did using taxpayer money to help pay for other people's bills and money problems become a regular thing? Taxpayer money is designated for improving infrastructure and shared recreation. Not houses. An entire industry of professionals should be building homes, not the citizens' money.
- #1 priority is leaf collection-I will gladly pay more property tax for it.
- Additional park facilities to serve older children and teens at Minnieska Park in Waters Edge South. 2, Build a Splash Pad for kids somewhere in the city. 3. Continue to attract professional people and middle class families to buy homes in Whitewater along with providing decent housing for lower income groups.
- 1. No data centers. 2. Study Minocqua Wi for their success to develop seasonal tourism for a sustainable year round economy. Whitewater needs to be a regional brand. Monetize our unique geography and improve bike and walkability. Embrace co-opetition through regional clustering. 3. Build a multi-season infrastructure. Tax base alternative to more housing is tourism. Need bike loop, not dead end in subdivision, connect to major park bike paths. Provide opportunities for bike races, events.
- A grocery store with all amenities like a large Walmart, Specialty shop
- A speed bump on Fremont St at 500 N Fremont St. The speed limit is 25 MPH but people come flying into town and I'm on the other side of the hill and I can't see the cars coming when I get my mail or crossing the street to walk my dog on the pathway. The police don't clock speeders on this road. It's especially bad when the college is in session. Although the garbage trucks, and other work vehicles and big semis come barreling into town also. It's not patrolled and there needs to be a stop sign there or a speed bump to slow people down!
- Add more layers to the city GIS map such as street lights and utility lines.
- ALL city employees need to be Whitewater residents
- Anyone in city government needs to live in the Whitewater area school District.
- Be more apt in the upkeep of our city parks. The swings at Starin Park are due to return in two weeks. They took 2 1/2 months with no updates other than 'they are coming.'
- Being able to go to WW city with concerns, property, neighbors and nuisances. You make it feel like we are the bad guys. Neighbors breaking ordinances, laws and get away with it. Being bullies.
- Better cohesiveness with city markets and more efforts to bring people together.
- better communication about community events, programs and developments for us to voice our opinions.
- Better work done on road side edges/ditches. Cut grass, pick up trash, ETC.
- Bring the city market back around the depot
- Brush and weeds at intersections are not trimmed back, they block traffic vision.
- Cap for seniors on Real Estate taxes.
- Care about the weeks of illegal fireworks in neighborhoods that continue to 2 - 3 am. It becomes extremely stressful and disruptive when they just keep shooting them off.
- City is based on college student interest. Restaurants, beer and pizza. Nothing for adults for good food unless you drive to another town. Healthcare for major illness is non-accessible for months since doctors have to come one day per month for Madison.
- City planner needs to be more involved and invested in Whitewater. More hands on and visible
- Clean up the dilapidated buildings, nothing else tear them down and make parking lots.
- Clean up Tripp lake. It's becoming a swamp. The path by the shelter is really neglected.
- Community events should be low cost; the farmers market is sad. Let vendors attend for a very nominal fee to build it up and encourage attendance. It is sad compared to other small communities. Events for children and adults with less cost. Look at other communities for ideas.
- Community service-more policing of citizens not complying with rules

Open-ended Comments

- Concentrate on existing homeownership and lowering taxes. Correction will follow.
- Considering that the college kids are a majority of the police/ambulance calls, the university should take a higher percentage of the taxes that cover those services instead of imposing them on homeowners.
- Continue to do community involvement events
- Continue to offer the great variety of recreation opportunities for seniors.
- Cost of living is high!
- Create more bike lanes. In the winter place snow from streets and better places than on crosswalks as it prevents accessibility.
- Criminals who don't speak English are moving here by the hundreds. They ruin jobs and housing. Creating an unsafe environment for my family and others. Get Federal Agencies here to help.
- Curb leaf pick up
- Dark lettering on dark police vehicles make them hard to identify.
- Do something about the 4 wheelers racing on our streets and the loud noise!! Do more with big brick park
- Don't let people that don't own real estate in Whitewater vote on issues that have an impact on real estate taxes in Whitewater.
- Downtown rentals need to be upgraded. This would give the city a better look.
- E-bikes must be banned from sidewalks. Any kids too young to ride on the street should not be operating an e-bike. Adults go fast on the sidewalks. It's very dangerous for pedestrians, dog walking, etc.
- Either bring more to the city, or lower the cost. Perhaps some difficult conversations need to be had resulting in our public services getting better (new city garage, increased emergency service staffing) instead of spending money on non-essential things.
- End flock, block outsiders from having undue influence (especially on social media).
- Enforce noise standards in the city involving dirt bikes and 4 wheelers during early and late hours of the day. Specifically on South Janesville St next to the Whitewater Bible Church.
- Eradicate the Japanese knotweed growing in the Armory parking lot. Install path lighting along the Skate park pathway, Enhanced Whitewater signage at city entrances
- Facebook is not the best platform for sharing city news as many people are leaving the site, and young people do not use it.
- FIGURE OUT A WAY TO ENSURE SENIORS CAN STAY IN THEIR HOMES AND AREN'T TAXED OUT OF THEM
- Figure out how to make property owners maintain their buildings and yards, especially on the main entrances to the city and along major streets. The edges of town look trashy and unkempt.
- Fix cools, lower taxes, and improved quality of life; increase hours and days open of compost site.
- Fix the lake it's an embarrassment.
- Fix the roads. Keep scooters and bikes off sidewalks. slow them down.
- For years the American Legion has placed flags along Main Street for most Federal holidays. Members are getting too old for this. Could the city put flag holders high, above the baskets of flowers and put flags there for Memorial Day through Veterans Day? It is done in neighboring towns like that like Cambridge. The Legion would offer to pay for some or all of the cost for the flags.
- Geese making a mess at the lake.
- Good survey
- Having an officer to manage speeding on Newcomb, cars/semis go too fast . Kids/animals are not safe.
- Hold open economic development brainstorming sessions. Move away from student housing as the main economic engine. Move away from excessive rentals to more home ownership.
- household composting services added to solid waste and current recyclables pick up
- Housing is too expensive and property tax is too high.
- How about laws to protect elders against T.O. Park raising rent every year when we live month-to-month with fixed income. Is there a grandfather law.
- How about the city manager divide up sections of the town to manageable size? Then offer a meeting to discuss this and perhaps other items.
- Hwy 59 (Newcomb St) is not good. Semi's bounce over uneven cement and manhole covers and our home

Open-ended Comments

shakes. Never got any satisfaction when we complained to the city, county. No one would accept responsibility. The Eastside is so neglected.

- I am newly retired, big drop in income, property tax increase this past year was crippling.
- I do not pay attention to a lot of things. My kids are grown.
- I do not want to be taxed out of our home. I understand budgets, but our taxes have risen $3000 in just a few years.
- I don't think the city should be subsidizing housing with taxpayer funds. The last tax increase because of city obligations in purchasing new vehicles and equipment was brutal. My increase was over $900.
- I generally like this community. I am always impressed at how many activities are going on any given weekend. I am glad I live here. The July 4th Parade is the absolute best. Thanks to all city staff.
- I love that the city keeps the walking path near me plowed during the winter! Thank you. Whitewater was a great place to raise my sons-great schools! Day care through university.
- I love WW. It does seem like the city caters to the university. From food choices at Walmart to current fast food restaurants. It seems like all communities around us offer more opportunities and choices. It hasn't changed much since I was a student. As a former educator, I know many teachers chose not to live here because of housing expense, and lack of shopping opportunities.
- I recognize it is not cost effective to increase recycling to weekly. However, please continue to evaluate if increasing recycling is feasible. Please continue to evaluate how to maintain the lakes and make the tough decisions regarding how much money to spend on maintenance/restoration.
- I think that putting in an effort to clean the lake shore path sidewalk from goose poop is needed. That's a constant complaint I hear from our community. Clean up our lake and people will use it! Add rentals for kayaks, paddle boards, and canoes and people will use it! Add a swimming area with a snack shack and ice cream and people will use it!
- I would appreciate as much transparency as possible with "hot button" issues (e.g., how illegal immigrants are being handled; the city's stance on tax-payer funded housing initiatives, etc.), as well as the city's financial status and/or philosophy regarding debt, which projects are departments focused on, what issues are being debated, etc. Perhaps a quarterly "highlights" email letter to those interested?
- I would like to see a dance floor by the band concert and much better food served at our function at Cravath Park
- I would love to see some of the older downtown building get fixed up to look a little nicer some of the siding and such needs repairs. It would be nice to see the city find ways to do grants for local businesses to do repairs to help local ones remain
- I'm assuming this is all confidential. I'd like when I call the police dept about a concern in my neighborhood and am told by dispatch that someone will call me back about my concerns and several days have gone by and I have never received a call back. And I will say I am very happy that the duckling was saved, I'm not complaining that it was saved, but shouldn't what's going on in my neighborhood that is not good, in fact illegal is not addressed? I bet I have called the police maybe twice in my 64 years. So I'm not an annoying or repeat caller, but a concerned citizen and I get no courtesy call back even if the police feel my complaint is wrong it should have been responded to. As a tax payer I would expect that much!
- Improve roads, lighting, sidewalks that don't abruptly end. Support local small businesses, more industry jobs, less immigration.
- Improve signage, blinking speed limit reduction signs at city limits, esp. North Tratt. Strive to keep tax assessments low. Use city planning strategies to support existing infrastructure.
- Improve the fall/spring yard waste pick up, as some cannot drive to the compost site. Improve downtown businesses, most businesses cater to college students.
- Increase of housing availability as desirable, but let's limit the amount of assistance and subsidized programs that will rely on existing homeowners for funding. Taxes are way too high with more to come, and these programs put an unfair burden on homeowners who are already struggling financially.
- It took too long to fix up the skate park. The disrepair not the graffiti.
- It would be nice if the recycling was weekly. I think people are starting to produce more recycling than trash and it would help with not having to throw away items that could be recycled.

Open-ended Comments

- It would be nice to have recycling every week.
- It's disappointing that the city, against citizens opinion, gave loans to developers, interest-free or low interest.
- I've already given you my suggestion. Do it.
- Just again, get to actually know the residents. Stop with all this catering to the minority and focus on those of us who actually care about the community
- Keep geese out of the lakefront parks; too many weeds, growing on downtown sidewalks; stop the trains from blowing horns
- Keep on top of properties to keep the city from looking trashy. Coolers and chairs on roofs? Piles of beer cans that live in front lawns for days at a time (especially in summer when I don't know if there is as much patrolling for that as there is on known party weekends). It is easy to pick out college rental houses and apartments because of the overall garbage and poor maintenance of the property. Not attractive to possible homeowners.
- Keep the lake shore path clean. There's lots of goose poop that could be cleaned regularly, this is a popular recreational area and path
- Lake management needs to be top priority. We destroyed what we should be developing. It would be grand to have more trails along the lakes as well as kayak entry piers.
- Lakefront park/Cranth Park-need to take care of goose feces so we can walk on the paths.
- Less low-income rentals. It is difficult to form a strong community if people do not have the pride of ownership.
- Less on programs focus on residents development to keep people here, not transit.
- Let's stop caring about the university and more about the property owners, not about what university wants. They do not live in Whitewater, they commute.
- Like all citizens, I have complaints, but overall I am mostly satisfied with the results.
- Lower our property tax, or some of us will be forced to move out of Whitewater
- Lower our taxes
- Lower property tax, reduce size of PD, TOO MANY cops for such a small town
- LOWER PROPERTY TAXES
- LOWER property taxes , City Budget cuts - specifically Public Safety spending is out of proportion to the population
- Lower taxes-landlords need to keep properties looking better. Attract some high paying jobs before building un-affordable homes.
- Maintenance in many aspects of Whitewater is 5 years overdue. It's time to get with the program no more excuses. Taxes are way too high for almost every street to be in such disrepair. It is especially worrisome that UW whitewater is known for wheelchair accessibility yet city sidewalks and ramps are in such disrepair they can't be navigated by those in wheelchairs. The edges of Tratt st are crumbled and dangerous to pedestrians, bicyclists, and those in wheelchairs. Shame!
- Make a little park area next to the bridge people fish at, next to the brass rail lot, get a local grocery store started, expand bike paths not just as a narrow unsafe painted lines on busy roads. Add public transport that is usable for people who are physically disabled.
- Make the water good to drink
- Make way for old folks.
- More bike trails; a way to know who to contact at the city instead of guessing from vague titles.
- more connections with the school district, less with UWW. More recognition to those who truly contribute to the city, not the same 5 people. Need to increase participation and public involvement. Quarterly recognition of a specific person for their contributions to the community.
- More focus on our entrances to the city. Those who own property on edge should clean up and better signage to make it more inviting.
- More mutual aid opportunities
- More police presence on the east side; take down the shoe hanging on the wire on north and Cherry Street intersection; encourage newcomers to learn rules of the road.
- More publicity for events, etc. Without a daily paper events are not always well attended. So many opportunities. The library should have a drive thru drop box to return books.

Open-ended Comments

- More support for WW seniors-lower taxes so I can afford to stay in my home.
- More walking/bike trails off street. Look at Fort Atkinson, Milton, Janesville and they're walking, bike paths. Long and off streets.
- more youth programming
- Most cities pick up leaves in the fall, off the curb with a vacuum. We're behind. Still bagging, a big waste of time and money.
- Most residents want our park back for July 4th , also clean up Trippe and Cravath lakes.
- Move the fireworks on the 4th back to Starin Park the lake is too dangerous.
- Native plants in public spaces; hanging baskets are expensive and very water dependent.
- Need a grocery store, satellite emergency services on East side. Train tracks could delay services.
- Need affordable senior housing for those on Social Security
- Need all of the people who work for whitewater, chamber, downtown whitewater, to somehow do more in making Whitewater a place to visit and love and live.
- Need to focus less on UWW and more on taxpayer's who get no value from the taxes.
- New city manager
- No more fund raisers instead of property taxes by referendums.
- None of your questions involved inclusivity. Existing city structures — boards, commissions, etc. — do not reflect the growing Spanish-speaking portion of our community. Having a plan to meaningfully incorporate this population into our planning and decision-making will be critical going forward. Otherwise, we are leaving a good population out of the conversation.
- Nothing here to attract families or professionals to live here. Expand the light show into downtown.
- On Walton drive, we do not have storm sewers. Why do we have to pay for it?
- One idea for parks and rec to rent a bounce house or other equipment for use in the parks or in private property.
- Ordinance enforcement in the city is terrible. Trash sits on terraces for weeks at a time waiting for large collection day.
- Our property taxes are outrageously high I have to pay the city almost 6K for a 350000 house. they must be lowered if you want people to make Whitewater a city where people can be able to own homes.
- Overall, I think the healthiest communities focus on homeowners because those people have already invested into their community. They have stakes in the game. They are permanent residents and therefore have more reasons to care about what is going on and be involved. How can you get people like me to be able to know what is going on and see the importance of being involved? Be more active in awareness campaigns that reach homeowners. Brainstorm ways that interact with citizens personally, without them having to go looking for you on social media or spot something on a digital board as they drive by. Strong communities are built around in-person functions that build relationships. Want people to care about city council meetings? Try making them potlucks or cookie exchanges and see how many more people show up. Have district block parties to get to know the community you serve. Think outside the box.
- Overall, we have been satisfied with WW. There needs to be a concerted effort to repair the road through Turtle Mound. It's like riding in the Baja. I do not like the mosque on the west side. It is incompatible with our founding.
- Pickleball courts!!! Pickleball courts!!!
- Please fix the roads and lower property taxes. Whitewater is too expensive.
- Please focus housing incentive programs on the people who buy, sell, and improve homes, not primarily on developers. We would also like the city to provide curbside leaf pickup without requiring residents to bag their leaves and to remove the Flock license plate cameras because of privacy concerns. Thank you for working to make Whitewater a more vibrant, attractive, and enjoyable place through trees, green spaces, seasonal decorations, community events, neighborhood improvements, and a lively downtown. We love living in Whitewater and want it to be the best possible place to live, work, play, shop, and relax.
- Please provide more information to Jefferson Daily Union about initiatives in Whitewater. We rarely see this in our daily paper.
- Please see earlier comments on the desired programming to attract visitors to our community.
- Please stop using AI generated flyers for events put on by the city. They're ugly and they will undermine any attempt to avoid having a data center in our community.

Open-ended Comments

- Please update the city website to make grants for families, more accessible and limit the number of development, grants and special tax zones you are granting. Less student and senior housing development unless it is by the college i.e. dorms. Bring feasible working class people into the community. We need middle-aged working class people and families the college kids need to move back on campus for their freshman and sophomore year then hopefully they are mature enough to take care of their houses/apartments. Require all city and school district staff to live within the city limits or at least the school district. The UTV/ATV laws need to be enforced. Someone is going to get killed in Whiton/Peck St area. Our police force needs to be trained better pertaining to domestic situations, OWIDWI situations and de-escalation of all situations I personally have had interactions with law-enforcement in the last two years and almost all of them have been negative and none of them had to do with me as far as complaints or request for service. I have been a bystander downtown in the evenings and see horrible interaction between the police department and college students and I have also been present for two phone calls to private residence which in both instances have been horrible interactions on the police behalf. I think we have a young police force that has a lot to learn and they need more training. I am a firm backer of the badge. De-escalation in all of these situations was needed and the police force did just the opposite. The inexperience in our police force is overwhelmingly evident.
- Plowing on Janesville Street is frustrating. The problem is plowing to the curb. Frequently it is 6 to 10 feet away. That's a lot to leave especially compared to inches that other streets are plowed within.
- Plows in the winter could be outfitted to not bury driveways after they have been plowed/shoveled.. as a business owner it's very frustrating when my parking lot gets cleared and the plows come through after and make my driveway inaccessible
- Poor planning to place the WW billboard in front of the fountain. Totally blocks the view traveling east.
- Property tax has increased by 30 percent. My home is now a 300K property?
- Property taxes are quickly pricing people out of the market. Most budget problems are a result of spending. wasteful spending. They can cut out wasteful spending. I would like to see a clear transparent budget provided on the web site each year before it is voted on. Then allow citizens meet with City officials to voice their support or why they are against. Continuing to increase taxes is not an option. People will leave the city. When the tax revenues starts to dry up, the city will be forced to rein in spending.
- Property taxes cannot go up again.
- Provide more group recreation, opportunities, and a better community gym space for people who do not have kids. It seems the aquatic center is targeted to seniors and people with kids and there’s not a lot of options for after work and weekend programming
- Providing opportunities for businesses to come into Whitewater by easing some restrictions, but to also increase access to industrial sites by adding rail spurs. Provide incentives for absentee landlords to sell underutilized properties and then help families refurbish them.
- Put July 4th back at Starin Park. Close up and condemn trip lake park. Plant more trees at dog park. Abandon arboretum at Starin park. Regulate motorized scooters and bikes before someone is killed. Put in bike lanes on main, Starin, prairie, Tratt, prince, Fremont, Milwaukee, Walworth, Janesville streets
- Rather than spending lots of money for outside person to paint the boxes along Main street. I feel upper Elementary, MS and HS students should do this. That would really tie in schools to downtown.
- Rent needs to be lower; we need to stop catering to illegals. We have a lot of homeless people no one cares about.
- Repave Indian Mound Parkway. very bad.
- Replace Awnings at Cultural Arts Center. Do a matching grant for awnings on Main St. Reduce semi trucks on Main and make Main attractive-too much cement.
- Slow growth, save rural areas. Continue street and infrastructure maintenance. Branches growing into streets are hazardous to bicyclists.
- Snow plowing city streets could be better. I’ve seen some streets taken care of. The other year my street was not and one day there were a lot of accidents in a small area because the snow wasn’t plowed and it turned to ice underneath.
- Some of the personnel in positions that interact with public need to remember, they work for the people and work to make time for them. It may make be good use of a human relations course.

Open-ended Comments

- Stop allowing so many bars for college kids and start making this a city people want to live in
- Stop raising property taxes so much. Making it extremely hard to afford housing as a new homeowner with growing family.
- Stop sweeping streets on the same day as garbage pickup. Having to maneuver around trash cans defeats the purpose. Offer more activities for children and families to enjoy. Splashpad, sports, etc. Please provide leaf collection services. The rules are strict and finding bags is difficult.
- Stress to public to keep garbage/recycle bins out of the street; enforce the burning code, too many toxic materials are being burned at recreational bonfires; stop wasting money on the mud holes they call lakes.
- Suggest caution with new builds-quality important, Street repair-potholes, etc., Safety when walking Main street-more signage for crossing, Save natural and unique beauty (marsh, lakes), Services for disabled.
- Suggestions to develop the town further-- more flood prevention/landscaping, a splash pad for kids, an outdoor pool area, more affordable housing for families and less worrying about the students. Abide by the UWW max enrollment and stop over-accepting students. Fix the student parking issue by building a parking structure with solar panels on top on Starin Road by Wells. A Hy-Vee/Piggly Wiggly/Festival developed on the East side of town by Bluff Ridge.
- Taxes keep going up. Fund in this order; public safety; DPW; library last.
- Thank you for the survey.
- Thanks for seeking input and feedback.
- The city needs to focus on making Whitewater attractive to businesses that provide high-income careers and which will give home developers the incentive to risk starting single family home subdivisions in the area. Enough with the low-income focus and TIFs.
- The Community Engagement Center needs a better program manager who will work to engage the community more in usage.
- The cost of home or property ownership is too high! While the costs for services do continue to rise, increasing property taxes makes it harder to afford to live in the community. There has to be other sources of tax revenue, such as attracting new businesses to the community. Public services could also explore more grant opportunities that already align with the local community outcomes.
- The departments are doing a great job but I wish there was more emphasis on code enforcement.
- The new housing going up is not affordable to the average family and rent for 1 bedroom is too high for one individual
- The next time a city manager is hired, incentivize local residency. Keep license plate reading cameras. Snow removal in residential areas doesn't seem as effective as in other municipalities. Continue offering leaf pickup later in fall as in '25. Code enforcement is suffering for lack of CSOs. Faded wayfinding signs. Still need more Badger Books for major elections, especially on campus - but I realize it's not easy to recruit poll workers. The hardest thing about moving from a larger city is the lack of dining options, but how many more can we support?
- The off road biking trails are short and not connected unless riding on a street.
- The recreation department needs two people for the coordinator job. It's way too much for one person to take on, not to mention the fact that the entirety of the programs need to be refined.
- The sidewalk should be clear of garbage and feces downtown and by the lake front
- There is no sense of community in Whitewater. Compared to surrounding areas Whitewater is very lacking as a destination. Property taxes way to high for value
- This is more of an overall thought versus a suggestion: It is challenging to support community initiatives (i.e. various housing projects) when people making decisions for the community aren't affected by the decisions they make.
- This town is so mediocre, it's painful. Seems like every other town around us shines in one way or another, but not us.
- This was a nice extensive survey, covering many of my thoughts and concerns. Thank you.
- Thursday night concerts were great.
- Too many fast food restaurants geared for college aged adults. Limited shopping except Walmart.
- Too much money spent on police. We don’t need three different kinds of enforcement. I can see bringing in extra officers for big college events but we don’t have so much crime that we need two police riding around with

Open-ended Comments

each other at one time. Also, if you're going to give out high ticket ordinance infractions then at least make it fair for everyone

- Town needs to become a town again
- Try to cut down the types of crime here. Improve on anti-poverty initiatives, with influx of foreign refugee populations.
- VERY much need a full grocery store. There needs to be oversight of home/yard/storefront upkeep. Indian Mound Parkway needs to be resurfaced. The entrance to Ace/Pet Supplies Plus parking lot needs to be redone.
- Walton Eastgate Park needs new mulch. Maybe install basketball hoops and Pickleball courts at some of the parks for adults.
- We are trying to move because we can't afford rent and these are not affordable houses. We need houses that are $200,000 and livable
- We do not do much here. We have to drive to get things we need, groceries, shoes, vehicles, etc. Everything is higher in Whitewater, even the gas prices.
- We have a landlord problem, both corporate and local.
- We have biking and walking trails that are very poorly maintained and are in need of repair. Especially the city Trail along the wall of Whitewater Creek. It seems ignored by the city.
- We have to try to get more money from the state for our schools.
- We live in the subdivision off Bluff Rd. The Walton East Gate park has so much potential, but it is so neglected. The wood chip area of the playground is almost entirely overgrown with grass. There is so much potential for beautiful landscaping, and the large open area could be used for recreation like a basketball court, a winter hockey rink, or a splash pad, maybe a pavilion or shelter with a grilling area. Please give renewed attention to this neglected area. The neighborhood has lots of kids and young families!
- We need a grocery store
- We need an outdoor swimming pool
- We need better and more comprehensive support for the Hispanic community, and we need to acknowledge that our school district depends on them for substantial funding. Greater language support resources within the city government, especially.
- We need better signage to keep the out-of-town semi-trucks off of Walworth Avenue so they don't damage our street again with potholes. We have all 3 schools near this area with school traffic. I just retired from Generac Warehouse in the Industrial Park after over 14 years and I know a lot of the drivers don't speak English well and most likely can't read the signs. Maybe the GPS systems need to be updated or fines need to be given for those truck drivers.
- We need doctors, a Medical Center/Healthcare/rehab facilities here in Whitewater. We have to travel to Scotia and other cities for Healthcare. We have no way to get there due to no public transportation other than by ambulance to an ER.
- We need to rehabilitate the city's lakes. Investigate more facilities for youth, like artistic opportunities, golf, and baseball practice businesses, outdoor aquatic center, and more events to engage seniors.
- What in the world was the City Council thinking when they placed the gigantic electronic sign in Flat Iron Park so that the view of the most beautiful historical Monument of the Birge Fountain and the Carnegie Library would be totally blocked as you entered the town from the east. An embarrassing, poorly thought out and secretive move by our government. What a shame.
- When I email council members, I rarely get a response. There seems to be too much spending on things like no-interest loans for housing repairs when people cannot afford basics. It creates animosity towards city.
- Where I grew up, the police and local theater teamed up to create a youth group/gathering.
- Whitewater is better when it's a smaller community, with safe streets and clean parks. Good things are only good if they have some level of exclusivity.
- Whitewater is full of coffee places, pizza places, sub shops, & bars...please concentrate on developing interest for ADULTS. Thank you!
- With development plan street access better. Walmart/Aldi area is a hazard. I like to walk yet I do not feel safe walking near Main St on West side.
- Work on city image and development.

Open-ended Comments

- Would appreciate the road into the city compost site being repaved and the days the site is open being increased.
- Would love seeing Trippe beach and swimming area.
- Would love to see the City invest in the Grocery Co-Op and all its local businesses

5 Tabular Data

Item 2.

Q1. Overall. Please rate your overall satisfaction with the following major categories of services provided by the City of Whitewater using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall maintenance of City streets & sidewalks	9.2%	41.8%	22.1%	19.7%	5.1%	2.1%
Q1-2. Overall quality of solid waste services (trash, yard waste, recycling)	30.3%	47.9%	12.9%	4.5%	1.2%	3.3%
Q1-3. Overall quality of stormwater management & flood control in City	17.0%	45.3%	20.7%	7.0%	3.3%	6.6%
Q1-4. Overall quality of wastewater & sanitary sewer services	20.1%	48.2%	21.5%	2.3%	1.0%	6.8%
Q1-5. Overall quality of water utility services	21.5%	42.6%	21.5%	6.1%	3.3%	5.1%

WITHOUT "DON'T KNOW"

Q1. Overall. Please rate your overall satisfaction with the following major categories of services provided by the City of Whitewater using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall maintenance of City streets & sidewalks	9.4%	42.7%	22.6%	20.2%	5.2%
Q1-2. Overall quality of solid waste services (trash, yard waste, recycling)	31.3%	49.5%	13.3%	4.6%	1.2%
Q1-3. Overall quality of stormwater management & flood control in City	18.2%	48.5%	22.2%	7.5%	3.6%
Q1-4. Overall quality of wastewater & sanitary sewer services	21.6%	51.8%	23.1%	2.5%	1.0%
Q1-5. Overall quality of water utility services	22.6%	44.9%	22.6%	6.4%	3.5%

Q2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide?

Q2. Top choice	Number	Percent
Overall maintenance of City streets & sidewalks	194	37.9 %
Overall quality of solid waste services (trash, yard waste, recycling)	47	9.2 %
Overall quality of stormwater management & flood control in City	30	5.9 %
Overall quality of wastewater & sanitary sewer services	60	11.7 %
Overall quality of water utility services	135	26.4 %
None chosen	46	9.0 %
Total	512	100.0 %

Q2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide?

Q2. 2nd choice	Number	Percent
Overall maintenance of City streets & sidewalks	101	19.7 %
Overall quality of solid waste services (trash, yard waste, recycling)	102	19.9 %
Overall quality of stormwater management & flood control in City	48	9.4 %
Overall quality of wastewater & sanitary sewer services	92	18.0 %
Overall quality of water utility services	103	20.1 %
None chosen	66	12.9 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide? (top 2)

Q2. Top choice	Number	Percent
Overall maintenance of City streets & sidewalks	295	57.6 %
Overall quality of solid waste services (trash, yard waste, recycling)	149	29.1 %
Overall quality of stormwater management & flood control in City	78	15.2 %
Overall quality of wastewater & sanitary sewer services	152	29.7 %
Overall quality of water utility services	238	46.5 %
None chosen	46	9.0 %
Total	958	

Q3. Perceptions of Whitewater. Several items that may influence your perception of the City of Whitewater are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value you receive for your City tax dollars & fees	4.1%	25.6%	25.6%	23.8%	15.6%	5.3%
Q3-2. Overall image of City	7.0%	32.4%	25.0%	25.6%	8.2%	1.8%
Q3-3. How well City is planning growth	4.1%	19.5%	35.0%	23.8%	11.3%	6.3%
Q3-4. Overall quality of life in City	9.6%	39.6%	27.1%	15.2%	6.8%	1.6%
Q3-5. Overall quality of services provided by City	8.6%	39.5%	28.9%	14.6%	5.7%	2.7%

WITHOUT "DON'T KNOW"

Q3. Perceptions of Whitewater. Several items that may influence your perception of the City of Whitewater are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value you receive for your City tax dollars & fees	4.3%	27.0%	27.0%	25.2%	16.5%
Q3-2. Overall image of City	7.2%	33.0%	25.4%	26.0%	8.3%
Q3-3. How well City is planning growth	4.4%	20.8%	37.3%	25.4%	12.1%
Q3-4. Overall quality of life in City	9.7%	40.3%	27.6%	15.5%	6.9%
Q3-5. Overall quality of services provided by City	8.8%	40.6%	29.7%	15.1%	5.8%

Q4. Please rate the City of Whitewater with regard to each of the following using a scale of 5 to 1, where 5 means "Excellen 1 means "Poor."

(N=512)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	14.6%	46.1%	17.2%	14.8%	6.1%	1.2%
Q4-2. As a place to raise children	13.7%	36.5%	17.4%	13.5%	8.8%	10.2%
Q4-3. As a place to retire	11.1%	27.3%	22.3%	15.8%	16.8%	6.6%
Q4-4. As a community that is moving in the right direction	7.2%	24.6%	27.3%	20.9%	15.6%	4.3%

WITHOUT "DON'T KNOW"

Q4. Please rate the City of Whitewater with regard to each of the following using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor." (without "don't know")

(N=512)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	14.8%	46.6%	17.4%	15.0%	6.1%
Q4-2. As a place to raise children	15.2%	40.7%	19.3%	15.0%	9.8%
Q4-3. As a place to retire	11.9%	29.3%	23.8%	16.9%	18.0%
Q4-4. As a community that is moving in the right direction	7.6%	25.7%	28.6%	21.8%	16.3%

Q5. In the last year, have you or any members of your family...

Q5. What following have your family members done in last year	Number	Percent
Attended a City Council meeting	130	25.4 %
Attended a Planning Commission meeting	51	10.0 %
Contacted a City Council member	106	20.7 %
Voted in a local election	417	81.4 %
Participated in a City sponsored meeting	96	18.8 %
Participated in your homeowners' association	62	12.1 %
Total	862	

Q6. Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in following situations.

(N=512)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. In City parks	29.1%	46.1%	17.0%	2.5%	0.8%	4.5%
Q6-2. In Downtown area of City	27.9%	46.5%	18.2%	4.3%	0.8%	2.3%
Q6-3. In your neighborhood at night	27.7%	43.2%	18.2%	7.6%	1.6%	1.8%
Q6-4. In your neighborhood during the day	45.1%	40.8%	10.4%	1.2%	0.6%	2.0%
Q6-5. Overall feeling of safety in your community	24.6%	50.4%	18.2%	4.3%	1.2%	1.4%

WITHOUT "DON'T KNOW"

Q6. Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=512)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. In City parks	30.5%	48.3%	17.8%	2.7%	0.8%
Q6-2. In Downtown area of City	28.6%	47.6%	18.6%	4.4%	0.8%
Q6-3. In your neighborhood at night	28.2%	43.9%	18.5%	7.8%	1.6%
Q6-4. In your neighborhood during the day	46.0%	41.6%	10.6%	1.2%	0.6%
Q6-5. Overall feeling of safety in your community	25.0%	51.1%	18.4%	4.4%	1.2%

Item 2.

Q7(1-10). Police Services: Please rate your satisfaction with each of the following.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Visibility of police in City	22.5%	47.5%	18.0%	5.5%	3.3%	3.3%
Q7-2. Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	13.9%	32.6%	30.7%	3.7%	1.8%	17.4%
Q7-3. How quickly police personnel respond to emergencies	27.7%	37.9%	12.3%	2.7%	2.3%	17.0%
Q7-4. City's efforts to prevent crime	16.0%	36.5%	25.2%	7.2%	3.5%	11.5%
Q7-5. Enforcement of local traffic laws	11.3%	42.2%	22.9%	11.3%	5.3%	7.0%
Q7-6. Responsiveness in investigating criminal offenses	13.9%	28.9%	20.5%	4.7%	3.1%	28.9%
Q7-7. Professionalism of City police personnel	27.9%	40.4%	18.2%	2.5%	2.7%	8.2%
Q7-8. Overall effectiveness of City police	19.9%	43.2%	22.5%	4.1%	2.5%	7.8%
Q7-9. Level of service provided by Communications Center	12.1%	28.5%	22.9%	3.5%	2.3%	30.7%
Q7-10. Overall quality of police services	21.7%	43.8%	21.9%	3.5%	2.3%	6.8%

Item 2.

WITHOUT "DON'T KNOW"

Q7(1-10). Police Services: Please rate your satisfaction with each of the following. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Visibility of police in City	23.2%	49.1%	18.6%	5.7%	3.4%
Q7-2. Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	16.8%	39.5%	37.1%	4.5%	2.1%
Q7-3. How quickly police personnel respond to emergencies	33.4%	45.6%	14.8%	3.3%	2.8%
Q7-4. City's efforts to prevent crime	18.1%	41.3%	28.5%	8.2%	4.0%
Q7-5. Enforcement of local traffic laws	12.2%	45.4%	24.6%	12.2%	5.7%
Q7-6. Responsiveness in investigating criminal offenses	19.5%	40.7%	28.8%	6.6%	4.4%
Q7-7. Professionalism of City police personnel	30.4%	44.0%	19.8%	2.8%	3.0%
Q7-8. Overall effectiveness of City police	21.6%	46.8%	24.4%	4.4%	2.8%
Q7-9. Level of service provided by Communications Center	17.5%	41.1%	33.0%	5.1%	3.4%
Q7-10. Overall quality of police services	23.3%	47.0%	23.5%	3.8%	2.5%

Item 2.

Q7(11-14). Fire and Emergency Medical Services: Please rate your satisfaction with each of the following.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-11. How quickly ambulance/ emergency medical services personnel respond to emergencies	32.6%	32.8%	10.9%	1.2%	2.0%	20.5%
Q7-12. How quickly fire services personnel respond to emergencies	28.5%	30.7%	12.5%	1.2%	1.0%	26.2%
Q7-13. Overall quality of emergency medical/ambulance services	30.7%	33.6%	11.5%	1.0%	2.0%	21.3%
Q7-14. Overall quality of fire services	28.7%	34.0%	10.4%	0.6%	0.8%	25.6%

WITHOUT "DON'T KNOW"

Q7(11-14). Fire and Emergency Medical Services: Please rate your satisfaction with each of the following. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-11. How quickly ambulance/emergency medical services personnel respond to emergencies	41.0%	41.3%	13.8%	1.5%	2.5%
Q7-12. How quickly fire services personnel respond to emergencies	38.6%	41.5%	16.9%	1.6%	1.3%
Q7-13. Overall quality of emergency medical/ ambulance services	39.0%	42.7%	14.6%	1.2%	2.5%
Q7-14. Overall quality of fire services	38.6%	45.7%	13.9%	0.8%	1.0%

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to prov

Q8. Top choice	Number	Percent
Visibility of police in City	52	10.2 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	14	2.7 %
How quickly police personnel respond to emergencies	104	20.3 %
City's efforts to prevent crime	65	12.7 %
Enforcement of local traffic laws	30	5.9 %
Responsiveness in investigating criminal offenses	5	1.0 %
Professionalism of City police personnel	15	2.9 %
Overall effectiveness of City police	25	4.9 %
Level of service provided by Communications Center	1	0.2 %
Overall quality of police services	19	3.7 %
How quickly ambulance/emergency medical services personnel respond to emergencies	78	15.2 %
How quickly fire services personnel respond to emergencies	15	2.9 %
Overall quality of emergency medical/ambulance services	29	5.7 %
Overall quality of fire services	8	1.6 %
None chosen	52	10.2 %
Total	512	100.0 %

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide?

Q8. 2nd choice	Number	Percent
Visibility of police in City	22	4.3 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	12	2.3 %
How quickly police personnel respond to emergencies	64	12.5 %
City's efforts to prevent crime	52	10.2 %
Enforcement of local traffic laws	19	3.7 %
Responsiveness in investigating criminal offenses	19	3.7 %
Professionalism of City police personnel	18	3.5 %
Overall effectiveness of City police	26	5.1 %
Level of service provided by Communications Center	3	0.6 %
Overall quality of police services	16	3.1 %
How quickly ambulance/emergency medical services personnel respond to emergencies	89	17.4 %
How quickly fire services personnel respond to emergencies	56	10.9 %
Overall quality of emergency medical/ambulance services	41	8.0 %
Overall quality of fire services	16	3.1 %
None chosen	59	11.5 %
Total	512	100.0 %

Missing Cases = 0

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to prov

Q8. 3rd choice	Number	Percent
Visibility of police in City	18	3.5 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	17	3.3 %
How quickly police personnel respond to emergencies	31	6.1 %
City's efforts to prevent crime	27	5.3 %
Enforcement of local traffic laws	15	2.9 %
Responsiveness in investigating criminal offenses	28	5.5 %
Professionalism of City police personnel	32	6.3 %
Overall effectiveness of City police	39	7.6 %
Level of service provided by Communications Center	4	0.8 %
Overall quality of police services	26	5.1 %
How quickly ambulance/emergency medical services personnel respond to emergencies	56	10.9 %
How quickly fire services personnel respond to emergencies	71	13.9 %
Overall quality of emergency medical/ambulance services	44	8.6 %
Overall quality of fire services	25	4.9 %
None chosen	79	15.4 %
Total	512	100.0 %

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide?

Q8. 4th choice	Number	Percent
Visibility of police in City	23	4.5 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	22	4.3 %
How quickly police personnel respond to emergencies	22	4.3 %
City's efforts to prevent crime	36	7.0 %
Enforcement of local traffic laws	23	4.5 %
Responsiveness in investigating criminal offenses	25	4.9 %
Professionalism of City police personnel	30	5.9 %
Overall effectiveness of City police	35	6.8 %
Level of service provided by Communications Center	9	1.8 %
Overall quality of police services	37	7.2 %
How quickly ambulance/emergency medical services personnel respond to emergencies	23	4.5 %
How quickly fire services personnel respond to emergencies	39	7.6 %
Overall quality of emergency medical/ambulance services	49	9.6 %
Overall quality of fire services	35	6.8 %
None chosen	104	20.3 %
Total	512	100.0 %

Item 2.

SUM OF TOP FOUR CHOICES

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide? (top 4)

Q8. Top choice	Number	Percent
Visibility of police in City	115	22.5 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	65	12.7 %
How quickly police personnel respond to emergencies	221	43.2 %
City's efforts to prevent crime	180	35.2 %
Enforcement of local traffic laws	87	17.0 %
Responsiveness in investigating criminal offenses	77	15.0 %
Professionalism of City police personnel	95	18.6 %
Overall effectiveness of City police	125	24.4 %
Level of service provided by Communications Center	17	3.3 %
Overall quality of police services	98	19.1 %
How quickly ambulance/emergency medical services personnel respond to emergencies	246	48.0 %
How quickly fire services personnel respond to emergencies	181	35.4 %
Overall quality of emergency medical/ambulance services	163	31.8 %
Overall quality of fire services	84	16.4 %
None chosen	52	10.2 %
Total	1806	

Q9. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Dissatisfied," with the following services provided by the City.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. City efforts to prevent street flooding	8.2%	38.7%	29.5%	7.0%	3.5%	13.1%
Q9-2. Condition of City streets	3.7%	35.7%	26.8%	24.4%	6.8%	2.5%
Q9-3. Condition of City sidewalks	4.7%	38.7%	31.6%	17.8%	4.3%	2.9%
Q9-4. Condition of street signs & pavement markings	10.7%	48.4%	27.0%	7.8%	3.7%	2.3%
Q9-5. Mowing & tree trimming along streets & public areas	11.3%	48.4%	24.2%	9.0%	4.7%	2.3%
Q9-6. Overall cleanliness of City streets & other public areas	12.5%	48.0%	23.8%	10.0%	3.3%	2.3%
Q9-7. Quality of on-street bicycle infrastructure (signage)	4.9%	28.3%	32.8%	12.7%	3.9%	17.4%
Q9-8. Snow removal on City streets	12.3%	43.4%	18.9%	15.0%	7.0%	3.3%
Q9-9. Street sweeping services	11.3%	46.7%	25.4%	6.8%	2.5%	7.2%
Q9-10. Terrace tree trimming	6.8%	35.5%	30.7%	10.2%	3.9%	12.9%

Item 2.

WITHOUT "DON'T KNOW"

Q9. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. City efforts to prevent street flooding	9.4%	44.5%	33.9%	8.1%	4.0%
Q9-2. Condition of City streets	3.8%	36.7%	27.5%	25.1%	7.0%
Q9-3. Condition of City sidewalks	4.8%	39.8%	32.6%	18.3%	4.4%
Q9-4. Condition of street signs & pavement markings	11.0%	49.6%	27.6%	8.0%	3.8%
Q9-5. Mowing & tree trimming along streets & public areas	11.6%	49.6%	24.8%	9.2%	4.8%
Q9-6. Overall cleanliness of City streets & other public areas	12.8%	49.2%	24.4%	10.2%	3.4%
Q9-7. Quality of on-street bicycle infrastructure (signage)	5.9%	34.3%	39.7%	15.4%	4.7%
Q9-8. Snow removal on City streets	12.7%	44.8%	19.6%	15.6%	7.3%
Q9-9. Street sweeping services	12.2%	50.3%	27.4%	7.4%	2.7%
Q9-10. Terrace tree trimming	7.8%	40.8%	35.2%	11.7%	4.5%

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. Top choice	Number	Percent
City efforts to prevent street flooding	47	9.2 %
Condition of City streets	235	45.9 %
Condition of City sidewalks	26	5.1 %
Condition of street signs & pavement markings	11	2.1 %
Mowing & tree trimming along streets & public areas	11	2.1 %
Overall cleanliness of City streets & other public areas	41	8.0 %
Quality of on-street bicycle infrastructure (signage)	11	2.1 %
Snow removal on City streets	68	13.3 %
Street sweeping services	2	0.4 %
Terrace tree trimming	6	1.2 %
None chosen	54	10.5 %
Total	512	100.0 %

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 2nd choice	Number	Percent
City efforts to prevent street flooding	33	6.4 %
Condition of City streets	73	14.3 %
Condition of City sidewalks	112	21.9 %
Condition of street signs & pavement markings	21	4.1 %
Mowing & tree trimming along streets & public areas	16	3.1 %
Overall cleanliness of City streets & other public areas	52	10.2 %
Quality of on-street bicycle infrastructure (signage)	15	2.9 %
Snow removal on City streets	99	19.3 %
Street sweeping services	10	2.0 %
Terrace tree trimming	14	2.7 %
None chosen	67	13.1 %
Total	512	100.0 %

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 3rd choice	Number	Percent
City efforts to prevent street flooding	24	4.7 %
Condition of City streets	45	8.8 %
Condition of City sidewalks	57	11.1 %
Condition of street signs & pavement markings	25	4.9 %
Mowing & tree trimming along streets & public areas	25	4.9 %
Overall cleanliness of City streets & other public areas	82	16.0 %
Quality of on-street bicycle infrastructure (signage)	25	4.9 %
Snow removal on City streets	89	17.4 %
Street sweeping services	20	3.9 %
Terrace tree trimming	25	4.9 %
None chosen	95	18.6 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q10. Top choice	Number	Percent
City efforts to prevent street flooding	104	20.3 %
Condition of City streets	353	68.9 %
Condition of City sidewalks	195	38.1 %
Condition of street signs & pavement markings	57	11.1 %
Mowing & tree trimming along streets & public areas	52	10.2 %
Overall cleanliness of City streets & other public areas	175	34.2 %
Quality of on-street bicycle infrastructure (signage)	51	10.0 %
Snow removal on City streets	256	50.0 %
Street sweeping services	32	6.3 %
Terrace tree trimming	45	8.8 %
None chosen	54	10.5 %
Total	1374	

Q11. Weekly Trash/Garbage Collection Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Bi-weekly curbside recycling services	38.5%	40.2%	9.4%	3.1%	3.1%	5.7%
Q11-2. Monthly bulk pickup services	39.6%	38.1%	9.8%	3.1%	1.4%	8.0%
Q11-3. Every Thursday in May bulk pickup services	44.7%	34.8%	7.8%	1.6%	1.2%	10.0%
Q11-4. Fall leaf/yard waste pickup	19.5%	34.6%	20.5%	7.2%	4.1%	14.1%
Q11-5. Spring leaf/yard waste pickup	20.1%	34.6%	21.3%	6.8%	2.9%	14.3%
Q11-6. Brush collection services	28.5%	31.4%	18.0%	4.7%	1.6%	15.8%

WITHOUT "DON'T KNOW"

Q11. Weekly Trash/Garbage Collection Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Bi-weekly curbside recycling services	40.8%	42.7%	9.9%	3.3%	3.3%
Q11-2. Monthly bulk pickup services	43.1%	41.4%	10.6%	3.4%	1.5%
Q11-3. Every Thursday in May bulk pickup services	49.7%	38.6%	8.7%	1.7%	1.3%
Q11-4. Fall leaf/yard waste pickup	22.7%	40.2%	23.9%	8.4%	4.8%
Q11-5. Spring leaf/yard waste pickup	23.5%	40.3%	24.8%	8.0%	3.4%
Q11-6. Brush collection services	33.9%	37.4%	21.3%	5.6%	1.9%

Q12. Which TWO of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. Top choice	Number	Percent
Bi-weekly curbside recycling services	163	31.8 %
Monthly bulk pickup services	68	13.3 %
Every Thursday in May bulk pickup services	35	6.8 %
Fall leaf/yard waste pickup	71	13.9 %
Spring leaf/yard waste pickup	13	2.5 %
Brush collection services	27	5.3 %
None chosen	135	26.4 %
Total	512	100.0 %

Q12. Which TWO of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
Bi-weekly curbside recycling services	36	7.0 %
Monthly bulk pickup services	110	21.5 %
Every Thursday in May bulk pickup services	37	7.2 %
Fall leaf/yard waste pickup	55	10.7 %
Spring leaf/yard waste pickup	59	11.5 %
Brush collection services	45	8.8 %
None chosen	170	33.2 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q12. Which TWO of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q12. Top choice	Number	Percent
Bi-weekly curbside recycling services	199	38.9 %
Monthly bulk pickup services	178	34.8 %
Every Thursday in May bulk pickup services	72	14.1 %
Fall leaf/yard waste pickup	126	24.6 %
Spring leaf/yard waste pickup	72	14.1 %
Brush collection services	72	14.1 %
None chosen	135	26.4 %
Total	854	

Q13. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" a means "Very Dissatisfied," with the following services.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Overall customer service from water utility employees	21.9%	33.6%	18.9%	2.0%	0.8%	22.9%
Q13-2. Overall customer service from wastewater utility employees	17.0%	29.1%	21.7%	1.2%	1.0%	30.1%
Q13-3. Overall quality of your drinking water	15.0%	34.4%	21.9%	16.2%	6.4%	6.1%
Q13-4. What you are charged for wastewater	3.9%	19.7%	31.3%	22.1%	12.5%	10.5%
Q13-5. What you are charged for water	4.9%	22.7%	27.3%	22.9%	12.9%	9.4%
Q13-6. How easy it is to resolve billing problems	10.2%	18.9%	26.6%	3.3%	2.0%	39.1%
Q13-7. How easy it is to use the online utility account	14.6%	29.3%	20.5%	2.9%	1.8%	30.9%
Q13-8. How easy your water bill is to understand	15.8%	41.2%	24.2%	3.3%	1.6%	13.9%
Q13-9. How well City keeps you informed about water quality issues or disruptions to your water services	9.0%	31.1%	27.5%	9.0%	5.3%	18.2%

Item 2.

WITHOUT "DON'T KNOW"

Q13. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Overall customer service from water utility employees	28.4%	43.5%	24.6%	2.5%	1.0%
Q13-2. Overall customer service from wastewater utility employees	24.3%	41.6%	31.0%	1.7%	1.4%
Q13-3. Overall quality of your drinking water	16.0%	36.6%	23.3%	17.3%	6.9%
Q13-4. What you are charged for wastewater	4.4%	22.1%	34.9%	24.7%	14.0%
Q13-5. What you are charged for water	5.4%	25.0%	30.2%	25.2%	14.2%
Q13-6. How easy it is to resolve billing problems	16.7%	31.1%	43.6%	5.4%	3.2%
Q13-7. How easy it is to use the online utility account	21.2%	42.4%	29.7%	4.2%	2.5%
Q13-8. How easy your water bill is to understand	18.4%	47.8%	28.1%	3.9%	1.8%
Q13-9. How well City keeps you informed about water quality issues or disruptions to your water services	11.0%	37.9%	33.7%	11.0%	6.4%

Q14. Which TWO of the items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. Top choice	Number	Percent
Overall customer service from water utility employees	13	2.5 %
Overall quality of your drinking water	237	46.3 %
What you are charged for wastewater	67	13.1 %
What you are charged for water	53	10.4 %
How easy it is to resolve billing problems	1	0.2 %
How easy it is to use the online utility account	11	2.1 %
How easy your water bill is to understand	1	0.2 %
How well City keeps you informed about water quality issues or disruptions to your water services	35	6.8 %
None chosen	94	18.4 %
Total	512	100.0 %

Q14. Which TWO of the items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. 2nd choice	Number	Percent
Overall customer service from water utility employees	19	3.7 %
Overall customer service from wastewater utility employees	15	2.9 %
Overall quality of your drinking water	40	7.8 %
What you are charged for wastewater	74	14.5 %
What you are charged for water	163	31.8 %
How easy it is to resolve billing problems	8	1.6 %
How easy it is to use the online utility account	6	1.2 %
How easy your water bill is to understand	10	2.0 %
How well City keeps you informed about water quality issues or disruptions to your water services	60	11.7 %
None chosen	117	22.9 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q14. Which TWO of the items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q14. Top choice	Number	Percent
Overall customer service from water utility employees	32	6.3 %
Overall customer service from wastewater utility employees	15	2.9 %
Overall quality of your drinking water	277	54.1 %
What you are charged for wastewater	141	27.5 %
What you are charged for water	216	42.2 %
How easy it is to resolve billing problems	9	1.8 %
How easy it is to use the online utility account	17	3.3 %
How easy your water bill is to understand	11	2.1 %
How well City keeps you informed about water quality issues or disruptions to your water services	95	18.6 %
None chosen	94	18.4 %
Total	907	

Item 2.

Q15(1-3). My community: Please rate your agreement with each of the following.

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q15-1. Makes plans with its residents' best interests in mind	6.1%	26.0%	27.0%	18.8%	12.1%	10.2%
Q15-2. Works with local businesses to improve public & shared spaces to create a sense of community	7.0%	24.2%	30.3%	14.5%	7.0%	17.0%
Q15-3. Is working to create a positive future for Downtown area	7.2%	24.6%	24.4%	18.2%	11.5%	14.1%

WITHOUT "DON'T KNOW"

Q15(1-3). My community: Please rate your agreement with each of the following. (without "don't know")

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q15-1. Makes plans with its residents' best interests in mind	6.7%	28.9%	30.0%	20.9%	13.5%
Q15-2. Works with local businesses to improve public & shared spaces to create a sense of community	8.5%	29.2%	36.5%	17.4%	8.5%
Q15-3. Is working to create a positive future for Downtown area	8.4%	28.6%	28.4%	21.1%	13.4%

Item 2.

Q15(4-6). When it comes to my community I am... Please rate your agreement with each of the following.

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q15-4. Excited by the changes & plans I feel are happening	4.9%	20.1%	35.4%	14.8%	14.3%	10.5%
Q15-5. Aware of opportunities to engage with community leaders	5.5%	24.0%	32.2%	15.8%	9.0%	13.5%
Q15-6. Interested in the opportunity to provide feedback to my community leaders regarding local issues	13.5%	31.1%	31.4%	7.0%	5.7%	11.3%

WITHOUT "DON'T KNOW"

Q15(4-6). When it comes to my community I am... Please rate your agreement with each of the following. (without "don't know")

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q15-4. Excited by the changes & plans I feel are happening	5.5%	22.5%	39.5%	16.6%	15.9%
Q15-5. Aware of opportunities to engage with community leaders	6.3%	27.8%	37.2%	18.3%	10.4%
Q15-6. Interested in the opportunity to provide feedback to my community leaders regarding local issues	15.2%	35.0%	35.5%	7.9%	6.4%

Q16. Housing. In your opinion, does Whitewater need more, about the same amount, or less of each of the following types housing?

(N=512)

	Need more	About the same	Need less	Don't know
Q16-1. Single-family homes	63.3%	25.4%	2.7%	8.6%
Q16-2. Luxury or high-end homes	9.4%	39.8%	39.1%	11.7%
Q16-3. Modular or manufactured homes	11.1%	36.7%	34.4%	17.8%
Q16-4. Duplexes, triplexes, & quadplexes	16.0%	36.5%	35.9%	11.5%
Q16-5. Apartments & rental housing	19.3%	29.7%	41.6%	9.4%
Q16-6. Townhomes & condominiums	24.4%	46.9%	19.3%	9.4%
Q16-7. Student housing	8.4%	31.3%	45.1%	15.2%
Q16-8. Affordable housing for low & moderate-income households	44.1%	25.6%	21.5%	8.8%
Q16-9. Workforce housing for teachers, nurses, public safety personnel, & other workers	43.0%	28.9%	10.5%	17.6%
Q16-10. Housing for older adults & seniors	37.5%	45.5%	5.7%	11.3%
Q16-11. Small lot single family housing	48.2%	31.3%	8.8%	11.7%

WITHOUT "DON'T KNOW"

Q16. Housing. In your opinion, does Whitewater need more, about the same amount, or less of each of the following types of housing? (without "don't know")

(N=512)

	Need more	About the same	Need less
Q16-1. Single-family homes	69.2%	27.8%	3.0%
Q16-2. Luxury or high-end homes	10.6%	45.1%	44.2%
Q16-3. Modular or manufactured homes	13.5%	44.7%	41.8%
Q16-4. Duplexes, triplexes, & quadplexes	18.1%	41.3%	40.6%
Q16-5. Apartments & rental housing	21.3%	32.8%	45.9%
Q16-6. Townhomes & condominiums	26.9%	51.7%	21.3%
Q16-7. Student housing	9.9%	36.9%	53.2%
Q16-8. Affordable housing for low & moderate-income households	48.4%	28.1%	23.6%
Q16-9. Workforce housing for teachers, nurses, public safety personnel, & other workers	52.1%	35.1%	12.8%
Q16-10. Housing for older adults & seniors	42.3%	51.3%	6.4%
Q16-11. Small lot single family housing	54.6%	35.4%	10.0%

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders over the next 5-10 years?

Q17. Top choice	Number	Percent
Single-family homes	206	40.2 %
Luxury or high-end homes	4	0.8 %
Modular or manufactured homes	8	1.6 %
Duplexes, triplexes, & quadplexes	6	1.2 %
Apartments & rental housing	15	2.9 %
Townhomes & condominiums	8	1.6 %
Student housing	6	1.2 %
Affordable housing for low & moderate-income households	63	12.3 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	26	5.1 %
Housing for older adults & seniors	49	9.6 %
Small lot single family housing	28	5.5 %
None chosen	93	18.2 %
Total	512	100.0 %

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders over the next 5-10 years?

Q17. 2nd choice	Number	Percent
Single-family homes	57	11.1 %
Luxury or high-end homes	24	4.7 %
Modular or manufactured homes	14	2.7 %
Duplexes, triplexes, & quadplexes	14	2.7 %
Apartments & rental housing	23	4.5 %
Townhomes & condominiums	33	6.4 %
Student housing	11	2.1 %
Affordable housing for low & moderate-income households	77	15.0 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	46	9.0 %
Housing for older adults & seniors	46	9.0 %
Small lot single family housing	49	9.6 %
None chosen	118	23.0 %
Total	512	100.0 %

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders o the next 5-10 years?

Q17. 3rd choice	Number	Percent
Single-family homes	39	7.6 %
Luxury or high-end homes	13	2.5 %
Modular or manufactured homes	13	2.5 %
Duplexes, triplexes, & quadplexes	17	3.3 %
Apartments & rental housing	22	4.3 %
Townhomes & condominiums	37	7.2 %
Student housing	13	2.5 %
Affordable housing for low & moderate-income households	47	9.2 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	44	8.6 %
Housing for older adults & seniors	55	10.7 %
Small lot single family housing	68	13.3 %
None chosen	144	28.1 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders over the next 5-10 years? (top 3)

Q17. Top choice	Number	Percent
Single-family homes	302	59.0 %
Luxury or high-end homes	41	8.0 %
Modular or manufactured homes	35	6.8 %
Duplexes, triplexes, & quadplexes	37	7.2 %
Apartments & rental housing	60	11.7 %
Townhomes & condominiums	78	15.2 %
Student housing	30	5.9 %
Affordable housing for low & moderate-income households	187	36.5 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	116	22.7 %
Housing for older adults & seniors	150	29.3 %
Small lot single family housing	145	28.3 %
None chosen	93	18.2 %
Total	1274	

Q18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater?

Q18. Which following are barriers to purchasing or renting a home in Whitewater	Number	Percent
Housing prices are too high	329	64.3 %
Rent prices are too high	255	49.8 %
Not enough homes available to purchase	200	39.1 %
Not enough rentals available	90	17.6 %
Lack of affordable housing	249	48.6 %
High mortgage interest rates	206	40.2 %
Property taxes are too high	315	61.5 %
Other	45	8.8 %
Don't know	37	7.2 %
Total	1726	

WITHOUT "DON'T KNOW"

Q18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater? (without "don't know")

Q18. Which following are barriers to purchasing or renting a home in Whitewater	Number	Percent
Housing prices are too high	329	69.3 %
Property taxes are too high	315	66.3 %
Rent prices are too high	255	53.7 %
Lack of affordable housing	249	52.4 %
High mortgage interest rates	206	43.4 %
Not enough homes available to purchase	200	42.1 %
Not enough rentals available	90	18.9 %
Other	45	9.5 %
Total	1689	

Q19. How important do you believe each of the following housing initiatives would be for helping address housing needs in Whitewater?

(N=512)

	Very important	Important	Neutral	Unimportant	Very unimportant	Don't know
Q19-1. Affordable housing initiatives	37.7%	25.0%	13.9%	6.3%	7.0%	10.2%
Q19-2. Down payment assistance for first-time homebuyers	28.5%	27.0%	21.3%	6.6%	8.0%	8.6%
Q19-3. Homeownership assistance programs	25.2%	30.5%	18.9%	7.0%	7.8%	10.5%
Q19-4. Housing rehabilitation & home improvement programs	27.9%	38.3%	17.0%	4.1%	4.5%	8.2%
Q19-5. Incentives to encourage development of additional housing	18.4%	30.5%	23.4%	9.8%	8.8%	9.2%
Q19-6. Programs to help seniors remain in their homes as they age	38.3%	35.7%	12.5%	3.7%	2.3%	7.4%

WITHOUT "DON'T KNOW"

Q19. How important do you believe each of the following housing initiatives would be for helping address housing needs in Whitewater? (without "don't know")

(N=512)

	Very important	Important	Neutral	Unimportant	Very unimportant
Q19-1. Affordable housing initiatives	42.0%	27.8%	15.4%	7.0%	7.8%
Q19-2. Down payment assistance for first-time homebuyers	31.2%	29.5%	23.3%	7.3%	8.8%
Q19-3. Homeownership assistance programs	28.2%	34.1%	21.2%	7.9%	8.7%
Q19-4. Housing rehabilitation & home improvement programs	30.4%	41.7%	18.5%	4.5%	4.9%
Q19-5. Incentives to encourage development of additional housing	20.2%	33.5%	25.8%	10.8%	9.7%
Q19-6. Programs to help seniors remain in their homes as they age	41.4%	38.6%	13.5%	4.0%	2.5%

Q20. How supportive would you be of the City taking actions to increase the availability of housing in Whitewater?

Q20. How supportive would you be of City taking actions to increase the availability of housing in Whitewater	Number	Percent
Supportive	264	51.6 %
Neutral	100	19.5 %
Opposed	79	15.4 %
Don't know	69	13.5 %
Total	512	100.0 %

WITHOUT "DON'T KNOW"

Q20. How supportive would you be of the City taking actions to increase the availability of housing in Whitewater? (without "don't know")

Q20. How supportive would you be of City taking actions to increase the availability of housing in Whitewater	Number	Percent
Supportive	264	59.6 %
Neutral	100	22.6 %
Opposed	79	17.8 %
Total	443	100.0 %

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPH from City leaders over the next FIVE years?

Q21. Top choice	Number	Percent
More career opportunities	125	24.4 %
More commercial/industrial growth	82	16.0 %
More shopping, dining, entertainment options	106	20.7 %
More athletic & recreational venues	10	2.0 %
Downtown development	81	15.8 %
Professional services (e.g., medical, insurance, finance)	23	4.5 %
Public transportation	42	8.2 %
Other	11	2.1 %
None chosen	32	6.3 %
Total	512	100.0 %

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years?

Q21. 2nd choice	Number	Percent
More career opportunities	61	11.9 %
More commercial/industrial growth	74	14.5 %
More shopping, dining, entertainment options	112	21.9 %
More athletic & recreational venues	39	7.6 %
Downtown development	105	20.5 %
Professional services (e.g., medical, insurance, finance)	36	7.0 %
Public transportation	30	5.9 %
Other	4	0.8 %
None chosen	51	10.0 %
Total	512	100.0 %

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years?

Q21. 3rd choice	Number	Percent
More career opportunities	55	10.7 %
More commercial/industrial growth	48	9.4 %
More shopping, dining, entertainment options	64	12.5 %
More athletic & recreational venues	32	6.3 %
Downtown development	88	17.2 %
Professional services (e.g., medical, insurance, finance)	54	10.5 %
Public transportation	75	14.6 %
Other	8	1.6 %
None chosen	88	17.2 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years? (top 3)

Q21. Top choice	Number	Percent
More career opportunities	241	47.1 %
More commercial/industrial growth	204	39.8 %
More shopping, dining, entertainment options	282	55.1 %
More athletic & recreational venues	81	15.8 %
Downtown development	274	53.5 %
Professional services (e.g., medical, insurance, finance)	113	22.1 %
Public transportation	147	28.7 %
Other	23	4.5 %
None chosen	32	6.3 %
Total	1397	

Q23. How much emphasis should the City place on recruiting retail and restaurant businesses?

Q23. How much emphasis should City place on recruiting retail & restaurant businesses	Number	Percent
More emphasis	287	56.1 %
About the same	148	28.9 %
Less emphasis	38	7.4 %
Don't know	39	7.6 %
Total	512	100.0 %

WITHOUT "DON'T KNOW"

Q23. How much emphasis should the City place on recruiting retail and restaurant businesses? (without "don't know")

Q23. How much emphasis should City place on recruiting retail & restaurant businesses	Number	Percent
More emphasis	287	60.7 %
About the same	148	31.3 %
Less emphasis	38	8.0 %
Total	473	100.0 %

Q24. What types of retail and restaurant options would you like to see in Whitewater?

Q24. Types of retail & restaurant options you would like to see in Whitewater	Number	Percent
Clothing/shoes	240	46.9 %
Casual/fine dining	284	55.5 %
Entertainment	206	40.2 %
Fast food	36	7.0 %
Big box retail	86	16.8 %
Specialty shops	176	34.4 %
Bars, pubs, breweries	64	12.5 %
Groceries/food stores	359	70.1 %
Other	29	5.7 %
Total	1480	

Item 2.

Q25. City Communication. Where do you currently get news and information about City programs, services, and events?

Q25. Where do you currently get news & information about City programs, services, & events	Number	Percent
Local newspaper(s)	139	27.1 %
City website	205	40.0 %
City's Facebook page	272	53.1 %
City's Instagram account	21	4.1 %
City's YouTube channel (public meetings)	23	4.5 %
Utility bill	69	13.5 %
Other	139	27.1 %
Total	868	

Q26. Communication. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Availability of information about City programs, services, & events	4.9%	34.8%	34.2%	13.1%	3.7%	9.4%
Q26-2. City efforts to keep you informed about City-related issues	4.1%	30.7%	33.8%	16.4%	5.3%	9.8%
Q26-3. Ease in communication with City departments & staff	7.6%	31.3%	28.9%	10.2%	5.5%	16.6%
Q26-4. Accessibility & responsiveness of City's elected officials	5.1%	17.0%	35.0%	11.3%	5.7%	26.0%
Q26-5. Quality of City's website	5.5%	29.5%	37.1%	7.2%	2.0%	18.8%
Q26-6. Responsiveness of City Hall to residents calls & concerns	4.1%	19.5%	30.3%	8.4%	4.7%	33.0%
Q26-7. Level of public involvement in local decision making	2.9%	15.2%	30.5%	20.1%	9.4%	21.9%
Q26-8. Timeliness of information provided by City	3.7%	21.1%	39.5%	12.5%	5.5%	17.8%
Q26-9. Accessing public records or public meeting information	3.5%	20.5%	35.0%	6.4%	3.9%	30.7%
Q26-10. Voting experience in local elections	30.7%	38.5%	16.0%	3.9%	1.2%	9.8%

Item 2.

WITHOUT "DON'T KNOW"

Q26. Communication. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Availability of information about City programs, services, & events	5.4%	38.4%	37.7%	14.4%	4.1%
Q26-2. City efforts to keep you informed about City-related issues	4.5%	34.0%	37.4%	18.2%	5.8%
Q26-3. Ease in communication with City departments & staff	9.1%	37.5%	34.7%	12.2%	6.6%
Q26-4. Accessibility & responsiveness of City's elected officials	6.9%	23.0%	47.2%	15.3%	7.7%
Q26-5. Quality of City's website	6.7%	36.3%	45.7%	8.9%	2.4%
Q26-6. Responsiveness of City Hall to residents calls & concerns	6.1%	29.2%	45.2%	12.5%	7.0%
Q26-7. Level of public involvement in local decision making	3.8%	19.5%	39.0%	25.8%	12.0%
Q26-8. Timeliness of information provided by City	4.5%	25.7%	48.0%	15.2%	6.7%
Q26-9. Accessing public records or public meeting information	5.1%	29.6%	50.4%	9.3%	5.6%
Q26-10. Voting experience in local elections	34.0%	42.6%	17.7%	4.3%	1.3%

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q27. Top choice	Number	Percent
Availability of information about City programs, services, & events	103	20.1 %
City efforts to keep you informed about City-related issues	96	18.8 %
Ease in communication with City departments & staff	19	3.7 %
Accessibility & responsiveness of City's elected officials	23	4.5 %
Quality of City's website	14	2.7 %
Responsiveness of City Hall to residents calls & concerns	22	4.3 %
Level of public involvement in local decision making	56	10.9 %
Timeliness of information provided by City	12	2.3 %
Accessing public records or public meeting information	4	0.8 %
Voting experience in local elections	35	6.8 %
None chosen	128	25.0 %
Total	512	100.0 %

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q27. 2nd choice	Number	Percent
Availability of information about City programs, services, & events	50	9.8 %
City efforts to keep you informed about City-related issues	85	16.6 %
Ease in communication with City departments & staff	27	5.3 %
Accessibility & responsiveness of City's elected officials	31	6.1 %
Quality of City's website	17	3.3 %
Responsiveness of City Hall to residents calls & concerns	50	9.8 %
Level of public involvement in local decision making	58	11.3 %
Timeliness of information provided by City	32	6.3 %
Accessing public records or public meeting information	7	1.4 %
Voting experience in local elections	11	2.1 %
None chosen	144	28.1 %
Total	512	100.0 %

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q27. 3rd choice	Number	Percent
Availability of information about City programs, services, & events	31	6.1 %
City efforts to keep you informed about City-related issues	47	9.2 %
Ease in communication with City departments & staff	24	4.7 %
Accessibility & responsiveness of City's elected officials	36	7.0 %
Quality of City's website	23	4.5 %
Responsiveness of City Hall to residents calls & concerns	40	7.8 %
Level of public involvement in local decision making	52	10.2 %
Timeliness of information provided by City	47	9.2 %
Accessing public records or public meeting information	16	3.1 %
Voting experience in local elections	28	5.5 %
None chosen	168	32.8 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q27. Top choice	Number	Percent
Availability of information about City programs, services, & events	184	35.9 %
City efforts to keep you informed about City-related issues	228	44.5 %
Ease in communication with City departments & staff	70	13.7 %
Accessibility & responsiveness of City's elected officials	90	17.6 %
Quality of City's website	54	10.5 %
Responsiveness of City Hall to residents calls & concerns	112	21.9 %
Level of public involvement in local decision making	166	32.4 %
Timeliness of information provided by City	91	17.8 %
Accessing public records or public meeting information	27	5.3 %
Voting experience in local elections	74	14.5 %
None chosen	128	25.0 %
Total	1224	

Q28. Library. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Sat and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q28-1. Overall satisfaction with the quality of library services	35.4%	28.5%	12.9%	1.8%	1.0%	20.5%
Q28-2. Quality of library programs for youth & teens	22.7%	22.9%	16.8%	2.3%	1.2%	34.2%
Q28-3. Quality of library programs for adults	21.9%	25.2%	19.9%	2.3%	1.0%	29.7%
Q28-4. Quality of materials, books, DVDs, magazines, etc.	27.0%	28.5%	15.4%	2.5%	1.0%	25.6%
Q28-5. Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	22.3%	22.9%	16.8%	2.0%	0.6%	35.5%
Q28-6. Quality of online research tools & databases, catalog, etc.	18.4%	22.3%	20.7%	1.2%	0.4%	37.1%
Q28-7. Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	33.4%	25.6%	15.4%	1.4%	1.8%	22.5%
Q28-8. Library hours of operation	23.0%	34.6%	17.4%	2.5%	0.6%	21.9%
Q28-9. Overall quality of library facilities	34.2%	28.7%	12.9%	2.0%	1.4%	20.9%

Item 2.

WITHOUT "DON'T KNOW"

Q28. Library. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q28-1. Overall satisfaction with the quality of library services	44.5%	35.9%	16.2%	2.2%	1.2%
Q28-2. Quality of library programs for youth & teens	34.4%	34.7%	25.5%	3.6%	1.8%
Q28-3. Quality of library programs for adults	31.1%	35.8%	28.3%	3.3%	1.4%
Q28-4. Quality of materials, books, DVDs, magazines, etc.	36.2%	38.3%	20.7%	3.4%	1.3%
Q28-5. Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	34.5%	35.5%	26.1%	3.0%	0.9%
Q28-6. Quality of online research tools & databases, catalog, etc.	29.2%	35.4%	32.9%	1.9%	0.6%
Q28-7. Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	43.1%	33.0%	19.9%	1.8%	2.3%
Q28-8. Library hours of operation	29.5%	44.3%	22.3%	3.3%	0.8%
Q28-9. Overall quality of library facilities	43.2%	36.3%	16.3%	2.5%	1.7%

Q29. Which TWO of the library items listed in Question 28 would you recommend receive the MOST EMPHASIS from City le over the next TWO years?

Q29. Top choice	Number	Percent
Overall satisfaction with the quality of library services	57	11.1 %
Quality of library programs for youth & teens	60	11.7 %
Quality of library programs for adults	33	6.4 %
Quality of materials, books, DVDs, magazines, etc.	33	6.4 %
Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	24	4.7 %
Quality of online research tools & databases, catalog, etc.	17	3.3 %
Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	22	4.3 %
Library hours of operation	20	3.9 %
Overall quality of library facilities	15	2.9 %
None chosen	231	45.1 %
Total	512	100.0 %

Q29. Which TWO of the library items listed in Question 28 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?

Q29. 2nd choice	Number	Percent
Overall satisfaction with the quality of library services	29	5.7 %
Quality of library programs for youth & teens	44	8.6 %
Quality of library programs for adults	54	10.5 %
Quality of materials, books, DVDs, magazines, etc.	33	6.4 %
Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	13	2.5 %
Quality of online research tools & databases, catalog, etc.	13	2.5 %
Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	26	5.1 %
Library hours of operation	19	3.7 %
Overall quality of library facilities	31	6.1 %
None chosen	250	48.8 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q29. Which TWO of the library items listed in Question 28 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q29. Top choice	Number	Percent
Overall satisfaction with the quality of library services	86	16.8 %
Quality of library programs for youth & teens	104	20.3 %
Quality of library programs for adults	87	17.0 %
Quality of materials, books, DVDs, magazines, etc.	66	12.9 %
Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	37	7.2 %
Quality of online research tools & databases, catalog, etc.	30	5.9 %
Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	48	9.4 %
Library hours of operation	39	7.6 %
Overall quality of library facilities	46	9.0 %
None chosen	231	45.1 %
Total	774	

Q30. Parks and Recreation. Please rate your satisfaction with each of the following using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q30-1. Availability of lake resources	8.2%	25.4%	28.3%	14.5%	4.9%	18.8%
Q30-2. Adult recreation programs	5.5%	24.4%	29.9%	11.9%	3.7%	24.6%
Q30-3. After school programs	2.1%	13.9%	28.5%	6.3%	1.0%	48.2%
Q30-4. Availability of fishing opportunities	5.1%	21.9%	27.1%	8.0%	2.3%	35.5%
Q30-5. Ease of registering for programs	5.7%	25.2%	30.3%	2.7%	1.8%	34.4%
Q30-6. Maintenance of City parks	14.1%	46.9%	20.7%	7.0%	3.5%	7.8%
Q30-7. Outdoor athletic fields	8.4%	36.3%	23.8%	4.5%	1.4%	25.6%
Q30-8. Quality of facilities at City parks	10.0%	43.8%	26.8%	5.3%	2.1%	12.1%
Q30-9. Walking/biking trails	10.2%	41.2%	23.2%	8.2%	2.7%	14.5%
Q30-10. Youth recreation programs	5.1%	20.3%	24.4%	5.5%	2.5%	42.2%

Item 2.

WITHOUT "DON'T KNOW"

Q30. Parks and Recreation. Please rate your satisfaction with each of the following using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q30-1. Availability of lake resources	10.1%	31.3%	34.9%	17.8%	6.0%
Q30-2. Adult recreation programs	7.3%	32.4%	39.6%	15.8%	4.9%
Q30-3. After school programs	4.2%	26.8%	55.1%	12.1%	1.9%
Q30-4. Availability of fishing opportunities	7.9%	33.9%	42.1%	12.4%	3.6%
Q30-5. Ease of registering for programs	8.6%	38.4%	46.1%	4.2%	2.7%
Q30-6. Maintenance of City parks	15.3%	50.8%	22.5%	7.6%	3.8%
Q30-7. Outdoor athletic fields	11.3%	48.8%	32.0%	6.0%	1.8%
Q30-8. Quality of facilities at City parks	11.3%	49.8%	30.4%	6.0%	2.4%
Q30-9. Walking/biking trails	11.9%	48.2%	27.2%	9.6%	3.2%
Q30-10. Youth recreation programs	8.8%	35.1%	42.2%	9.5%	4.4%

Q31. From the Parks and Recreation services listed in Question 30, which TWO do you consider MOST IMPORTANT for the C provide?

Q31. Top choice	Number	Percent
Availability of lake resources	39	7.6 %
Adult recreation programs	60	11.7 %
After school programs	25	4.9 %
Availability of fishing opportunities	15	2.9 %
Ease of registering for programs	5	1.0 %
Maintenance of City parks	99	19.3 %
Outdoor athletic fields	4	0.8 %
Quality of facilities at City parks	27	5.3 %
Walking/biking trails	61	11.9 %
Youth recreation programs	55	10.7 %
None chosen	122	23.8 %
Total	512	100.0 %

Q31. From the Parks and Recreation services listed in Question 30, which TWO do you consider MOST IMPORTANT for the City to provide?

Q31. 2nd choice	Number	Percent
Availability of lake resources	25	4.9 %
Adult recreation programs	51	10.0 %
After school programs	19	3.7 %
Availability of fishing opportunities	19	3.7 %
Ease of registering for programs	9	1.8 %
Maintenance of City parks	77	15.0 %
Outdoor athletic fields	10	2.0 %
Quality of facilities at City parks	68	13.3 %
Walking/biking trails	55	10.7 %
Youth recreation programs	44	8.6 %
None chosen	135	26.4 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q31. From the Parks and Recreation services listed in Question 30, which TWO do you consider MOST IMPORTANT for the City to provide? (top 2)

Q31. Top choice	Number	Percent
Availability of lake resources	64	12.5 %
Adult recreation programs	111	21.7 %
After school programs	44	8.6 %
Availability of fishing opportunities	34	6.6 %
Ease of registering for programs	14	2.7 %
Maintenance of City parks	176	34.4 %
Outdoor athletic fields	14	2.7 %
Quality of facilities at City parks	95	18.6 %
Walking/biking trails	116	22.7 %
Youth recreation programs	99	19.3 %
None chosen	122	23.8 %
Total	889	

Q32. Approximately how many years have you lived in Whitewater?

Q32. How many years have you lived in Whitewater	Number	Percent
0-5	83	16.2 %
6-10	83	16.2 %
11-15	42	8.2 %
16-20	53	10.4 %
21-30	62	12.1 %
31+	155	30.3 %
Not provided	34	6.6 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Approximately how many years have you lived in Whitewater? (without "not provided")

Q32. How many years have you lived in Whitewater	Number	Percent
0-5	83	17.4 %
6-10	83	17.4 %
11-15	42	8.8 %
16-20	53	11.1 %
21-30	62	13.0 %
31+	155	32.4 %
Total	478	100.0 %

Q33. Do you own or rent your current residence?

Q33. Do you own or rent your current residence	Number	Percent
Own	321	62.7 %
Rent	179	35.0 %
Student housing	4	0.8 %
Not provided	8	1.6 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q33. Do you own or rent your current residence? (without "not provided")

Q33. Do you own or rent your current residence	Number	Percent
Own	321	63.7 %
Rent	179	35.5 %
Student housing	4	0.8 %
Total	504	100.0 %

Q34. What is your age?

Q34. Your age	Number	Percent
18-34	96	18.8 %
35-44	98	19.1 %
45-54	87	17.0 %
55-64	91	17.8 %
65+	95	18.6 %
Not provided	45	8.8 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q34. What is your age? (without "not provided")

Q34. Your age	Number	Percent
18-34	96	20.6 %
35-44	98	21.0 %
45-54	87	18.6 %
55-64	91	19.5 %
65+	95	20.3 %
Total	467	100.0 %

Q35. Are you affiliated with The University of Wisconsin-Whitewater?

Q35. Are you affiliated with The University of Wisconsin-Whitewater	Number	Percent
Undergraduate student	12	2.3 %
Graduate student	10	2.0 %
Faculty member	16	3.1 %
Staff employee	29	5.7 %
Alumni	120	23.4 %
Parent or family member of a student	37	7.2 %
Other	19	3.7 %
No affiliation	245	47.9 %
Not provided	24	4.7 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q35. Are you affiliated with The University of Wisconsin-Whitewater? (without "not provided")

Q35. Are you affiliated with The University of Wisconsin-Whitewater	Number	Percent
Undergraduate student	12	2.5 %
Graduate student	10	2.0 %
Faculty member	16	3.3 %
Staff employee	29	5.9 %
Alumni	120	24.6 %
Parent or family member of a student	37	7.6 %
Other	19	3.9 %
No affiliation	245	50.2 %
Total	488	100.0 %

Q35-7. Other:

Q35-7. Other	Number	Percent
Former employee	18	94.7 %
Transfered to UW Madison	1	5.3 %
Total	19	100.0 %

Q36. Which of the following best describes your race/ethnicity?

Q36. Your race/ethnicity	Number	Percent
Asian or Asian Indian	15	2.9 %
Black or African American	13	2.5 %
American Indian or Alaska Native	5	1.0 %
White	414	80.9 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic or Latino	46	9.0 %
Prefer not to say	21	4.1 %
Other	5	1.0 %
Total	520	

WITHOUT "PREFER NOT TO SAY"

Q36. Which of the following best describes your race/ethnicity? (without "prefer not to say")

Q36. Your race/ethnicity	Number	Percent
White	414	84.3 %
Hispanic or Latino	46	9.4 %
Asian or Asian Indian	15	3.1 %
Black or African American	13	2.6 %
American Indian or Alaska Native	5	1.0 %
Other	5	1.0 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Total	499	

Q36-7. Self-describe your race/ethnicity:

Q36-7. Self-describe your race/ethnicity	Number	Percent
Mixed race	2	40.0 %
More than one	1	20.0 %
Swiss	1	20.0 %
Native American	1	20.0 %
Total	5	100.0 %

Q37. Would you say your total annual household income is...

Q37. Your total annual household income	Number	Percent
Under $50K	98	19.1 %
$50K-$99,999	161	31.4 %
$100K-$149,999	102	19.9 %
$150K+	62	12.1 %
Would rather not say	89	17.4 %
Total	512	100.0 %

WITHOUT "WOULD RATHER NOT SAY"

Q37. Would you say your total annual household income is... (without "would rather not say")

Q37. Your total annual household income	Number	Percent
Under $50K	98	23.2 %
$50K-$99,999	161	38.1 %
$100K-$149,999	102	24.1 %
$150K+	62	14.7 %
Total	423	100.0 %

6 Survey Instrument

City of WHITEWATER City Manager's Office

www.whitewater-wi.gov
Telephone: 262-473-0104

Office of the City Manager
312 W. Whitewater St.
Whitewater, WI 53190

Dear Whitewater Resident:

Thank you for choosing to call Whitewater home. Your voice matters, and we invite you to participate in the City of Whitewater Community Survey.

Your household has been randomly selected to provide feedback on City services, community amenities, and priorities for the future. The results will help City leaders make informed decisions about programs, services, and investments that affect our community.

The survey takes approximately 10–15 minutes to complete. Please return your completed survey in the enclosed postage-paid envelope or complete it online using the information provided. ETC Institute, an independent research firm, will compile the results and present them to City staff and elected officials. All responses will remain confidential and will only be reported in summary form.

Your input is important as we work together to make Whitewater an even better place to live, learn, work, and play.

Thank you for your time and participation.

Sincerely,

John S. Weidl
City Manager for the City of Whitewater

You can complete this survey online at cityofwhitewatersurvey.org

Para completar esta encuesta en español, llame al ETC Institute al 844-811-0411

2026 City of Whitewater Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's planning process and will be used by City leaders to make planning and investment decisions. If you have questions, please contact Becky Magestro at 262-473-0101 or bmagestro@whitewater-wi.gov. If you prefer to take the survey online, you may do so at whitewatersurvey.org. *Respondents who fully complete the survey will have an opportunity to enter a drawing for a $500 prepaid Visa gift card.*

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1. Overall. Please rate your overall satisfaction with the following major categories of services provided by the City of Whitewater using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall maintenance of city streets and sidewalks	5	4	3	2	1	9
2. Overall quality of solid waste services (trash, yard waste, recycling)	5	4	3	2	1	9
3. Overall quality of stormwater management and flood control in the city	5	4	3	2	1	9
4. Overall quality of wastewater and sanitary sewer services	5	4	3	2	1	9
5. Overall quality of water utility services	5	4	3	2	1	9

2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide? *[Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

3. Perceptions of Whitewater. Several items that may influence your perception of the City of Whitewater are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
2. Overall image of the city	5	4	3	2	1	9
3. How well the city is planning growth	5	4	3	2	1	9
4. Overall quality of life in the city	5	4	3	2	1	9
5. Overall quality of services provided by the city	5	4	3	2	1	9

4. Please rate the City of Whitewater with regard to each of the following using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor."

How would you rate The City of Whitewater...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to retire	5	4	3	2	1	9
4. As a community that is moving in the right direction	5	4	3	2	1	9

5. In the last year, have you or any members of your family... *[Check all that apply.]*

____(1) Attended a City Council meeting
____(2) Attended a Planning Commission meeting
____(3) Contacted a City Council member
____(4) Voted in a local election
____(5) Participated in a City sponsored meeting
____(6) Participated in your homeowners' association

5a. Are there any barriers that prevent you from participating in any of the above?

_____

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6. Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please how safe you feel in the following situations.

	How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In city parks	5	4	3	2	1	9
2.	In the downtown area of the city	5	4	3	2	1	9
3.	In your neighborhood at night	5	4	3	2	1	9
4.	In your neighborhood during the day	5	4	3	2	1	9
5.	Overall feeling of safety in your community	5	4	3	2	1	9

7. Public Safety. Please rate your satisfaction with each of the following.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
	Police Services						
01.	The visibility of police in the City	5	4	3	2	1	9
02.	Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo and Sports Day)	5	4	3	2	1	9
03.	How quickly police personnel respond to emergencies	5	4	3	2	1	9
04.	The City's efforts to prevent crime	5	4	3	2	1	9
05.	Enforcement of local traffic laws	5	4	3	2	1	9
06.	Responsiveness in investigating criminal offenses	5	4	3	2	1	9
07.	Professionalism of City police personnel	5	4	3	2	1	9
08.	The overall effectiveness of City police	5	4	3	2	1	9
09.	The level of service provided by the Communications Center	5	4	3	2	1	9
10.	Overall quality of police services	5	4	3	2	1	9
	Fire and Emergency Medical Services						
11.	How quickly ambulance/emergency medical services personnel respond to emergencies	5	4	3	2	1	9
12.	How quickly fire services personnel respond to emergencies	5	4	3	2	1	9
13.	Overall quality of emergency medical/ambulance services	5	4	3	2	1	9
14.	Overall quality of fire services	5	4	3	2	1	9

8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide? *[Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

9. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	City efforts to prevent street flooding	5	4	3	2	1	9
02.	Condition of city streets	5	4	3	2	1	9
03.	Condition of city sidewalks	5	4	3	2	1	9
04.	Condition of street signs and pavement markings	5	4	3	2	1	9
05.	Mowing and tree trimming along streets and public areas	5	4	3	2	1	9
06.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
07.	Quality of on-street bicycle infrastructure (signage)	5	4	3	2	1	9
08.	Snow removal on city streets	5	4	3	2	1	9
09.	Street sweeping services	5	4	3	2	1	9
10.	Terrace tree trimming	5	4	3	2	1	9

10. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

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11. <u>Weekly Trash/Garbage Collection Services</u>. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Weekly curbside recycling services	5	4	3	2	1	9
2.	Monthly bulk pickup services	5	4	3	2	1	9
3.	Every Thursday in May bulk pickup services	5	4	3	2	1	9
4.	Fall leaf/yard waste pickup	5	4	3	2	1	9
5.	Spring leaf/yard waste pickup	5	4	3	2	1	9
6.	Brush collection services	5	4	3	2	1	9

12. Which TWO of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

13. <u>Water and Wastewater Utilities</u>. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall customer service from water utility employees	5	4	3	2	1	9
2.	Overall customer service from wastewater utility employees	5	4	3	2	1	9
3.	Overall quality of your drinking water	5	4	3	2	1	9
4.	What you are charged for wastewater	5	4	3	2	1	9
5.	What you are charged for water	5	4	3	2	1	9
6.	How easy it is to resolve billing problems	5	4	3	2	1	9
7.	How easy it is to use the online utility account	5	4	3	2	1	9
8.	How easy your water bill is to understand	5	4	3	2	1	9
9.	How well the city keeps you informed about water quality issues or disruptions to your water services	5	4	3	2	1	9

14. Which TWO of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

15. <u>Community</u>. Please rate your agreement with each of the following.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
	My community...						
1.	Makes plans with its residents' best interests in mind	5	4	3	2	1	9
2.	Works with local businesses to improve public and shared spaces to create a sense of community	5	4	3	2	1	9
3.	Is working to create a positive future for the downtown area	5	4	3	2	1	9
	When it comes to my community I am...						
4.	Excited by the changes and plans I feel are happening	5	4	3	2	1	9
5.	Aware of opportunities to engage with community leaders	5	4	3	2	1	9
6.	Interested in the opportunity to provide feedback to my community leaders regarding local issues	5	4	3	2	1	9

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16. <u>Housing</u>. In your opinion, does Whitewater need more, about the same amount, or less of ea the following types of housing?

		Need More	About the Same	Need Less	Don't Know
01.	Single-family homes	3	2	1	9
02.	Luxury or high-end homes	3	2	1	9
03.	Modular or manufactured homes	3	2	1	9
04.	Duplexes, triplexes, and quadplexes	3	2	1	9
05.	Apartments and rental housing	3	2	1	9
06.	Townhomes and condominiums	3	2	1	9
07.	Student housing	3	2	1	9
08.	Affordable Housing for low and moderate-income households	3	2	1	9
09.	Workforce housing for teachers, nurses, public safety personnel, and other workers	3	2	1	9
10.	Housing for older adults and seniors	3	2	1	9
11.	Small lot single family housing	3	2	1	9

17. Which THREE of the items listed above do you think should receive the HIGHEST PRIORITY from city leaders over the next 5-10 years? *[Write in your answers below using the numbers from the list in Question 16, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater? *[Check all that apply.]*

____(1) Housing prices are too high
____(2) Rent prices are too high
____(3) Not enough homes available to purchase
____(4) Not enough rentals available
____(5) Lack of affordable housing
____(6) High mortgage interest rates
____(7) Property taxes are too high
____(8) Other: _____
____(9) Don't know

19. How important do you believe each of the following housing initiatives would be for helping address housing needs in Whitewater?

	How important...	Very Important	Important	Neutral	Unimportant	Very Unimportant	Don't Know
1.	Affordable Housing initiatives	5	4	3	2	1	9
2.	Down payment assistance for first-time homebuyers	5	4	3	2	1	9
3.	Homeownership assistance programs	5	4	3	2	1	9
4.	Housing rehabilitation and home improvement programs	5	4	3	2	1	9
5.	Incentives to encourage the development of additional housing	5	4	3	2	1	9
6.	Programs to help seniors remain in their homes as they age	5	4	3	2	1	9

20. How supportive would you be of the City taking actions to increase the availability of housing in Whitewater?

____(3) Supportive ____(2) Neutral ____(1) Opposed ____(9) Don't know

21. <u>Economic Development Priorities</u>. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from city leaders over the next FIVE years?

1. More career opportunities
2. More commercial/industrial growth
3. More shopping, dining, entertainment options
4. More athletic and recreational venues
5. Downtown development
6. Professional services (e.g., medical, insurance, finance)
7. Public transportation
8. Other: _____

1st: ____ 2nd: ____ 3rd: ____ NONE

22. What ONE issue should City leaders focus on most during the next five years?

_____

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23. How much emphasis should the City place on recruiting retail and restaurant businesses?

____(3) More emphasis ____(2) About the same ____(1) Less Emphasis ____(9) Don't know

24. What types of retail and restaurant options would you like to see in Whitewater? *[Check all that apply.]*

____(1) Clothing/shoes
____(2) Casual/fine dining
____(3) Entertainment
____(4) Fast food
____(5) Big box retail
____(6) Specialty shops
____(7) Bars, pubs, breweries
____(8) Groceries/food stores
____(9) Other: _____

25. City Communication. Where do you currently get news and information about city programs, services, and events? *[Check all that apply.]*

____(1) Local newspaper(s)
____(2) City website
____(3) City's Facebook page
____(4) City's Instagram account
____(5) City's YouTube Channel (public meetings)
____(6) Utility bill
____(7) Other: _____

26. Communication. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of information about City programs, services, and events	5	4	3	2	1	9
02.	City efforts to keep you informed about city-related issues	5	4	3	2	1	9
03.	Ease in communication with City departments and staff	5	4	3	2	1	9
04.	Accessibility and responsiveness of City's elected officials	5	4	3	2	1	9
05.	Quality of City's website	5	4	3	2	1	9
06.	Responsiveness of City Hall to residents calls and concerns	5	4	3	2	1	9
07.	The level of public involvement in local decision making	5	4	3	2	1	9
08.	The timeliness of information provided by the city	5	4	3	2	1	9
09.	Accessing public records or public meeting information	5	4	3	2	1	9
10.	Voting experience in local elections	5	4	3	2	1	9

27. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 26, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

28. Library. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall satisfaction with the quality of library services	5	4	3	2	1	9
2.	Quality of library programs for youth and teens	5	4	3	2	1	9
3.	Quality of library programs for adults	5	4	3	2	1	9
4.	Quality of materials, books, DVDs, magazines, etc.	5	4	3	2	1	9
5.	Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	5	4	3	2	1	9
6.	Quality of online research tools and databases, catalog, etc.	5	4	3	2	1	9
7.	Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	5	4	3	2	1	9
8.	Library hours of operation	5	4	3	2	1	9
9.	Overall quality of library facilities	5	4	3	2	1	9

29. Which TWO of the library items listed above would you recommend receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 28, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

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30. Parks and Recreation. Please rate your satisfaction with each of the following using a scal to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of lake resources	5	4	3	2	1	9
02.	Adult recreation programs	5	4	3	2	1	9
03.	After school programs	5	4	3	2	1	9
04.	Availability of fishing opportunities	5	4	3	2	1	9
05.	Ease of registering for programs	5	4	3	2	1	9
06.	Maintenance of City parks	5	4	3	2	1	9
07.	Outdoor athletic fields	5	4	3	2	1	9
08.	Quality of facilities at City parks	5	4	3	2	1	9
09.	Walking/biking trails	5	4	3	2	1	9
10.	Youth recreation programs	5	4	3	2	1	9

31. From the Parks and Recreation services listed above, which TWO do you consider MOST IMPORTANT for the City to provide? *[Write in your answers below using the numbers from the list in Question 30, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

DEMOGRAPHICS

32. Approximately how many years have you lived in Whitewater? _____ years

33. Do you own or rent your current residence? ____(1) Own ____(2) Rent ____(3) Student housing

34. What is your age? _____ years

35. Are you affiliated with The University of Wisconsin-Whitewater?

____(1) Undergraduate student
____(2) Graduate student
____(3) Faculty member
____(4) Staff employee
____(5) Alumni
____(6) Parent or family member of a student
____(7) Other (please specify): _____
____(8) No affiliation

36. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

____(01) Asian or Asian Indian
____(02) Black or African American
____(03) American Indian or Alaska Native
____(04) White
____(05) Native Hawaiian or other Pacific Islander
____(06) Hispanic or Latino
____(88) Prefer not to say
____(99) Other: _____

37. Would you say your total annual household income is...

____(1) Under $50,000
____(2) $50,000 - $99,999
____(3) $100,000 - $149,999
____(4) $150,000 or more
____(5) Would rather not say

38. If you have any other suggestions you would like to make, please write them in the space provided below.

_____

_____

_____

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39. OPTIONAL: Would you like to be entered into a drawing for a chance to win one (1) prepaid Visa Gift Card? You must complete all sections of the survey to qualify. The gift card will be sent via email and is limited to one entry per household.

____(1) Yes *[Please answer Question 39a.]* ____(2) No

39a. Please provide your contact information.

Name: _____ Phone Number: _____

Email Address: _____

40. Would you be willing to participate in future surveys sponsored by the City of Whitewater?

____(1) Yes *[Please answer Question 40a.]* ____(2) No

40a Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. Thank you.

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City of WHITEWATER
Live • Work • Play • Learn

MEMORANDUM

TO: Common Council
FROM: John S. Weidl, City Manager
DATE: September 4, 2026
RE: 2026 Community Survey: Transmittal and a Proposed First Step

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Transmitted with this memo are ETC Institute's 2026 Community Survey Findings Report and Appendix A (GIS Maps). The survey was mailed to a random sample of households in July and August; 512 completed it, giving results a precision of ±4.3% at the 95% confidence level (p. i). This is the City's first ETC survey, so the numbers are a baseline rather than a trend.

What the survey says. Whitewater rated above both the Plains and national averages in 29 of 45 benchmarked items (p. iv), with the strongest results in fire and EMS (80-84%), police response (79%), solid waste (81%), library services (80%), and wastewater (73%) (pp. ii-iii). Residents rated us lower on the condition of streets (41%) and sidewalks (45%) (p. 11); on how well the City is planning for growth (25%) and the value received for taxes and fees (31%) (p. 4); and on communication, where 39% feel the City keeps them informed, 30% are satisfied with the timeliness of information, and 23% with the level of public involvement in decision-making (p. 28). ETC's Importance-Satisfaction analysis identifies ten "very high" priorities, and every one falls into three groups: streets, sidewalks, and snow removal; water and wastewater rates and drinking-water quality; and communication and public involvement (p. v; Section 3). On longer-term questions, 69% see a need for more single-family homes, 60% support City action to increase housing availability, and a grocery store tops the list of desired retail (pp. iii-iv); those results are inputs to the comprehensive plan rewrite.

I would like Council's direction on priorities. Rather than bring you a staff agenda, I am asking that at the presentation each of you tell us what you consider most important to focus on. Staff will begin working those priorities into the budget now, and Council can carry them into the full strategic plan update planned for 2028. My own reading of the report points to streets and communication, but I would rather hear yours first.

What stood out to me. One suggestion in the open-ended comments (p. 83) asked that the City divide the community into manageable sections and hold a meeting in each. That idea lines up with several findings elsewhere in the report:

- Half of residents are interested in providing feedback to community leaders, but only about a third are aware of opportunities to do so (p. 18).
- Residents are engaged: 81% voted in a local election and 25% attended a Council meeting in the past year (p. 6). The barriers they name (pp. 63-66) are meeting times, short notice, agendas without topics, and information that does not reach them.
- Only 25% believe the City is planning well for growth (p. 4), while the comments ask for the very things our plans contain: jobs, housing, downtown investment, and better streets.

Proposal. Hold a meeting in each of the five aldermanic districts (Attachment B) ahead of the 2028 strategic plan update, using the format the comprehensive plan rewrite has already established, with two purposes: show residents, on maps of their own district, the plans already in place (capital improvements, utility replacements, plow priorities, public safety response, land use, and development districts), and collect their input for staff, Council, and the strategic plan. After each meeting, staff would publish what was heard and what was done in response. The meetings will also tell us whether the growth-planning number reflects plans residents do not see or plans they do not support. This addresses three of ETC's very-high priorities directly and supports the streets priority by making the plan visible.

What will follow. For streets, staff will bring funding and pace options, showing what the current program delivers each year and what it would take to change the trajectory, as part of the 2028 budget and CIP. For water and wastewater, staff will bring a briefing on rates, reserves, and drinking-water quality in the first quarter of 2028. Repeating the survey ahead of the strategic plan update would give it a second data point.

Attachment A lists the display boards staff would prepare for each meeting, the responsible department, and the data source. If Council supports this approach, staff will return with a schedule.

Attachment A

District Meeting Display Boards: Assignments by Department

Each board is prepared for the specific aldermanic district being visited, at a common scale on the GIS base map, and printed as a poster. Departments supply the data; Media Services designs and prints.

Display board	Data source
Public Works: Streets	
PASER pavement ratings, every street in the district	WISLR/PASER ratings submitted to WisDOT
5-year CIP for the district (reconstruct, mill/overlay, sidewalk), year labeled per segment	Adopted CIP; Engineering project list
Sidewalk gap and condition	Sidewalk inventory/inspection records
Stormwater flooding locations and planned drainage work	MS4/stormwater utility maps; complaint log; CIP
Bike/trail network and gaps (joint with Parks)	Comp plan bike-ped element; existing trail inventory
Public Works: Water & Wastewater Utility	
Main replacements coordinated with repaves, 5-year	Utility CIP cross-referenced to street CIP
Main age / lead service line status	Utility asset inventory; LSL inventory filed with DNR
Water and wastewater rate history and what a rate dollar funds (joint with Finance)	PSC rate orders (water); Council rate resolutions (wastewater); utility budgets
Police	
Police response geography, generalized	CAD/dispatch data
Calls for service by type	RMS, excluding identifying detail
Traffic and speed complaint locations with planned calming	PD complaint log; Engineering speed studies
Fire/EMS	
Fire and EMS response geography, generalized	CAD/dispatch; ePCR incident locations
Community Development	
Draft future land use for the district	Comp plan consultant working draft
Housing pipeline: approved and under construction, including the sub-$350K homes	Permit and plat records
Rental vs. owner-occupied parcels or rental-registration density	Rental licensing database; assessor class codes
Tax-exempt parcels (university, nonprofit, government)	Assessment roll exempt property list; county land records
TIF districts and proposed overlays, what each finances	TID project plans; boundary maps
Wastewater utility → TID → developer loan structure, rates at each step, homes produced	Loan agreements; development agreement
Downtown districts only: façade, streetscape, activation projects	CDA/downtown project list
Finance	
Property tax bill breakdown by taxing jurisdiction	Current tax bill apportionment; Treasurer records
Parks & Recreation	
Parks, trails, facilities with planned improvements	CORP; parks CIP
Chief of Staff / Media Services	
Design and printing of all boards	Department-supplied maps and data
Common legend template and QR codes linking each board to its digital version	Media Services
"Your district" board: alderperson and contact, meeting schedule, notification sign-up, polling place	Clerk records for polling place and meeting calendar
Sticky-note asks board; next-round "what we heard / what we did" board	Meeting log
Promotion through the Banner, Whitewater Anything, city channels	Communications plan
GIS	
Common base map, district outline, and scale for all map boards	GIS
Plow routes and priority tiers covering the district	GIS route layer; Streets division for tier policy
Overlay and mapping support for department boards (TIF, land use, response geography, parcels)	GIS, with department-supplied data

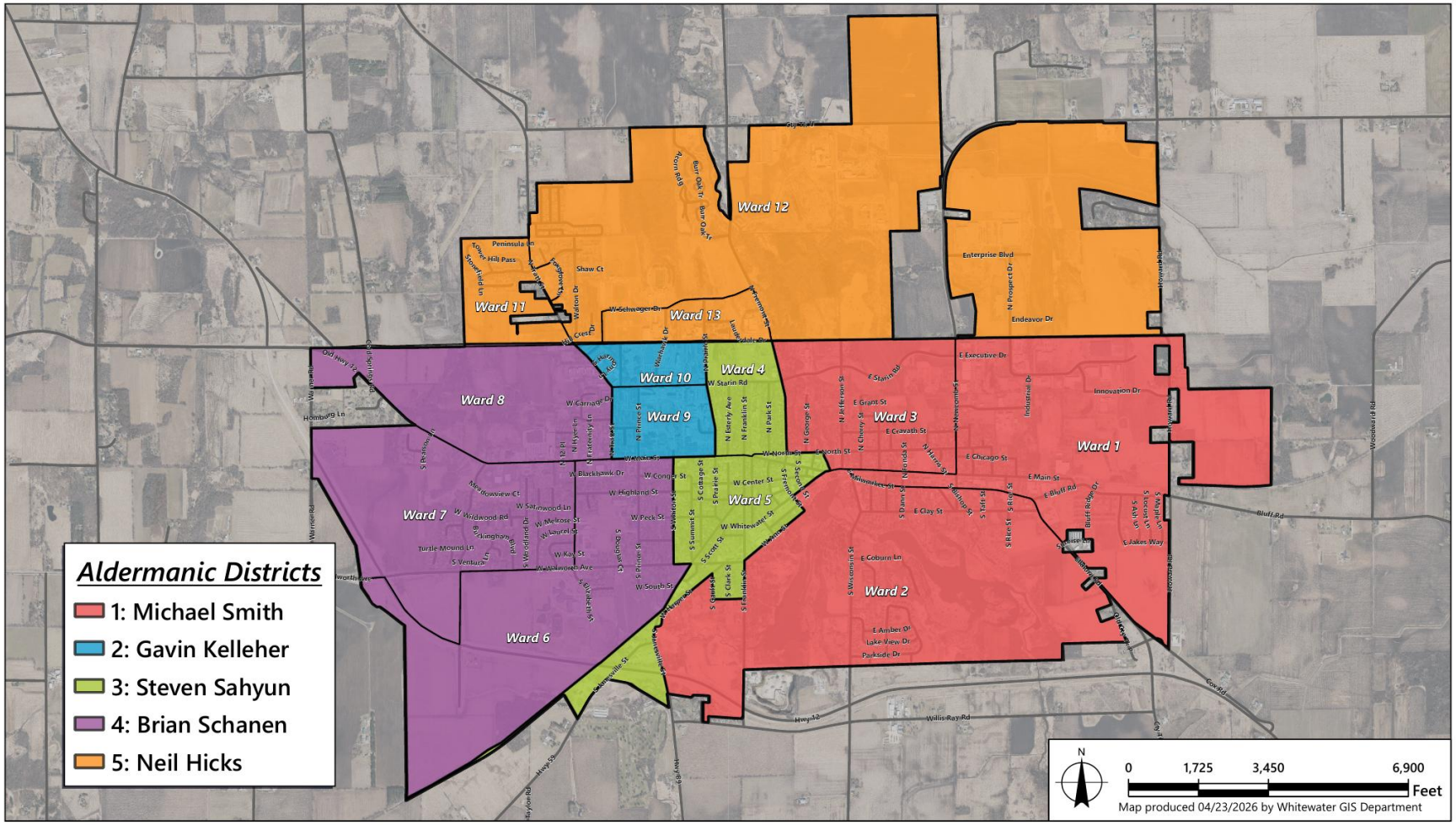
Attachment B

Aldermanic Districts (City Clerk / GIS, April 2026)

ALDERMANIC DISTRICTS

CITY OF WHITEWATER

City of WHITEWATER City Clerk



2026 City Of Whitewater Community Survey

Presented by ETC Institute

October 2026

Who We Are

ETC Institute is the Nation's leading provider of market research for local governments

Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents

Agenda

01. Perceptions & Ratings
02. Major Services
03. Public Safety
04. City Maintenance
05. Trash Services
06. Sustainability
07. Communication

2026 Whitewater Community Survey

Purpose

- To objectively assess City programs and services
- To gather input from residents to help City leaders set priorities
- To identify areas of improvement for the community

Methodology

- Administered by mail, phone, and online with follow-ups by text, email, and social media to the random sample of residential addresses.
- Sample designed to ensure results are statistically valid and representative.
- 512 completed surveys were collected, MOE: +/-4.3% at 95% level of confidence
    - Goal was 500.
- First community survey conducted

What to Know

61%

Percentage of respondents who rated Whitewater as an “excellent” or “good” place to live.

56%

Percentage of respondents who rated Whitewater as an “excellent” or “good” place to raise children.

50%

Percentage of respondents who were “very satisfied” or “satisfied” with the overall quality of life in Whitewater.

Police and Fire/EMS Services are Highly Rated

Benchmarking

When compared to ETC Institute’s Plains and National Averages, Whitewater performs above the averages in all the Police, Fire and EMS areas.

Overall Satisfaction With City Services is Strong

Overall Services

Overall, Whitewater performed well in key areas especially solid waste, wastewater, water utility, and stormwater management.

Opportunities for Improvement for Whitewater

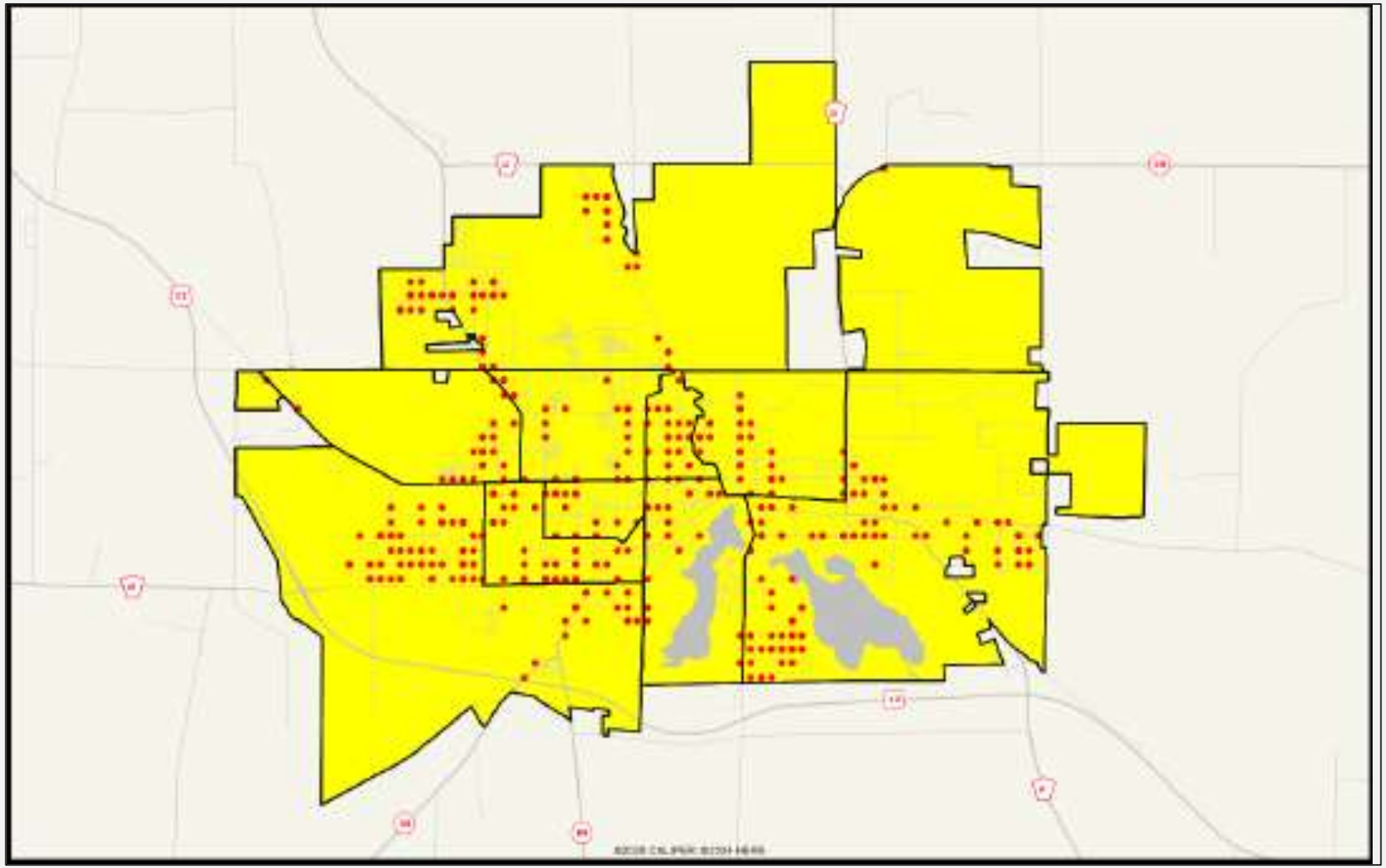
Priorities for Improvement

Maintenance of streets and sidewalks, snow removal on streets, water and wastewater costs, drinking water quality and city communication were highlighted areas for improvement.

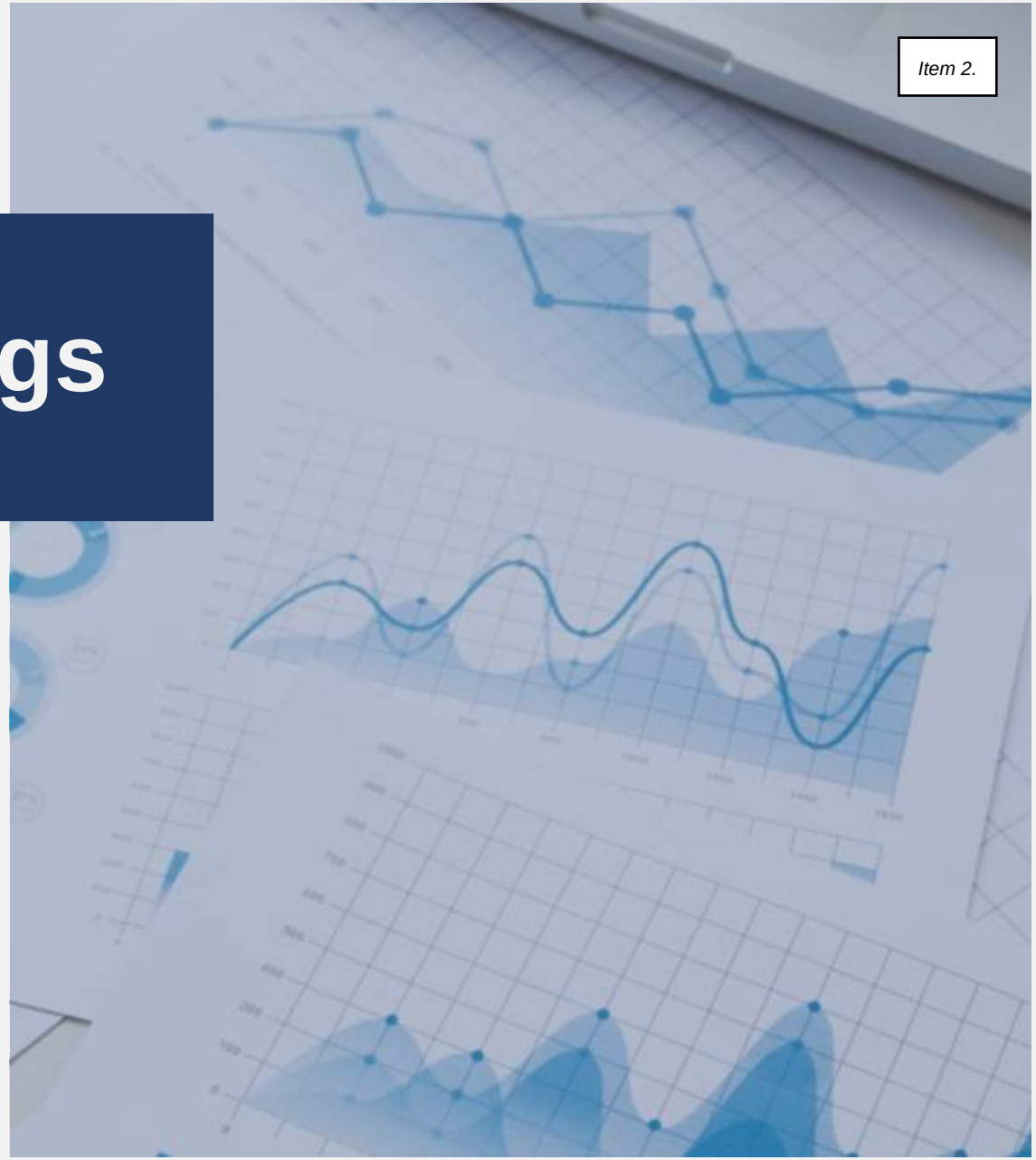
Distribution of Responses

ETC Institute designs the sample to ensure all areas of the City are equally represented. Throughout the survey administration process, ETC Institute monitors response distribution to maintain geographic balance.

Responses have been coded to the block level to maintain respondent anonymity.



Perceptions & Ratings



Overall Ratings of Whitewater

Whitewater received ratings above 50% in 2/4 of the areas assessed.

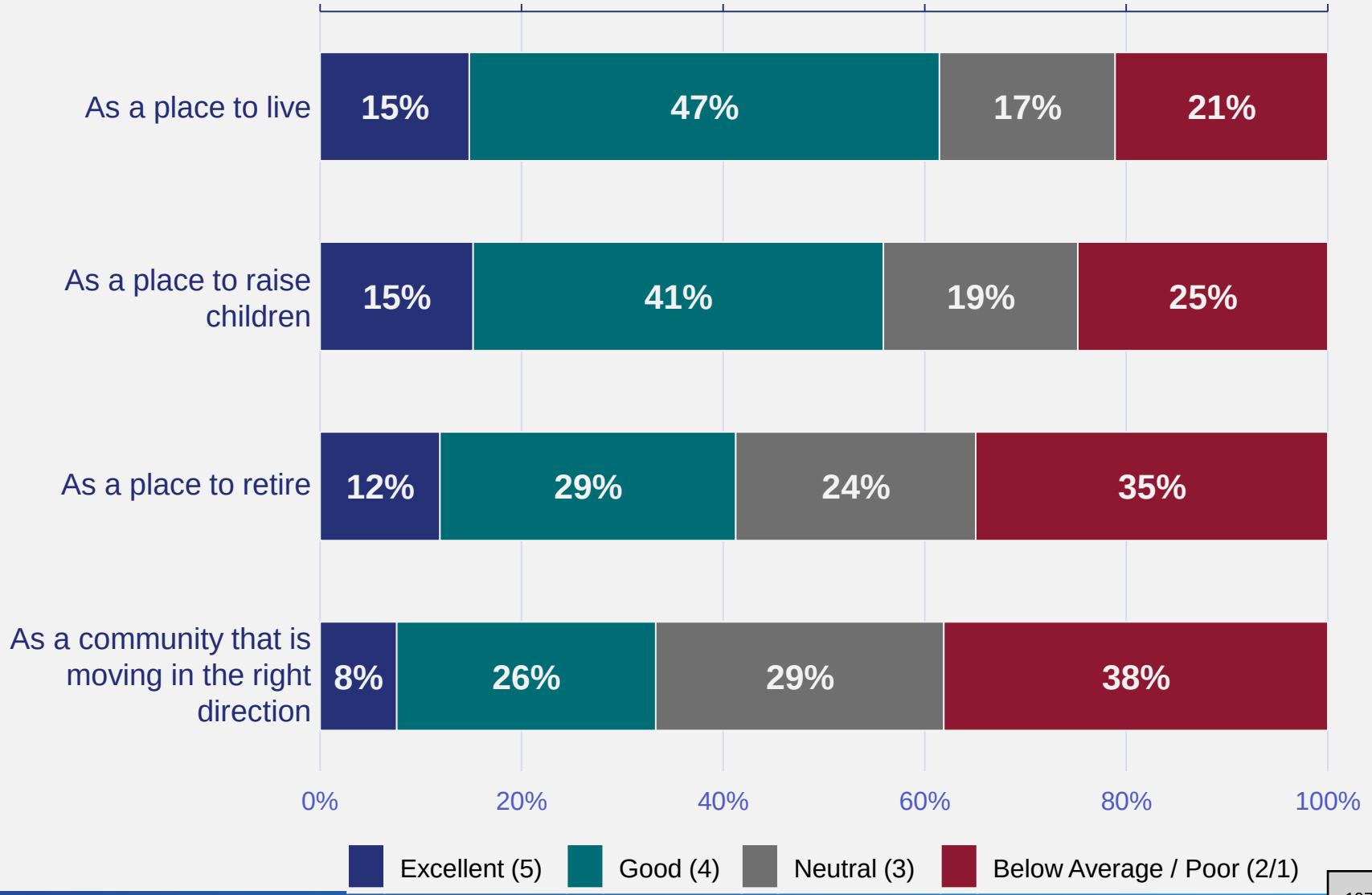
The Big Ones

- As a place to live – 61%
- As a place to raise children – 56%

Q4. Overall Ratings Of Whitewater

Item 2.

by percentage of respondents (excluding don't know)



Overall Ratings: Benchmarking

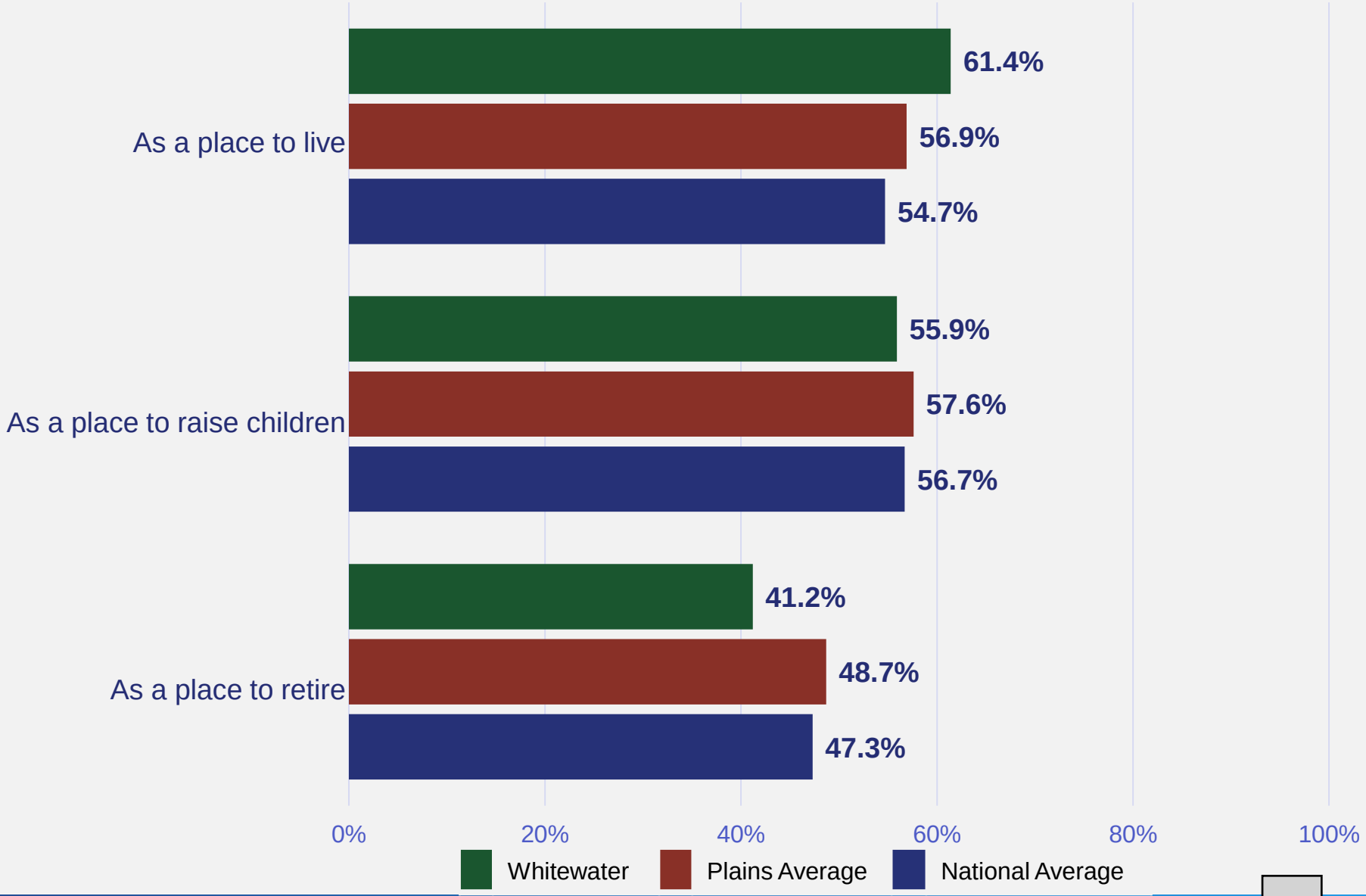
Whitewater is above the regional and national averages for **As a place to live.**

As a place to raise children is on par with the averages and **as a place to retire** is below.

Q4. Overall Ratings Of Whitewater

Item 2.

Whitewater 2026 vs. Plains Average vs. National Average



Overall Perceptions

Highest Rated

- Overall quality of life – 50%
- Overall quality of services – 50%
- Image of the City – 40%

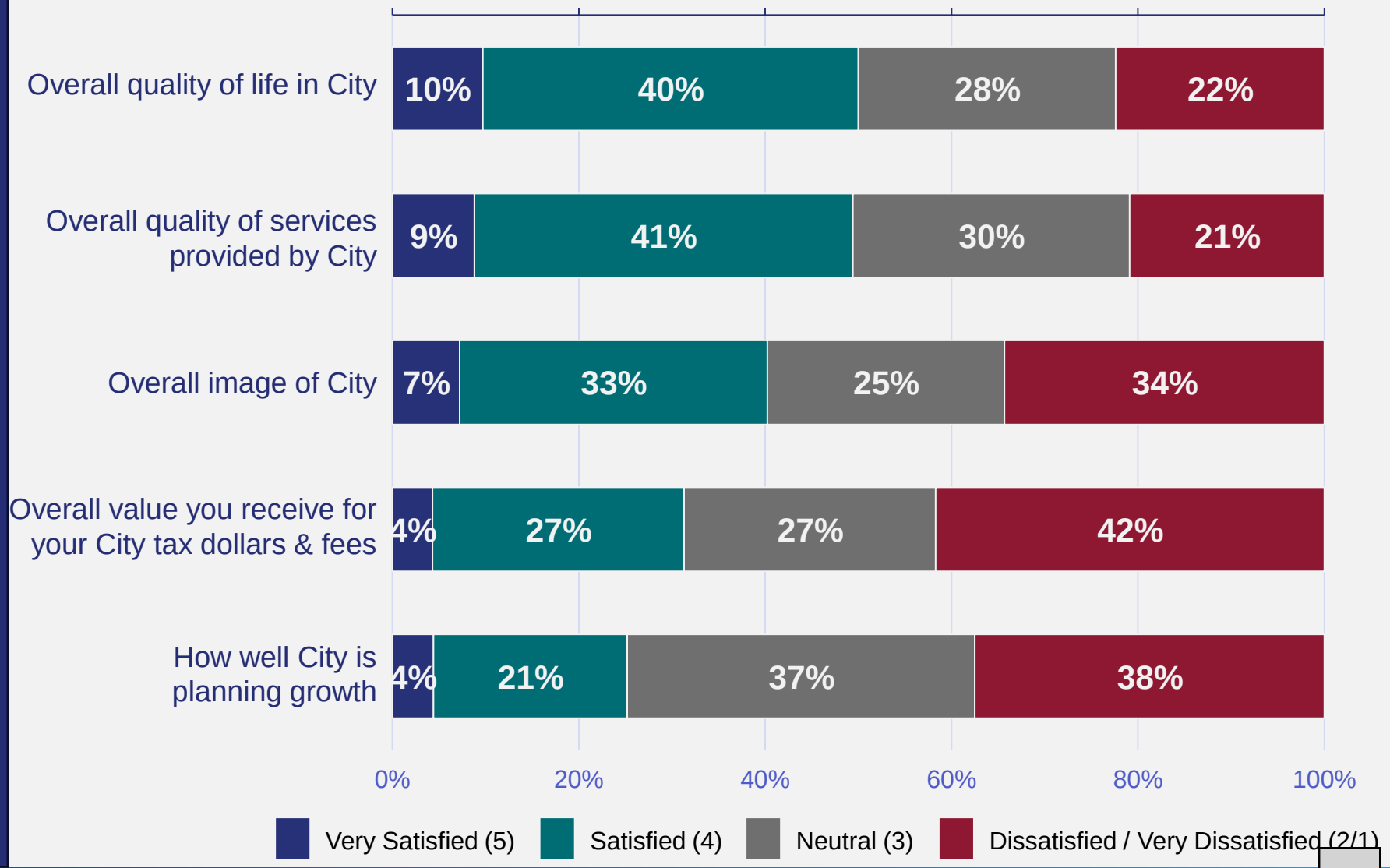
Lowest Rated

- Value for tax dollars – 31%
- Planning Growth – 25%

Q3. Perceptions Of Whitewater

Item 2.

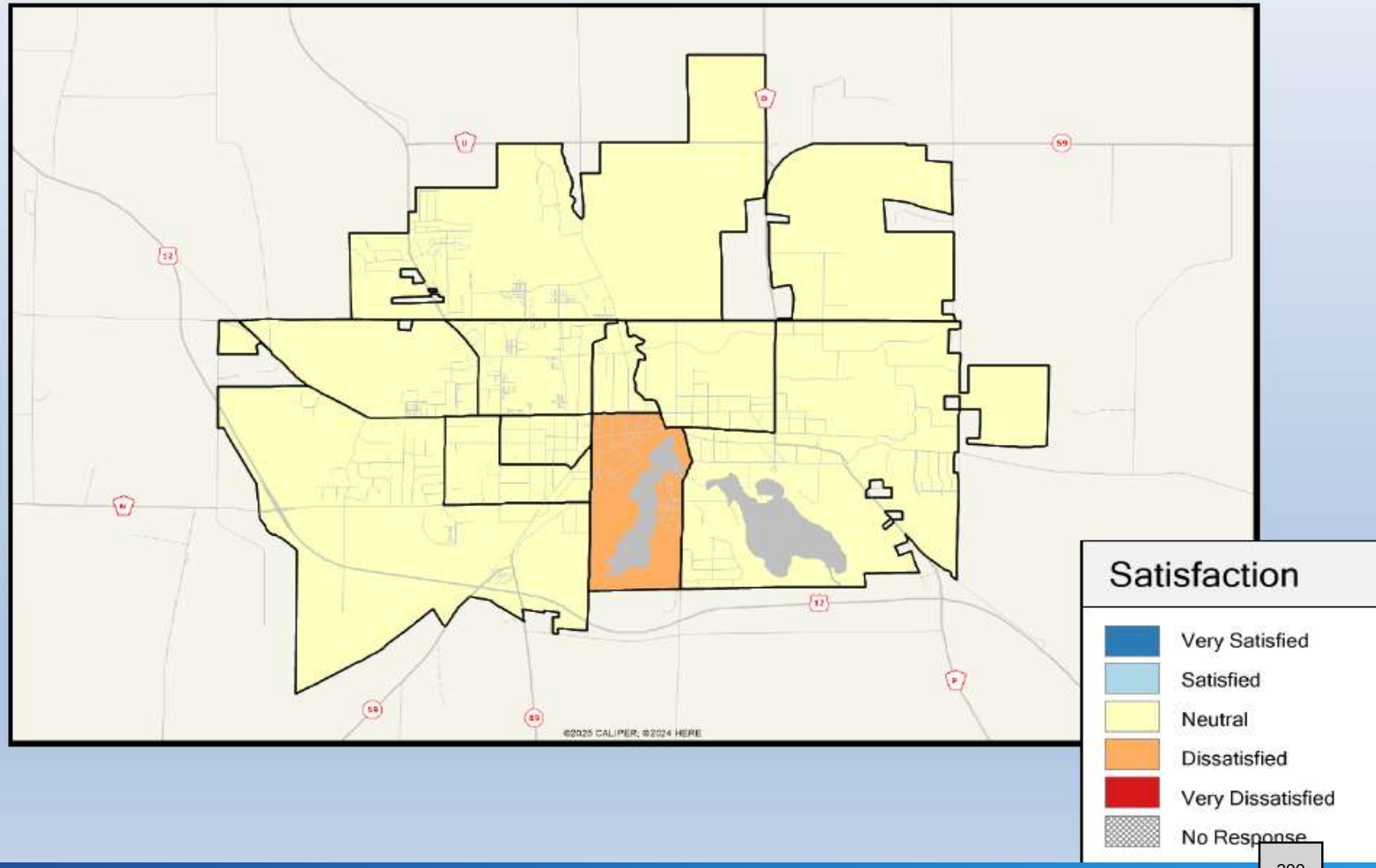
by percentage of respondents (excluding don't know)



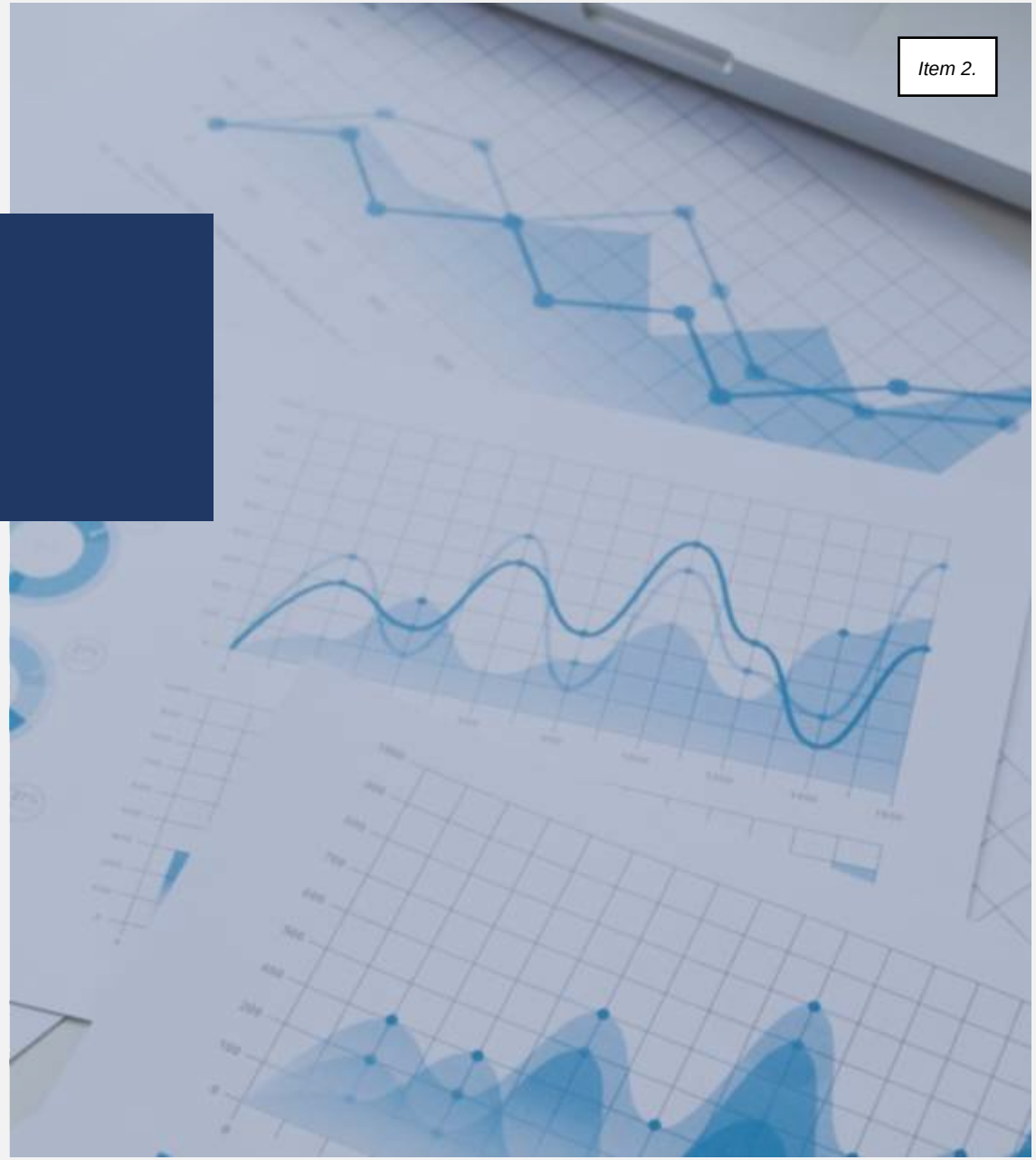
GIS Maps: Planning for Growth

GIS Maps can help highlight how different areas of the City rated each question on the survey. As seen here, most of the City is neutral but there is one area more dissatisfied than others.

Q3.03: How well the city is planning growth
Mean: 2.80



Overall Services



Overall Services

More than half of respondents were satisfied in all the areas assessed.

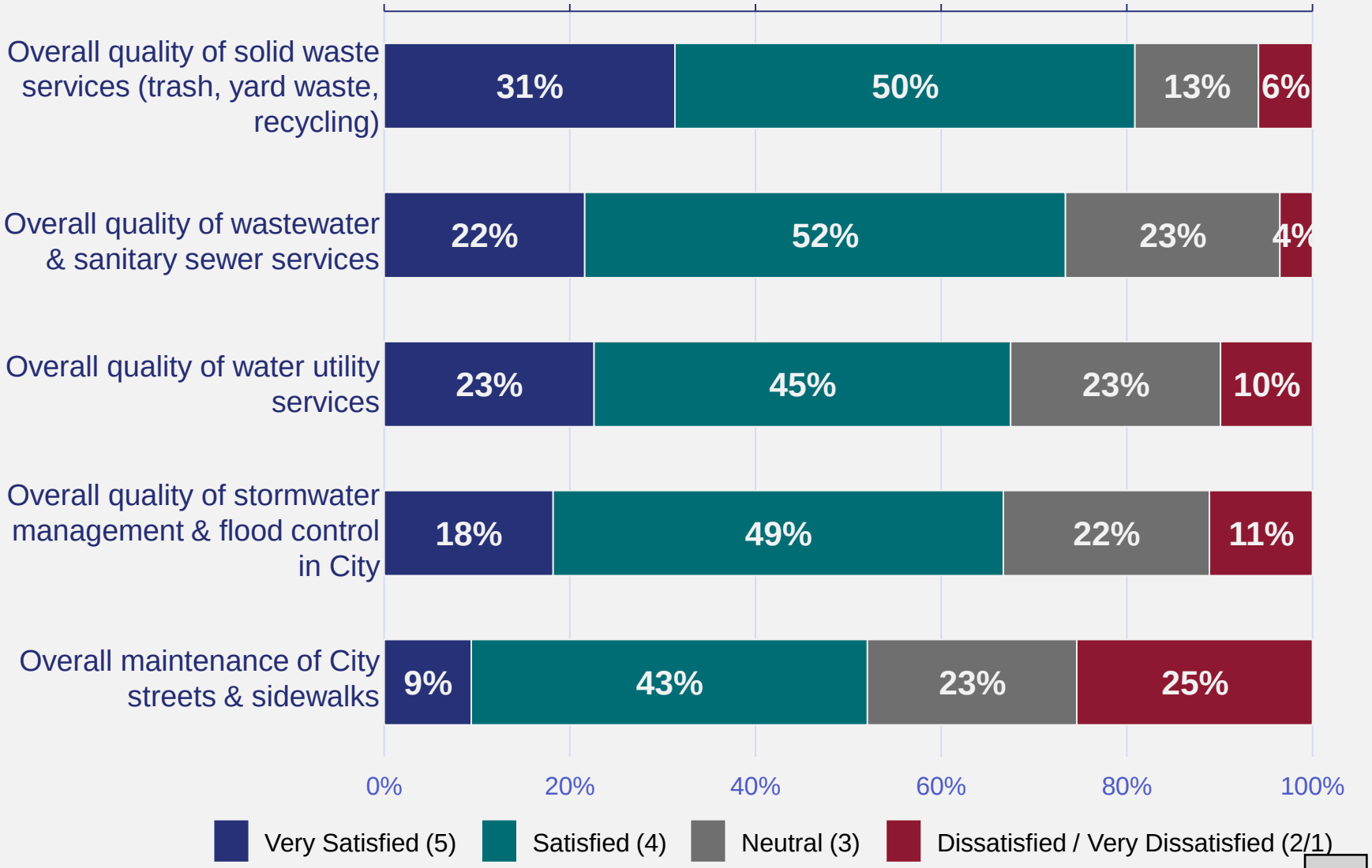
Highest Rated

- Solid Waste – 81%
- Wastewater and Sanitary – 74%
- Water Utility – 68%
- Stormwater Management – 67%
- Maintenance of streets/sidewalks – 53%

Q1. Overall Services

by percentage of respondents (excluding don't know)

Item 2.

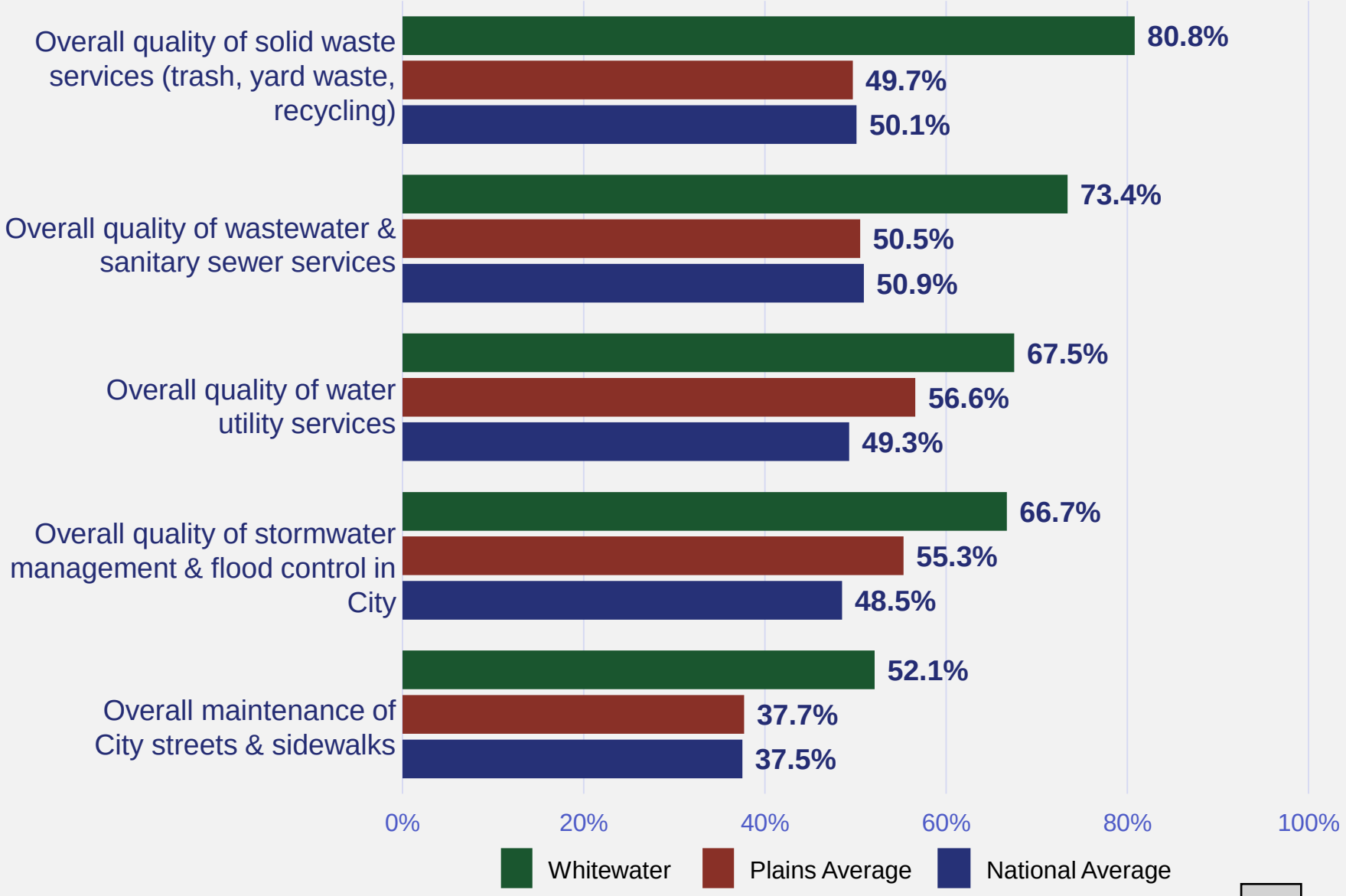


Overall Services Benchmarks

Compared to the Plains and National Benchmarks, Whitewater is leading the way in all service areas.

Q1. Overall Services

Whitewater 2026 vs. Plains Average vs. National Average



Item 2.

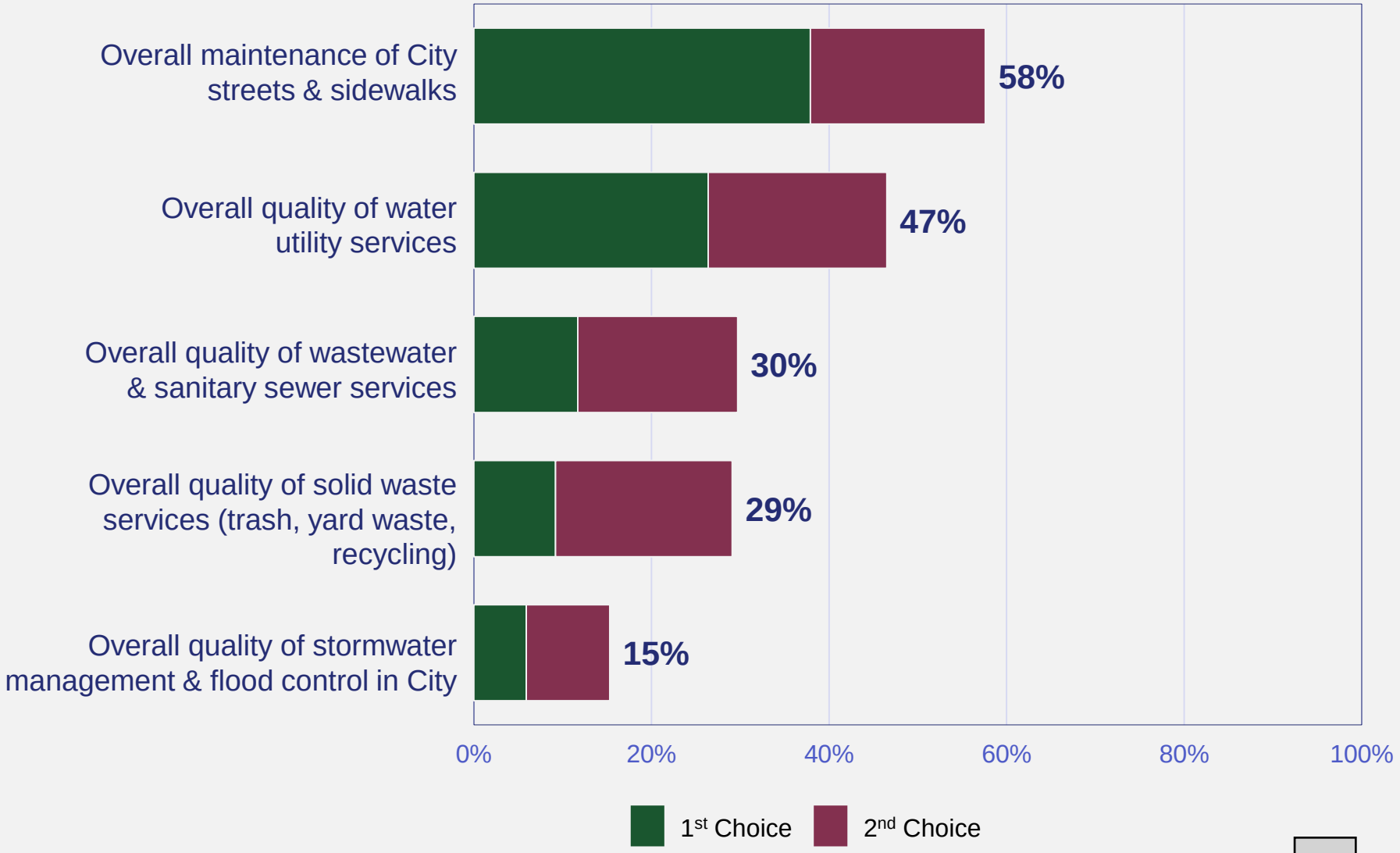
Overall Services Importance

The clear top choice by residents was **overall maintenance of City streets and sidewalks**. This was followed by **overall quality of water services**.

Q2. Which Two Major Services Do You Consider Most Important For The City To Provide?

by percentage of respondents who selected the item as one of their top two choices

Item 2.



Overall Services: Priorities for Investment

Item 2.

ETC's Importance-Satisfaction Analysis for Overall City services identified two areas that were a "very high" or "high" priority.

1. Overall maintenance of City streets and sidewalks
2. Overall quality of water utility services

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Overall Services

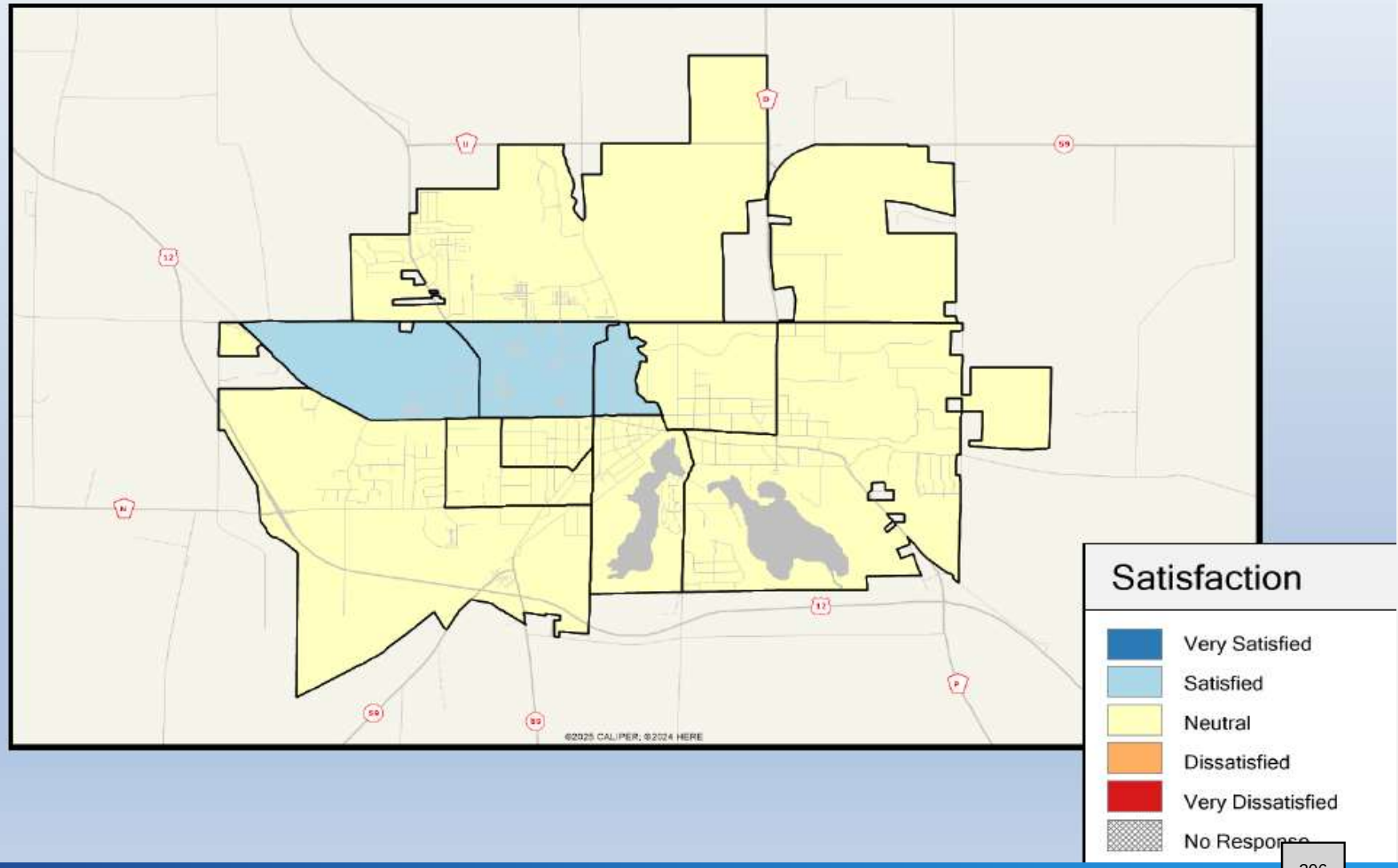
Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	Overall maintenance of City streets & sidewalks	58%	52%	0.2759
High	Overall quality of water utility services	47%	68%	0.1511
Medium	Overall quality of wastewater & sanitary sewer services	30%	73%	0.0790
Medium	Overall quality of solid waste services (trash, yard waste, recycling)	29%	81%	0.0559
Medium	Overall quality of stormwater management & flood control in City	15%	67%	0.0509

GIS Maps:

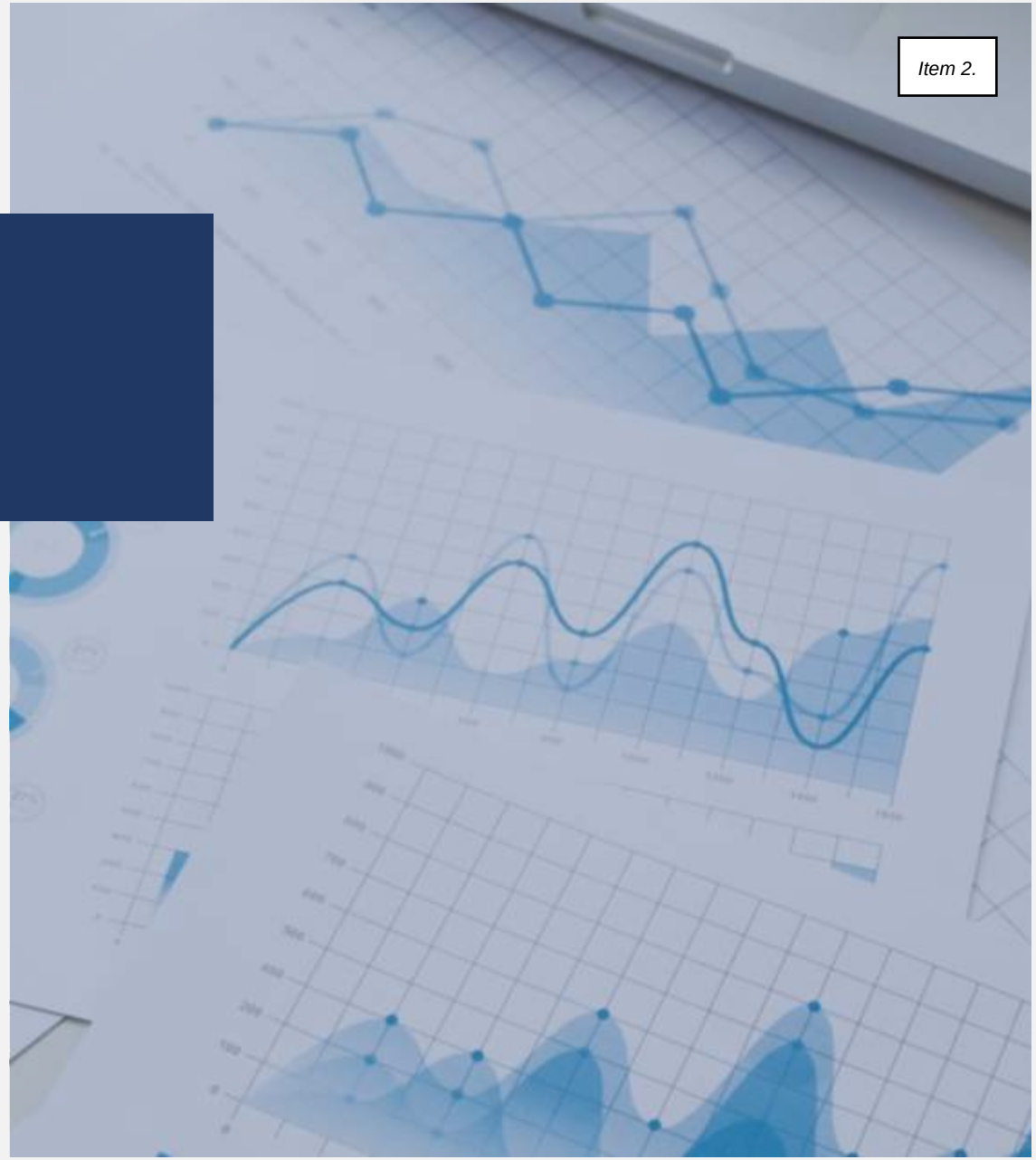
Overall maintenance of City streets and sidewalks

GIS Maps can help highlight how different areas of the City rated each question on the survey. As seen here, most of the city is neutral but there are a few areas that are more satisfied than others.

Q1.01: Overall maintenance of city streets and sidewalks
Mean: 3.31



Public Safety



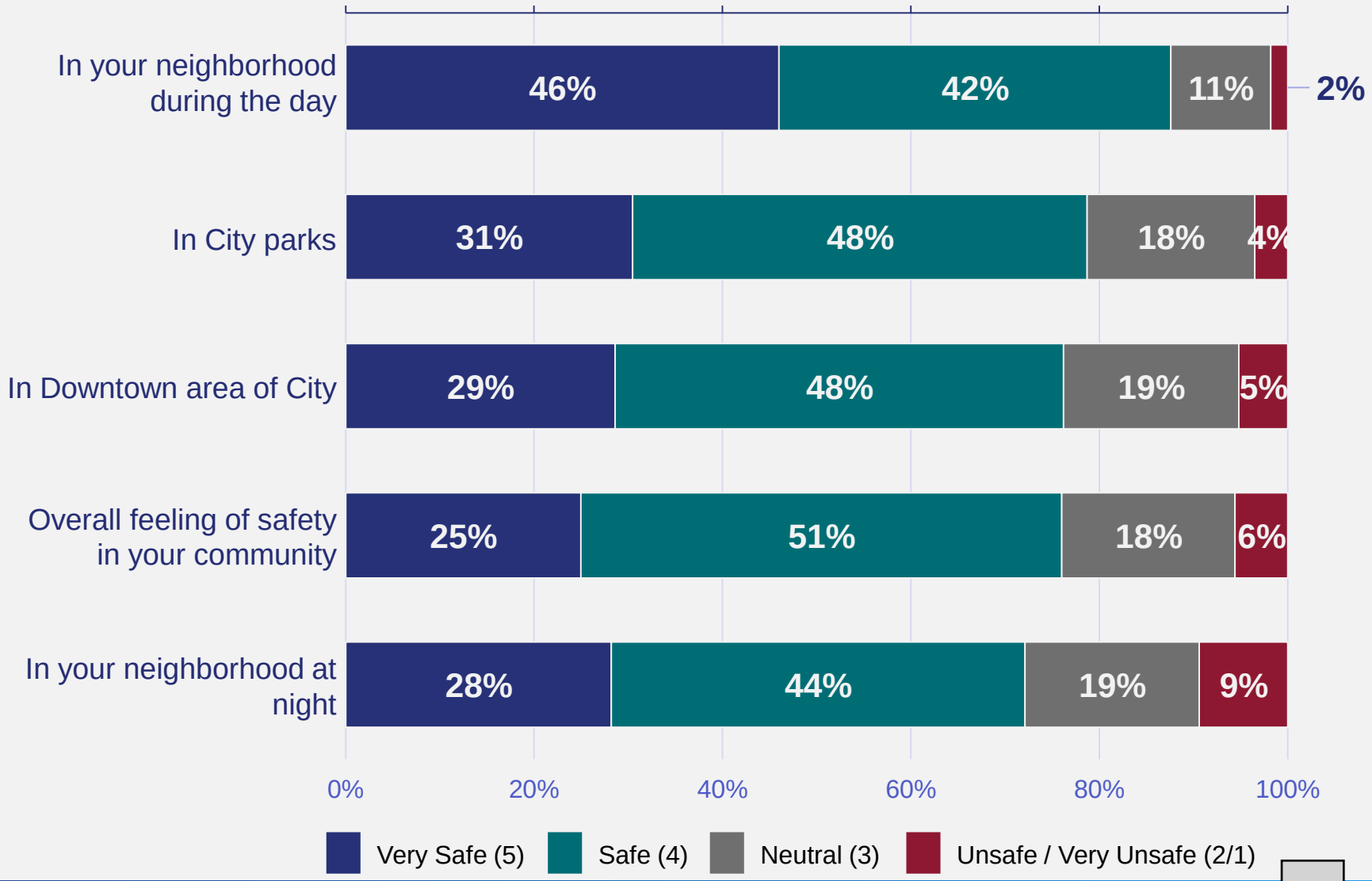
Feelings of Safety

Overall, respondents feel safe in Whitewater. The lowest rated area was **in your neighborhood at night** at 72%.

Q6. Safety

by percentage of respondents (excluding don't know)

Item 2.



Police Services

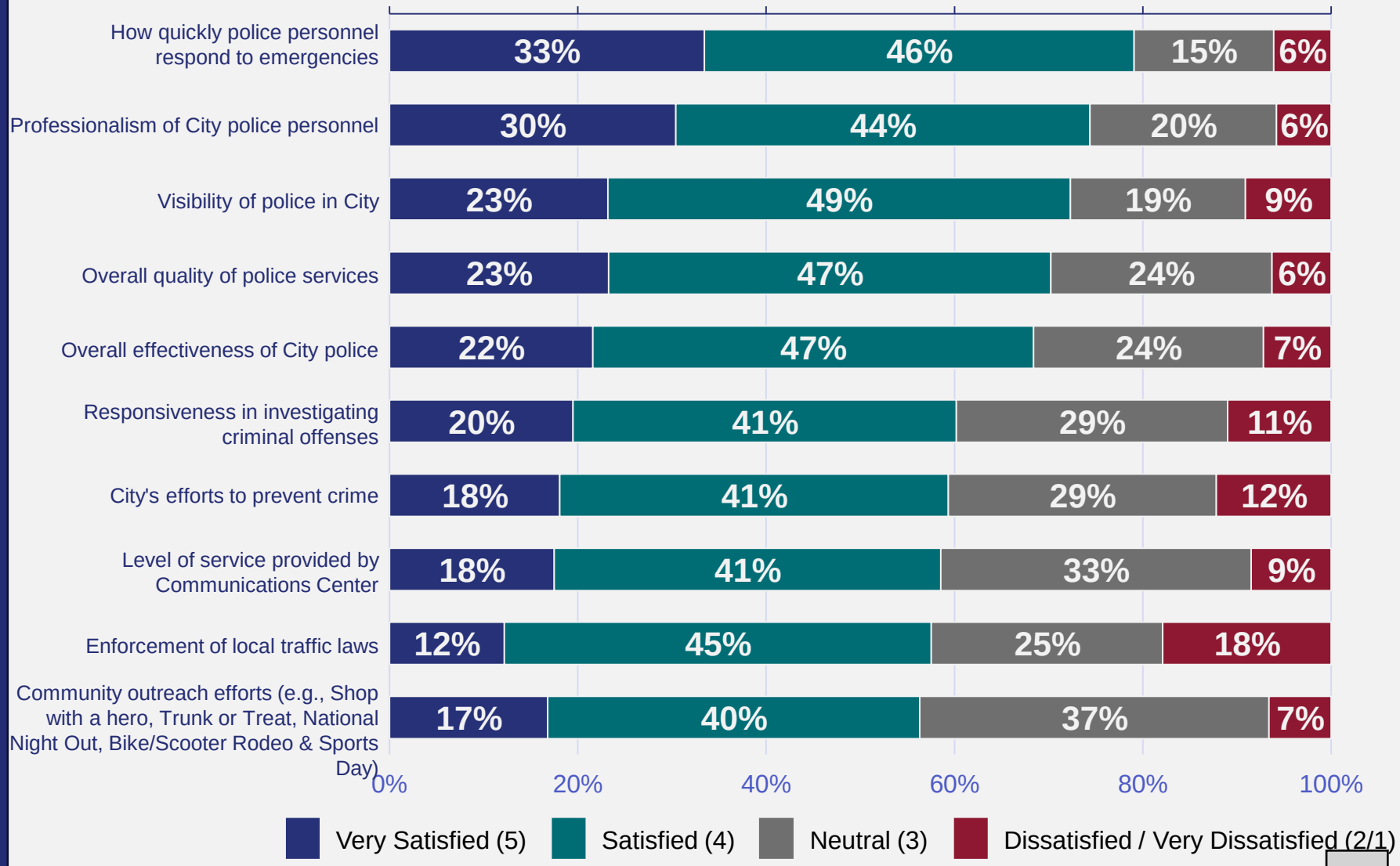
Police response times, **professionalism of police personnel** and **visibility of police** were the highest rated items.

The lowest rated item was **community outreach events** at 67% indicating an opportunity for the Police to continue educating the public about these events.

Q7. Police Services

by percentage of respondents (excluding don't know)

Item 2.



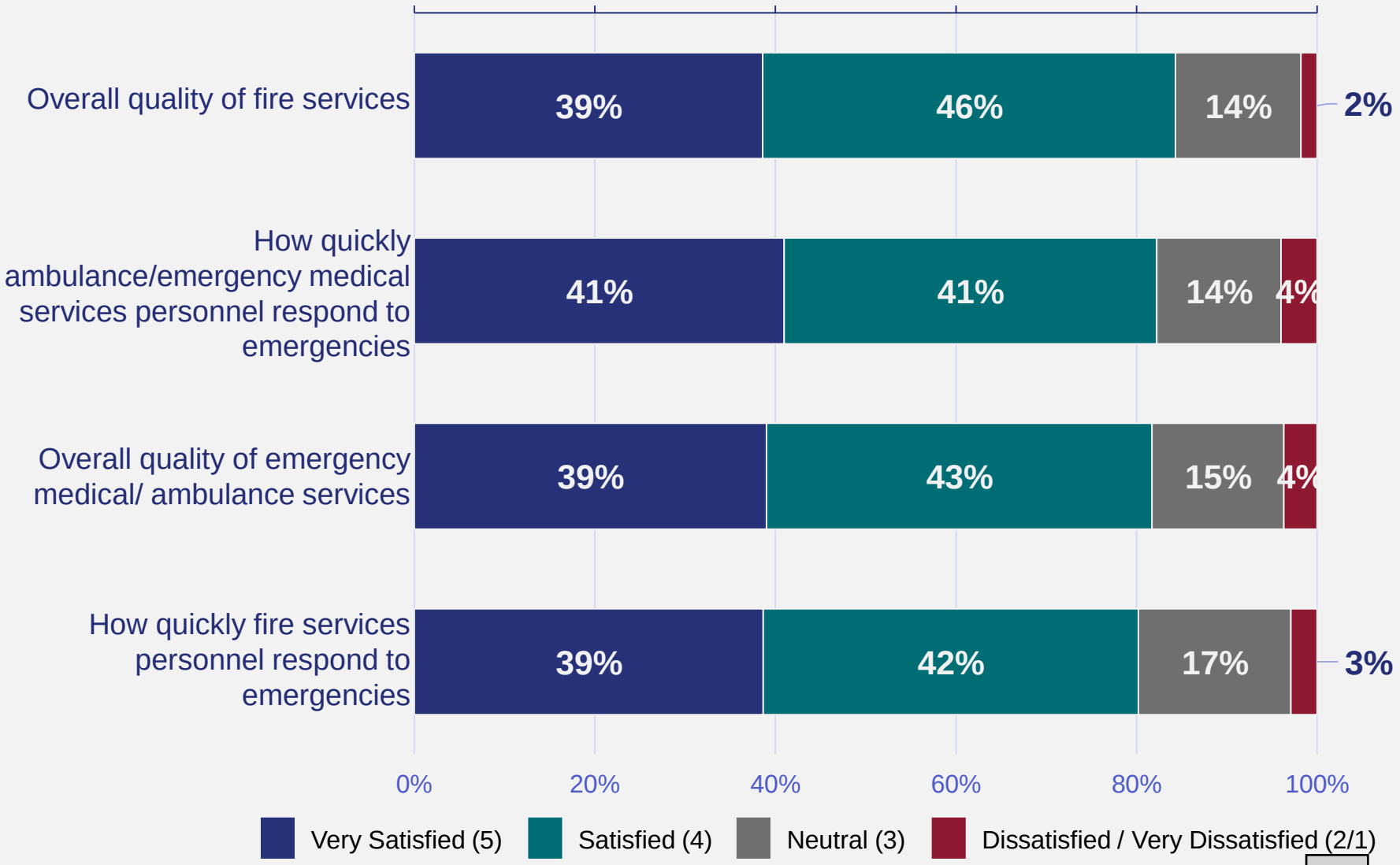
Fire and EMS Services

Fire and EMS Services saw some of the highest ratings on the survey.

Q7. Fire And Emergency Medical Services

Item 2.

by percentage of respondents (excluding don't know)

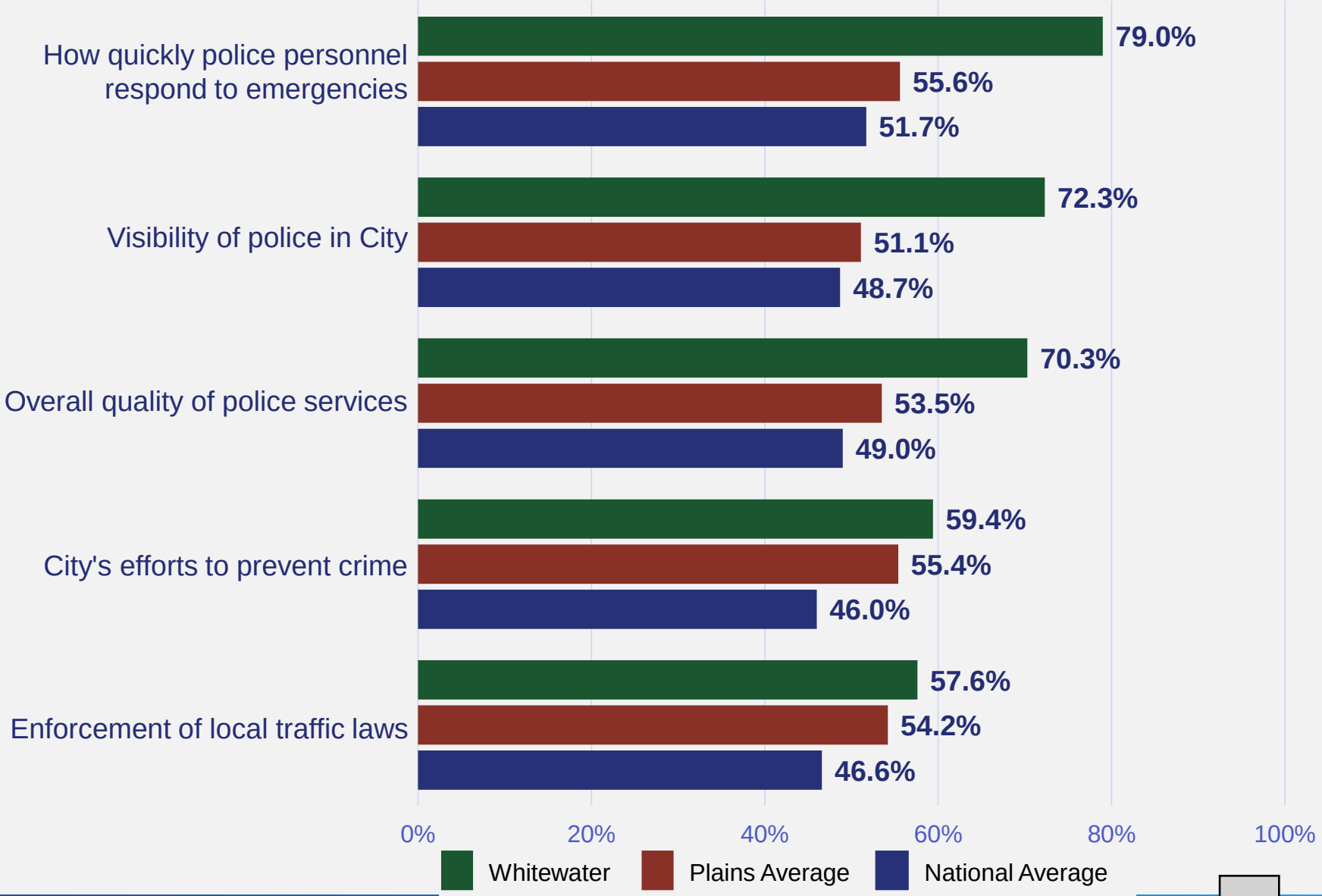


Police Services: Benchmarks

Whitewater is leading the way in all the areas assessed.

Q7. Police Services

Whitewater 2026 vs. Plains Average vs. National Average

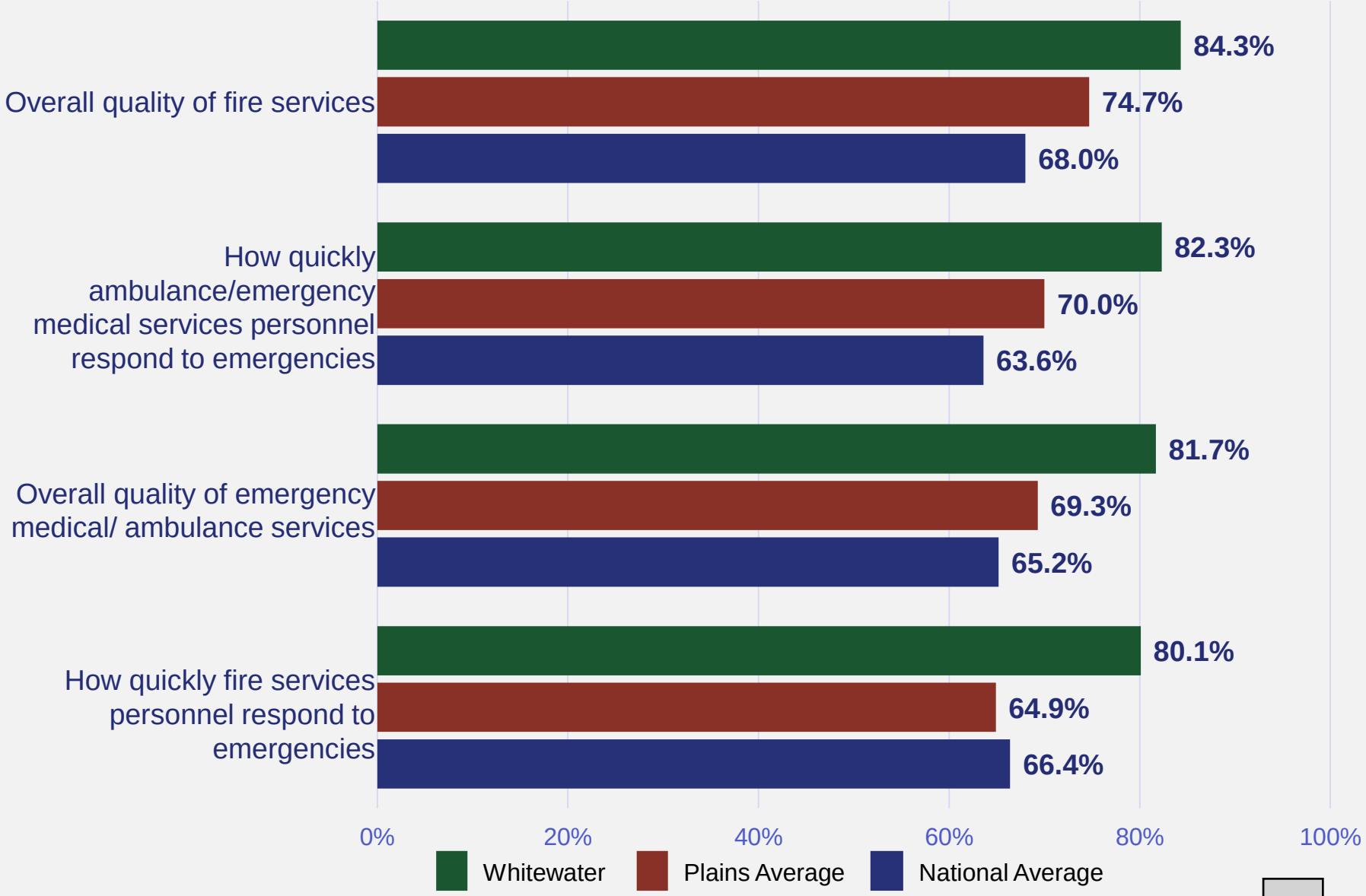


Fire and EMS : Benchmarks

Once again, Whitewater is leading the way in all the areas assessed.

Q7. Fire And Emergency Medical Services

Whitewater 2026 vs. Plains Average vs. National Average



Item 2.

Public Safety: Priorities for Investment

Item 2.

Not surprisingly, with already high satisfaction ratings for public safety services, only one item was identified as a "high" priority for Whitewater.

1. City's efforts to prevent crime

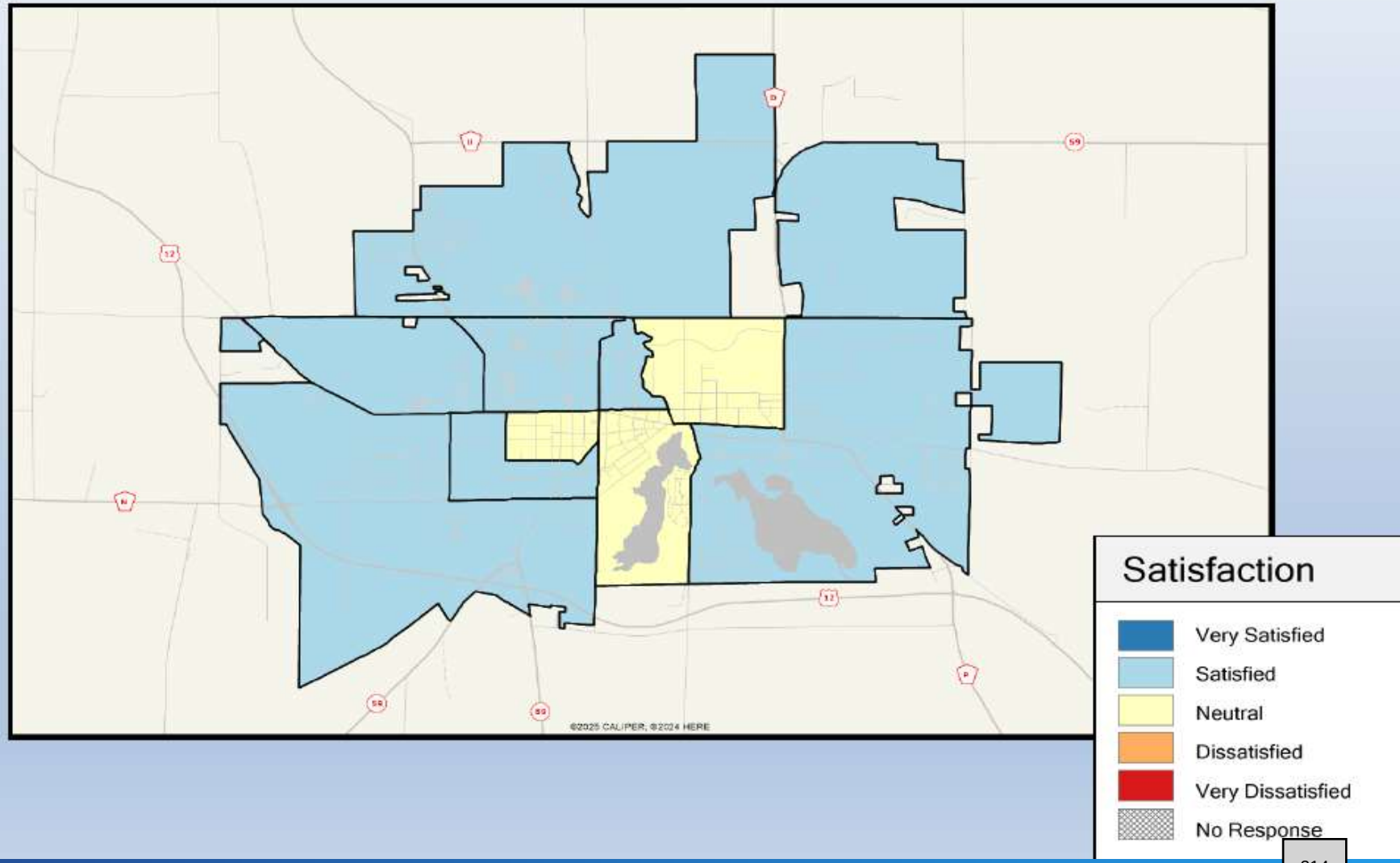
2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Public Safety

Priority	Service Area	Importance	Satisfaction	I-S Score
High	City's efforts to prevent crime	35%	59%	0.1429
Medium	How quickly police personnel respond to emergencies	43%	79%	0.0907
Medium	How quickly ambulance/emergency medical services personnel respond to emergencies	48%	82%	0.0850
Medium	Overall effectiveness of City police	24%	68%	0.0771
Medium	Enforcement of local traffic laws	17%	58%	0.0721
Medium	How quickly fire services personnel respond to emergencies	35%	80%	0.0702
Medium	Visibility of police in City	23%	72%	0.0623
Medium	Responsiveness in investigating criminal offenses	15%	60%	0.0601
Medium	Overall quality of emergency medical/ambulance services	32%	82%	0.0584
Medium	Overall quality of police services	19%	70%	0.0567
Medium	Community outreach efforts	13%	56%	0.0551
Medium	Professionalism of City police personnel	19%	74%	0.0476
Medium	Overall quality of fire services	16%	84%	0.0257
Medium	Level of service provided by Communications Center	3%	59%	0.0141

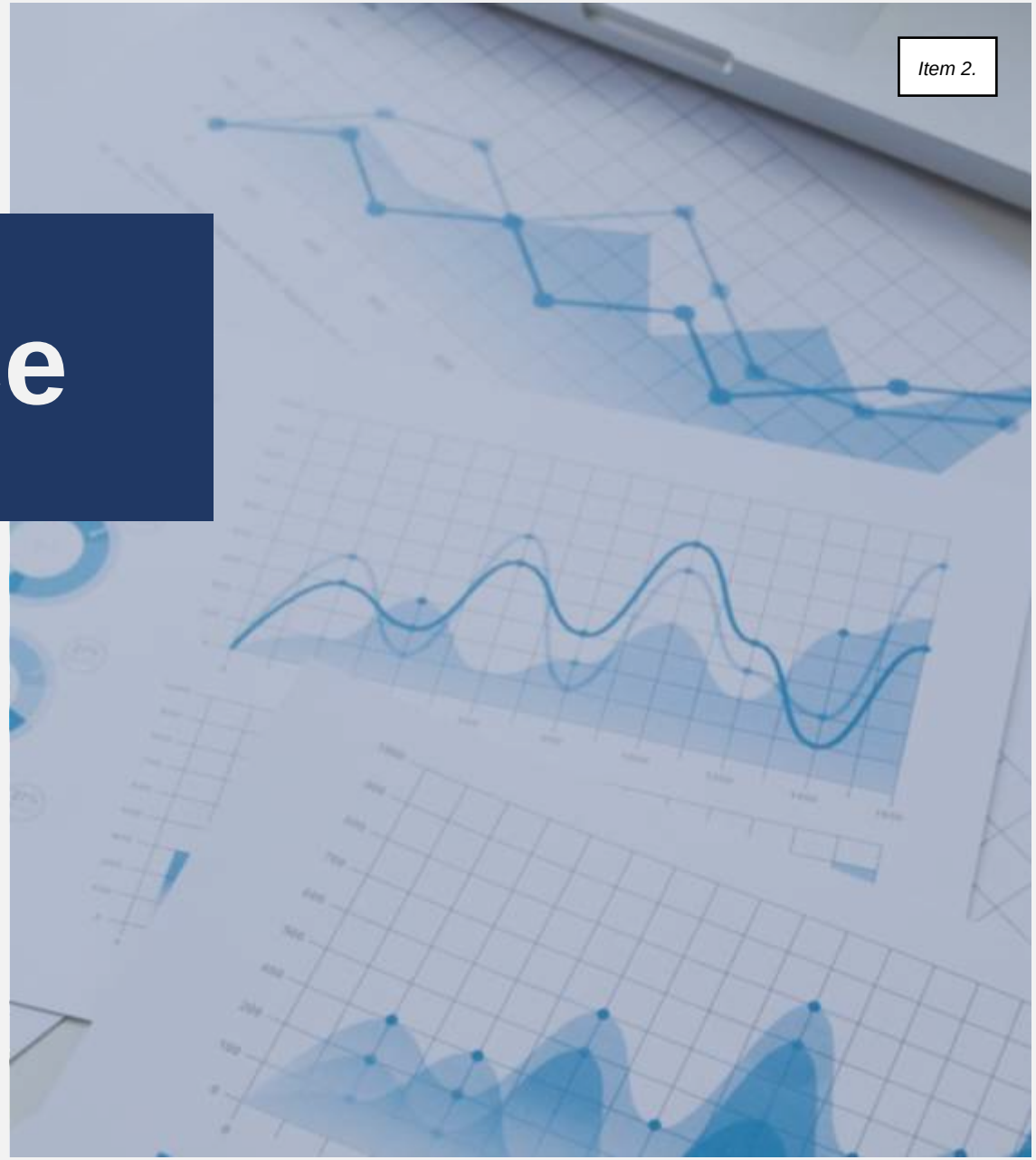
GIS Maps:
City's efforts to prevent crime

GIS Maps can help highlight how different areas of the City rated each question on the survey. No areas of the City are dissatisfied currently with the City's efforts to prevent crime.

Q7.04: The City's efforts to prevent crime
Mean: 3.61



Street Maintenance



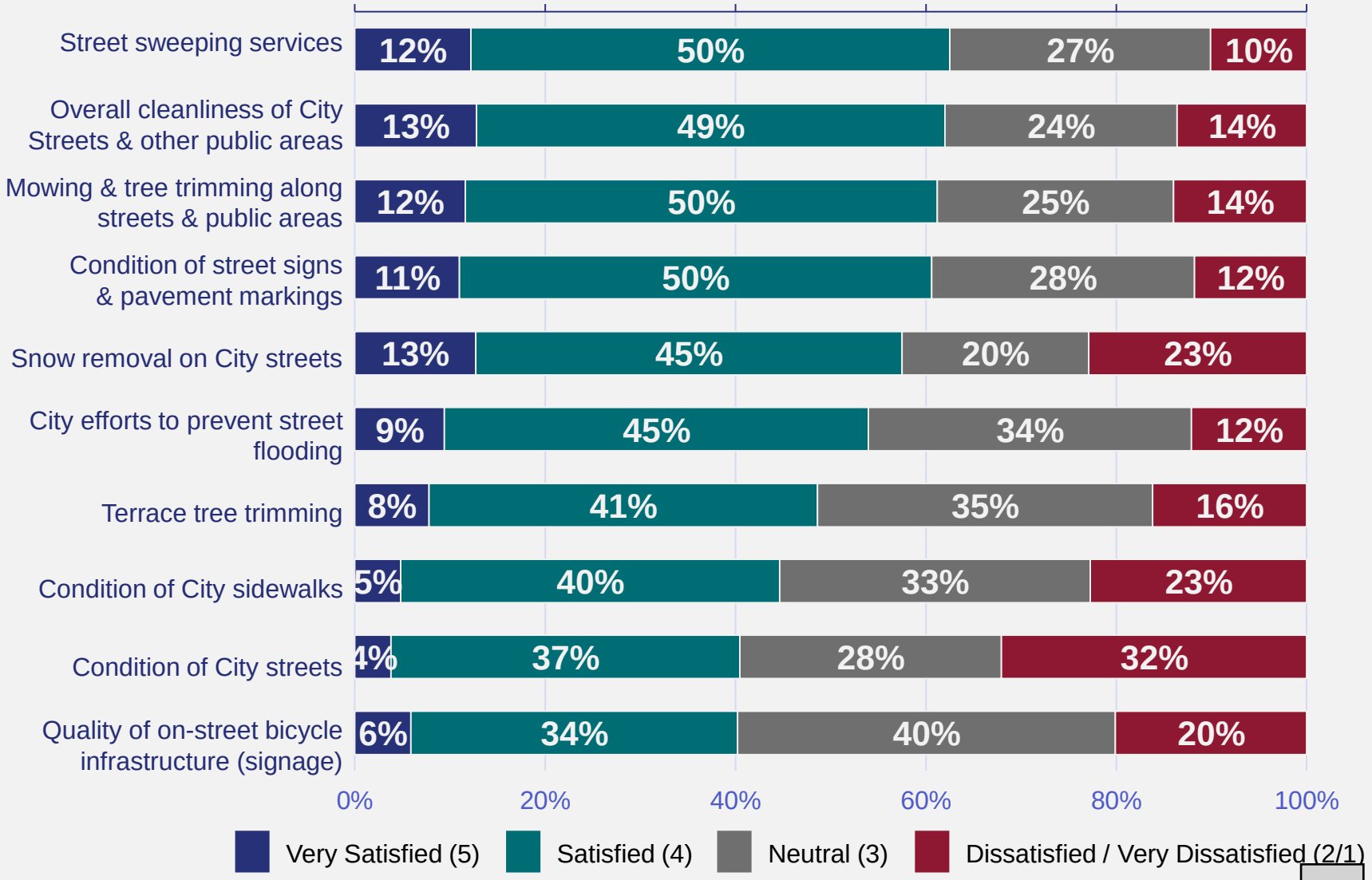
Street Maintenance Services

Street maintenance services saw some very impressive ratings. The lowest rated item still received 40% satisfaction scores.

Q9. Street Maintenance Services

by percentage of respondents (excluding don't know)

Item 2.

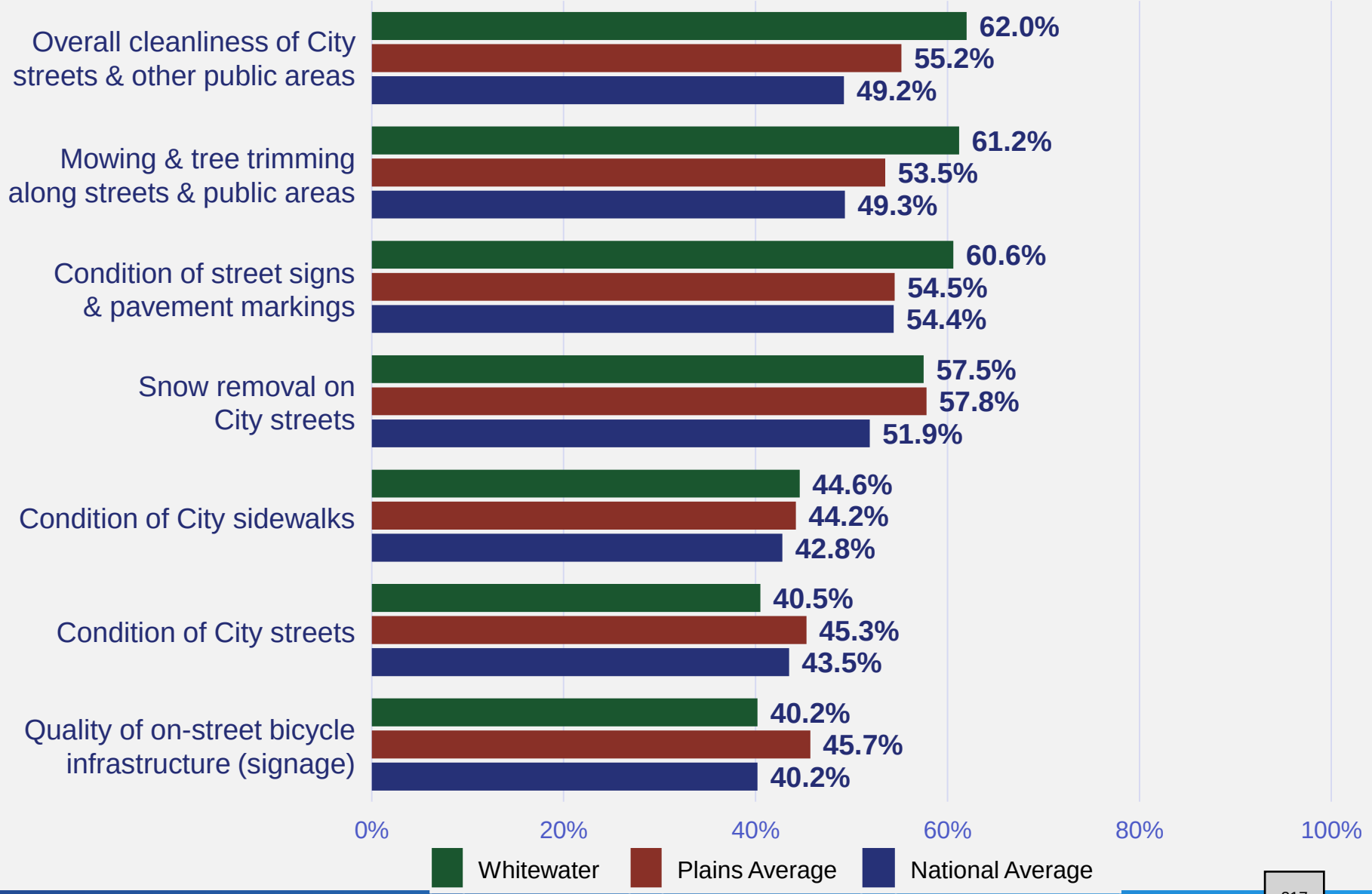


Street Maintenance Services: Benchmarks

Whitewater is leading the way in several of the areas assessed. Only two items were lagging the regional and national averages.

Q9. Street Maintenance Services

Whitewater 2026 vs. Plains Average vs. National Average



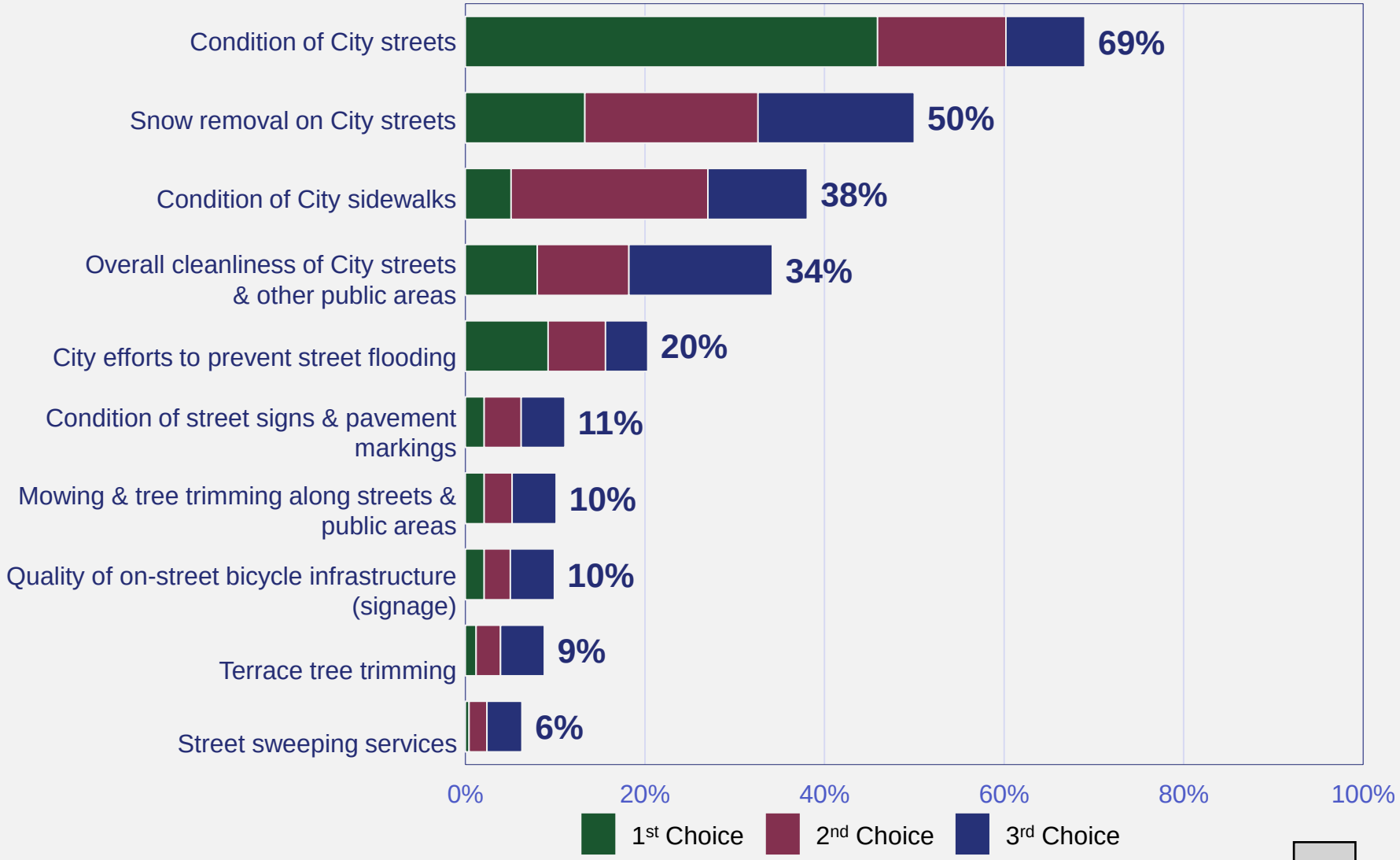
Item 2.

Street Maintenance Services: Importance

The clear most important street maintenance item for residents is the **condition of City streets**, followed by **snow removal on City streets**.

Q10. Which Three Street Maintenance Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top three choices



Street Maintenance Services: Priorities for Investment

Four items were identified as “very high” or “high” priority items for the City.

1. Condition of City streets
2. Snow removal on City streets
3. Condition of sidewalks
4. Overall cleanliness of City streets and other public areas.

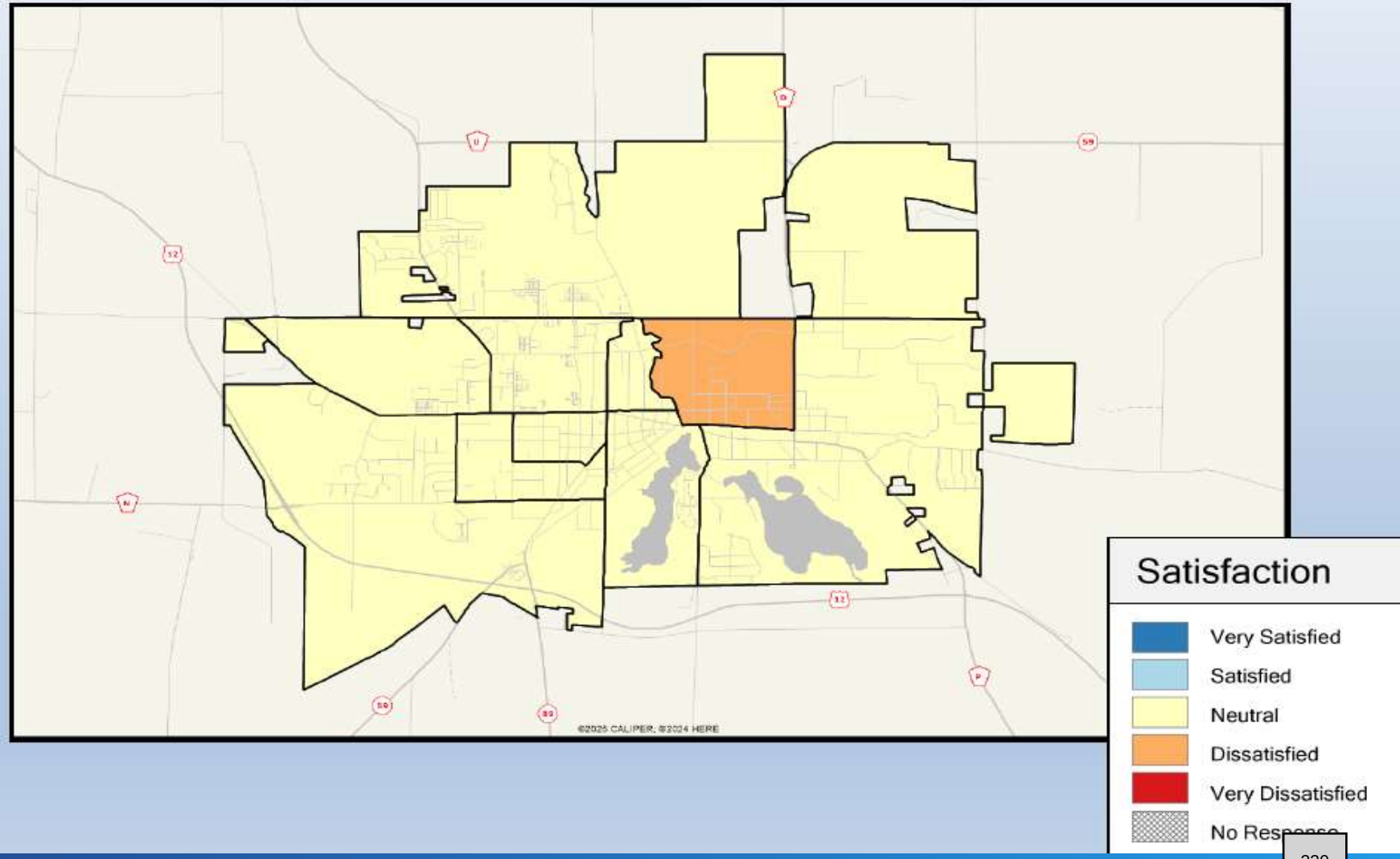
2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Street Maintenance Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	Condition of City streets	69%	41%	0.4106
Very High	Snow removal on City streets	50%	58%	0.2125
Very High	Condition of City sidewalks	38%	45%	0.2111
High	Overall cleanliness of City streets & other public areas	34%	62%	0.1300
Medium	City efforts to prevent street flooding	20%	54%	0.0936
Medium	Quality of on-street bicycle infrastructure (signage)	10%	40%	0.0592
Medium	Terrace tree trimming	9%	49%	0.0452
Medium	Condition of street signs & pavement markings	11%	61%	0.0437
Medium	Mowing & tree trimming along streets & public areas	10%	61%	0.0392
Medium	Street sweeping services	6%	63%	0.[illegible]

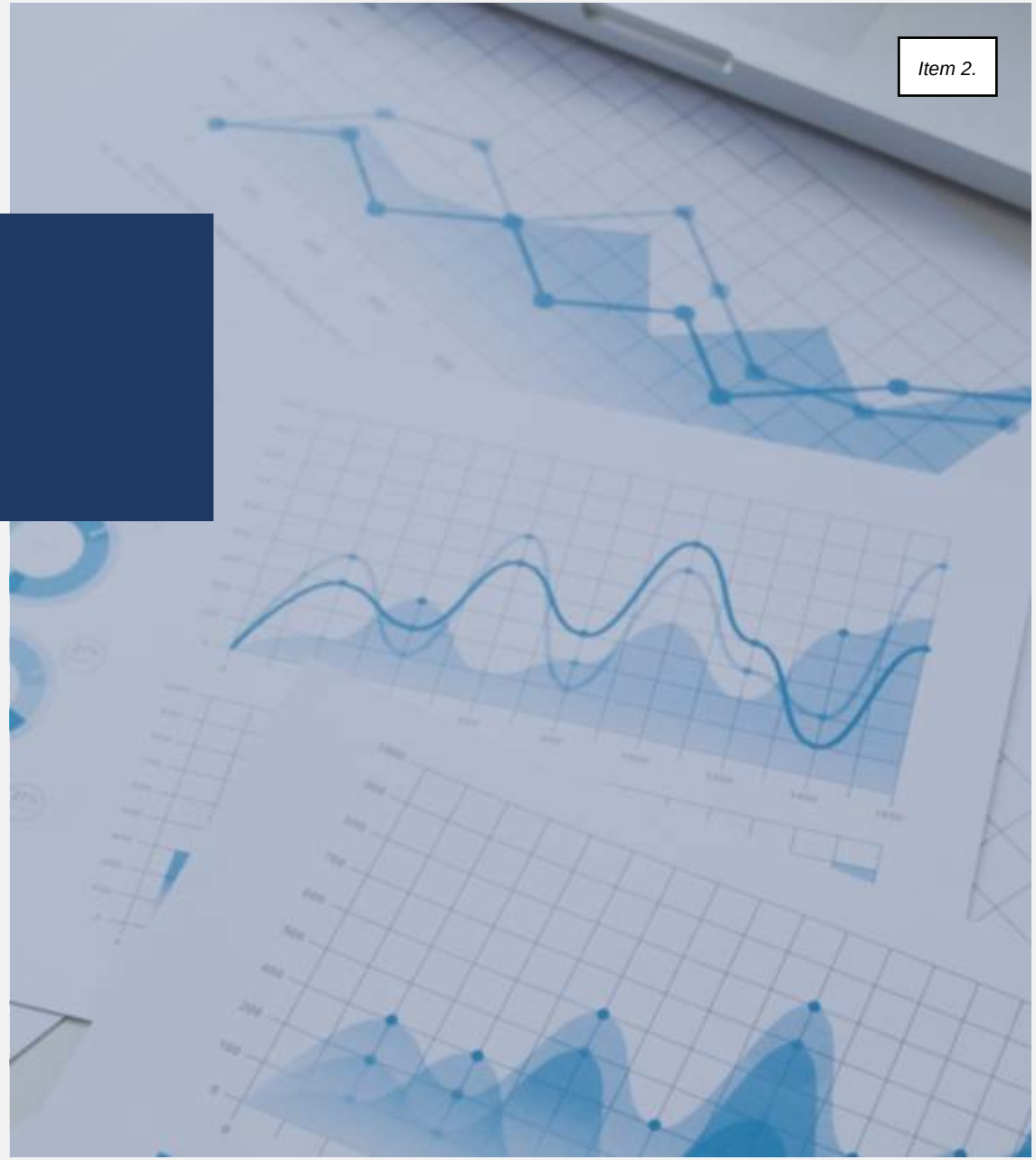
GIS Maps:
Condition of City Streets

GIS Maps can help highlight how different areas of the City rated each question on the survey. One area of the City is more dissatisfied than others.

Q9.02: Condition of city streets
Mean: 3.05



Housing and Development

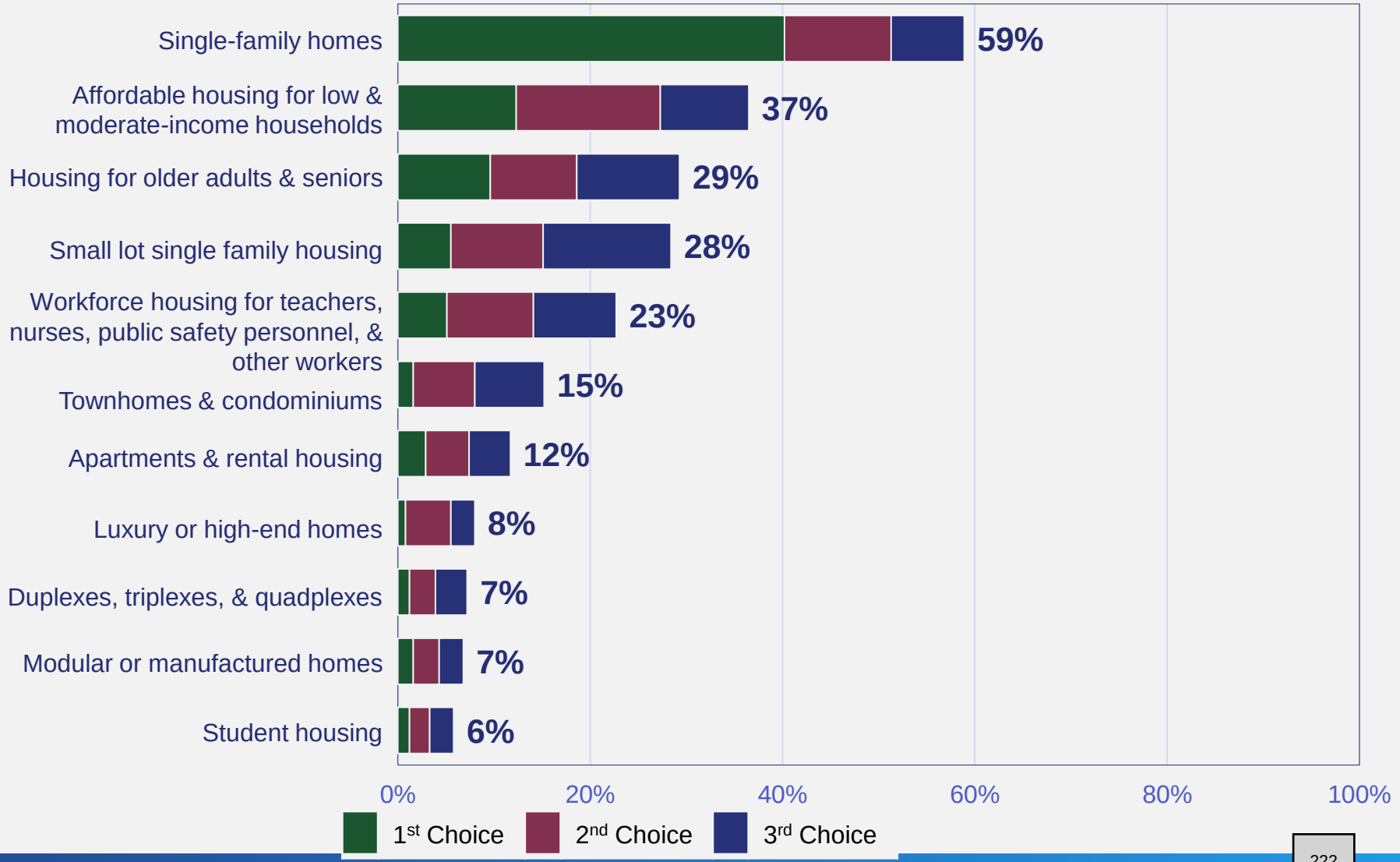


Housing Priorities

The clear top housing priority for residents was **Single-family homes**, followed by **affordable housing for low- and moderate-income households**.

Q17. Which Three Types Of Housing Do You Think Should Receive The Highest Priority From City Leaders Over The Next 5-10 Years?

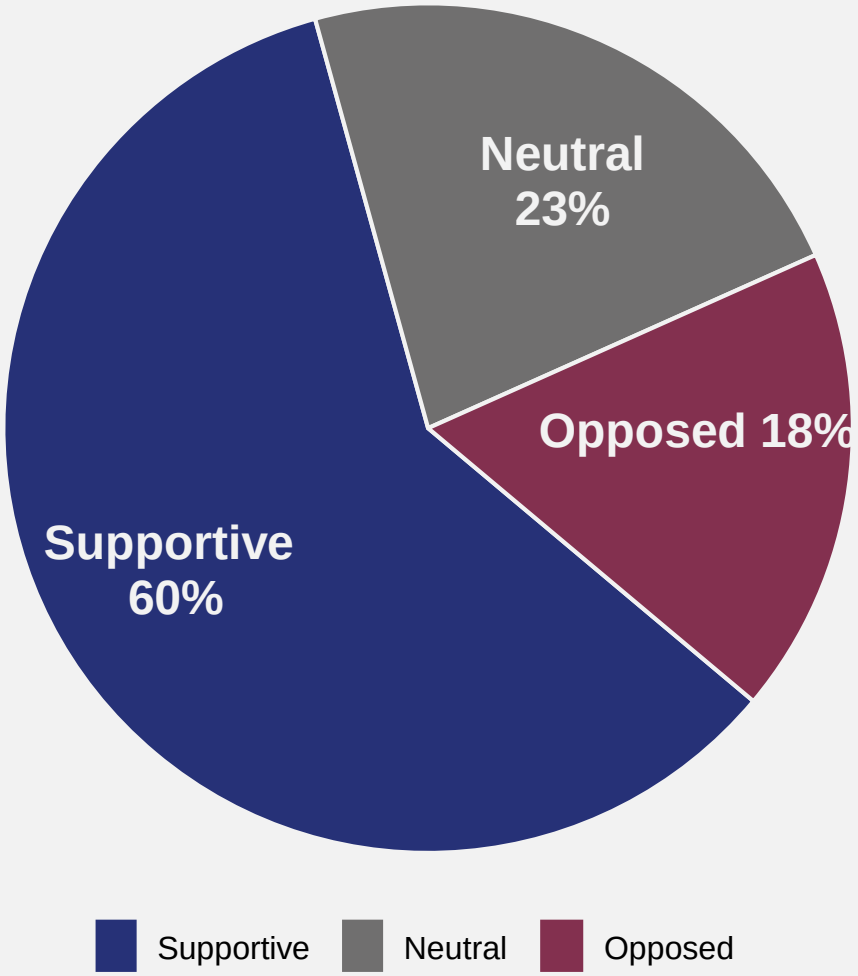
by percentage of respondents who selected the item as one of their top three choices



Q20. How Supportive Would You Be Of The City Taking Actions To Increase The Availability Of Housing In Whitewater?

by percentage of respondents (excluding don't know)

60% of respondents would be supportive of the City taking actions to increase housing availability in Whitewater. 18% would be opposed.



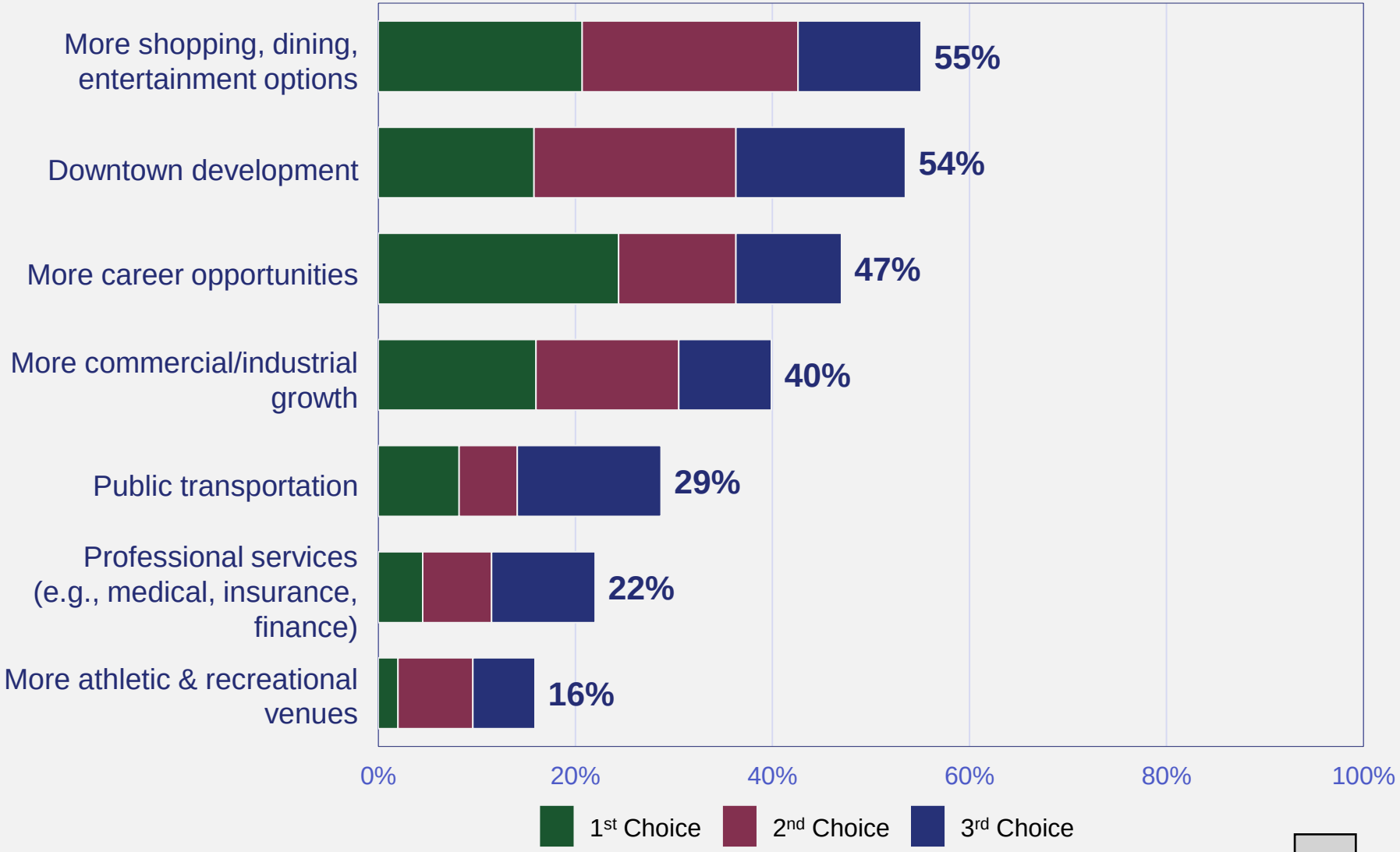
Economic Development

Respondents indicated a top three of more shopping, dining, and entertainment options, downtown development, and more career opportunities.

Item 2.

Q21. Which Three Economic Development Priorities Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Five Years?

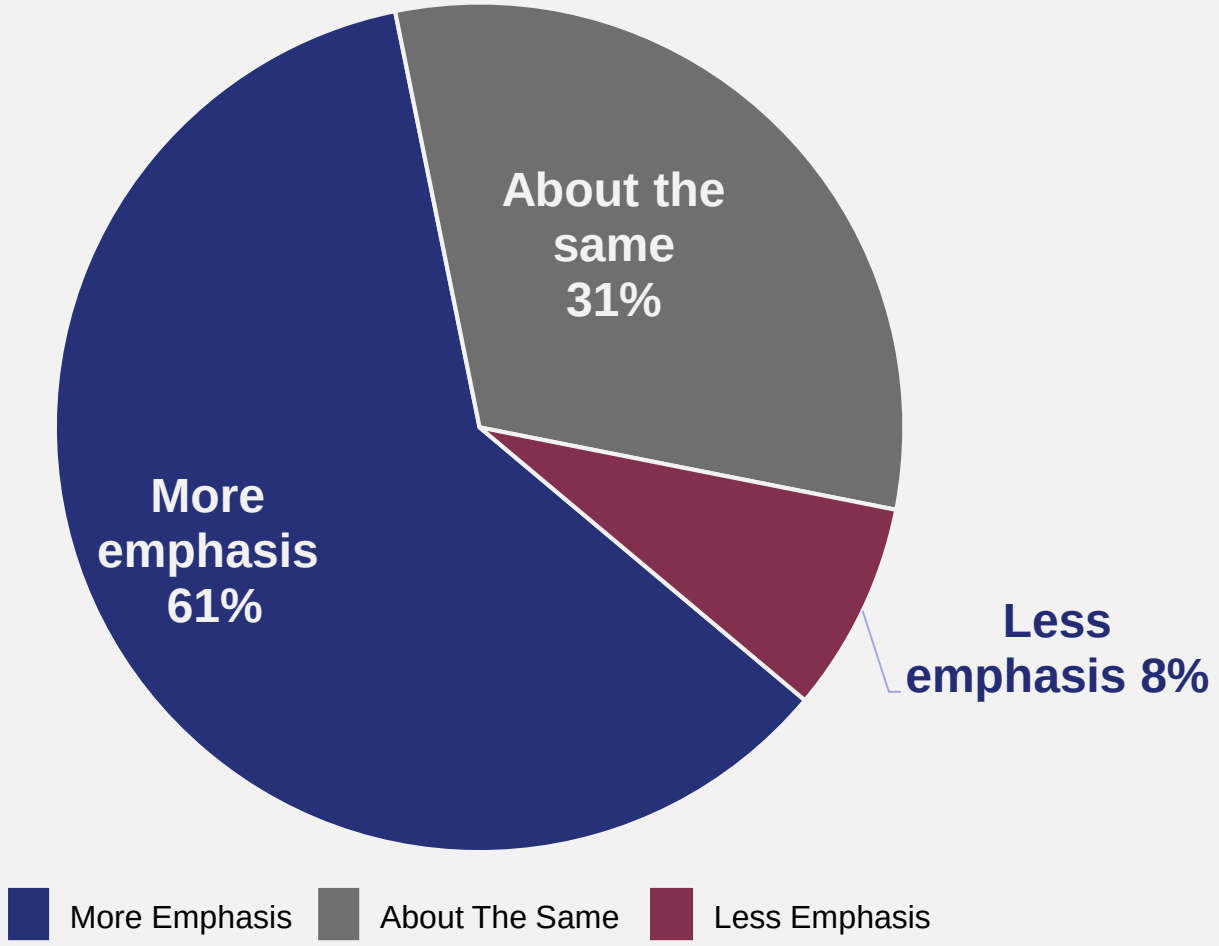
by percentage of respondents who selected the item as one of their top three choices



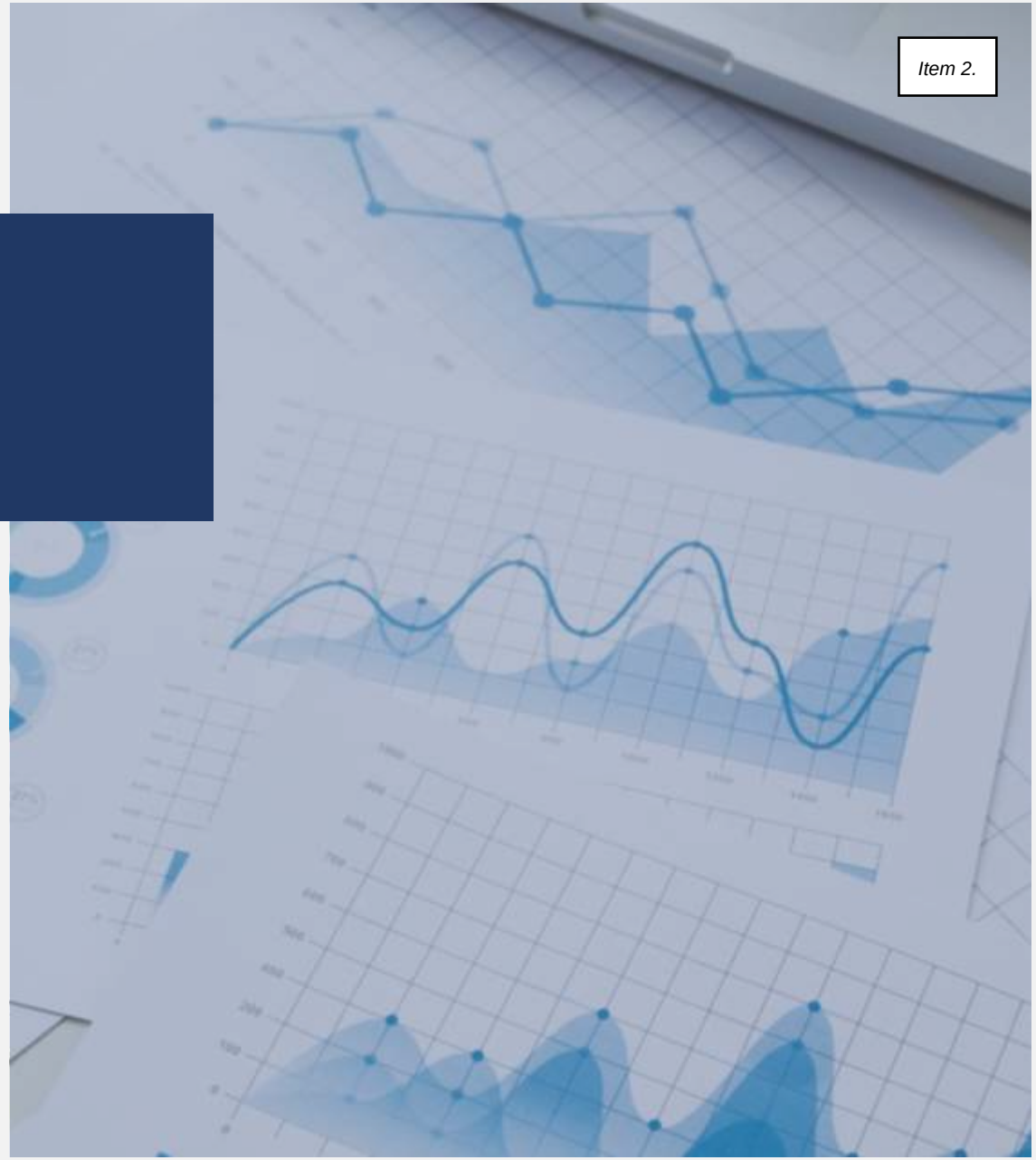
Q23. How Much Emphasis Should The City Place On Recruiting Retail And Restaurant Businesses?

by percentage of respondents (excluding don't know)

61% of respondents believe the City should place more emphasis on recruiting retail and restaurant businesses. 31% believe the emphasis should remain the same.



Whitewater Communication

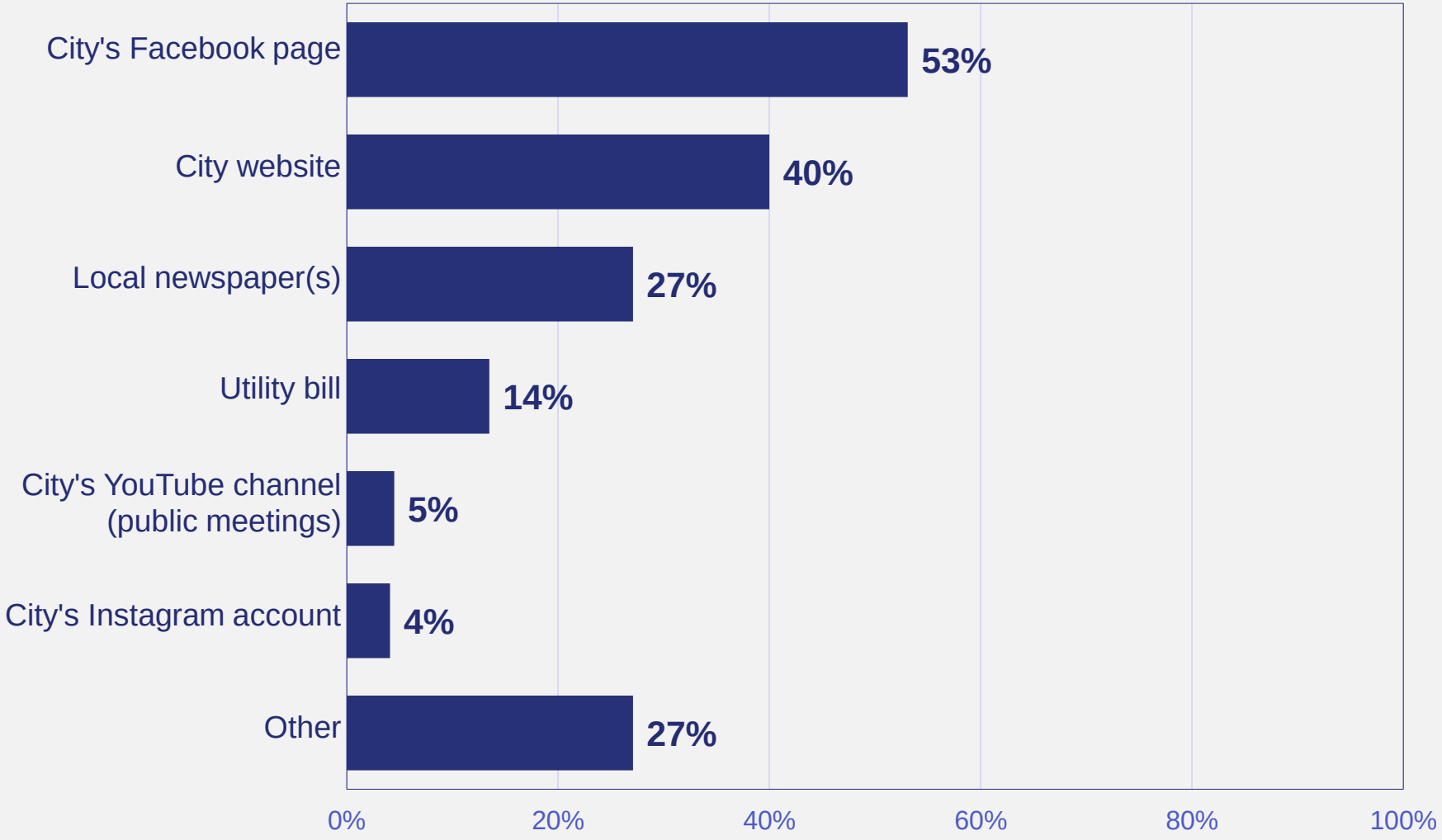


Communication Preferences

Residents top source of information about the City is **the City Facebook Page (53%),** followed by City website (40%) and local newspaper(s) (27%)**.**

Q25. Where Do You Currently Get News And Information About City Programs, Services, And Events?

by percentage of respondents (excluding don't know)



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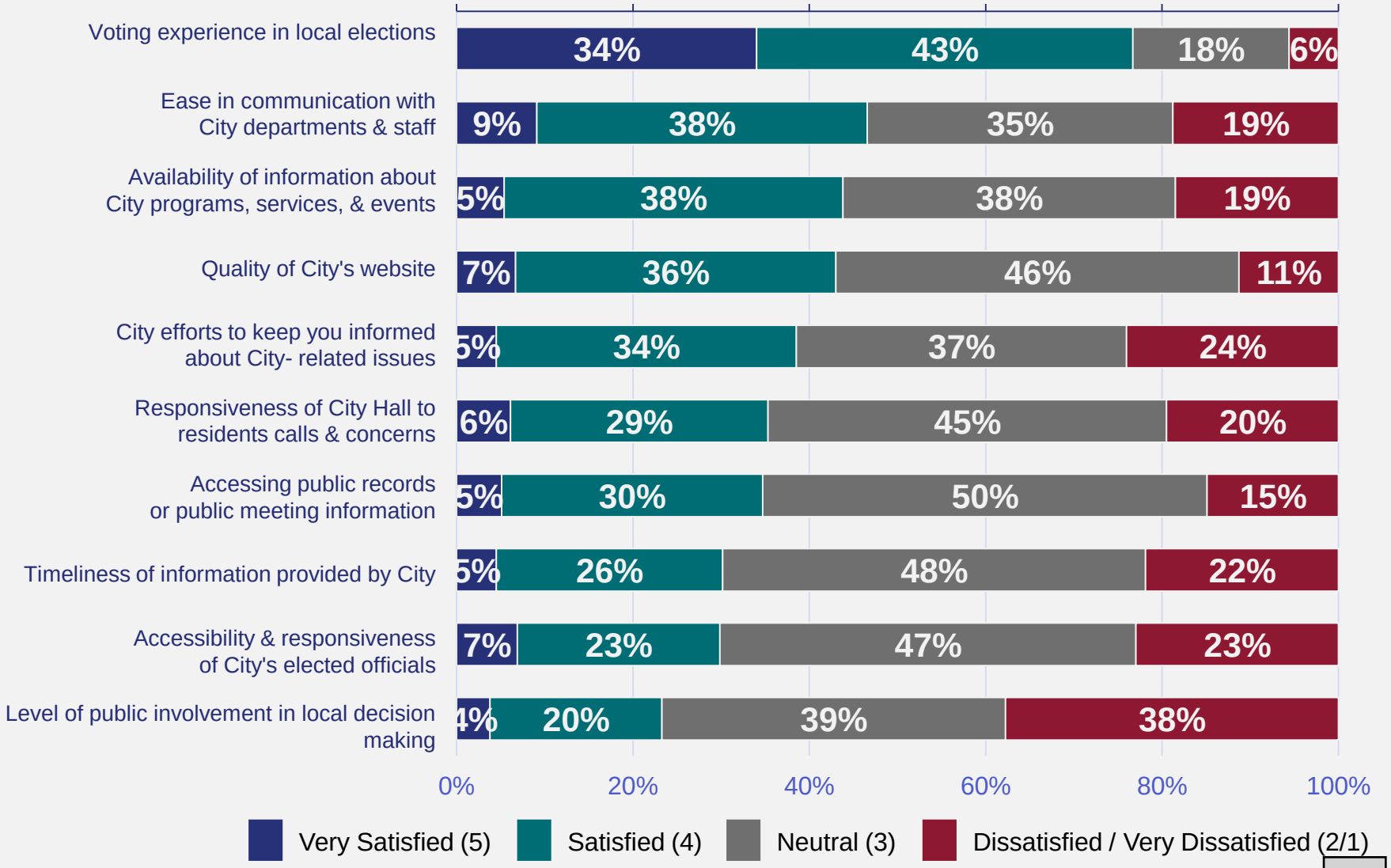
Communication Services

High neutral ratings indicate an opportunity for the City to educate and inform residents about where they can find information about the city and how they can interact with City leadership

Q26. Communication Services

by percentage of respondents (excluding don't know)

Item 2.

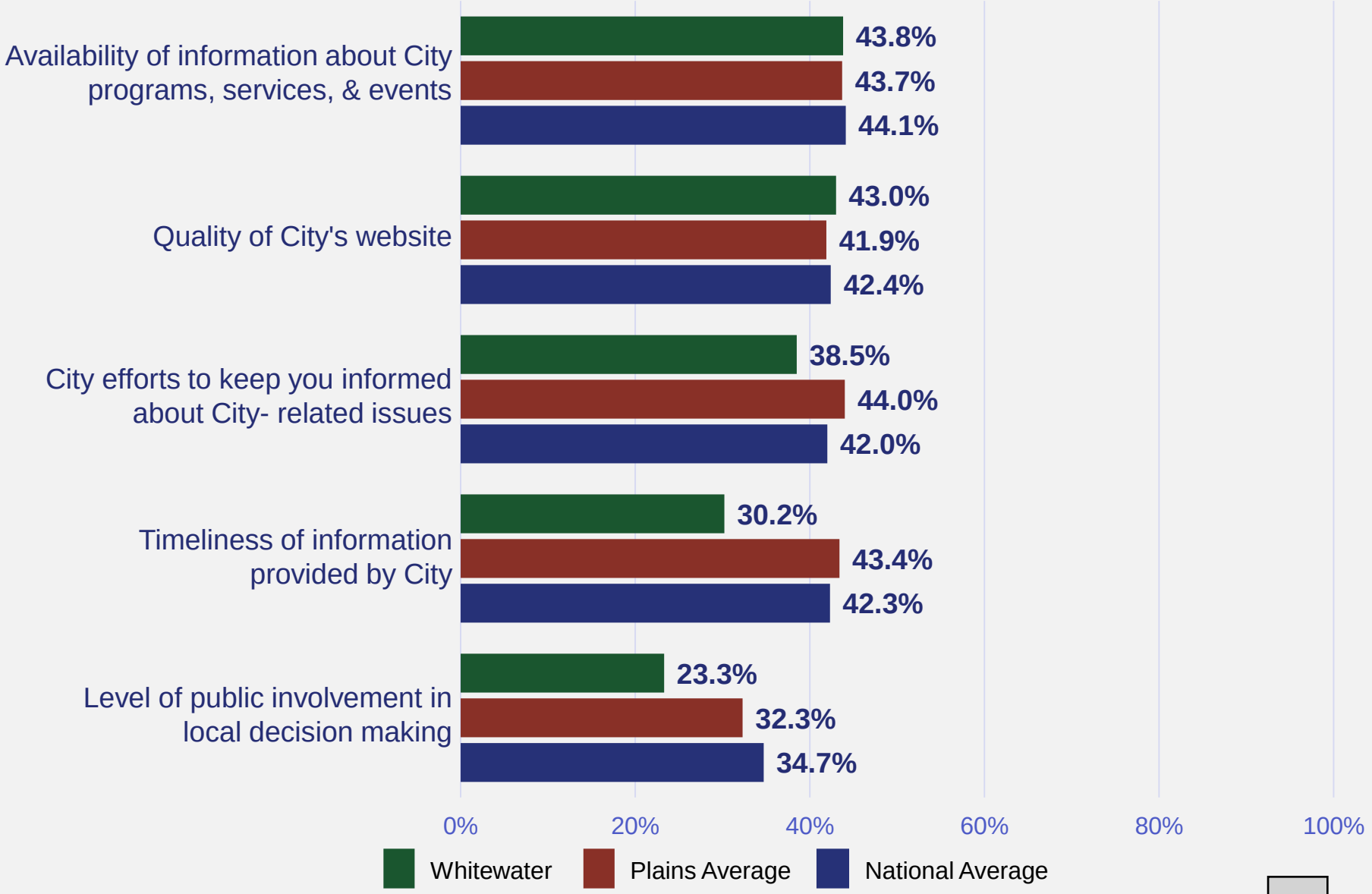


Communication: Benchmarking

When it comes to benchmarking, Whitewater is on par with regional and national averages in two areas. This shows an opportunity for the City to improve communication with the community.

Q26. Communication Services

Whitewater 2026 vs. Plains Average vs. National Average



Communication Services: Priorities for Investment

Item 2.

Six items were identified as “very high” or “high” priority items for the City. The “very high” priority items were:

1. City efforts to keep you informed about City-related issues
2. Level of public involvement in local decision making
3. Availability of information about City programs, services and events

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Communication

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	City efforts to keep you informed about City-related issues	45%	39%	0.2743
Very High	Level of public involvement in local decision making	32%	23%	0.2485
Very High	Availability of information about City programs, services, & events	36%	44%	0.2023
High	Responsiveness of City Hall to residents calls & concerns	22%	35%	0.1417
High	Timeliness of information provided by City	18%	30%	0.1242
High	Accessibility & responsiveness of City's elected officials	18%	30%	0.1234
Medium	Ease in communication with City departments & staff	14%	47%	0.0732
Medium	Quality of City's website	11%	43%	0.0599
Medium	Accessing public records or public meeting information	5%	35%	0.0346
Medium	Voting experience in local elections	14%	77%	0.0227

Summary

- Whitewater's as a place to live score is higher than the regional and national averages
- Overall services are highly regarded by residents.
  - Solid waste, wastewater, water utility, and stormwater management received the highest ratings.
- Whitewater is leading the way when compared to the regional and national benchmarks in Public Safety.
- Maintenance of streets and sidewalks, snow removal on streets, water and wastewater costs, drinking water quality and city communication were the top priorities identified for Whitewater.
- The biggest opportunity for the City is to continue educating residents about ways to interact with the City, and how they can find the City information important to them.

Questions?

Thank you!

Get In Touch

725 W Frontier Lane, Olathe, KS

816–582-0089

ETCinstitute.com

Derek.Harvey@etcinstitute.com

Plan & Architectural Review Meetin

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Monday, August 10, 2026 - 6:00 PM

MINUTES

CALL TO ORDER

Meeting called to order at 6:00 p.m.

ROLL CALL

PRESENT
Chairman, Councilmember Neil Hicks
Board Member Bruce Parker
Board Member Marjorie Stoneman
Board Member Carol McCormick
Vice Chairman Lynn Binnie
Board Member Sheryl Stanek

ABSENT
Tom Miller, Board Member
Common Council Representative Gavin Kelleher

STAFF
Mason Becker, Director Community Development
Llana Dostie, Zoning Specialist
Allison Schwark, Zoning Administrator

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.

Motion made by Board Member McCormick, Seconded by Vice Chairman Binnie.
Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

HEARING OF CITIZEN COMMENTS
No formal Plan Commission action will be taken during this meeting although issues raised may become a part of a future agenda. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

None

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any commission member requests that an item be removed for individual consideration.

Motion by Binnie with corrections that he will turn in.

Motion made by Vice Chairman Binnie, Seconded by Board Member Stanek.
Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

1. Updated Preliminary and Final Certified Survey Map Policy.
2. Approval of July 13, 2026 Minutes.

   Binnie will turn in corrections to be sent in

PUBLIC HEARING FOR REVIEW AND POSSIBLE APPROVAL

3. Discussion and possible approval of a Conditional Use Permit for alcohol by the Drink for Rosalio Mondragon d/b/a Taqueria la Estrella. Located at 1170 W Main Street. Tax Parcel #/ WUP 00164D.

   Zoning Administrator Schwark provided a background as to the application.

   McCormick asked about the incorrect check mark

   Motion to approve the conditional use permit with planner's recommendation.

   Motion made by Board Member Stanek, Seconded by Board Member Parker.
   Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

CONSIDERATION/DISCUSSION/REPORTS

4. Discussion and possible approval of a Land Split Certified Survey Map (CSM) for a vacant property located at the end of W South Street off of S Elizabeth St for US Shelter Homes. Tax Parcel # /A373900003.

   Zoning Administrator Schwark provided a background to the application which is a two lot land split certified survey map.

   Motion to approve 2 lot certified survey map.

   Motion made by Board Member Parker, Seconded by Board Member McCormick.
   Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

5. Discussion and possible recommendation to Common Council the sale of vacant land located on Starin Road. More commonly known as lot 2 of Hospital Hill. Tax Parcel # /A514100002.

   Applicant pulled application after notices went out.

6. Discussion and possible recommendation to Common Council the sale of Vacant Land on Enterprise Blvd and wraps around East West Company on N. Prospect Drive. Tax Parcel #292-0515-3432-000.

   Community Development Director provided a background to the offer the purchase.

   McCormick asked about job creation.

   Kevin Graf answered 15 to 20 in the future.

   Motion to recommend to Common Council sale of the property.

   Motion made by Board Member Stanek, Seconded by Vice Chairman Binnie.
   Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

7. Discussion and possible approval of the Final Certified Survey Map for splitting Moraine View Park off from the portion of the property located at the end of Universal Boulevard. Tax Parcel #/WUP 00322.

   Zoning Specialist Dostie provided a background to the final certified survey map.

   Motion to approve Final Certified Survey Map.

   Motion made by Board Member McCormick, Seconded by Board Member Parker.
   Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

8. Discussion and possible approval of the Final Certified Survey Map for the property located on Enterprise Blvd and wraps around East West Company on N. Prospect Drive. Tax Parcel #292-0515-3432-000.

   Zoning Specialist Dostie provided information regarding the final certified survey.

   Community Development Director Becker stated that Anderson has been marketing these properties as separate.

   Parker stated that in the past there was a discussion regarding stormwater detention drainage area for area south of lot 2.

   Community Development Director Becker stated that he has spoken to Brad and nothing was mentioned.

   Motion to approve to confirm if a future stormwater pond would be needed in the future.

   Motion made by Board Member Parker, Seconded by Vice Chairman Binnie.
   Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

9. Discussion and possible approval of the Final Certified Survey Map for the property located at the Corner of E Main Street and N Jefferson. Tax Parcel #'s /BIRW 00001, /BIRW 00002 and /BIRW 0003A.

   Zoning Specialist Dostie provided a background to the Final Certified Survey Map.

   Stanek was happy to see trail easement.

McCormick asked if the house was being excluded.

Community Development Director Becker confirmed that it is privately owned.

Hicks asked if the trail easement would remain unless they came back to this board.

Motion to approve with staff recommendations.

Motion made by Board Member Stanek, Seconded by Board Member McCormick.

Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

FUTURE AGENDA ITEMS

None

NEXT MEETING DATE SEPTEMBER 14, 2026.

ADJOURNMENT

Meeting adjourned at 6:22 p.m.

Motion made by Board Member McCormick, Seconded by Board Member Stanek.
Voting Yea: Chairman, Councilmember Hicks, Board Member Parker, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

Plan & Architectural Review Meetin

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Monday, September 14, 2026 - 6:00 PM

MINUTES

CALL TO ORDER

Meeting called to order 6:00 p.m.

ROLL CALL

PRESENT

Board Member Marjorie Stoneman
Board Member Carol McCormick
Vice Chairman Lynn Binnie
Board Member Sheryl Stanek
Common Council Representative Gavin Kelleher

ABSENT
Chairman, Councilmember Neil Hicks
Board Member Bruce Parker
Board Member Tom Miller

STAFF

Mason Becker, Community Development Director
Llana Dostie, Zoning Specialist
Aftin Hill, Zoning Administrator, Designee

APPROVAL OF AGENDA
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HEARING OF CITIZEN COMMENTS
No formal Plan Commission action will be taken during this meeting although issues raised may become a part of a future agenda. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

None

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any commission member requests that an item be removed for individual consideration.

None

CONSIDERATION/DISCUSSION/REPORTS

1. Discussion and possible approval of an Extraterritorial Certified Survey Map for a vacant lot located at W499 County Highway U in the Town of Cold Spring. Tax Parcel # 004-0515-3222-001.

   Zoning Administrator Designee Hill provided a background to the application for extra territorial certified survey map.

   Motion to approve extraterritorial CSM.

   Motion made by Common Council Representative Kelleher, Seconded by Board Member McCormick.
   Voting Yea: Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek, Common Council Representative Kelleher

2. Discussion and possible recommendation to Common Council the proposal from Graef for the Zoning Code Rewrite.

   Zoning Specialist Dostie provided a background to the RFP and the proposals

   Community Development Director Becker provided that the City does work with Von Briesen and he has worked with both firms and was happy with them. We felt that the Graef proposal more fully met our needs.

   Kelleher asked if the difference in price was due to more staff time.

   Dostie stated that Graef had more hours in their proposal.

   Becker explained that this is not an update to the code but a full rewrite.

   Motion to recommend Graef with Staff recommendations to Common Council.

   Motion made by Board Member Stanek, Seconded by Common Council Representative Kelleher.
   Voting Yea: Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek, Common Council Representative Kelleher

3. Discussion and possible approval of the Final Certified Survey Map splitting and combining into a three lot Certified Survey Map for Tax Parcel #'s /WUP 00324, /WUP 00325, /WUP 00327 and /WUP 00328. The properties are collectively known as the Hoffmann Property. Located on Walworth Avenue next to the High school, bisected by Hwy 12 Bypass.

   Zoning Specialist Dostie provided a background to the CSM and why it was needed.

   Community Development Director Becker stated currently don't have any inquiries on this land.

   McCormick wanted a confirmation that Hoffmann still owned the property.

Stanek stated that Mr. Hoffmann has been before the Plan commission a few times over the years and she was wondering why Mixed use Commercial for the lot closest to the bypass on Walworth.

Motion to approve final certified survey map as presented.

Motion made by Board Member Stanek, Seconded by Board Member McCormick.
Voting Yea: Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek, Common Council Representative Kelleher

FUTURE AGENDA ITEMS

Jefferson Street Project was asked about by Stanek.

NEXT MEETING DATES

SEPTEMBER 24, 2026 JOINT COMMON COUNCIL & PLAN & ARCHITECTURAL REVIEW
OCTOBER 12, 2026.

ADJOURNMENT

Meeting adjourned at 6:18 p.m.

Motion made by Board Member McCormick, Seconded by Board Member Stanek.
Voting Yea: Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek, Common Council Representative Kelleher

Joint Common Council and Plan and Architectural Review Commission

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Thursday, September 24, 2026 - 6:00 PM

MINUTES

CALL TO ORDER

Meeting called to order at 6:00 P.M.

ROLL CALL

PRESENT
Councilmember Michael Smith
Councilmember Steven Sahyun
Councilmember Neil Hicks
Councilmember Gavin Kelleher

ABSENT
Council President Patrick Singer
Councilmember Brian Schanen
Councilmember Orin Artsmith

PLAN AND ARCHITECTURAL REVIEW COMMISSION

PRESENT
Board Member Sherry Stanek
Co-Chairman Lynn Binnie

ABSENT
Board Member Marjorie Stoneman
Board Member Tom Miller
Board Member Bruce Parker
Board Member Carol McCormick

STAFF
Mason Becker, Community Development Director
Liana Dostie, Zoning Specialist

ROG Design & Planning

Charlie Cowell, AICP Partner

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

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Motion made by Councilmember Smith, Seconded by Councilmember Kelleher.

Voting Yea: Councilmember Smith, Councilmember Sahyun, Councilmember Hicks, Councilmember Kelleher, PARC Co-Chairman Binnie, PARC Board Member Stanek

HEARING OF CITIZEN COMMENTS

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None

CONSIDERATIONS

1. Community Development Director Becker provided a background to the project and that this is a draft and not a finalized document.

   ROG Cowell provided a presentation and explanations of the current draft of the Whitewater Forward Comprehensive Plan. It is recommended that Plan should be reviewed annually.

   Sahyun asked about are there other business growth zones outside of the business park.

   ROG Cowell stated it would be the business park, downtown and gateway areas.

   Stanek stated the plan was nicely done, liked the mobility plans.

   Smith talked about if the property tax rates could be maintained at the 2026 if these plans are implemented. Can we create a tool to project the tax impact of certain economic development. Asked about if that was the direction to drive that lower or is this a discussion we need to have relating to policy.

   Kelleher asked about the development pushing to other areas.

   Sahyun asked about potential North/South Development.

   Hicks asked about the maps being accessible on internal GIS. Bypass is an untapped resource.

Community Development Director Becker conformed that the maps would be added to the internal GIS.

Kelleher asked about more housing development on east side.

David Stone 303 Ann Street asked that the FEMA maps and associated should be used. He provided a handout to members of the boards.

FUTURE AGENDA ITEMS

None.

ADJOURNMENT

Meeting adjourned at 6:54 pm.

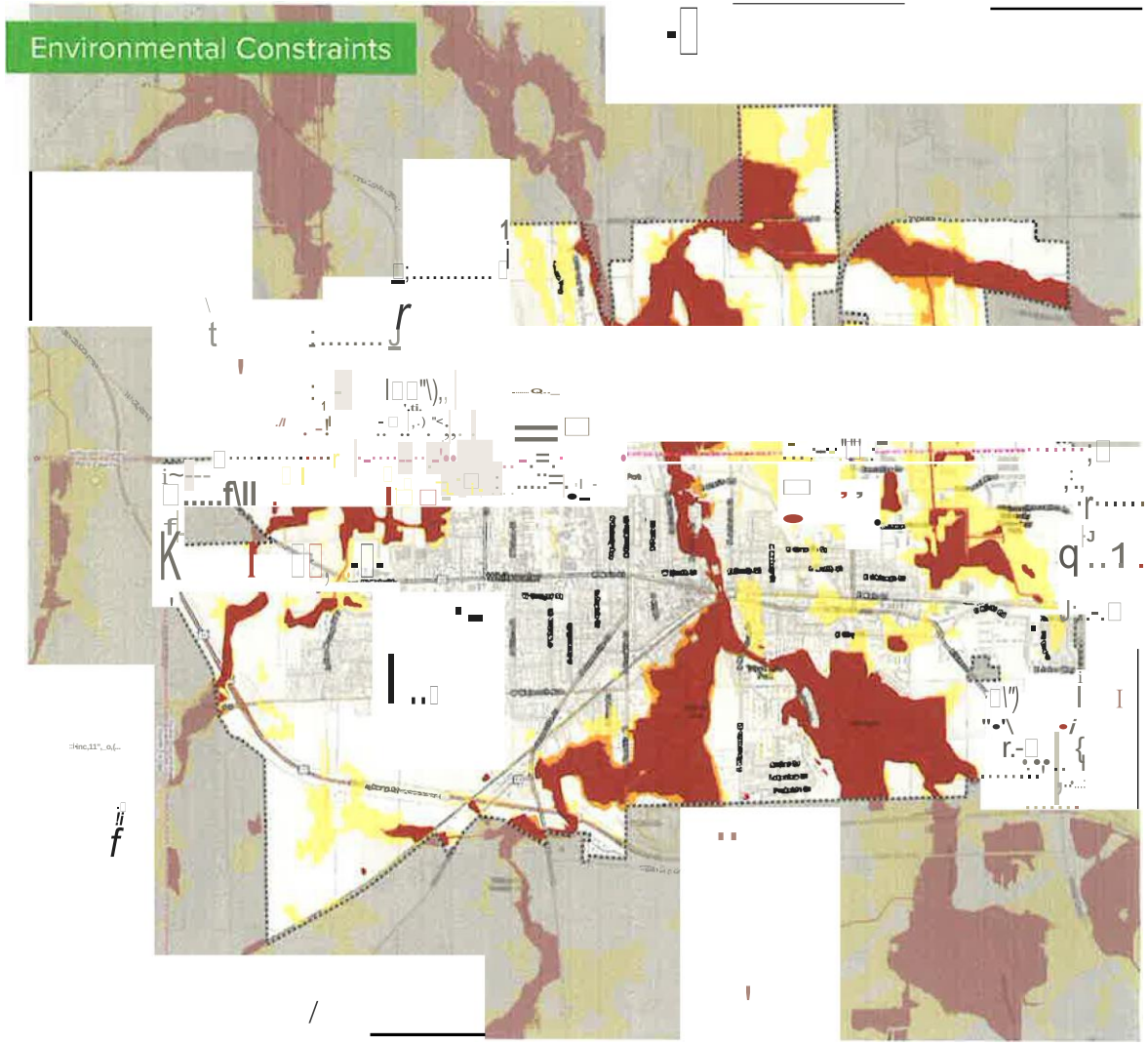
Motion made by Councilmember Smith, Seconded by Councilmember Sahyun.
Voting Yea: Councilmember Smith, Councilmember Sahyun, Councilmember Hicks, Councilmember Kelleher, PARC Co-Chair Binnie, PARC Boardmember Stanek.

ENVIRONMENTAL FACTORS

Developmental suitability considers areas that should be preserved and/or receive special considerations during development. It includes the FEMA 100-year and 500-year floodplains, floodways, wetlands, water quality protection zones, hydric soils, and steep slopes. Areas with these characteristics are best left undeveloped and reserved for preservation, recreation, or agriculture.

- **Major Risks (Red).** Areas within the FEMA 100-year floodplain, floodways, and wetlands are best left reserved for preservation, greenways, recreation, or agriculture.

  Higher Risks (Orange). These area should consider localized, low-impact development. This includes areas such as the 500-year floodplain and steep slopes.
- **Minor Risks (Yellow).** These areas may be developed, but developers should be mindful of development impacts on the land and surrounding areas, and design in a way that help mitigate potential negative impacts.



Sou1ce: FciVIA USGS

- FEMA Floodway, 100-Year Floodplain
  FEMA 500-Year Floodplain
  Hydric Soils and Steep Slopes

Landmarks Commissio

Cravath Lakefront room 2nd floor 312 West Whitewater Str, Whitewater, WI, 53190 *In Person and Virtual

Wednesday, September 02, 2026 - 6:00 PM

MINUTES

CALL TO ORDER

Meeting called to order at 6:00 p.m

ROLL CALL

PRESENT

Board Member Pat Blackmer
Board Member Penolope Alwin
Board Member Kelsey Reilly
Board Member Jordan Reilly
Council Representative Orin Artsmith

STAFF

Llana Dostie, Zoning Specialist
Kevin Boehm, Parks Director

GUEST

Gregg Gauger, owner 153 N Fremont
Max Marty Royal Purper Reporter

APPROVAL OF AGENDA
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Motion by Blackmer to move 4 and 5 prior to 3

Motion made by Council Representative Artsmith, Seconded by Board Member Reilly.
Voting Yea: Board Member Blackmer, Board Member Alwin, Board Member Reilly, Board Member Reilly, Council Representative Artsmith

CONSENT AGENDA
Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

1. Approval of July 2, 2026 Minutes.

Motion made by Council Representative Artsmith, Seconded by Board Member Reilly. Voting Yea: Board Member Blackmer, Board Member Alwin, Board Member Reilly, Board Member Reilly, Council Representative Artsmith

HEARING OF CITIZEN COMMENTS

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None.

PUBLIC HEARING FOR REVIEW AND POSSIBLE APPROVAL

2. Discussion and possible approval of the designation of the Stone Stable located in between 301 W Whitewater and 417 W Whitewater in the Municipal Parking lot A as a Local Landmark. Tax Parcel # /A26740003.

   Blackmer provided the background to the Stone Stable designation.

   Boehm asked about what the reasoning was for landmark designation of the Stone Stable.

   Blackmer explained that the the reason was for preservation.

   Motion to designate the Stone Stable as a local landmark.

   Motion made by Board Member Alwin, Seconded by Council Representative Artsmith. Voting Yea: Board Member Blackmer, Board Member Alwin, Board Member Reilly, Board Member Reilly, Council Representative Artsmith

CONSIDERATIONS / DISCUSSIONS / REPORTS

3. Review and Discuss the Effigy Mounds Signage.

   Alwin provided a background as to why the signage is important.

   Director of Parks and Recreation Boehm provided a background on how to get signage.

4. Discuss and presentation by owner on his property located at 153 N Fremont.

   Property owner provided information as to why he requested to be on the agenda. Which was to get recommendations and support for an appeal to common council regarding code enforcement orders.

   Blackmer stated that we can't make any suggestions or recommendations.

   Zoning Specialist Dostie did let property owner know that the citation report was completed and he would be receiving a citation within the next couple of days.

Boehm provided some ideas to get into code compliance.

5. Review and possible approval a recommendation for new signage for Flat Iron Park to the Park and Recreation Board.

Artsmith stated there are some recommendations about signage in the packet.

Boehm provided background as the base of the sign.

Boehm will get mock ups. Will bring to next months meeting.

6. Discuss, Review and Direct Staff as to what landmarks the commission would like featured on their webpage for the City Website.

Zoning Specialist Dostie provided a background of the new website and what is currently listed. Dostie requested further guidance as to photos for page and any other information needed.

Blackmer wanted a link to Discover Whitewater.

7. Discussion and possible approval of the new Landmarks Designation online application.

Zoning Specialist Dostie provided a background to the new application and asked for updates from board. The following requests for changes were received.

Remove Public Acquisition.

Make tax parcel numbers not required

Municipal Date not required

Motion to approve application with stated changes

Artsmith requested an email be sent out when ready.

Motion made by Council Representative Artsmith, Seconded by Board Member Reilly. Voting Yea: Board Member Blackmer, Board Member Alwin, Board Member Reilly, Board Member Reilly, Council Representative Artsmith

8. Review and Discuss Discover Whitewater Series on Historic Landmarks.

Blackmer provided information on the Discover Whitewater Series.

9. Review and Discuss the Engebretsen-Dorr House located at 622 W Main Street.

Blackmer provided a background as the house.

Zoning Specialist Dostie stated a phone call was received in office and potential buyer didn't know it was also a local landmark.

10. Review and discuss the updating of the Landmarks Brochure.

Blackmer provide that the brochure needs to be updated since there have been additions. When approved last year the Chamber was willing do pay for the printing.

NEXT MEETING DATE OCTOBER 7, 2026.

FUTURE AGENDA ITEMS

Flat Iron Park Sign
Effigy Mounds draft for Parks Board-Alwin
Landmarks Brochure

ADJOURNMENT

Meeting adjourned at 7:23 p.m.

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.

Public Works Committee Meetin

Cravath Lakefront Room, 2nd Floor
312 W. Whitewater St.
Whitewater, WI 53190
*In Person and Virtual

Tuesday, September 08, 2026 - 5:00 PM

MINUTES

CALL TO ORDER
The Public Works Committee meeting was called to order by Board President Hicks at 5:00 p.m.

ROLL CALL
PRESENT: Board Member Smith, Board Member Schanen, Board President Hicks
ABSENT: None
OTHERS: Marquardt

APPROVAL OF AGENDA
Motion made by Board Member Schanen to approve the agenda for Tuesday, September 8, 2026, Seconded by Board Member Smith.

Voting Yea: All via voice (3)
Voting Nay: None

APPROVAL OF MINUTES

1. **Approval of minutes from August 11, 2026**
   Motion made by Board Member Schanen to approve the minutes from August 11, 2026, Seconded by Board Member Smith.

   Voting Yea: All via voice (3)
   Voting Nay: None

HEARING OF CITIZEN COMMENTS
None

NEW BUSINESS

2. **Discussion and Possible Action regarding traffic and pedestrian safety on Ann Street.**
   Marquardt stated at a recent Council meeting, a resident asked for speed bumps to be placed on Ann Street between Trippe Street and Fremont Street or stop signs to be placed on Ann Street at Trippe Street due to the number of cars speeding. This item was previously reviewed at the July 11, 2023, Public Works Committee meeting to discuss the inclusion of speed bumps while the street was being designed for reconstruction. For that meeting the Police Department set up a speed board to collect data including the highest speed of each car. The speed board was out for 12 days, collecting data from 1,732 vehicles. The data showed 1,303 (75%) of the vehicles were at or below the posted speed of 25 mph. The 85th Percentile, the percentile which the speed limit should be set for, was 27 mph. Of the 429 vehicles over the limit, 416 were within 10 mph of the speed limit and 13 were recorded at more than 35 mph.

Before Ann Street was reconstructed between Trippe Street and Fremont Street, there was no sidewalk on the north side of the street. On the south side, the existing sidewalk extended east from Trippe Street for approximately 270 feet before turning and terminating in the street—roughly one-quarter of the distance to Fremont Street.

As part of the reconstruction project, the Public Works Committee determined that a sidewalk would not be installed along the south side of Ann Street east of the existing sidewalk. This decision was based on right-of-way constraints near the Fremont Street and Ann Street intersection, existing topography and trees, and the proximity of adjacent homes to the proposed sidewalk alignment.

For stop sign installation, staff refers to the Manual of Uniform Traffic Control Devices (MUTCD) for guidance. Section 2B.04-Guidance (05) states "YIELD or STOP signs should not be used for speed control".

At the July 11, 2023, Public Works meeting, the Committee decided to not take any formal action on the installation of speed bumps.

Staff's recommendation, consistent with past recommendations on similar requests, is to not install speed bumps or a stop sign at the Trippe Street/Ann Street intersection. This recommendation is based on guidance from the MUTCD for Stop Sign installations and Multi-Way Stop Applications and from the results of the previous speed study. The Police Department has also indicated they have had additional patrols in the area in the last few months but have not issued any speeding tickets.

President Hick opened the floor to public comment.

Dave Stone, W. 303 Ann St. stated he may have seen one car, the last couple of months, traveling at a high rate of speed. Otherwise, he didn't see any. Dave said it's a low volume street for cars.

Beverly Stone, W. 303 Ann St. stated there really isn't much traffic on Ann St.

President Hicks closed the floor to public comment.

Marquardt stated Strand came back with a price of $3,000 - $4,000 for a study consisting of a two-week period.

No action was taken by board members at that time.

Marquardt will do a staff report to Council at the next meeting since this item was brought up at a Council meeting.

3. Discussion and Possible Action regarding changing the hours of operation for ATV/UTVs.

Marquardt stated the City enacted an Ordinance in November 2021 that allowed the operation of ATV/UTVs on City streets. Part of that Ordinance included a provision that ATV/UTVs could not be operated between the hours of 10:00 p.m. and 5:00 a.m. At the August 4, 2026, Common Council meeting, Alderperson Hicks asked for a review of these hours.

At the August 11, 2026, Public Works meeting a few questions were asked that needed input from the City Attorney. The questions emailed from the Police Chief to the City Attorney along with the City Attorney's responses are listed below.

1) The request to extend the ATV/UTV restricted hours from 10:00 p.m. - 5:00 a.m. to midnight – 5:00 a.m. received some pushback at the PWC meeting tonight due to the increased potential for intoxicated operation. The discussion then went to how the penalties for intoxicated operation of an ATV/UTV on a roadway amount to a DNR violation under statute 23.33 instead of an OWI under statute 346.63 and without the DL restrictions. The question that came up was whether it would be possible to add a restriction in our ordinance that increased the penalty and essentially would make the penalty for operating an ATV/UTV equivalent to an OWI…I deferred to you on that and let them know that we'd bring it back to PWC once we had a researched legal answer as to if/how that could be accomplished. I can't see how it could be done (other than possibly the financial penalty increasing).
City attorney: State statute prohibits creating a municipal ordinance that is more restrictive or has higher penalties than that laid out in 23.33. Due to that, maintaining the current process of enforcing this as a DNR violation is the best course of action.

2) Regarding ordinance 11.45.030, the consensus was to remove subsection 3 (requirement to operate on extreme right side of roadway), which I did not have an issue with. Please let me know if you see any unintended consequences.
City attorney: No concerns with removing 11.45.030(3).

3) The PWC also discussed potentially removing subsection 4 (restriction of operating on paved surfaces only), but I believe they removed that request. On this one I think it would be a mistake to remove that as we could then see people operating in public spaces like parks without recourse. Again, curious to get your thoughts.
City attorney: Recommendation is to keep 11.45.030(4) as removal would technically allow ATV/UTV operators to drive in the right-of-way which in some cases includes lawns of homeowners.

In November 2021, the Common Council adopted Chapter 11.45 – Operation of all-terrain vehicles and utility terrain vehicles allowed.

Staff will create an Ordinance Amendment, if needed, based on the direction of the Public Works Committee.

Motion made by Board President Hicks to change hours for ATV/UTV use within the City limits to no operating between midnight to 5:00 a.m. including suggestions from the City attorney on removing section 11.45.030(3), Seconded by Board Member Smith.

Voting Yea: Board President Hicks, Board Member Smith
Voting Nay: Board Member Schanen

4. Discussion and Possible Action regarding mailbox replacement policy due to snowplow damage.

Marquardt stated the Street Department currently does not have a written policy regarding replacement of mailboxes damaged during snowplowing events. This policy establishes guidelines, based on current practice, on when the city is responsible for repairing/replacing a mailbox related to snowplow damage.

The maximum amount the City will pay for replacement of a mailbox is $75.

Staff recommended a motion to approve the Mailbox Replacement Policy.

Marquardt stated this does not have to go to Council, per City attorney.

Motion made by Board Member Schanen to approve the mailbox replacement policy due to snowplow damage, Seconded by Board Member Smith.

Voting Yea: All via voice (3)
Voting Nay: None

5. Discussion and Possible Action regarding John's Disposal request for rate increase.

Marquardt stated Staff received a request from John's Disposal asking for a 3.8 % increase ($0.62) per unit, monthly increase as outlined below. According to the contract, John's may request an annual adjustment up to the Consumer Price Index (CPI). The CPI is 3.8%.

	2026	2027 (3.8%)	Increase
Garbage	$9.75	$10.12	$0.37
Recycle	$4.50	$4.67	$0.17
Bulk	$2.17	$2.25	$0.08
	$15.95	$16.42	$0.62

Since September 2019, John's Disposal has received approval for annual rate increases for garbage, recycling, and bulk collection services. The approved rate changes are as follows:

- In September of 2019, John's Disposal was approved for a recycling rate increase from $2.59 to $3.59 for 2020.
- In October 2020, John's Disposal was approved for a recycling rate increase from $3.59 to $3.84 for 2021.
- In September 2021, John's Disposal was approved for rate increases for garbage from $8.29 to $8.70, recycling from $3.84 to $3.85, and bulk from $1.66 to $1.85 for 2022.
- In October 2022, John's Disposal was approved for rate increases for garbage from $8.70 to $9.00, recycling from $3.85 to $4.15, and bulk from $1.85 to $2.00 for calendar year 2023.
- In September 2023, John's Disposal was approved for rate increases for garbage from $9.00 to $9.25, recycling from $4.15 to $4.27, and bulk from $2.00 to $2.06 for calendar year 2024.
- In September 2024, approval was granted for rate increases in garbage from $9.25 to $9.47, recycling from $4.27 to $4.37 and bulk from $2.06 to $2.11 for 2025.
- In September 2025, approval was granted for rate increases in garbage from $9.47 to $9.75, recycling from $4.37 to $4.50 and bulk from $2.11 to $2.17 for 2026.

City Staff estimated a $0.53 increase for 2027 in the 2026-2027 budget. With an estimated 2800 toters for 2027, the $0.62 rate increase is an additional $3,024 for the 2027 budget. The total increase over the 2026 budget is $20,832.

Marquardt noted our contact with John's expires at the end of 2027. Marquardt will start the renewal process during the spring/summer of 2027. Per our policy, an RFP needs to take place every five years.

Since the requested increase is in line with the CPI, staff's recommendation is for the Committee to recommend approval of the rate increase for 2027 to the full Council.

Motion made by Board President Hicks to forward to Council the annual rate increase for garbage, recycling, and bulk collection services from John's Disposal, Seconded by Board Member Smith.

Voting Yea: Board Member Smith, Board Member Schanen, Board President Hicks

Voting Nay: None

FUTURE AGENDA ITEMS

None

ADJOURNMENT

Motion made by Board Member Schanen to adjourn the Public Works meeting at 5:22 p.m., Seconded by Board Member Smith.

Voting Yea: All via voice (3)
Voting Nay: None

Respectfully submitted,

Alison Stoll

Alison Stoll, Administrative Assistant
Department of Public Works

*Minutes approved on October 13, 2026

Lakes Advisory Committee Meeting Minutes
Wednesday, July 22, 2025 – 4:00 pm
Cravath Lakefront Room
312 W. Whitewater Street
Whitewater, WI 53190
Hybrid Meeting

1. **Call to Order and Roll Call**

   Present: Kurt Zip, Orin Artsmith, Mark Dorn, Carol McCormick, and Ginny Coburn
   Absent: Geoff Hale and Gayle Stettler
   Staff: Michelle Dujardin
   Guests: None

2. **Approval of Agenda**

   Orin Artsmith moved to approve agenda. Seconded by Mark Dorn. Ayes: Kurt Zip, Orin Smith, Carol McCormick, Mark Dorn, and Ginny Coburn . Absent: Geoff Hale and Gayle Stettler

3. **Approval of Consent Agenda**

   Carol McCormick moved to approve consent agenda; Lakes Advisory Committee Minutes April 29, 2026, seconded by Orin Artsmith: Ayes: Ayes: Kurt Zip, Orin Smith, Carol McCormick, Mark Dorn, and Ginny Coburn . Absent: Geoff Hale and Gayle Stettler

4. **Hearing of Citizen Comments**

   Kevin Green: Gave Kuddos to the committee and reminded the board that what happens in the lakes comes down stream and affects folks down the creek.

5. **Staff Report**

   Dujardin reported on fun things happening with the lakes: Cravath and Trippe Lake Piers look fantastic, Spring Fish Stocking took place, DNR Fish Survey took place, Cravath Lake Foutain was installed, New Survey done by SEWRPC of updates on the cattail and shoreline, and No cattail pulling competition due to lack of cattail.

6. **Considerations/Discussions/Reports**

   a. **Lake Improvements Discussion: Muck, Cattails, and Carp.**

   Kurt Zipp presented item and encouraged more focus on amount of muck in our lakes, cattail areas and amount of carp in the lakes affecting water quality.

   b. **Discussion and possible action of Preliminary Recommendations for the Comprehensive Cravath and Trippe Lakes Plan being completed by the Southeastern Wisconsin Regional Planning Commission (SEWRPC)**

   Dujardin introduced working document from SEWRPC to gather information from Lakes Committee to rate importance of topics on the lakes for SEWRPC to move forward with the Comprehensive Plan.

7. **Future Agenda Items**
   - **a.** Carp & Water Quality
   - **b.** QR Code Possibilities to gather feedback

8. **Adjournment**
   a. Motioned by Zipp to adjourn. Unanimous voice vote. Adjournment at 5:15 pm.

Respectfully Submitted,

Michelle Dujardin

Police and Fire Commission Meetin

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Tuesday, May 12, 2026 - 6:00 PM

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

Police and Fire Commission Meeting

May 12th, 2026, at 6:00 PM

https://teams.microsoft.com/meet/219817408138125?p=LEfCCfa104Q4yAYs9M

You can also dial in using your phone:

Phone Number: 1-929-229-5663 Phone Conference ID: 995 143 953#

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.

AGENDA

CALL TO ORDER

The meeting was called to order at 6:00 p.m. by Support Services Manager Ojibway.

ROLL CALL

Present:
Commissioner Kathryn Boyd
Commissioner Beverly Stone
Commissioner Tom Miller
Commissioner Marissa Aranda
Police Chief Daniel Meyer
Police Captain Adam Vander Steeg
Police Captain Ryan Taft
Assistant Fire Chief Ryan Dion
Support Services Manager Sabrina Ojibway

Absent:
Commissioner Mwita Binagi

APPROVAL OF AGENDA
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and approval from the Commission to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

Motion made by Commissioner Stone, Seconded by Commissioner Miller to approve agenda.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any commission member requests that an item be removed for individual consideration.

1. **Approval of Minutes for April 6th, 2026**

Motion was made by Commissioner Boyd, Seconded by Commissioner Aranda to approve the consent agenda.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

HEARING OF CITIZEN COMMENTS

No formal Commission action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Commission discusses that particular item.

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There were no citizen comments.

NEW BUSINESS

2. **Election of Police & Fire Commission Officers**

SSM Ojibway called for nominations for the Chair of the Police and Fire Commission. Commissioner Stone made a motion to nominate Commissioner Miller; motion was seconded by Commissioner Boyd. There were no other nominations.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda, and Commissioner Miller. Motion passed and SSM Ojibway turned the meeting over to PFC Chair Miller.

Commissioner Miller called for nominations for the Vice Chair of the Police and Fire Commission. Commissioner Boyd made a motion to nominate herself; motion was seconded by Commissioner Aranda. There were no other nominations.

Voting Yes: Commissioner Stone, Commissioner Aranda and Commissioner Miller. Commissioner Boyd abstained from the vote. Motion passed.

Commissioner Miller called for nominations for the Secretary of the Police and Fire Commission. Commissioner Stone made a motion to nominate Commissioner Aranda; motion was seconded by Commissioner Miller. There were no other nominations.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

REPORTS

3. Fire Chief's Report

a. Personnel Update

Assistant Chief Dion advised that the department had received the resignations of Paid-on-Call Firefighter/EMT Elias Adrian and Paid-on-Call Firefighter Jon Brock.

EXECUTIVE SESSION

Adjourn to Closed Session, TO RECONVENE, pursuant to Wisconsin Statutes 19.85(1)(c) "Considering employment, promotion, compensation or performance evaluation data of any public employee over which governmental body has jurisdiction or exercises responsibility". Items to be discussed:

4. Presentation of EMT/Firefighter Paid on Call Candidate(s) for Certification

5. Interview of Patrol Officer Candidates

6. Review of Police and Fire Department Hiring and Promotional Processes

Motion made by Commissioner Aranda, Seconded by Commissioner Stone to go into closed session.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

The Police & Fire Commission went into closed session at 6:08 p.m.

RECONVENE INTO OPEN SESSION

Motion made by Commissioner Boyd, Seconded by Commissioner Miller to go into open session.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

The Police & Fire Commission went into open session at 7:28 p.m.

7. Announcement of Recommendation Concerning Whitewater Fire Department Certification Process

Motion made by Commissioner Boyd, Seconded by Commissioner Stone to approve the appointment of Thomas Cushman to the position of Paid-on-Call Firefighter, effective May 12th, 2026. This appointment is subject to the successful completion of Firefighter Level 1 and a 12-month probationary period.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

Motion made by Commissioner Boyd, Seconded by Commissioner Aranda to approve the appointment of Karsyn Nehls to the position of Paid-on-Call Paramedic, effective May 12th, 2026. This appointment is subject to the successful completion of a 12-month probationary period.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

8. Announcement of Recommendation Concerning Whitewater Police Department Hiring Process

Motion made by Commissioner Stone, Seconded by Commissioner Boyd to endorse and recommend the hiring of Morgan Cheatle as Patrol Officer for the City of Whitewater Police Department.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

Motion made by Commissioner Stone, Seconded by Commissioner Boyd to endorse and recommend the hiring of Malekai Zoltowski as Patrol Officer for the City of Whitewater Police Department.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

Motion made by Commissioner Boyd, Seconded by Commissioner Aranda to endorse and recommend the hiring of Kayce Barthel as Patrol Officer for the City of Whitewater Police Department.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

FUTURE AGENDA ITEMS

Commission Miller requested an update on the Fire Department's new training facility at the next meeting.

ADJOURNMENT

Motion made by Commissioner Boyd, Seconded by Commissioner Aranda to adjourn.

Voting Yes: Commissioner Boyd, Commissioner Stone, Commissioner Aranda and Commissioner Miller. Motion passed.

Meeting adjourned at 7:34 p.m.

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.

Ethics Board

Cravath Lakefront room 2nd floor 312 West Whitewater Str, Whitewater, WI, 53190 *In Person and Virtual

Thursday, May 28, 2026 - 5:30 PM

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

Join: https://teams.microsoft.com/meet/2967478053654?p=JEESDGICrxf7EyvfjJ

Meeting ID: 296 747 805 365 4

Passcode: 3wv9RX7y

Dial in by phone

+1 929-229-5663,,528687501# United States,

Phone conference ID: 528 687 501#

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.

MINUTES

CALL TO ORDER

Chairperson Stanek called the meeting to order at 5:32 pm.

ROLL CALL

PRESENT
Board Member Robin Fox
Board Member Sheryl Stanek
Board Member Marjorie Stoneman

City Attorney Steven Chesebro

City Clerk Heather Boehm

ABSENT
Board Member Kelsey Price
Board Member Mariann Scott

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.

Motion made to approve the agenda by Board Member fox, Seconded by Board Member Stoneman.
Voting Yea: Board Member Fox, Board Member Stanek, Board Member Stoneman

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

Motion made to approve the Consent agenda by Board Member Fox, Seconded by Board Member Stoneman.
Voting Yea: Board Member Fox, Board Member Stanek, Board Member Stoneman.

1. Approval of May 7, 2026 minutes.

CONSIDERATIONS / DISCUSSIONS / REPORTS

2. Findings of the Preliminary Investigation of Complaint received February 3, 2026.

   Motion made to approve the findings of the Preliminary Investigation of Complaint received February 3, 2026 by Board Member Fox, Seconded by Board Member Stanek.
   Voting Yea: Board Member Fox, Board Member Stanek, Board Member Stoneman.

3. Findings of the Preliminary Investigation of complaint received February 10, 2026.

   Motion made to approve the findings of the Preliminary Investigation of complaint received February 10, 2026, by Board Member Fox, Seconded by Board Member Stoneman.
   Voting Yea: Board Member Fox, Board Member Stanek, Board Member Stoneman.

4. Discussion and Possible Action regarding amendment to Chapter 7.02 Obstructing Public Officers.

   Discussion was had regarding amendment to Chapter 7.02 Obstruction Public Officers. The subject was tabled for a recommendation from City Attorney Chesebro, and will be reviewed at next meeting.

ADJOURNMENT

Motion made to adjourn at 6:14 pm by Board Member Stoneman, Seconded by Board Member Fox.
Voting Yea: Board Member Fox, Board Member Stanek, Board Member Stoneman.

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.

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	November 3, 2026, Common Council meeting.
Staff Contact (name, email, phone):	Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

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

Tuesday, November 3, 2026, Common Council meeting falls on the 2026 General Election. Per Ordinance 2.08.010 (a), If any council meeting falls on an election day or on a holiday, the council meeting for that day shall be held on Thursday following the first or third Tuesday in the month, at six p.m.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

N/A

FINANCIAL IMPACT
(If none, state N/A)

N/A

STAFF RECOMMENDATION

The recommendation would be to move the November 3, 2026, Common Council meeting to Thursday, November 5, 2026.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

Ordinance 2.08.010

2.08.010 Meetings.

(a) The regular sessions of the city council shall be held on the first and third Tuesdays in each month, commencing at six-thirty in the evening. If any council meeting falls on an election day or on a holiday, the council meeting for that day shall be held on the Thursday following the first or third Tuesday in the month, at six-thirty p.m. Special meetings may be called, as provided by the Wisconsin Statutes. A city council meeting may be cancelled or set at a date other than is set forth in the section if said cancellation or date change is approved by a majority of the city council members voting or is approved by both the city manager and the city council president. There shall, however, be at least one meeting of the council each month.

(b) The city council meetings shall be conducted in accordance with the following guidelines:

(1) The agenda shall be established under the authority of the city manager. Councilmembers who wish to have agenda items addressed need to make their request no later than twelve noon, six business days prior to the meeting. The city manager shall honor all legal requests of councilmembers.

(2) Consent Agenda. A consent agenda item that recommends expedited approval of appropriate resolutions, ordinances and considerations, per the recommendation of the city manager may be included. At the request of a councilmember, any consent agenda item shall be removed, discussed and acted upon individually.

(3) Period of Public Comment. The period of public comment is a time set aside for the purpose of allowing the council to receive information from the public concerning matters that are not on the meeting agenda. Pursuant to Wis. Stats. § 19.82(2), no decisions shall be made on matters addressed during this period. The council president should inform the public that the purpose of the public comment period is limited and, if any action is requested, the matter must be put on the council agenda of a future meeting for consideration. Comments by any one member of the public shall be limited to three minutes. Repetitious statements should be discouraged, except when they are declarations of support of a prior speaker's comments. Personal attacks are inappropriate.

(4) Order of Business. The following shall be the order of business:

(A) Common council president reads the agenda title;

(B) The city manager, staff and/or city consultant may give a brief introduction to the issue (if necessary);

(C) Immediately after introduction of the agenda item, at the option of any councilmember, a motion may be made and seconded prior to any additional statements regarding the agenda item. If this procedure is used, public input and discussion of the agenda item shall take place after the second. If there is not an immediate motion made and seconded, public comment and further discussion of the matter will proceed. During this period a councilmember may, at any time, make a motion concerning the matter. The council president shall attempt to make certain that any member of the public wishing to speak on the issue has an opportunity to be heard before a final vote is taken;

(D) There shall be a three-minute limit placed on each speaker from the general public. If necessary, requests shall be made to speakers not to make comments that are similar to prior public input about the same issue, unless the comments are a declaration of support of a prior speaker's statements.

(5) Official Public Hearings. Guidelines should be printed and distributed prior to each hearing to any citizen who wishes to participate. Conduct of the public hearing:

(A) The common council president shall call the hearing to order, summarize the need for the hearing, review the public hearing meeting guidelines and, if necessary, allow the city manager, staff or city consultant to make a presentation.

(B) The public hearing guidelines for the public input portion of the hearing shall include a five-minute time limit. There shall be a request of speakers not to make redundant comments unless the speakers is declaring his or her support of a prior speaker's comments. As much as possible, speakers shall be called upon to make comments first in support of and then in opposition to the public hearing proposal in alternating order. The president shall have the authority to give time extensions to a speaker, if in the judgment of the president the speaker needs more time to clarify his/her position.

(C) Questions from the common councilmembers are appropriate; however, comments from the councilmembers should be held in reserve until after the public input portion of the hearing is closed.

(D) Citizen participants in the public hearing should not debate the issues directly with councilmembers, staff, or other members of the audience.

(E) The council president will then declare the public input portion of the hearing closed and council discussion shall begin. Discussions of agenda items related to the public hearing will not include input from the public unless reasonably solicited by a councilmember.

(Ord. No. 1764A, § 1, 5-4-2010; Ord. No. 1959A, § 1, 9-18-2018; Ord. No. 2071, 10-17-2023)

Council Agenda Item

Meeting Date:	October 20, 2026
Agenda Item:	City Manager Performance Evaluation Tool
Staff Contact (name, email, phone):	Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

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

As part of the annual City Manager performance evaluation process, the Common Council reviews the evaluation policy and tool to ensure they remain relevant, effective, and aligned with Council expectations.

Over the past three years, the City has utilized a standardized evaluation process incorporating performance categories and opportunities for written feedback. In 2025, the Common Council requested a more streamlined evaluation tool with a stronger connection to the City's strategic priorities.

The evaluation policy and tool approved in 2025 are being presented without proposed changes at this time.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

1) September 16, 2025 – Common Council adopted the revised City Manager Performance Evaluation Policy and evaluation tool with additional considerations identified for future review.
2) October 21, 2025 – Common Council approved the City Manager evaluation tool through the consent agenda.

FINANCIAL IMPACT
(If none, state N/A)

N/A

STAFF RECOMMENDATION

No action is requested at this time. The City Manager Performance Evaluation Policy and evaluation tool will be included on the November 17, 2026, Common Council agenda for consideration.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

1. City Manager Evaluation Policy
2. City Manager Self-Evaluation
3. City Manager Evaluation Tool – Council version

City of WHITEWATER		City Manager Annual Review			
Owner:	City Manager	Approving Position:	Common Council	Pages:	2
Issue Date:	12/17/2020	Revision Date:	9/16/2025	Review Date:	2026
Special Instructions:	This policy will be reviewed annually prior to conducting a review of the City Manager				

I. Policy

The Common Council of the City of Whitewater will conduct a formal evaluation of the City Manager on an annual basis. The evaluation will consist of two parts: (1) a written evaluation and (2) a formal review session conducted at a regularly scheduled meeting, in closed session, with the City Manager in attendance.

At a July Common Council meeting, Council will conduct an informal review of goals related to City Manager performance, strategic plan initiatives and management plan objectives.

All meetings of the Common Council as part of the evaluation will meet legal requirements of the State of Wisconsin's Open Meeting Law (Wisconsin Statute sections 19.83, 19.84 and 19.85).

II. Guidelines

The formal evaluation provides both the City Manager and the Common Council with an opportunity for a comprehensive discussion of the City Manager's performance in the previous year and the goals for the next year. The evaluation process will adhere to the following guidelines:

1. Performance review is an ongoing process. However, the evaluation will focus primarily on City Manager performance for the previous calendar year.
2. The evaluation process will provide an outlet for feedback from Common Council members, department directors, and City Manager direct reports. Subject to Wisconsin public record laws, anonymity will be maintained for all those providing feedback.
3. City Manager demonstration of Practices for Effective Local Government Leadership as provided by the International City/County Management Association (ICMA) will be considered as part of the evaluation process.
4. The evaluation process will include an assessment of City Manager performance related to City Manager goals for the prior year. The process will also include the establishment of clear goals and expectations for the City Manager in the coming year.

III. Procedures

1. No later than November 1, the HR Manager, or designee, will provide Common Council members with the policy for review and a draft of the proposed evaluation tool, which should include a survey component/questionnaire for distribution to all participating employees and officials.
2. Second regular meeting of November: The Common Council will provide feedback to the HR Manager or designee on the evaluation tool, along with any corrections or suggested additions.
3. No later than December 1, the HR Manager or designee will distribute the evaluation tool to all Common Council members, department directors, and direct reports of the City Manager for review and completion. Included with the evaluation tool will be a memo from the City Manager reporting on the status of any goals established in the previous year. In addition to the memo, the City Manager will provide the Common Council with a completed self-evaluation form.
4. No later than December 21, all evaluation participants, including Common Council members, will return their completed evaluation to the HR Manager or designee responsible for the original distribution of the evaluation. Responses will then be compiled into a brief report for distribution to the Common Council and City Manager. The HR Manager or designee will distribute a "Confidential" copy of the report to Common Council members at least 72 hours prior to the second regular Common Council meeting in January.
5. Second regular meeting in January: Having received the summary report at least 72 hours in advance of the meeting, the Common Council will meet in closed session with the City Attorney and/or HR Manager to discuss the evaluation results.
6. At the first regular meeting in February, the Common Council will meet with the City Manager in closed session to discuss the evaluation results as provided in the summary report. At this meeting, the Common Council will also discuss City Manager performance related to existing goals and establish new goals for the City Manager in the coming year.
7. Contract Amendment – Should the Common Council and the City Manager wish to amend the City Manager Employment Agreement as a result of the performance evaluation process; those mutually agreed upon amendments will be directed to the City Attorney for drafting.

IV. Performance

This City Manager Annual Review Policy is adopted to be a tool to assist the Common Council in evaluating the City Manager's performance and is not intended to create any new contractual or legal obligation by the Common Council to perform the actions set forth herein:

1. This policy can be changed at any time by the Common Council and compliance with this policy by the Common Council is optional. Failure by the Common Council to comply with the terms and deadlines set forth herein shall be considered a valid and appropriate decision by the Common Council to not comply with the terms or obligations.

City Manager Performance **Self-Evaluation**

City of Whitewater

Evaluation period: 2026

This self-evaluation form should be completed and returned to the Human Resources Department no later than November 24, 2026. The Self-Evaluation including Supplemental Materials will be distributed to Common Council on December 1, 2026.

_____

Signature

_____

Date Submitted

INSTRUCTIONS

These instructions are intended to guide you in completing your annual self-evaluation. This is your opportunity to reflect on your performance over the past year and share key accomplishments, challenges, and goals with the City Council. Your input provides valuable context for Council's evaluation and supports a constructive, forward-looking discussion about priorities and professional growth.

Please respond to each of the short answer reflection questions thoughtfully and thoroughly. Your responses should highlight both achievements and areas for continued growth, as well as identify any resources or support needed to strengthen your leadership and the organization's effectiveness.

You are encouraged to attach supplemental materials that support your responses. Examples may include project summaries, performance data, strategic plan updates, departmental achievements, awards, or other relevant documentation. Supplemental information should be concise and clearly labeled to correspond with the relevant reflection question(s).

Leave all pages of this evaluation form attached, sign the cover page and return to Human Resources.

Section 1: Performance Reflection by Category

Using the nine performance categories below as a framework, provide a narrative reflection on your performance over the past year. You may address each category individually or combine related categories where appropriate. Be sure to highlight significant accomplishments, key challenges, and areas where you plan to focus improvement efforts.

Performance Categories:

1. Individual Characteristics
2. Leadership & Decision Making
3. Council Relations
4. Policy Execution & Strategic Direction
5. Communication & Reporting
6. Community Relations & Engagement
7. Organizational Management & Culture
8. Fiscal Stewardship
9. Development

Narrative Reflection:

(Additional pages may be attached if needed.)

Section 2: Overall Leadership Reflection

Please provide brief responses to the following questions to offer additional insight into your leadership priorities and development:

1. Where do you see the greatest opportunities for your growth and improvement as a leader?

2. What support, resources, or feedback from Council would strengthen your ability to serve?

3. What professional development or training would you like to pursue in the next year?

Section 3: Supplemental Materials

List and attach any supporting materials you wish to include with this self-evaluation (e.g., performance data, strategic plan updates, project summaries, media coverage, or other relevant documents).

Placeholder for Memo from City Manager regarding Status of City Manager Goals including budget and strategic goals

Placeholder for Departmental Goal Achievement Recaps

City Manager Performance Evaluation - Council

City of Whitewater

Evaluation period: 2026

Each participant should complete this evaluation form and return it to the Human Resources Department. Forms may be submitted via paper or electronically to the Human Resources office or smarquardt@whitewater-wi.gov. If submitting electronically, please indicate "**CONFIDENTIAL**" on the subject line. The deadline for submitting this performance evaluation is December 21, 2026. Evaluations will be summarized and included on the agenda for discussion at the Common Council Meeting on January 19, 2027.

_____

Signature (optional)

_____

Date Submitted

INSTRUCTIONS

The City Manager evaluation process is designed to provide constructive feedback, align performance with Council priorities, and support professional development. Your input is essential to ensure a fair, comprehensive, and forward-looking evaluation.

Start by reviewing the City Manager's self-evaluation, which has been provided as a separate document. This document outlines key accomplishments, challenges, and goals from the past year and is intended to provide important context to assist you in completing your evaluation.

For Section 1, Councilmembers are asked to evaluate the City Manager's performance in several key areas. For each category, assign a rating using the following scale: **NE = Needs Improvement**, **ME = Meets Expectations**, and **EE = Exceeds Expectations**. These ratings should reflect your assessment of the City Manager's performance over the evaluation period, taking into account both day-to-day responsibilities and broader leadership contributions. Consider: **How well has the City Manager advanced the Council's strategic priorities in each area?**

Indicate which areas are most critical to signal priorities by circling or highlighting High/Medium/Low. Beneath each category, provide brief written comments to support your rating. Comments help clarify the basis of your assessment, highlight specific examples, and ensure that feedback is meaningful and actionable.

For Section 2, Councilmembers should provide narrative feedback that goes beyond ratings. This section is an opportunity to reflect on and communicate the City Manager's key strengths, areas for growth, and constructive suggestions for improvement. Councilmembers are also encouraged to identify priorities or expectations that should guide the City Manager's focus in the upcoming evaluation period. Thoughtful, candid feedback in this section will help establish shared priorities and support the City Manager's ongoing professional development and alignment with Council goals.

SECTION 1: Councilmember Evaluation

Rating Scale: NE = Needs Improvement ME = Meets Expectations EE = Exceeds Expectations

#	Performance Category	Description	Rating (NE/ME/EE)
1	Individual Characteristics	Integrity, judgment, adaptability, professionalism, demeanor.	
Comments: Priority: High Medium Low			
2	Leadership & Decision Making	Knowledge of local government management, creativity, problem-solving, innovation.	
Comments: Priority: High Medium Low			
3	Council Relations	Accessibility, responsiveness, provision of accurate/timely information, support of Council decisions.	
Comments: Priority: High Medium Low			
4	Policy Execution & Strategic Direction	Implements Council policy effectively, advances strategic goals, offers alternatives when needed.	
Comments: Priority: High Medium Low			
5	Communication & Reporting	Provides clear, accurate and proactive information to Council and the public; demonstrates transparency.	
Comments:			

Priority: High Medium Low			
6	Community Relations & Engagement	Builds partnerships, represents the City positively, engages with the community and media.	
Comments: Priority: High Medium Low			
7	Organizational Management & Culture	Promotes teamwork, recognition, staff development, succession planning.	
Comments: Priority: High Medium Low			
8	Fiscal Stewardship	Prepares and manages the budget responsibly, uses resources effectively, plans for long-term financial stability.	
Comments: Priority: High Medium Low			
9	Development	Advances the City's economic development goals, including housing, business retention and attraction, and development initiatives	
Comments: Priority: High Medium Low			

SECTION 2: Narrative Feedback

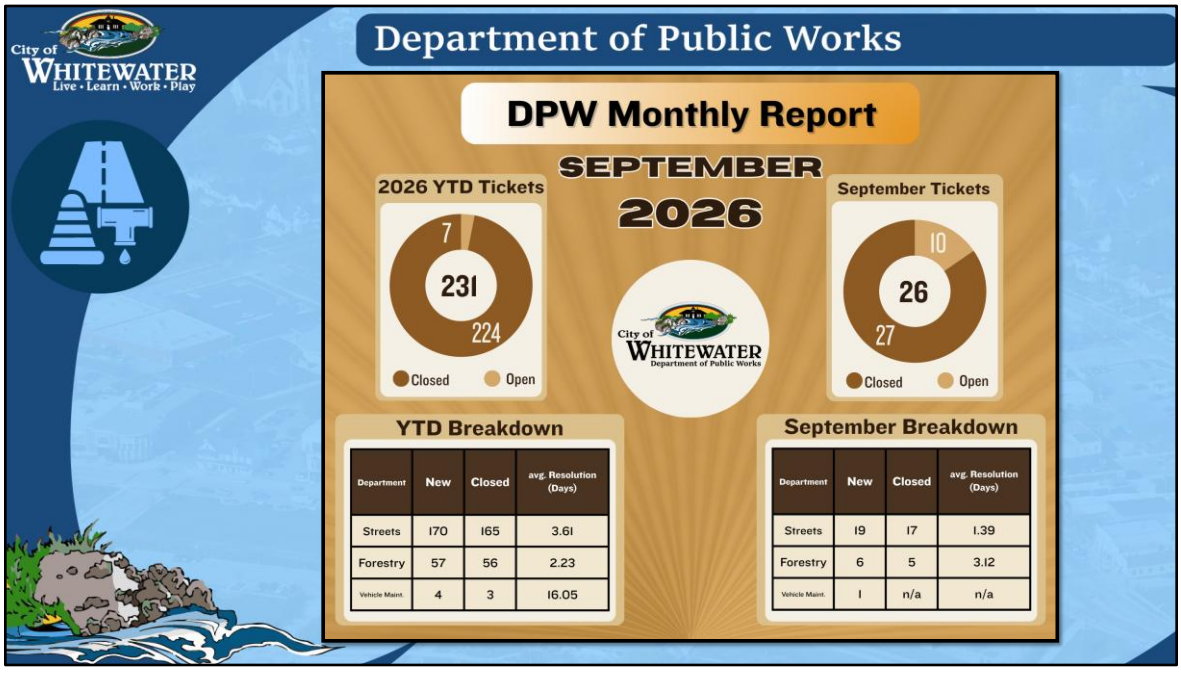
1. Strengths – What key strengths or accomplishments stand out this year?

2. Areas for Growth – What areas are most critical for improvement?

3. Suggestions – What constructive feedback would enhance performance?

4. Council Priorities – What priorities or expectations should guide the next review period?

City of
WHITEWATER
Live • Learn • Work • Play
City Manager's Report
with John Weidl
10/20/2026



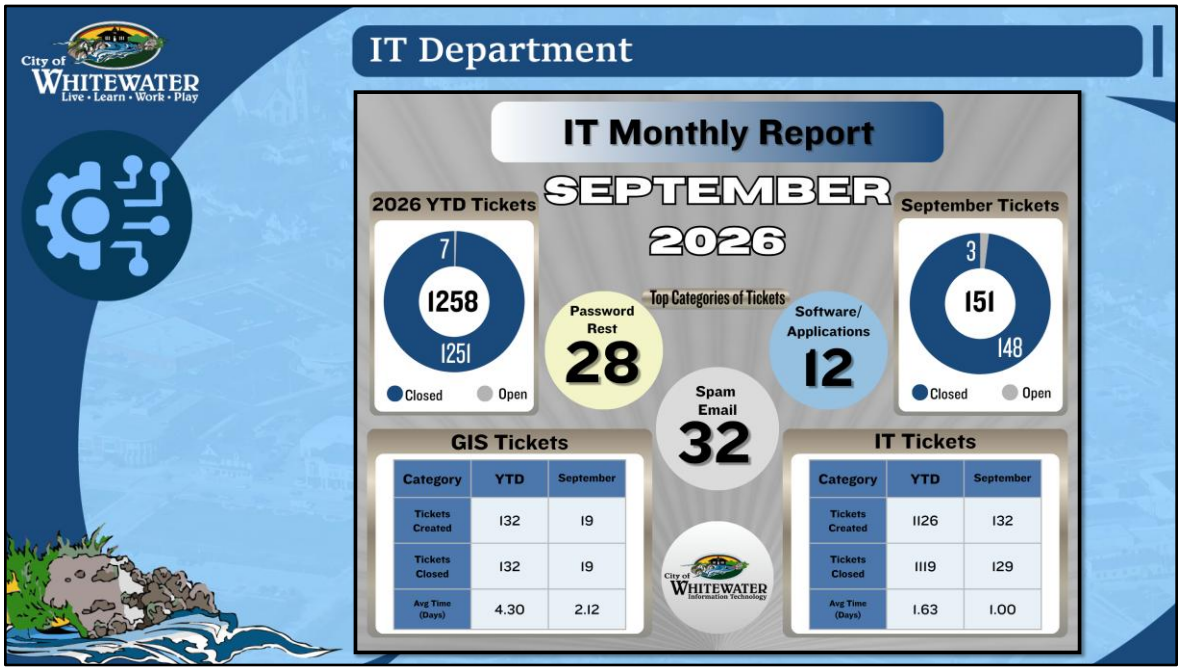
Construction Projects:

- **Jefferson Street: Curb and gutter and sidewalk is being installed the weeks Oct 12 and 19, with asphalt paving tentatively planned for the last week of October**
- **Street Maintenance: All projects have been paved and are completed.**

In the Street Department, staff helped with the Run for Treyton supplying picnic tables and garbage carts, repaired a traffic signal knockdown and a traffic light knockdown, prepared areas for asphalt patching, repaired storm inlets and other storm sewer work and cleaned up around the Starin Park ballfields.

In the Water Department, staff continued replacing worn and outdated hydrants, performed hydrant flushing, continued with valve turning, met with Dan in GIS regarding updates to the GIS software for water information and preparing for the new bulk fill station to be relocated to Commercial Drive. We also received word from the PSC that we moved from a Class C system to a Class A/B system which will require additional record keeping.

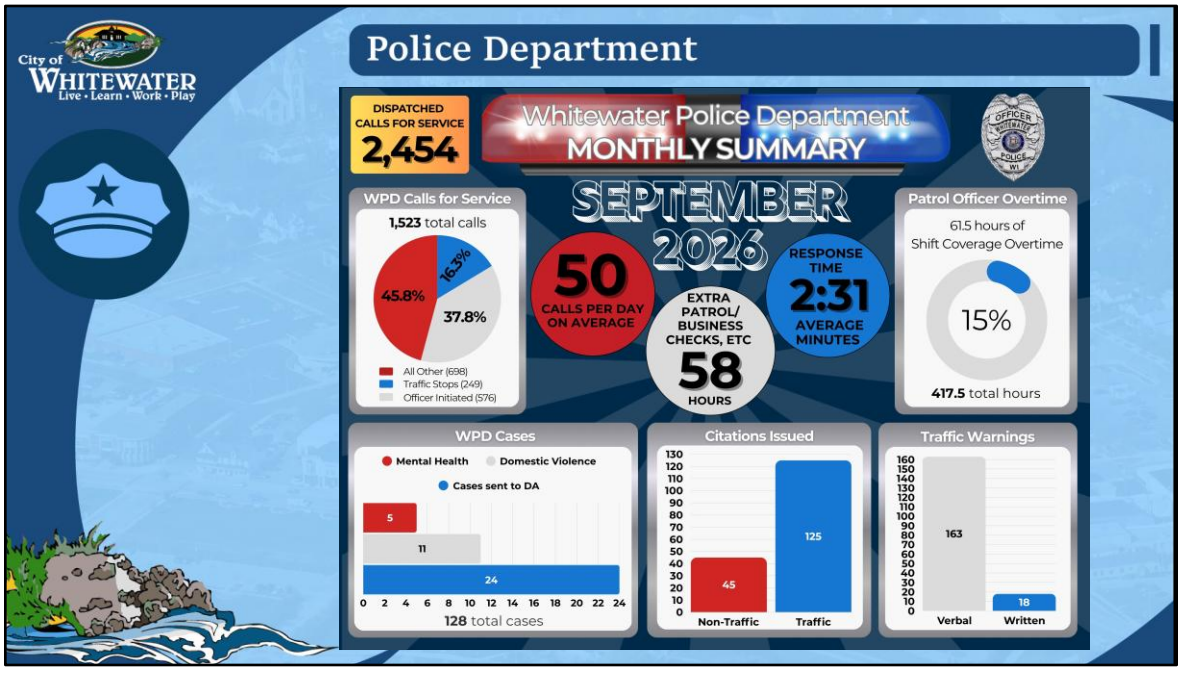
In the Wastewater Department, Rich who was the main lab testing employee has resigned to take a new position with a neighboring wastewater operation. In the meantime, other staff will fill in as they are able with some lab results having to be shipped out for analysis. Other work included finishing removing the UV bulbs used for disinfection for the winter and winterizing the that system and performed annual maintenance on the combo boiler. The annual sewer cleaning was wrapped up.



<u>Highlights</u>

Every October since 2004 is Cybersecurity Awareness Month, a collaboration between governments, private industry and non-profits to raise awareness about digital security and empower everyone to protect their personal data from digital forms of crime.

Nobody is immune to threats from cyber criminals, but with proper safeguards and effort the public can protect themselves from online danger. Consider the following:
Use strong passwords and a password manager
Turn on Multi-factor Authentication (MFA) when available
Recognize and report Phishing and other cyber incidents
Update software on your devices
Beware of Artificial Intelligence (AI)



<u>Highlights</u>

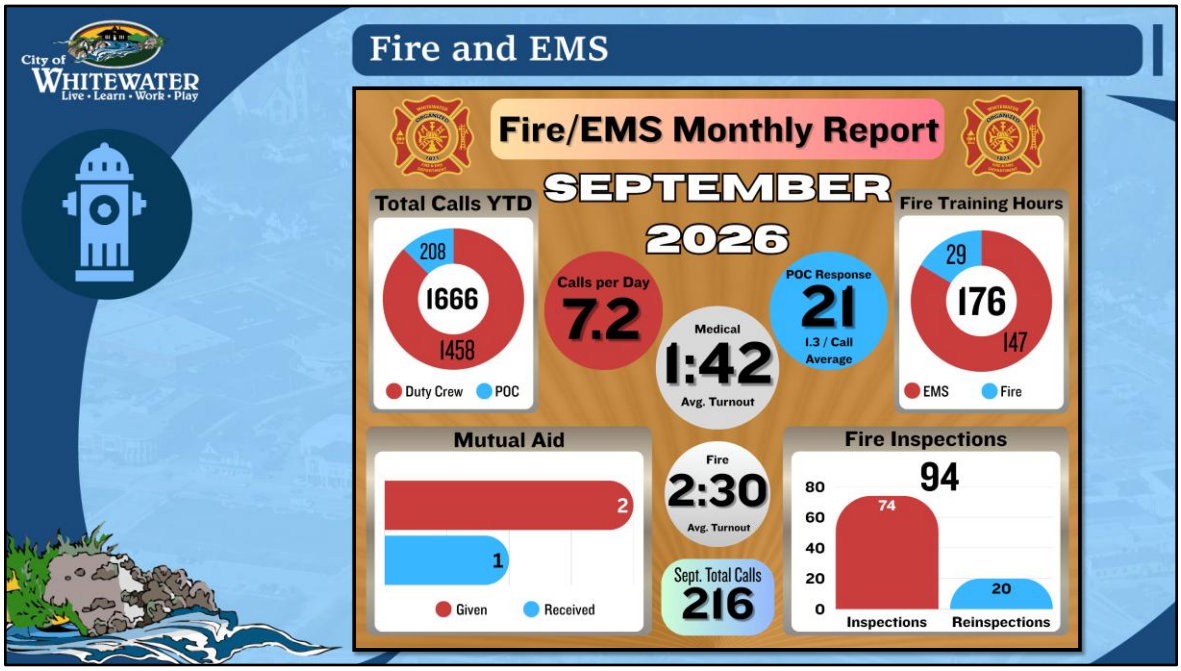
Chief Meyer attended the Walworth County Criminal Justice Coordinating meeting at the Walworth County Courthouse.

Officers Derek Johnson and Hunter Martin have been promoted to Patrol Lieutenant by Chief Meyer. Congratulations to both on their new roles!

<u>Details-</u>

Hiring Updates:

CSO Hiring Process: Background investigations are being concluded with the anticipated start date being October 16th.



<u>Highlights</u>

<u>September 3-9</u>

Staff responded to 47 calls for service, making the daily average of 6.7 calls for service each day.

3 calls for service required POC response. Average POC response for All Calls was .66 per call.

Mutual Aid was not requested from Whitewater during this time, and we did not request Mutual Aid either.

<u>September 10-16</u>

Staff responded to 51 calls for service, making the daily average of 7.2 calls for service each day.

6 calls for service required POC response. Average POC response for All Calls was 1.5 per call.

Mutual Aid was not requested from Whitewater during this time, and we did not request Mutual Aid.

<u>September 17 -23</u>

Staff responded to 44 calls for service, making the daily average of 6.2 calls

for service each day.
1 call for service required POC response. Average POC response for All Calls was 2.0 per call.
Mutual Aid was not requested from Whitewater during this time, and we did not request Mutual Aid.

<u>September 24-30</u>
Staff responded to 54 calls for service, making the daily average of 7.7 calls for service each day.
6 calls for service required POC response. Average POC response for All Calls was 1.5 per call.
Mutual Aid was requested once from Whitewater during this time. Mutual Aid received was dispatched for a structure fire but cancelled by Command prior to units going enroute.

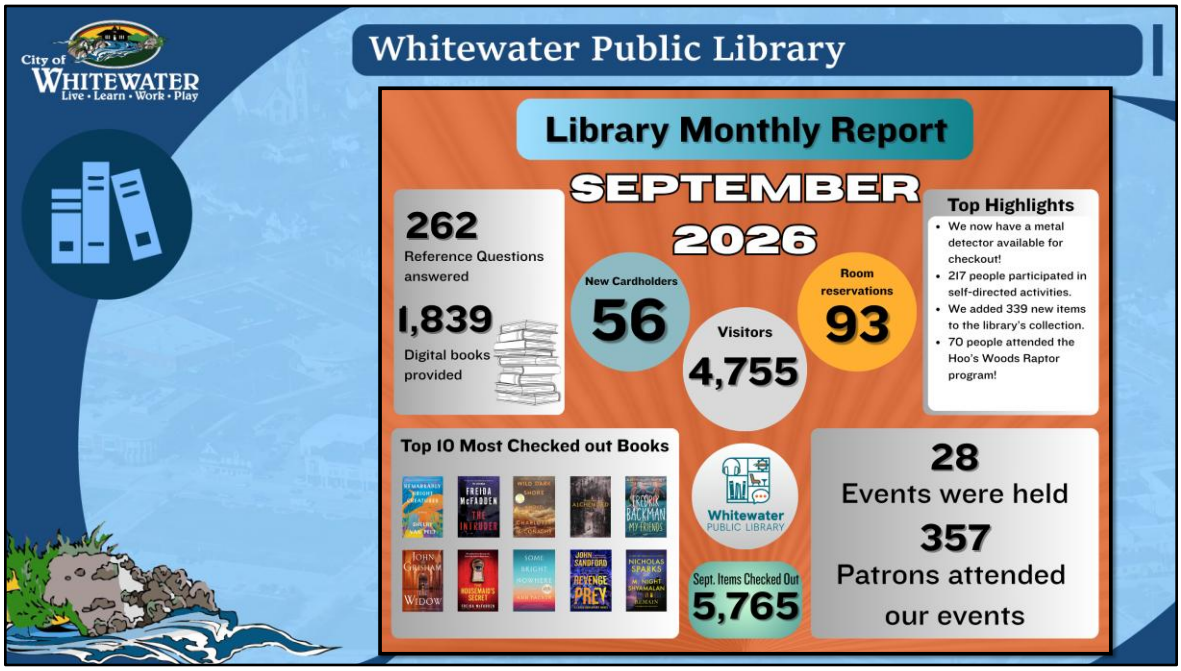
- **Staff attended Pick a Day and Play at Washington Elementary.**

- **Saturday, October 3rd an Ambulance was staffed at Perkins Stadium for the UW football game.**

- **AC Dion and Fire Inspector Maas conducted fire extinguisher training for Hexpol, Lavelle and UW.**

- **Staff provided fire safety education to Washington Elementary first graders for fire prevention week.**

<u>Details-</u>
Sunday, October 4th 1 staff member attended the Run for Trey at Starin Park.
Wednesday, October 7th staff attended fire safety week at Lincoln Elementary.
Wednesday, October 8th 1 staff member attended the Burning of the W at the high school with the Brush Truck for homecoming week.
Tuesday, October 13th AC Dion and Fire inspector Maas completed a fire extinguisher training for the UW.
Tuesday, October 13th AC Dion attended the PFC meeting.
Wednesday, October 14th AC Dion and Fire inspector Maas completed a fire extinguisher training for the UW.
Wednesday, October 14th AC Dion attended the Walworth Co/MABAS 103 meeting.
Tuesday, October 13th the new UTV/Equipment trailer was put in service.



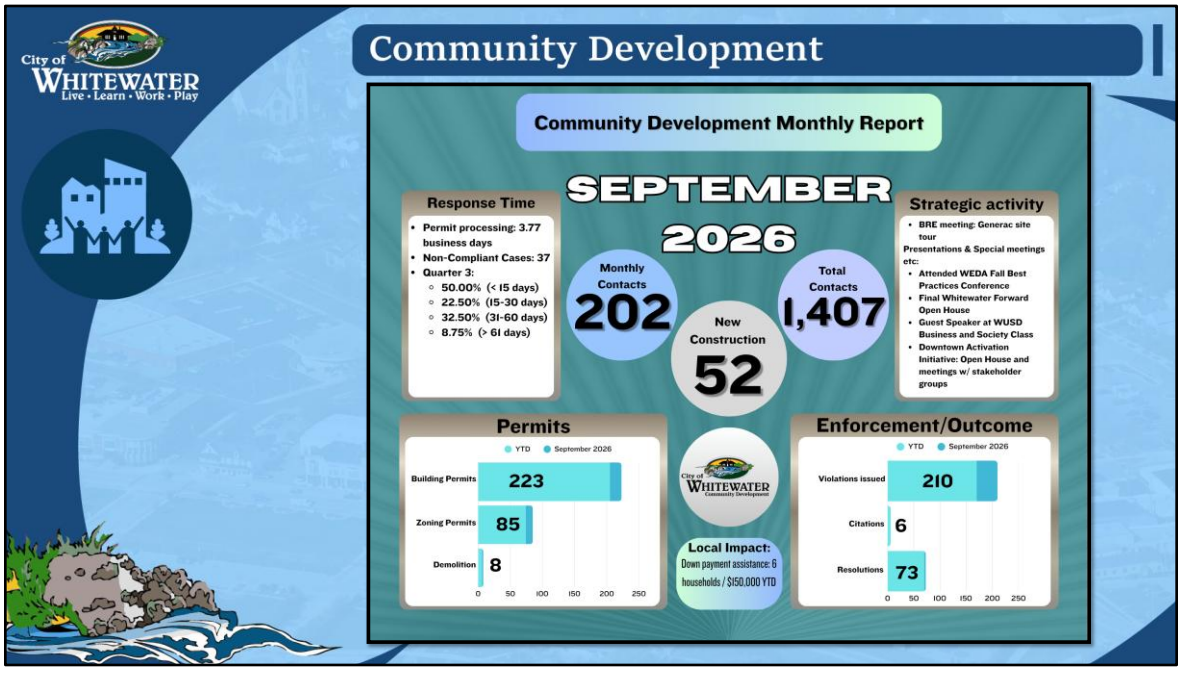
- <u>Highlights</u>
  The library was awarded the 2026 Library Access and Engagement Grant from the Bridges Library System. The grant was used to purchase a quarter-page ad for the 2027 Chamber of Commerce guidebook. Last year the Chamber distributed over 1500 guidebooks.

- **Assistant Director, Sarah French, tabled at the Discover Whitewater Resource Fair on the UW-W campus on October 14.**

- **The Library Director and Youth Services Librarian will be attending the Wisconsin Library Association Conference in Middleton October 21-23.**

- **VIP Services out of Elkhorn held a food drive and shared their donations with the library and Community Space.**

- **The Book Buddies Reading Club toured the library on October 12.**



Highlights

- **WUSD Business and Society Class: The Community Development Director was recently a guest speaker for the Whitewater High School's Business and Society Class. Topics included economic development concepts and local needs, including housing and commercial business growth. The students asked many good questions. The City appreciates the opportunity to collaborate with the Whitewater Unified School District on educational opportunities such as this one.**

- **7 Brew: This highly anticipated business (which the Business and Society students said they were very much looking forward to) will have its Site Plan Review, Conditional Use Permit, and Certified Survey Map considered at the November 9th Plan & Architectural Review Commission meeting. The business will be located on the former Bicyclewise property on W Main St.**

- **Downtown Activation Initiative Open House: Department staff recently hosted an Open House to discuss the Downtown Activation Initiative, which was hosted by the Whitewater Area Chamber of Commerce. The**

event was well attended, with around 15 attendees, representing downtown businesses, property owners, and other stakeholder groups. As a reminder, Ghoul's Night Out, the first event in conjunction with this program, will be next Thursday, October 29th, 4 PM to 7 PM. The event will include a Trunk or Treat on First Street, downtown food and drink specials, and other activities. All are invited to visit Whitewater's downtown and join in the fun.

<u>Highlights</u>

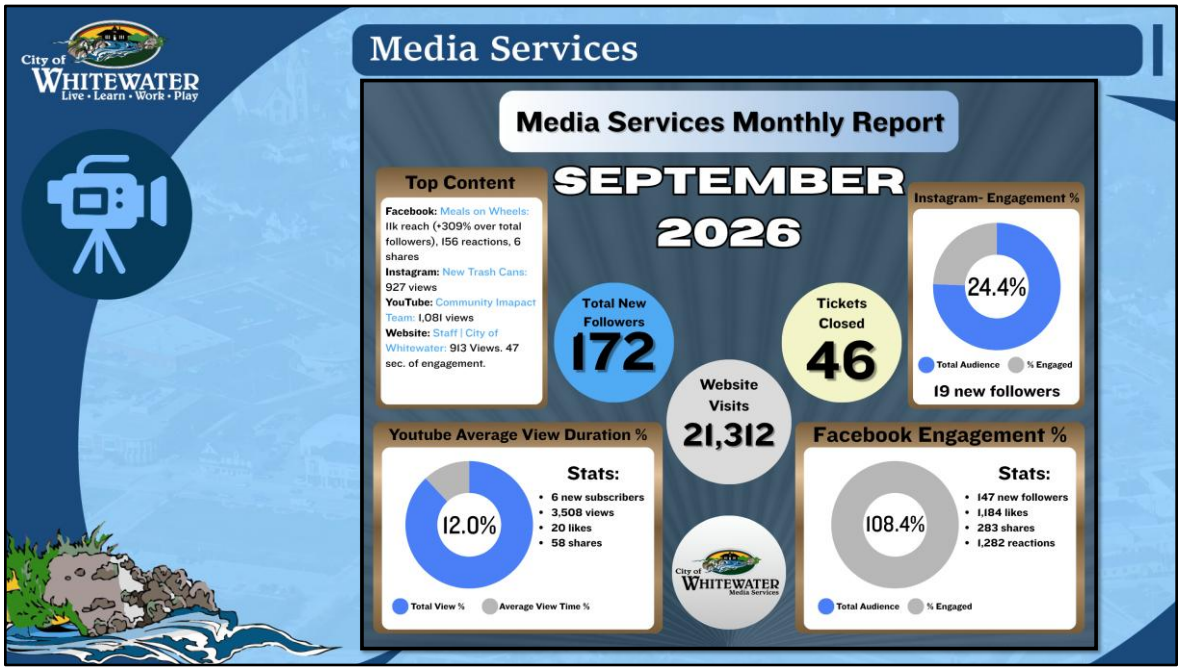
Seniors In the Park: We are super excited for Zumba Gold at the senior center. Fridays 1:00pm-1:45pm. $5 for members, $7 for non-members

WAFC: Swim Lessons begins November 3rd. Weekday and Weekend Classes Available.

Youth Programs: Co-Ed Youth Basketball starts November 7th. We have classes for K-3rd Grade.

<u>Highlights</u>
Benefits--It's Open Enrollment season! AHHHHHH! Please send chocolate, patience, and maybe a therapist. HR will be fine. Probably.

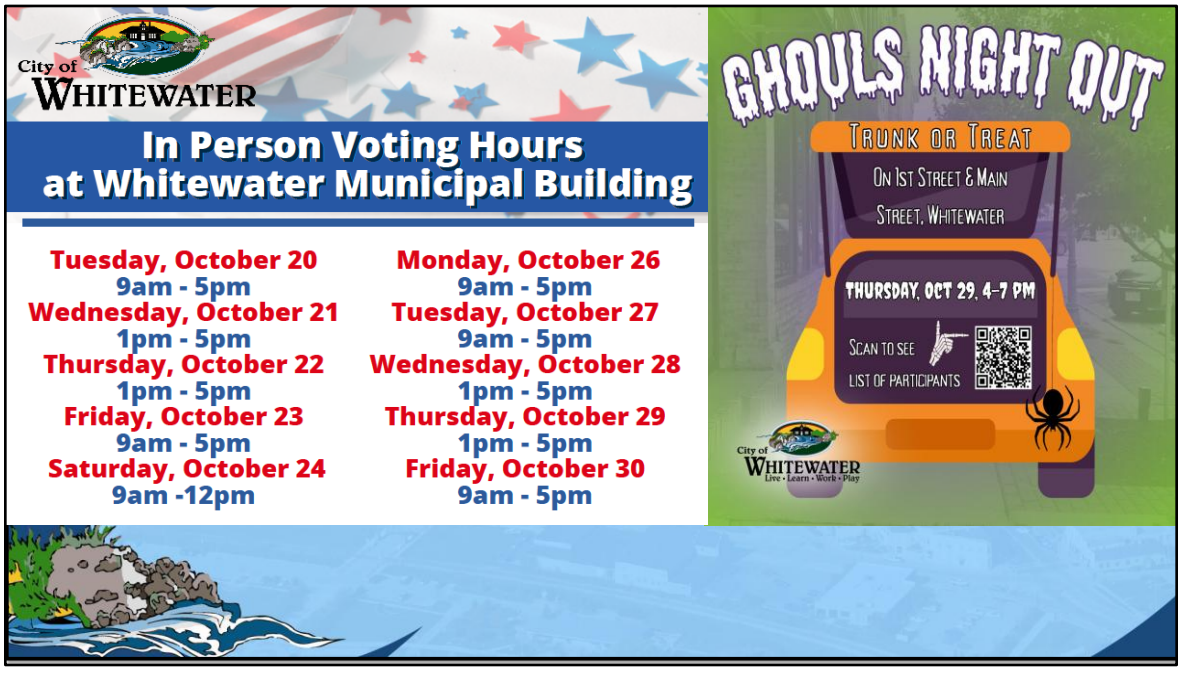
Anniversaries
Michelle Dujardin – Parks & Rec – 19 years
Bea Aranda – Court – 13 years
Brad Marquardt – Public Works – 9 years
Nick Drew – Wastewater – 6 years
Richard Ellis – PD – 6 years
Kevin Boehm – Parks & Rec – 3 years
Ethan Krause – Fire & EMS – 2 years
Josh Hyndman – Water – 2 years
Ben Jacobs – PD – 1 year
Jamie Lowery – WAFC – 1 yea



<u>Highlights</u>

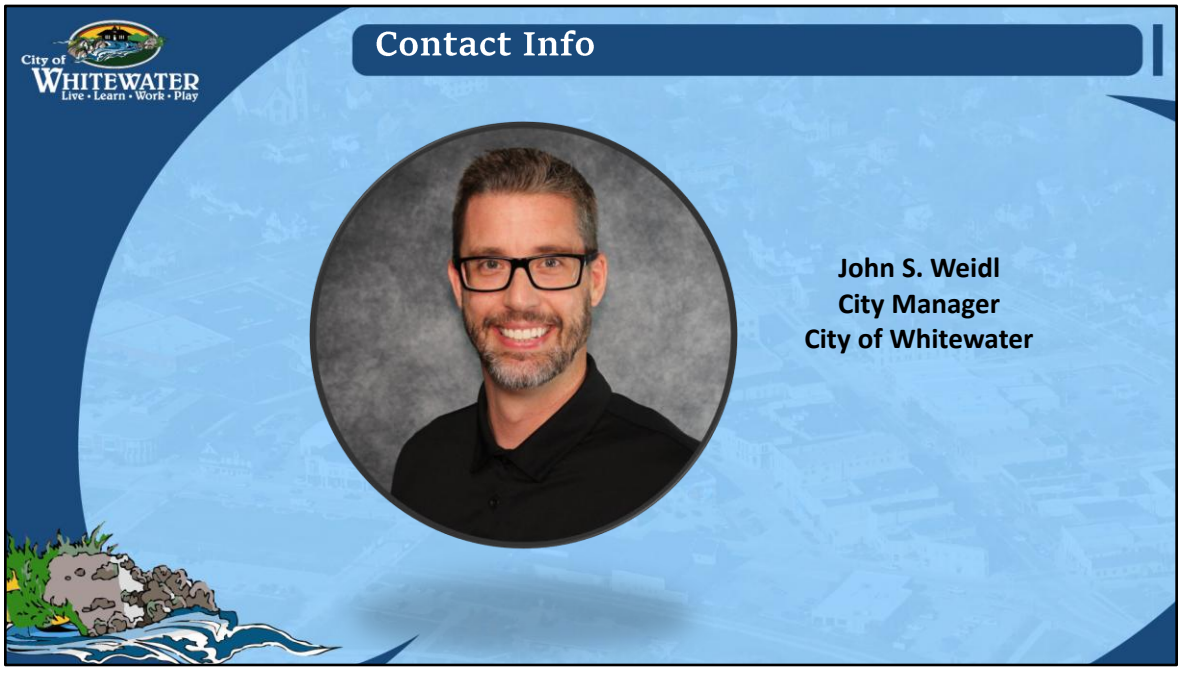
Two improvements this month- We have had more visits to the City website: Page views increased from 16,840 to 21,312—an increase of 26.6%, showing greater use of the website for City information. Most viewed pages; Home page, Pay Bills Online, and Staff Directory.

Also, stronger Instagram engagement: The reported engagement rate increased from 14.9% to 24.4%, a gain of 9.5 percentage points. Shares also increased from 11 to 26, indicating more people were passing City content along. Most popular story on Instagram- New Trash Cans!



Upcoming events

For questions or concerns- reach out to Becky Magestro, Chief of Staff, 262-473-0101 or bmagestro@whitewater-wi.gov



As always, I am John Weidl, City Manager of Whitewater.

City of WHITEWATER

PROCLAMATION

WHEREAS, Dyslexia is a specific learning disability that affects word reading, spelling, and related language-processing skills, and may affect individuals throughout their lives; and

WHEREAS, Dyslexia affects individuals across backgrounds and abilities, and difficulties with reading and spelling do not reflect a person's intelligence, potential, or capacity to contribute to their community; and

WHEREAS, Early identification, evidence-based instruction, and appropriate educational support are important in helping individuals with dyslexia develop literacy skills and access opportunities for learning and success; and

WHEREAS, Dyslexia Awareness Month provides an opportunity to increase public understanding, challenge misconceptions, and recognize the experiences of individuals with dyslexia, as well as the families, educators, and professionals who support them; and

WHEREAS, Research and collaboration among scientists, educators, clinicians, and practitioners continue to advance our understanding of dyslexia and inform effective approaches to literacy instruction and intervention; and

WHEREAS, The City of Whitewater strives for inclusion in every corner of our community. Promoting awareness of dyslexia supports our commitment to recognizing individual differences, reducing barriers to participation, and ensuring that community members have access to the resources and support they need; and

WHEREAS, It is important that our neighbors with dyslexia know that they are valued members of our community and that their contributions, experiences, and perspectives help strengthen the City of Whitewater. By increasing awareness and understanding, we can work toward a community where individuals with dyslexia are recognized, supported, and provided opportunities to thrive;

NOW, THEREFORE, I, John Weidl, City Manager for the City of Whitewater, do hereby proclaim October 2026 as Dyslexia Awareness Month in the City of Whitewater, encouraging greater awareness and understanding of dyslexia, promoting access to appropriate educational support,

and recognizing the contributions and potential of individuals with dyslexia in our community.

John S. Weidl
City Manager for the City of Whitewater

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Mobile Studio Equipment and Estimated Costs
Staff Contact (name, email, phone):	Becky Magestro bmagestro@whitewater-wi.gov 262-473-0101

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

The following information outlines equipment identified to enhance the City's mobile studio capabilities. These additions would improve audio and video quality when covering Common Council meetings, parades, and other City functions held outside the Community Room.

The audio equipment would provide microphones for up to ten meeting participants, along with a wireless handheld microphone for added flexibility. The Panasonic camcorder would support high-quality 4K video recording and improve our ability to capture meetings and community events.

Together, these additions would enhance the quality and consistency of the City's media output, making it easier for residents to hear, view, and follow City activities. This supports the Council's strategic goal to Enhance Communication, Transparency, and Community Engagement.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

N/A

FINANCIAL IMPACT
(If none, state N/A)

Equipment	**Estimated Cost**
CouncilMAN six-user wireless audio package, including microphones, speaker, cables, wireless handheld microphone, and carrying case	$3,497.00
Four additional CouncilMAN delegate microphone bases with gooseneck microphones	$1,508.00
Four additional four-foot XLR cables	$144.00
Panasonic HC-X20 4K mobile camcorder	$2,900.00
Total Estimated Cost	**$8,049.00**

STAFF RECOMMENDATION

Funding for this project may not be feasible within the 2027 budget due to budget constraints.

ATTACHMENT(S) INCLUDED (If none, state N/A)
Microphone quote- Note- pricing is based on a vendor quote dated July 24, 2026, which expired August 17, 2026.

Portable Audio
PHONE: 888.585.9535
FAX: 402.235.6391
www.portableaudio.com
info@portableaudio.com
Mail Address:
23859 KZ Pkwy
Greenwood, NE 68366
Company of Sideline Power, LLC
TIN #45-3237244

Customer Information

Account Name	CITY OF WHITEWATER - WI	Created Date	7/24/2026
Contact Name	Cris Crane	Quote Number	00021977
Email	ccrane@whitewater-wi.gov	Expiration Date	8/17/2026
Phone	262-473-1364		

Billing and Shipping Address Information

Bill To Name	CITY OF WHITEWATER - WI	Ship To Name	CITY OF WHITEWATER - WI
Bill To	312 West Whitewater Street Whitewater, WI 53190 United States	Ship To	312 West Whitewater Street Whitewater, WI 53190 United States

Payment Type

Payment Type (Circle one)

___**Purchase Order**-PO#_____(Portable Audio) ___**Credit Card** (3% Processing) ___**Check**(Payable to Portable Audio)

Product Code	Product	Quantity	Sales Price	Total Price
A-CM-6W	CouncilMAN 6 User Wireless Package	1.00	$3,497.00	$3,497.00
A-DEL-100	CouncilMAN Delegate base and gooseneck mic	4.00	$377.00	$1,508.00
EX-4M	Male/Female XLR - 4ft	4.00	$36.00	$144.00

Notes	Councilman 6 User Wireless package CM-6W AN-100CMU2+, 1 CHM-100, 5 DEL-100, 5 EX-4M, 1 EX-25M, WH-Link handheld wireless mic / carry case Additional 4 DEL-100 mics 4 EX-4M cables	Subtotal	$5,149.00
		Shipping and Handling	$0.00
		Grand Total	$5,149.00
		Total When Paying by Credit Card	$5,303.47

Authorize signature of agreement of terms below and pricing:

Signature & Date_____ Print Name & Title_____

Agreement Terms:

Authorization. I certify that I am an authorized representative of Customer and vested with the authority necessary to obligate Customer pursuant to the terms set forth in this agreement.

Payment. Unless otherwise agreed to in writing on a separate form provided by Supplier, Payment or Purchase

Portable Audio
PHONE: 888.585.9535
FAX: 402.235.6391
www.portableaudio.com
info@portableaudio.com
Mail Address:
23859 KZ Pkwy
Greenwood, NE 68366
Company of Sideline Power, LLC
TIN #45-3237244

Order from Customer to Supplier is due in full before Supplier is obligated to ship the products referenced herein to Customer.

Credit Card Payments. Credit Card payments are subjected to a 3% processing fee.

Disclaimer of Potential Damages. To the extent permitted by law, Supplier shall not be liable to Customer or any other third-party for indirect, special, incidental, tort, economic, cover or consequential damages in connection with or arising from this agreement or Customer's use of the products referenced herein.

Disclaimer of Warranties. To the extent permitted by law, Supplier disclaims any and all warranties of merchantability, fitness for a particular purpose, and all other warranties, express or implied, in connection with or arising from this agreement or Customer's use of the products referenced herein.

No Third-Party Beneficiary. This agreement does not create any rights in any third-party. Supplier hereby disclaims any obligation or warranty with respect to any third-party including, but not limited to, any of Customer's individual employees or students, in connection with or arising from this agreement or any third-party's use of the products referenced herein.

Choice of Forum. Customer consents to the venue and personal jurisdiction of the District Court of Cass County, Nebraska as the exclusive forum for resolution of any dispute arising under or in any way relating to this agreement or Customer's use of the Products referenced herein or Customer's relationship with Supplier. As such, Customer will not raise, and waives, any defenses based on venue, inconvenience of forum, or lack of personal.

Return Policy. Any return of the products referenced herein may be subject to **restocking fee up to 25%** and must be returned within 10 days.

Sales Tax. All sales are taxable sales unless customary provides documentation to the contrary as required by the sales tax codes of Customer's state.

Fax signed proposal, payment method and tax exempt certificate to 402.235.6391.
WE WILL MEET OR BEAT ANY COMPARABLE QUOTE!
www.portableaudio.com

City of WHITEWATER
Live • Learn • Work • Play

2027 BUDGET BRIEFING

Common Council
John Weidl, City Manager
Rachelle Blitch, Finance & Administrative Services Director
October 2026

2027 BUDGET BRIEFING

BUDGET TIMELINE

- 10/6/2026 –DRAFT BUDGET/HIGHLIGHTS PRESENTATION VIDEO
- 10/12/2026 – FINANCE COMMITTEE MEETING (1 OF 4) VIDEO
  - GENERAL ADMINISTRATION, PUBLIC WORKS, FIRE/EMS, UTILITIES
- 10/14/2026 – FINANCE COMMITTEE MEETING (2 OF 4) VIDEO
  - LIBRARY, MEDIA SERVICES, COMMUNITY & ECONOMIC DEVELOPMENT, GENERAL FUND, DEBT SERVICE, RIDE SHARE
- 10/19/2026 – FINANCE COMMITTEE MEETING (3 OF 4)
  - POLICE, PARKS & RECREATION, FACILITIES

2027 BUDGET BRIEFING

BUDGET TIMELINE

- *10/20/2026—CITY MANAGER'S DRAFT BUDGET PRESENTATION*
- 10/27/2026—FINANCE COMMITTEE MEETING (4 OF 4)
  - LAKES, CAPITAL PROJECT FUND, TAX LEVY
- 11/6/2026 – FORMAL PRESENTATION OF THE BUDGET
- 11/17/2026 – BUDGET HEARING AND FORMAL ADOPTION

2027 BUDGET BRIEFING

RECAP OF INITIAL PRESENTATION

- Budget Themes
- Financial Outlook (High-Level)
- Key Challenges
- Key Opportunities

In our initial meeting, we introduced the overarching budget themes and reviewed a high-level financial outlook to frame the fiscal environment for 2027. We also discussed the key challenges the City is facing—such as rising costs, infrastructure needs, and levy constraints—as well as the key opportunities ahead, including economic development, partnerships, and long-term planning initiatives.

2027 BUDGET BRIEFING

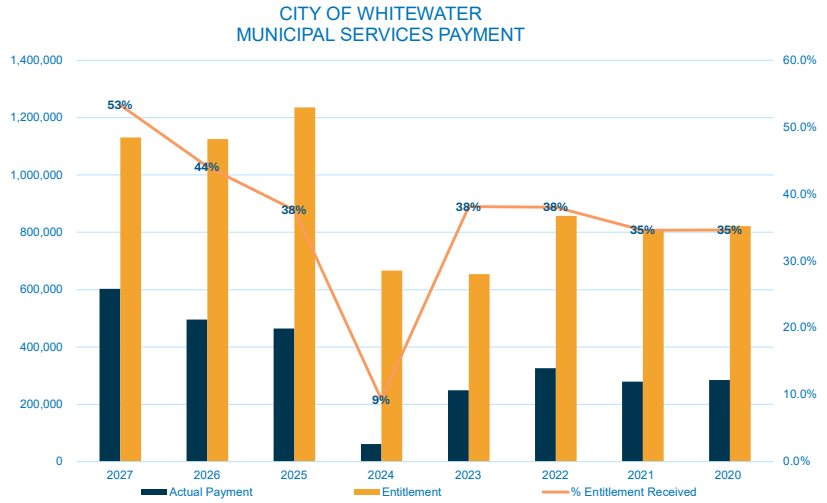
REVENUE UPDATES/CHANGES

- MSP~Increase of $106,989
  - Percentage of Adjusted Gross Entitlement 53%; 2026 38%
  - 2026: $496,402
  - 2027: $603,391; PD $343,430; Fire/EMS $259,961
- Shared Revenue
  - Utility: Decreased by $385
  - Base: Increased by $78,517

We received notice that our municipal services payment will increase by $106,989 in 2027. This increase reflects an improvement in state funding, with our adjusted gross entitlement now funded at 53%, up from 38% in the prior year. In addition, shared revenue for 2027 has increased by $78,517. These changes provide support to our operating budget and help offset rising costs across multiple service areas.

2027 BUDGET BRIEFING

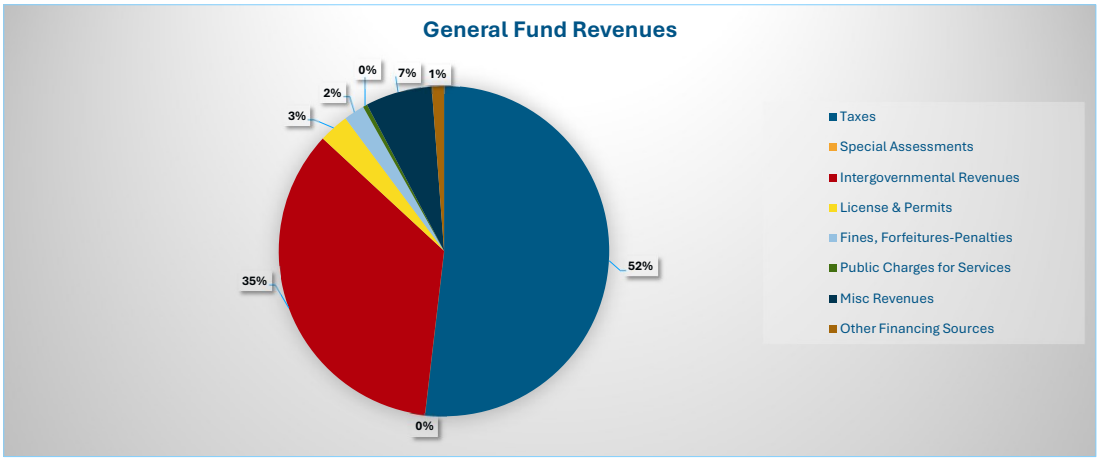
REVENUE UPDATES/ CHANGES



Municipal Services Payment Overview

• This graph compares three key components over time:
– Actual municipal services payments received (dark bars)
– Total (gross) entitlement amount (orange bars)
– The percentage of entitlement actually received (orange line)
• The most notable improvement occurs in 2027, where the City receives **53% of its adjusted gross entitlement**—an increase from the prior year's **38%**.
• Prior years show consistency in the percentage funded with the exception to 2024:
– 2024 dips as low as **9%**. Due to the MOU with the university, the City was ineligible for a payment that year.
• While entitlement amounts fluctuate, the actual payment trends show modest upward movement over time.
• The gap between entitlement and actual payment remains substantial in most years, but 2027 demonstrates progress in narrowing that gap.
– This provides short-term budget relief and helps offset rising operational costs.
• Overall, the graph illustrates both the historical stability of the percentage of costs recovered by municipal services funding and a positive shift heading into 2027.

2027 BUDGET BRIEFING

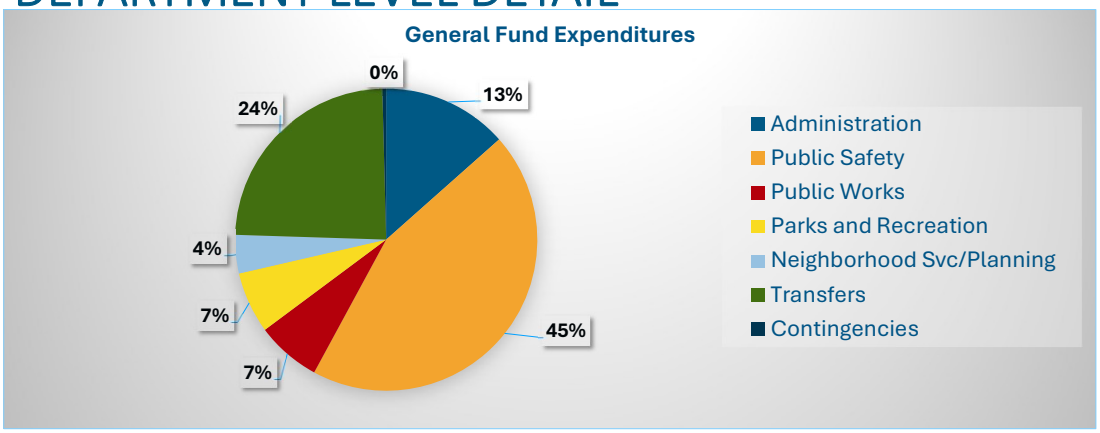


General Fund Revenues

• This pie chart shows the major revenue sources that make up the City's General Fund.
• The largest revenue source is **Taxes**, which make up **52%** of all General Fund revenues. This reflects the City's strong reliance on the property tax levy to fund core services.
• The second-largest category is **Intergovernmental Revenues** at **35%**. This segment represents state and federal aid that supports municipal operations.
• The distribution highlights a high dependence on taxes and intergovernmental aid, with all other categories collectively representing a relatively small share of the revenue base.
• This structure underscores the importance of stable levy capacity and consistent state support to maintain service levels.

2027 BUDGET BRIEFING

DEPARTMENT LEVEL DETAIL



General Fund Expenditures

• This chart illustrates how General Fund dollars are allocated across major service areas. Each slice represents the share of total expenditures for that category.

• **Public Safety** is the largest expenditure category at **45%**. This reflects the City's significant investment in police, fire/EMS, and other critical safety services that operate around the clock.

• **Transfers** make up the second-largest share at **24%**. These represent funding moved from the General Fund to support other City operations or obligations, such as debt service or other designated funds.

• **Administration** accounts for **13%**, covering governance, finance, and core administrative support that keeps the organization operating effectively.

Public Works at **7%**, supporting streets, maintenance, and related infrastructure services.

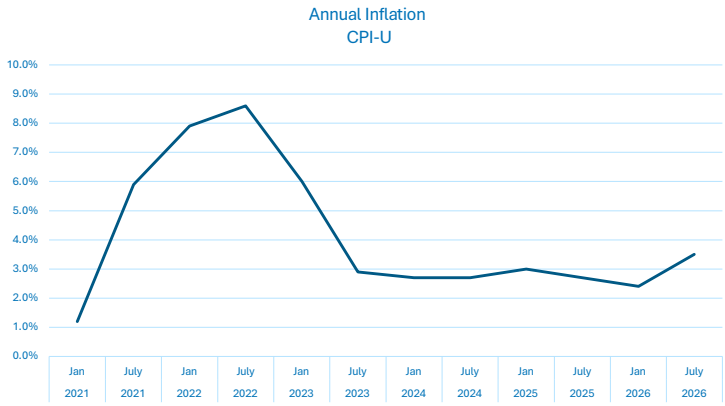
– **Parks and Recreation** at **7%**, reflecting community programming, facilities, and open space.

– **Neighborhood Services/Planning** at **4%**, supporting planning, zoning, code enforcement, and community development efforts.

• Overall, the chart shows that the majority of General Fund spending is driven by core operational needs—especially Public Safety—while still maintaining support across a range of community services.

2027 BUDGET BRIEFING

July 2026: 3.4%
September 2026: 3.7%



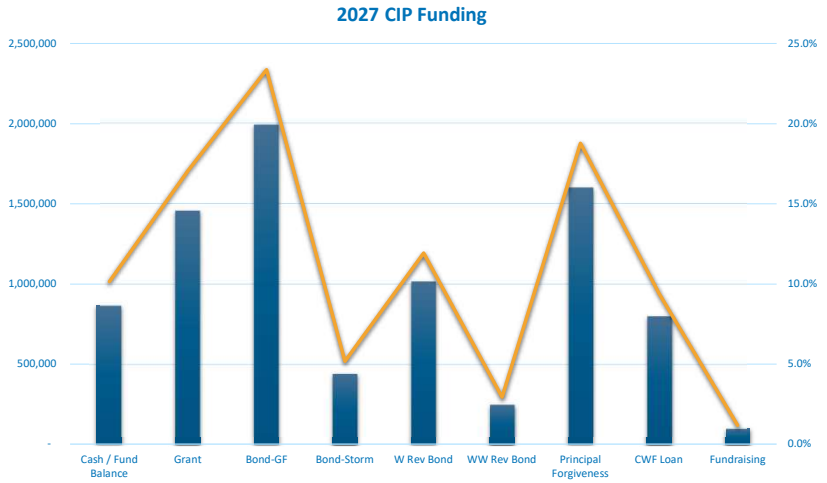
• This line graph shows annual inflation (CPI-U) from 2021 through mid-2026. The chart highlights a steep rise beginning in early 2021, peaking at around **9%** in mid-2022.
• After the 2022 peak, inflation trended downward significantly, stabilizing around **3%** throughout 2023 and 2024.
– This period reflects a cooling economy and a return toward more typical inflation levels.
• In 2025 and early 2026, inflation begins to tick upward again, climbing back above **3%** by mid-2026, signaling renewed cost pressures moving into upcoming budget years.
• **Why this matters for municipal budgeting:**
– Inflation directly affects the **cost of goods and services**, including fuel, utilities, construction materials, equipment, and contracted services.
– Higher inflation increases the cost of **capital projects**, making long-term planning more difficult and often pushing project budgets higher than originally estimated.
– It also impacts **employee wages and benefits**, as competitive labor markets require municipalities to keep pace with rising compensation expectations.
– Inflation affects **interest rates**, which in turn impacts borrowing costs for debt-funded projects.
– For municipalities with **levy limits**, rising costs cannot always be matched with equivalent revenue increases, creating structural budget pressures.
• Overall, tracking CPI-U provides important context for understanding why the City faces continued budgetary challenges—even when service levels remain the same. It helps

explain increases in operating costs and supports long-term financial planning.

2027 BUDGET BRIEFING

CAPITAL PROJECTS OVERVIEW

➢Total Projects $8,465,508



• This chart illustrates the various funding sources that make up the City's **2027 Capital Improvement Program (CIP)**. Each blue bar represents the dollar amount contributed by a specific funding source, while the orange line shows each source's relative share in percentage terms.
• The largest single funding source shown is **Bond–General Fund (Bond-GF)**, contributing approximately **$2 million**. This reflects the City's reliance on borrowing to support major infrastructure and capital projects.
• **Grants** also play a significant role, contributing around **$1.5 million**. These external funds help reduce the financial burden on local taxpayers and improve project affordability.
• Other major contributors include:
– **Cash/Fund Balance**, roughly **$900,000**, demonstrating the City's use of reserves set aside in sinking funds to reduce borrowing needs.
– **Water Revenue Bond** and **Stormwater Bond**, which support utility-related capital work.
– **Principal Forgiveness** funding (appearing just under **$1.7 million**)—a substantial benefit that reduces long-term debt obligations.
– **Clean Water Fund Loan (CWF Loan)**, providing additional low-cost financing for stormwater projects.
• **Fundraising** appears as a very small share, reflecting situations where community partnerships or nonprofit support contribute to specific projects.
• This diversified funding mix is important because it spreads risk, maximizes external

dollars, and helps manage the long-term impact on debt capacity and utility rates.
• The slide highlights two key themes:
– **Strategic leveraging of grants and forgivable funding** to reduce local cost exposure.
– **Necessary reliance on bonding** to support major infrastructure needs, especially for utilities and roads.
• Understanding the composition of CIP funding helps frame discussions about debt, long-term planning, and the City's ability to meet future capital needs without overburdening taxpayers or ratepayers.

2027 BUDGET BRIEFING

CAPITAL PROJECTS OVERVIEW

➢Total Projects $8,465,508

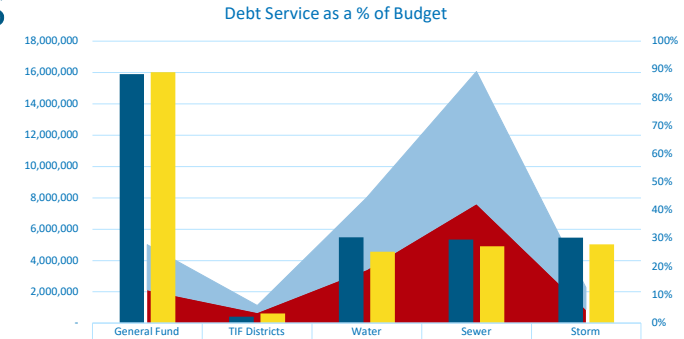
2027 CIP Budget		Debt	Fundraising	Grant	Fund Balance	Total
Levy		1,990,750	100,000	230,624	687,274	3,008,648
Water		1,015,750			95,800	1,111,550
Sewer		250,000			145,550	395,550
Stormwater		1,241,750		2,825,000	-	4,066,750
		4,498,250	100,000	3,055,624	928,624	8,582,498

• This table shows the same 2027 CIP funding data as the previous chart, but organized by **service area** (Levy, Water, Sewer, and Stormwater) and by **funding source** (Debt, Fundraising, Grants, and Fund Balance).
• Looking at the total row at the bottom, the City's 2027 CIP is funded through a combination of:
– **$4.5 million in debt**,
– **$3.05 million in grants**,
– **$928,624 from fund balance**, and
– **$100,000 in fundraising**,
totaling **$8.58 million** in capital investment.
• The **Levy-funded projects** rely heavily on **debt ($1.99 million)** and **fund balance ($687,274)**, with **$230,624 in grant support** and a small contribution from fundraising.
• **Water projects** total **$1.11 million**, funded mainly through **$1.02 million in water-related debt**, supplemented by **$95,800 from fund balance**.
• **Sewer projects** total **$395,550**, funded through a mix of **$250,000 in debt** and **$145,550 from fund balance**.
• **Stormwater projects** stand out due to substantial **grant funding ($2.825 million)** paired with **$1.24 million in debt**, demonstrating how leveraging federal support can significantly reduce pressure on local ratepayers.
• Presenting the information in this format helps emphasize not just *how much* funding

comes from each source, but *which service areas* rely on which types of funding.
• This perspective helps Council and the public understand where borrowing is concentrated, where grants are providing relief, and how fund balance is strategically used to lower long-term debt impacts.

2027 BUDGET BRIEFING

DEBT PLANNING AND LONG-TERM FINANCIAL IMPACTS



	General Fund	TIF Districts	Water	Sewer	Storm
2027 Debt Svc	16%	2%	26%	47%	8%
2026 Debt Svc	12%	4%	19%	42%	5%
2026 Budget	15,889,149	414,900	5,484,608	5,348,130	5,454,378
2027 Budget	16,006,858	628,853	4,563,710	4,918,542	5,039,101

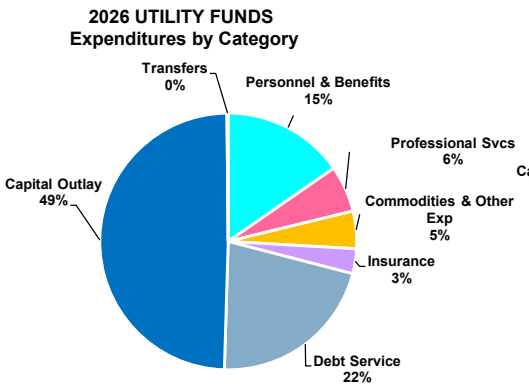
• This slide shows how **debt service**—the payments the City makes on outstanding debt—compares to the **overall budget** in each major fund area:
General Fund, TIF Districts, Water, Sewer, and Stormwater.
The bars represent the budget amounts for 2026 and 2027, and the shaded/colored areas show how much of each fund's budget is devoted to debt payments.
• In the **General Fund**, debt service increases from **12% in 2026** to **16% in 2027**.
• **TIF Districts** show a shift in the opposite direction—debt service decreases from **4% to 2%**, indicating improving capacity as project areas mature.
• In the **Water Utility**, debt service rises from **19% to 26%** of the budget.
– This reflects major infrastructure work such as well and distribution system improvements.
– Higher debt service places upward pressure on future rate structures.
• The **Sewer Utility** continues to have the highest proportional debt burden, increasing slightly from **42% to 47%** shown in the chart. The rise is largely due to several major infrastructure projects included in the 2026 budget. Despite the percentage increase, the actual debt service payment grew by only $27,565.
• **Stormwater** debt service moves from **5% to 8%**, tied to investment in flood mitigation projects.
• The key message here:
– **Debt service affects each fund differently**, depending on the scale of capital projects and

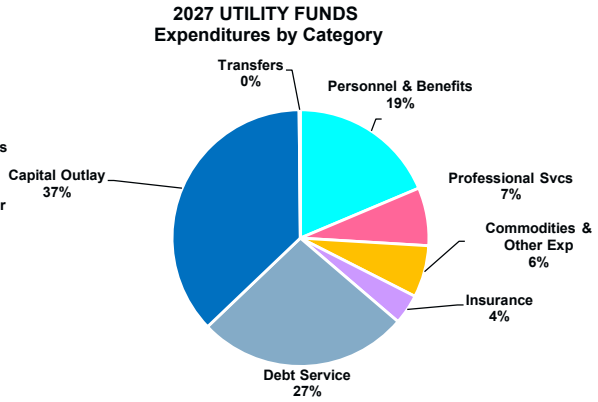
available revenue tools.

• This slide helps illustrate why long-term capital planning, strategic borrowing, and maximizing grants are critical to ensuring that debt levels remain sustainable.

2027 BUDGET BRIEFING

UTILITY BUDGET HIGHLIGHTS





• These two charts compare how Utility Fund expenditures are distributed by category in **2026** and **2027**, showing how the utility budget shifts from one year to the next.

1. Capital Outlay

• Capital Outlay decreases significantly as a share of the total budget—from **49% in 2026** down to **37% in 2027**.

• This reflects the completion or winding down of several large projects that were heavily funded in 2026.

• The reduction indicates a move toward more normal capital spending levels after a high-investment year.

2. Debt Service

• Debt Service increases from **22% in 2026** to **27% in 2027**.

• This increase is expected as previously issued debt begins repayment, even though capital outlay drops.

• It shows the lagging effect of project financing—debt costs remain even after the capital year subsides.

3. Personnel & Benefits

• Personnel and Benefits rise from **15%** to **19%**

4. Commodities & Other Expenses

• This category increases from **5% to 6%**, likely driven by inflation affecting materials, chemicals, utilities, and fuel used in utility operations.

5. Professional Services

• Professional Services rise slightly from **6% to 7%**, suggesting ongoing engineering, consulting, or compliance support.

6. Insurance

• Insurance increases from **3% to 4%**, which is consistent with rising premiums across municipal operations due to market conditions.

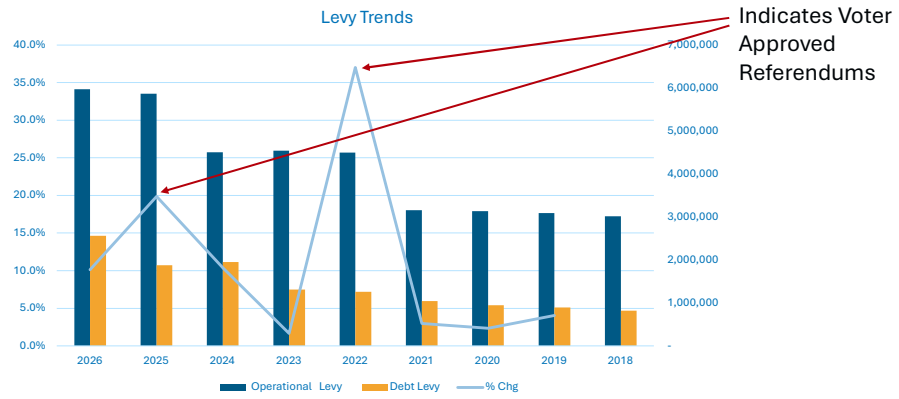
Overall:

• The utilities are transitioning from a construction-heavy year in **2026** to a more operationally balanced budget in **2027**.

•As capital spending declines, the long-term debt service obligation becomes more noticeable, taking up a larger share of the utility budget. Because the overall budget shrinks when capital outlay is reduced, the proportional share of personnel and benefits and other categories increases, making the year-to-year change appear more significant than the actual dollar impact.

2027 BUDGET BRIEFING

PRELIMINARY ESTIMATE OF TAX LEVY (W/O MILL RATE)

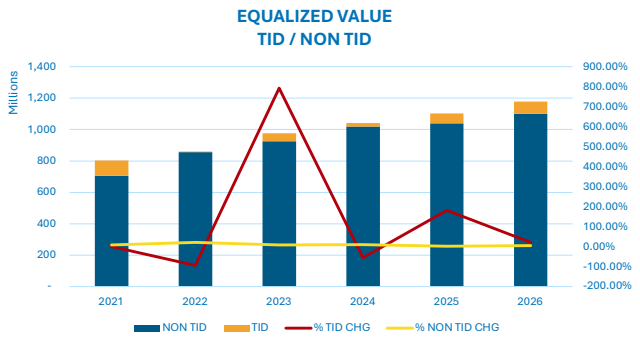


• This slide shows the historical trend of the **operational levy**, the **debt levy**, and the **year-over-year percentage change** going back to 2018. The bars represent the levy amounts, while the line shows how the total levy changes from year to year.
• From **2018 through 2021**, both the operational levy and debt levy remain relatively stable, showing modest increases that reflect routine inflationary and service-level adjustments.
• Beginning in **2022**, the percentage change line spikes upward. This reflects a voter approved referendum for $1.1M when the Fire/EMS department went full-time.
• After the 2022 peak, the %-change line drops again in **2023 and 2024**, showing the City returning to more typical year-over-year growth levels. This suggests stabilization following a period of one-time or unusually large levy impacts.
• In **2025**, we see a higher operational levy from a voter approved Public Safety referendum paired with increases in the debt levy, which demonstrates how capital commitments influence levy needs over multiple years—not just the year the debt is issued.
– **Operational levy** has increased with the two large lifts from the referendums.
– **Debt levy** rises in years where major capital projects are financed, and those impacts remain visible for the duration of the repayment period.
-The 2026 levy highlights a 10% increase to the overall levy however, the full increase will not be passed to the taxpayers. Approximately $576,000 of fund balance is being applied to lower the debt levy.

• The overall takeaway:
– Operational levy trends reflect two significant lifts followed by minimal year over year increases. Debt levy trends show both an increased reliance on borrowing and the impact of inflation, which drives up the costs of projects as well as the cost of borrowing itself.
– The balance between these two components is central to maintaining service levels while staying within allowable levy limits.
– Understanding how year-to-year changes interact with long-term commitments is critical for forecasting the City's financial path moving forward.

2027 BUDGET BRIEFING

PROPERTY VALUES



• This slide shows how the City's **equalized value** has changed from 2021 through 2026, separating **TID (Tax Increment District)** value from **Non-TID value**.
• The **blue bars** represent **Non-TID equalized value**, which makes up the vast majority of the tax base.
– From 2021 to 2026, Non-TID value grows steadily each year, reflecting healthy base-level growth in residential, commercial, and personal property valuation.
– This stable growth is important because Non-TID value is what supports general municipal operations through the levy.
• The **yellow/orange bars** represent **TID equalized value**, which is a much smaller portion of total value but can fluctuate significantly depending on project timing, new construction, and market conditions.
• The **red line** shows the **percentage change in TID value** year-to-year.
– The chart shows a dip in 2022 and a sharp spike in **2023**. The current TIDs were created and TID 4 closed in 2021. The spike in 2023 was due to an error on the states report which was corrected in 2024.
– The later years show smaller fluctuations, meaning TID growth moderates.
• The **yellow line** represents **percentage change in Non-TID value**, which remains very stable across all years.
– This consistency underscores the reliability of the City's base tax value, even when TID values fluctuate more dramatically.

Key Takeaways

• Equalized value trends highlight the importance of **growing the Non-TID tax base**, since it supports the operating levy and provides long-term financial stability.

• Understanding these trends helps explain shifts in levy capacity, borrowing ability, and the City's long-range financial outlook.

2027 BUDGET BRIEFING

WHAT TO EXPECT AT THE NEXT MEETING

- Mill Rates
- Tax Impacts to Property Owners
- Detail on Capital Projects

At our next meeting, we will review the mill rate in detail and discuss what changes in the rate mean for individual property owners. We will also take a deeper look at the proposed capital projects to help illustrate how upcoming investments influence both the levy and long-term financial planning.

City of WHITEWATER
Live • Learn • Work • Play

QUESTIONS?

RACHELLE BLITCH
RBLITCH@WHITEWATER-WI.GOV
262-473-1380

City of WHITEWATER	Common Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Memo re City Agreement w/ Downtown Whitewater, Inc
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov

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

The City of Whitewater and Downtown Whitewater, Inc. (DTWW) have maintained a cooperative relationship focused on downtown revitalization since DTWW's formation in 2006. In January 2021, the City and DTWW entered into a Memorandum of Understanding (MOU) outlining services DTWW would provide in exchange for City financial support, including operation of City Market events, downtown promotion, community events, beautification efforts, economic development support, and coordination with downtown businesses and community partners.

As previously discussed with the Common Council, City staff reviewed the 2021 MOU and determined that several provisions no longer reflect current needs or organizational capacity. While core activities such as the City Market, promotional communications, and major downtown events have continued, other provisions have become outdated or have not been consistently implemented, including certain programming, reporting, and administrative requirements.

City staff and DTWW leadership agree that the existing MOU is no longer a practical framework for the partnership and should be updated to better reflect the services, expectations, and capacity of both organizations moving forward.

Following the March 24, 2026 Finance Committee meeting, City staff drafted a new agreement based on a "Fee for Services" model, that involves straight forward outlining of services that DTWW would provide, in exchange for set amounts to be paid for such services. Recognizing that less services and total initiatives are being requested of DTWW, the City proposed a reduced total contribution for the services as outlined.

The DTWW board voted to approve the drafted agreement at their most recent board meeting. After review by the Common Council last month, staff did follow up with the DTWW Executive Director, who confirmed they were fine with posting of agendas and keeping their board meetings open to the public. The revised agreement is included in the agenda packet.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- The previous Memorandum of Understanding was signed in 2021.
- The Finance Committee reviewed this item at the March 24, 2026 meeting and instructed staff to come up with a new agreement, separated from the previous MOU
- The Finance Committee reviewed the drafted agreement at the May 26, 2026 meeting and recommended the agreement to Council for approval
- The Downtown Whitewater, Inc board met on August 20, 2026 and accepted the proposed agreement

- The Common Council reviewed this item on September 15, 2026, and requested that staff implement clarifications to the agreement. The revised agreement is included in the meeting packet

FINANCIAL IMPACT
(If none, state N/A)

In the city's most recent biennial budget, $25,000.00 was budgeted as the contribution to Downtown Whitewater, Inc in both 2026 and 2027. This matches the amount that was budgeted in 2023 and 2024. The revised Fee for Services Agreement allocates $16,000 for 2027.

It is possible the realized savings ($9,000.00) from this could be reinvested in the July 4th Festival. Any request on that will come at a future meeting.

STAFF RECOMMENDATION

Staff requests that the Common Council approve the Resolution for the Fee for Services Agreement with Downtown Whitewater, Inc

ATTACHMENT(S) INCLUDED
(If none, state N/A)

- Drafted Fee for Services Agreement between the City of Whitewater and Downtown Whitewater, Inc
- Drafted Resolution for Approval

RESOLUTION NO. 2026-R-45

A RESOLUTION TO ESTABLISH A FEE-FOR-SERVICE RELATIONSHIP BETWEEN THE CITY OF WHITEWATER AND DOWNTOWN WHITEWATER, INC

WHEREAS, the City of Whitewater desires to enter into a Fee for Service Agreement with Downtown Whitewater, Inc. for the provision of City Market Operations, Signature Downtown Events and Parade of Lights; and,

WHEREAS, the Fee for Service Agreement establishes the services to be provided, the responsibilities of each party, and the fees to be paid for such services; and,

WHEREAS, entering into the Agreement will allow the City to obtain the necessary services in a manner that supports the City's operations and provides for clearly defined terms and conditions.

NOW, THEREFORE BE IT RESOLVED, That the Common Council of the City of Whitewater hereby approves the Fee for Service Agreement between the City of Whitewater and Downtown Whitewater, Inc., substantially in the form presented to the Common Council.

BE IT FURTHER RESOLVED, That the City Manager is authorized to execute the Fee for Service Agreement on behalf of the City of Whitewater and to take such additional actions as are necessary to implement the Agreement, provided such actions are consistent with the terms approved by the Common Council.

BE IT FURTHER RESOLVED, That the City Clerk is directed to maintain a copy of the executed Fee for Service Agreement with the official records of the City.

DATE	October 20, 2026			
	YES	NO	PASS	ABSENT
Michael Smith				
Orin Artsmith				
Steven Sahyun				
Brian Schanen				
Neil Hicks				
Gavin Kelleher				
Patrick Singer				
Total:				

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER Community Development
www.whitewater-wi.gov
Community Dev. Director: 262-473-0148
Economic Dev. Coordinator: 262-473-0145
Zoning Specialist: 262-473-0144
Community Development Department
312 W. Whitewater St.
Whitewater, WI 53190

FEE-FOR-SERVICE AGREEMENT

City of Whitewater & Downtown Whitewater, Inc. (DTWW)

This Agreement ("Agreement") is entered into as of January 1, 2027 (the "Effective Date"), by and between the City of Whitewater, a Wisconsin Municipal Corporation located in the Counties of Walworth and Jefferson, conducting its principal business at 312 W. Whitewater St., P.O. Box, 178 Whitewater, WI 53190 (the "City") and Downtown Whitewater, Inc., a Wisconsin nonprofit corporation ("DTWW"), each a "Party" and collectively the "Parties."

WHEREAS, the City has a public interest in promoting the economic vitality, attractiveness, and community use of downtown Whitewater;

WHEREAS, DTWW is a Wisconsin nonprofit corporation organized to support and promote downtown Whitewater through programming, events, promotion, and enhancement activities;

WHEREAS, the City desires to compensate DTWW on a fee-for-service basis for the delivery of defined downtown programming and event-related services that serve this public purpose; and

NOW, THEREFORE, in consideration of the mutual covenants set forth in this Agreement the sufficiency of which is hereby agreed, the Parties agree as follows:

1. PURPOSE

This Agreement establishes a Fee-for-Service (FFS) relationship between the Parties under which DTWW shall deliver the defined downtown programming and event-related services described in Section 3, in exchange for the compensation set forth in Section 2. Funding is tied to specific, measurable activities that provide public benefit and support downtown vitality.

2. TOTAL COMPENSATION

The City agrees to provide DTWW in a total amount not to exceed sixteen thousand dollars ($16,000) for completion of the services outlined in this Agreement. This not-to-exceed amount is the sum of the category allocations set forth in Section 3: City Market Operations ($8,000), Signature Downtown Events ($3,000), Event-Focused Promotions ($3,000), and Community Enhancements ($2,000).

Payment is contingent upon completion of the services described in Section 3 and submission of the Annual Summary Report and other documentation required under Section 4, and shall be made in accordance with Section 6.

3. SCOPE OF SERVICES

A. City Market Operations — $8,000

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DTWW shall coordinate and manage the City Market program and, in doing so, shall:

- Plan and execute approximately twenty-six (26) seasonal markets, during the term of this Agreement. Hosting fewer than twenty (20) seasonal markets shall be a material breach of this provision and result in no compensation for the City Market Operations;
- Recruit, coordinate, and communicate with market and maintain accurate records of vendors regarding the seasonal markets;
- Coordinate event logistics and setup, and provide on-site management at each market; and

Performance Measures (to be reported in the Annual Summary Report required by Section 4):

- The number of markets held, with the date of each, measured against the twenty (20) market minimum;
- The number of vendors participating in each market;
- The attendance at each market and the method used to estimate it.

B. Signature Downtown Events — $3,000

DTWW shall coordinate and support the following community events:

- Parade of Lights within the first two weeks of December

DTWW may undertake additional events; however, any such additional events are not funded under this Agreement and remain subject to the City's standard permitting and approval processes.

Performance Measures (to be reported in the Annual Summary Report required by Section 4):

- Confirmation that each listed event was held, with the date of each event;
- The attendance at each listed event and the method used to estimate it;
- The number of community partners and businesses participating in each listed event, with a list of such participants.

C. Event-Focused Promotions — $3,000

DTWW shall provide promotional support for the City Market and the Signature Downtown Events described in Sections 3.A and 3.B and, in doing so, shall:

- Coordinate promotion of each such event through social media, newsletter, or an equivalent channel; and
- Maintain a public-facing community events calendar.

Funds allocated under this Section 3.C shall be used solely for promotion of events funded under this Agreement.

Performance Measures (to be reported in the Annual Summary Report required by Section 4):

- The promotional channels used and the number of promotional posts or communications issued for each funded event;
- Confirmation that the community events calendar was maintained and kept current throughout the term, including a link to the calendar.

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D. Community Enhancements — $2,000

DTWW shall coordinate limited volunteer-based downtown enhancement efforts and, in doing so, shall:

- Organize up to two (2) cleanup or seasonal beautification activities annually;
- Retain ownership of, and be responsible for storing, the winter snowflake decorations, which the City shall install and remove each season; and
- Coordinate annual downtown senior graduate photo placements, including identifying downtown photo locations and promoting the opportunity to graduating seniors and participating downtown businesses.

Performance Measures (to be reported in the Annual Summary Report required by Section 4):

- A description of each enhancement activity completed, with the date of each;
- The estimated number of volunteers participating in each activity;
- The estimated number of businesses participating in each activity.

4. REPORTING REQUIREMENTS

To receive full payment, DTWW shall submit an Annual Summary Report to the City liaison designated in Section 7 no later than thirty (30) days after the expiration of the term of this Agreement set forth in Section 9. The Annual Summary Report shall address the performance measures for each service category described in Section 3 and shall include, at a minimum:

- Number of City Market events held, vendor participation levels, and estimated attendance (Section 3.A)
- Signature Downtown Events completed, with estimated attendance and participation by community partners and businesses (Section 3.B)
- Event-focused promotional activities completed and the status of the public-facing community events calendar (Section 3.C)
- Community enhancement activities completed, with estimated volunteer and business participation (Section 3.D)
- General summary of activities

Documentation shall be reasonably sufficient to demonstrate completion of the services and shall be proportional to the scale of services. Upon written request of the City liaison, DTWW shall provide supporting records reasonably necessary to verify the information contained in the Annual Summary Report within fifteen (15) business days after such request.

5. ELIGIBILITY REQUIREMENTS

As a condition of receiving funding under this Agreement, DTWW shall satisfy each of the following eligibility requirements throughout the term of this Agreement:

1. Providing the City liaison with an annual financial summary of DTWW's revenues and expenditures, submitted no later than the date the Annual Summary Report is due under Section 4;
2. Providing public notice of all board meetings in accordance with Section 8 and making approved board meetings and minutes publicly available;

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3. Maintaining an active City staff liaison designated in accordance with Section 7 and coordinating with such liaison regarding service delivery and reporting under this Agreement; and
4. Maintaining DTWW's status as a Wisconsin nonprofit corporation in good standing with the Wisconsin Department of Financial Institutions, and providing evidence of such good standing upon request of the City.

6. PAYMENT TERMS

Payment may be made in installments or upon completion, as determined by the City. To request payment, DTWW shall submit to the City liaison designated in Section 7 a written invoice or request for payment identifying the service category or categories under Section 3 for which payment is requested. Each request shall include supporting documentation reasonably demonstrating completion of those services and, for the final payment, the Annual Summary Report required under Section 4. The City shall pay each approved request within thirty (30) days after the City accepts the invoice and supporting documentation as complete and satisfactory.

Failure to complete agreed-upon services shall result in a reduction of payment proportional to the services not completed, determined separately for each service category against its allocation in Section 3. In no event shall total payments exceed the not-to-exceed amount stated in Section 2.

7. CITY LIAISON

The Community Development Director, or such designee as the Director identifies to DTWW in writing, shall serve as the City's primary point of contact and liaison to DTWW for purposes of this Agreement. The liaison shall be responsible for coordinating with DTWW on service delivery, reviewing required documentation and deliverables, and communicating with DTWW regarding performance under this Agreement. The liaison shall have no authority to amend this Agreement or waive any of its terms except by a written amendment executed in accordance with Section 9.

8. PUBLIC MEETINGS

DTWW shall cause notice of each of its board meetings to be posted on the City's official website at least Seventy-two (72) hours in advance of the meeting, consistent with Wisconsin open meetings practice under Wis. Stat. § 19.84, by delivering the notice to the City liaison identified in Section 7 (or such City staff as the liaison designates) in sufficient time to permit timely posting. Each notice shall state the date, time, place, and subject matter of the meeting. All DTWW board meetings shall be open to the public.

9. TERM & AMENDMENTS

This Agreement shall be effective January 1, 2027, and shall remain in effect through December 31, 2027, unless earlier terminated in accordance with Section 15 (Termination). No amendment or modification of this Agreement shall be effective unless set forth in a written instrument signed by the authorized representatives of both Parties.

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10. INDEPENDENT CONTRACTOR STATUS

This Agreement does not establish an employment, partnership, or agency relationship between the City and DTWW. DTWW operates as an independent entity responsible for its own operations, staffing, and compliance with applicable laws. DTWW's directors, officers, employees, volunteers, and agents are not employees of the City and shall not be entitled to any City wages, benefits, worker's compensation coverage, or other rights or privileges of City employment. DTWW shall be solely responsible for all federal, state, and local taxes, withholdings, and contributions arising from amounts paid to DTWW under this Agreement or from compensation DTWW pays to its personnel.

11. NON-ASSIGNMENT

DTWW's rights and obligations under this Agreement are personal to DTWW and shall not be assigned, delegated, or otherwise transferred, in whole or in part, by operation of law or otherwise, without the prior written consent of the City. Any purported assignment, delegation, or transfer made without such consent shall be null and void.

12. INSURANCE

DTWW shall maintain, at its own expense and for the duration of this Agreement, commercial general liability insurance with limits of not less than $500,000 per occurrence, or such other limits as are acceptable to the City, and in a form acceptable to the City. The City, its officers, employees, and agents shall be named as additional insureds under such policy, and such coverage shall be primary and non-contributory with respect to any insurance or self-insurance maintained by the City. Before commencing any services under this Agreement, and thereafter upon request, DTWW shall furnish the City with a certificate of insurance evidencing such coverage and the City's additional insured status. DTWW shall provide the City at least thirty (30) days' prior written notice of any cancellation, non-renewal, or material reduction in such coverage.

13. INDEMNIFICATION

DTWW agrees to indemnify, defend, and hold harmless the City, its officers, employees, and agents from and against any and all claims, damages, losses, and expenses arising out of or resulting from DTWW's performance under this Agreement, except to the extent caused by the negligence or willful misconduct of the City. DTWW's obligations under this Section shall survive the expiration or earlier termination of this Agreement.

14. NON-DISCRIMINATION

DTWW shall comply with all applicable federal, state, and local laws prohibiting discrimination and shall not discriminate against any person on the basis of age, race, creed, religion, color, disability, marital status, sex, sexual orientation, national origin, ancestry, arrest record, conviction record, military service, use or nonuse of lawful products off the employer's premises during nonworking hours, or any

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other basis protected under Wis. Stat. § 111.321 or other applicable federal, state, or local law, in employment or in connection with the services provided under this Agreement.

15. TERMINATION

Either Party may terminate this Agreement for convenience upon thirty (30) days' written notice to the other Party. The City may terminate this Agreement immediately for cause in the event of a material breach by DTWW, including failure to meet the performance measures or eligibility requirements described herein. Upon any termination, the City shall pay DTWW only for services satisfactorily performed in accordance with this Agreement through the effective date of termination, prorated as reasonably determined by the City, and shall have no obligation to pay for services not performed. Within thirty (30) days after the effective date of termination, DTWW shall return to the City any funds paid in advance for services not performed or not satisfactorily performed.

16. FORCE MAJEURE

Neither Party shall be in default under this Agreement for failure to perform any obligation hereunder while, and to the extent, such performance is prevented by Force Majeure, meaning any accident, breakage, war, insurrection, civil commotion, riot, act of terror, act of God or the elements, governmental action, strike, lockout, or other cause beyond the reasonable control of the affected Party. A Party delayed by Force Majeure shall provide prompt written notice to the other Party describing the cause and the anticipated length of delay, and shall use reasonable efforts to mitigate the effects of the Force Majeure event and resume performance as soon as practicable. The affected Party's obligations shall be suspended only for the duration of the Force Majeure event and only to the extent of its effect, and the time for performance shall be extended accordingly. If a Force Majeure event prevents performance of a material obligation for more than sixty (60) consecutive days, either Party may terminate this Agreement upon written notice to the other Party, subject to the payment and refund provisions of Section 15.

17. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin. Any action arising out of or relating to this Agreement shall be venued exclusively in the Circuit Court for Walworth County, Wisconsin.

18. NOTICES

Any notice required under this Agreement shall be in writing and delivered to the following addresses, or to such other address as either Party may designate in writing:

City of Whitewater – Community Development Department, 312 W. Whitewater St., P.O. Box 178, Whitewater, WI 53190

Downtown Whitewater, Inc., 402 W Main St, Suite 2, Whitewater, WI 53190

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19. SEVERABILITY

If any provision of this Agreement is held invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect.

20. ENTIRE AGREEMENT

This Agreement, including any attachments, constitutes the entire agreement between the Parties and supersedes all prior negotiations, representations, or agreements, whether written or oral, relating to its subject matter. This Agreement may be amended only in a written instrument signed by both Parties in accordance with Section 9.

21. EXECUTION IN MULTIPLE COUNTERPARTS

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

22. NO THIRD-PARTY BENEFICIARIES

This Agreement is made solely for the benefit of the Parties hereto and their permitted assignees, and no other individual or entity shall acquire or have any rights under this Agreement or by virtue of this Agreement.

23. CONSTRUCTION

The Parties acknowledge and represent that this Agreement has been the subject of negotiation by both Parties and that both Parties together shall be construed to be the drafter hereof; this Agreement shall not be construed against either Party individually as drafter.

24. RESERVATION OF RIGHTS

Nothing in this Agreement shall be construed to be a waiver or modification of the governmental immunities or notice requirements imposed by Wis. Stat. § 893.80 or any other law.

25. AUTHORITY

The individuals executing this Agreement on behalf of DTWW warrant and represent that they are duly authorized to bind DTWW to this Agreement, and that execution of this Agreement is not prohibited by DTWW's articles of incorporation, bylaws, operating agreement, or other internal governing documents. DTWW shall provide proof of such authority upon request.

26. REPRESENTATION

DTWW acknowledges that it has either had the assistance of legal counsel in the negotiation, review, and execution of this Agreement, or has voluntarily waived the opportunity to do so; that it has read and

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understood this Agreement's terms, conditions, and provisions, and their effects; and that it has executed this Agreement freely and not under conditions of duress.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives as of the dates set forth below.

CITY OF WHITEWATER

Signature: _____
Printed Name: John Weidl_____
City Manager
Date: _____

ATTEST:
Signature: _____
Printed Name: _Heather Boehm_____
City Clerk
Date: _____

DOWNTOWN WHITEWATER, INC.

Signature: _____
Printed Name: _____
Title: _____
Date: _____

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Well 5 Filter Tank Repair
Staff Contact (name, email, phone):	Brad Marquardt, bmarquardt@whitewater-wi.gov, 262-473-0139

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

In August of this year, the Water Utility received complaints regarding sand in the distribution system around Starin Park and at WE Energies. Upon investigating the complaint, it was discovered that the filter tank for Well 5 had a failure inside the tank. The joint between the filter cell wall and the filter cell floor failed which allowed the media (sand like material that the water drains through before entering the distribution system) to enter into the clean water cell in the bottom of the tank. Since that time, Strand has been working on alternatives and obtaining cost estimates to get the filter operational.

Attached is Strands report outlining long-term and short-term alternatives. As indicated in the report, the long-term alternatives would take 2 to 4 years to get a new filter operational. The two short-term fixes would take 2 to 6 months, but do come with additional risks.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

The Public Works Committee recommend to proceed with the short-term alternative 2 option at their October 13, 2026 meeting.

FINANCIAL IMPACT
(If none, state N/A)

Estimated costs for the short-term alternatives range from $190,000 - $390,000 depending on the option. Money from reserves would be used to pay for the initial costs. A reimbursement resolution would be introduced at council for the possibility of borrowing money in 2027 to repay the reserves. Due to the unplanned failure and the well being out of service, Staff is declaring this an emergency and as such will work directly with the City's contractor already onsite for the Well 7 modification project, and the filter tank manufacturer.

STAFF RECOMMENDATION

The Water Utility is planning to do a system modeling update and planning study in 2027. By selecting short-term alternative 2, the fix to the filter tank should provide enough time for the planning study to be completed and upgrades to the facility to be incorporated into future budgets. Based on this, Staff recommends a motion to move forward with the short-term alternative 2 and approve the reimbursement resolution.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

1. Well 5 Filter Tank Alternatives
2. Reimbursement Resolution

STRAND ASSOCIATES®
Excellence in Engineering℠

Strand Associates
910 West Wingra Drive
Madison, WI 53715
(P) 608.251.4843
www.strand.com

September 29, 2026

Mr. Brad Marquardt, P.E.
City of Whitewater
312 West Whitewater Street
Whitewater, WI 53190

Re: Well No. 5 Filter Failure Project Alternatives
City of Whitewater, Wisconsin (City)

Dear Brad,

On August 19, 2026, while reviewing and assisting the City in diagnosing the cause of increased sand in the distribution system around the Starin Park Water Treatment Plant (WTP), it was discovered that there was an apparent failure in the Well No. 5 filter system. The purpose of this letter is to describe the failure of the filter vessel, review the history of the site, present potential alternatives for the site from short- and long-term perspectives, and summarize a potential project schedule.

Summary of Well No. 5 Filter Failure

Figure 1 shows the Well No. 5 underdrain system, and Figure 2 shows a photograph looking down into Filter Cell No. 4 of the filter vessel. As shown in Figure 1, there is a large amount of filter media located throughout the underdrain system and a large pile located at the end of the filter vessel below Filter Cell No. 4. In Figure 2, gravel is visible along the filter wall separating Filter Cell Nos. 3 and 4. The filter media in Filter Cell No. 4 is also approximately 24 inches lower than the filter media in Filter Cell No. 3.

Source: Strand

Figure 1 Filter Underdrain

Source: Strand

Figure 2 Filter Cell 4 Sidewall

Since the failure was discovered, the City has removed the media from the entire filter vessel and cleaned the interior of the filter. Mid-City Corporation inspected the interior of the vessel. Figures 3 and 4 show the weld failure and condition of the underdrain plate.

Source: Mid-City Corporation

Figure 3 Failed Cell Wall and Underdrain Plate Weld Seam

Source: Mid-City Corporation

Figure 4 Underdrain Plate Pitting

The inspection reviewed the following conditions.

- The underdrain plate throughout all four cells has significant pitting and is in poor condition.
- The tank walls appear to be in fair condition with moderate pitting.
- The filter vessel has significant staining and it does not appear the interior wet of the tank has a coating.

Starin Park WTP Site History

This site currently houses Well Nos. 5 and 7, and both wells are routed to the Starin Park WTP. Well No. 5 is located immediately outside the WTP and pumped to the WTP, while Well No. 7 is located a few thousand feet north of the WTP and pumped to the WTP.

The WTP site history includes the decommissioned Starin Park Elevated Tank, constructed in 1889; the recently demolished Starin Park Ground Level Reservoir, constructed in 1889; and several iterations of well and WTP facilities. The WTP has had several modifications and additions in 1949, 1972, and 1996 to add or modify treatment at the WTP for separate treatment systems of Well Nos. 5 and 7.

The *Well No. 7 Modifications Preliminary Design Report* prepared by Strand Associates, Inc.® (Strand) in May 2023 reviewed the Starin Park WTP and had the following comments:

- There are portions of the facility that are more than 75 years old, and an entire WTP replacement should be considered in the future.

- The Well No. 5 filter vessel is approaching its anticipated service life, and replacement may be required between 2029 and 2049.
- The WTP generator and chemical rooms do not meet the Wisconsin Department of Natural Resources (WDNR) Codes Natural Resources (NR) 811.27(1)(a) and NR 811.51(2)(a), respectively.
- The WTP generator is original to the 1972 construction and is past its anticipated useful service life.
- The WTP electrical equipment is 28 years old, which has an anticipated useful service life of 30 years.

Given the current conditions and review performed in 2023, the entire site should be considered when reviewing alternatives for repairing the Well No. 5 filter vessel.

Project Alternatives

A. Planning Considerations

Given the age of the condition of the filter vessel and facility, the City should began planning for a full facility replacement in the next 5 to 10 years. The City's last Utility Master Plan was prepared by Strand in 2017. Strand and WDNR recommend performing a water system master plan every 10 years; therefore, the next water system master plan is due in 2027. That plan should include a more comprehensive review of the entire water system and review the long-term outlook of the Well Nos. 5 and 7 WTP.

B. Anticipated Long-Term Project Alternatives

While the upcoming 2027 water system master plan should include a comprehensive review of each alternative, at a minimum, the following alternatives should be considered.

1. Alternative No. 1–Filter Vessel Replacement Only

Alternative No. 1 considers only replacing the existing filter vessel and not providing any modifications or replacements of the existing WTP. Because the existing filter system does not have automatic valves, a filter control panel, or an airwash system for the backwash, some new features would be anticipated. This scope of work for this project includes the following components:

- Temporarily bracing the structure and creating an opening to remove the existing vessel
- Removing the existing filter vessel.
- Installing a new filter vessel with pneumatic valves, air blower, air compressor, and filter control panel.
- Accommodating mechanical, electrical, and plumbing modifications necessary to complete work.

This alternative could be expanded to include replacing equipment and electrical gear within the entire WTP, but depending on the extent of modifications and replacements that are included, additional building code and WDNR requirements could be triggered, which would further expand this project and project cost. If additional work is included in this alternative, it could impact operation of Well Nos. 5 and 7 at the same time, so system needs and construction sequencing would also need to be reviewed to determine viability of adding scope to this alternative.

2. Alternative No. 2–Partial Well No. 5 Facility Replacement

Alternative No. 2 considers leaving the northern portion of the building, which includes the maintenance garage, chemical room, administrative area, and Well No. 7 treatment plant, in place and replacing only the southern half of the WTP, which includes the Well No. 5 filter area and generator. The viability of this option should be reviewed in the upcoming 2027 water system master plan. The following items should be reviewed before pursuing this alternative:

- To what extent will the WDNR make the City modify nonconforming features anticipated to remain that do not currently meet WDNR code?
- How will Well No. 7 remain in service during the construction project? Electrical for Well No. 7 is fed through the southern portion of the building and finished water for Well No. 7 is routed through the southern portion of the building.
- What features and equipment should be replaced within the Well No. 7 facility?

This alternative could be expanded to include replacing equipment and electrical gear within the entire WTP, but depending on the extent of modifications and replacements that are included, additional building code and WDNR requirements could be triggered, which would further expand this project and project cost. Similar to Alternative No. 1, simultaneous impact to the operation of both Well No. 5 and 7 during construction is possible and should be considered.

3. Alternative No. 3–Starin Park WTP Facility Replacement

Alternative No. 3 considers constructing a new WTP immediately west of the site where the old Starin Park Reservoir was recently demolished. Well Nos. 5 and 7 could remain online and in service during construction, and only a short shutdown for each well would be required to tie into the new building. This facility would include the following features:

- WTP Filtration Systems for Well Nos. 5 and 7
- Separate Chlorine and Fluoride Rooms
- Standby Power
- Electrical and Mechanical Rooms
- Office Space
- Bathroom
- Storage Room

C. Anticipated Long-Term Project Alternatives Summary

The upcoming 2027 water system master plan should include comprehensive review of each alternative to review Opinions of Probable Construction Cost (OPCC), present worth evaluation, and project viability. The project unknowns for Alternative Nos. 1 and 2 are significant, as such, the confidence in the OPCC is low. Table 1 in the following summarizes preliminary OPCC and project durations for each alternative.

	Low OPCC	High OPCC	Project Duration
Alternative No. 1–Filter Vessel Replacement Only	$2,000,000	$3,000,000	2 to 3 years
Alternative No. 2–Partial Well No. 5 Facility Replacement	$5,000,000	$10,000,000	3 years
Alternative No. 3–Starin Park WTP Facility Replacement	$9,000,000	$14,000,000	3 to 4 years

Table 1 Long-Term Project Summary

Given that the proposed alternatives have a project duration of approximately 3 to 4 years and the City needs Well No. 5 in operation to allow them to meet its current system demands and maintenance needs of other facilities, the City needs to also consider immediate, short-term options that allow Well No. 5 to be put back into service until a long-term solution can be implemented.

Short-Term Alternatives

There are two short-term alternatives the City can consider for putting the Well No. 5 filter back into service.

1. Alternative No. 1–Underdrain Repairs: The first alternative includes the following project components.

    a. Repair the failed weld seam in Filter Vessel Cell No. 3.
    b. Provide support welds along the underdrain plate and cell walls in all four cells.
    c. Surface prepare and coat the entire interior of the filter vessel.
    d. Provide new filter media.

2. Alternative No. 2–Underdrain Replacement: The second alternative includes the following project components.

    a. Remove the underdrain plate in its entirety.
    b. Surface prepare and coat the entire interior of the filter vessel.
    c. Provide a concrete underdrain system designed by filter manufacturer.
    d. Provide new filter media.

Alternative No. 1 has the lowest OPCC but has the highest risk. There two main risks include:

1. The underdrain plate is in poor condition and has excessive pitting. Surface preparing and coating this underdrain plate will provide some benefit; however, many pits are larger than recommended to be filled with a coating. Typically, large pits are steel filled and then coated, but there are too many deep pits for this to be cost viable, especially for a short-term solution.

2. The weld repair and bracing along the entire underdrain plate and cell wall interface should help prevent the failure that occurred in Cell No. 3 from happening again in the rest of the filter; however, with the condition of the underdrain plate, the extent that this preventative support and bracing helps is unknown.

With this the City would hope to get 3 to 5 years out of this repair before implementing one of the long-term project alternatives. The contractors that Strand has discussed this project with said that they would not provide a warranty on the repair work for this option, so while 3 to 5 years would be a good goal, this alternative does carry risk the City would need to consider.

Alternative No. 2 has a higher OPCC, and it eliminates the two main risk factors present in the first alternative, but it is not a common fix and the long-term viability of the solution is unknown. The City would hope to get 5 to 10 years out of this repair and a contractor's 1-year standard warranty should be incorporated into the project.

Table 2 includes the project summaries and anticipated project costs for both alternatives. The OPCC also include the costs that have already been spent on filter media removal and disposal and inspection of the vessel, but they do not include engineering services.

	Low OPCC	High OPCC	Project Duration
Alternative No. 1–Underdrain Repairs	$190,000	$240,000	2 to 3 months
Alternative No. 2–Underdrain Replacement	$300,000	$390,000	3 to 6 months

Table 2 Short-Term Project Alternatives Summary

Please call 608-251-4843 if the City would like to discuss these alternatives in more detail or if additional information would be helpful as the City considers next steps for the Starin Park WTP.

Sincerely,

STRAND ASSOCIATES, INC.®

Ryan Wood

Ryan D. Wood, P.E.

The content in this document is technical in nature and is intended for an audience with specific training and expertise and therefore may not fully conform to Web Content Accessibility Guidelines (WCAG) 2.1 Level AA accessibility criteria. If you require the content of this document in an alternative format for conformance with WCAG 2.1 Level AA, please contact the City. The City, as the Web site administrator and operator, is responsible for ensuring that posted content on its Web site conforms to applicable accessibility criteria.

RESOLUTION NO. 2026-R-051

A RESOLUTION DECLARING OFFICIAL INTENT TO REIMBURSE EXPENDITURES FROM PROCEEDS OF BORROWING

WHEREAS, the City of Whitewater, Walworth and Jefferson Counties, Wisconsin (the "Issuer") plans to undertake emergency repairs to the Well 5 Filter Tank as presented to the Common Council on October 20, 2026 (the "Project"); and

WHEREAS, the Issuer expects to finance the Project on a long-term basis by issuing tax-exempt bonds or other tax-exempt obligations (collectively, the "Bonds"); and

WHEREAS, because the Bonds will not be issued prior to commencement of the Project, the Issuer must provide interim financing to cover costs of the Project incurred prior to receipt of the proceeds of the Bonds; and

WHEREAS, the Common Council (the "Governing Body") of the Issuer deems it to be necessary, desirable, and in the best interests of the Issuer to advance monies from its funds on hand on an interim basis to pay the costs of the Project until the Bonds are issued.

NOW, THEREFORE BE IT RESOLVED, that the Common Council of the City of Whitewater approves moving forward with the Short-term Alternative 2 option as included in the Common Council packet.

BE IT FURTHER RESOLVED, that the Common Council of the City of Whitewater the Issuer shall make expenditures as needed from its funds on hand to pay the cost of the Project until proceeds of the Bonds become available.

BE IT FURTHER RESOLVED the Issuer hereby officially declares its intent under Treas. Reg. Section 1.150-2 to reimburse said expenditures with proceeds of the Bonds, the principal amount of which is not expected to exceed $420,000.

BE IT FURTHER RESOLVED No funds for payment of the Project from sources other than the Bonds are, or are reasonably expected to be, reserved, allocated on a long-term basis, or otherwise set aside by the Issuer pursuant to its budget or financial policies.

BE IT FURTHER RESOLVED This Resolution shall be made available for public inspection at the office of the Issuer's Clerk within 30 days after its approval in compliance with applicable State law governing the availability of records of official acts including Subchapter II of Chapter 19, and shall remain available for public inspection until the Bonds are issued.

This Resolution shall be effective upon its adoption and approval.

RESOLUTION NO. 2026-R-051

Resolution was introduced by Council Member _____, who moved for its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026			
	YES	NO	PASS	ABSENT
Michael Smith				
Orin Artsmith				
Steven Sahyun				
Brian Schanen				
Neil Hicks				
Gavin Kelleher				
Patrick Singer				
Total:				

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Amendment No. 1 to T.O. 25-01
Staff Contact (name, email, phone):	Brad Marquardt, bmarquardt@whitewater-wi.gov, 262-473-0139

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

Amendment No. 1 to Task Order 25-01 is for additional work associated with repairing the Well 5 Filter Tank. Work includes coordinating required work with contractors, additional construction administration, and estimated 12 site visits during the construction process.

The Amendment also updates the completion date under the Schedule Section to May 31, 2027. The completion of the Well 7 Modification Project has been put on hold with Well 5 out of service. To complete the final items on the Well 7 Project, Well 7 needs to come offline for a period of time. Staff does not want to take another well offline unless absolutely necessary while Well 5 is out of service.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

Task Order 25-01 was originally approved by the Public Works Committee and Council in February 2025. The Public Works Committee recommended approval of the Amendment at their October 13, 2026 meeting.

FINANCIAL IMPACT
(If none, state N/A)

The Amendment raises the compensation from an estimated not to exceed cost of $75,000 to $105,000. An increase of $30,000.

STAFF RECOMMENDATION

Staff recommends a motion to approve the resolution for Amendment No. 1 to Task Order 25-01.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

1. Amendment No. 1

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Excellence in Engineering℠

Strand Associates, Inc.®
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Madison, WI 53715
(P) 608.251.4843
www.strand.com

Amendment No. 1 to Task Order No. 25-01
City of Whitewater, Wisconsin (OWNER)
and Strand Associates, Inc.® (ENGINEER)
Pursuant to Agreement for Technical Services dated December 30, 2020

This is Amendment No. 1 to the referenced Task Order.

Project Name: Well No. 7 Modifications and Starin Park Reservoir Demolition

Under **Scope of Services**, ADD the following:

"10. Prepare a cost request to send to contractor for a filter underdrain repair at the Well No. 5 filter vessel located at the Starin Park water treatment plant to be contracted separately from the Well No. 7 contract.

11. Provide up to 20 hours of additional construction administration assistance related to Item No. 10.

12. Provide resident project representative to conduct the following anticipated site visits (with six hours anticipated per visit):
    a. One visit to observe underdrain demolition.
    b. Four visits to observe surface preparation and coatings of the interior wet surfaces of the vessel. ENGINEER will not enter the vessel for these observations.
    c. Two visits to observe underdrain lateral piping, nozzle, and concrete installation.
    d. Two visits to observe media installation.
    e. One visit for start-up and testing of the Well No. 5 filter vessel.
    f. Up to two additional visits if requested by OWNER."

Under **Compensation**, CHANGE $75,000 to "$105,000."

Under **Schedule**, CHANGE December 31, 2025, to "May 31, 2027."

TASK ORDER AMENDMENT AUTHORIZATION AND ACCEPTANCE:

ENGINEER:		OWNER:	
STRAND ASSOCIATES, INC.®		CITY OF WHITEWATER, WISCONSIN	
Joseph M. Bunker Corporate Secretary	Date	John Weidl City Manger	Date

RDW cjg\R:\MAD\Documents\Agreements\W\Whitewater, City of (WI)\ATS 2020\TO\2025\Amd\1-407 146 25-01 1.docx

RESOLUTION NO. 2026-R-052

RESOLUTION APPROVING AMENDMENT NO. 1 TO STRAND TASK ORDER NO. 25-01, WELL 7 MODIFICATIONS AND STARIN PARK RESERVOIR DEMOLITION

WHEREAS, the City of Whitewater Common Council approved Task Order 25-01 on February 18, 2025; and

WHEREAS, the Well 7 Modification Project has been on hold since the leak in the Well 5 Filter Tank was discovered; and

WHEREAS, Amendment No. 1 provides for additional services from Strand Associates associated with the work to fix the Well 5 Filter Tank, which services are estimated to be $30,000 raising the compensation from an estimated not to exceed cost of $75,000 to $105,000; and

WHEREAS, Amendment No 1 updates the completion date of the original Task Order to May 31, 2027 to provide time to finish associated work for the Well 7 Modification project; and

WHEREAS, the City of Whitewater Water Utility will use reserve funds to pay for the additional costs associated with Amendment No. 1 for the Well 5 Filter Tank project; and

NOW, THEREFORE BE IT RESOLVED, by the Common Council of the City of Whitewater, Wisconsin as follows:

SECTION 1: APPROVAL OF AMENDMENT

Amendment No. 1 to Strand Associate's Task Order 25-01 is hereby approved.

SECTION 2: EXECUTION OF DOCUMENTS

The City Manager is hereby authorized and directed to sign Amendment No. 1 to Task Order 25-01.

Resolution was introduced by Council Member _____, who moved for its adoption.

Seconded by Council Member _____.

RESOLUTION NO. 2026-R-052

DATE	October 20, 2026			
	YES	NO	PASS	ABSENT
Michael Smith				
Orin Artsmith				
Steven Sahyun				
Brian Schanen				
Neil Hicks				
Gavin Kelleher				
Patrick Singer				
Total:				

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Sale of Public Works Equipment
Staff Contact (name, email, phone):	Brad Marquardt, bmarquardt@whitewater-wi.gov, 262-473-0139

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

The Public Works Department is looking to dispose of the following items through auction:

- 1993 Chevrolet Kodiak Diesel
- 1985 Chevrolet 3.4 Ton Pickup

The Kodiak Diesel was replaced with a 2026 International 7400 Plow Truck and the ¾ Ton Pickup was replaced with a 2026 Ford F-350 Pickup.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

The Public Works Committee approved to move forward with the disposal of the above equipment through auction at their October 13, 2026 meeting.

FINANCIAL IMPACT
(If none, state N/A)

Proceeds from the auction will go to Fund 215 Equipment Replacement.

STAFF RECOMMENDATION

Staff recommends a motion to approve the resolution for the sale of Department of Public Works equipment.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

1. Disposal Resolution

RESOLUTION NO. 2026-R-053

RESOLUTION APPROVING THE SALE OF DEPARTMENT OF PUBLIC WORKS EQUIPMENT

WHEREAS, the City of Whitewater Department of Public Works – Street Division owns a 1993 Diesel Truck, and a 1985 3.4 Ton Pickup Truck; and

WHEREAS, both trucks are well past their useful life; and

WHEREAS, the Public Works Committee has reviewed and recommended approval of the disposition of the two trucks at the Street Division,

NOW, THEREFORE BE IT RESOLVED, by the Common Council of the City of Whitewater, Wisconsin that it hereby approves the sale of the above stated equipment through auction; and,

BE IT FURTHER RESOLVED, the funds from the sale of the equipment will be deposited into Fund 215 – Equipment Replacement.

Resolution was introduced by Council Member _____, who moved for its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026			
	YES	NO	PASS	ABSENT
Michael Smith				
Orin Artsmith				
Steven Sahyun				
Brian Schanen				
Neil Hicks				
Gavin Kelleher				
Patrick Singer				
Total:				

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER	Common Council Agenda Item
Meeting Date:	October 20, 206
Agenda Item:	Zoning Rewrite Firm Selection
Staff Contact (name, email, phone):	Llana Dostie, Zoning Specialist

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

City Staff released a Request for Proposals (RFP) on June 1, 2026, for professional services related to the City's Zoning Code Rewrite. The City's current Zoning Code was last comprehensively updated in 2016. Since that time, changes to state statutes, regulations, and development practices have occurred. As a result, portions of the current Zoning Code are outdated and can create barriers to development and redevelopment within the City.

The City received four proposals in response to the RFP. Staff reviewed all four proposals and determined that each firm met the minimum qualifications and requirements outlined in the RFP. Following the initial review, the RFP evaluation team narrowed the selection to two finalist firms:

- **Graef / Civi Tek / Municipal Law**
- **von Briesen & Roper, S.C. / Rinka**

Both finalist proposals meet the needs and requirements identified in the RFP and demonstrate the qualifications necessary to complete the Zoning Code Rewrite.

As part of the finalist evaluation process, staff conducted reference calls for both firms. The references for von Briesen & Roper, S.C./Rinka indicated that the City would likely need to devote a significant amount of staff time to reviewing and proofreading the draft code and ensuring that the final document accurately reflects the City's desired regulations and policy direction.

The scope of the project involves more than simply updating the existing Zoning Code. The selected consultant will be responsible for developing a comprehensive replacement code and ensuring that related and referenced provisions within the Municipal Code are consistent with the new Zoning Code. This includes reviewing and coordinating the provisions that are directly or indirectly connected to zoning regulations.

Given the scope and complexity of the project, staff believes it is important to select a consultant that can provide substantial assistance throughout the drafting, review, and coordination process while minimizing the amount of staff time required for detailed proofreading and cross-referencing.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

PARC meeting 9-14-2026 recommended Graef

FINANCIAL IMPACT
(If none, state N/A)

Graef is $118,812-806 hours 16 month time frame
von Brisen & Roper, S.C./Rinka is $100,000-340 hours 18 month timeframe

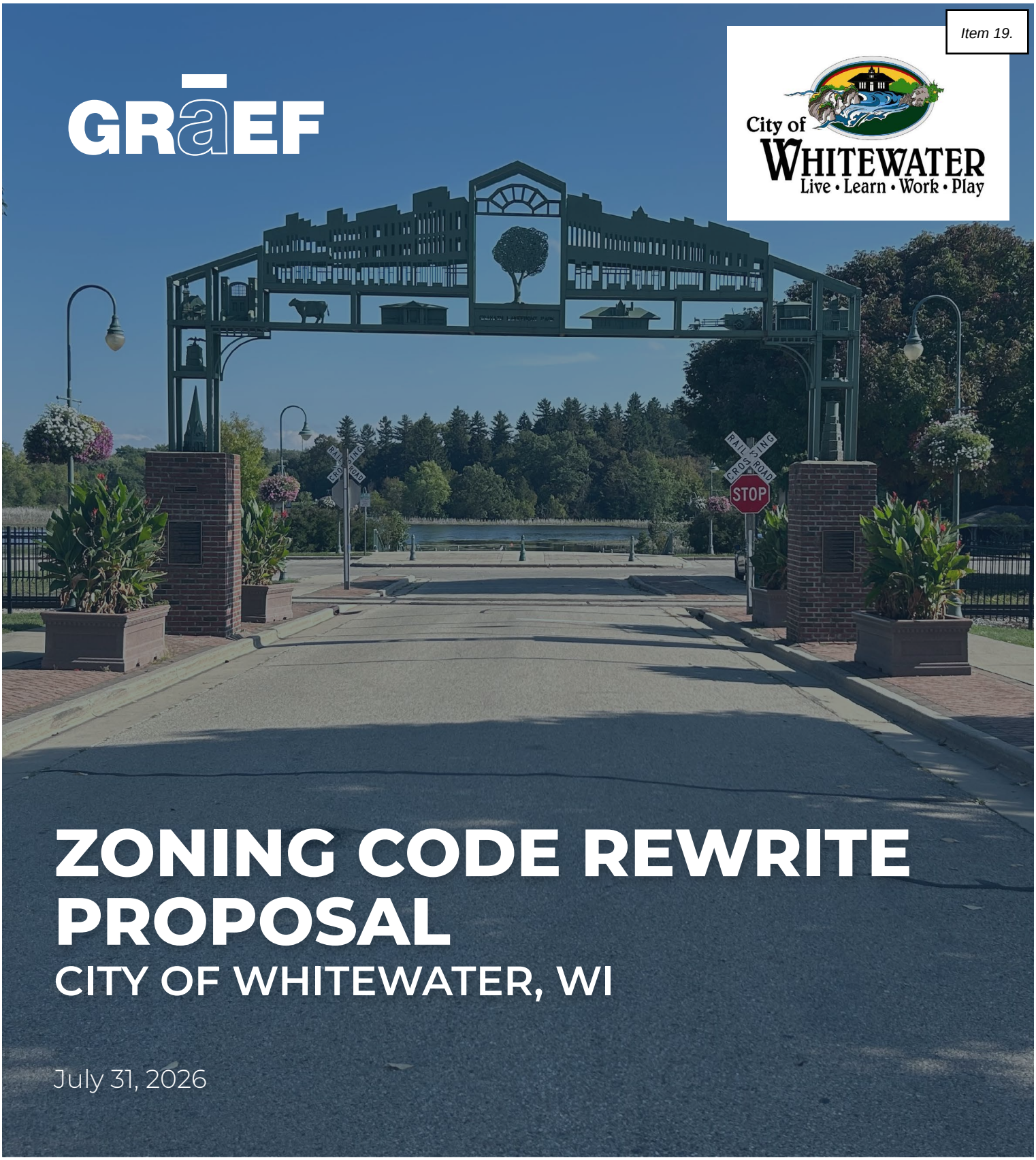
STAFF RECOMMENDATION

Based on the proposal review, finalist interviews, and reference checks, staff recommends selecting Gr / Civi Tek / Municipal Law to complete the City's Zoning Code Rewrite. Staff believes this team is best positioned to provide the level of coordination, technical expertise, and support necessary to successfully complete the project while minimizing the administrative burden on City staff.

ATTACHMENT(S) INCLUDED (If none, state N/A)
-Zoning Rewrite Request for Proposals (RFP) -Graef RFP Response Proposal -von Briesen & Roper, S.C./Rinka

GRAEF

City of WHITEWATER
Live • Learn • Work • Play



ZONING CODE REWRITE PROPOSAL

CITY OF WHITEWATER, WI

July 31, 2026

IN PARTNERSHIP WITH:

CIVI TEK CONSULTING

Municipal LAW & LITIGATION GROUP

PRIMARY POINT-OF-CONTACT:
Craig Huebner, AICP
Project Manager
414 / 266 9228
craig.huebner@graef-usa.com

275 W Wisconsin Avenue, Suite 300, Milwaukee, WI 53203 | 414.259.1500 | www.graef-usa.com

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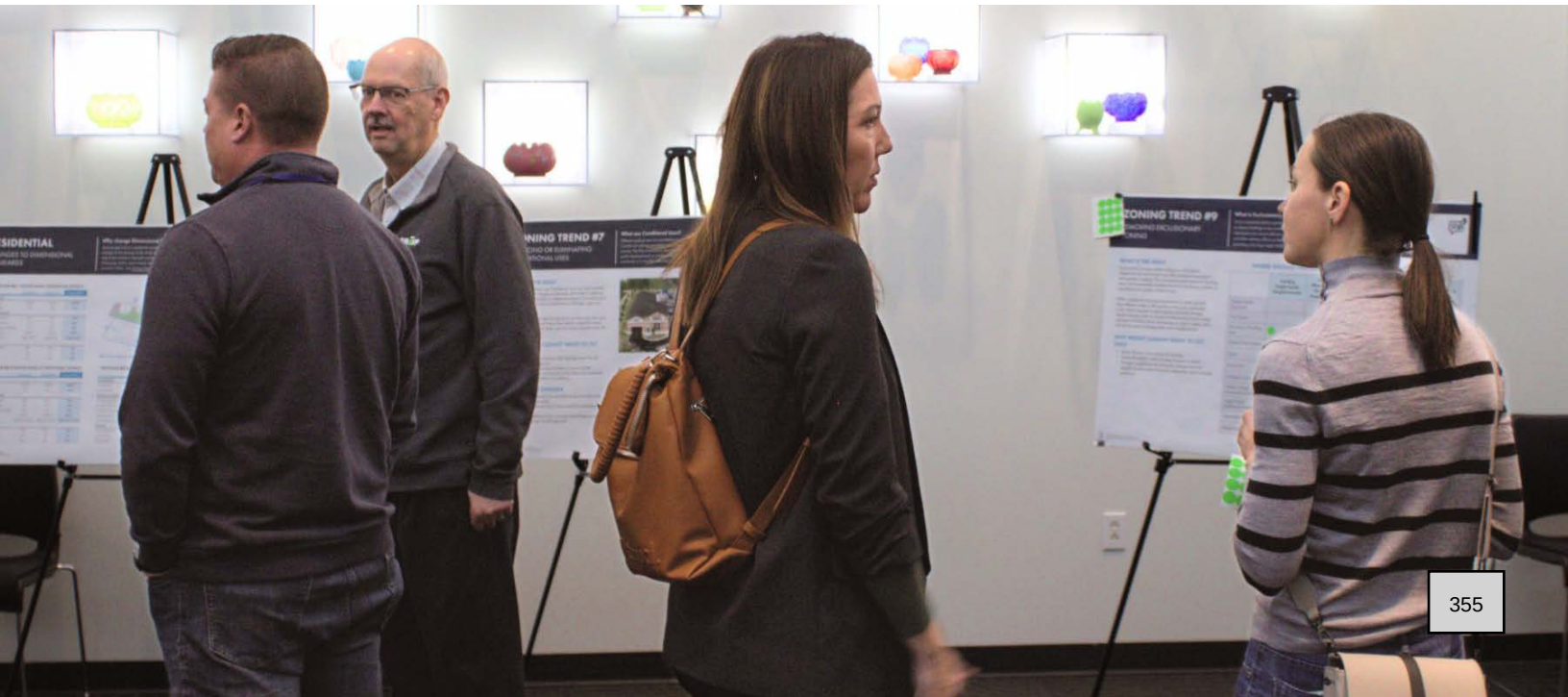


275 West Wisconsin
Avenue, Suite
Milwaukee, W
www.graef-usa.com
414 / 259 1500

July 31, 2026
Llana Dostie
Zoning Specialist
PO Box 178
312 W Whitewater Street
Whitewater, WI 53190

Subject: Request for Proposals: City of Whitewater Zoning Code Rewrite Proposal

Dear Brian,

On behalf of GRAEF, in partnership with Civi Tek and Municipal Law, we are pleased to submit our proposal for the City of Whitewater's Zoning Code Rewrite. Our team offers the right blend of local knowledge, national expertise, and inclusive community engagement to deliver a modern, easy to use code that supports Whitewater's updated Comprehensive Plan following its upcoming update.

We are zoning practitioners.
Our team's planners and legal partner author zoning codes and also administer them across Wisconsin, ensuring the new code is practical, modern, easy to administer, and responsive to real-world conditions faced by staff, developers, and property owners. We understand what makes zoning work on the ground.

We understand Wisconsin law.
With the Municipal Law team as a dedicated partner, we bring a deep knowledge of Wisconsin statutes, recent legislative updates, and emerging legal considerations that directly impact zoning and sign regulation. This ensures your new code will be legally defensible, compliant, and aligned with current and anticipated state requirements.

Getting to Yes Faster.
A modern zoning ordinance should do more than regulate development—it should help residents, businesses, developers, and staff navigate the development process with confidence. Our approach to this zoning code rewrite is centered on one guiding principle: Getting to Yes Faster.

This does not mean lowering development standards or reducing public oversight. Rather, it means creating regulations that are easier to understand, easier to administer, and more predictable for everyone involved. A well-written zoning code provides clear expectations from the beginning, reducing unnecessary delays, minimizing revisions, and allowing applicants to move efficiently through the review process. The result will be a zoning ordinance that serves as both a regulatory document and a customer service tool.

We appreciate the opportunity to partner with the City on this transformative initiative and look forward to working closely with your team to create a zoning code that reflects Whitewater's vision for the future.

Thank you for your consideration. Please feel free to contact me with any questions.

GRAEF acknowledges and agrees to the minimum business terms and conditions set forth in the RFP. We further certify that all information contained in this Proposal, including all exhibits and attachments, is true, accurate, and complete to the best of our knowledge.

Sincerely,

Craig Huebner, AICP
Project Manager | Principal
414 / 266 9228
craig.huebner@graef-usa.com

SECTION 1

COMPANY BACKGROUND

GRAEF

Since its inception in 1961, GRAEF has grown from a small individual partnership to a prominent, multi-disciplinary international firm. GRAEF has a team of over 300 employees spread across ten offices in the Midwest, Florida, and Turks and Caicos.

For 65 years, GRAEF's unwavering dedication to excellence has been fueled by core values such as integrity, quality, and a steadfast commitment to exceptional customer service. These principles form the bedrock of GRAEF's operations, ensuring that clients receive the highest level of satisfaction and a seamless experience.

GRAEF has remained at the forefront of the industry, consistently adapting to emerging trends and embracing advancements, and is proud to be a reliable partner for clients seeking top-tier design services and unmatched expertise.

BY THE NUMBERS

300
TEAM MEMBERS

122
REGISTERED PROFESSIONALS

19
PROFESSIONAL SERVICES

15
CLIENT MARKETS

WE ARE A FULL-SERVICE ENGINEERING, PLANNING, AND DESIGN FIRM WITH A DEDICATED TEAM OF:

- **Planners & Urban Designers**
- **Municipal Engineers**
- **Structural Engineers**
- **Site/Civil Engineers**
- **Mechanical, Electrical & Plumbing Engineers**
- **Transportation Engineers**
- **Environmental Engineers**
- **Landscape Architects**
- **Surveyors**
- **Industrial Architects**
- **Water Resource Engineers**

WHY GRAEF?

DECADES OF MUNICIPAL EXPERTISE ACROSS THE MIDWEST

NATIONALLY RECOGNIZED FOR PLANNING AND DESIGN EXCELLENCE

A TEAM THAT ACTS AS A SEAMLESS EXTENSION OF CITY STAFF

COMMITTED TO KEEPING WHITEWATER'S FUTURE ON TRACK EFFICIENTLY, TRANSPARENTLY, AND WITH RESIDENTS AT THE CENTER

CIVITEK CONSULTING

Civi Tek Consulting helps communities tackle emerging issues and those nagging problems that have never been resolved.

Whether we are working for a small town or a large metro, our skills and expertise are seen in the solutions we offer. Solutions are always right-sized and crafted to meet the needs of our municipal clients.

Visioning + Plans We help communities think about their futures. Yes, there are more than one. We help them think about what's possible by asking tough questions, and then suggest options. Action-oriented, down-to-earth plans are what we strive for.

Implementation + Tools Although Civi Tek provides a wide range of services that help implement plans, we really specialize in crafting land-use regulations. Tweaking an existing regulation or starting from scratch, we've done both. Either way, we work hard to write regulations that are both simple and effective.

Focus Everything we do is focused on meeting our client needs in a timely and cost-effective manner. Civi Tek works exclusively for municipalities. We do that so our clients know that we're working in their best interest.

We enjoy the work we do for our clients — and it shows.

Services

- Zoning codes, updates and rewrites
- Unified land development codes
- Subdivision regulations
- Landscaping regulations
- Conservation subdivision design regulations
- Traditional neighborhood design standards
- Comprehensive plans
- Subarea/neighborhood plans
- Natural hazards mitigation plans
- Community surveys
- Environmental reviews
- Zoning code administration and plan review
- General municipal consulting

www.civitekconsulting.com

About the Firm

Tim Schwecke, AICP, formed Civi Tek Consulting in 2003 after having worked for local government and for consulting firms in Wisconsin and Florida. Depending on the needs of our client, we team with land-use attorneys, design professionals, and other planners.

Tim is also the founding member of Civic Webware, a technology firm that works at the intersection of innovative technology and community planning to help communities become Smart + Connected.

YOUR PLANNING EXPERTS

Your Partner for Whitewater's Future

At GRAEF, planning is a partnership. Our team of AICP-certified planners and urban designers bring the experience, creativity, and municipal knowledge to guide Whitewater through growth and change. Together, we'll ensure that every decision meets today's needs, but strengthens the City for generations to come.

LOCAL, INVESTED, & NATIONALLY RESPECTED

The Planning & Urban Design Group is focused on advancing the sustainability and resilience of our communities. We aspire to collaboratively innovate with our partners and clients. Listening and engaging are paramount to our work. Equity and inclusion are central principles in our practice. We like to prepare detailed plans, guidelines, and concepts that enhance development, preserve or restore the environment, and add value to a community. We integrate new development and redevelopment with existing neighborhoods, districts, and corridors to create livable, walkable, active public places – places tailored to fit local social, economic, and cultural activities. We view planning and urban design as simultaneously building on community traditions and crafting new and sustainable pathways for communities to evolve.

As planners and urban designers, we recognize the importance of a good working relationship with public officials, business operators, and local citizens. Through meaningful dialogue with public agencies, community leaders, and residents, we aim to catalyze consensus-based planning that leads to action.

PLANNING EXPERTISE

- Zoning + Subdivision Ordinances
- Design Guidelines
- Comprehensive Plans
- Outdoor Recreation Plans (CORP)
- Park + Open Space Plans
- Area-Specific Master Plans
- Resilience + Sustainability Plans
- Bike/Pedestrian Plans
- Mobility Plans
- Ongoing Municipal Planning
- Streetscape Master Plans
- Placemaking + Public Space Design
- Economic Development
- Market Analysis
- Redevelopment Plans
- Grant Writing
- Public Engagement
- GIS
- Expert Testimony Services

Every GRAEF plan is guided by four core principles that align directly with the City's needs:

- *Foster community citizenship and pride.*
- *Honor local heritage and tradition.*
- *Protect, respect and appreciate the environment.*
- *Expand social and economic well-being.*

CURRENT ONGOING PLANNING & ZONING SERVICES

City of Cudahy | Pop. 21,969
City of South Milwaukee | Pop 20,309
Village of Bristol | Pop. 5,178
Village of Greendale | Pop. 14,540
Village of Union Grove | Pop. 5,085

ZONING CODE REWRITES

City of Cudahy
Village of Greendale
City of Hartford
City of Janesville
City of Manitowoc
City of Port Washington

Our continued relationship with these communities prepares us to take on new work as their trusted partners to achieve community development goals.

We also routinely provide comprehensive plan updates, master plans, economic development services, zoning amendments, and more for our clients that we provide ongoing planning and zoning services for, understanding that our continued relationship provides on-the-ground knowledge that is invaluable to these processes.

GRAEF'S APPROACH TO **A SUCCESSFUL ZONING REWRITE**

Our zoning experts use, administer, and design developments for zoning codes in communities of all sizes. We understand what makes them successful for municipal staff, developers, and the general public, because we use zoning codes from each of these different perspectives.

Our zoning rewrite approach breaks down the code into three key areas where important aspects of the code can be organized and defined: land uses, design, and administration. Successful coordination of these three elements is what it takes to make a zoning code work for our clients' community development goals:

Land Uses

Use-based zoning, or traditional Euclidean zoning, is the fundamental aspect of "what goes where?" that drives most older codes. Our core charge in recent years has been to navigate how to move away from single-use zoning districts to mixed-use compatible districts that foster more vibrant neighborhoods while maintaining control of nuisances and hazards. We work closely with our clients to define exactly what mix of uses are appropriate in each district, then working out how it needs to be designed and regulated in a predictable and acceptable manner. Use tables are a core part of our approach to land uses, making for easy comparison of permitted uses between districts and providing the full picture of the development regulatory landscape in a single location in the code.

Design

Once we know "what goes where?", we work to determine site layout and building design. "How it will look" has dramatic impacts on a development's real and perceived success, and it reflects on how local government is perceived in its ability to effectively administer good land controls. Our form-based codes provide a much-needed solution to the problems posed by moving away from Euclidean-based zoning in controlling the look and feel of mixed-use environments. We understand this crucial issue because we administer several codes in all sizes of communities where it is essential to have a code that can back up good design principles. It's essential to adopt objective and simple, yet flexible and inspiring design standards that steer developments to their best possible outcomes. From hot button issues like parking lot design, landscaping, and natural resource protection to more obscure issues like building materials, site orientation, and entryway design features, we understand how important it is to have a code that provides a clear answer to the seemingly endless number of questions that arise during development permitting. With good design principles, much needed investments such as new housing types, light industrial development, and commercial redevelopments become complementary to local character.

Administration

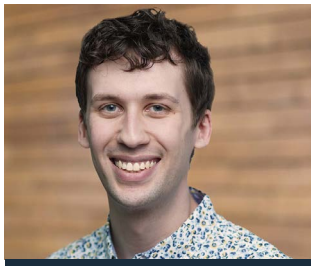
Having a good code is only as effective as the processes used to communicate and administer it. Many codes fail because of regulations that are missed rather than missing. A code rewrite is a great opportunity to ensure that new procedures are linear, clear from the beginning of the review process, and reduce uncertainty for all parties involved. Our approach to administration involves setting clear pathways for all types of development to go from A to B to C through the code with diagrams, tables, and graphics to help them understand along the way. We work closely with our clients to determine what types of reviews really need to be subject to public meetings, and we explore strategies to reduce development timelines for applicants by providing clear pathways for by-right developments where appropriate. We also have strong relationships with vendors for online solutions for code publishing, GIS-integration, and dynamic cross referencing solutions within codes that are at the cutting edge of zoning technology for the 21st century.

PROJECT TEAM

Our project team is fully qualified with the creativity and problem-solving skills that can help the City. Our assigned personnel are available to do this work and bring considerable experience to the table.

Craig Huebner, AICP PROJECT MANAGER

Craig Huebner will serve as Project Manager, facilitating ongoing coordination amongst the team members and the City, ensuring deadlines are met and the overall timeline of the project is on-track, and managing the community engagement plan, and stakeholder meetings. Craig's experience is detailed further in the enclosed resume.



Dominic Marlow AICP
SENIOR ZONING SPECIALIST
GRAEF

Doug Seymour AICP
SENIOR PLANNER
GRAEF

Kristin Reichart
URBAN DESIGNER
GRAEF

Tim Schwecke
CONSULTANT PLANNER
CIVITEK CONSULTING

Municipal LAW
& LITIGATION GROUP

Eric Larson
MUNICIPAL LAW

Project Team Availability:

Due to the delayed project initiation, if selected, our team's availability may be adjusted to ensure sufficient availability for the project duration.

TEAM MEMBER	ROLE	AVAILABILITY
Craig Huebner	Project Manager	50%
Dominic Marlow	Senior Zoning Specialist	50%
Doug Seymour	Senior Planner	80%
Kristin Reichart	Urban Designer	80%
Tim Schwecke	Consultant Planner	70%
Eric Larson	Legal Consultant	20%

Craig Huebner AICP

PROJECT MANAGER

Craig is the Practice Team Leader for GRAEF's Planning + Urban Design group. Craig's academic background is in both architecture and urban planning, and he has several years of experience working in both fields. His work experience includes comprehensive planning, neighborhood master planning, commercial redevelopment, streetscape corridor planning/design, urban design, park and open space planning, and design guidelines. In addition, Craig has extensive experience in the creation of innovative public participation plans for a variety of planning projects.

EDUCATION

Master of Architecture, 2012; Master of Urban Planning, 2012; Certificate in Real Estate Development, 2012, University of Wisconsin-Milwaukee, Milwaukee, WI

B.S., Architectural Studies, 2009 , University of Wisconsin-Milwaukee, Milwaukee, WI

CERTIFICATIONS

American Institute of Certified Planners (AICP)

AFFILIATIONS

American Planning Association (APA)

Wisconsin Chapter of the American Planning Association (APA-WI)

PROJECT EXPERIENCE

Municipal Planning

Craig has extensive experience acting as an extension of municipal staff in the role of ongoing planning consultant in over a dozen communities across the midwest. In this role, Craig analyzes existing land use and zoning codes and policies, understands and interprets municipal master plans and ordinances, prepares staff reports for private sector development approval procedures, assists in economic development tasks (TIF analysis, grant assistance, etc.), and leads special planning projects (master plans, design guidelines, incentive programs, ordinance amendments, site planning/design, etc.). Craig's experience in different municipalities allows him to share best practices found in other communities for current projects.

Current Planning Municipal Clients

- City of Port Washington (Zoning Rewrite)
- City of Janesville (Zoning Rewrite)
- Village of Jackson (Zoning Update)
- Village of Greendale (Zoning Rewrite)
- City of Cudahy (Zoning Rewrite)
- Village of Bristol
- Village of Union Grove
- Village of Whitefish Bay

Dominic Marlow AICP

SENIOR ZONING SPECIALIST

Dominic's experience encompasses urban planning and architectural design, including research, demographic studies, spatial planning, mapping, and architectural rendering. Following his Master's in City Design, Dominic has developed environmentally focused research on hydrological and stormwater planning and its intersection with the physical environment, social benefits, and the vibrancy of public spaces. Dominic's work seeks to manage the complexities of systems in the physical environment to improve public spaces, helping cities become adaptable to new or unforeseen changes. He is passionate about using design as a communication tool to help cities and communities envision their future.

EDUCATION

Master of City Design from University of Illinois at Chicago

B.A. Urban Studies, University of Illinois at Chicago

B.A. Architectural Studies, University of Illinois at Chicago

CERTIFICATIONS

American Institute of Certified Planners (AICP)

AFFILIATIONS

Member APA-IL
(American Planning Association – Illinois)

PROJECT EXPERIENCE

Downtown + Lakefront Plan, Form-Based Code, Urban Design Guidelines, City of Port Washington, WI – Planner/Urban Designer: Recommended development and redevelopment opportunities for the City of Port Washington to accommodate economic pressure from residential development, steering the vision for the future of the Downtown and Lakefront in a Master Plan. Recommendations included streetscaping, redevelopment concepts, park design, and form-based design guidelines for private development and public-private partnerships. Ongoing projects with the City of Port Washington include a full rewrite of their zoning code including a form-based code for their Downtown.

City of Manitowoc Zoning Rewrite, Manitowoc, WI (ongoing) - Project Manager; As project manager, Dominic leads the project team in the City's code rewrite. The rewrite process involves stakeholders focus groups and a detailed audit of existing plans and code requirements. The code will facilitate the transition of post-industrial areas to walkable, live-work communities in this historic waterfront community.

Form-Based Code and Downtown Zoning, South Milwaukee, WI - Project Manager: As project manager, Dominic developed a form-based code and developers agreement for South Milwaukee's downtown where former industrial sites were identified for redevelopment with a new street and block pattern and building design guidelines. The code determines a general pattern with flexible development guidelines to allow for innovative proposals and a mix of uses from residential to office and light manufacturing.

Doug Seymour AICP

SENIOR PLANNER

Doug joined GRAEF's Planning + Urban design team as a Senior Planner after serving as the Director of Community Development for the City of Oak Creek for over 30 years. In his role at GRAEF, Doug focuses his time on municipal ongoing planning services, bringing his technical expertise and experience to every project. Doug is an innovative problem-solver with a passion for urban planning and economic development and has a demonstrated commitment for the betterment of all communities he serves.

EDUCATION

B.S., Land Use Planning, Carrol College, Waukesha, WI

Master of Urban Planning, University of Wisconsin-Milwaukee, Milwaukee WI

REGISTRATION

American Planning Association (APA) – WI

CERTIFICATIONS

American Institute of Certified Planners (AICP)

PROJECT EXPERIENCE

Municipal Planning

Doug has extensive experience leading municipal planning efforts, resulting in successful outcomes for the communities he has served. For over 30 years, Doug served as the Director of Community Development for the City of Oak Creek, where he oversaw the City's major zoning code rewrite, created and managed fifteen tax incremental financing districts and two redevelopment districts, and played a crucial role in the City's planning and economic development efforts.

Ongoing City Planning Services, City of Cudahy, WI - City Planner: Doug serves as the primary planner for the City of Cudahy. In this role, Doug attends monthly Plan Commission, Design Review Board meetings, and attends a combination of in-person or virtual meeting with staff or residents/ businesses. GRAEF reviews all development and zoning applications ranging from Comprehensive Plan amendments, zoning amendments, conditional use permits, site/building plan reviews, land divisions, sign reviews, and architectural reviews.

Kristin Reichart

URBAN DESIGNER

Kristin is a multidisciplinary design professional with over 10 years of experience creating and managing architectural and environmental graphics projects from conception through implementation. She specializes in the development of impactful brand experiences for consumers, while keeping client objectives and future planning in mind.

EDUCATION

Master of Architecture, Master of Urban Planning - University of Wisconsin – Milwaukee, 2011

B.S., Architectural Studies, Cert. of Urban Planning University of Wisconsin – Milwaukee, 2008

PROJECT EXPERIENCE

Downtown + Lakefront Plan, Form-Based Code, Urban Design Guidelines, City of Port Washington, WI – Planner/Urban Designer: Recommended development and redevelopment opportunities for the City of Port Washington to accommodate economic pressure from residential development, steering the vision for the future of the Downtown and Lakefront in a Master Plan. Recommendations included streetscaping, redevelopment concepts, park design, and form-based design guidelines for private development and public-private partnerships. Ongoing projects with the City of Port Washington include a full rewrite of their zoning code including downtown design standards.

Greendale Planning Services - Ongoing, Village of Greendale - Greendale, WI: Kristin serves as the Primary Contact for ongoing planning services in the Village of Greendale. Her work includes application reviews for Plan Commissions and Design Review Boards as well as Zoning Code and Comprehensive Plan Amendments.

City of Hartford Zoning Rewrite - Hartford, WI: The GRAEF + CiviTek team was hired by the City of Hartford to perform a comprehensive re-write of the City's Zoning Code. For this ongoing project, the GRAEF + CiviTek team are creating a vastly simplified Zoning Code that is highly functional, efficient to administer, and easy to understand. Kristin has led 2d and 3d zoning illustrations to aid in bringing zoning regulations to life.

Tim Schwecke

CONSULTANT PLANNER

During his career in community planning that spans more than 30 years, Tim has been involved in a wide variety of projects and specializes in land-use regulations and community plans.

Tim is also the founder of ZoneHub and manages business operations, product design and development, and customer relations. He has a demonstrated ability to create core concepts, develop relationships, and move ideas from inception to successful completion.

EDUCATION

B.S. Recreation Resources Management, 1986, University of Montana, Missoula, MT

M.S. Urban and Regional Planning, 1989, University of Wisconsin, Madison, WI

PROJECT EXPERIENCE

- City of Bayfield Zoning Code Rewrite
- City of Hartford Code Rewrite
- Town of Rome Code Audit
- Town of West Bend Code Update
- Outgamie County Code Audit
- Village of Mukwonago Sign Code and Zoning Code
- Zoning Code Rewrite, Village of Richfield
- Sign Code Rewrite, Manitowoc
- Zoning Code Rewrite, Town of Mukwonago
- Sign Code Rewrite, Wisconsin Rapids
- Zoning Code Rewrite, Wisconsin Rapids
- Zoning Code Rewrite, Town of Eagle
- Zoning Code Rewrite Project, City of Washburn
- Zoning Code Rewrite Project, Winnebago County
- Zoning Code Rewrite, Wisconsin Dells
- Unified Land Development Code, City of Great Falls, Montana

Eric Larson

LEGAL CONSULTANT

Born in Northfield, Minnesota, November 20, 1964; admitted to Minnesota State Bar, 1990, U.S. District Court, District of Minnesota, 1992, Wisconsin State Bar, 1994, and U.S. District Court, Eastern District of Wisconsin, 1995.

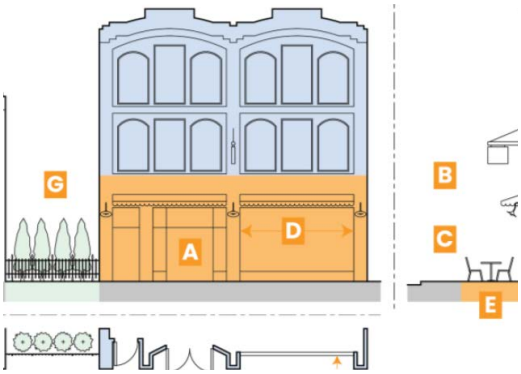
EDUCATION

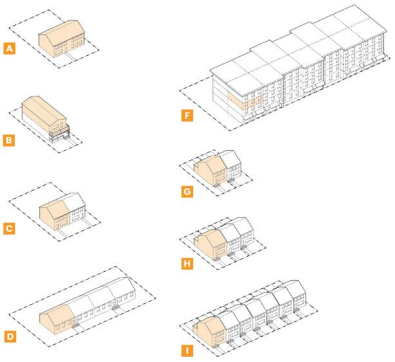
Earlham College (B.A., All College Honors, 1987); University of Minnesota Law School (J.D., 1990).

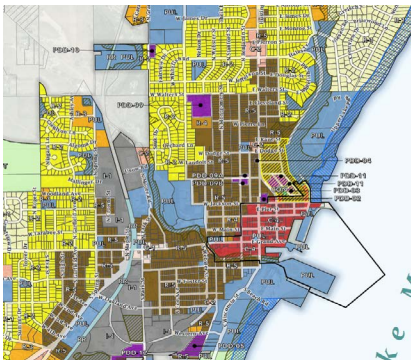
Lecturer on municipal law topics sponsored by the League of Wisconsin Municipalities (1997, 2008, 2009, 2010, 2011, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2025, 2026) (President in 2024), the Wisconsin Town's Association (1997, 1998, 2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2024), the Waukesha County Bar Association, Municipal Law Section (since 2004), Waukesha County Technical College (2007, 2008); Wisconsin City/City Manager Association Regions 7 and 9 (2012) and State convention (2019); New Clerk's School, Wisconsin Clerk's and Treasurer's Institute, University of Wisconsin Extension (2014), Wisconsin Clerks Association (2017, 2021), Wisconsin Association for Public Procurement and Value in Government (2017), National Business Institute (2017, 2019, 2020, 2021, 2022, 2023), Strafford Webinar (2017, 2018, 2019), Wisconsin Association of County Corporation Counsels (2018), American Public Works Association (2019), Wisconsin Municipal Judge's Association (2019) and State Bar of Wisconsin (2022, 2025).

SAMPLE PROGRAMS INCLUDE:

- New Era of Zoning and Land Use
- Small Cellular Technology Roll Out
- Constitutional Issues in Municipal Regulation
- Liquor Licensing
- Conditional Use Authority
- Municipal Regulation of Telecommunications
- Shared Municipal Services
- Terminating Intermunicipal Agreements
- Urban Agriculture Legal Issues
- Officers and Employees
- Municipal Ethics
- Trees, Weeds and Stormwater Regulation
- Solutions to Stalled Development
- Public/Private Partnerships
- Single-Family Residential Zoning Issues
- Public Records Laws
- Open Meetings Laws
- Municipal Best Practices
- Financial Guarantees
- Regulation of Signs
- Permit Hearings
- Service Animals and Public Facilities
- Municipal Contracting
- Municipal Risk Management
- Zoning, Annexation, Land Use







PORT WASHINGTON ZONING CODE REWRITE

PORT WASHINGTON, WI

GRAEF, in partnership with Civi Tek Consulting is creating a comprehensive modernization of the City of Port Washington's 50-year-old zoning ordinance. Building upon GRAEF's previous planning work preparing the City's Downtown & Lakefront Plan, the zoning project was designed to translate the community's vision into an implementation-focused zoning framework that supports redevelopment, protects neighborhood character, addresses waterfront development opportunities, and improves the usability of the City's development regulations.

Downtown Design Overlay

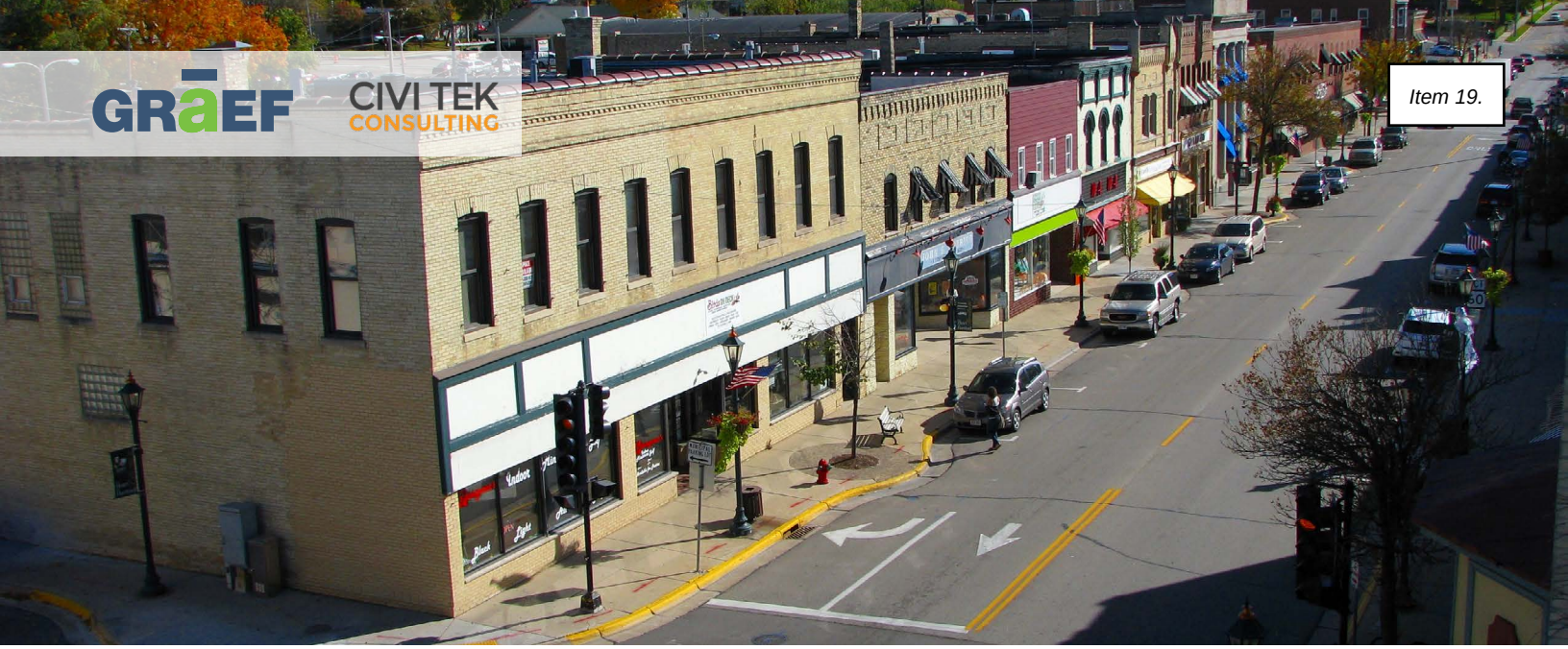
A key aspect of the rewrite was the creation of form-based regulations for the downtown and lakefront areas of the city. GRAEF worked closely with the community and staff to model development scenarios and adjust bulk design standards to ensure appropriate view corridors to the lake were retained.

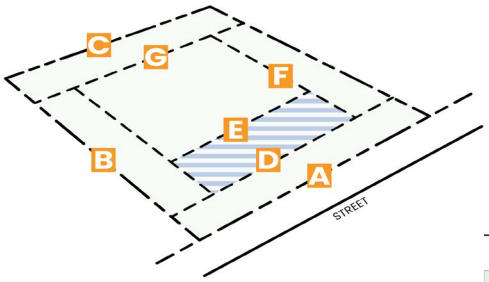
Data Center Regulations

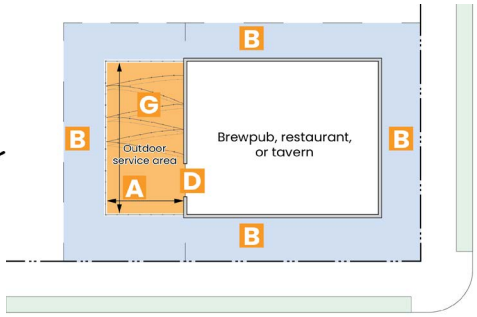
During the zoning rewrite process, the City was actively working with a data center developer. GRAEF led the authorship alongside City staff for a specific data center zoning district (Technology Campus). The new district included extensive use, site, building, and performance standards that have shaped the ongoing data center construction currently underway in the City.

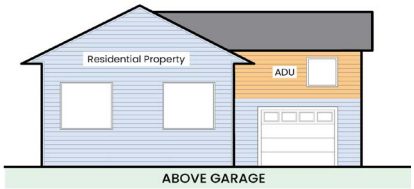
Reference:

Bob Harris
City of Port Washington
Director of Planning & Development
100 W. Grand Avenue, P.O. Box 307
Port Washington, WI 53074
262-284-2600
RHarris@portwashingtonwi.gov









HARTFORD ZONING CODE RE-WRITE

HARTFORD, WI

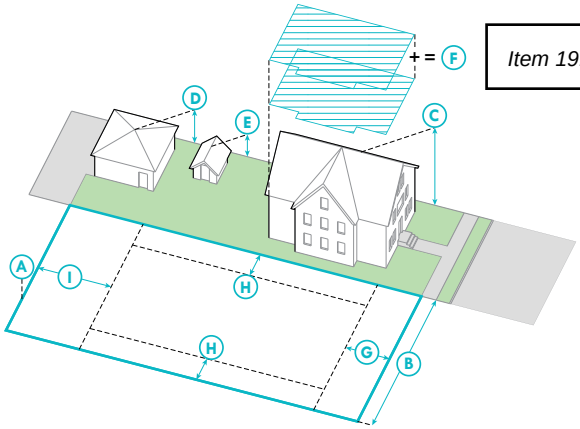
The GRAEF + CiviTek team was hired by the City of Hartford to perform a comprehensive re-write of the City's Zoning Code. For this ongoing project, the GRAEF + CiviTek team are creating a vastly simplified Zoning Code that is highly functional, efficient to administer, and easy to understand. The GRAEF + CiviTek team brings a deep bench of professionals well-versed in nationally-recognized best land use practices to coordinate the Zoning Code re-write with the WashingtoHn County Next Generation Housing Initiative to help achieve community goals.

The Hartford project has involved several on-the-ground community engagement efforts to help solicit feedback and educate stakeholders about the Zoning Code. The consultant team launched an online survey and hosted a public Open House at City Hall to help stakeholders provide valuable feedback. In addition, the consultant team has attended several Plan Commission meetings to walk through the revised Code chapters, creating community and elected official buy-in throughout the process.

When finalized, the new Zoning Code will be available through the ZoningHub platform, a user-friendly, accessible online platform that guides users through the various interconnected aspects of the Code to help them find the information they need. Hartford staff anticipate the new Code, hosted through ZoningHub, will alleviate many of the day-to-day questions that currently come into the Planning office, and make interpretation and execution of the Code significantly easier from the staff perspective. Hartford's ZoningHub site features interactive map elements as well as animated diagrams and images.

Reference:

Jacob Mass
City Planner/Director of Community Development
109 North Main Street
Hartford, WI 53027
262-673-8265
jmaas@hartford.wi.gov



Refer to the diagram above to understand the standards in each district.

PROPOSED **RS-1** SINGLE-FAMILY RESIDENTIAL DISTRICT

	Existing RS-1	Existing RS-2	Proposed RS-1
Lot Standards			
A. Lot Area (Min)	9,000 ft²	7,200 ft²	**5,000 ft²**
B. Lot Width (Min)	75 ft	60 ft	**40 ft**
Building Standards			
C. Building Height (Max)	35 ft	35 ft	**35 ft**
D. Garage Height (Max)	15 ft	15 ft	**20 ft**
E. Accessory Building Height (Max)	10 ft	10 ft	**20 ft**
F. Building Area (Min)	1,400 ft²	1,100 ft²	**900 ft²**
Allowed Building Types	Single-Family	Single Family	**Single Family**
Setbacks			
G. Street Setback (Min)	25 ft	25 ft	**15 ft**
H. Side Yard (Min)	10 ft	5 ft	**5 ft**
I. Rear Yard (Min)	25 ft	25 ft	**25 ft**

PROPOSED **RS-3** MANUFACTURED HOME PARK DISTRICT

	Existing RS-3	Proposed RS-3
Lot Standards		
A. Lot Area (Min)	9,000 ft²	**10 acres**
B. Lot Width (Min)	75 ft	**300 ft**
Building Standards		
C. Building Height (Max)	35 ft	**35 ft**
D. Garage Height (Max)	15 ft	**20 ft**
E. Accessory Building Height (Max)	10 ft	**20 ft**
F. Building Area (Min)	720 ft²	**None**
Allowed Building Types	Manufactured Home	**Manufactured Home**
Setbacks		
G. Street Setback (Min)	25 ft	**75 ft**
H. Side Yard (Min)	5 ft	**40 ft**
I. Rear Yard (Min)	25 ft	**40 ft**

CUDAHY ZONING REWRITE (ONGOING)

CUDAHY, WI

The City of Cudahy is partnering with GRAEF on a comprehensive rewrite of its Zoning Code, its first full-scale update in several decades. This modernization effort is designed to support renewed investment in Milwaukee County's south shore, attract new businesses to complement the City's strong manufacturing base, expand diverse housing options, and proactively respond to emerging community needs.

A key component of the project is a complete restructuring of Cudahy's zoning districts to better reflect the city's distinct corridors, neighborhoods, and development patterns. The updated code reimagines how land uses are regulated through a streamlined, intuitive framework that enables a wider range of desirable and compatible uses as many of those were not feasible under the current code. Lot and building standards are being realigned with Cudahy's historic development forms to reinforce the community's character.

Because GRAEF has been providing planning services to the City for several years, the team brings a strong understanding of how the current code works on the ground, who uses it, and where it falls short.That familiarity has helped create a productive network of stakeholders who've been sharing practical insights throughout the process.

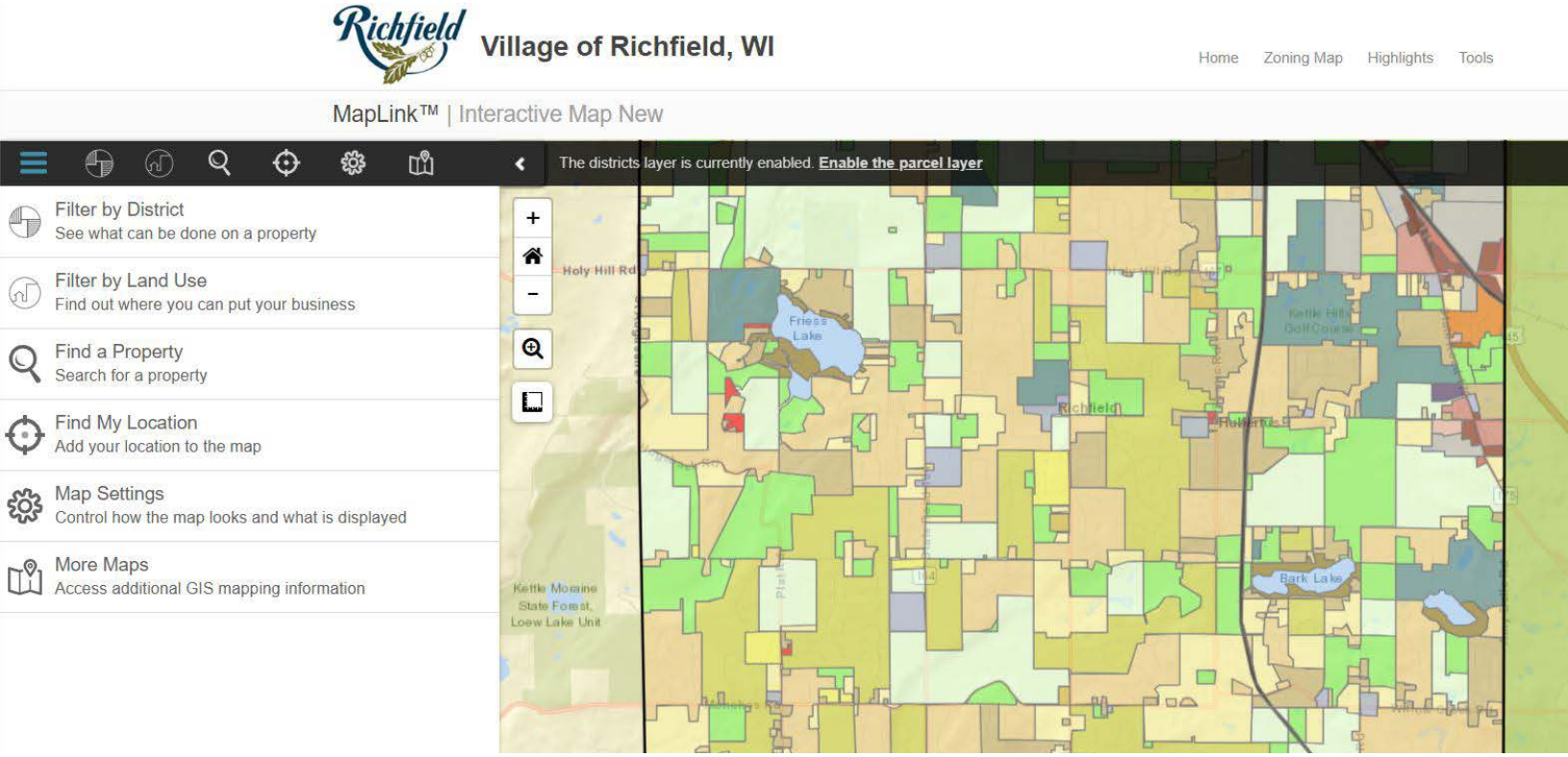
Public input has also played an important role, with many residents emphasizing the importance of sustainability and user-friendly design.

To help make the new code easier to navigate, it will include clear graphics and visually engaging tables that simplify administration for staff and improve day-to-day usability for the public.

GRAEF's comprehensive knowledge of Cudahy, its zoning intricacies, community values, and long-term goals, has shaped every step of this rewrite. The project highlights GRAEF's ability to craft tailored solutions that fit a community's unique identity, and reflects the pride the firm takes in its long-standing relationships with the places it serves.

Reference:

JJ Larson, City Administrator
City of Cudahy
414.769.2227
johnl@cudahy-wi.gov



VILLAGE OF RICHFIELD

RICHFIELD, WI

Village of Richfield is Civi Tek's most recent adopted zoning code rewrite. Civi Tek worked with a steering committee and Plan Commission to revamp (simplify) the village's zoning regulations while maintaining desired development outcomes. Most notably, the number of zoning districts was reduced by 30 percent, land uses were consolidated and new ones were added to account for new development options, and environmental districts were converted to overlay districts. The Village Board adopted the new code by unanimous vote in 2022.

Village of Richfield, WI Table of Contents (ecode360.com)

Reference:

Jim Healy
Village Administrator
4128 Hubertus Road
Hubertus, WI 53033
262-628-2260
administrator@richfieldwi.gov

SECTION 2

PROJECT APPROACH

PROJECT UNDERSTANDING **& APPROACH**

The GRAEF + Civi Tek team proposes a comprehensive, collaborative approach tailored to Whitewater's vision and priorities. Our methodology combines planning innovation, legal rigor, and community engagement to deliver a modern, user-friendly zoning code. We welcome the opportunity to meet with you and further refine our approach to fully meet the City's needs.

PHASE 1:
Initiation & Research

In contrast to the "one-size-fits-all" process some firms follow, the GRAEF + Civi Tek team's approach to rewriting a zoning code ultimately starts with listening. We propose to begin the project by hosting a kick-off meeting with City staff to introduce team members, outline preferred communication methods, begin discussing the public engagement and communication approach, review the project timeline, and provide an overview of next steps. This also serves as an opportunity to discuss anything that may have changed since the RFP was issued and identify anything within our proposed project approach that needs tweaking such as communications, public outreach, and schedule.

Following the kick-off meeting, our Team will begin a formal review and audit of Whitewater's current municipal code and complementary documents identified by City staff. This includes the City's new Comprehensive Plan, Title 19, Title 18, Title 12, Title 14, Title 20, Title 8, Landscape Policy (from 2010), and other background documents. We will provide a written version of the analysis to City staff for review to ensure all issues and opportunities are accounted for.

Civi Tek will assist GRAEF in identifying outdated, inconsistent, or ineffective provisions, including within and outside of the zoning ordinance, reviewing all ordinances for statute consistency, conciseness, and to minimize legal risk. Eric Larson of Municipal Law will work alongside GRAEF in providing legally sound, up-to-date, and forward-looking recommendations on the forms and uses regulated within the new zoning ordinance. These recommendations commonly include, but are not limited to, reducing legally challengeable conditional use procedures, Ensuring compliance with residential development statutes updated in 2023, and reducing reliance on subjective approval processes. GRAEF and Civi Tek, relying on its significant municipal planning administration experience, will also provide recommendations on updated administration procedures to streamline and ease the staff utilization of the new ordinance.

PHASE 2:
Engagement Strategy

Following Phase 1 is the creation of a Stakeholder Engagement Plan that describes the ways in which the public and others will be involved in the preparation, review, and adoption of the new code. This strategy needs to be realistic and solicit public input in cost-effective and meaningful ways. The GRAEF team offers a robust suite of public participation options that appeal to a broad range of community members including project webpages, surveys, interactive comment maps, social media posts, infographics and print materials, and in-person events such as focus groups, open houses, and visioning sessions. By working with stakeholders across commissions, committees, departments, and backgrounds, we hope not only to coax out concerns and misconceptions, but also to set the stage to create buy-in for the new zoning code.

While multiple engagement touchpoints are possible, we believe that we can obtain meaningful community feedback through the following engagement strategies.

Project Webpage:

At the project onset, we will create a custom project website to keep stakeholders informed during the preparation, review, and adoption of the Ordinances. Our team can offer online engagement tools using the "Social Point" online engagement platform that is tailor made for urban planning, and this can be hosted on its own website or used as content for another website as determined by the City. The Social Point platform allows for seamless integration of GIS elements for map visualization, surveys, social media, video elements, and more. Initially, the project website will contain the following elements:

- Background information related to the project, including project purpose, key participants, timeline, and opportunities for public participation;
- Frequently asked questions;
- Contact information;
- A comment feedback form and/or survey;
- Links to resource documents;
- Links to meeting agendas and minutes;
- Content on the site will be kept current and specifically relate to pending matters throughout the project's duration.

Conduct virtual stakeholder meetings

We will work with City staff to identify local residents, business owners, developers, architects, sign companies, other development partners and community stakeholders to participate in focus groups or stakeholder interviews to provide valuable insight into current perceptions regarding the effectiveness of the current code(s) and the how they can become a more effective tool for promoting community growth consistent with the Comprehensive Plan. We will also conduct staff workshops with different department heads to ad zoning issues across all municipal services.

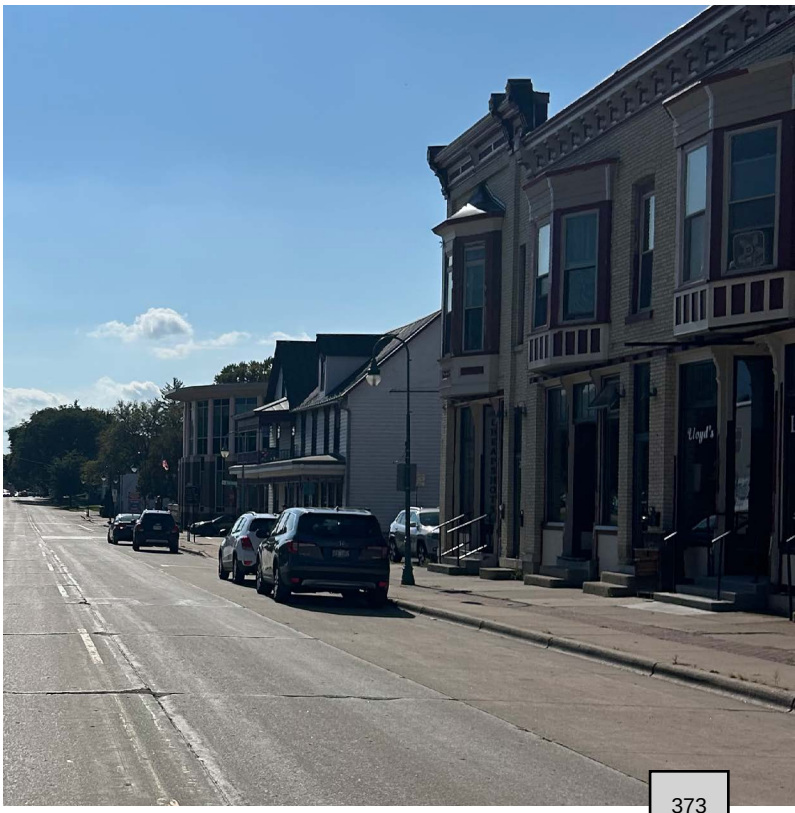
Online Survey(s)

Online survey questions are another way to garner feedback either on existing conditions or proposed elements of the zoning ordinance. We typically include one online survey early on in the project that asks questions about existing conditions and also introduces different zoning trends and ideas for the community to react to and determine what they may like to see in the community. Additional online surveys could be introduced later on in the project on specific areas of the code such as a visual preference survey or more design-focused survey to guide design standards to be drafted in the code.

Open Houses

Our team proposes two public open house sessions. The first public open house would be earlier in the project timeline and focus on gathering input, and also providing a summary of stakeholder and online feedback to-date. The second public open house would include drafts of key components of the zoning ordinance updates to solicit feedback. The project website can also be used to promote open houses to solicit community feedback-in person.

Our approach recognizes that each community has unique preferences, and what works well for one community may not be the most appropriate for another. Our job is to find what works best for Whitewater. Through this process, we hope to understand the community's priorities and to best incorporate them into a zoning code that will withstand legal scrutiny, be easy to use and interpret, and be consistently and reasonably applied to the benefit of the community.



PHASE 3:
Preliminary Code Framework and Drafting of Revised Zoning and Subdivision Ordinance

We propose to start Phase 3 by providing an analysis of the community engagement-to-date that outlines key priorities we heard. Next, we will prepare an annotated outline that includes a chapter-by-chapter description of a proposed new zoning code and subdivision code, an overview of the proposed structure and substance of the new codes, a discussion of potential options for new and innovative practices, and a commentary explaining the rationale for the recommended approach to drafting the zoning code. Our Team will also present preliminary bulk standards and land use listings for City staff and Plan Commission feedback. This will include discussion of zoning district consolidation/creation/elimination, lot/building dimensional best practices, and permitted/conditional/prohibited uses and supplemental standards.

A key element of this process is to determine the desired approach to zoning district disposition (i.e. traditional Euclidean zoning districts with form-based elements, zoning districts based on the different Neighborhoods, Districts, and Corridors, an intensity-based or "transect" approach, etc.). Another key aspect will be ensuring that the revised code reflects already known city objectives listed in the RFP and other priorities identified through the engagement process. The proposed annotated outline will be submitted to City staff, the Plan Commission, and other stakeholders as deemed appropriate by the City and others for review and comment. After obtaining general agreement on the approach and contents of the initial draft of the annotated outline, we will prepare a final annotated outline, based on the comments received.

We will then begin to draft updates to each article within the zoning code. Civi Tek will lead the drafting process for the zoning and subdivision codes. While our proposal schedule and costs identify updates to the existing structure of the city's zoning code (Title 19), it is important to note that there may be a complete restructuring of the zoning code based upon outcomes of earlier phases of this project.

As identified in the RFP, our team will interweave the below items into the new code structure:

- Expand Housing Choice and Diversity
- Integrate and Simplify the Zoning Framework
- Improve Clarity, Usability, and Ease of Implementation
- Facilitate Predictable and High-Quality Development Outcomes
- Ensure Legal Soundness and Consistency
- Coordination with the Comprehensive Plan and Park and Recreation Open Space Plan

During the drafting and revision process, we'll work wi City's Attorney to ensure consistency with state statutes. As the draft begins to finalize, we'll develop a package of graphics and photos to help ensure the user-friendliness of the Code for the general public. Prior to moving forward to the last phase, our team will coordinate legal review by our legal partner Eric Larson of Municipal Law to provide legal opinions as needed throughout the project as well as a legal review of the final draft.

PHASE 4:
Formalization & Adoption

Based on input received from City staff and the Plan Commission, a final draft of the zoning code and subdivision code will be prepared. This draft will be widely distributed to the public for review and comment. Various public meetings will be held to solicit input from the general public, stakeholders, and others. Upon completion of the code, Civi Tek will also host a staff training session to walk through usage of the new ordinances.

ZoningHub® zoning made simple

To date, there are more than 120 ZoningHub sites, serving more than 2.5 million residents.

If you have just a few minutes, check out the zoning details available at the parcel level for a property in the Village of East Troy.

CLICK HERE

To truly maximize the impact of the City's significant investment in a new zoning code, we offer an optional service to create a one-stop online portal for the City's zoning regulations using ZoningHub—at no up-front cost.

ZoningHub is a web-based service that seamlessly merges the zoning map, key parts of the text, and administrative functions to create an exceptional end-to-end solution. The interactive zoning map is especially powerful. It allows a person to quickly find zoning details at the parcel level with a few clicks. It shows what land uses are allowed in each of the zoning districts along with the applicable dimensional standards, and what procedures are needed to move ahead with a project.

ZoningHub
zoning made simple

Given the amount of time and money the City will spend on a new zoning code, it doesn't make a lot of sense to simply put it online in the usual way.

Why not make it interactive and fun to use? It will soon become the go-to place for property owners, Realtors, builders, local officials, and others to find the information they need.

More than 120 communities across the United States use the ZoningHub platform, ranging from small towns with 3,200 residents to large cities with more than 320,000 residents.

The City's ZoningHub site is not intended to replace the officially codified zoning ordinance maintained in Municode. Rather, it serves as a user-friendly companion that makes zoning information more accessible and easier to understand – all in a user-friendly map interface.

In addition to ZoningHub, our team can prepare custom administrative tools identified by City Staff as an optional service. The selected digital solutions would be based on a scoping process with Staff to create solutions deemed most useful and important. Examples include fillable applications for online submittals, digital checklists for development review by staff, etc.

During the final phase of the project, we'll work with City Staff to provide written copy for the public notices to promote the public hearing. The consultant team will attend the public hearing at which time the full draft of the proposed Zoning Code and map will be presented, and public input accepted. We will give a presentation regarding the project, explain the highlights, and respond to questions. Finally, we'll present the final draft to the Common Council. A final package of electronic documents will be provided to the City upon final adoption. The consultants can host a training session for City Staff to outline key portions of the new Code on which they may encounter questions.

ONGOING PROJECT COORDINATION

We will maintain constant contact with City staff and others throughout the process to ensure the project is moving forward consistent with the adopted timeline and resolve any issues that arise during the project. We will provide regular updates and maintain regular contact. We also anticipate monthly virtual working meetings with City staff over the project duration to focus on specific elements of the code. We also envision up to four (4) presentations to the Plan Commission at quarterly intervals of the project to provide updates and garner direction.

OPTIONAL SERVICES

The following includes optional services that would be additional cost outside of our base scope. We would be happy to talk through these services with the City as desired. Estimates costs for these optional services are listed in the Project Cost section of this proposal.

- **Administrative Application forms:** The new code will include new procedures for different development types (rezoning, conditional use, site plan review, etc.). This service would include the creation of new application forms and checklists to allow for clear procedural requirements for the development community not codified in the ordinance.
- **Development Scenarios:** Depending on the amount of revision to existing zoning standards, it is sometimes valuable to provide a visual that shows how a certain development would look with the existing and proposed zoning standards. This service would include 2d or 3d visuals for a specific site to show how a development would look with updated zoning regulations.
- **Online GIS-based zoning map platform:** Many communities have transitioned from hard copy zoning map to also including web-based, interactive zoning maps for the public to easily view and access zoning information online for specific properties.
- **Project Kick-off Video:** GRAEF can create a project engagement video early on in the project schedule. This video would be a professional video with a local City officials or staff who would be providing a summary of the project and its importance. This video can be used for social media and online postings.

CITY STAFF INVOLVEMENT

GRAEF envisions the following city staff involvement:

- Kick-off meeting including City Manager
- Provide background information and documents as may be required
- Offer continuous feedback to the project team
- Review and submit comments on various drafts
- Participate in working sessions with the project team
- Provide notices and secure venues for public meetings
- Provide food and refreshments for desired public meetings
- Serve as a liaison between the public and consultant

Communication between the project team and City staff will be critical. During the project, we will be in constant contact to document our progress and accomplishments and to discuss unresolved issues, upcoming milestones, and logistics for completing the project on time.

SECTION 3

BUDGET VALUE & MANAGEMENT

Whitewater Zoning Code Rewrite

**The GRAEF+Civi Tek team has the capacity to condense or extend this timeline as needed*

	Tasks	Costs	1 Jan '27	2 Feb '27	3 Mar '27	4 Apr '27	5 May '27	6 Jun '27	7 Jul '27	8 Aug '27	9 Sep '27	10 Oct '27	11 Nov '27	12 Dec '27	13 Jan '28	14 Feb '28	15 Mar '28	16 Apr '28	Craig ($ 195)	Dominic ($ 148)	Doug ($ 169)	Kristin ($ 130)	Support ($ 99)	Tim (Civi Tek) ($ 153)	Eric (Legal) ($ 250)	Total Hours
			Anticipated Schedule																Staffing							Hours
1	**Phase 1: Initiation & Research**	$ 10,595																								
a	Host project kick-off meeting	$ 1,393																	4					4		8
b	Coordinate data request and file sharing	$ 396																					4			4
c	Review exisitng zoning code, comprehensive plan, and other relevant plans, studies, and ordinances	$ 3,391																	4	4			8	8		24
d	Audit the existing code(s) and identify deficiencies, inconsistent or ineffective provisions, and provide existing conditions memo	$ 5,415																	1	8			16	16		41
2	**Phase 2: Engagement Strategy**	$ 23,953																								
a	Develop stakeholder engagement plan	$ 716																	1			4				5
b	Create project webpage and ongoing web maintenance	$ 4,097																	1			30				31
c	Coordinate and host up to four (4) stakeholder/developer interviews/focus group(s)	$ 3,532																	12				12			24
d	Coordinate and host up to four (4) municipal staff workshops	$ 3,568																	12					8		20
e	Prepare materials and attend up to two (2) public meetings/open houses	$ 9,025																	8	8		16	30	8		70
f	Create up to two (2) online engagement surveys	$ 3,015																	2			8	16			26
3	**Phase 3: Preliminary Recommendations & Code Framework**	$ 55,346																								
a	Create annotated outline of possible zoning code structural organization and solutions	$ 2,011																	2				4	8		14
b	Prepare preliminary bulk standards and land use listings	$ 4,380																	4	16				8		28
c	Update Title 19.03 Title, Authority, and Purpose	$ 807																	1					4		5
d	Update Title 19.06 General Provisions	$ 807																	1					4		5
e	Update Title 19.09 Definitions	$ 807																	1					4		5
f	Update Title 19.12 Zoning Districts	$ 1,401																	1	4				4		9
g	Update Title 19.15-25 - Residential Districts	$ 1,401																	1	4				4		9
h	Update Title 19.27-33 - Commercial Districts	$ 1,401																	1	4				4		9
i	Update Title 19.36-38 - Manufacturing/Technology Park Districts	$ 1,401																	1	4				4		9
j	Update Title 19.39 - PD Planned Development District	$ 1,401																	1	4				4		9
k	Update Title 19.42 AT Agricultural Transition District	$ 1,401																	1	4				4		9
l	Update Title 19.45-451 - C-1 and C-2 Overlay Districts	$ 1,401																	1	4				4		9
m	Update Title 19.46-461 - Floodplain & FWW Floodway/Wetland Districts	$ 1,401																	1	4				4		9
n	Update Title 19.48 I Institutional District	$ 1,698																	1	6				4		11
o	Update Title 19.485 Large Retail and Commercial Service Development Standards	$ 1,401																	1	4				4		9
p	Update Title 19.49 Wellhead Protection	$ 807																	1					4		5
q	Update Title 19.51-52 Traffic, Parking, and Access & Access Standard Regulations	$ 2,310																	1	6				8		15
r	Update Title 19.54 Sign Regulations	$ 2,013																	1	4				8		13
s	Update Title 19.55 Wireless Telecommunications Facilities	$ 1,419																	1					8		9
t	Update Title 19.57-58 Performance Standards & Noise Restrictions	$ 2,013																	1	4				8		13
u	Update Title 19.66 Conditional Uses	$ 2,310																	1	6				8		15
v	Update Title 19.63, 69-75 Administration and Review Powers	$ 3,575																	1	4	2			16		23
w	Update Title 18 - Land Division and Subdivision	$ 7,863																	2		8			40		50
x	Create draft zoning map	$ 4,916																	2			24	8	4		38
y	Legal review of draft ordinances (Zoning and Subdivision)	$ 5,000																							20	20
4	**Phase 4: Formalization & Adoption**	$ 10,881																								
a	Revise the draft ordinances based on feedback to produce a final draft	$ 6,037																	4				16	24		44
b	Present final draft at Plan Commission and Council meetings	$ 1,393																	4					4		8
c	Conduct City staff training session	$ 3,451																	2					20		22
5	**Ongoing Coordination**	$ 17,397																								
a	Host monthly working meetings with City Staff (estimated 16 meetings)	$ 5,573																	16					16		32
b	Present at up to 4 Plan Commission meetings quarterly	$ 4,349																	16					8		24
c	Regular communication with Client and general project management	$ 7,474																	32					8		40
	Estimated Expenses	$ 640																								
a	Travel expenses ($80 per trip to Whitewater) (assumes 8 visits)	$ 640																								
	Estimate for Whitewater Zoning Ordinance Rewrite	$ 118,812																								
	GRAEF Fee Subtotal	**$ 68,524**																								
	Civi Tek Fee Subtotal	**$ 45,288**																								
	Municipal Law Fee Subtotal	**$ 5,000**																								
	Optional Services																									
a	Create administrative forms for different development application types	*$500 per checklist*																								
b	Create development scenario visuals to test fit updated zoning regulations	*$1000 per scenario*																								
c	Create Zoning Hub Platform	*no additional cost*																								
d	Create introductory project kick-off video	*$2,000*																								

**NOTE: While our proposal schedule and costs identify updates to the existing structure of the city's zoning code (Title 19 and Title 18), it is important to note that there may be a complete restructuring of the zoning code and subdivision code based upon outcomes of earlier phases of this project.*

Litigation/Arbitration Summary Past 5 Years

Updated 02/25/2026

Pending or completed lawsuits for Graef-USA Inc.

Maria and Thomas Murphy v. Palos Community Hospital, et. al., Cook County Illinois Case No. 2015-L-066052. This civil action lawsuit against multiple parties arises from a slip/fall in a parking lot. This case was settled in May 2022.

Robin Matchett-Schmidt v. City of Oak Creek, et. al., Milwaukee County Wisconsin Circuit Court Case No. 19-CV-4295. This civil action against multiple parties arises from a slip/fall on a splash pad. This case was settled in May 2021.

Blue Skies of Texas, Inc. v. Skanska USA Building, Inc. et. al., Bear County Texas, 438th Judicial District. Case No. 2019-CI-19689. This is a civil action against multiple parties for alleged building deficiencies. This case was settled in August 2022.

Gran Paraiso Condominium Association, Inc. v. PRH Paraiso Two, LLC, et al., Miami-Dade County Florida 11th Judicial Circut Court, Case No. 2023-015927-CA-01 (CA44). This is a civil action against multiple parties for alleged building deficiencies. This case was settled in November 2024.

Peacock + Lewis Architects & Planners, LLC v. RGD & Associates, Inc. and Consultant Engineering & Science, Inc., Palm Beach County, Florida. 15th Judicial Circuit Court, Case No. 50-2023-CA-014726 XXXA-MB. This is a civil action against multiple parties for alleged design deficiencies. This case was settled in July 2025.

GRAEF

GRAEF-USA.COM

Chicago O'Hare | Green Bay | Madison | Miami | Milwaukee
Minneapolis | Orlando | Sarasota | Turks & Caicos

Proposal for City of Whitewater Zoning and Land Division Ordinance

von Briesen & Roper, s.c. | RINKA

Project Team Representative:
Samuel A. Schultz

7/31/26

Proposal

July 31, 2026

Community Development Department
Attn: Llana Dostie, Zoning Specialist
PO Box 178
312 W. Whitewater Street
Whitewater, WI 53190
ldostie@whitewater-wi.gov

Re: Request for Proposals – Zoning and Land Division Ordinance Rewrite

Dear Ms. Dostie:

On behalf of von Briesen & Roper, s.c. and RINKA, I am pleased to propose our firms' approach to rewriting the zoning and land division ordinances for the City of Whitewater. We understand that the city is looking to replace its 2002 land division and 2016 zoning ordinance with modern, simplified, and responsive documents that are easy to read, understand, and administer. We believe the City's unique blend of small-town character, university setting, and natural resources positions the city to lead Walworth and Jefferson Counties in contextually sensitive growth and development by attracting new residents and businesses, serving its student population, and preserving what its long-term residents cherish.

von Briesen and RINKA have assembled a team that brings unique strengths to Whitewater, which set us apart from typical consultants, and we affirm that we agree with the minimum business terms as stated in the RFP.

A unique partnership. We believe our unique team of Wisconsin's leading law firm and architecture and design firm brings a pairing that will provide zoning and land division codes that you could not get from a standard planning consultant. Among publishing legal updates for the American Planning Association – Wisconsin Chapter, winning numerous design awards, and participating in multiple industry groups, our teams are deeply interested in how we can leverage updated zoning and land division practices for the best, most straightforward outcomes for the City's residents and businesses.

We have deep, relevant experience. von Briesen's team of more than 50 government law and real estate professionals solves complex legal issues for municipal governments and private clients throughout the state. RINKA's design work for private and municipal clients has shaped the civic and commercial cores of communities across the state. Our team has worked from all perspectives and uses that experience to bring thoughtful, nuanced outcomes for all our client partners, and we have partnered on previous zoning projects for communities such as Salem Lakes and Germantown.

We care about the details. We share a profound interest in getting the little things right. Balancing private development rights with public regulation responsibilities is where we work every day, and setting context-sensitive use and form controls is how we build beloved communities. The city's residents and staff will have personal, thoughtful discussions with project team leaders who will personally draft the ordinances, so you can rest assured that feedback will directly influence your ordinances.

Our partnership brings together two firms interested in creating lasting relationships and places with and for our client partners. We look forward to discussing our ideas and experience with you in greater detail.

Sincerely,

Attorney Christopher R. Smith | von Briesen & Roper, s.c.

Contact Information

von Briesen & Roper, s.c.	RINKA
Christopher R. Smith christopher.smith@vonbriesen.com (414) 287-1499 Samuel A. Schultz samuel.schultz@vonbriesen.com (414) 287-1254 411 East Wisconsin Avenue Suite 1000 Milwaukee, WI 53202 Thor C. Jeppson thor.jeppson@vonbriesen.com 10 East Doty Street Suite 900 Madison, WI 53703	Eric Mayne emayne@RINKA.com (262) 455-1497 756 North Milwaukee Street Suite 250 Milwaukee, WI 53202

von Briesen
von Briesen & Roper, s.c. | Attorneys at Law

Christopher R. Smith
Attorney

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Milwaukee, WI 53202

Tel: (414) 287-1499
Fax: (414) 238-6441

Chris Smith is a Shareholder and co-Chair of the Real Estate Section. He focuses his practice on real estate development, eminent domain and property tax. He has significant experience in all phases of real estate development with a particular emphasis on drafting and negotiating development agreements, Tax Increment Financing (TIF) and public-private partnerships. He represents both public and private entities on eminent domain matters and property tax assessments. Chris is a frequent presenter on land use and tax issues.

Chris is also a member of the Government Law Group. In addition to working with counties and municipalities on real estate and development issues, Chris has experience conducting investigations, developing intergovernmental agreements, Police and Fire Commission hearings, and transactional matters. He currently serves as City Attorney for South Milwaukee and as Village Attorney for Mount Pleasant.

Chris is a frequent presenter on land use and tax issues. He also provides the monthly case law updates to the American Planning Association – Wisconsin Chapter.

Outside of the office, Chris serves as the President and Founder of the Da Crusher Foundation, a 501(c)(3) that successfully led the effort to create and install the famous Crusher Statue and continues to oversee the annual Crusherfest celebration in South Milwaukee.

Areas of Practice

- Real Estate
- Real Estate Development
- Property Tax Assessment
- Eminent Domain and Condemnation
- Government Law
- County and Municipal Governance
- New Markets Tax Credits

Education

- Marquette University, J.D., 2004
- University of Wisconsin-Whitewater, B.B.A., 2001

Bar Admissions

- Wisconsin
- U.S. District Court, Eastern District of Wisconsin

Professional and Civic Associations

- State Bar of Wisconsin
- Milwaukee Bar Association
- National Association of Industrial and Office Properties (NAIOP-WI)
- Commercial Association of Realtors Wisconsin (CARW)

Honors and Accomplishments

- *The Best Lawyers in America*®, Government Relations (2024-2026), Municipal Law (2025-2026), Real Estate Law (2025-2026)
- Wisconsin Rising Stars (2009-2018)

Community Involvement

- Milwaukee Development Corporation (MDC), Board of Directors
- Wisconsin Policy Forum, Government Finance and Economic Development Committees

von Briesen
von Briesen & Roper, s.c. | Attorneys at Law

Samuel A. Schultz
Non-Lawyer Professional

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Sam Schultz is a Land Use and Development Advisor working with the firm's Real Estate and Government Groups. Sam is an experienced community development professional helping both the public and private sector with short and long-range community planning projects. He has extensive experience with economic development, zoning and land division ordinances, community engagement, and parks and open space projects.

Sam is Certified by the American Institute of Certified Planners (AICP) and CNU-Accredited by The Congress for the New Urbanism. His educational background includes a Master of Urban Planning (2016) from the University of Wisconsin-Milwaukee and an Honors Bachelor of Science in Biological Sciences from Marquette University. He is an Assistant Adjunct Professor in Urban Planning at the University of Wisconsin-Milwaukee.

Sam is the President of the University of Wisconsin-Milwaukee Urban Planning Alumni Association and is a Commissioner of the Architectural Review Commission for the Village of Whitefish Bay.

Areas of Practice

- Land Use, Development and Zoning
- Real Estate Development
- Real Estate
- TIF District Development Projects
- Government Law
- County and Municipal Governance

Education

- University of Wisconsin-Milwaukee, Master of Urban Planning, 2016
- Marquette University, B.S., 2014

Professional and Civic Associations

- American Institute of Certified Planners (AICP Certified)
- The Congress for the New Urbanism (CNU-A)
- National Association of Industrial and Office Properties (NAIOP-WI)

Community Involvement

- University of Wisconsin-Milwaukee Urban Planning Alumni Association, President
- Wisconsin Architectural Review Commission for the Village of Whitefish Bay, Commissioner

von Briesen
von Briesen & Roper, s.c. | Attorneys at Law

Thor C. Jeppson
Non-Lawyer Professional

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Fax: (608) 316-3144

Thor Jeppson is a Land Use and Development Advisor working with the firm's Real Estate and Government Groups. Thor is an experienced community development professional helping both the public and private sector with short and long-range community planning projects. He has extensive experience with all facets of zoning, policy development, site plan review and project development, sustainability, and long-range transportation planning.

His prior work experience includes the Wisconsin Department of Transportation where he served as an Urban and Regional Planner/Traffic Forecaster and most recently at the City of Monona where he served as Assistant Planner.

Areas of Practice

- Real Estate
- Land Use, Development and Zoning
- TIF District Development Projects
- Government Law
- County and Municipal Governance

Education

- University of Wisconsin-Madison, Master of Urban and Regional Planning, 2019
- University of Wisconsin-Madison, Master of Water Resources Management, 2019
- University of Wisconsin-Madison, B.S., *with honors*, Biology and Environmental Studies, 2013

TEAM + STAFF

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KENNY ADAMS

Placemaking Strategist

kadams@RINKA.com

Kenny approaches each project with enthusiasm for learning about its community, landscape, and history. He draws inspiration from those studies and works with team leaders and project stakeholders to help establish design narratives that can help bring people together, and enhance both built and natural environments.

With experience in engineering, planning, and architecture, Kenny brings a collaborative and technical mindset that yields holistic problem solving at all scales and design phases.

BACKGROUND

Master of Architecture: UW-Milwaukee
Bachelor of Science in Architectural Engineering: University of Colorado - Boulder

CREDENTIALS

Registered Engineer: Colorado

Kenny leverages a multi-disciplinary background to celebrate community and landscape through problem-solving and collaboration during the planning proces.

SELECT PROJECT EXPERIENCE

Rock River District - Watertown, WI
Southridge Area Masterplan - Greendale, WI
Northern Gateway Community Collective - Saukville, WI
The Harvest at Pabst Farms - Oconomowoc, WI
Gary P. Grunau Memorial Plaza - Milwaukee, WI
Thrivent Development - Appleton, WI
R1VER Development – Milwaukee, WI
Loomis Multi-Family - Greenfield, WI
North Shore Athletic Village - Bayside, WI
Water's Edge Development - Caledonia, WI
Village Green Center - Pleasant Prairie, WI

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ERIC MAYNE

Vice President
Masterplanning Practice Leader

emayne@rinka.com

Eric brings a wide range of experience: hospitality, residential, sports and recreation, cultural buildings, and healthcare. He specializes in modern urban mixed-use projects. As the masterplanning practice area leader, he conducts multidisciplinary teams; applying his design skills to translate a client's vision, through leading community engagement, coordinating municipal entitlements, project delivery, and the technical execution of large complex projects.

BACKGROUND

Examination in Professional Practice, Southbank University, London Division of Architecture, England
Masters in Architecture, Bartlett School of Architecture, University College, England
Bachelor of Science in Architecture and Certificate in Urban Planning, SARUP, University of Wisconsin-Milwaukee

CREDENTIALS

AIA, Member
RIBA, Royal Institute of British Architects, Member

As an internationally registered architect and urban planner with over 20 years of award-winning design experience, Eric has built an impressive portfolio that encompasses many sectors.

SELECT PROJECT EXPERIENCE

Southridge Area Masterplan - Greendale, WI
Thrivent Development - Appleton, WI
Northern Gateway Community Collective - Saukville, WI
Highland Avenue Bridge - Milwaukee, WI
River Point District Masterplan - La Crosse, WI
Rock River District - Watertown, WI
Lakeshore Commons - Oak Creek, WI
Lakefront Gateway Plaza - Milwaukee, WI
Pleasant Prairie Mixed Use Masterplan - Pleasant Prairie, WI
Germantown Masterplan - Germantown, WI
American Orthodontics – Saukville, WI
Gateway Sports Academy – Saukville, WI
Gary P. Grunau Memorial Plaza - Milwaukee, WI
Zizzo Offices – Milwaukee, WI
Water's Edge Condominiums – Caledonia, WI

von Briesen & Roper, s.c.

Firm History

Founded in 1904, we are today more than 200 professionals strong with offices throughout Wisconsin, in Chicago and in Naples, Florida. Our practice is global, national, regional and local and we are regularly chosen by industry leaders for their most significant and complicated legal matters while at the same time assisting growing businesses, startups and entrepreneurs in addressing their legal needs. Neither "Big Law" nor a "small firm", we fit the niche that sophisticated consumers of legal services seek.

Our Knowledge in Real Estate Development

Real estate development is never one-size-fits-all and neither is our approach. We operate differently from everyone else because our clients expect more than cookie-cutter solutions. Whether working with a government entity or a private developer, our real estate development team thrives on creative thinking, bold problem-solving, and strategically navigating a broad range of legal, regulatory, and financial challenges.

We cover all the essential lanes: site selection, land acquisition, TID/TIF development, New Markets Tax Credits, environmental, brownfield redevelopment, urban renewal, development agreements and zoning regulations. By using one team with a unified strategy, your project moves forward faster and more efficiently.

Our experience spans the full spectrum of scale and complexity, ranging from municipal redevelopment efforts to high-value commercial ventures and multi-phased public-private partnerships. We integrate multiple legal disciplines under one roof, including:

- Purchase and Sale Transactions
- Commercial and Public Financing
- Construction
- Land Use and Zoning
- Site Selection and Feasibility
- Economic Development Incentives
- Environmental and Regulatory Compliance
- Tax
- Planned Development Districts

Whether it's a government-led initiative or a commercial real estate project, our team is built to deliver solutions that are as innovative as the developments we help bring to life. Because when it comes to real estate, you either develop and evolve with the times or get passed by.[1]

Experience in Zoning

Our firm's professionals have much experience drafting and administering zoning ordinances. We pride ourselves on offering long-term guidance to our municipal client partners and aid many in keeping their ordinances up to date as planning practice and state statutes change over time. Some current municipal zoning client communities include the Village of Mount Pleasant, the City of Sheboygan, the City of Cudahy, the City of Kenosha, the Town of Spider Lake, and the Village of Salem Lakes.

[1] See: https://www.vonbriesen.com/our-services/practice-areas/2718/real-estate-development

RINKA+

MBE CERTIFIED

130+ INDUSTRY AWARDS

YOUR STRATEGIC PARTNERS

We are planners, architects, interior designers, and brand strategists focused on your business goals. Founded in 2006, RINKA is a design collective specializing in creative problem-solving and innovative place-making to create meaningful experiences for people. We maintain a broad based architectural practice that connects inspiring designs with practical and functional solutions. Collaborating to ensure success, our team builds long-term relationships with progressive and visionary clients.

RECENT AWARDS

2025 ASID WI, Gold Award - American Orthodontics
2025 ASID WI, Gold Award - Norden Range
2025 ASID WI, Silver Award - Casera
2025 ASID WI, Silver Award - BVK
2025 IIDA WI - R1VER Office
2025 IIDA WI - The Bridgewater Modern Grill
2025 MKE Business Journal Real Estate Award - New Construction - The Couture
2025 Daily Reporter - Top Project - The Symphony
2025 Daily Reporter - Top Project - The Couture - Project of the Year
2025 Daily Reporter - Top Project - COAST @ Lakeshore Commons
2025 Daily Reporter - Top Project - American Orthodontics
2024 Slag Cement in Sustainable Concrete Project of the Year - The Couture
2024 ABC Project of Distinction - Gold Award - The Symphony
2024 AIA Merit Award - Camp Minikani
2024 MKE Downtown, Bid #21 – Downtown Achievement – Visionary Award - The Couture
2024 WI Ready Mix Concrete Association – Concrete Design Award - The Couture
2024 MKE Business Journal Real Estate Award - SoftwareONE
2024 Daily Reporter Top Projects - Woodnote Residences

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Website Brand Presence
Graphic + Motion Design
Virtual Augmented Reality Experiences

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facebook.com/We.Are.RINKA/

"If Milwaukee is getting a reputation as a great place to visit and to work, The Couture makes a bold statement about what it can be to live there. Here, you have to applaud the full utilization of the city's features – a lakefront and rivers – that show the city at its best."
- Daily Reporter Top Projects Judge, Jeff Beiriger

AUTHORIZED REPRESENTATIVE

Eric Mayne, AIA, RIBA
WI License Number: 3009-11
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262.455.1

Proposed Approach

The project team proposes breaking the process down into three distinct phases. These phases help gather public sentiment, focus discussions throughout the drafting process, and enhance team feedback at each stage.

Inspiration

Research

The project team will analyze all pertinent city-adopted plans, which contain existing, approved goals and objectives, including Whitewater Forward 2045, recent housing affordability analyses, market analyses, City of Whitewater Parks and Recreation Open Space Plan 2026-2031, and transportation plans. The project team will also analyze the existing zoning and land division ordinances and, with the city staff's feedback, identify issues that need resolution, ways to simplify the ordinances, and ideas for streamlining processes, particularly in light of the identified cross-consistency sections identified in the RFP.

This research phase will provide preliminary recommendations for the zoning and land division ordinance rewrite, which, upon initial review, will likely include form-based controls, consolidated use tables, and simplified organization for ease of administration. Our project team also has extensive experience writing content-neutral sign ordinances, which we view as part of the entire zoning text and typically directly integrated in updated standards. The project team also has significant experience drafting objective conditional use standards which stand up to 2017 WI Act 67 scrutiny. We often recommend communities significantly reduce and objectify their conditional use requirements, and frequently have such conversations with municipal clients. In the Village of Mount Pleasant, for example, our work has helped reduce conditional use applications to fewer than two annually, while we assisted South Milwaukee in completely eliminating conditional uses from their ordinances. Other Whitewater-specific amendments may include changes such as residential district consolidation which both address city planning goals and address recent changes to state law, such as ensuring zoning ordinances align with the density ranges and growth areas identified in the Comprehensive Plan update, consistent with 2025 WI Act 173. The project team will also provide some comparison benchmark codes, including the pros and cons of their structure and implementation for consideration.

Understand

The project team will propose a comprehensive public outreach and participation plan for feedback and approval. This plan, designed to ensure the community's voice is heard and valued, will include project-branded visual media for city use, opportunities for public feedback, including at least two visioning sessions, a dedicated project portal on the city website, virtual engagement sessions, private stakeholder meetings, and presentations at city committee meetings. We will look to draft a public outreach plan that is sensitive to the seasonality of the University of Wisconsin-Whitewater academic calendar, balancing opportunities for potential student and faculty involvement with the quieter summer months.

Author

The project team will use the introductory public feedback, preliminary city staff meetings, and research to draft the ordinance's introductory articles, including a vision statement for the city's zoning and land division regulations, purpose statements, and related reference language. The initial feedback gathering, community ideas, and adopted comprehensive plan will shape the vision statement and purpose statements for the new regulations. The project team will present these introductory articles to the Plan Commission or a different city steering committee as directed.

Ideation

Ideate

The second phase of the drafting process will dive into the detailed drafting of the new zoning and land division ordinances. The project team proposes breaking the zoning ordinance down into three major parts, Site Design Guidelines, Zoning Districts and Uses, Administration and Definitions, and one minor part, Introductory Provisions. Each part will begin with a staff ideation meeting, narrowing down the recommendations from the inspiration phase into discrete objectives for the new ordinance. For example, when working on the Site Design Guidelines, objectives may include drafting an ordinance that embraces the mixture of downtown, academic, and suburban contexts when considering the gentle density objectives. At the same time, the project team will begin amending the land division ordinance to comply with recent changes to state law, including 2025 WI Act 173, update statutory references, and ensure all land division design considerations comply and coincide with the draft zoning amendments so each ordinance works in tandem. The project team will circulate these drafts with the staff for cyclical feedback throughout the drafting process. During the Zoning Districts and Uses phase, the project team will also begin drafting high-level map amendments for cyclical review and input from City staff.

Prototype

Once the project team and the staff reach an acceptable framework, the project team will present the prototype ordinances to the Plan Commission and public stakeholders and post the prototype to the project website for additional feedback. The project team proposes drafting the parts in the order listed above because once communities are comfortable with their site design guidelines, consolidating zoning districts is often an easier discussion. When the Plan Commission and Common Council are comfortable with those documents, decisions about administrative delegation become easier.

Test

Throughout the drafting of each part, the project team will work with the staff to test, revise, and re-test the proposed zoning ordinance against the existing built environment and Whitewater's desired future state. The project team will also pay attention to the City staff's ease of administration post-adoption and draft ordinances that are flexible enough to withstand future refinements as a living document over time.

Implementation

Connect

Upon entering the final phase of the project, the project team will work to ensure that they have heard and addressed the concerns of all community stakeholders. This process may include another public open house meeting if desired by the City. The project team will also provide descriptive "one-page" summaries of major topics of change. These summaries will provide a clear and concise overview of the key changes in the zoning and land division ordinances, making it easier for the city to communicate these changes to the public both during and post-adoption. The project team recommends two virtual Q&A sessions, one at midday and one in the evening, along with a pre-recorded explainer video for the public, elected officials, and appointed officials to reference as needed.

Entitle

The project team will collaborate with the staff to finalize any edits and create a final draft of the written zoning and land division ordinances and map amendments for consideration by the Plan Commission and Common Council. The project team will also complete a full legal review of the finalized ordinances.

Adoption

The project team is committed to providing representation and guidance throughout the formal ordinance adoption process, including final Plan Commission meetings, public hearings, and Common Council meetings. After adoption, the project team will coordinate the implementation of zoning maps and ordinance text on city hosting services, address any post-adoption questions, and assist in drafting any requested post-adoption updates. The project team also emphasizes its long-term commitment to the city, where it will provide recommendations for updates to services as practice, state law, or market conditions change over time. The final ordinances should be a living document that provides an updated framework for Whitewater's long-term evolution.

Proposed Project Schedule

Inspiration

3 months

Month 1

- Meet with staff for project kickoff
- Start targeted background research
  - Deliverable: preliminary zoning ordinance recommendations and current shortcomings
- Draft public engagement plan
  - Incorporate adopted Comprehensive Plan goals and objectives into all materials
- Start public outreach
  - Deliverable: Public outreach marketing items (visual media: banners/flyers/web)
  - Deliverable: Dedicated project portal page on city website

Month 2

- Hold community visioning session
  - *Note: This session can be postponed depending on season, UWW academic calendar, and city feedback to maximize input.*
- Continue targeted background research
- Stakeholder meetings
- Meet with staff to discuss visioning session outcomes
  - Deliverable: Visioning session feedback forms and data summary
- Use visioning session and staff feedback to draft introductory chapter for zoning and land division ordinance

Month 3

- Meet with Plan Commission to summarize introductory articles for zoning ordinance and set the stage for detailed chapter drafting
  - Deliverable: Introductory articles

Ideation

12 months

Months 4-6

- Meet with staff monthly
- Draft consolidated use table, use definitions, and city-wide design guidelines
- Quarterly Plan Commission update
- Website progression updates
- Deliverable: Finalized use and design guidelines articles

Months 7-9

- Meet with city staff monthly
- Meet with city-recommended interest groups (business, homebuilders, common developers, inter-governmental partners)

    - *Note: These sessions can be moved earlier in the process to swap with the visioning session dep on city feedback*
- Draft zoning district and form guidelines
- Test proposed district standards against existing built environment
- Start drafting zoning map GIS updates
- Quarterly Plan Commission update
- Website progression updates
- Deliverable: Finalized district and form articles

Months 10-12

- Meet with staff twice
- Draft zoning administration and definitions articles
- Continue testing zoning map GIS updates
- Quarterly Plan Commission update
- Website progression updates
- Deliverable: Finalized administration and definitions articles

Months 13-15

- Meet with staff twice
- Consolidate zoning articles into full draft document
    - Deliverable: Draft zoning ordinance
    - Deliverable: Zoning ordinance update single topic explainer pages
- Finalize zoning map GIS updates

Implementation

3 months

Month 16

- Meet with staff to finalize implementation schedule
- Full legal review of draft
- Final public involvement meeting, virtual Q&A meetings (mid-day and evening recommended)
    - Deliverable: Pre-recorded explainer video
- Second open house meeting
- Meet with Plan Commission and hold formal public hearing
    - Incorporate final Plan Commission changes
    - Forward Plan Commission recommendation to Common Council
    - Deliverable: Plan Commission approved ordinance draft

Month 17

- Common Council vote on Plan Commission recommended ordinance
    - Deliverable: Final adopted ordinance, formatted for Municode incorporation with associated mapping, image, and text files.

Month 18+

- Deliver finalized ordinance to staff
- Implement zoning text and map updates on code-hosting service and GIS
- Answer any post-adoption questions, assist drafting any post-adoption clarifications or updates
- Provide long-term code update recommendations for changes in practice or law

Project Examples

South Milwaukee Zoning Ordinance Rewrite

The zoning chapter rewrite in South Milwaukee aimed to streamline and simplify permitting and development processes by removing conditional uses, setting up objective site design standards, and allowing for administrative reviews of properly zoned site plans. The new comprehensive framework addressed the city's housing needs and levy constraints by allowing one- and two-unit dwellings as-of-right in all residential areas and encouraging growth along key corridors. The updated ordinance reduced the number of base zoning districts from 11 to 6, eliminating the public district and merging manufacturing areas while consolidating residential districts to create a more efficient and context-sensitive zoning approach based on intensity rather than strict use separation.

In addition to enhancing housing flexibility, the revised chapter allowed commercial and residential uses to sit closer together by permitting certain commercial uses along arterial streets in some districts. The new site design standards ensure functional, safe, and aesthetically pleasing developments, incorporating commercial façade guidelines and reducing parking minimums by over 50%. The new ordinance prioritized enhanced environmental sustainability through objective regulations for landscaping, screening, and outdoor lighting, including stronger requirements for native plantings and stricter light pollution controls. Collectively, these updates offer property owners significant flexibility while fostering a coherent and attractive urban environment in South Milwaukee.

For More Information

https://www.southmilwaukee.gov/558/Zoning
Contact:
Ericka Lang
Economic Development Manager/Zoning Administrator
City of South Milwaukee
elang@smwi.org
414-762-2222 ext. 135

Table III-1: Uses

Use	Z-1	Z-2	Z-3	Z-4	M-1	Reference
Assembly						
A-1 (Theaters, indoor sporting, outdoor activities)	—	—	—	P	—	§ 15.28A
A-2 (Food and drink)	—	—	>	P	—	§ 15.28A
A-3 (Amusement)	—	—	>	P	—	§ 15.28A
Business						
B (Professional or service)	—	—	>	P	P	§ 15.28B
Educational						
E (Schools and day cares)	—	—	>	P	P	§ 15.28E
Factory						
F (Low- and Moderate-hazard)	—	—	—	—	P	§ 15.28F
High-Hazard						
H (High-hazard)	—	—	—	—	P	§ 15.28H
Home Occupation						
HO-1 (Home office)	—	P	P	P	—	§ 15.28H
HO-2 (Small business)	—	P	P	P	—	§ 15.28H
Institutional						
I-1 (24-hour care facilities)	—	—	—	P	P	§ 15.28I
I-2 (Secure facilities)	—	—	—	—	P	§ 15.28I
I-3 (Day care facilities)	—	—	>	P	P	§ 15.28I
Mercantile						
M (Merchandise sales)	—	—	>	P	P	§ 15.28M
Outdoor						
O-1 (Cemeteries)	P	P	P	—	—	§ 15.28O
O-2 (Natural areas and recreation)	P	P	P	P	P	§ 15.28O
O-3 (Non-accessory parking)	—	—	P	P	P	§ 15.28O
Residential						
R-1 (Permanent <=2)	—	P	P	—	—	§ 15.28R
R-2 (Permanent >=3)	—	—	>	P	—	§ 15.28R
R-3 (Transient occupancy)	—	—	>	P	—	§ 15.28R
Storage						
S (Low- and moderate-hazard)	—	—	—	—	P	§ 15.28S
Utility and Miscellaneous						
U (Accessory structures and uses)	—	P	P	P	P	P

City of Sheboygan Zoning Ordinance Rewrite

von Briesen reorganized, consolidated, and strengthened the city's land use development regulations in numerous ways. The city is currently discussing the final draft through its committee structure. Specifically, the final draft includes the following changes.

1. A reorganized structure is easier to read, navigate, administer, and update to reflect the community's evolving priorities and needs.
2. Simplified administration procedures delegate review authority for day-to-day tasks to staff, focusing Plan Commission agendas on legislative, long-term planning, land division, planned development districts, and other high-level decisions that require public oversight.
3. A reduced reliance on subjective review procedures and conditional uses reduces legal risk associated with recent changes to state laws.
4. Consolidated zoning districts organize the city by intensity, rather than a strict separation of underlying uses, to better consider existing neighborhood context while still allowing the city to grow and adapt naturally over time.
5. Greater flexibility for residential developments, including allowing accessory dwelling units, duplexes, cottage courts, townhomes, and mixed-use buildings in a wider number of situations, also allows local, small-scale, and natural growth to address needed housing.
6. A consolidated use table allows for greater use flexibility within districts, while still regulating businesses most frequently cited as nuisances.
7. Objective site design regulations applied across the city update standards for native-focused landscaping; multi-modal access and parking lot design; dark sky lighting design; high-quality architecture; and similar publicly-visible aspects of development that provide flexibility for property owners while keeping high standards of development city-wide.

For More Information

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Village of Mount Pleasant Updated Residential Standards

von Briesen collaborated with the village to support a flexible, simple, and up-to-date zoning ordinance. Through this update, the firm:

- Updated detailed descriptions of residential districts to explain where applying those districts is appropriate;
- Updated the ordinance's organizational structure to consolidate repeated sections;
- Updated regulations on when more than one principal building is allowed per lot;
- Consolidated the lot and building regulations table;
- Switched from using maximum building coverage to maximum impervious surface coverage;
- Switched from measuring building height by feet to stories to both align with the ordinance's commercial regulations and have consistent neighborhood character;
- Moved the gardening regulations to the accessory uses and structures section where similar regulations regarding amateur radio service antennas, home occupations, and solar energy systems reside;
- Moved the garage regulations to the parking and access section to consolidate vehicle and parking-related regulations together; and
- Added an RN (Neighborhood Residential) district between the RL and RM district per Plan Commission request and made other minor updates based on Commission feedback.

This update and other administrative updates, including permitting staff review for all residential zoning applications in light of updated statutes from 2023 WI Act 16, allowed the city to review and permit more than 1,500 new housing units in the past few years. Those units include a mix of senior housing, detached houses, two-unit houses, cottage courts, and multi-family buildings.

§ 90-110.20: Permitted Building Types

Residential zones permit the building types listed in Table 90-110-2.

Building Type	Districts					See Section
	RE	RL	RN	RM	RH	
	P = Permitted					
	- = Prohibited					
	Residential Buildings					
Detached house	P	P	P	P	P	(A)
Two-unit house	P	P	P	P	P	(B)
Twinhouse	-	P	P	P	P	(C)
Townhouse building	-	-	P	P	P	(D)
Multi-unit building	-	-	P	P	P	(E)
Cottage court	-	-	P	P	P	(F)
Backyard cottage	P	P	P	P	P	(G)
	Nonresidential buildings					
Civic building	P	P	P	P	P	(H)

Table 90-110-0:2 Permitted Building Types

For More Information

https://www.mtpleasantwi.gov/ArchiveCenter/ViewFile/Item/4522 (Page 61)

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LA CROSSE PUD DESIGN & INFRASTRUCTURE STANDARDS

RIVER POINT DISTRICT

La Crosse, WI

Bordering the Mississippi River, this masterplan development site has a rich history of past industrial uses and continued ecologically valuable wetlands.

RINKA was chosen to lead the Masterplanning and visioning for a vibrant new community and neighborhood oriented mixed-use development. The development will engage nature and introduce lively and more urban design oriented conditions to create an elevated experience for living in this region. The layered introduction of a grid addresses the site's existing surroundings and expands promoting access to large green spaces. A main street feel with pedestrian focused accessibility throughout guides the design for this unique location.

STATUS	SIZE	PARTNERS
Ongoing	50 acres	City of La Crosse

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von Briesen & Roper, s.c. | Attorneys at Law

Table 3.1.5 - PEDESTRIAN LEVEL OF SERVICE
Walkability
Prioritize the pedestrian, create many pedestrian connections, ease of crossing all roadways Two-way pedestrian movement Parallel lanes for activity (curb, circulation, building use) Various Landscape microclimate modifiers
Street Definition
Curb Extensions w/ strong corners Continuity of building frontage (no gaps exceeding 75') Layered building edges - relief in building facades between ground floor and upper levels
Visual Diversity with Architectural Harmony
Multiple lots & lot widths Changes in texture, color, light and shade Moderated continuity - height, proportion, architectural style
Visual Depth - Interior/Exterior Linkage
Frequent pedestrian access points and entrances First level, upper levels, inside/outside
Maintenance
Comprehensive, daily, seasonal, private/public coordination and partnership
Quality
Detail, materiality, authenticity, genuine, original, timeless

Bicycle & Active Transit Lanes

The master plan encourages the use of bicycles and other forms of active transit across the site by providing infrastructure designed to support safety and comfort of use. **Green boulevard roadways throughout the site include travel lanes for vehicles and bicycles. Neighborhood streets are compact due to lower traffic frequency. See Figure 3.1.5 and Street Section Type A in Figure 3.1.1.2.**

Signage and streetscape character should encourage bicycles and other forms of active transit to operate within designated lanes rather than on pedestrian sidewalks.

Bicycle and active transit parking should be thoughtfully integrated throughout the site. Organized parking schemes decrease visual clutter and create pleasant pedestrian experiences. Areas of high commercial or retail activity, public parks, and amenities should provide bike racks or demarcated parking areas to encourage parking in specified areas.

Residential zones are encouraged to provide public bike racks/parking zones near major building entry points. Bike rack and parking zones should be designed to avoid impedance of pedestrian travel.

3.1.2 Build-to-Zones and Mixed Building/Landscape Zones

Build-to-Zones (BTZ)

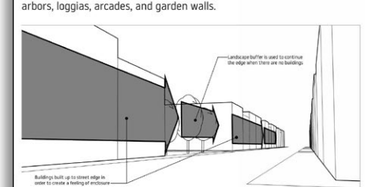
Active pedestrian streets are promoted through enclosure provided by buildings with ground floor activities linked to the street. Build-to-Zones (BTZ) help ensure that buildings are located near the front and corners of the building lot. A BTZ is defined as the space extending between the defining the edge of a public right-of-way and a predetermined maximum setback line. For the BTZ:

- **Architectural elements such as porches, decks, stoops, bay windows, balconies, awnings, roof projections, covered walkways, ornamental features, and lighting should fall within the BTZ range**
- **BTZs shall not extend into a utility easement, beyond a property line or interfere with required vision triangles**
- **Temporary uses such as tables, planters, or similar elements should be allowed to extend within the public right-of-way. All encroachments must be permitted and approved by the City of La Crosse**
- **At least 60% of the linear edge shall be building facade**

Mixed Building/Landscape Zone (MLZ)

Applies to conditions in which it is difficult to prescribe the precise locations of building on the lot. In such cases a new building might occupy the edge of the lot along one side or be located in the middle of the lot. In such circumstances the zone along the outer perimeter of the lot, abutting the public right of way should be a layered approach to creating a harmonious combination of landscaping and building facade.

Landscaped areas should include multiple layers of continuous elements such as hedges, decorative fences, and closely spaced trees. The goal is to create a strong, rhythmic system of elements that clearly designates the public walkways/ easements and acts as an attractive, pedestrian friendly feature. Other features might be used to create a surrogate building face with free-standing pergolas, arbors, loggias, arcades, and garden walls.



3.1.1 Street Design

Vehicular circulation must be safe, designed efficiently to maintain/ operate, and be supportive of the major economic, environmental, and community goals of Riverside North. An internal vehicle and shared bicycle circulation pattern is facilitated by a hierarchy of public/private roads within the development. This internal system is intended to allow vehicles and bicyclists to navigate within the development site, connect to the existing city grid and thereby lessening the traffic burden on Copeland Avenue.

The provisions of Chapter 44-Traffic and Vehicles of the Municipal Code pertaining to vehicular roadway regulations shall remain in effect unless otherwise modified by the Plan Commission as a part of the approval of detailed site and building plans with recommendations by the City Engineering Staff.

The projects street sections are designed to include typical urban elements including sidewalks or paved trails, a green or paved terrace, parallel parking, required ROW infrastructure, and automobile/bicycle travel lanes. These elements support travel by foot, bicycle, and motor vehicle.

At street intersections, corner radii will be sized to support traffic calming measures. Secondary street intersections are to be designed with a corner radius of 15'-0", and primary intersections are to be designed with a corner radius of 23'-0".

Where internal streets meet the new boulevard, curb extensions should be introduced and intersections shall be raised to reduce crossing distances and create parallel parking zones. Alleyways and parking courts will be used to minimize driveway curb cuts along streetscapes and enhance walkability with an emphasis on pedestrian safety.

The road types planned for Riverside North are illustrated in Figure 3.1.1.1 and 3.1.1.2.

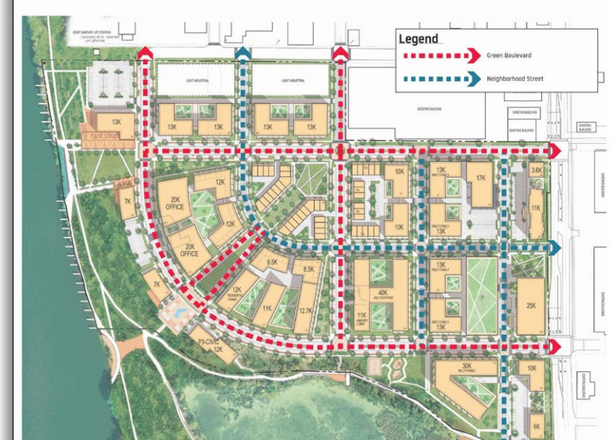
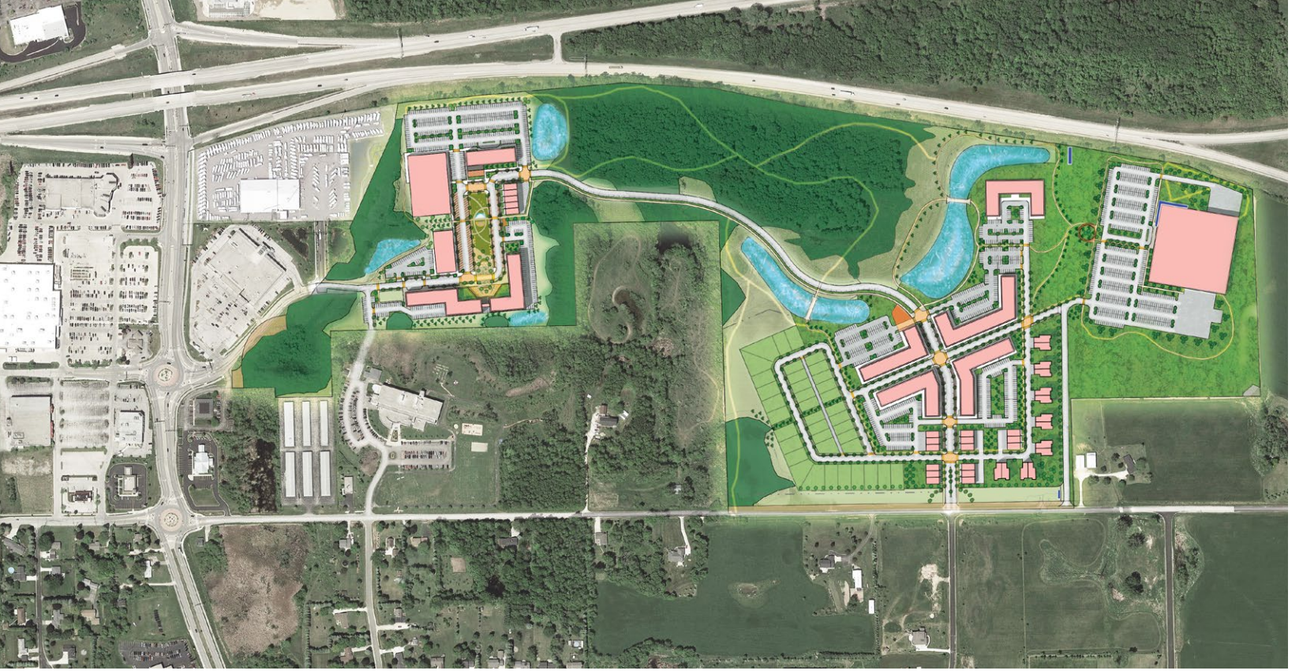
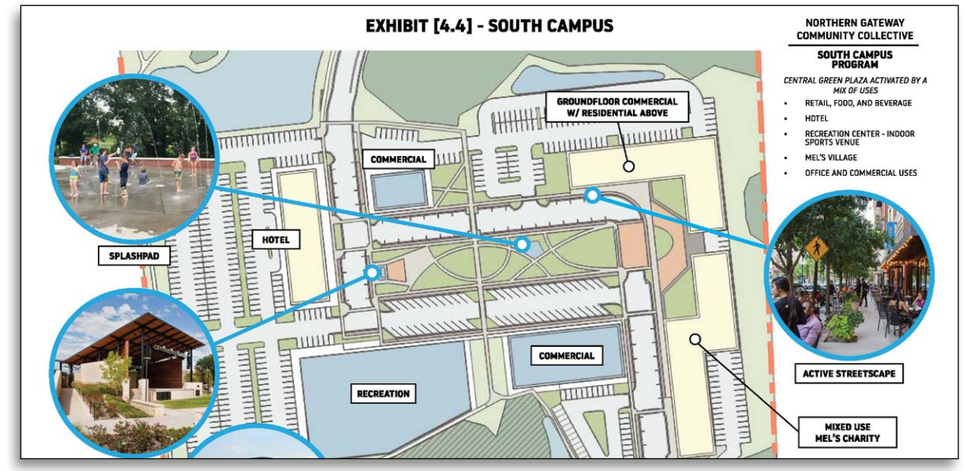
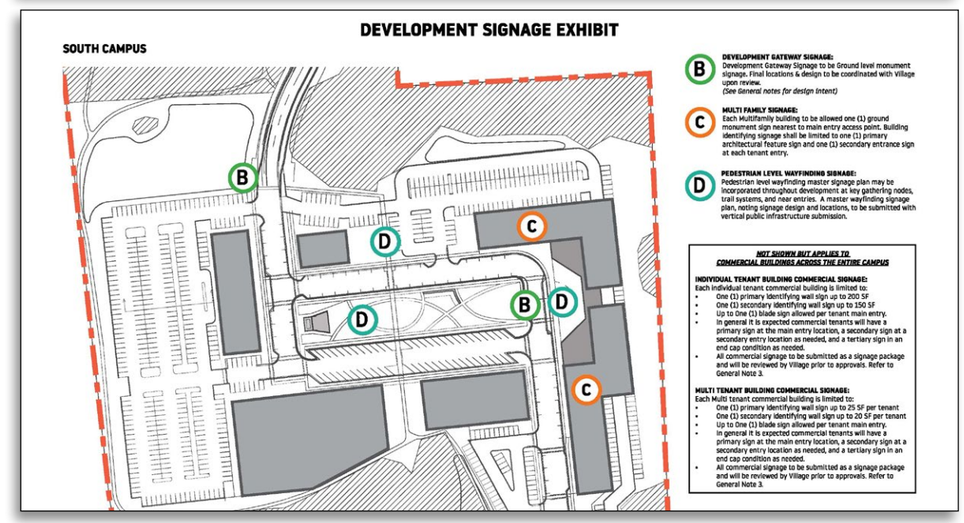


FIGURE 3.1.1.1: Active Street Types



SAUKVILLE PUD DESIGN & SIGNAGE STANDARDS





7/8/2022 **SAUKVILLE PUD OVERLAY ITEMS**

	Existing Code	Existing Code : Text	Proposed Deviation : Text
Revision #	Section	Text	Text Deviations
	Section J : Traditional Neighborhood Development Design Standards		
1	205-50 J(1)(b)	Individual businesses should not exceed 7,500 square feet in size.	Individual businesses (South Campus sports complex) should not exceed 50,000 square feet in size.
2	205-50 J(1)(b)[1]	Add permittd use.	Fitness, Recreation, and Sports Facility uses shall be permitted.
3	205-50 J(2)(a)[1]	The number of single-family attached and detached units permitted shall be five to eight plus dwelling units per net acre;	2.0 to 8+ dwelling units per net acre
4	205-50 J(2)(a)[2]	The number of multifamily units shall be 15 to 40 dwelling units per net acre.	5.8 to 40 dwelling units per net acre
5	205-50 J(2)(b)[1]	The number of single-family and multifamily dwelling units permitted shall be calculated the same as above plus an additional number of units not to exceed 10% of the amount permitted above.	Single-Family: 2.0 to 8+ dwelling units per net acre; Multi Family: 5.8 to 40 units per net acre

NORTHERN GATEWAY

Saukville, WI

Northern Gateway Community Collective is an inspirational masterplan designed for a vibrant new community in the village of Saukville.

The vision for the 118-acre community places ideal experiences first and has a vibrant mix of uses reinforcing a safe, walkable, and balanced community. The centerpiece of the community is a nurturing green space that will be supported and programmed by Mel's Charity to fully immerse IDD individuals into the community fabric. This amenity-rich green space will be an asset for local residents and a destination for surrounding communities.

STATUS
Ongoing

SIZE
120 acres

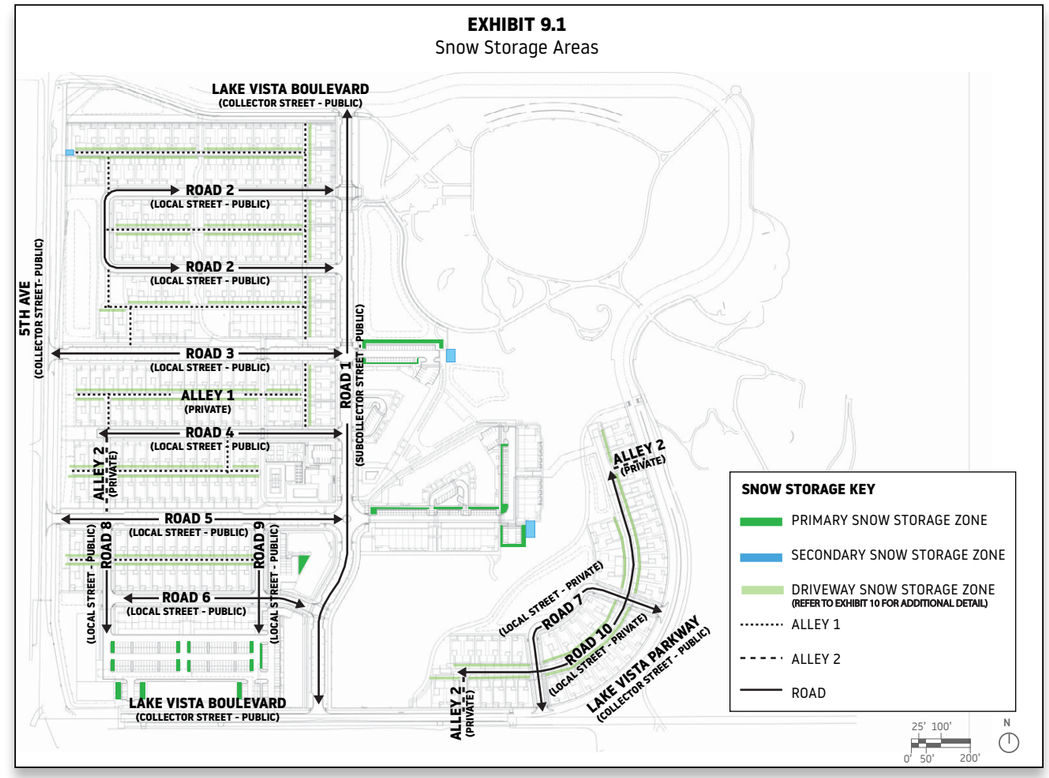
PARTNERS
Ansay Development & 3 Leaf Partners

RINKA+

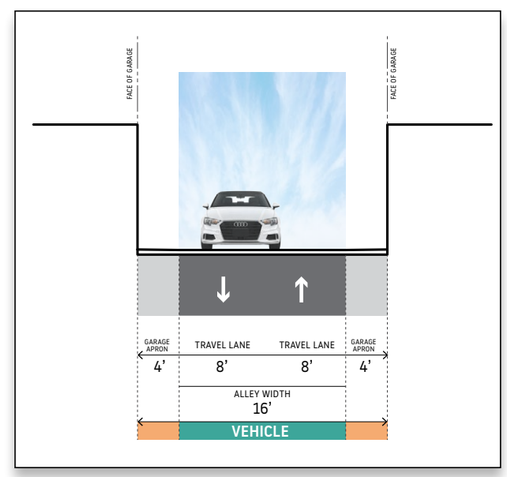
von Briesen
von Briesen & Roper, s.c. | Attorneys at Law

STREETS & ALLEY STANDARDS FROM RINKA PUD

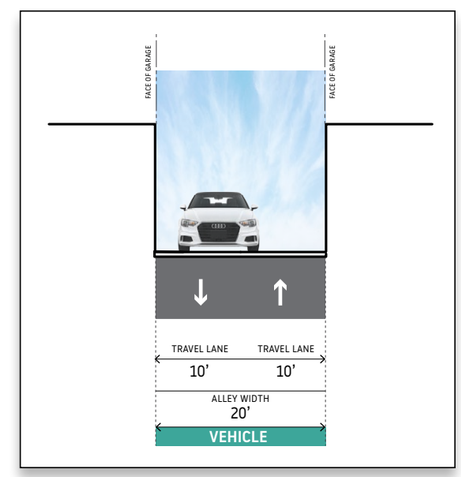
Subdivision work coordinated with Civil consultant



Alley 1: Typical



Alley 2: Phase Two



LAKESHORE COMMONS

Oak Creek, WI

Located on the shores of Lake Michigan, Lakeshore Commons is a nature-based community reimagining modern living.

Designed around sustainability and diversity, this self-sustaining community will offer a variety of housing types, active and passive amenities, and of course the natural beauty of Lake Michigan. Lakeshore Commons is built on interpersonal engagement and shared experiences, putting community connections first with paths, trails, and parks weaving throughout the community. From sipping a morning coffee, to walking kids to the playground, to a picnic with loved ones on the bluff, Lakeshore Commons is designed for a modern, active lifestyle and sustainable living.

STATUS
Under Construction

SIZE
86 acres

PARTNERS
City of Oak Creek

RINKA+ von Briesen
von Briesen & Roper, s.c. | Attorneys at Law

References

von Briesen & Roper, s.c.

Ericka Lang, Economic Development Manager/Zoning Administrator, City of South Milwaukee, elang@smwi.org, 414-762-2222 ext. 135

Tami Simons, Village Administrator, Village of Mount Pleasant, tsimons@mtpleasantwi.gov, (262) 664-7818

Paul Schmitter, Director of Development, Fiduciary Real Estate Development, Inc., pschmitter@fred-inc.com, (414) 312-3239

RINKA

Mason T. Becker, Community Development Director, City of Whitewater, WI, mbecker@whitewater-wi.gov, Office: 262.473.0148, Cell: 262.443.4458

Mike Hawes, ICMA-CM, Village Manager, 6500 Northway, Greendale, WI 53129, 414-423-2100 Ext. 3110, mhawes@greendale.org

Nate Piotrowski, Development Director, Village of Wawatosa, 7725 W. North Ave., Wauwatosa, WI 53213, 414.479.8907

Project Manager Qualifications

This project will be a collaborative effort. Samuel Schultz (1 FTE) will lead the project and will be directly involved in all phases of work. Sam will lead project meetings, draft zoning text and tables, coordinate project timelines, and publicly present project drafts through final adoption. Thor Jeppson (0.5 FTE) will aid all stages of work in coordination with Sam. Christopher Smith will provide firm shareholder oversight, project support, and all legal reviews, ensuring that we all work together towards a common goal keeping the City's legal and risk tolerances in mind.

RINKA, with its extensive expertise in public meeting leadership, virtual tools, and design assistance, will be a key contributor to the project. Its design prowess, from flyers to zoning diagrams, will ensure a visually appealing and easy-to-understand document. Moreover, its master planning proficiency will open up opportunities for planned development districts, specific local sites, and land division considerations in 21st-century placemaking. RINKA will also help with GIS test fitting and zoning map updates. Eric Mayne (1 FTE) will provide primary oversight for RINKA, with Kenny Adams (1 FTE) and other firm professionals as needed.

Cost for Requested Services

We estimate the cost of the project not to exceed $100,000.00, which includes all the work, documents, travel, and meetings mentioned within this scope of services and listed below. We bill hourly up to the not to exceed amount, based on actual work completed with detailed invoices. We expect the city will provide typical meeting space for its normal public meetings and recommend public space for open houses and public engagement. We will bill the city for added services at the rates listed below or on an hourly basis. Below please find a chart with our current estimate of work on the project broken down by hours and cost. We can provide a more detailed cost breakdown upon request.

Fee Proposal

Phases	*Hours*	*Staff*	*Cost*	*Meetings and Communications*	*Deliverables*	*Time*
Inspiration	75	von Briesen	$26,500	3 monthly updates, 1 public open house, 1 Plan Commission, Stakeholder meetings	Public outreach materials, website materials, open house feedback summary, Introductory articles	3 months
	50	RINKA	$10,000			
	125	Total	$36,500			
Ideation	100	von Briesen	$34,000	10 monthly updates, 4 Plan Commission meetings	Districts, Uses, and Site Design sections, GIS test maps, Draft ordinance, draft zoning map	12 months
	50	RINKA	$10,000			
	150	Total	$44,000			
Implementation	40	von Briesen	$14,500	3 monthly updates, 1 public open house, 2 virtual Q&A sessions, 1 Plan Commission, 1 Common Council	Final adopted ordinance, post-adoption support	3 months
	25	RINKA	$5,000			
	65	Total	$19,500			
Total Project Scope	215	von Briesen	$75,000			18 months
	125	RINKA	$25,000			
	340	Total	$100,000			

Schedule of Billing Rates

S. Schultz	$385 / hour
C. Smith	$475 / hour
T. Jeppson	$335 / hour
E. Mayne	$200 / hour
K. Adams	$ 120 / hour

RESOLUTION NO. 2026-R-54

A RESOLUTION TO APPROVING ZONING REWRITE CONTRACTOR FOR GRAEF

WHEREAS, the City of Whitewater's Zoning Code provides the regulatory framework for land use, development, and zoning administration within the City; and

WHEREAS, the City's Zoning Code was last comprehensively updated in 2016 and has become increasingly outdated due to changes in State statutes, administrative requirements, development practices, and the City's current planning and development needs; and

WHEREAS, the City determined that a comprehensive review and rewrite of the Zoning Code would improve clarity, consistency, administration, and the City's ability to effectively regulate land use and development; and

WHEREAS, the City issued a Request for Proposals (RFP) for professional services to complete a comprehensive Zoning Code Rewrite on June 1, 2026; and

WHEREAS, four proposals were received and reviewed by City staff based upon the qualifications, experience, proposed approach, cost, and ability to meet the City's objectives for the project; and

WHEREAS, the Plan Commission reviewed the two finalist proposals and recommends that the Common Council authorize the City to enter into a professional services contract with Graef, for the Zoning Code Rewrite; and

WHEREAS, the proposed scope of services includes a comprehensive review of the existing Zoning Code, identification of outdated or conflicting provisions, incorporation of applicable State statutory requirements and current planning practices, preparation of revised zoning regulations, coordination with City staff and applicable boards and commissions, and public and stakeholder engagement as appropriate; and

WHEREAS, the proposed contract amount is $118,812, in accordance with the proposal submitted by Graef and subject to the terms and conditions of the final contract; and

WHEREAS, the Common Council finds that entering into a professional services contract for the Zoning Code Rewrite is in the best interest of the City and will assist the City in maintaining a clear, current, and effective regulatory framework for future development.

NOW, THEREFORE, BE IT RESOLVED, that the Common Council of the City of Whitewater hereby authorizes the City to enter into a professional services contract with Graef for the comprehensive Zoning Code Rewrite, in an amount not to exceed **$**118,812, consistent with the approved proposal and scope of services.

BE IT FURTHER RESOLVED, that the City Manager is authorized to execute the contract and any documents necessary to carry out the Zoning Code Rewrite, provided that such documents are consistent with the terms authorized by this Resolution.

RESOLUTION NO. 2026-R-54

BE IT FURTHER RESOLVED, that the Community Development Department shall serve as the primary City department coordinating the project with the selected consultant, City staff, Plan Commission, Common Council, and other applicable boards, commissions, stakeholders, and members of the public.

BE IT FINALLY RESOLVED, that this Resolution shall take effect immediately upon its adoption.

Resolution was introduced by Council Member _____, who moved for its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026			
	YES	NO	PASS	ABSENT
Michael Smith				
Orin Artsmith				
Steven Sahyun				
Brian Schanen				
Neil Hicks				
Gavin Kelleher				
Patrick Singer				
Total:				

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Resolution to amend Offer to Purchase for Lot 5B, Parcel #292-0515-3424-002
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov

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

Several months ago, the City accepted an Offer to Purchase Lot 5B in the Whitewater Business Park, Parcel #292-0515-3424-002, from Jason Burke (Summerset Marine Shoreline Restoration). After acceptance of the offer, staff were made aware that a previous wetland delineation had been conducted by Southeast Wisconsin Regional Plan Commission (SEWRPC) on the property, but that information had not been entered into the City's GIS system.

Following that, staff worked closely with Strand, the City's engineering firm, to gain a partial wetland exemption for the property. This was done by obtaining a declaration of non-federal jurisdictional status from the U.S. Army Corps of Engineers and subsequently a partial wetland exemption from the Wisconsin DNR. This was a lengthy process that took some time to complete. The end result is that less than 10,000 sq ft of wetlands are exempted and now considered buildable, which will allow the proposed concept site plan to move forward.

The buyer has confirmed they want to move forward with purchasing the property and wish to close on it in the near future. However, they are seeking a closing credit for the non-exempt wetlands on the property, which are around 1.2 acres in size. Amount of the credit would be $34,740.50. This acreage is not currently buildable, though the owner will be able to pursue an additional exemption from the Wisconsin DNR in the future if they choose to do so, though there will be expenses required in doing so.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- The original resolution accepting the Offer to Purchase was approved on February 17, 2026.

FINANCIAL IMPACT
(If none, state N/A)

Though this represents a reduction in the final sale price of the property, it is a reasonable concession to make in selling this property to enable future business development on the site.

STAFF RECOMMENDATION

Staff recommend that the Common Council approve the resolution to amend the Offer to Purchase.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

- Resolution approving amendment
- US Army Corps of Engineers Approved Jurisdictional Determination letter
- Wisconsin DNR Nonfederal Wetland Exemption Determination letter

RESOLUTION NO. 2026-R-55

A RESOLUTION AMENDEDING THE OFFER TO PURCHASE PROPERTY LOCATED ON ENDEAVOR DRIVE

WHEREAS, the City of Whitewater owns certain real property located on Endeavor Drive (292-0515-3424-002) in the City of Whitewater, Wisconsin (the "Property"); and,

WHEREAS, the Common Council of the City of Whitewater previously adopted Resolution Number 2026-R-006 on February 17, 2026, concerning Jason Burke and/or Assigns Offer to Purchase the Property located on Endeavor Drive to sell approximately 16.266 acres for $169,360.00.

WHEREAS, the Property was found to contain wetland which would prohibit development of a part of the parcel reducing available development space on the property by approximately 1.2 acres; and,

WHEREAS, the Buyer has requested a credit to the sale price due to the wetlands on the property which would be a credit of $34,740.50;

WHEREAS, the city has reviewed the proposed amendment and determined that conveying the Property to Jason Burke and/or Assign is in the public interest.

NOW, THEREFORE BE IT RESOLVED, That the Common Council of the City of Whitewater authorizes the appropriate offices to execute the Amendment to the Offer to Purchase attached hereto as Exhibit A.

Resolution was introduced by Council Member _____, who moved for its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026			
	YES	NO	PASS	ABSENT
Michael Smith				
Orin Artsmith				
Steven Sahyun				
Brian Schanen				
Neil Hicks				
Gavin Kelleher				
Patrick Singer				
Total:				

ADOPTED: _____

_____

John Weidl, City Manager

ATTEST:

_____

Heather Boehm, City Clerk

Approved by the Wisconsin Real Estate Examining Board
5-1-22 (Optional Use Date) 7-1-22 (Mandatory Use Date)

Anderson Commercial Grou

WB-40 AMENDMENT TO OFFER TO PURCHASE

CAUTION: Use a WB-40 Amendment if both Parties will be agreeing to modify the terms of the Offer. Use a WB-41 Notice if a Party is giving a Notice which does not require the other Party's agreement.

Buyer and Seller agree to amend the Offer dated January 26, 2026, and accepted on February 19, 2026, for the purchase and sale of real estate at Tax Key# 292-0515-3434-002 (Lot 5B), Whitewater, Wisconsin as follows:

Closing date is changed from _____, _____, to _____, _____.

Purchase price is changed from $ _____ to $ _____.

Other:

1) Seller's will provide a credit of "Thirty four thousand, seven hundred forty dollars and fifty cents, ($34,740.50)", for the approximately +/- 1.20 acres of wetlands within tax parcel # 292-0515-3434-002, Whitewater.

The attached _____ is/are made part of this Amendment.

ALL OTHER TERMS OF THE OFFER TO PURCHASE AND ANY PRIOR AMENDMENTS REMAIN THE SAME.

This Amendment is binding upon Seller and Buyer only if a copy of the accepted Amendment is delivered to the Party offering the Amendment on or before October 30, 2026 (Time is of the Essence). Delivery of the accepted Amendment may be made in any manner specified in the Offer to Purchase, unless otherwise provided in this Amendment.

NOTE: The Party offering this Amendment may withdraw the offered Amendment prior to acceptance and delivery as provided at lines 33-34.

This Amendment was drafted by Sheila Sobczak/Anderson Commercial Group, LLC on 10/06/2026
Licensee and Firm ▲ Date ▲

This Amendment was presented by _____ on _____
Licensee and Firm ▲ Date ▲

Signed by:
(x) Jason Burke 10/13/2026
CBFDA08A7EA04DC...
Buyer's Signature ▲ Date ▲
Print name ▶ Jason Burke and/or assigns

(x) _____
Seller's Signature ▲ Date ▲
Print name ▶ City of Whitewater/assigns

(x) _____
Buyer's Signature ▲ Date ▲
Print name ▶

(x) _____
Seller's Signature ▲ Date ▲
Print name ▶

This Amendment was rejected _____ _____
Party Initials ▲ Date ▲

City of WHITEWATER	Common Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Resolution to approve Development Agreement with Whipple Contractors LLC for the Bower's House Redevelopment (183-187 W Main Street)
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov, 262.443.4458

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

The Bower's House (formerly also known as the White Elephant) is a vacant commercial building located at 183-187 W Main Street in downtown Whitewater, within Tax Incremental District (TID) #12. Brian Whipple of Whipple Contractors LLC intends to redevelop the building with ground floor commercial space and ten (10) rental apartment units. The developer estimates the total project cost at approximately $2.5 million, representing a significant reinvestment in a long-vacant building at a focal point in the City's downtown.

On September 1, 2026, the Common Council authorized the City to apply to the Wisconsin Economic Development Corporation (WEDC) for a new Community Development Investment (CDI) Grant of approximately $213,000 to support the project. As noted at that time, a development agreement between the City and the developer would be brought forward for consideration. City staff have prepared the attached draft Development Agreement for the CDA and Common Council review.

The draft agreement also includes a City incentive of up to $90,000 to help cover the cost of a fire sprinkler system. The City's 2024 water main and water service upgrade serving the property, which included replacement of the lead service line, resulted in the building now needing a fire sprinkler system that would not otherwise have been required for the renovation. The developer advised staff that this added cost could keep the project from moving forward. The developer has obtained a proposal of approximately $69,900 for the system, though he is seeking an additional allowance in case costs escalate.

As the developer has had to obtain several extensions to the real estate closing from the property owner, and closing is currently scheduled before the end of this month, there is urgency now with this item.

Overview of the Draft Development Agreement

- Project: Redevelopment of the building with ten (10) apartment rental units and ground floor commercial space, completed in a single phase. Detailed plans will be subject to review and approval by the Plan and Architectural Review Commission.
- Developer Investment: The developer commits to a minimum investment of $2.5 million in the project, with an expected increase in property value to at least $2.5 million by January 1, 2029. The property's current assessed value is $221,300.00. The developer also agrees not to challenge the property's future assessment below an agreed minimum value.
- Schedule: Building permit plans submitted by March 30, 2027; construction started by June 30, 2027; construction completed by June 30, 2028, with occupancy permits by December 31, 2028.
- City Support: The City will support the WEDC CDI Grant (approximately $213,490) for the project. The developer will provide the required 3-to-1 match and comply with WEDC grant requirements.
- City Incentive: The City will reimburse up to $90,000 of the fire sprinkler system cost. This is a "pay-as-you-go" (PAYGO) incentive, meaning it is paid back to the developer over time only from the

new property taxes the completed project generates. Payments begin after the ten apartments receive occupancy permits and are projected to be completed within about four years, though the agreement allows them to continue for the life of TID #12 if needed. If the project is not completed or does not add value, the City pays nothing.

- City Protections: The property must remain on the tax rolls, transfer of the project requires City consent, and the City retains the right to reacquire the property if construction is not started or completed on schedule. The agreement also includes a one-time "lookback" review that would reduce the incentive if the developer's returns end up higher than a reasonable level. The agreement will be recorded against the property and remain in effect for the life of TID #12.

The City's financial advisor, Ehlers, reviewed the proposed incentive (memo attached). Ehlers noted that the fire sprinkler system is an unusual, project-specific cost that makes up only about 3.5% of the total project cost of roughly $2.54 million. If the project performs as expected, the $90,000 could be repaid within approximately four years. Given the PAYGO structure and the small share of overall project costs, Ehlers concluded the incentive amount is reasonable.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- The Common Council previously authorized application for and acceptance of a WEDC CDI Grant and approved a 2022 development agreement to support redevelopment of this property. Work on that project stopped in 2024, and WEDC closed out the grant award in 2025, recapturing approximately $213,000 in unused funds.
- On September 1, 2026 the Common Council authorized the City to apply to WEDC for a new CDI Grant, in the approximate amount of $213,000, to support redevelopment of the property by Whipple Contractors LLC.
- This item was reviewed by the Community Development Authority on October 15, 2026 (CDA recommendation pending that meeting)

FINANCIAL IMPACT
(If none, state N/A)

- The draft agreement does not commit any City general funds to the project.
- The City incentive of up to $90,000 would be paid only from new property taxes generated by the project within TID #12, and only after the apartments are completed and receive occupancy permits.
- The CDA currently has a Façade Loan on the property with a remaining balance of $12,647.68, which is to be paid back to the CDA at closing.
- The primary source of public financial assistance is the WEDC CDI Grant of approximately $213,490, subject to WEDC approval and the developer's 3-to-1 match.
- The project is expected to add approximately $2.5 million in property value within TID #12, returning a long-vacant downtown building to productive use.

STAFF RECOMMENDATION

- Staff recommend that the Common Council approve the resolution for the Development Agreement between the City of Whitewater and Whipple Contractors LLC for the redevelopment of 183-187 W Main Street.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

- Resolution to approve Development Agreement
- Draft Development Agreement
- Draft WEDC Community Development Investment (CDI) Grant application

- Ehlers Review Memo – Bower’s House Developer Incentive (October 9, 2026)

RESOLUTION NO. 2026-R-58

A RESOLUTION AUTHORIZING THE CITY OF WHITEWATER TO ENTER INTO A DEVELOPMENT AGREEMENT WITH WHIPPLE CONTRACTORS, LLC FOR BOWER'S HOUSE REDEVELOPMENT

WHEREAS, Whipple Contractor's LLC (Whipple) intends to develop, own and operate a development project in the City of Whitewater located at 183-187 W Main Street; and,

WHEREAS, the City of Whitewater staff has negotiated a development agreement to assist Whipple with the redevelopment project for the Bower's House.

WHEREAS, it is in the City's best interest to enter into this Development Agreement with Whipple.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Whitewater, Wisconsin, the Development Agreement is hereby approved.

BE IT FURTHER RESOLVED that the appropriate City officials are hereby authorized to execute the Development Agreement attached hereto as Exhibit A.

Resolution was introduced by Council Member _____, who moved for its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026			
	YES	NO	PASS	ABSENT
Michael Smith				
Orin Artsmith				
Steven Sahyun				
Brian Schanen				
Neil Hicks				
Gavin Kellener				
Patrick Singer				
Total:				

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

EHLERS
PUBLIC FINANCE ADVISORS

MEMORANDUM

TO: Mason Becker, Community Development Director
FROM: Greg Johnson, Ehlers
DATE: October 9, 2026
SUBJECT: Bower's House Developer Incentive

Background

A development incentive has been requested for $90,000 to reimburse costs for a fire suppression system for 183-187 W. Main Street. The proposed redevelopment project involves interior and exterior renovation of the historic three-story building. The anticipated use is a ground floor build out for one to two commercial tenant spaces. Proposed uses could include retail or food and beverage establishments. The upper floors will be converted into 10 rental apartment units, with one unit being ADA accessible on the ground floor.

The total project cost is approximately $2,536,809. The fire suppression system represents 3.55% of total project costs.

TID #12 Incentive

The project is located within TID #12. The TID #12 project plan includes developer incentives as an eligible expenditure. A developer agreement is required to award a developer incentive. A pay-as-you go developer incentive pays the incentive from tax increment generated by the project. If the project achieves an incremental value of $2.0 million, 70% of the projected increment can reimburse the $90,000 within 4 years.

The fire suppression system is a specific extraordinary cost associated with the redevelopment project, and represents a small percentage of the overall project costs. The reimbursement would be capped at $90,000. The pay-as-you-go approach requires the developer to complete the project and generate sufficient incremental value to pay the incentive. Given the PAYGO structure and the fire suppression systems small percentage share of the total project cost, the incentive amount is reasonable.

EHLERS
PUBLIC FINANCE ADVISORS

City of Whitewater, WI

Tax Increment District No. 12

183-187 W. Main

Tax Increment Projection Worksheet - Walworth County

Type of District	Rehabilitation	
District Creation Date	August 3, 2021	
Valuation Date	Jan 1,	2021
Max Life (Years)	27	
Expenditure Period/Termination	22	8/3/2043
Revenue Periods/Final Year	27	2049
Extension Eligibility/Years	Yes	3
Eligible Recipient District	Yes	

Base Value	
Appreciation Factor	
Base Tax Rate	
Rate Adjustment Factor	-0.50%
Tax Exempt Discount Rate	N/A
Taxable Discount Rate	N/A

	Construction Year	Value Added	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment	70% of increment paid as incentive
7	2027	2,000,000	2028	0	2,000,000	2029	$17.68	**35,361**	24,753
8	2028		2029	0	2,000,000	2030	$17.59	**35,184**	24,629
9	2029		2030	0	2,000,000	2031	$17.50	**35,008**	24,506
10	2030		2031	0	2,000,000	2032	$17.42	**34,833**	16,112
11	2031		2032	0	2,000,000	2033	$17.33	**34,659**	
12	2032		2033	0	2,000,000	2034	$17.24	**34,486**	
13	2033		2034	0	2,000,000	2035	$17.16	**34,313**	
14	2034		2035	0	2,000,000	2036	$17.07	**34,142**	
15	2035		2036	0	2,000,000	2037	$16.99	**33,971**	
16	2036		2037	0	2,000,000	2038	$16.90	**33,801**	
17	2037		2038	0	2,000,000	2039	$16.82	**33,632**	
18	2038		2039	0	2,000,000	2040	$16.73	**33,464**	
19	2039		2040	0	2,000,000	2041	$16.65	**33,297**	
20	2040		2041	0	2,000,000	2042	$16.57	**33,130**	
21	2041		2042	0	2,000,000	2043	$16.48	**32,965**	
22	2042		2043	0	2,000,000	2044	$16.40	**32,800**	
23	2043		2044	0	2,000,000	2045	$16.32	**32,636**	
24	2044		2045	0	2,000,000	2046	$16.24	**32,473**	
25	2045		2046	0	2,000,000	2047	$16.16	**32,310**	
26	2046		2047	0	2,000,000	2048	$16.07	**32,149**	
27	2047		2048	0	2,000,000	2049	$15.99	**31,988**	
	Totals	**2,000,000**		**0**			**Future Value of Increment**	**706,603**	**90,000**

DEVELOPMENT AGREEMENT
BETWEEN
CITY OF WHITEWATER, WISCONSIN
AND
WHIPPLE CONTRACTORS LLC
183-187 W MAIN STREET
WHITEWATER, WALWORTH COUNTY, WISCONSIN

THIS DEVELOPMENT AGREEMENT ("Agreement") is entered into as of the ___ day of _____, 2026, by and among the City of Whitewater, a Wisconsin municipal corporation, (the "City") and Whipple Contractors LLC, a domestic limited liability company (the "Developer").

WITNESSETH:

WHEREAS, Developer currently owns the parcel with address 183-187 W Main Street, Whitewater, Walworth County Wisconsin, located as described under Exhibit A attached hereto (the "Property") (PIN: /OT 00070); and

WHEREAS, subject to obtaining the financial assistance set forth herein, Developer wishes to undertake development of internal construction of 10 apartment rental units and ground floor commercial space (the "Development Project") as further described in Exhibit B attached hereto (the "Concept Plan"); and

WHEREAS, the City has created Tax Incremental Finance District No. 12 (the "TIF District") as enabled under Wis. Ch. 66, which includes the Property; and

WHEREAS, Developer expects that the Development Project will increase the value of the Property and the TIF District and provide other tangible benefits to the surrounding neighborhoods and to the City as a whole; and

WHEREAS, the Development Project is consistent with the adopted project plan for the TIF District; and

WHEREAS, the City desires to encourage economic development including the elimination of slum and blight, expand its tax base, and create quality new residential units and new jobs within the City of Whitewater, the TIF District, and the Property; and

WHEREAS, the City finds that the construction of the Development Project and fulfillment, generally, of the terms and conditions of this Agreement, are in the vital and best interests of the City and its residents, by serving public purposes in accordance with State and local law and further consistent with the City's most recently adopted Project Plan for the TIF District (the

"TID Plan"); and

WHEREAS, Developer has represented to the City, and, the City finds and determines that, but for the City's commitment and willingness to consider financial assistance to Developer, the Development Project might not take place in the City and the City would not accomplish one or more of the objectives of the TID Plan; and

WHEREAS, the City is authorized to enter into contracts necessary and convenient to implement the purpose of the TIF District, including the ability to issue municipal revenue obligations for the purpose of implementing the TID Plan as provided in Wis. Stat. Section 66.0621; and

WHEREAS, the City has undertaken a water-main and water-service upgrade serving the Property, including replacement of the lead water-service lateral in August 2024, and that upgrade has caused the Property to require an automatic fire sprinkler system that was not otherwise required for Developer's renovation; and

WHEREAS, on May 27, 2026, Developer met with the City's Community Development Director and advised that the resulting fire-sprinkler cost could cause the Development Project not to proceed; and

WHEREAS, Developer has obtained a design-build proposal for the required system in the amount of $69,894.00, which is less than $90,000.00, and the parties intend that the City's commitment be stated in this Agreement;

NOW THEREFORE, in consideration of the forgoing recitals, which are incorporated into and made a part of this Agreement, the mutual covenants herein set forth, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Developer and the City hereby mutually agree as follows:

ARTICLE I
PURPOSES-DEFINITIONS

Section 1.1. Purpose of Agreement. The parties have agreed upon a general plan for the Development Project. The purpose of this Agreement is to formalize and record the understandings and undertakings of the parties and to provide a framework within which the redevelopment of the land will take place.

Section 1.2. Definitions. The terms listed below shall be defined for the purposes of this Agreement as follows. All terms that are in upper case but not defined in this Agreement and that are defined under the Tax Increment Law shall have the definitions assigned to such terms by the Tax Increment Law.

1.2.1. "Agreement" means this Development Agreement, as the same may hereafter be from time to time modified, amended or supplemented in accordance with its terms.

1.2.2. "Base Value" means the full equalized base value of the Property as of January 1, 2021, and is agreed by the parties to be One Hundred Fifty-Seven Thousand Seven Hundred dollars and no/100 ($157,700.00).

1.2.3. "City" means the City of Whitewater, a Wisconsin municipal corporation. The City may also be referred to as the City of Whitewater.

1.2.4. "City Contribution" means the City's support for the Project, as set forth in Section 4.4. below.

1.2.5. "City Payments" means the annual payments to be made by the City to the Developer per the terms of the Municipal Revenue Obligation as described in Article 2 of this Agreement.

1.2.6. "Developer" means Whipple Contractors LLC and its successors and assigns.

1.2.7. "Development Project" or "Project" means the overall construction of 10 Apartment Rental Units and a Ground Floor Commercial Space as generally shown on Exhibit B and as further described in Sections 2.1 and 2.2, below.

1.2.8. "District Statutory Life" shall mean the maximum period of time the TIF District may remain in effect per the provisions of Wis. Stat. § 66.1105(6), as may be amended following the TIF Effective Date.

1.2.9. "Incremental Value" means the full equalized base value of the property as of January 1 of the current year minus the Base Value.

1.2.10. "Plans and Specifications" means the plans and specifications for the Project to be prepared by Developer and approved by the City, which shall generally be consistent with Exhibit B.

1.2.11. "Project Costs" means the costs specified in Wis. Stat. § 66.1105(2)(f) 1.a-l inclusive.

1.2.12. "Project's Tax Increment" shall mean the Tax Increment actually received by the City from taxes levied on the Property and as directly and exclusively attributable to increases in the improvement value by way of the Project.

1.2.13. "Projected Value Increment" means Two Million One Hundred Fifty-Seven Thousand Seven Hundred Dollars and no/100 dollars ($2,157,700.00), which is expected tax value of the Property following completion of the Project.

1.2.14. "Property" means the property identified as Parcel Identification Number /OT 00070 in the City of Whitewater, Walworth County, Wisconsin as described on Exhibit A.

1.2.15. "Schedule" means the schedule prepared by the City pursuant to Section 3.9., below.

1.2.16. "Site Plan" means the specific physical layout of the Property as shown on Exhibit B.

1.2.17. "Tax Increment Value" means the amount by which the equalized value of real property of the Property on January 1 of the year following Developer's receipt of an occupancy permit upon completion of the Development Project as determined by the City of Whitewater Assessor exceeds the Base Value established for the Property. The equalized value is calculated by taking the assessed value reported by the City of Whitewater Assessor that is certified by the State Department of Revenue times the aggregate ratio.

1.2.18. "Tax Increment Revenue" means the real property tax revenue (as defined in Wis. Stat. § 66.1105(2)(i)) and generated by the Project's Tax Increment Value.

1.2.19. "Term" means from Effective Date until the earlier of the termination of TID or August 3, 2048.

1.2.20. "TID District" means Tax Incremental District No. 12 created by City Resolution No. 2021-003 as may be amended from time to time.

1.2.21. "Value" means full equalized fair market value of the real property.

1.2.22. "Zoning Code" or "Code" means Chapter 550 of the Code of Ordinances of the City of Whitewater.

ARTICLE II
DESCRIPTION OF DEVELOPMENT

Section 2.1. Project Description. Upon the receipt of all necessary governmental approvals, Developer shall build 10 apartment rental units and ground floor commercial space to be constructed in a single phase as shown conceptually in Exhibit B. The Project will be developed under more detailed Plans and Specifications to be approved by the City Plan and Architectural Review Commission.

Section 2.2. Project Cost. Developer shall construct the Project, at its sole cost, peril and expense in strict accordance with this Agreement and in strict conformity with all City ordinances, resolutions, policies, insurability or bondability requirements, and similarly applicable or impacted governmental regulations. The estimated cost to Developer of the Project (cost of design and construction (all taxes and incidentals, included)) projected upon Developer's representations is to be Two Million Five Hundred Thousand Dollars and no/100 ($2,500,000.00) generally

consistent with Exhibit B.

Section 2.3. The parties presently estimate that following completion of the Project, the Property will have a Project Value Increment for real property tax purposes, as of January 1, January 1, 2029, of at least Two Million Five Hundred Thousand Dollars and no/100 ($2,500,000.00). Developer shall use all reasonable and good faith efforts to substantially complete the Project's construction on or before December 31, 2028.

Section 2.4. City Contribution. In order to induce Developer to undertake the Project, the City agrees to provide an incentive for the Project of up to, but not to exceed the amount of Ninety Thousand Dollars and no/100 ($90,000.00), towards the payment of the Project's eligible costs in the form of a Municipal Revenue Obligation (MRO) as further provided for herein (the "City Contribution") The City Contribution shall be used by Developer only to reimburse Developer for the eligible costs and expenses incurred by Developer in connection with the Project as set forth in the attached Exhibit D.

Section 2.5. Eligible Costs and Expenses. Design and construction of a new automatic fire sprinkler system as required for the existing building required for the system substantially in conformance with the estimate attached hereto as Exhibit F.

Section 2.6. MRO. Following Project completion and the issuance of occupancy permits for the ten residential apartments and/or similar or related inspection or building and safety approvals with respect to any/all occupiable structure(s) arising by way of the Project, and, pursuant to amount of the City Contribution to Developer in the form substantially similar to Exhibit D attached hereto (the "MRO"). The MRO shall be a special and limited obligation of the City subject to annual appropriation by the City, shall not be a general obligation of the City, and neither the full faith and credit nor the taxing powers of the City are pledged to the payment of the MRO. As is further provided for in Sections 2.7. and 2.8., below, the City shall pay amounts due to Developer under the MRO over time from the Project's Tax Increment pursuant and according, exclusively, to the MRO, attached hereto and incorporated by reference. The City Payments of the amounts due under the MRO are subject to annual appropriation by the City. Developer shall receive appropriated Payments on the MRO within ninety (90) days of the City's receipt of full payment of all of the real and personal property taxes levied against the Property, provided such payments are made in a timely manner in accordance with Section 2.6., below. The MRO shall not accrue interest.

Section 2.7. MRO Repayment Schedule. In each calendar year commencing 2029 and ending no later than 2048, and, then, only, assuming any sums are then owning to Developer pursuant to terms hereunder (or, if earlier, when all of the City Contribution has been repaid by the City_),the Project's Tax Increment shall, subject to annual appropriations by the Common Council, be allocated as follows:

2.7.1. If the Project does not generate Tax Increment in any calendar year, the City shall make no payments whatsoever under the MRO for such calendar year and there shall be no deferral of the obligation to pay under the MRO for such calendar year. If the Project generates Tax Increment in any calendar year, Developer shall receive payments under the MRO, subject to the other terms and conditions of this Agreement, in a sum equal to the following:

a. Developer shall receive a payment equaling exactly seventy percent (70%) of the Project's Tax Increment generated for such calendar year.

b. The Schedule of City Payments shown in Exhibit E, attached hereto, is illustrative only. Actual City Payments shall be as described in sub-sections 2.6.1.a. above.

2.7.2. The MRO shall be issued within forty-five (45) days of the City's receipt of a written request for the same submitted by Developer, which request shall attest that all of the following contingencies have been satisfied in their entirety: (1) all property taxes for the Property for tax year for all preceding years have been paid in full, and (2) work on the Project as described on Exhibit B has been completed in compliance with Section 3.6., below.

2.7.3. The first payment under the MRO shall be due and payable in the year in which taxes are first due and payable on any value increment that has been added.

2.7.4. The City shall reasonably cooperate with Developer's lender's requests for collateral assignment of this Agreement and the City Contribution as part of Developer's Project construction loans.

2.7.5. Subject to the provisions of this Agreement, the City agrees that it shall take no action to dissolve the TIF District prior to full payment under the MRO, or, December 31, 2047, whichever comes first.

Section 2.8. MRO Payment Restrictions. Only the Project's Tax Increment, and no other property, revenue, or asset of the City, shall be used to pay the MRO. If there is no Project Tax Increment during any year, the City shall have no obligation to pay any amount for that year under the MRO, and same shall not become a deferral of the City's obligation to pay and such amount for that tax year, but, rather, any such monetary obligation that would have otherwise arisen under this Agreement is entirely forgiven and discharged; such failure shall not constitute a default under this Agreement nor under the MRO. Developer acknowledges that, subject to the provisions of this Agreement if, as of closing the TID District, the amount of the Project's Tax Increment paid under this Agreement proved insufficient to make all the payments due under the MRO, the City shall nevertheless have no obligation or liability for said unpaid amounts otherwise due or anticipated by Developer and said unpaid amounts shall be unconditionally discharged and

forgiven.

Section 2.9. Prepayment of MRO. Nothing herein shall prohibit the City from prepaying all or a portion of the outstanding balance of the MRO at any time, at par and without penalty.

Section 2.10. Taxes. Developer covenants and agrees that it shall pay in full all taxes levied on the real property of the Property at the time said taxes are due. Failure to pay said taxes in a timely manner shall constitute an event of default as provided under Article 7, hereof, and, such default may be made curable only upon the sole and exclusive discretion of the City and, then, only upon writing confirming as such and containing the signature of the City Manager and countersignature of the City Clerk.

Section 2.11. Use of the TIF Grant Proceeds. The proceeds of the City Contribution shall be utilized for reimbursement of eligible Project Costs (as defined in Wis. Stat. Section 66.1105(2)(f) and Section 2.5 above) in furtherance of the development of the TIF District, as incurred by Developer. Developer agrees to maintain records of the costs and expenses it incurs in connection with the Project's development for at least five (5) years following the month and year of the Project's substantial completion as solely and exclusively determined by the City. Subject to any reasonable confidentiality restrictions that Developer may desire, and which are permitted under Wisconsin law, Developer shall make such records available to the City upon the City's written request and to the public in compliance with Wis. Ch. 19 (Public Records law).

Section 2.12. Obligations/Payments.

2.12.1. Developer's obligations hereunder shall be personal to Developer and shall not be assigned without the prior approval of the City per the provisions of Section 9.3., below.

2.12.2. Developer shall spend, in readily verifiable manner, no less than Two Million Five Hundred Thousand and no/100 ($2,500,000.00) as the estimated cost for the Project prior to, or upon, substantial completion of the Project such that an occupancy permit has been issued for the Project, which shall not be unreasonably delayed by the City, and in full compliance with Article 3 hereof and the records availability requirements thereunder.

2.12.3. Developer unconditionally agrees not to contest, challenge, appeal or protest the Property's assessed value to an amount less than or equal to Two Million One Hundred Fifty-Seven Thousand Seven Hundred Dollars and no/100 dollars ($2,157,700.00).

ARTICLE III
UNDERTAKINGS OF THE DEVELOPER

Section 3.1. Development Developer shall build the Project as described in Sections 2.1 and 2.2, above.

Section 3.2. Minimum Development Cost. Developer's Cost for constructing the Project shall be a minimum ("Minimum Development Cost") of Two Million Five Hundred Thousand and no/100 ($2,500,000.00) in order for Developer to be eligible to receive assistance from the City per the provisions of Article II of this Agreement. Developer and/or outside investors shall provide approximately Two Million Five Hundred Thousand and no/100 ($2,500,000.00) of equity in the Project. Developer may seek and utilize Two Hundred Thirteen Thousand Four Hundred Ninety Dollars and no/100 ($213,490.00) in Project financing assistance from the WEDC Community Development Investment Grant (the "WEDC") and agrees to maintain compliance with the requirements of the WEDC and provide a 3 to 1 match if approved by WEDC.

Section 3.3. Plan Submission. Developer shall submit all plans specifications and documents to the City and state of Wisconsin as necessary to receive a building permit to construct the Project (the "Building Permit") on or before March 30, 2027.

Section 3.4. Design Standards. Developer shall incorporate high quality design and use of materials into the Project consistent with the Concept Plan contained in Exhibit B.

Section 3.5. Construction Commencement. Developer shall commence construction of the Project on or before June 30, 2027. Construction Commencement shall mean having obtained all necessary construction permits and having made substantial excavation for the foundations, footings or base of the new construction, except where the new construction is to be added to a substantial existing structure, in which case the commencement is the time of the beginning of substantial excavation or the time of the beginning of substantial preparation of the existing structure to receive the added new construction, whichever is earlier. This date shall be extended for any noticed Force Majeure consistent with Section 9.6.

Section 3.6. Construction Completion. Developer shall pursue construction activities on the Property and shall complete the Project by June 30, 2028, so as to obtain occupancy permits by December 31, 2028. This date shall be extended for any noticed Force Majeure consistent with Section 9.6.

Section 3.7. Incremental Value. Developer agrees the Projected Value Increment shall be as described in Section 2.3, above.

Section 3.8. Construction. Developer agrees to develop the Property and to construct all buildings and structures thereon in accordance with the Plans and Specifications, as filed and approved in final form by the City. However, during the progress of the Project, Developer may

make changes to the Plans and Specifications as may be in furtherance of the general objectives of the Plans and Specifications and this Agreement and as site conditions or other issues of feasibility may dictate to further the Developer's development objectives; provided, however, any such change shall comply with all applicable laws of the City and Developer may not make any material change to the size, design or structure without the written consent of the City. The City agrees to consider and approve or reject any non-material proposed change within thirty (30) days after submittal by the Developer to the City or such consideration is deemed rejected. Such requests for approval shall be submitted to the City Clerk, as representative of the City.

Section 3.9. Project Estimates. The Tax Increment Value and Tax Increment Revenue projections delineated on the Schedule attached hereto as Exhibit D are projected to be generated from the Project, pursuant to the current TID District Plan and this Development Agreement. These projections are included for illustrative purposes only. The actual MRO payments to be made by the City for any given tax year shall be as described under Section 4.4., below.

Section 3.10. Easements. Easements on the Property for municipally owned storm sewer, water mains, and sanitary sewer shall be granted to the City or its designee where necessary, by mutually agreed upon separate document or pursuant to a CSM, in accordance with detailed utility plans approved by the City Engineer, or designee.

Section 3.11. Restriction on Future Structures. No future structures, including but not limited to fencing, utility buildings and tool sheds, shall be constructed or installed on any portion of the Property without City's approval. The definition of structure shall be the definition contained within the City's Zoning Code.

Section 3.12. Property Maintenance. Developer agrees to make improvements to the Project as shown on Exhibit B in accordance with the approved Plans and Specifications. Developer agrees to maintain the Project in compliance with all federal, state and local laws, regulations or codes for as long as it owns the Property, but not less than the Term of this agreement.

Section 3.13. Utility Connections. Developer will make connections to existing public water and sewer mains as needed in accordance with detailed utility plans approved by the City Engineer or designee, and according to City specifications. Developer agrees to repair all sidewalk, curb and gutter, and street and restore all landscape areas within the public right-of-way upon making those connections.

Section 3.14. Curb Cuts. Developer will remove curb cuts and aprons where existing driveways will not be utilized as part of the Project and replace the curb cut with a full curb section to match the existing curb detail. Developer will landscape the terraces upon apron removal.

Section 3.15. Storm Sewer Repair. Developer will use due care when constructing near the existing storm sewers. If at any time during Developer's ownership of the Property, or the Term of this Agreement the structure of the storm sewer is damaged by an improvement on the Property,

Developer will restore the storm sewer so as to provide an adequate structure to allow anticipated use of the improvements without reducing the capacity of the storm sewer.

Section 3.16. Storm Water Management Facilities. Developer shall construct storm water management facilities in accordance with plans, specifications, and storm water management plan approved by the City Engineer or designee.

Section 3.17. Utility and Tax Payments. Developer shall promptly and timely pay all utility bills and its real property taxes levied against the Property when due through the latter of during Developer's ownership of the Property, or the termination of this Agreement.

Section 3.18. Personal Obligation. Developer's obligations hereunder shall be personal to Developer and shall not be assigned without the prior approval of the City per the provisions of Section 9.3., below.

Section 3.19. Developer Certification. Developer agrees not to seek tax exempt status for any portion of the Property or to convey any portion of the Property to an entity that at the time of conveyance would result in the Property qualifying for tax exempt status without the prior approval of the City per the provisions of Section 9.2., below.

Section 3.20. Restriction on Waste. Developer shall not cause a reduction in the real estate taxes payable on any of the Property through willful destruction of any improvements it makes on the Property.

Section 3.21. Developer's Cooperation. Developer agrees to work in good faith in assisting the City with applications for funds from state and federal agencies and private entities the City may seek to assist with development within the TID District and the City's obligations as described in Article 4 hereof.

ARTICLE IV
UNDERTAKINGS OF THE CITY

Section 4.1. Appropriation. The City shall make all contributions appropriated for the performance of its obligations under this Agreement as described in this Article.

Section 4.2. City's Cooperation. The City shall reasonably cooperate with Developer throughout the implementation of the Development Project and shall promptly review and/or process all submissions and applications in accordance with applicable City ordinances.

Section 4.3. TID. The City has created TID 12 and adopted Res. No. 2021-003 on August 3, 2021, authorizing the funds from TID 12 to support the Development Project within the district.

Section 4.4. City Contribution. The City Contribution under this Agreement is conditioned upon Developers compliance with all its obligations under this Agreement.

4.4.1. Subject to all of the terms covenants and conditions of this Agreement, applicable provisions of Wisconsin Law, and as inducement by the City to Developer to encourage Developer to undertake the commitments as outlined in Article 2 above; the City shall provide financial support for the Project to Developer to reimburse it for eligible costs and expenses as defined in Section 2.5 that it makes on the Property for construction of improvements and certain other expenditures, and as allowed under and pursuant to Wis. Stat. § 66.1105, (the "City Payment) in the amount not to exceed Ninety Thousand Dollars and no/100 ($90,000.00) City Contributions shall be made in compliance with Section 2.6 above.

4.4.2. The City will also support the application by Developer for the WEDC grant.

4.4.3. The Common Council of the City has determined in its discretion that any City Contribution to the Project costs is necessary to implement the goals of the TID Development Project Plan and is allowed under and pursuant to Section 66.1105 of the Wisconsin Statutes.

4.4.4. The City shall in any event not be required to fund this obligation for the City Payment from the general obligations of the City. The City's obligation under this Subparagraph are a special and limited obligation subject to the City's borrowing or bonding authority. While the City declares that it does have a present intention of providing such contribution, the City is not obligated to use any other source other than TID Development funds related to this Project.

4.4.5. If the Developer does not meet the performance criteria as stated in Article 3 of this Agreement, the City is not obligated to make any City Contribution to Developer until all such performance criteria in this Agreement are met. In the event that there is a deferral, in the payment of the City Payment, any deferred portion of the City Payment shall not accrue interest.

Section 4.5. Developer's Documentation. Upon request by the City, the Developer shall review with City personnel, and provide copies of original invoice documentation, and other documentation reasonably requested by the City, establishing to the reasonable satisfaction of the City that the Developer has incurred and paid Project Costs in an amount of at least the Minimum Development Costs as described in Section 3.2., above, for the Project for documentary support of the City's Contribution from the Project's Tax Increment Revenue. In addition, the Developer shall review with City personnel, and provide an original fully executed sworn affidavit, from the Project's architect or general contractor certifying that the actual amount spent on eligible Project Costs at the conclusion of construction of the Project equaled or exceeded the Minimum Development Costs as described in Section 3.2., above.

Section 4.6. Limited Obligation. Developer hereby acknowledges that the City Contribution, as evidenced by this Agreement, shall be a special and limited obligation of the City and not a general obligation. As a result of the special and limited nature of the City's obligation to make the City Contribution, Developer's recovery of the full amount of the City Contribution depends on factors including, but not limited to, future mill rates, changes in the assessed value of a Development Project, the failure of the Development Project to generate the Tax Increment Revenue at the rate expected by Developer, changes in the Tax Increment Law, and other factors beyond the City's and/or Developer's control.

Section 4.7. City's Covenants. City covenants to Developer that until the City Contribution has been made in full, or sufficient action has been completed to ensure the City Contribution, the City shall not close the TIF District prior to the end of the District's Statutory Life. Upon the end of the District's Statutory Life, or completion of the City Contribution, the City will be entitled to close the TIF District and no liability shall remain from the City to the Developer upon expiration of the TIF District.

Section 4.8. Lookback. The Parties understand that if the Development is successful then the MRO will be repaid sooner. Nonetheless, as a condition for providing the City's Contribution, the Parties agree to a lookback review to ensure the Developer's returns do not exceed a reasonable market rate investment return. Accordingly, upon the earlier of: (i) 5 years after the Development Project receives an occupancy permit; or (ii) the date that the Development Project is sold, the Developer shall provide the City an internal rate of return ("IRR") calculation for the Development Project based upon the Development Project's actual cash flow and any other financial documentation of its return on investment available for distribution to the Development Project's investors. Actual cash flow shall be based on financial statements prepared, reviewed, and certified by Developer's CPA. Up to, but no more than, 20% of the annual operating budget may be held from available cashflow as reserves for overages and capital improvements. The Developer shall cooperate with the City and provide to the City such information for inspection and review. Should the IRR exceed 25%, then the City Contribution to the Developer under the MRO pursuant to Sections 2.5 – 2.8., above, shall be reduced by an amount sufficient to cause the IRR to equal 25%. The IRR calculations under this paragraph will take into account any post-completion contributions of equity and/or member (or partner) loans made by the Developer, Developer's affiliates, or Developer's private investors. In the event of a dispute as to the IRR, the matter shall be resolved by decision of a third-party accountant mutually agreed upon by the Parties. If the Parties are unable to agree upon an accountant within thirty (30) days, the dispute shall be resolved by arbitration in accordance with Wis. Stat. Ch. 788. The lookback provision is limited to a single review based on the above timing criteria; the City shall not require additional lookback reviews of the Development Project or future owners of the Property.

ARTICLE V

PROPERTY BASE VALUE

Section 5.1. Base Value. City represents and agrees that the full equalized base value of the Property as of January 1, 2021, is One Hundred Fifty-Seven Thousand Seven Hundred dollars and no/100 ($157,700.00) ("Base Value"). Any Value of the Property above One Hundred Fifty-Seven Thousand Seven Hundred dollars and no/100 ($157,700.00) is Tax Increment Value. All taxes paid on Tax Increment Value are part of Tax Increment Revenue.

ARTICLE VI
COVENANTS RUNNING WITH THE LAND

Section 6.1. Covenants. This Agreement constitutes the entire Agreement between the Parties, and all provisions of this Agreement shall be deemed to be covenants running with the land described on Exhibit A and shall be binding upon successors and assigns for the Term of this Agreement.

ARTICLE VII
REMEDIES

Section 7.1. Time of the Essence. Time is of the essence as to all dates under this Agreement.

Section 7.2. Event of Default. In the event any Party defaults under this Agreement, which default is not cured within thirty (30) days after written notice thereof to the defaulting Party or within such extended period required to cure the default, provided cure efforts are undertaken in good faith within the thirty (30) period and the defaulting Party is diligently pursuing such cure, the nondefaulting Party shall have all rights and remedies available under law or equity with respect to the default, except as otherwise set forth in this Agreement. In the event of any default by any Party in making a payment required to another Party, the cure period for such monetary default shall be ten (10) days after delivery of notice thereof. In addition, and without limitation, any of the Parties shall have the following specific rights and remedies following such notice and failure to cure:

7.2.1. Injunctive relief;

7.2.2. Action for specific performance; and

7.2.3. Action for money damages.

7.2.4. Recovery of the Property as detailed in Section 7.3, below.

Notwithstanding the foregoing, in no event may City exercise or seek any rights of injunction or specific performance for Developer's failure to commence the Project.

Section 7.3. Recovery of the Property.

7.3.1. If Construction does not commence as provided in Section 3.5, the City shall have the right to acquire the property from the Developer for the purchase price Developer paid for the Parcel. The City shall exercise this right by providing notice to Developer within 90 days of the date provided in Section 3.5.

7.3.2. If Construction is not completed as provided in Section 3.6, the City reserves the right to acquire the property from the Developer for the purchase price Developer paid for the Parcel plus the Incremental Value of the property on the date provided in Section 3.6. The City shall exercise this right by providing notice to Developer within 90 days of the date provided in Section 3.6.

Section 7.4. Reimbursement. Any amounts expended by the nondefaulting Party in enforcing this Agreement including reasonable attorneys' fees, together with interest provided for below, shall be reimbursed or paid to the nondefaulting Party which prevails in any such enforcement.

Section 7.5. Remedies are Cumulative. Except as specified in this Agreement, all remedies provided herein shall be cumulative and the exercise of one remedy shall not preclude the use of any other or all of said remedies.

Section 7.6. Failure to Enforce Not Waiver. Failure to enforce any provision contained herein shall not be deemed a waiver of that Party's rights to enforce such provision or any other provision in the event of a subsequent default.

ARTICLE VIII
INSURANCE

Section 8.1. Developer, its contractors, lessees, successors and assigns, shall, during their occupancy or ownership of the Property, purchase or cause to be purchased and continuously maintained in effect, insurance against such risks, both generally and specifically, with respect to the private development, as are customarily insured against in developments of like size and character including, but not limited to: Casualty Insurance, Comprehensive General Liability Insurance, Physical Damage Insurance, Builders' Risk Insurance and all other forms of insurance reasonably required generally by the State of Wisconsin for entities such as the owner and any lessees from time to time during the construction and operation of the Property. Such insurance shall be maintained in amounts and with terms of coverage generally customary to such Property. Such insurance shall name City as an additional insured as its interest may appear, except on any policy of Liability Insurance.

Section 8.2. In the event the Property is damaged or partially or fully destroyed, Developer shall cause the insurance proceeds from such loss to be used to promptly repair and restore the Property to its original condition.

ARTICLE IX
WRITTEN NOTICES AND MISCELLANEOUS

Section 9.1. Notices and Demands. Except as otherwise expressly provided in this Agreement, a notice, demand or other communication under this Agreement by any Party to any other shall be sufficiently given or delivered if it is dispatched by registered or certified mail, postage prepaid, return receipt requested, or delivered personally, and

FOR THE CITY:
City of Whitewater
Office of the Finance & Administrative Services Director
312 W Whitewater St
P.O. Box 178
Whitewater, WI 53190
Attention: Rachelle Blitch
RBlitch@Whitewater-wi.gov

With a copy to:
City of Whitewater
City Attorney's Office
312 W Whitewater St.
P.O. Box 178
Whitewater, WI 53190
Attention: Attorney Steven T. Chesebro
schesebro@whitewater-wi.gov

TO THE DEVELOPER:
Whipple Contractors LLC
S70W39675 County Rd N
Eagle, WI 53119
Attention: Brian Whipple
brian@elegantbuildersllc.com

With a copy to:
David Turiciano
4114 Chestnut St
Delavan, WI 53115
DavidTuriciano@turicianolaw.com
414-559-2406

Section 9.2. Restrictions of Sale, Transfer, Conveyance and Ownership. During the Term of this Agreement, neither Developer nor any future owner shall use, sell, transfer or convey

ownership of any of the Property to any person or entity in any manner which would render all or any part of the Property exempt from real property taxation, or would render the personal property located on any of the Property exempt from personal property taxation, without the prior written consent of the City. This obligation shall survive until the termination and closure of the TID District under this Agreement. In the event Developer receives an exemption from general real estate taxes, such may be deemed an event of default hereunder and City may exercise its rights under the Remedies clauses in Article 7 hereof. Developer shall execute and record deed restrictions effectuating this provision.

Section 9.3. Warranty of Developer; Non-Transferability. The City has entered into this Agreement with Developer, on the basis of the identity of the General Partner(s), and on the strength of their experience. Therefore, Developer hereby warrants and represents to the City that the General Partner(s) of Developer are as shown on Exhibit C, attached hereto. During the Term, Developer may not change General Partner(s) without the prior written consent of the City, which shall not be unreasonably denied, delayed or conditioned. During the Term, Developer shall not change management of the Property from the General Partner(s) without the prior written consent of the City, which consent shall not be unreasonably withheld. Any prohibited transfers under this Section, which have been made without securing the prior written consent of the City shall be considered an event of Default hereunder. In any event, any permitted or subsequent transferee hereunder must agree to be bound by the terms of this Development Agreement.

Section 9.4. Non-Discrimination Agreement. The Developer agrees that neither the Property nor any portion thereof, shall be sold to, leased or used by any Party in a manner to permit discrimination or restriction on the basis of race, creed, ethnic origin or identity, color, gender, religion, marital status, age, handicap, or national origin and that construction, redevelopment, improvement, and operation of the Development shall be in compliance with all effective laws, ordinances and regulations relating to discrimination or any of the foregoing grounds.

Section 9.5. No Third-Party Beneficiaries. This Agreement is made solely for the benefit of the Parties hereto and their permitted assignees, and no other Party shall acquire or have any rights under this Agreement or by virtue of this Agreement.

Section 9.6. Force Majeure. As used herein, the term "Force Majeure" shall mean any accident, breakage, war, insurrection, civil commotion, riot, act of terror, act of God or the elements, governmental action (except for governmental action by the City with respect to obligations of the City under this Agreement), alteration, strike or lockout, picketing (whether legal or illegal), inability of a Party or its agents or contractors, as applicable, to obtain fuel or supplies, unusual weather conditions, or any other cause or causes beyond the reasonable control of such Party or its agents or contractors, as applicable. No Party to this Agreement shall be in default hereunder for so long as such Party or its agents and contractors, if applicable, are prevented from performing any of its obligations hereunder due to a Force Majeure occurrence. Any party alleging Force Majeure has delayed its performance of obligations shall provide notice to the other party within

30 days of the events begging to cause delay and shall include in that notice an estimate on the anticipated amount of delay. The party shall then provide a second notice confirming the actual length of delay, the second notice shall be provided no later than 15 days after the anticipated end of the delay detailing the actual amount of the delay caused by the Force Majeure.

Section 9.7. Law Governing. The laws of the State of Wisconsin shall govern this Agreement. In the event of a dispute involving this Agreement, the Parties agree that venue shall be in Jefferson County, Wisconsin, Circuit Court.

Section 9.8. Execution in Multiple Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

Section 9.9. Amendment. This Agreement may be rescinded, modified or amended, in whole or in part, by mutual agreement of the Parties hereto, their successors and/or assigns, in writing signed by all Parties.

Section 9.10. Severability of Provisions. If any provision of this Agreement shall be held or deemed to be inoperative or unenforceable as applied in any particular case in any jurisdiction because it conflicts with any other provision or provisions of this Agreement or any constitution or statute or rule of public policy, or for any other reason, then such circumstance shall not have the effect of rendering the provision in question inoperative or unenforceable in any other case or circumstance, or of rendering any other provision or provisions herein invalid, inoperative, or unenforceable to any extent whatever. To the maximum extent possible, this Agreement shall be construed in a manner consistent with the powers of the City, including, but not limited to, their powers under the Tax Increment Law, § 66.1105, Wis. Stats., to achieve its intended purpose.

Section 9.11. Recording and Survival. The City shall record this Agreement against the Property with the Register of Deeds for Jefferson County, at the Developer's expense. All the terms and conditions of this Agreement shall survive the execution of this Agreement and the making of grants hereunder. This Agreement shall run with the land and be binding upon Developer and all of Developer's successors in interest. Every reference to Developer herein shall be a reference to Developer and all of Developer's successors in interest, including tax-exempt entities. This Agreement shall expire on the date of termination of the TIF District.

Section 9.12. Reservation of Rights. Nothing in this Agreement shall be construed to be a waiver or modification of the governmental immunities or notice requirements imposed by Wis. Stat. § 893.80 or any other law.

Section 9.13. Vested Rights. Except as provided by law, or as expressly provided in the Agreement, no vested rights to develop the Project shall inure to Developer by virtue of this Agreement. Nor does the City warrant that Developer is entitled to any other approvals required for the construction of the Project as a result of this Agreement.

Section 9.14. Recitals. The representations and recitations set forth in Recitals are material to this Agreement and are hereby incorporated into and made a part of this Agreement as though they were fully set forth in this paragraph, subject to all of the terms and conditions in the balance of this Agreement.

Section 9.15. Construction. The Parties acknowledge and represent that this Agreement has been the subject of negotiation by all Parties and that all Parties together shall be construed to be the drafter hereof and this Agreement shall not be construed against any Party individually as drafter.

Section 9.16. Representation. The Developer acknowledges that it has either had the assistance of legal counsel in the negotiation, review, and execution of this Agreement, or has voluntarily waived the opportunity to do so; that it has read and understood each of this Agreement's terms, conditions, and provisions, and their effects; and that it has executed this Agreement freely and not under conditions of duress.

Section 9.17. Authority. The individuals executing this Agreement on behalf of the Developer warrant and represent that they are duly authorized to bind the Developer to this Agreement. Developer warrants and represents that the execution of this Agreement is not prohibited by the Developer's articles of incorporation, by-laws, operating agreement, or other internal operating orders, or by any applicable law, regulation or court order. Developer shall provide proof upon request.

Section 9.18. Indemnification. Subject to the limitation described herein and except for any misrepresentation or any misconduct of any of the indemnified Parties, Developer and or its contractors shall indemnify, save harmless and defend the City and its respective officers, agents, and employees from and against any and all liability, suits, actions, claims, demands, losses, costs, damages, and expenses of every kind and description, including reasonable attorney costs and fees, for claims of any kind including liability and expenses in connection with the loss of life, personal injury or damage to property, or any of them brought (i) because of any Default or (ii) because of any injuries or damages received or sustained by any persons or property on account of or arising out of the construction and/or operations of the Project and the Property to the extent caused by the negligence or willful misconduct on Developer's part or on the part of its agents, contractors, subcontractors, invitees or employees, at any time. This Section shall survive termination of this Agreement.

WITNESS WHEREOF, the parties have executed this Agreement on the day and year first above written.

[SIGNATURES BEGIN ON THE FOLLOWING PAGE]

DEVELOPER:

Whipple Contracts LLC

BY: _____

ACKNOWLEDGMENT

State of Wisconsin)
) *ss.*
County of)

Personally came before me this _____ day of _____, 2026 the above-named,
_____ who acknowledged that he as
_____, being authorized to do so, executed the foregoing instrument
on behalf of Whipple Contractors LLC.

_____

Notary Public, _____County,
Wisconsin My Commission expires: _____

CITY OF WHITEWATER:

BY: _____
John Weidl, City Manager

ATTEST:

BY: _____
Heather Boehm, City Clerk

AUTHENTICATION

Signature(s) John Weidl, City Manager and Heather Boehm, City Clerk, authenticated this ___ day of _____, 2026.

_____

Attorney Steven T. Chesebro
Title: Member State Bar of Wisconsin

APPROVED AS TO FORM:

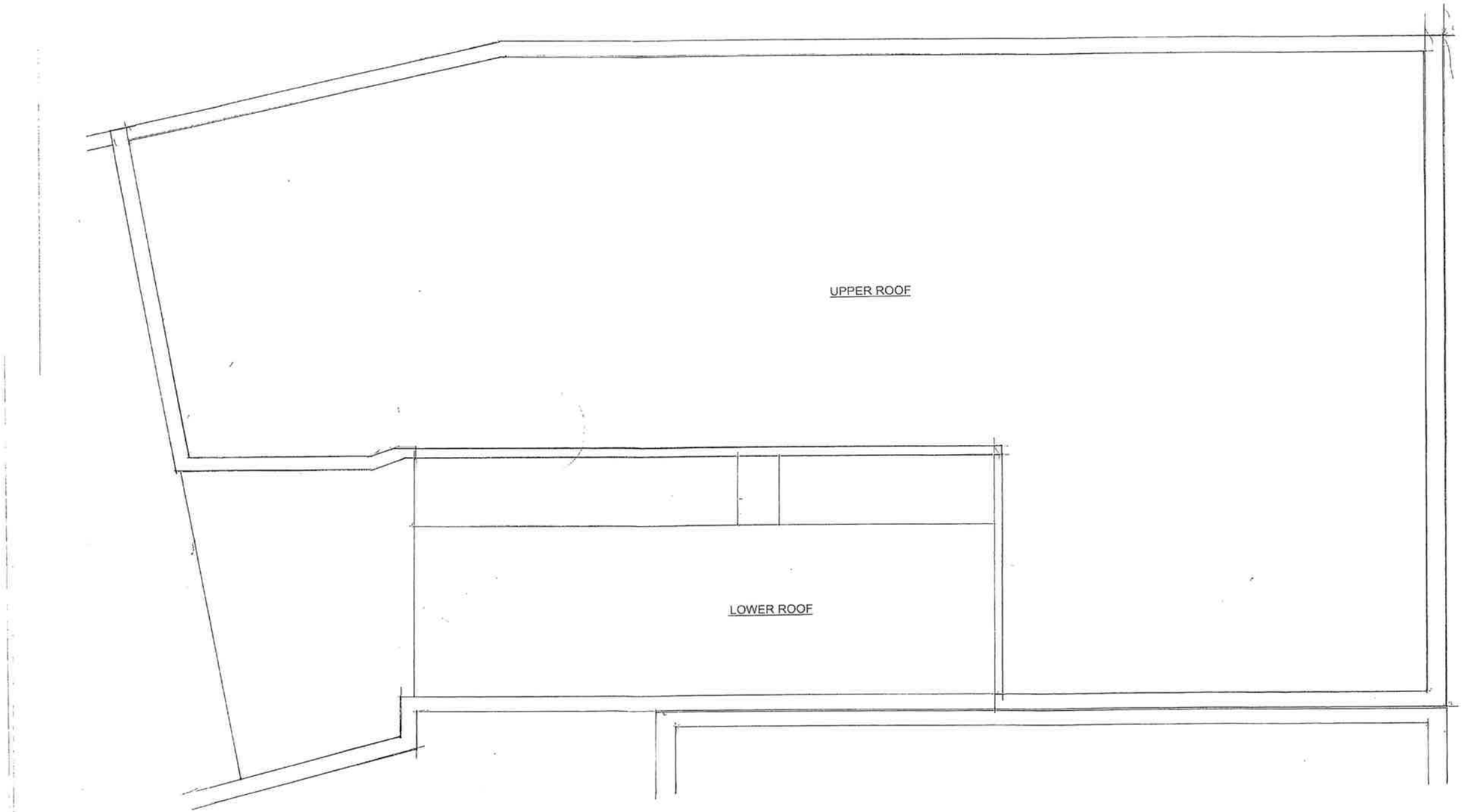
_____

Steven T. Chesebro
City Attorney

EXHIBIT A
LEGAL DESCRIPTION

The West 33 feet of what is now Lot 3 of Block 8 of Whitewater Village, now City, as Resurveyed, being sometimes known as the Original Town of Whitewater, County of Walworth, State of Wisconsin.
Also, another piece of land adjoining the last mention piece on the South and described as follows:
So much of the North 1/3 part of Lot 2 in said Block 8 as was not sold by Levi Powers to S. Clark by deed dated July 15, 1965, and recorded October 2, 1855, in Volume 21 of Deeds, page 581, Walworth County Records.
Also, a third piece of land described as follows:
A part of said Lot 3 in said Block 8 bounded as follows: Beginning on the North line of said Lot 3, 30 feet West of the Northeast corner and running Westly along the North line of the Lot, 20 feet, thence Southerly at right angles to the North line of the lot to the South line thereof; thence Eastelry on the South line 20 feet, thence Northerly to the place of beginning; being the proeprty known as the "Bower House" and extending from Main Street back to the North wall of property formerly known as the "Hucker Saloon" including use of the North Wall as a part wall.

EXHIBIT B
CONCEPT PLAN



1 ROOF PLAN

SCALE: 1/4"=1'-0"

NORTH

GRAPHIC SCALE

0 4 8 12 16

Michael Peine Architects
Commercial - Industrial
Design/Build Partnering

4617 N. Idlewild Ave
Whitefish Bay, WI 53211
(608) 516-0531 Phone

e-mail: mpeine@wi.rr.com

PROJECT:

BOWERS HOUSE HOTEL
Apartment Alteration

OWNER:

TAMMY AND GREG APRHAMIAN

PROJECT ADDRESS:

187 W Main Street
Whitewater, WI 53190

CONTRACTOR:

CONTACT:

Drawing Issuance Schedule:

No.	Description	Date

General Notes:

Contractor to field verify all dimensions, levels and datums prior to starting the work. Any discrepancies or omissions shall be reported to the General Contractor and/or Architect.

All work shall be done in compliance with local codes, ordinances, rules and regulations.

No work shall be started until plans have been approved by the building inspector and all other agencies having jurisdiction.

Stamp:

Sheet Title:

Scale 1/4" = 1'-0"

Date

Sheet No.

A-4.0

MAY 7TH, 2024

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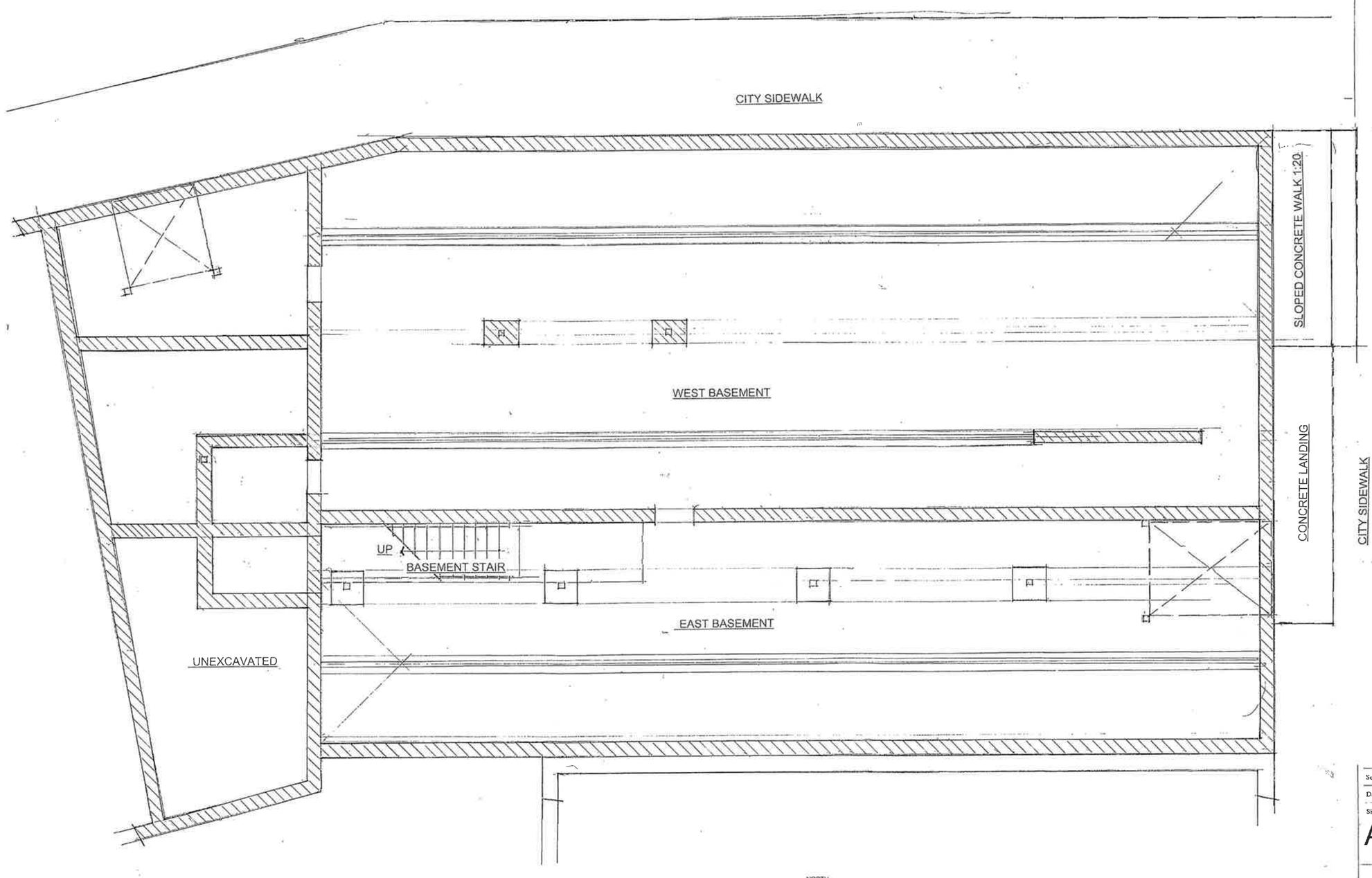
Michael Peine
Architects
Commercial - Industrial
Design/Build Partnering
4617 N. Idlewild Ave.
Whitefish Bay, WI 53211
(608) 516-0531 Phone
Mpeinr54@icloud.com



1 BASEMENT PLAN
SCALE: 1/4"=1'-0"

NORTH

GRAPHIC SCALE
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	MAY 7TH, 2024

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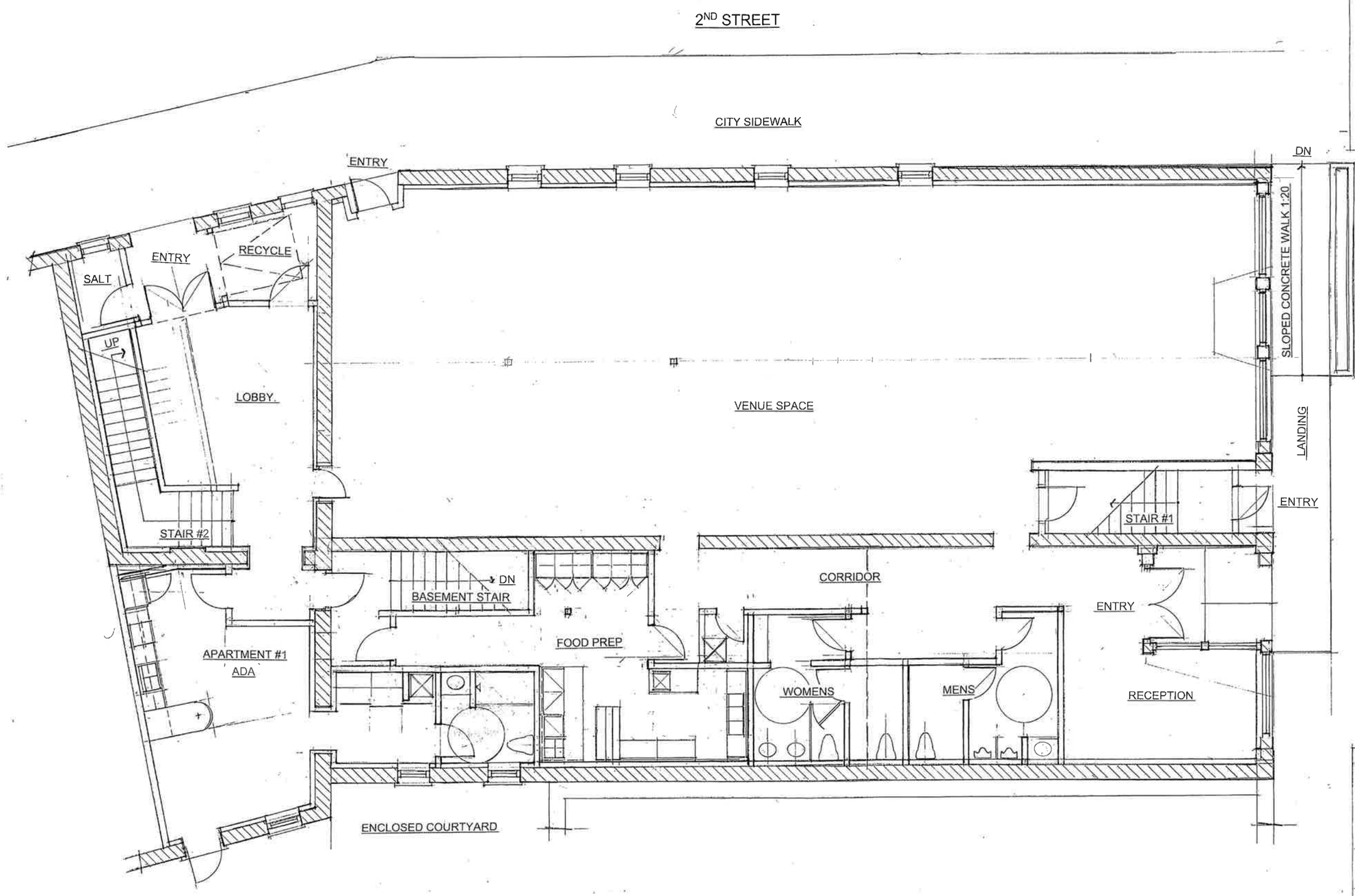


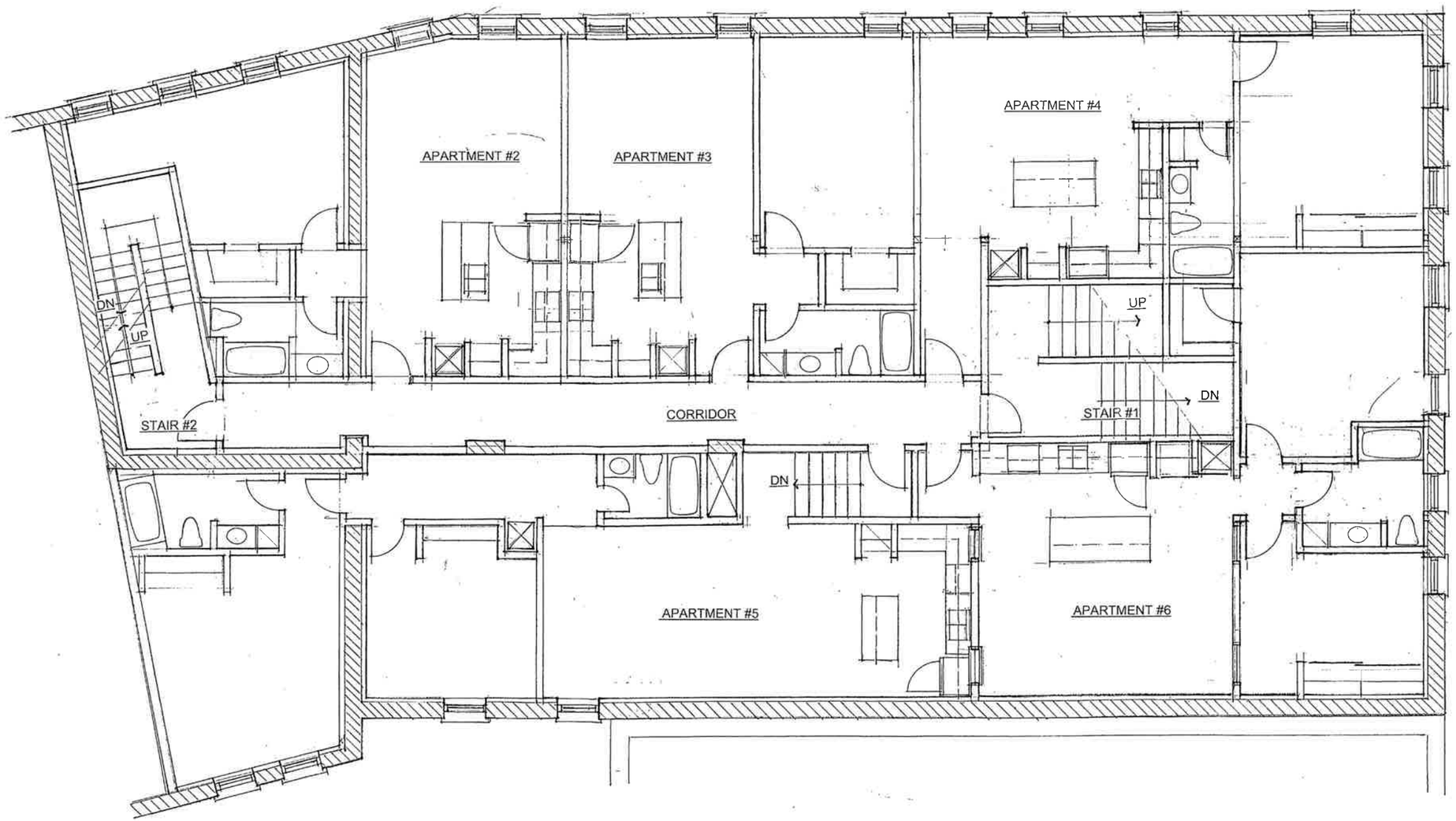
Michael Peine Architects
Commercial - Industrial
Design/Build Partnering
4617 N. Idlewild Ave.
Whitefish Bay, WI 53211
(608) 516-0531 Phone
Mpeinr54@icloud.com

Scale 1/4" = 1'-0"
Date
Sheet No.
A-1.0
MAY 7TH, 2024

1 FIRST FLOOR PLAN
SCALE: 1/4"=1'-0"

NORTH

GRAPHIC SCALE
0 4 8 12 16



1 SECOND FLOOR PLAN
SCALE: 1/4"=1'-0"

NORTH

GRAPHIC SCALE
0 4 8 12 16

Michael Peine Architects
Commercial - Industrial Design/Build Partnering
4617 N. Idlewild Ave
Whitefish Bay, WI 53211
(608) 516-0531 Phone
Mpeinr54@icloud.com

PROJECT:

BOWERS HOUSE HOTEL
Apartment Alteration

OWNER:
TAMMY AND GREG APRHAMIAN

PROJECT ADDRESS:
187 W Main Street
Whitewater, WI 53190

CONTRACTOR:

CONTACT:

Drawing Issuance Schedule:

No.	Description	Date

General Notes:

Contractor to field verify all dimensions, levels and datums prior to starting the work. Any discrepancies or omissions shall be reported to the General Contractor and/or Architect.

All work shall be done in compliance with local codes, ordinances, rules and regulations.

No work shall be started until plans have been approved by the building inspector and all other agencies having jurisdiction.

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Sheet Title:

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Date

Sheet No.

A-2.0

MAY 7TH, 202

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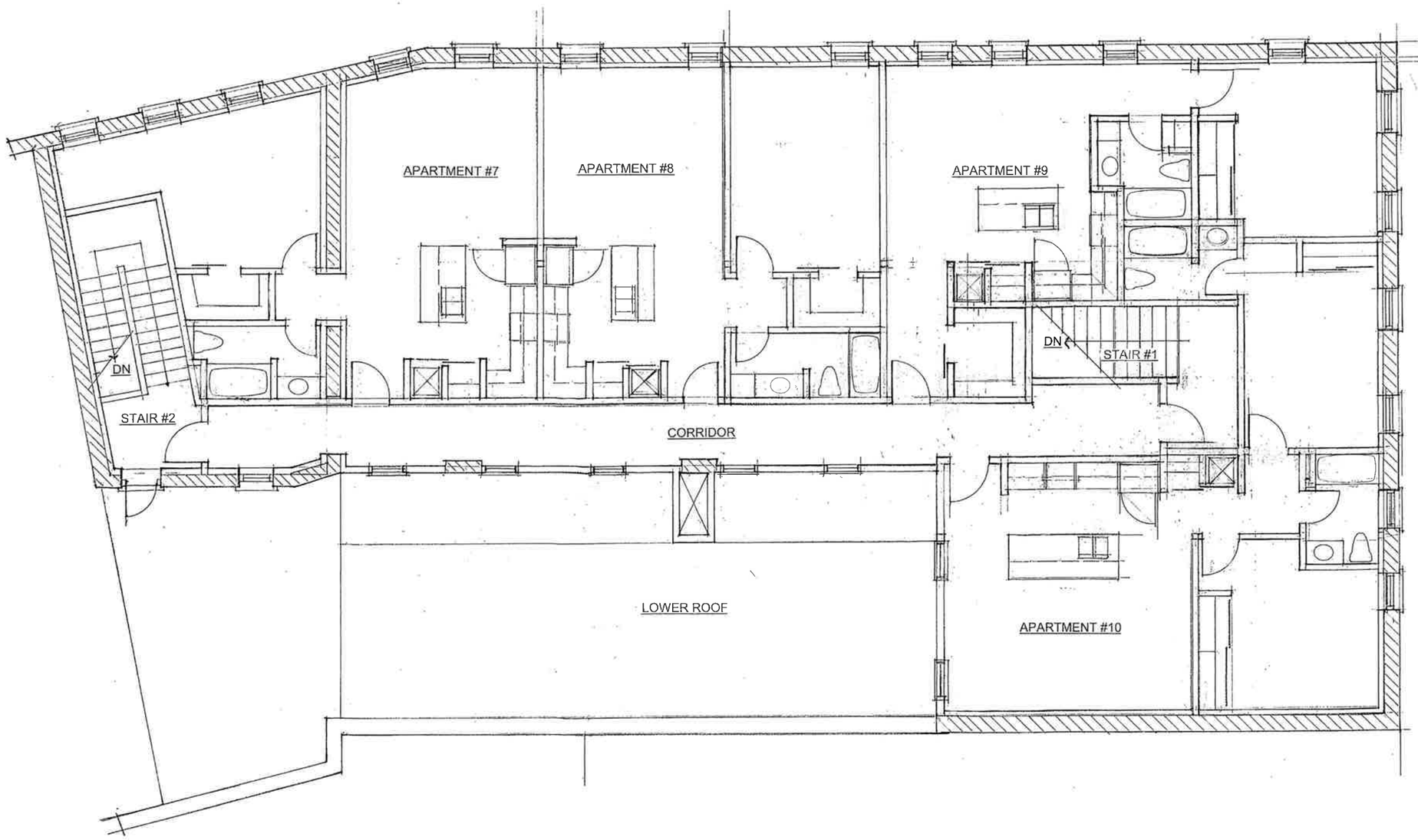

1 THIRD FLOOR PLAN
SCALE: 1/4"=1'-0"

NORTH

GRAPHIC SCALE
0 4 8 12 16

Michael Peine Architects
Commercial - Industrial Design/Build Partnering
4617 N. Idlewild Ave.
Whitefish Bay, WI 53211
(608) 516-0531 Phone
Mpeinr54@icloud.com

PROJECT:

BOWERS HOUSE HOTEL
Apartment Alteration

OWNER:

TAMMY AND GREG APRHAMIAN

PROJECT ADDRESS:

187 W Main Street
Whitewater, WI 53190

CONTRACTOR:

CONTACT:

Drawing Issuance Schedule:

No.	Description	Date

General Notes:

Contractor to field verify all dimensions, levels and datums prior to starting the work. Any discrepancies or omissions shall be reported to the General Contractor and/or Architect.

All work shall be done in compliance with local codes, ordinances, rules and regulations.

No work shall be started until plans have been approved by the building inspector and all other agencies having jurisdiction.

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Sheet Title:

Scale 1/4" = 1'-0"

Date

Sheet No.

A-3.0

MAY 7TH, 2024

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EXHIBIT C
DEVELOPER'S GENERAL PARTNERS

Brian Whipple

EXHIBIT D

AGREEMENT TO UNDERTAKE DEVELOPMENT
IN TAX INCREMENT DISTRICT NO. 12

MUNICIPAL REVENUE OBLIGATION

CITY OF WHITEWATER

$#.##

This Municipial Revenue Obligation (the "Obligation") is created pursuant to Wis. Stat. § 66.0621 this ___ Day of _____, 2029 by the City of Whitewater, Walworth and Jefferson County, Wisconsin (the "City) to Whipple Contracts LLC, its successors and assigns ("Developer").

WITNESSETH

WHEREAS, the City and Developer have entered into an agreement to undertake Development in Tax Increment District No. 12 dated _____, _____, and recorded as document number _____ with the _____ County Register of Deeds. (the "Development Agreement"); and,

WHEREAS, this obligation is issued by the City pursuant to the Development Agreement; and,

NOW THEREFORE, in consideration of the forgoing recitals, which are incorporated into and made a part of this Agreement, the mutual covenants herein set forth, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Developer and the City hereby mutually agree as follows:

Section 1. TERMS DEFIND. Terms that are capitalized in this Obligation that are not defined in this Obligation and that are defined in the Development Agreement shall have the meanings assigned to such terms by the Development Agreement.

Section 2. PROMISE TO PAY. The City shall pay to Developer up to, but not to exceed, the amount of DOLLAR AMOUNT AND ($#.##) solely from the Project's Tax Increment, and, then, only from a sum limited and equal to exactly 70% of the Project's Tax Increment actually paid, on an annual basis, minus any and all other debts or obligations otherwise owing to the City by virtue of the Development Agreement or otherwise. To the extent that on any payment date the City is unable to make a PAYMENT from the Project's Tax Increment at least equal to the City Payment

due on such date as a result of having received, as of such date, insufficient Project Tax Increment, such failure shall not constitute a default under this Obligation and, except as hereinafter provided, the City shall have no obligation under this Obligation, or otherwise, to subsequently pay any such deficiency. Any payments on the Municipal Revenue Obligation, which are due on any payment due date, shall be payable solely from and only to the extent that, as of such payment date, the City has received Project Tax Increment. The term of this Obligation and the City's obligation are as exclusively and specifically provided in the Development Agreement. This Obligation shall terminate and the City's obligation to make any payments under this Obligation shall be discharged, and the City shall have no obligation and incur no liability to make any payments hereunder, after the date provided within the Development Agreement.

Section 3. LIMITED OBLIGATION OF CITY. This Obligation shall be payable solely from the Project's Tax Increment and shall not constitute a charge against the City's general credit or taxing power. The City shall not be subject to any liability hereunder, or be deemed to have obligated itself to pay Developer any amounts from any funds except the Project's Tax Increment, and then only to the extent and in the manner herein specified.

Section 4. PREPAYMENT OPTION. To satisfy in full the City's obligations under this Obligation, the City shall have the right to prepay all or a portion of the outstanding principal balance of this Obligation at any time, at par and without penalty.

Section 5. MISCELLANEOUS. This Obligation is subject to the Tax Increment Law and to the Development Agreement.

[SIGNATURES BEGIN ON THE FOLLOWING PAGE]

Dated this ____ day of _____, ____.

CITY OF WHITEWATER:

BY: _____
John Weidl, City Manager

ATTEST:

BY: _____
Heather Boehm, City Clerk

EXHIBIT E
SCHEDULE OF CITY PAYMENTS

EHLERS
PUBLIC FINANCE ADVISORS

City of Whitewater, WI

Tax Increment District No. 12

183-187 W. Main

Tax Increment Projection Worksheet - Walworth County

Type of District	Rehabilitation	
District Creation Date	August 3, 2021	
Valuation Date	Jan 1,	2021
Max Life (Years)	27	
Expenditure Period/Termination	22	8/3/2043
Revenue Periods/Final Year	27	2049
Extension Eligibility/Years	Yes	3
Eligible Recipient District	Yes	

Base Value	
Appreciation Factor	
Base Tax Rate	
Rate Adjustment Factor	-0.50%
Tax Exempt Discount Rate	N/A
Taxable Discount Rate	N/A

	Construction Year	Value Added	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment	70% of increment paid as incentive
7	2027	2,000,000	2028	0	2,000,000	2029	$17.68	**35,361**	24,753
8	2028		2029	0	2,000,000	2030	$17.59	**35,184**	24,629
9	2029		2030	0	2,000,000	2031	$17.50	**35,008**	24,506
10	2030		2031	0	2,000,000	2032	$17.42	**34,833**	16,112
11	2031		2032	0	2,000,000	2033	$17.33	**34,659**	
12	2032		2033	0	2,000,000	2034	$17.24	**34,486**	
13	2033		2034	0	2,000,000	2035	$17.16	**34,313**	
14	2034		2035	0	2,000,000	2036	$17.07	**34,142**	
15	2035		2036	0	2,000,000	2037	$16.99	**33,971**	
16	2036		2037	0	2,000,000	2038	$16.90	**33,801**	
17	2037		2038	0	2,000,000	2039	$16.82	**33,632**	
18	2038		2039	0	2,000,000	2040	$16.73	**33,464**	
19	2039		2040	0	2,000,000	2041	$16.65	**33,297**	
20	2040		2041	0	2,000,000	2042	$16.57	**33,130**	
21	2041		2042	0	2,000,000	2043	$16.48	**32,965**	
22	2042		2043	0	2,000,000	2044	$16.40	**32,800**	
23	2043		2044	0	2,000,000	2045	$16.32	**32,636**	
24	2044		2045	0	2,000,000	2046	$16.24	**32,473**	
25	2045		2046	0	2,000,000	2047	$16.16	**32,310**	
26	2046		2047	0	2,000,000	2048	$16.07	**32,149**	
27	2047		2048	0	2,000,000	2049	$15.99	**31,988**	
	Totals	**2,000,000**		**0**			**Future Value of Increment**	**706,603**	**90,000**

EXHIBIT F
FIRE SUPPRESSION ESTIMATE OF ELIGIBLE COSTS AND EXPENSES

BLAIR FIRE PROTECTION
Keeping lives and property safe.

13111 W Silver Spring Drive
Butler, WI 53007
Tel 414-460-4006
www.blairfireprotection.com

Contract Proposal For
Bower House

Date: July 27, 2026

Email: Whipplecontractors@gmail.com
Quote Number: 9403

To: Brian Whipple II
Whipple Contractors LLC
S70W39675 County Rd N
Eagle, WI 53119

Project: **Bower House**
187 Main St
Whitewater, WI 53190

Bid Documents by: Michael Peine
Plans/Specs Dated: 7/19/2024

Blair Fire Protection is pleased to present this proposal to provide a design build Automatic Fire Sprinkler System at the above referenced project. All work will be designed and installed in accordance with State, Local and National Fire Protection Association Code requirements.

Description of Work:
Provide design build services to install a new automatic fire sprinkler system as required for the existing building. Minimum 4" water service required for the system, and is to be installed by others if required. See below for more information.

System Description:
- The total area in this proposal includes approximately 10899 sqft.
- 1 wet-type automatic fire sprinkler system(s) in accordance with NFPA 13.
- Each system includes a riser assembly with control valves, alarms, test connection, and drain assembly.
- Black steel pipe (sch 7 mains and branchlines / sch 30 arms and drops) with welded outlets and grooved fittings meeting the requirements of NFPA 13.

Fire Sprinkler Head Information:
- Sprinkler heads will be spaced to meet all code requirements and will not necessarily be centered in ceiling tiles, nor be lined up with other ceiling
  Pendants
- Sprinkler heads in ceilings will be semi-recessed type. (white)
  Uprights
- Sprinkler heads in exposed structure areas will be brass upright type installed on exposed piping.

Lump Sum Price: $69,894

Terms:
Proposal is valid for 7 days. Additional compensation may be required for material escalation if this proposal becomes outdated. Payment terms are net 30

See following pages for clarifications.

Please call me at 414-308-6813 with any questions.

Best Regards,

Cole Ellis

BLAIR FIRE PROTECTION
Keeping lives and property safe.

13111 W Silver Spring Drive
Butler, WI 53007
Tel 414-460-4006
www.blairfireprotection.com

Scope Clarifications for Bower House

Water Supply Information provided by: City of Whitewater Water

Date: 11/18/25 Static: 66 psi Residual: 64 psi Flow: 1180 gpm

Waterflow information is for estimating purposes only. If actual water supply flow or pressure is less, additional compensation may be required.

Design Criteria:

- Office/Venue area designed to Light Hazard occupancy at .10 gpm/sqft over 1,500 sqft with a hose demand of 100 gpm. (NFPA 13 (2019 Edition))
- Mechanical area designed to Ordinary Hazard Group 1 occupancy at .15 gpm/sqft over 1,500 sqft with a hose demand of 250 gpm. (NFPA 13 (2019 Edition))
- Residential Units area designed to Light Hazard Residential occupancy at .05 gpm/sqft over 4 sprinkler heads with a hose demand of . (NFPA 13R (2019 Edition))

Clarifications:

General clarifications

- It is the owner's or construction manager's responsibility to maintain a minimum of 40°F in all locations containing water filled piping during and after construction of this project. We have no costs included for temporary heat during construction, repairs to frozen piping, or for drywall repairs that may be necessary if piping is concealed prior to testing.
- The work will be installed by fire sprinkler fitters licensed in the State of Wisconsin.
- This proposal is based on installing the work from clean, unobstructed floors.
- We assume ample opportunity in the project schedule will be given to allow for our design and permitting, piping installations, and hydro-testing prior to ceiling/wall finishes being installed.
- Plans, hydraulic calculations and permits as required by the City of Whitewater and the State of Wisconsin are included.
- CAD files must be provided at no cost to prepare the fire sprinkler design if required.
- We will supply any lifts, ladders, scaffolding, etc. required to access this work.
- Taxes are included.

System clarifications

- A Double Detector Check backflow preventer, complete with (2) control valves and tamper switches.
- The required outside alarm bell/horn strobe will be provided. (must be installed by others)
- Fire Department Connection (FDC) will be a 5inch Storz type in accordance with local requirements.
- In accordance with all codes, the fire department connection (FDC) shall be located to the approval of the Authority Having Jurisdiction. If there is a standpipe system in the building, the FDC must be within 100 feet of a hydrant. Fire hydrants are not included in this proposal.

Exclusions:

- Cutting or patching of finishes which may be needed to facilitate our installation.
- Painting pipes or protection of the fire sprinklers from paint or other adhesive building materials
- Any and all work with hazardous materials, including but not limited to Asbestos, Lead removal or abatement. The owner is responsible for removal in order to make the work space safe. There could be additional cost associated with delays.
- Installation of any electrical power, alarms wiring, detection devices, control panel, or monitoring system. Work is required to be done by others.
- Interstitial space protection on the lower level through 2nd floor (spaces to be filled completely with insulation).
- Fire extinguishers
- Dry system, exterior protection.
- The costs for the removal of identification stickers on piping as supplied from our vendors
- Repairs to finishes which may be installed prior to hydro testing of all piping and system equipment
- Any additional specialty type fire protection systems other than what is specifically included above. Examples of these systems include but are not limited to dry, deluge, pre-action, clean agent, wet chemical, dry chemical, etc.
- Additional insured party's costs for standard rates apply. (cost can be added, if requested)
- Any specialty labor requirements including but not limited to RPP, SBE, DBE, MBE, WHEDA, etc.
- MIC Provision: It is the owner's responsibility to evaluate the water supply and environmental conditions for the existence of microbes and conditions that contribute to Microbiological Influenced Corrosion.
- Overtime or shift work. Work will be completed during normal working hours. (between 7:00 am to 3:30 pm Monday through Friday)
- A fire pump is not included.
- The installation of a water main into the building is not included. The water main must be installed, hydrostatically tested and flushed per NFPA and local Code.
- Standpipe and/or hose valves are not included in this proposal.
- Costs for a performance and payment bond.

WISCONSIN ECONOMIC DEVELOPMENT

WEDC Program:	Community Development Investment (CDI)
Target Start Date:	Q4 2026
Applicant Entity:	Whipple Contractors LLC
Project Address:	183-187 W. Main Street, Whitewater, WI 53190

Redevelopment Narratives

PROJECT DESCRIPTION

1.a. Describe the redevelopment project. Details to include:

i. New construction and building renovation activities occurring on both the interior and exterior of the building
ii. Lot/site improvements including sewer/water, sidewalks, parking or patios, pedestrian or public space improvements
iii. Business(es) anticipated to occupy the space
iv. Describe the project/business(es) significance to the community (e.g. project contains childcare services, housing or fills a missing business type needed in the community)
v. Is the building historic? Does it qualify for Historic Tax Credits?
vi. Explain the location in relation to the downtown district, a main arterial road, or a prominent commercial district
vii. Highlight the extent to which the project supports best practices for smart growth and downtown development

The project involves the substantial interior and exterior renovation of the historic three-story building at 183-187 W. Main Street in downtown Whitewater, long known locally as Bower's House (originally Bower's Hotel, built c. 1880) and, more recently, as "the White Elephant." The building has sat vacant for an extended period of several years. The redevelopment will fully rehabilitate the structure, including new mechanical, electrical, and plumbing systems (HVAC approximately $168,675; plumbing approximately $190,000; electrical approximately $147,800), new insulation and drywall throughout, restored windows and exterior doors, and interior build-out of both the ground floor and upper floors, per the attached construction cost breakdown.

Because the project is a full interior rehabilitation of an existing downtown building on an established urban lot, lot/site improvements are limited. The City of Whitewater has already made complementary public infrastructure investments at the property, including replacement of the lead water service lateral in August 2024. No additional sewer/water, sidewalk, or public space improvements beyond work already completed by the City are anticipated as part of this scope.

The ground floor will be built out for one to two commercial tenant spaces; specific businesses have not yet been identified. Proposed uses could include retail or food and beverage establishments. The upper floors will be converted into 10 rental apartment units, with one unit being ADA accessible on the ground floor.

The project is significant to the community because it returns one of downtown Whitewater's most visible and long-vacant historic buildings to full productive use, addresses a documented downtown

storefront vacancy rate of just over15% (11 of 72 ground-floor spaces, per the City's August 2026 downtown status update), and adds 10 new housing units in the downtown core at a time of tight rental housing supply. The building was constructed by Joseph Bower, one of the principal developers of Whitewater's historic downtown commercial district. Its age (c. 1880) and architectural character make it a prime candidate for preservation and rehabilitation work.

The property is located directly on West Main Street in the heart of downtown Whitewater, within Tax Incremental District #12, and is consistent with smart growth and downtown development best practices: it reuses an existing building rather than developing greenfield land, adds housing density within walking distance of Main Street businesses, UW-Whitewater, recreational amenities including Cravath Lakefront Park, and existing municipal infrastructure, and creates a mixed-use building that supports a walkable, activated downtown.

1.b. Describe any public/private partnerships developed and to what extent the applicant can ensure WEDC that all the activities outlined in 1.a. will be undertaken.

- Highlight capacity of the applicant and partners
- If applicable, highlight the status of the development agreement

The City of Whitewater is directly partnering with the developer on this project. The City previously provided a $75,000 façade improvement loan for the property (2022), which is anticipated to be paid off when the developer closes on the property. The City also funded infrastructure work to replace the property's lead water service lateral (August 2024). The City is now assisting the developer with this CDI application and is coordinating use of the approximately $213,000 in remaining funds from the property's previously awarded FY2022 WEDC CDI grant, which WEDC returned to available balance in 2025 after the redevelopment stalled under the prior building ownership.

The developer currently owns and operates a contracting company with a successful track record of completing development projects within the Walworth County area. He has confirmed he will be utilizing local subcontractors to complete the work on this project, in compliance with grant requirements. The full obligations of both the developer and the City will be spelled out in a full Development Agreement which will require Common Council approval.

1.c. Which eligible activities does the project fit under?

X	Building renovation		New construction
X	Historic Preservation		Infrastructure reinvestment
	Demolition		Building Relocation of CDI Project Property

1.d. Describe the potential of the project to act as a catalyst for additional development/investment in the district.

- State and explain if the project site located in an Opportunity Zone, a Rural Community (population under 5,000) or an Economically Distressed County defined by WEDC (see the budget cover page for the list or ask your WEDC Regional Director)?
- For secured, private developments, is a key component of the project to provide childcare services or expand housing availability (explain)?
- Has the area seen limited investments or disinvestments?
- Describe the potential economic impact on the area and any other factors of significant impact such as: projected employment, workforce attraction, and/or the involvement of diverse businesses.
- Explain any potential of the project to increase traffic to support nearby businesses.

Whitewater is not defined by WEDC as a Rural Community (its population is well above the 5,000-person threshold). The site is located in a current Opportunity Zone tract, and the City has already applied for recertification under OZ 2.0. Housing is a key component of this project: the creation of 10 new rental units directly expands the availability of downtown housing in a market with limited rental supply. The downtown area has seen measurable disinvestment; the subject building itself has sat vacant, and several other vacant buildings also await reactivation in the City's downtown.

The project is expected to generate significant construction-period employment (an approximately $2.5 million rehabilitation) and permanent economic impact through 10 new downtown households and one to two new ground-floor businesses, expanding downtown's customer base and tax base within TID #12. The addition of 10 resident households and the customers of new ground-floor businesses is expected to meaningfully increase foot traffic on Main Street, directly supporting neighboring downtown merchants and restaurants.

1.e. Demonstrate involvement of diverse and minority business interests; which may including planning and development, construction and end user(s).

The ground-floor commercial space(s) have not yet been leased, and end users have not been identified. The developer and City will prioritize outreach to local businesses and groups interested in being part of the redevelopment of the City's downtown. The City has a close working relationship with a local commercial brokerage, Anderson Commercial Group, who could be utilized to assist in business recruitment.

1.f. Describe any clean energy technology investments included in the project (e.g. solar panels, electric vehicle charging stations, use of state energy audit and/or energy rebate programs, etc.). *If you would like a referral to discuss energy efficient options with a Focus on Energy advisor, please click on the link or contact your Regional Economic Development Director.*

No clean energy technology investments (e.g., solar panels, EV charging) are currently budgeted in the attached construction cost breakdown. The comprehensive HVAC replacement (approximately $168,675) budgeted for the project presents a practical opportunity to specify high-efficiency mechanical systems.

FINANCIAL JUSTIFICATION
2.a. Describe the funding methods identified as "sources" in the Project Budget Worksheet. Include the status and timeline of receiving financing commitments.

The attached Bower's House cost breakdown worksheet documents a total construction ("hard cost") budget of $2,536,809.50, itemized by trade and payee. This represents substantially all of the developer's approximately $2.5 million total project cost. The worksheet reflects project uses (a contractor draw schedule); a complete sources-and-uses summary has not yet been finalized.

The CDI grant request draws on the approximately $213,000 balance remaining from the property's previously awarded FY2022 WEDC CDI grant, which was returned to WEDC in 2025 after the prior redevelopment attempt stalled. The developer and City confirm that this project will move forward only with CDI grant participation.

2.b. Describe the financial need for CDI grant funding that cannot be met through the private sector or the public sector.

The redevelopment of a circa-1880, long-vacant downtown building carries costs — full mechanical, electrical, and plumbing replacement, extensive drywall and insulation work, and general contracting oversight — that are disproportionate to the rents achievable from 10 modest downtown apartments and one to two small ground-floor commercial tenants in the Whitewater market.

This gap between total development cost (approximately $2.5 million) and the value the project can support through conventional debt and market-rate rents is precisely why the property remained vacant for years and why the prior redevelopment attempt under the previous building owner stalled after receiving, but not completing use of, a WEDC CDI grant award.

CDI grant funding using the approximately $213,000 balance already committed to this property but not yet expended closes that financing gap without requiring the developer to rely solely on higher-cost debt or a reduced-scope renovation that would compromise the building's historic character or the quality of the new housing units.

PREVIOUS PLANNING EFFORTS
3.a. Highlight the extent to which this project is included in adopted regional, municipal or downtown planning documents. Site the section and page numbers of the plan(s). If the site is not part of a plan, summarize the dates and meetings when municipal conversations have occurred about the project (or project location/site) in a public venue and describe the extent to which the project has community-wide support.

The property is located within Tax Incremental District #12 (established 2021), which the City of Whitewater created to support reinvestment in the downtown district, and the redevelopment of Bower's House is identified as a priority project in the City's downtown status reporting to the Common Council (January 2026 update). Earlier this year, during a "Visioning Session", the Common Council collectively identified reactivation and enhanced forus on the dowtnwon area as a priority. Further, the City's current Comprehensive Plan Update "Whitewater Forward" (expected to be approved in Q4 2026)

identifies promoting reinvestment and business expansion in the City's downtown as an area of focus, supported by public and stakeholder feedback.

The City has already demonstrated its commitment to this specific property through prior public investment — a $75,000 façade loan (2022) and lead water lateral replacement (2024) — and by assisting the developer with this WEDC CDI application.

3.b. Explain if the project generally aligns with the Community Economic Development Strategy (CEDS) / Economic Development District (EDD) plan for the region? *(Check with the municipality, Regional Planning Commission or Regional Economic Development Director if you're unable to locate the plan.)*

[City staff will reach out to WCEDA to confirm this section].

READINESS TO PROCEED

4.a. Outline the anticipated timeline of the project, status of obtaining permits and status of architectural or site plan approvals.

Based on the attached construction cost breakdown and included interest-carry allowance, the developer anticipates a construction period of approximately 12 months from closing to completion, consistent with a full gut rehabilitation of this scope.

ATTACHMENTS FOR APPLICATION

5.a. Include up to four (4) photos of the current building/project site (one photo of each side of the building). Include renderings of the proposed exterior and interior improvements (if available).

Photos will be attached prior to submittal to WEDC.

City of WHITEWATER	Common Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Resolution Authorizing Application for a $2,500,000 State Trust Fund Loan for Lifetime Manufacturing LLC development incentive
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov, 262-476-0148

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

In June 2026, the City entered into a Development Agreement with Lifetime Manufacturing LLC (dba Summerset Marine Construction) for construction of an approximately 150,000 square foot manufacturing facility on roughly 33 acres at Innovation Drive and Howard Rd within the Whitewater University Technology Park and Tax Incremental District (TID) #10. The project represents an estimated $15.5 million private investment and carries a guaranteed minimum of $15 million in new taxable value. The company has also committed to retain approximately 80 jobs and use its best efforts to add 60 more.

Under the agreement, the City's total contribution is $3,463,959. Of that amount, $963,959 is provided as a land credit through conveyance of the site. The remaining $2,500,000 is a cash reimbursement of eligible construction costs, paid in two installments of $1,250,000: the first upon completion of the building envelope, and the second within 30 days of issuance of an occupancy permit. The agreement provides that the City will fund these payments through general obligation borrowing.

Staff propose financing the $2.5 million through a State Trust Fund Loan from the Wisconsin Board of Commissioners of Public Lands (BCPL). The program, authorized under Chapter 24 of the Wisconsin Statutes, lends directly to Wisconsin municipalities and offers a simple application process without the rating, underwriting, and issuance costs associated with a public bond sale. BCPL has issued the City an application for a $2,500,000 loan with a 16-year term at 7.00% interest, repaid in annual installments.

The attached Form of Record serves as the Council resolution. It authorizes the borrowing, restricts use of the proceeds to the TID #10 development incentive, authorizes the City Manager and staff to execute the loan documents. Debt service is intended to be paid from tax increment generated by the project within TID #10.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- April 3, 2026: Offer to Purchase for the project site executed with Lifetime Manufacturing LLC.
- The Finance Committee reviewed this planned borrowing on April 28, 2026 and recommended interim financing be utilized, which this loan can serve as.
- June 2026: Development Agreement with Lifetime Manufacturing LLC executed, establishing the City's contribution.

FINANCIAL IMPACT
(If none, state N/A)

- $2,500,000 State Trust Fund Loan; 16-year term at 7.00% interest.
- Debt service is intended to be paid from TID #10 tax increment generated by the project. The Development Agreement's $15 million guaranteed minimum value, backed by developer shortfall payments, supports that increment.

- The City may consider including this debt in next year's planned borrowing, paying off the State Trust Fund Loan and rolling this debt into a lower interest rate payment.

STAFF RECOMMENDATION

Staff recommends that the Common Council approve the resolution authorizing the City to apply to the Board of Commissioners of Public Lands for a State Trust Fund Loan of $2,500,000 to finance the TID #10 development incentive owed to Lifetime Manufacturing LLC, and authorize City staff to execute the application and all related loan documents.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- BCPL Application for State Trust Fund Loan and Form of Record (Resolution), ID #05606337
- Development Agreement w/ Lifetime Manufacturing LLC

Rev. 04/2012

STATE OF WISCONSIN

BOARD OF COMMISSIONERS OF PUBLIC LANDS

101 EAST WILSON STREET, 2ND FLOOR

POST OFFICE BOX 8943

MADISON, WISCONSIN 53708-8943

APPLICATION FOR STATE TRUST FUND LOAN

CITY - 20 YEAR MAXIMUM

Chapter 24 Wisconsin Statutes

CITY OF WHITEWATER

Date sent: October 6, 2026

Received and filed in Madison, Wisconsin:

_____

ID # 05606337

RAS

RETURN THIS ORIGINAL – DO NOT RETURN PHOTOCOPY

TO: BOARD OF COMMISSIONERS OF PUBLIC LANDS

We, the undersigned **City Manager** and clerk of the City of **Whitewater**, in the County(ies) of **Jefferson And Walworth**, Wisconsin, in accordance with the provisions of Chapter 24 of the Wisconsin Statutes, do hereby make application for a loan of **Two Million Five Hundred Thousand And 00/100 Dollars ($2,500,000.00)** from the Trust Funds of the State of Wisconsin for the purpose of **financing TID #10 development incentive**.

The loan is to be continued for a term of **16** years from the 15th day of March preceding the date the loan is made. The loan is to be repaid in annual installments, as provided by law, with interest at the rate of **7.00** percent per annum.

We agree to the execution and signing of such certificates of indebtedness as the Board may prepare and submit, all in accordance with Chapter 24, Wisconsin Statutes.

The application is based upon compliance on the part of the City with the provisions and regulations of the statutes above referred to, as set forth by the following statements which we do hereby certify to be correct and true.

The meeting of the common council of the City of **Whitewater**, in the County(ies) of **Jefferson And Walworth**, Wisconsin, which approved and authorized this application for a loan was a regularly called meeting held on the _____ day of _____, 20____.

At the aforesaid meeting a resolution was passed by a majority vote of the members of the common council approving and authorizing an application to the Board of Commissioners of Public Lands, State of Wisconsin, for a loan of **Two Million Five Hundred Thousand And 00/100 Dollars ($2,500,000.00)** from the Trust Funds of the State of Wisconsin to the City of **Whitewater** in the County(ies) of **Jefferson And Walworth**, Wisconsin, for the purpose of **financing TID #10 development incentive**. That at the same time and place, the common council of the City of **Whitewater** by a majority vote of the members, adopted a resolution levying upon all the taxable property in the city, a direct annual tax sufficient in amount to pay the annual installments of principal and interest, as they fall due, all in accordance with Article XI, Sec. 3 of the Constitution and Sec. 24.66(5), Wisconsin Statutes.

A copy of the aforesaid resolutions, certified to by the city clerk, as adopted at the meeting, and as recorded in the minutes of the meeting, accompanies this application.

A statement of the equalized valuation of all the taxable property within the City of **Whitewater**, certified to by the **City Manager** and clerk, accompanies this application.

Given under our hands in the City of **Whitewater** in the County(ies) of **Jefferson And Walworth**, Wisconsin, this _____ day of _____, 20_____.

_____

City Manager, City of **Whitewater**

_____

Clerk, City of **Whitewater**

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FORM OF RECORD

The following preamble and resolutions were presented by Alderman _____ and were read to the meeting.

By the provisions of Sec. 24.66 of the Wisconsin Statutes, all municipalities may borrow money for such purposes in the manner prescribed, and,

By the provisions of Chapter 24 of the Wisconsin Statutes, the Board of Commissioners of Public Lands of Wisconsin is authorized to make loans from the State Trust Funds to municipalities for such purposes. (Municipality as defined by Sec. 24.60(2) of the Wisconsin Statutes means a town, village, city, county, public inland lake protection and rehabilitation district, town sanitary district created under Sec. 60.71 or 60.72, metropolitan sewerage district created under Sec. 200.05 or 200.23, joint sewerage system created under Sec. 281.43(4), school district or technical college district.)

THEREFORE, BE IT RESOLVED, that the City of **Whitewater**, in the County(ies) of **Jefferson And Walworth**, Wisconsin, borrow from the Trust Funds of the State of Wisconsin the sum of **Two Million Five Hundred Thousand And 00/100 Dollars ($2,500,000.00)** for the purpose of **financing TID #10 development incentive** and for no other purpose.

The loan is to be payable within **16** years from the 15th day of March preceding the date the loan is made. The loan will be repaid in annual installments with interest at the rate of **7.00** percent per annum from the date of making the loan to the 15th day of March next and thereafter annually as provided by law.

RESOLVED FURTHER, that there shall be raised and there is levied upon all taxable property, within the City of **Whitewater**, in the County(ies) of **Jefferson And Walworth,** Wisconsin, a direct annual tax for the purpose of paying interest and principal on the loan as they become due.

RESOLVED FURTHER, that no money obtained by the City of **Whitewater** by such loan from the state be applied or paid out for any purpose except **financing TID #10 development incentive** without the consent of the Board of Commissioners of Public Lands.

RESOLVED FURTHER, that in case the Board of Commissioners of Public Lands of Wisconsin agrees to make the loan, that the **City Manager** and clerk of the City of **Whitewater**, in the County(ies) of **Jefferson And Walworth**, Wisconsin, are authorized and empowered, in the name of the city to execute and deliver to the Commission, certificates of indebtedness, in such form as required by the Commission, for any sum of money that may be loaned to the city pursuant to this resolution. The **City Manager** and clerk of the city will perform all necessary actions to fully carry out the provisions of Chapter 24, Wisconsin Statutes, and these resolutions.

RESOLVED FURTHER, that this preamble and these resolutions and the aye and no vote by which they were adopted, be recorded, and that the clerk of this city forward this certified record, along with the application for the loan, to the Board of Commissioners of Public Lands of Wisconsin.

RETURN THIS ORIGINAL – DO NOT RETURN PHOTOCOPY

Alderman _____ moved adoption of the foregoing preamble and resolutions.

The question being upon the adoption of the foregoing preamble and resolutions, a vote was taken by ayes and noes, which resulted as follows:

1.	**Alderman**	_____	**voted**	_____
2.	**Alderman**	_____	**voted**	_____
3.	**Alderman**	_____	**voted**	_____
4.	**Alderman**	_____	**voted**	_____
5.	**Alderman**	_____	**voted**	_____
6.	**Alderman**	_____	**voted**	_____
7.	**Alderman**	_____	**voted**	_____
8.	**Alderman**	_____	**voted**	_____
9	**Alderman**	_____	**voted**	_____
10.	**Alderman**	_____	**voted**	_____
11	**Alderman**	_____	**voted**	_____
12.	**Alderman**	_____	**voted**	_____

A majority of the members of the common council of the City of **Whitewater**, in the County(ies) of **Jefferson And Walworth**, State of Wisconsin, having voted in favor of the preamble and resolutions, they were declared adopted.

RETURN THIS ORIGINAL – DO NOT RETURN PHOTOCOPY

STATE OF WISCONSIN

County(ies) of **Jefferson And Walworth**

I, _____, Clerk of the City of **Whitewater**, in the County(ies) of **Jefferson And Walworth**, State of Wisconsin, do hereby certify that the foregoing is a true copy of the record of the proceedings of the common council of the City of **Whitewater** at a meeting held on the _____ day of _____, ____, relating to a loan from the State Trust Funds; that I have compared the same with the original record thereof in my custody as clerk and that the same is a true copy thereof, and the whole of such original record.

I further certify that the common council of the City of **Whitewater**, County(ies) of **Jefferson And Walworth**, is constituted by law to have _____ members, and that the original of said preamble and resolutions was adopted at the meeting of the common council by a vote of _____ ayes to _____ noes and that the vote was taken in the manner provided by law and that the proceedings are fully recorded in the records of the city.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the seal of the City of **Whitewater** this _____ day of _____, 20____.

_____
Clerk (Signature)

_____
Clerk (Print or Type Name)

City of **Whitewater**

County(ies) of **Jefferson And Walworth**

State of Wisconsin

RETURN THIS ORIGINAL – DO NOT RETURN PHOTOCOPY

STATE OF WISCONSIN
COUNTY(IES) OF **JEFFERSON AND WALWORTH**

TO: THE BOARD OF COMMISSIONERS OF PUBLIC LANDS

I, _____, Clerk of the City of **Whitewater**, County(ies) of **Jefferson And Walworth**, State of Wisconsin, do hereby certify that it appears by the books, files and records in my office that the valuation of all taxable property in the City of **Whitewater** is as follows:

EQUALIZED VALUATION FOR THE YEAR **20** 26 * $ 1,177,050,300
* Latest year available

I further certify that the whole existing indebtedness of the City of **Whitewater**, County(ies) of **Jefferson And Walworth**, State of Wisconsin, is as follows (list each item of indebtedness):

NAME OF CREDITOR	PRINCIPAL BALANCE (EXCLUDING INTEREST)
BOSC	$ 1,775,000
BANKERS BANK	$ 1,105,000
JANNEY MONTGOMERY SCOTT LLC	$ 4,765,000
FIRST CITIZENS	$ 304,650
BANKERS BANK	$ 3,420,000
THE BAKER GROUP	$ 4,635,000
PREMIER BANK	$ 122,269
TOTAL INDEBTEDNESS:	$

_____
Clerk (Signature)

_____
Clerk (Print or Type Name)

City of **Whitewater**

County(ies) of **Jefferson And Walworth**,

State of Wisconsin

_____, 20_____
Date

FOR OFFICE USE ONLY		
Confirmation of equalized value ☐		
5% debt limit = $		
Shared Revenue:	20_____=	$
	20_____=	$
Application approved by:		

THE TOTAL INDEBTEDNESS, INCLUDING THE TRUST FUND LOAN APPLIED FOR, MAY NOT EXCEED 5% OF THE VALUATION OF THE TAXABLE PROPERTY AS EQUALIZED FOR STATE PURPOSES. (Sec. 24.63(1), Wis. Stats., 1989-90)

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Attachment to Page 6 of BCPL State Trust Fund Loan Application ID# 05606337

Name of Creditor (cont.)	Principal Balance
BOK Financial Securities, Inc.	$5,610,000
Department of Administration (DOA)	$1,357,183
TD Financial Products LLC	$8,760,000
Total Indebtedness:	$31,854,102

I hereby certify that all general obligation debts of the City of Whitewater, in the Counties of Walworth and Jefferson, State of Wisconsin, are included in the above schedule, and that this schedule is true and correct as of October 20, 2026.

_____

Heather Boehm, City Clerk

October 20, 2026

DEVELOPMENT AGREEMENT

BETWEEN

CITY OF WHITEWATER, WISCONSIN

AND

LIFETIME MANUFACTURING LLC

INNOVATION DRIVE AND GREENWAY COURT AS

TAX PARCEL NO. /A444300002 AND /A444200002

WHITEWATER, WALWORTH, WISCONSIN

THIS DEVELOPMENT AGREEMENT ("Agreement") is entered into as of the 5th day of ~~May~~ June, 2026 (the "Effective Date"), by and among the City of Whitewater, a Wisconsin municipal corporation, (the "City") and Lifetime Manufacturing LLC, a domestic limited liability company (the "Developer").

WITNESSETH:

WHEREAS, Developer currently is under contract with the City dated April 3, 2026 pursuant to which Developer will purchase from the City for $1.00 tax parcels /A444300002 (consisting of approximately 25.030 acres) and /A444200002 (consisting of approximately 8.210 acres) for a total of approximately 33.24 acres fronting on Howard Road, City of Whitewater, Walworth County, Wisconsin, located as described under Exhibit A attached hereto (the "Property") (PIN: /A444300002 and /A444200002); and

WHEREAS, subject to obtaining the financial assistance set forth herein, Developer wishes to undertake construction of an approximately 150,000 square foot manufacturing facility on the Property for Industrial Use (the "Development Project") as further described in Exhibit B attached hereto (the "Concept Plan"); and

WHEREAS, the City has created Tax Incremental Finance District No. 10 (the "TIF District") as enabled under Wis. Ch. 66, which includes the Property; and

WHEREAS, Developer expects that the Development Project will increase the value of the Property and the TIF District and provide other tangible benefits to the surrounding neighborhoods and to the City as a whole; and

WHEREAS, the Development Project is consistent with the adopted project plan for the TIF District; and

WHEREAS, the City desires to encourage economic development including the elimination of slum and blight, expand its tax base, and create quality new jobs within the City of Whitewater, the TIF District, and the Property; and

WHEREAS, the City finds that the construction of the Development Project and fulfillment, generally, of the terms and conditions of this Agreement, are in the vital and best interests of the City and its residents, by serving public purposes in accordance with State and local law and further consistent with the City's most recently adopted Project Plan for the TIF District (the "TID Plan"); and

WHEREAS, Developer has represented to the City, and, the City finds and determines that, but for the City's commitment and willingness to consider financial assistance to Developer, the Development Project might not take place in the City and the City would not accomplish one or more of the objectives of the TID Plan; and

WHEREAS, the City is authorized to enter into contracts necessary and convenient to implement the purpose of the TIF District, including the ability to issue municipal revenue obligations for the purpose of implementing the TID Plan as provided in Wis. Stat. Section 66.0621; and

WHEREAS, prior to the execution of this Agreement, the City and Developer entered into an Occupancy and License Agreement dated April 29, 2026 (the "Occupancy Agreement"), pursuant to which the City granted Developer to enter upon and use the Property for limited pre-closing purposes related to the Development Project; and

WHEREAS, the Parties desire to acknowledge and incorporate the Occupancy Agreement into this Agreement while clarifying that such agreement does not create any leasehold or other possessory interest in the Property except as expressly set forth in said Occupancy Agreement;

NOW THEREFORE, in consideration of the foregoing recitals, which are incorporated into and made a part of this Agreement, the mutual covenants herein set forth, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Developer and the City hereby mutually agree as follows:

ARTICLE I

PURPOSES-DEFINITIONS

Section 1.1. Purpose of Agreement. The parties have agreed upon a general plan for the Development Project. The purpose of this Agreement is to formalize and record the understandings and undertakings of the parties and to provide a framework within which the redevelopment of the land will take place.

Section 1.2. Definitions. The terms listed below shall be defined for the purposes of this Agreement as follows. All terms that are in upper case but not defined in this Agreement and that are defined under the Tax Increment Law shall have the definitions assigned to such terms by the Tax Increment Law.

1.2.1. "Agreement" means this Development Agreement, as the same may hereafter be from time to time modified, amended or supplemented in accordance with its terms.

1.2.2. "Base Value" means the full equalized base value of the Property as of August 3, 2021, and is agreed by the parties to be Zero Dollars ($0.00).

1.2.3. "City" means the City of Whitewater, a Wisconsin municipal corporation. The City may also be referred to as the City of Whitewater.

1.2.4. "City Contribution" means the City's financial support totaling $3,463,959.00 for the Project to be paid to Developer, as set forth in Section 4.4. below.

1.2.5. "City Payments" means the two payments totaling $2.5M to be made by the City to the Developer as described in Article 2.4 of this Agreement.

1.2.6. "Completion of the Building Envelope" means the exterior shell of the Project has been constructed and separates the interior from the outside environment including installation of the roof, exterior walls, siding, windows, doors, insulation, and waterproofing.

1.2.7. "Developer" means Lifetime Manufacturing, LLC and its successors and assigns.

1.2.8. "Development Project" or "Project" means the overall construction of a 150,000 square foot manufacturing and business facility as generally shown on Exhibit B and as further described in Sections 2.1 and 2.2, below.

1.2.9. "District Statutory Life" shall mean the maximum period of time the TIF District may remain in effect per the provisions of Wis. Stat. § 66.1105(6), as may be amended following the TIF Effective Date.

1.2.10. "Incremental Value" means the full equalized value of the Property as of January 1 of the current year minus the Base Value.

1.2.11. "Plans and Specifications" means the plans and specifications for the Project to be prepared by Developer and approved by the City, which shall generally be consistent with Exhibit B.

1.2.12. "Project Costs" means the costs specified in Wis. Stat. § 66.1105(2)(f) 1.a-l inclusive.

1.2.13. "Project's Tax Increment" shall mean the Tax Increment actually received by the City from taxes levied on the Property and as directly and exclusively attributable to increases in the improvement value by way of the Project.

1.2.14. "Projected Value Increment" means Fifteen Million Dollars ($15,000,000.00), which is expected tax value of the Property following completion of the Project.

1.2.15. "Property" means the property identified as Parcel Identification Number/A444300002 AND /A444200002 in the City of Whitewater, Walworth County, Wisconsin as described on Exhibit A.

1.2.16. "Schedule" means the schedule prepared by the City pursuant to Section 3.9., below.

1.2.17. "Site Plan" means the specific physical layout of the Property as shown on Exhibit B.

1.2.18. "Tax Increment Value" means the amount by which the equalized value of real property of the Property on January 1 of the year following Developer's receipt of an occupancy permit upon completion of the Development Project as determined by the City of Whitewater Assessor exceeds the Base Value established for the Property. The equalized value is calculated by taking the assessed value reported by the City of Whitewater Assessor that is certified by the State Department of Revenue times the aggregate ratio.

1.2.19. "Tax Increment Revenue" means the real property tax revenue (as defined in Wis. Stat. § 66.1105(2)(i)) and generated by the Project's Tax Increment Value.

1.2.20. "Term" means from the Effective Date until the earlier of the termination of TID No. 10 or July 31, 2042.

1.2.21. "TID District" means Tax Incremental District No. 10 created by City Resolution No. 2026-R-08 as may be amended from time to time.

1.2.22. "Value" means full equalized fair market value of the real property.

1.2.23. "Zoning Code" or "Code" means Chapter 550 of the Code of Ordinances of the City of Whitewater.

1.2.24. "Occupancy Agreement" means that certain Occupancy and License Agreement dated April 29, 2026 by and between the City and Developer, as may be amended from time to time, a copy of which is attached hereto as Exhibit D.

ARTICLE II
DESCRIPTION OF DEVELOPMENT AND CITY PAYMENTS

Section 2.1. Project Description. Upon the receipt of all necessary governmental approvals, Developer shall build a 150,000 square foot manufacturing and business facility, to be constructed in a single phase as shown conceptually in Exhibit B. The Project will be

developed under more detailed Plans and Specifications to be approved by the City Plan and Architectural Review Commission.

Section 2.2. Project Cost. Developer shall construct the Project, at its sole cost, peril and expense in strict accordance with this Agreement and in strict conformity with all City ordinances, resolutions, policies, insurability or bond ability requirements, and similarly applicable or impacted governmental regulations. The estimated cost to Developer of the Project (cost of design and construction (all taxes and incidentals, included)) projected upon Developer's estimates based upon preliminary available information is to be Fifteen Million Five Hundred Thousand Dollars and no/100 ($15,500,000.00) generally consistent with Exhibit B.

Section 2.3. The parties presently estimate that following completion of the Project, the Property will have a Project Value Increment for real property tax purposes, as of January 1, 2028 of at least Fifteen Million Dollars ($15,000,000.00). Developer shall use all reasonable and good faith efforts to substantially complete the Project's construction on or before December 31, 2026; provided, however that said completion date may be extended due to Force Majeure as provided in Section 9.6 below.

Section 2.4. City Contribution. In order to induce Developer to undertake the Project, the City agrees to provide an incentive for the Project of up to, but not to exceed Three Million Four Hundred Sixty-three Thousand Nine Hundred Fifty-nine Dollars and no/100 ($3,463,959.00), towards the payment of the Project's eligible costs (the "City Contribution"). Nine Hundred Sixty-three Thousand Nine Hundred Fifty-nine Dollars and no/100 ($963,959.00) shall be in the form of a Seller's Credit on the purchase of land subject to this Development Agreement. The remaining Two Million Five Hundred Thousand Dollars and no/100 ($2,500,000.00) shall be in the form of a reimbursement of eligible construction costs upon completion of the applicable phase of development as set forth in Section 4.4.1 below (the "City Payments"). The City Payments shall be used by Developer only to reimburse Developer for the eligible costs and expenses incurred by Developer in connection with the Project as set forth in the attached Exhibit B.

2.4.1. The City shall reasonably cooperate with Developer's lender's requests for collateral assignment of this Agreement and the City Contribution as part of Developer's Project construction loans.

Section 2.5. Taxes. Developer covenants and agrees that it shall pay in full all taxes levied on the real property of the Property at the time said taxes are due. Failure to pay said taxes in a timely manner shall constitute an event of default as provided under Article 7, hereof, and, such default may be made curable only upon the sole and exclusive discretion of the City and, then, only upon writing confirming as such and containing the signature of the City Manager and countersignature of the City Clerk.

Section 2.6. Use of the TIF Grant Proceeds. The proceeds of the City Payments shall be utilized for reimbursement of eligible Project Costs (as defined in Wis. Stat. Section 66.1105(2)(f)) in furtherance of the development of the TIF District, as incurred by Developer. Developer agrees to maintain records of the costs and expenses it incurs in connection with the Project's development for at least five (5) years following the month and year of the Project's substantial completion as solely and exclusively determined by the City. Subject to any reasonable confidentiality restrictions that Developer may desire, and which are permitted under Wisconsin law, Developer shall make such records available to the City upon the City's written request and to the public in compliance with Wis. Ch. 19 (Public Records law).

Section 2.7. Obligations/Payments.

2.7.1. Developer's obligations hereunder shall be personal to Developer and shall not be assigned without the prior approval of the City except as permitted per the provisions of Section 9.3. below.

2.7.2. Developer shall spend, in readily verifiable manner, no less than Fifteen Million Five Hundred Thousand Dollars and no/100 ($15,500,000.00) as the estimated cost for the Project prior to, or upon, substantial completion of the Project such that an occupancy permit has been issued for the Project, which shall not be unreasonably delayed by the City, and in full compliance with Article 3 hereof and the records availability requirements thereunder.

2.7.3. Developer unconditionally agrees not to contest, challenge, appeal or protest the Property's assessed value to an amount less than or equal to Fifteen Million Dollars and no/100 ($15,000,000.00).

Section 2.8. Guaranteed Minimum Increment Value. A minimum increment value of Fifteen Million Dollars and no/100 ($15,000,000.00) above the Tax Incremental Base Value for Property shall be achieved by December 31, 2027, subject to the provisions of Section 2.3 above. Developer, on its own behalf and on behalf of its successors and assigns, agrees not to contest the assessments up to or including Fifteen Million Dollars and no/100 ($15,000,000.00) on the Property until the termination of TID #10. If, after December 31, 2027 and prior to the termination of TID # 10, there is a shortfall (i.e., the incremental value for the Property is less than Guaranteed Minimum Incremental Value) it shall not be considered a default if the Developer pays the dollar difference between the amount of Tax Increment that would have been paid if the Property's Guaranteed Minimum Incremental Value and the actual amount of Tax Increment paid with respect to the Property for the same period (a "Shortfall Payment"). Upon the closure of TID #10, the Guaranteed Minimum Incremental Value and Developer's obligation to make Shortfall Payments under this Agreement shall terminate.

ARTICLE III
UNDERTAKINGS OF THE DEVELOPER

Section 3.1. Development Developer shall exercise its best efforts to build the Project as described in Sections 2.1 and 2.2, above.

Section 3.2. Minimum Development Cost. Developer's Cost for constructing the Project shall be a minimum ("Minimum Development Cost") of Fifteen Million Five Hundred Thousand Dollars and no/100 ($15,500,000.00) in order for Developer to be eligible to receive assistance from the City per the provisions of Article II of this Agreement. Developer and/or outside investors shall provide approximately One Million Three Hundred Thousand dollars and no/100 ($1,300,000.00) of equity in the Project. Developer may seek and utilize Seventeen Million Dollars and no/100 ($17,000,000.00) or such other amount as Developer's lender may determine in Project financing and agrees to maintain compliance with the requirements of said lender.

Section 3.3. Job Retention and Creation. In consideration of the City's obligations set forth in this Agreement, the Company agrees to maintain approximately Eighty (80) Eligible Employees and will exercise its best efforts to create positions for an additional Sixty (60) Eligible Employees within five (5) years of completion of the Project.

3.3.1. "Eligible Employees" means an individual who is required to work at least 1,560 hours per year (including paid leave and holidays) and is offered benefits equivalent to those offered to other full-time employees and has an hourly rate of at least $21.00. An Eligible Employees may also mean two or more part-time employee's whose combined hours per year equal at least 2,080 hours and whose hourly rates are at least $21.00.

3.3.2. Wages considered for determination of compliance with respect to Eligible Employees do not include any commission, bonus, overtime, health insurance, or other benefits compensation paid to any such Eligible Employee.

3.3.3. Eligible Employees working only a partial year due to their hiring or termination date will have their wages accounted for based on the percentage of the year they worked.

3.3.4. Developer shall provide all documentation supporting its compliance with this Section 3.3 as may be reasonably requested by the City to prove that it has complied with job creation standards specified herein.

Section 3.4. Plan Submission. Developer shall submit all plans specifications and documents to the City and state of Wisconsin as necessary to receive a building permit to construct the Project (the "Building Permit") on or before August 31, 2027.

Section 3.5. Design Standards. Developer shall incorporate high quality design and use of materials into the Project consistent with the Concept Plan contained in Exhibit B.

Section 3.6. Construction Commencement. Developer shall commence construction of the Project on or before September 1, 2027. Construction Commencement shall mean having obtained all necessary construction permits and having made substantial excavation for the foundations, footings or base of the new building. This date shall be extended for any noticed Force Majeure consistent with Section 9.6.

Section 3.7. Construction Completion. Developer shall pursue construction activities on the Property and shall complete the Project, so as to obtain temporary occupancy permits, by July 31, 2028. This date shall be extended for any noticed Force Majeure consistent with Section 9.6.

Section 3.8. Incremental Value. Developer agrees the Projected Value Increment shall be as described in Section 2.3, above.

Section 3.9. Construction. Developer agrees to develop the Property and to construct all buildings and structures thereon in accordance with the Plans and Specifications, as filed and approved in final form by the City. However, during the progress of the Project, Developer may make changes to the Plans and Specifications as may be in furtherance of the general objectives of the Plans and Specifications and this Agreement and as site conditions or other issues of feasibility may dictate to further the Developer's development objectives; provided, however, any such change shall comply with all applicable laws of the City and Developer may not make any material change to the size, design or structure without the written consent of the City. The City agrees to consider and approve or reject any non-material proposed change within thirty (30) days after submittal by the Developer to the City; provided, however, that if any such approval or rejection is not made during said thirty (30) day period, such proposed change shall be deemed rejected. Such requests for approval shall be submitted to the City Clerk, as representative of the City.

Section 3.10. Project Estimates. The Tax Increment Value and Tax Increment Revenue projections delineated on the Schedule attached hereto as Exhibit C are projected to be generated from the Project, pursuant to the current TID District Plan and this Development Agreement. These projections are included for illustrative purposes only. The actual City Payments to be made by the City for any given tax year shall be as described under Section 4.4., below.

Section 3.11. Easements. Easements on the Property for municipally owned storm sewer, water mains, and sanitary sewer shall be granted to the City or its designee where necessary, by mutually agreed upon separate document or pursuant to a CSM, in accordance with detailed utility plans approved by the City Engineer, or designee.

Section 3.12. Restriction on Future Structures. No future structures, including but not limited to fencing, utility buildings and tool sheds, shall be constructed or installed on any portion of the Property without City's approval. The definition of structure shall be the definition contained within the City's Zoning Code.

Section 3.13. Property Maintenance. Developer agrees to make improvements to the Project as shown on Exhibit B in accordance with the approved Plans and Specifications. Developer agrees to maintain the Project in compliance with all federal, state and local laws, regulations or codes for as long as it owns the Property, but not less than the Term of this agreement.

Section 3.14. Utility Connections. Developer will make connections to existing public water and sewer mains as needed in accordance with detailed utility plans approved by the City Engineer or designee, and according to City specifications. Developer agrees to repair all sidewalk, curb and gutter, and street and restore all landscape areas within the public right-of-way upon making those connections.

Section 3.15. Curb Cuts. Developer will remove curb cuts and aprons where existing driveways will not be utilized as part of the Project and replace the curb cut with a full curb section to match the existing curb detail. Developer will landscape the terraces upon apron removal.

Section 3.16. Storm Sewer Repair. Developer will use due care when constructing near the existing storm sewers. If at any time during Developer's ownership of the Property, or the Term of this Agreement the structure of the storm sewer is damaged by an improvement on the Property, Developer will restore the storm sewer so as to provide an adequate structure to allow anticipated use of the improvements without reducing the capacity of the storm sewer.

Section 3.17. Storm Water Management Facilities. Developer shall construct storm water management facilities in accordance with plans, specifications, and storm water management plan approved by the City Engineer or designee.

Section 3.18. Utility and Tax Payments. Developer shall promptly and timely pay all utility bills and its real property taxes levied against the Property when due through the latter of during Developer's ownership of the Property, or the termination of this Agreement.

Section 3.19. Personal Obligation. Developer's obligations hereunder shall be personal to Developer and shall not be assigned without the prior approval of the City unless consistent with the provisions of Section 9.3., below.

Section 3.20. Developer Certification. Developer agrees not to seek tax exempt status for any portion of the Property or to convey any portion of the Property to an entity that at the time of conveyance would result in the Property qualifying for tax exempt status without the prior approval of the City per the provisions of Section 9.2., below.

Section 3.21. Restriction on Waste. Developer shall not cause a reduction in the real estate taxes payable on any of the Property through willful destruction of any improvements it makes on the Property.

Section 3.22. Developer's Cooperation. Developer agrees to work in good faith in assisting the City with applications for funds from state and federal agencies and private entities the City may seek to assist with development within the TID District and the City's obligations as described in Article 4 hereof.

ARTICLE IV
UNDERTAKINGS OF THE CITY

Section 4.1. Appropriation. The City shall pay all funds appropriated for the performance of its obligations under this Agreement as described in this Article.

Section 4.2. City's Cooperation. The City shall reasonably cooperate with Developer throughout the implementation of the Development Project and shall promptly review and/or process all submissions and applications in accordance with applicable City ordinances.

Section 4.3. TID. The City has created TID #10 and adopted Res. No. 2026-R-08 on August 3, 2021, authorizing the funds from TID #10 to support the Development Project at the Property.

Section 4.4. Payments from the City. The City Contribution under this Agreement is conditioned upon Developers compliance with all its obligations under this Agreement.

4.4.1. Subject to all of the terms covenants and conditions of this Agreement, applicable provisions of Wisconsin Law, and as inducement by the City to Developer to encourage Developer to undertake the commitments as outlined in Article 2 above; the City shall provide financial support for the Project to Developer to reimburse it for capital expenditures and project costs that it makes on the Property for construction of improvements and certain other expenditures, and as allowed under and pursuant to Wis. Stat. § 66.1105, (the "City Contribution") in the total amount of Three Million Four Hundred Sixty-three Thousand Nine Hundred Fifty-nine Dollars and no/100 ($3,463,959.00) City Contribution shall be made in compliance with Section 2.6 above. The City Contribution shall include the following:

(a) Conveyance of the land on the Property consisting of approximately 33.24 acres by the City to Developer for $1.00 at Closing pursuant to the terms of the Offer to Purchase dated April 3, 2026;

(b) One Million Two Hundred Fifty Thousand Dollars ($1,250,000.00) on or before October 1, 2026 or within 30 days of Completion of the Building Envelope on the Project, whichever is later.

(c) One Million Two Hundred Fifty Thousand Dollars ($1,250,000.00) within 30 days of issuance of an occupancy permit for the Project.

4.4.2. The Common Council of the City has determined in its discretion that payment of said contribution to the Project costs is necessary to implement the goals of the TID Development Project Plan and is allowed under and pursuant to Section 66.1105 of the Wisconsin Statutes.

4.4.3. The City shall fund the obligation for the City Payments through general obligation bond(s) obtained by the City.

4.4.4. If the Developer does not meet the performance criteria as stated in Article 3 of this Agreement, the City is not obligated to make the City Payments to Developer until all such performance criteria in this Agreement are met. In the event that there is a deferral in the payment of the City Payments, any deferred portion of the City payments shall not accrue interest.

Section 4.5. Developer's Documentation. Upon request by the City, the Developer shall review with City personnel, and provide copies of original invoice documentation, and other documentation reasonably requested by the City, establishing to the reasonable satisfaction of the City that the Developer has incurred and paid Project Costs in an amount of at least the Minimum Development Costs as described in Section 3.2., above, for the Project for documentary support of the City Contribution from the Project's Tax Increment Revenue. In addition, the Developer shall review with City personnel, and provide an original fully executed sworn affidavit, from the Project's architect or general contractor certifying that the actual amount spent on eligible Project Costs at the conclusion of construction of the Project equaled or exceeded the Minimum Development Costs as described in Section 3.2. above, and prior to the payment of the final installment of the City Payments.

Section 4.6. City's Covenants. City covenants to Developer that until the City Contribution has been paid in full, or a sum sufficient to pay off the City Contribution has been set aside to cover payment of the City Contribution, the City shall not close the TIF District prior to the end of the District's Statutory Life. Upon the end of the District's

Statutory Life, or payment in full of (or a sum sufficient set aside to pay in full) the City Contribution, the City will be entitled to close the TIF District and no liability shall remain from the City to the Developer upon expiration of the TIF District.

Section 4.7. Lookback. As a condition for providing the City Contribution, the Parties agree to a lookback to ensure that Developer does not receive a windfall from any sale of the Property as provided below.

4.7.1. In the event the Property is sold by Developer to an unrelated third party within five (5) years after Developer receives an occupancy permit, then the Developer shall reimburse the City for the City Contribution to the extent the amount received by Developer from said sale exceeds $18,000,000.00. In the event of a dispute as to the amount to be reimbursed to the City hereunder, the matter shall be resolved by decision of a third-party accountant mutually agreed upon by the Parties. If the Parties are unable to agree upon an accountant within thirty (30) days, the dispute shall be resolved by arbitration in accordance with Wis. Stat. Ch. 788. The lookback provision is limited to a single review based on the above timing criteria; the City shall not require additional lookback reviews of the Development Project or future owners of the Property.

ARTICLE V
PROPERTY BASE VALUE

Section 5.1. Base Value. City represents and agrees that the full equalized base value of the Property as of January 1, 2021, is zero dollars ($0.00) ("Base Value"). Any Value of the Property above zero dollars ($0.00) is Tax Increment Value. All taxes paid on Tax Increment Value are part of Tax Increment Revenue.

ARTICLE VI
COVENANTS RUNNING WITH THE LAND

Section 6.1. Covenants. This Agreement constitutes the entire Agreement between the Parties, and all provisions of this Agreement shall be deemed to be covenants running with the land described on Exhibit A and shall be binding upon successors and assigns for the Term of this Agreement.

ARTICLE VII
REMEDIES

Section 7.1. Time of the Essence. Time is of the essence as to all dates under this Agreement.

Section 7.2. Event of Default. In the event any Party defaults under this Agreement, which default is not cured within thirty (30) days after written notice thereof to the defaulting Party or within such extended period required to cure the default, provided cure efforts are undertaken in good faith within the thirty (30) period and the defaulting Party is diligently pursuing such cure, the non-defaulting Party shall have all rights and remedies available under law or equity with respect to the default, except as otherwise set forth in this Agreement. In the event of any default by any Party in making a payment required to another Party, the cure period for such monetary default shall be ten (10) days after delivery of notice thereof. In addition, and without limitation, any of the Parties shall have the following specific rights and remedies following such notice and failure to cure:

7.2.1. Injunctive relief;

7.2.2. Action for specific performance; and

7.2.3. Action for money damages.

7.2.4. Recovery of the Property as detailed in Section 7.3, below.

Notwithstanding the foregoing, in no event may City exercise or seek any rights of injunction or specific performance for Developer's failure to commence the Project.

Section 7.3. Recovery of the Property.

7.3.1. If Construction does not commence as provided in Section 3.6, the City shall have the right to acquire the property from the Developer for One Dollar and no/100 ($1.00). The City shall exercise this right by providing notice to Developer within 90 days of the date provided in Section 3.6.

7.3.2. If Construction is not completed as provided in Section 3.7, the City reserves the right to acquire the property from the Developer for One Dollar and no/100 ($1.00) plus the Incremental Value of the property on the date provided in Section 3.7 minus any City Payments that has been provided to date. The City shall exercise this right by providing notice to Developer within 90 days of the date provided in Section 3.7.

Section 7.4. Reimbursement. Any amounts expended by the non-defaulting Party in enforcing this Agreement including reasonable attorneys' fees not to exceed actually incurred attorney's fees , together with interest provided for below, shall be reimbursed or paid to the non-defaulting Party which prevails in any such enforcement.

Section 7.5. Remedies are Cumulative. Except as specified in this Agreement, all remedies provided herein shall be cumulative and the exercise of one remedy shall not preclude the use of any other or all of said remedies.

Section 7.6. Failure to Enforce Not Waiver. Failure to enforce any provision contained herein shall not be deemed a waiver of that Party's rights to enforce such provision or any other provision in the event of a subsequent default.

ARTICLE VIII
INSURANCE

Section 8.1. Developer, its contractors, lessees, successors and assigns, shall, during their occupancy or ownership of the Property, purchase or cause to be purchased and continuously maintained in effect, insurance against such risks, both generally and specifically, with respect to the private development, as are customarily insured against in developments of like size and character including, but not limited to: Casualty Insurance, Comprehensive General Liability Insurance, Physical Damage Insurance, Builders' Risk Insurance and all other forms of insurance reasonably required generally by the State of Wisconsin for entities such as the owner and any lessees from time to time during the construction and operation of the Property. Such insurance shall be maintained in amounts and with terms of coverage generally customary to such Property. Such insurance shall name City as an additional insured as its interest may appear, except on any policy of Liability Insurance.

Section 8.2. In the event the Property is damaged or partially or fully destroyed, Developer shall cause the insurance proceeds from such loss to be used to promptly repair and restore the Property to its original condition.

ARTICLE IX
WRITTEN NOTICES AND MISCELLANEOUS

Section 9.1. Notices and Demands. Except as otherwise expressly provided in this Agreement, a notice, demand or other communication under this Agreement by any Party to any other shall be sufficiently given or delivered if it is dispatched by registered or certified mail, postage prepaid, return receipt requested, or delivered personally, and

FOR THE CITY:
City of Whitewater
Office of the Finance & Administrative Services Director
312 W Whitewater St
P.O. Box 178
Whitewater, WI 53190
Attention: Rachelle Blitch
RBlitch@Whitewater-wi.gov

With a copy to:
City of Whitewater
City Attorney's Office
312 W Whitewater St.
P.O. Box 178
Whitewater, WI 53190
Attention: Attorney Steven T. Chesebro
schesebro@whitewater-wi.gov

TO THE DEVELOPER:
Lifetime Manufacturing LLC
Attn: Larry Chapman
W3128 State Road 59
Whitewater, WI 53190
larry@summersetmarine.com

With a copy to:
Russell Law Offices
Michael Grubb
1206A E. Bluff Road
Whitewater, WI 53190
Attention: Attorney Michael Grubb
mgrubb@russelllawwi.com

Section 9.2. Restrictions of Sale, Transfer, Conveyance and Ownership. During the Term of this Agreement, neither Developer nor any future owner shall use, sell, transfer or convey ownership of any of the Property to any person or entity in any manner which would render all or any part of the Property exempt from real property taxation, or would render any taxable personal property located on any of the Property to be exempt from personal property taxation, without the prior written consent of the City. This obligation shall survive until the termination and closure of the TID District under this Agreement. In

the event Developer receives an exemption from general real estate taxes, such may be deemed an event of default hereunder and City may exercise its rights under the Remedies clauses in Article 7 hereof. Developer shall execute and record deed restrictions effectuating this provision.

Section 9.3. Warranty of Developer; Non-Transferability. The City has entered into this Agreement with Developer, on the basis that Larry Chapman (the "Member") is the Member of Developer, and on the strength of his experience. Therefore, Developer hereby warrants and represents to the City that Larry Chapman is the sole Member of Developer. During the Term, Developer may not assign this Agreement, transfer the Property or voluntarily change the Member(s) of Developer without the prior written consent of the City, which shall not be unreasonably withheld, denied, delayed or conditioned. During the Term, Developer shall not change management of the Property from the Member(s) without prior written consent of the City, which consent shall not be unreasonably withheld, denied, delayed or conditioned. Nothing contained in this Section 9.3 or any other provision of this Agreement shall prohibit the Member from (a) assigning or otherwise transferring a membership interest to a family member of said Member through probate or other transfer upon death or disability, (b) assigning or otherwise transferring the Property and/or this Agreement to any entity, enterprise or organization in which Larry Chapman has a controlling interest, and/or (c) delegating management responsibilities to management personnel of any entity, enterprise or organization in which Larry Chapman has a controlling interest. Should this Agreement and/or the Property be transferred under either exception (a) or (b) herein and/or management responsibilities are delegated under (c) herein, notice of the transfer or delegation shall be provided to the City prior to completion of same. Any prohibited transfers under this Section, which have been made without prior written consent of the City shall be considered an event of Default hereunder. In any event, any subsequent transferee hereunder must agree to be bound by the terms of this Development Agreement.

Section 9.4. Non-Discrimination Agreement. The Developer agrees that neither the Property nor any portion thereof, shall be sold to, leased or used by any Party in a manner to permit discrimination or restriction on the basis of race, creed, ethnic origin or identity, color, gender, religion, marital status, age, handicap, or national origin and that construction, redevelopment, improvement, and operation of the Development shall be in compliance with all effective laws, ordinances and regulations relating to discrimination or any of the foregoing grounds.

Section 9.5. No Third-Party Beneficiaries. This Agreement is made solely for the benefit of the Parties hereto and their permitted assignees, and no other individual shall acquire or have any rights under this Agreement or by virtue of this Agreement.

Section 9.6. Force Majeure. As used herein, the term "Force Majeure" shall mean any accident, breakage, war, insurrection, civil commotion, riot, act of terror, act of God or the elements, governmental action (except for governmental action by the City with respect to obligations of the City under this Agreement), alteration, strike or lockout, picketing (whether legal or illegal), inability of a Party or its agents or contractors, as applicable, to obtain fuel or supplies, unusual weather conditions, or any other cause or causes beyond the reasonable control of such Party or its agents or contractors, as applicable. No Party to this Agreement shall be in default hereunder for so long as such Party or its agents and contractors, if applicable, are prevented from performing any of its obligations hereunder due to a Force Majeure occurrence. Any party alleging Force Majeure has delayed its performance of obligations shall provide notice to the other party within 30 days of the events begging to cause delay and shall include in that notice an estimate on the anticipated amount of delay. The party shall then provide a second notice confirming the actual length of delay, the second notice shall be provided no later than 15 days after the anticipated end of the delay detailing the actual amount of the delay caused by the Force Majeure.

Section 9.7. Law Governing. The laws of the State of Wisconsin shall govern this Agreement. In the event of a dispute involving this Agreement, the Parties agree that venue shall be in Walworth County, Wisconsin, Circuit Court.

Section 9.8. Execution in Multiple Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

Section 9.9. Amendment. This Agreement may be rescinded, modified or amended, in whole or in part, by mutual agreement of the Parties hereto, their successors and/or assigns, in writing signed by all Parties.

Section 9.10. Severability of Provisions. If any provision of this Agreement shall be held or deemed to be inoperative or unenforceable as applied in any particular case in any jurisdiction because it conflicts with any other provision or provisions of this Agreement or any constitution or statute or rule of public policy, or for any other reason, then such circumstance shall not have the effect of rendering the provision in question inoperative or unenforceable in any other case or circumstance, or of rendering any other provision or provisions herein invalid, inoperative, or unenforceable to any extent whatever. To the maximum extent possible, this Agreement shall be construed in a manner consistent with the powers of the City, including, but not limited to, their powers under the Tax Increment Law, § 66.1105, Wis. Stats., to achieve its intended purpose.

Section 9.11. Recording and Survival. The City shall record this Agreement against the Property with the Register of Deeds for Walworth County, at the Developer's expense. All the terms and conditions of this Agreement shall survive the execution of this Agreement

and the making of grants hereunder. This Agreement shall run with the land and be binding upon Developer and all of Developer's successors in interest. Every reference to Developer herein shall be a reference to Developer and all of Developer's successors in interest, including tax-exempt entities. This Agreement shall expire on the date of termination of the TIF District.

Section 9.12. Reservation of Rights. Nothing in this Agreement shall be construed to be a waiver or modification of the governmental immunities or notice requirements imposed by Wis. Stat. § 893.80 or any other law.

Section 9.13. Vested Rights. Except as provided by law, or as expressly provided in the Agreement, no vested rights to develop the Project shall inure to Developer by virtue of this Agreement. Nor does the City warrant that Developer is entitled to any other approvals required for the construction of the Project as a result of this Agreement.

Section 9.14. Recitals. The representations and recitations set forth in Recitals are material to this Agreement and are hereby incorporated into and made a part of this Agreement as though they were fully set forth in this paragraph, subject to all of the terms and conditions in the balance of this Agreement.

Section 9.15. Construction. The Parties acknowledge and represent that this Agreement has been the subject of negotiation by all Parties and that all Parties together shall be construed to be the drafter hereof and this Agreement shall not be construed against any Party individually as drafter.

Section 9.16. Representation. The Developer acknowledges that it has either had the assistance of legal counsel in the negotiation, review, and execution of this Agreement, or has voluntarily waived the opportunity to do so; that it has read and understood each of this Agreement's terms, conditions, and provisions, and their effects; and that it has executed this Agreement freely and not under conditions of duress.

Section 9.17. Authority. The individuals executing this Agreement on behalf of the Developer warrant and represent that they are duly authorized to bind the Developer to this Agreement. Developer warrants and represents that the execution of this Agreement is not prohibited by the Developer's articles of incorporation, by-laws, operating agreement, or other internal operating orders, or by any applicable law, regulation or court order. Developer shall provide proof upon request.

Section 9.18. Indemnification. Subject to the limitation described herein and except for any misrepresentation or any misconduct of any of the indemnified Parties, Developer and or its contractors shall indemnify, save harmless and defend the City and its respective officers, agents, and employees from and against any and all liability, suits, actions, claims,

demands, losses, costs, damages, and expenses of every kind and description, including reasonable attorney costs and fees, for claims of any kind including liability and expenses in connection with the loss of life, personal injury or damage to property, or any of them brought (i) because of any Default or (ii) because of any injuries or damages received or sustained by any persons or property on account of or arising out of the construction and/or operations of the Project and the Property to the extent caused by the negligence or willful misconduct on Developer's part or on the part of its agents, contractors, subcontractors, invitees or employees, at any time. Nothing contained in this Section 9.18 or any other provision of this Agreement shall be construed to require Developer to indemnify the City or any third party for any negligence or willful misconduct of the City or any such third party or their respective agents, contractors, subcontractors, consultants, invitees or employees. This Section shall survive termination of this Agreement.

[SIGNATURES BEGIN ON THE FOLLOWING PAGE]

WITNESS WHEREOF, the parties have executed this Agreement on the day and year first above written.

DEVELOPER:

Lifetime Manufacturing LLC

BY: _____

ACKNOWLEDGMENT

State of Wisconsin)
) ss.
County of Jefferson

Personally came before me this 3rd day of June, 2026 the above-named, Larry Chapman who acknowledged that he as CEO & Owner, being authorized to do so, executed the foregoing instrument on behalf of DEVELOPER.

_____

Notary Public, Jefferson County,
Wisconsin My Commission expires: June 19, 2028

NOTARY PUBLIC
Jason Richard Alexander
STATE OF WISCONSIN

CITY OF WHITEWATER:

BY: _____
John Weidl, City Manager

ATTEST:

BY: _____
Heather Boehm, City Clerk

AUTHENTICATION

Signature(s) John Weidl, City Manager and Heather Boehm, City Clerk, authenticated this 5th day of June, 2026.

_____

Attorney Steven T. Chesebro
Title: Member State Bar of Wisconsin

I hereby certify that the necessary funds have been provided to pay the liability incurred by the City of Whitewater on the within Agreement.

_____

Rachelle Blitch
Finance & Administrative Services Director

APPROVED AS TO FORM:

_____

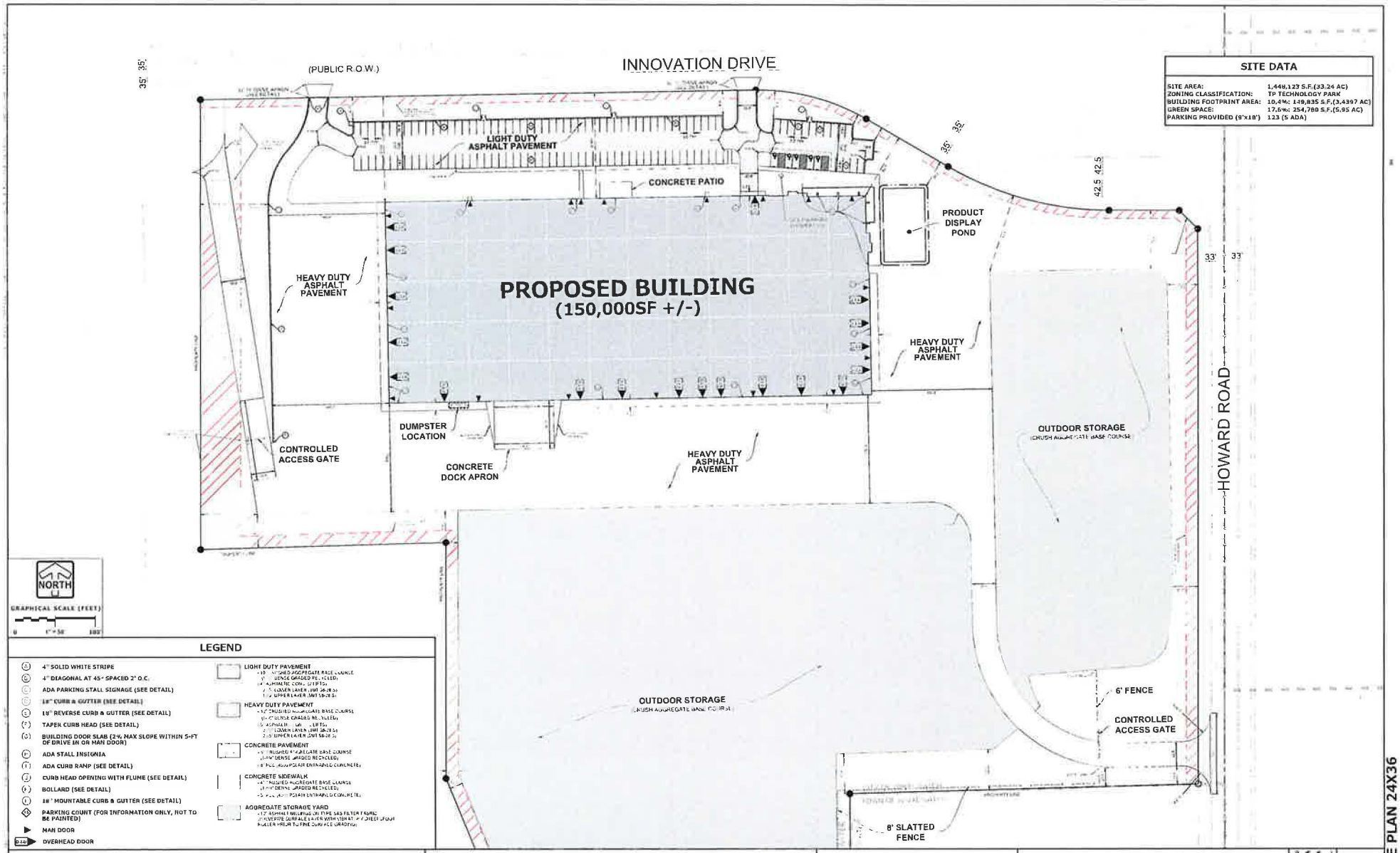
Steven T. Chesebro
City Attorney

EXHIBIT A
LEGAL DESCRIPTION

The Land subject to this Development Agreement is located in the City of Whitewater, Walworth County, State of Wisconsin, and is more particularly described as follows:

Being Lot 2 of Certified Survey Map No. 4442 and Lot 2 of Certified Survey Map No. 4443, in the Southeast 1/4 of the Northeast 1/4 and in the Northeast 1/4 of the Southeast 1/4 of Section 3, Township 4 North, Range 15 East, City of Whitewater, Walworth County, Wisconsin.

EXHIBIT B
CONCEPT PLAN



SITE DATA

SITE AREA:	1,449,123 S.F.(33.24 AC)
ZONING CLASSIFICATION:	TP TECHNOLOGY PARK
BUILDING FOOTPRINT AREA:	10.4%: 149,835 S.F.(3.4397 AC)
GREEN SPACE:	17.6%: 254,780 S.F.(5.85 AC)
PARKING PROVIDED (9'x18')	123 (5 ADA)

LEGEND

- 4" SOLID WHITE STRIPE
- 4" DIAGONAL AT 45° SPACED 2' O.C.
- ADA PARKING STALL SIGNAGE (SEE DETAIL)
- 18" CURB & GUTTER (SEE DETAIL)
- 18" REVERSE CURB & GUTTER (SEE DETAIL)
- TAPER CURB HEAD (SEE DETAIL)
- BUILDING DOOR SLAB (2-% MAX SLOPE WITHIN 5-FT OF DRIVE IN OR MAN DOOR)
- ADA STALL INSIGNIA
- ADA CURB RAMP (SEE DETAIL)
- CURB HEAD OPENING WITH FLUME (SEE DETAIL)
- BOLLARD (SEE DETAIL)
- 18" MOUNTABLE CURB & GUTTER (SEE DETAIL)
- PARKING COUNT (FOR INFORMATION ONLY, NOT TO BE PAINTED)
- MAN DOOR
- OVERHEAD DOOR

LIGHT DUTY PAVEMENT
- 10" FINISHED AGGREGATE BASE COURSE
- 9" DENSE GRADED RECYCLED
- 4" ASPHALTIC CONC. (LT BTC)
- 2.5" LOWER LAYER (MT 58-28 S)
- 1.5" UPPER LAYER (MT 58-28 S)

HEAVY DUTY PAVEMENT
- 12" CRUSHED AGGREGATE BASE COURSE
- 9" DENSE GRADED RECYCLED
- 5" ASPHALTIC CONC. (LT BTC)
- 2.5" LOWER LAYER (MT 58-28 S)
- 2.5" UPPER LAYER (MT 58-28 S)

CONCRETE PAVEMENT
- 5" CRUSHED AGGREGATE BASE COURSE
- 9" DENSE GRADED RECYCLED
- 8" REINFORCED ENTRANCE CONCRETE

CONCRETE SIDEWALK
- 4" CRUSHED AGGREGATE BASE COURSE
- 9" DENSE GRADED RECYCLED
- 5" REINFORCED ENTRANCE CONCRETE

AGGREGATE STORAGE YARD
- 12" ASPHALT MILLINGS ON PIPE GAS FILTER FABRIC
- 6" WEARING SURFACE LAYER WITH SIMILAR MATERIAL AS PRESENT ON SITE

PINNACLE ENGINEERING GROUP
ENGINEERING | NATURAL RESOURCES | SURVEYING

SUMMERSET MARINE

WHITEWATER, WI

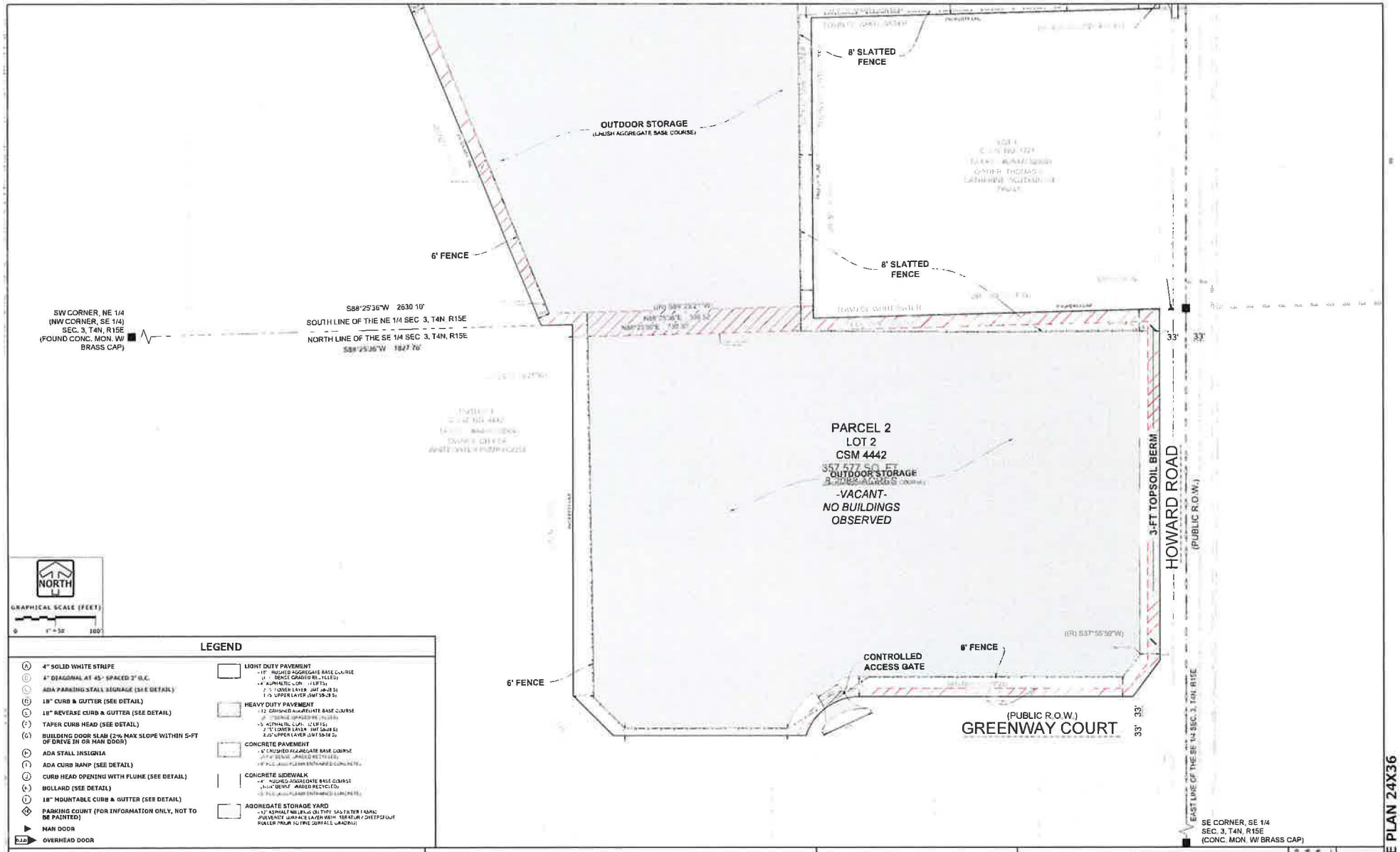
C-2 SITE PLAN 24x36

REVISIONS

1	PLAN COMMISSION	05/11/26
2	REVISED PER COMMENTS	05/22/26
3	REVISED PER REVIEW	05/31/26

SHEET C-2 OF C-7

C-2 SITE PLAN 24X36



LEGEND

- (A) 4" SOLID WHITE STRIPE
- (B) 4" DIAGONAL AT 45° SPACED 2' O.C.
- (C) ADA PARKING STALL SIGNAGE (SEE DETAIL)
- (D) 18" CURB & GUTTER (SEE DETAIL)
- (E) 18" REVERSE CURB & GUTTER (SEE DETAIL)
- (F) TAPER CURB HEAD (SEE DETAIL)
- (G) BUILDING DOOR SLAB (2% MAX SLOPE WITHIN 5-FT OF DRIVE IN OR MAN DOOR)
- (H) ADA STALL INSIGNIA
- (I) ADA CURB RAMP (SEE DETAIL)
- (J) CURB HEAD OPENING WITH FLUME (SEE DETAIL)
- (K) BOLLARD (SEE DETAIL)
- (L) 18" MOUNTABLE CURB & GUTTER (SEE DETAIL)
- (M) PARKING COUNT (FOR INFORMATION ONLY, NOT TO BE PAINTED)
- MAN DOOR
- OVERHEAD DOOR

LIGHT DUTY PAVEMENT
- 10" CRUSHED AGGREGATE BASE COURSE
- 4" ASPHALTIC CONCRETE
  - 2" LOWER LAYER (MT 58-28 S)
  - 1½ UPPER LAYER (MT 58-28 S)

HEAVY DUTY PAVEMENT
- 12" CRUSHED AGGREGATE BASE COURSE
- 5" ASPHALTIC CONCRETE
  - 2½" LOWER LAYER (MT 58-28 S)
  - 2½" UPPER LAYER (MT 58-34 S)

CONCRETE PAVEMENT
- 6" CRUSHED AGGREGATE BASE COURSE

CONCRETE SIDEWALK
- 4" CRUSHED AGGREGATE BASE COURSE

AGGREGATE STORAGE YARD
- 12" ASPHALT MILLINGS (OLTYPE SAS FILTER FABRIC PAVEMENT SURFACE LAYER WITH 18" NATURAL / SHEEPSFOOT ROLLER PRIOR TO FINE SURFACE GRADING)

PINNACLE ENGINEERING GROUP
ENGINEERING | NATURAL RESOURCES | SURVEYING

WISCONSIN OFFICE
7422 WALWORTH AVE., SUITE 100
BURLINGTON, WI 53105
(262) 763-9660

SUMMERSET MARINE

WHITEWATER, WI

C-3 SITE PLAN 24x36

REVISIONS

1	PLAN COMMISSION	05/11/26
2	REVISED PER COMMENTS	05/23/26
3	REVISED PER REVIEW	05/13/26

SHEET C-3 OF C-7

C-3 SITE PLAN 24X36

EXHIBIT C
TAX INCREMENT VALUE AND TAX INCREMENT REVENUE PROJECTIONS

Projected Increment from project

Tax Increment Projection Worksheet - Walworth County Summerset Marine

Type of District	Mixed Use	
District Creation Date	August 3, 2021	
Valuation Date	Jan 1,	2021
Max Life (Years)	20	
Expenditure Period/Termination	15	8/3/2036
Revenue Periods/Final Year	20	2042
Extension Eligibility/Years	Yes	3
Eligible Recipient District	No	

Base Value	
Appreciation Factor	
Base Tax Rate	
Rate Adjustment Factor (3 years)	
Tax Exempt Discount Rate	N/A
Taxable Discount Rate	N/A

	Construction Year	Value Added	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment
4	2024		2025		0	2026	$17.95	0
5	2025		2026	0	0	2027	$17.95	0
6	2026	7,585,584	2027	0	7,585,584	2028	$17.95	136,149
7	2027	7,585,584	2028	0	15,171,168	2029	$17.95	272,298
8	2028	0	2029	0	15,171,168	2030	$17.95	272,298
9	2029	0	2030	0	15,171,168	2031	$17.95	272,298
10	2030	0	2031	0	15,171,168	2032	$17.95	272,298
11	2031	0	2032	0	15,171,168	2033	$17.95	272,298
12	2032	0	2033	0	15,171,168	2034	$17.95	272,298
13	2033	0	2034	0	15,171,168	2035	$17.95	272,298
14	2034	0	2035	0	15,171,168	2036	$17.95	272,298
15	2035	0	2036	0	15,171,168	2037	$17.95	272,298
16	2036	0	2037	0	15,171,168	2038	$17.95	272,298
17	2037	0	2038	0	15,171,168	2039	$17.95	272,298
18	2038	0	2039	0	15,171,168	2040	$17.95	272,298
19	2039	0	2040	0	15,171,168	2041	$17.95	272,298
20	2040	0	2041	0	15,171,168	2042	$17.95	272,298
Totals		15,171,168		0		Future Value of Increment		3,948,328

EXHIBIT D
OCCUPANCY AND LICENSE AGREEMENT

OCCUPANCY AND LICENSE AGREEMENT

This Occupancy and License Agreement is made this 29 day of April, 2026, by and between Seller, the City of Whitewater, hereinafter ("Whitewater"), and Buyer, Lifetime Manufacturing LLC, hereinafter ("Lifetime)," for the use by Lifetime of the two vacant parcels described as A444300002 and A444200002, Whitewater, WI 53190, ("Properties").

WHEREAS, Whitewater has entered into a contract to sell the Properties to Lifetime.

WHEREAS, Lifetime wishes to have pre-closing occupancy of the Properties, and the grant of a License subject to the terms and conditions hereof so that it can have 8000 cubic yards of asphalt delivered and stored at the Properties.

WHEREAS, Lifetime acknowledges that it has conducted a physical inspection of the Properties and accepts same in an "as is" condition, without representation or warranty, in fact or by law, by Whitewater, and without recourse to Whitewater as to the condition thereof, or the use to which the Properties may be applied, during the term of this Agreement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Parties, including the promises contained herein, and in consideration of and expressly conditioned on the acceptance of the limitations by Lifetime, Whitewater does hereby grant to Lifetime a license subject to the following terms, conditions and limitations:

1. Whitewater grants to Lifetime, pre-closing occupancy of the Properties and a License to use the Properties beginning on April 29, 2026, until the successful closing on the Properties, or the nullification of the current contract to purchase the Properties.

2. Lifetime shall use the Properties only for the purpose of having 8000 cubic yards of asphalt delivered and stored at the Properties.

3. Lifetime warrants and represents that it shall not and cannot ever make any claim for adverse possession, prescriptive easement, or any other claim for an interest in the Properties prior to closing.

4. The License is not an interest in the property of Whitewater and shall not constitute an easement; the License shall apply only to Lifetime.

5. Lifetime shall use the Properties as called for herein for delivery and storage of 8000 cubic yards of asphalt which shall only be stored on the Properties, and may arrange for the removal of dredging spoils on the Properties to be moved to PIN 004-0515-2744-000 in the Town of Cold Spring, Jefferson County, Wisconsin as approved by the City of Whitewater Public Works Director. During Lifetime's Occupancy, Lifetime shall not (1) use the Properties for any other purpose; (2) knowingly permit use of the Properties for any unlawful purpose; (3) engage in activities which unduly disturb neighbors; (4) do, use, or keep in or at the Properties anything which would adversely affect coverage under a standard commercial insurance policy, including,

but not limited to hazardous materials, explosives, highly flammable material, food or goods which may cause danger or damage to the Properties; (5) make any changes, alterations or improvements to the Properties without the express written agreement of Whitewater. Lifetime shall abide by all governmental regulations and laws with respect to its Occupancy and License to use the Properties. Lifetime shall be liable for any property damage, waste or neglect caused by the negligence or improper use of the Properties, by Lifetime or its employees, guests or invitees.

6. Lifetime shall not cause or permit any contractor's lien to attach to the Properties or commit waste to the real property belonging to Whitewater.

7. Lifetime accepts all risk of loss, including injury, death, and property damage resulting from, arising from, or connected in anyway with the delivery and storage of 8000 cubic yards of asphalt, and, for itself, its employees, members, friends, invitees, guests, successors, and assigns. Lifetime hereby releases and forever discharges Whitewater, its employees, invitees, guests, successors, agents, and officers from any and all claims, demands, causes of action, damages or suits at law and equity of whatsoever kind, on account of or in any way related to or growing out of Lifetime's use of the Properties for the delivery and storage of 8000 cubic yards of asphalt at the Properties.

8. Lifetime agrees to indemnify and be solely responsible, and liable for all loss, including injury, death, and property damage that may be incurred by Whitewater, its employees, invitees, guests, successors, agents and officers.

9. If the acquisition of the Properties does not successfully close as called for in the purchase contract, the parties are no longer under contract, and Lifetime is expected to vacate the Properties, as called for herein, then, Lifetime shall be solely responsible and liable for restoring the Properties to the condition that existed prior to Lifetime taking pre-closing occupancy and prior to the 8000 cubic yards of asphalt being delivered and stored, upon the request of Whitewater.

10. Lifetime shall not assign this Agreement or allow any other party to occupy the Properties or any part thereof without the written consent of Whitewater.

During Lifetime's pre-closing occupancy, it will occupy the Properties as an entity holding possession of real property under a contract of purchase and not as a tenant, pursuant to Wis. Stat. § 704.01(5). Any occupancy fee charged will not be considered rent. Therefore, this Agreement does not create a landlord/tenant relationship and is not subject to the provisions of Wis. Stat. Ch. 704.

CITY OF WHITEWATER

By: John S. Weidl
Title: City Manager

LIFETIME MANUFACTURING LLC

By: Lucy R Chapman
Title: CEO

ORDINANCE NO. 2026-O-51

AN ORDINANCE AMENDING CHAPTER 7.04 CODE OF ETHICS TO CREATE DISCLOSURES OF FINANCIAL AND ECONOMIC INTERESTS AND REVISING THE PROCESS FOR REVIEWING ETHICS COMPLAINTS.

WHEREAS, this ordinance was reviewed by the Ethics Board and is recommended for adoption by said committee; and,

WHEREAS, the Common Council has expressed an interest in requiring disclosures of financial and economic interests by all parties who may have a conflict of interest; and,

WHEREAS, the City has had difficulty in convening an ethics board without conflicts of interest to timely address ethics complaints in the past.

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, does ordain as follows:

SECTION 1: Whitewater Municipal Code Section 7.04.020 is hereby amended to read as follows:

7.04.020 Definitions.

As used in this chapter:

(a) "~~Public employee~~ Employee" means any person excluded from the definition of a public officer who is employed by the city.

(b) "Financial interest" means any interest which shall yield, directly or indirectly, a monetary or other material benefit to the officer or employee or to any person employing or retaining the services of the officer or employee.

(c) "Official" means all city officers as defined in Section 62.09 under Wisconsin Statutes and all members of boards and commissions and agencies established or appointed by the city manager or common council, whether paid or unpaid.

(d) "Personal interest" means any interest arising from blood or marriage relationships or from close business or political associations, whether or not any financial interest is involved.

(e) "Person" means any person, corporation, partnership or joint venture.

(f) "Official required to file" means the following individuals:

i. Common Council Members

ii. Municipal Judge

iii. Members of any Board, Committee, or Commission created by a City of Whitewater resolution or ordinance.

iv. City Manager

v. Chief of Staff

vi. City Attorney or any Deputy or Assistant City Attorney

vii. Community Development Director

viii. Economic Development Coordinator

ix. Director of Finance and Administrative Services

x. Comptroller or Payroll/AP Technician

xi. Clerk of Courts

xii. Library Director and Assistant Director

xiii. Department of Public Works Director

xiv. IT Director

xv. Parks and Recreation Director

xvi. Fire Chief

xvii. Police Chief

xviii. Water Superintendent

xix. Streets, Parks & Forestry Superintendent

xx. Wastewater Superintendent

xxi. Any position created on or after October 20, 2026 within the City of Whitewater which has responsibilities or exercises discretion in a similar manner as any of the above positions.

SECTION 2: Whitewater Municipal Code Subsection 7.04.070(b) is hereby amended to read as follows:

Specific Conflicts Enumerated.

(1) ~~Incompatible~~ Employment. No official or employee shall engage in or accept private employment or render service for private interest when such employment or service is incompatible with the proper discharge of official duties or would tend to impair independence of judgment or action in the performance of official duties, unless otherwise permitted by law and unless disclosure is made as hereinafter provided.

(2) Contracting. An official or employee of a business in which an official or employee holds a 10% or greater interest, may not enter into a contract with the City involving a payment or payments of more than $1,000.00 within a 12-month period unless the official or employee has made a written disclosure of the nature and extent of such relationship or interest to the City Clerk and reported such interest to the Common Council. Further, pursuant to Section 946.13, Wis. Stats., an official or employee is prohibited from participating in the formation of a contract or contracts with the City of Whitewater involving the receipts or disbursements of more than $1,000.00 in any year.

(3) Gifts and Favors.

(A) No official or employee shall accept any gift whether in the form of service, loan, thing or promise, from any person which may tend to impair his independence of judgment or action in the performance of his duties or grant in the discharge of his

duties any improper favor, service or thing of value. EXCEPTION: Advertising or promotional items having a value of ten dollars or less per gift shall be exempt.

(B) No official or employee may solicit or accept, either directly or indirectly, from any person or organization, money or anything of value if it could reasonably be expected to influence the employee's official actions or judgments or be considered a reward for any action or inaction on the part of the official or employee.

(C) An official or employee is not to accept hospitality if, after consideration of the surrounding circumstances, it could reasonably be concluded that such hospitality would not be extended were it not for the fact that the guest, or a member of the guest's immediate family, was a city official or employee. Participation in celebrations, grand openings, open houses, informational meetings and similar events are extended from this prohibition. This paragraph further shall not be construed to prevent candidates for elective office from accepting hospitality from citizens for the purpose of supporting the candidate's campaign.

(D) Gifts received by an official or employee under unusual circumstances should be referred to the ethics board within ten days of receipt for recommended disposition.

SECTION 3: Whitewater Municipal Code Subsection 7.04.070(d) is hereby amended to read as follows:

(d) Disclosure of Interest in Legislation.

(1) Any member of the common council who has a financial interest or personal interest in any proposed legislation before the common council, shall disclose on the records of the common council, the nature and extent of such interest and shall refrain from participating, in the discussion of and/or voting on such action. A member of the Common Council shall request to be excused by the Common Council or committee chairperson for the duration of any deliberations concerning such action in which the member has a financial interest.

(2) A member of a City board, commission, or committee who has a financial interest in any proposed action before the board, commission, or committee on which said member serves, shall disclose the nature to the board, committee, or commission prior to or during the initial discussion of such action and shall refrain from participating in any discussions, deliberations, and/or voting on such action. The members shall request to be excused by the committee, commission, or board or its chairperson for the duration of any discussions, deliberations, or voting concerning the action in which the member has a financial interest.

(3) Any other official or employee who has a financial interest or personal interest in any proposed legislative action of the common council or any board, commission or committee upon which the official or employee has any influence or input or of which the official or employee is a member that is to make a recommendation or decision upon any item which is the subject of the proposed legislative action shall disclose on the records of the common council or the appropriate board, commission or committee the nature and extent of such interest.

SECTION 4: Whitewater Municipal Code Subsection 7.04.070(e) is hereby created to read as follows:

(e) Disclosure of Financial and Economic Interests

(1) For the purpose of this section, reporting may occur via Economic Disclosure forms (e.g. ETH-1, ETH-1A, ETH-2, & ETH-3) provided by the Wisconsin Ethics Commission.

(2) Each individual who on January 1 of any year is an official required to file, and who is an official required to file for at least 14 days of that year shall file with the Municipal Clerk, or their designee, no later then January 31 of that year a statement of economic interests meeting the requirements of Wis Stat. §19.44(1), §19.44(2), §19.44(3), and §19.44(4). The information shall be current as of December 31 of the preceding year.

(3) An official required to file shall file with the Municipal Clerk, or their designee, a statement of economic interests meeting each of the requirements of Wis Stat. §19.44(1), §19.44(2), §19.44(3), and §19.44(4) no later than 30 days following the date they assume office if the official has not previously filed a statement of economic interests with the clerk during that year. The information on the statement shall be current as the date they assume office.

(4) Each individual who is an official required to file shall file with the Municipal Clerk, or their designee, a statement of economic interests meeting each of the requirements of s. 19.44 (1) no later than 30 days following the date on which the individual's term of office ends or the individual leaves the office. The information contained on the statement shall be current as of the date on which the individual's term of office ends or the individual leaves the office. An individual who files a statement as provided under this subsection is not required to file another statement of economic interests until such time as the individual again becomes an official required to file.

(5) An official required to file shall file with the Municipal Clerk, or their designee, a statement of economic interests meeting each of the requirements of §19.44(1), §19.44(2), §19.44(3), and §19.44(4) no later than 60 days following the adoption of 7.04.070(e), if the official has not previously filed a statement of economic interests with the clerk during that year. The information on the statement shall be current as the date they file the statement.

(6) All annual disclosure reports shall be provided to council as an agenda item no later than March 31 of each year. Any such disclosures the result of 7.04.070(e)(3), 7.04.070(e)(4), or 7.04.070(e)(5) shall be included as an agenda item no later than 30 days after the Municipal Clerk, or their designee's, receipt of the disclosure.

SECTION 5: Whitewater Municipal Code Section 7.04.076 is hereby created to read as follows:

7.04.076 Advisory Opinions Provided by City Attorney

Any person covered by this subchapter as provided in 7.04.020(c) may request of the City Attorney and advisory opinion regarding the propriety of any matter to which the person is or may become a party. The City Attorney shall review such a request for an advisory opinion and may advise the person making the request. Advisory opinions and requests,

therefore, shall be in writing and shall state all material facts. It shall be prima facie evidence of intent to comply with this subchapter when a person refers a matter to the City Attorney and abides by the advisory opinion if the material facts are as stated in the opinion request. Records of the City Attorney's opinions, opinions requests and investigations of violations shall be closed to public inspection as required by Chapter 19, Wis. Stats. Except as provided by Section 19.59(5)(b), Wis. Stats., the City Attorney shall not make public the identity of any person requesting an advisory opinion or of persons or organizations mentioned in the opinion.

SECTION 6: Whitewater Municipal Code Section 7.04.080 is hereby amended to read as follows:

7.04.080 Ethics Board.

(a) At anytime an ethics complaint is received and a fact finding hearing is necessary ~~There is hereby created~~ an E~~e~~thics B~~b~~oard to consist of five members and one alternate, all residents of the city shall be empaneled. Elected officials or employees will not be eligible for appointment on the Ethics Board. The city manager shall provide necessary staff assistance to the board. The city attorney shall routinely furnish the board whatever legal assistance is necessary to carry out its functions. However, if a possible, apparent, or actual conflict of interest involving the city attorney should occur, legal counsel shall be furnished the board through the city manager's appointment of other legal counsel after consultation with the chair of the ethics board.

(b) The members of the ethics board shall be ~~appointed by the city manager subject to confirmation by the Common Council.~~ selected by the City Clerk randomly drawing 11 names from all individuals who serve on any committee, board, or commission of the City removing any person related to the complainant or respondent or who serves on a committee with the parties or any other known conflicts. The 11 names will then be provided to the complainant and respondent who shall each strike 2 names so that seven are empaneled. The first five names drawn that remain after the strikes are completed shall comprise the board, and the remaining two individuals shall be alternates should any of the five be conflicted out for unknown reasons or unavailable during the fact finding hearing. Terms of office shall be until the matter is resolved. ~~three years except that when the initial appointments are made, one member shall be appointed for one year, two for two years, and two for three years. The term of the alternate shall be for three years, except that the initial appointment shall coincide with the ending of the terms of the emmber appointed for one year.~~

(c) The ethics board shall elect its own chair, vice-chair and secretary. ~~and shall develop written rules of procedure which shall be filed with the City Clerk.~~

(d) The ethics board may make recommendations to the Common Council with respect to amendments to the code of ethics ordinance.

SECTION 7: Whitewater Municipal Code Section 7.04.090 is hereby amended to read as follows:

7.04.090 ~~Duties of the ethics board.~~ Ethics Complaints.

(a) Upon receipt at the City Clerk's office of a notarized complaint in writing, which shall state the name of the elected or appointed official or employee alleged to have committed a violation of this chapter and which shall set forth the particulars thereof, the C~~c~~ity C~~c~~lerk or designee shall distribute a copy of the complaint along with a copy of the code of ethics ordinance to the respondent within ten working days (i.e., Monday through Friday, excluding holidays). The C~~c~~ity C~~c~~lerk or designee also shall send a copy of the complaint to ~~each member of the ethics board~~ the City Attorney. The information contained in the verified complaint shall be kept confidential until a proper disposition of the case occurs.

(b) ~~The board shall meet in closed session and~~ Within 5 business days of receiving the Complaint the City Attorney shall determine whether the complaint, if true, may constitute a violation of the chapter. If ~~four or more of the members of the board vote to dismiss the verified complaint, a formal dismissal action adopted in open session shall~~ the allegations in the complaint do not allege any violations, the City Attorney shall draft a letter dismissing the complaint within 15 days of receiving the complaint. A copy of the letter shall be filed with the City Clerk and ~~a copy~~ sent to the complainant and the respondent. If the matter is not dismissed, the action shall proceed as provided in subsection (c) of this section.

(c) If the action is not dismissed under subsection (b) of this section, the ~~board~~ City Attorney shall make a preliminary investigation~~s~~ with respect to the alleged violation of the ethics chapter. The preliminary investigation shall include an opportunity for the respondent to file a written response to the allegations. No preliminary investigation of the activities of any elected or appointed official or employee may be initiated unless such official or employee is notified in writing. The notice shall state the nature and purpose of this preliminary investigation. Information gathered during the preliminary investigation shall be kept confidential until a ~~finding is made by the board~~ proper disposition of the case occurs.

(d) If, after the preliminary investigation, ~~three or more of the members of the board vote in open session that no probable cause exists, the board shall issue a formal finding to that effect and dismiss the case.~~ the City Attorney determines that no probable cause exists that the alleged violation occurred, the City Attorney shall prepare a report outlining the investigation that occurred and the reason for dismissing the complaint. A copy of the formal finding shall be filed with the city clerk and a copy distributed to the complainant and the respondent.

~~(e) If the board is unable to come to a conclusion o n the subject of probable cause due to abstentions or the voting of "present," the board shall have further discussion and vote again. If the stalemate continues, the board shall treat it as a dismissal and proceed as in subsection (d) of this section.~~

(~~f~~e) If, after the preliminary investigation, ~~three or more of the members of the board vote~~ the City Attorney determines that there is probable cause that a violation took place, ~~the board~~ the City Attorney shall file formal findings to that effect with the City Clerk and request the City Clerk empanel an Ethics Board to ~~proceed toward the~~ conduct ~~of~~ a fact-finding hearing. ~~The vote shall be taken in open session.~~

(~~g~~f) In the case of a probable cause finding, the ~~board~~ City Clerk shall send a notice of due process rights and a notice of hearing on the matter to the respondent. The complainant shall also be notified of the hearing.

(~~h~~g) The ~~board~~ Ethics Board shall then conduct a hearing on the verified complaint, which hearing shall be held not more than thirty days after such finding of probable cause. The board shall give the respondent at least twenty days notice of the hearing date. Such hearings shall be at open session unless the respondent petitions for a hearing closed to the public. The rules of ~~criminal~~ evidence under Wis. Stat. Sec. 227.45 shall apply to such hearings. All evidence considered by the board, including certified copies of records and documents, shall be fully offered and made part of the record. Every party shall be afforded adequate opportunity to rebut or offer countervailing evidence.

(~~i~~h) During all stages of the proceeding conducted under this section, the elected or appointed official or employee whose activities are under investigation shall be entitled to be represented by counsel of ~~his or her~~ their own choosing.

(~~j~~i) The respondent or ~~his/her~~ their attorney shall have an opportunity to examine all documents and records to be used at the hearing under subsection (g) of this section at a reasonable time before the date of the hearing; as well as during the hearing, to bring witnesses, to establish all pertinent facts and circumstances, and to question or refute any testimony or evidence, including opportunity to confront and cross-examine adverse witnesses.

(~~k~~j) The Ethics B~~b~~oard shall have the power to compel the attendance of witnesses and to issue subpoenas granted other boards and commissioners under Section 885.01(3) of the Wisconsin Statutes.

(~~l~~k) Determination. Upon conclusion of the hearing the board shall make a decision agreed to by at least four members. It shall file the decision in writing within ten working days after the vote, signed by at least four participating board members stating findings of fact, conclusions of law concerning the propriety of the conduct of the elected or appointed official or employee, and if appropriate, referring the matter to the city council or other proper authority with a recommendation for censure or other disciplinary action. A member of council censured may be subject to recall pursuant to Section 9.10, Wisconsin Statutes, or any other legal process authorized by law. If four or more members are not able to reach an agreement, the complaint shall be dismissed.

(l) Should the Complaint allege violations of this chapter by the City Attorney, the City Manager shall fulfill the responsibilities of the City Attorney under this Section. Should the Complaint allege violations of this chapter by the City Manager, the Common Council President shall fulfill the responsibilities of the City Attorney under this Section.

SECTION 8: All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 9: Section 4 of this Ordinance shall take effect and be in force as of January 1, 2027 and notice shall be provided to all Official's required to file, of their obligations under this ordinance with a copy of an approved form for filing.

SECTION 10: Sections 1 – 3, and 5 – 8 of this Ordinance shall take effect and be in force as of the day after its passage and publication.

This Ordinance was introduced by Council Member _____, who moved its adoption.

ORDINANCE NO. 2026-O-51

Seconded by Council Member _____.

DATE	October 20, 2026				Second Meeting Date			
READING	FIRST				SECOND			
	YES	NO	PASS	ABSENT	YES	NO	PASS	ABSENT
Michael Smith								
Orin Artsmith								
Steven Sahyun								
Brian Schanen								
Neil Hicks								
Gavin Kelleher								
Patrick Singer								
Total:								

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	2026-O-24-Amending Ordinance 8.29.080(a) Garbage or Rubbish Placement
Staff Contact (name, email, phone):	Llana Dostie, Zoning Specialist, ldostie@whitewater-wi.gov 262-473-0144

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

Staff reviewed the City's existing ordinances related to trash, bulk trash, and code enforcement requirements. During this review, staff identified provisions regarding how trash may be placed for collection.

The current ordinance allows trash to be placed at the curb in trash bags for collection. While this provision permits bagged trash, bags placed directly at the curb can be susceptible to being opened or damaged by animals, which can result in scattered refuse and an inconsistent appearance along City streets.

Staff recommends revising the ordinance to remove the provision allowing trash to be placed at the curb solely in trash bags.

Under the proposed change, all regular trash placed at the curb for collection would be required to be contained in an appropriate trash or refuse container. Requiring trash to be placed in containers would provide for:

- A more consistent and orderly appearance of residential and mixed-use properties and streets;
- Reduced potential for animals to tear open trash bags and scatter refuse;
- Improved cleanliness and sanitation around collection areas; and
- A clearer and more consistent standard for code enforcement and property owners.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

N/A

FINANCIAL IMPACT
(If none, state N/A)

None

STAFF RECOMMENDATION

Staff recommends approval of the first reading proposed ordinance amendment to remove trash bags as an acceptable method for placing refuse at the curb for collection. Under the proposed amendment, all trash would be required to be placed in an appropriate refuse container for collection.

1. Option to waive second reading.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

ORDINANCE NO. 2026-O-24

AN ORDINANCE AMENDING 8.29.080(a) GARBAGE OR RUBBISH NOT TO BE DEPOSITED IN ANY OTHER PLACE OR MANNER THAN HEREIN PROVIDED

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, does ordain as follows:

SECTION 1: Whitewater Municipal Code 8.29.080(a) is hereby amended to read as follows:

No person shall place any garbage on any street, alley, sidewalk or other private property unless the same shall be placed in containers ~~or bags~~ for city collection at the times and in the manner herein provided.

SECTION 2: All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3: This ordinance shall take effect and be in force

This Ordinance was introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026				November 3, 2026			
READING	FIRST				SECOND			
	YES	NO	PASS	ABSENT	YES	NO	PASS	ABSENT
Michael Smith								
Orin Smith								
Steven Sahyun								
Brian Schanen								
Neil Hicks								
Greg Majkrzak								
Patrick Singer								
Total:								

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

ORDINANCE NO. 2026-O-24

AN ORDINANCE AMENDING 8.29.080(a) GARBAGE OR RUBBISH NOT TO BE DEPOSITED IN ANY OTHER PLACE OR MANNER THAN HEREIN PROVIDED

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, does ordain as follows:

SECTION 1: Whitewater Municipal Code 8.29.080(a) is hereby amended to read as follows:

No person shall place any garbage on any street, alley, sidewalk or other private property unless the same shall be placed in containers for city collection at the times and in the manner herein provided.

SECTION 2: All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3: This ordinance shall take effect and be in force the day after its passage and publication.

This Ordinance was introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026				November 3, 2206			
READING	FIRST				SECOND			
	YES	NO	PASS	ABSENT	YES	NO	PASS	ABSENT
Michael Smith								
Orin Artsmith								
Steven Sahyun								
Brian Schanen								
Neil Hicks								
Gavin Kelleher								
Patrick Singer								
Total:								

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Public Arts Committee Dissolution
Staff Contact (name, email, phone):	Llana Dostie, Zoning Specialist, ldostie@whitewater-wi.org 262-473-0144

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

The Public Arts Committee (PAC) was established pursuant to Chapter 12.46.090 of the Whitewater Municipal Code on August 4, 2015. Since its establishment, the Committee has been involved in four public art projects within the City:

- East Gate Project Sculptures;
- Renewal of the Prairie Tiller Mural;
- Cravath Park arch project; and
- Traffic Box Art Project.

The Public Arts Committee subsequently held two meetings to discuss the potential dissolution of the Committee. No action to dissolve the Committee was approved at either meeting.

At its May 19, 2026, meeting, the Common Council recommended that the Public Arts Committee and the Whitewater Arts Alliance Board of Directors participate in a joint meeting to discuss the potential dissolution of the City-appointed Public Arts Committee and the future role of public art review within the community.

On June 10, 2026, a joint meeting of the Whitewater Public Arts Committee and the Whitewater Arts Alliance Board of Directors was held at the Cultural Arts Center. The meeting had 100% attendance from both the Whitewater Arts Alliance Board of Directors and the City Public Arts Committee. Three long-time members of the Whitewater Arts Alliance—Ginny Coburn, Dawn Hunter, and Caryl Yasko—also attended and participated in the discussion regarding the future of public arts initiatives in the City.

Steve Sahyun was elected Chair Pro Tempore and presided over the meeting.

Following the joint meeting, the Whitewater Arts Alliance Board of Directors expressed its willingness to assume an independent role in reviewing and vetting community-initiated public art proposals for the City of Whitewater.

The Whitewater Arts Alliance Board of Directors unanimously adopted a resolution entitled “WAA Board Resolution Authorizing WAA to Review and Vet Community-Initiated Public Art Proposals for the City of Whitewater.” A copy of the resolution is attached for the Common Council's consideration.

The proposed arrangement would allow public art initiatives to continue within the City while transitioning the review and vetting function from a City committee to an independent community organization. The Whitewater Arts Alliance has indicated that it believes it can provide a productive and

meaningful role in supporting future public art initiatives and is willing to take responsibility for reviewing and vetting community-initiated proposals.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS (Dates, committees, action taken)
Public Arts meeting November 6, 2025-Disolution tabled Public Arts meeting December 11, 2025-Motion made to dissolve no second Common Council May 19, 2026 Joint Meeting between Public Arts and Whitewater Art Alliance Board June 10, 2026, recommended dissolution
FINANCIAL IMPACT (If none, state N/A)
N/A
STAFF RECOMMENDATION
Based on the discussions held by the Public Arts Committee and the Whitewater Arts Alliance, as well as the unanimous recommendation resulting from the June 10, 2026, joint meeting, staff recommends that the Common Council approve first reading of ordinance amending Chapter 12.46 of the Municipal Code to dissolve the City Public Arts Committee. 1. Option to waive second reading
ATTACHMENT(S) INCLUDED (If none, state N/A)
-2026-O-25-Ordinance Repealing Section 12-43-090-Public Art Committee -Whitewater Arts Alliance Resolution -Joint Public Arts and Whitewater Alliance meeting minutes

ORDINANCE NO. 2026-O-25

AN ORDINANCE REPEALING SECTION 12.46.090-PUBLIC ART COMMITTEE

WHEREAS, this ordinance was reviewed by the Public Arts Commission and Whitewater Arts Alliance Board and is recommended for adoption by said committee; and,

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, does ordain as follows:

SECTION 1: Whitewater Municipal Code 12.46.090 Public Art Committee passed and enacted in August 2015 is repealed in its entirety.

SECTION 2: Wherever in the following sections of the City of Whitewater Ordinances the words "public art committee" is used, the words "community development department" are substituted: §§12.46.040, 12.46.050, 12.46.080.

SECTION 3: All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 4: This ordinance shall take effect and be in force the day after its passage and publication.

This Ordinance was introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

DATE	First Meeting Date October 20, 2026				Second Meeting Date November 3, 2026			
READING	FIRST				SECOND			
	YES	NO	PASS	ABSENT	YES	NO	PASS	ABSENT
Michael Smith								
Orin Artsmith								
Steven Sahyun								
Brian Schanen								
Neil Hicks								
Gavin Kelleher								
Patrick Singer								
Total:								

ADOPTED: _____

_____

John Weidl, City Manager

ATTEST:

_____

Heather Boehm, City Clerk

Whitewater Arts Alliance

WAA Board / Public Arts Committee Meeting Minutes
Wednesday, June 10, 2026 - Cultural Arts Center
5:15-6:30 pm

PRESENT (PAC MEMBERS):**

- ☑ Kim Adams**
- ☑ Steve Sahyun**
- ☑ Katy Wimer**
- ☑ Justin Mane**
- ☑ Megan Matthews**
- ☑ Jeff McDonald
- ☑ Mary Nevicosi
- ☑ Kristen Burton
- ☑ Dwight Watson
- ☑ Camden Harlan
- ☑ Lesley Mollner
- ☑ Lisa Byrnes
- ☑ Caryl Yasko
- ☑ Dawn Hunter
- ☑ Ginny Coburn

CALL TO ORDER (5:17pm)

1. Motion to elect Steve Sahyun as Chair Pro Tempore
    - Moved: Kim Adams
    - Seconded: Megan Matthews
2. Motion to elect Camden Harlan as a Proxy Secretary Pro Tempore (this person records the vote and signs the documents)
    - Moved: Kim Adams
    - Seconded: Megan Matthews
3. Introductions
4. Confirmation of quorum by the Chair Pro Tempore: 5 members present, thus a quorum exists
5. Discussions:
    - Recommendation by City Manager to dissolve the PAC. The Common Council moved, but there was no second. Thus no action was taken.
    - Therefore the WAA was tasked to write up a resolution for the Common Council to propose the PAC would be in the hands of the WAA.
    - Justin and Megan noted that there was not a second at the time due to not having a plan for the future of the PAC.
    - Jeff said that the WAA would be interested in taking on the PAC, with independence as presented in the “WAA Public Art Vetting Board Resolution.”
    - Caryl inquired about the process of grants - WAA will be the ones soliciting the grants and thus working through those processes (planning, proposal, approval, financial, etc).
    - Dwight questioned the language in 12.46.080

6. Introduction of Motion: Formal Recommendation to the Common Council to Amend Chapter 12.46 of the Municipal Code to Dissolve the Public Art Committee and recommendation for the Whitewater Arts Alliance to take on the role of the Public Art Committee as an independent organization.
    - Moved: Kim Adams
    - Seconded: Justin Mane
    - Amendmended: Megan Matthews
    - Passed unanimously
7. Next steps: Steve will provide the "WAA Public Art Vetting Board Resolution" to Llana to draft a memo for the City Manager to bring to the next Common Council meeting.
8. Steve shared with us a website he created: www.sahyun.net/Whitewater/sculpture and asked for it to be linked on the WAA website. Caryl asked how people new to Whitewater would find out about the website/walk. Steve suggested printing flyers. Katy sent the link to Corin with the Chamber, as well.
9. Kim asked if anyone from our board would like to join the PAC: Jeff McDonald
10. Caryl informed those present about the public art project that she, Ginny, and Dawn are working on, which is adding a mural to a private seawall (owned by Fabian Lopez) on the east side of the gristmill pond; cleared with DNR; working with an aquatic environmental company, as well; a few workshops will be held for the community to help with the mural planning; fundraising efforts by Dawn and Ginny through the Caryl Yasko Public Art Fund are ongoing; timeline: next year
11. Motion to Adjourn:
    - Moved: Kim Adams
    - Seconded: Katy Wimer

ADJOURNMENT (6:11pm)

RESPECTFULLY SUBMITTED BY: Camden Harlan

WHITEWATER ARTS ALLIANCE, INC.

A Wisconsin Nonprofit Corporation | 501(c)(3)

Resolution Authorizing WAA to Review and Vet Community-Initiated Public Art Proposals for the City of Whitewater

PREAMBLE

The Whitewater Arts Alliance, Inc. ("WAA") is an independent, private nonprofit organization. Everything WAA does, it does on its own terms and in accordance with its own mission, values, and judgment. This Resolution reflects that posture. WAA is not an agent of the City of Whitewater, is not subject to City direction or oversight, and does not derive its authority from any City body. WAA acts first and independently. What follows downstream in any City process is the City's own affair.

With that understanding firmly established, the Board of Directors of WAA finds and resolves as follows.

FINDINGS

1. WAA is organized under the laws of the State of Wisconsin and recognized as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code.

2. The City of Whitewater (the "City") established a Public Art Committee (the "Committee") pursuant to Section 12.46.090 of the Whitewater Municipal Code (Chapter 12.46, Public Artwork). Note: The Committee is referred to in various City documents by differing names, including "Public Arts Committee" and "Public Art Commission"; all such references are to the same body.

3. The City's ordinance already designates a WAA seat on the Committee, recognizing WAA's central role in the Whitewater arts community. WAA holds that seat on its own terms, as a representative of its own organization and mission.

4. Most public art projects in Whitewater are initiated and funded by WAA and similar external organizations. The City maintains no dedicated public art budget. WAA is a key operational force behind public art in this community and has been for years.

5. WAA has chosen to assume the role of initial reviewer and vetter of community-initiated public art proposals for the City of Whitewater, on its own terms and as a voluntary exercise of its organizational mission — not as a delegate, agent, or instrumentality of any City body.

6. WAA recognizes that proposals it chooses to forward will enter a City process governed by Chapter 12.46 of the Municipal Code. WAA studies that process thoroughly — not because the City requires it, but because WAA's effectiveness depends on forwarding proposals that are well-prepared and likely to succeed. Knowledge of the downstream process is a tool WAA uses in its own independent judgment.

RESOLUTION

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of WAA:

Section 1 — WAA's Independence: The Governing Principle

WAA is, and shall at all times remain, a fully independent, private nonprofit organization. This independence is not a preference or a negotiating position — it is the foundational condition on which WAA's entire public art role rests. If it is ever compromised, the role ends.

Specifically:

(a) WAA operates under no oversight, direction, control, procedural mandate, meeting requirement, or operational requirement imposed by the City of Whitewater or any of its boards, commissions, committees, departments, officials, or any successor body.

(b) WAA's governance, meeting schedule, internal decision-making, membership, finances, and operations are WAA's own. No outside party has any right to review, audit, attend, direct, or influence them.

(c) WAA's role in reviewing public art proposals is undertaken entirely voluntarily. WAA may define, redefine, suspend, or terminate that role at any time, for any reason or no reason, without notice, obligation, or liability to any party.

(d) Any attempt by any governmental body or official to assert oversight, direction, or control over WAA's internal affairs — however framed, however gradual, however well-intentioned — shall be immediate and sufficient grounds for WAA to terminate this arrangement in its entirety.

Every other section of this Resolution is subordinate to and governed by this Section. In the event of any conflict or ambiguity, the interpretation that best preserves WAA's independence shall prevail.

Section 2 — Authorization to Review Public Art Proposals

The WAA Board of Directors is hereby authorized to receive, evaluate, endorse, decline, or forward community-initiated public art proposals intended for the City of Whitewater, whether those proposals originate from third parties or from WAA itself. The Board establishes its own criteria, procedures, and timelines for this work. No outside party has any role in setting or approving those criteria, procedures, or timelines.

Section 3 — WAA's Independent Review Process

WAA's review of proposals is a wholly internal exercise of independent judgment. WAA evaluates proposals against criteria it sets for itself, informed by its own mission, aesthetic standards, and knowledge of what makes a public art project successful in this community.

As part of its own quality standard — and for no other reason — WAA familiarizes itself with the City's downstream process so that proposals WAA chooses to forward are well-prepared. This knowledge belongs to WAA and serves WAA's purposes. The relevant downstream path, as WAA understands it from the ordinance, is:

(i) WAA, having completed its independent review and chosen to act, forwards the proposal to the City's Neighborhood Services Department (312 W. Whitewater Street) at a time of WAA's choosing, allowing sufficient time for the City's one-week advance filing requirement to be met.

(ii) While the City's Public Art Committee exists, it reviews the forwarded proposal and, if it chooses, makes a recommendation to the City Council. Following any

dissolution of the Committee, proposals proceed to the City Council by whatever path the amended ordinance establishes.

(iii) The City Council takes its own final action. That action is entirely the City's. WAA has no role in it and no responsibility for its outcome.

WAA is aware that the City's ordinance requires City Council involvement at multiple stages for commissioned artwork (call for artists, artist selection, and contract). WAA's independent review applies to the initial proposal. What the City does after that is the City's process, not WAA's.

Section 4 — WAA-Originated Proposals

When WAA itself originates or sponsors a public art proposal, WAA applies an internal review procedure of its own design to ensure it does not serve as both author and sole judge of its own proposal. The specifics of that procedure are WAA's own internal matter.

Section 5 — Private Property Proposals: Scope and Standards

WAA's vetting role under this Resolution extends only to proposals that seek City acceptance, City recognition, or City involvement — that is, proposals intended to enter the formal §12.46.080 process. WAA's role does not extend to purely private art decisions made by property owners on their own property without seeking any City involvement.

Specifically, a property owner who chooses to paint a noncommercial mural on their own building is exercising a right expressly permitted under §12.46.020(a) of the Municipal Code as "Creative Building Art." That decision requires no City approval and no engagement with the public art process whatsoever. WAA has no role in such projects, and this Resolution creates none.

WAA's vetting role is triggered only when a private property proposal actively seeks City acceptance or recognition — for example, to access public art funds, to be included in the City's art inventory, or to carry the status of an "approved public arts project" under the ordinance. For such proposals, WAA exercises its independent judgment regarding the preparedness of the proposal, including its assessment of whether ownership and consent considerations have been sufficiently addressed. WAA's decision to forward or decline any such proposal is entirely its own and creates no obligation or liability to any party.

Section 6 — No Financial Obligation

WAA assumes no financial responsibility of any kind for public art installations, their maintenance, removal, insurance, or any other associated cost, by virtue of this role. Any project's financial obligations belong to the proposing party and/or the City, as they may separately arrange.

Section 7 — Right to Discontinue

WAA may discontinue this role at any time, for any reason or no reason, without notice, process, or obligation to any party. This arrangement confers no rights on any outside party to WAA's continued participation.

Section 8 — Authorized Representatives

The President of WAA, or such other person as the Board designates, may communicate WAA's decisions and act on WAA's behalf in forwarding proposals and in any coordination WAA chooses to undertake with City staff. Such coordination is always at WAA's initiative and discretion.

Section 9 — Effective Date

This Resolution takes effect upon adoption by the WAA Board of Directors.

CERTIFICATION OF ADOPTION

The undersigned, being duly authorized officers of Whitewater Arts Alliance, Inc., hereby certify that the foregoing Resolution was duly adopted by the Board of Directors of WAA at a meeting duly called and held, at which a quorum was present and acting throughout.

Date: 6-10-2026

President, Whitewater Arts Alliance, Inc. Jeff McDonald

Date: 6-10-2026

Secretary, Whitewater Arts Alliance, Inc. Camden Harlan

Date of Adoption: 6-10-2026

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Annexation and Zoning Map Designation
Staff Contact (name, email, phone):	Allison Schwark, Zoning Administrator/Code Enforcement

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

The applicant, Russell Walton, on behalf of Russell and Kimberly Walton Family Trust, is requesting an Annexation of approximately .45 acres of land from the Town of Cold Spring, into the City of Whitewater. Currently, the property is undeveloped land. The applicant has future plans to develop the property with a four-unit apartment complex.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

Plan Commission recommended approval of both the Annexation Petition and the Zoning Map Designation on October 12, 2026.

FINANCIAL IMPACT
(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommend that the City of Whitewater Common Council:

1. APPROVE the Annexation petition for .45 acres of land located at parcel no. 004-0515-3233-003
2. APPROVE the permanent zoning designation of R-2 ONE- AND TWO-FAMILY RESIDENCE DISTRICT for .45 acres of land located at parcel no. 004-0515-3233-003.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

N/A

ANNEXATION PLAT

BEING PART OF THE SW 1/4 OF THE SW 1/4 OF SECTION 32, T. 5 N., R. 15 E., OF THE 4TH P.M., TOWN OF COLD SPRING, JEFFERSON COUNTY, WISCONSIN.

LEGAL DESCRIPTION: ANNEXATION PARCEL

Part of the Southwest Quarter of the Southwest Quarter (SW 1/4 - SW 1/4) of Section 32, T. 5 N, R.15 E, of the 4th P.M., Town of Cold Spring, Jefferson County, Wisconsin.

DESCRIBED AS FOLLOWS: Commencing at the Southwest corner of Section 32 (T. 5 N, R.15 E); thence North 89° 41' 22" East along the South line of the Southwest quarter of said Section 32 a distance of 1325.54 feet to a found 1-3/4" iron pipe being the South 1/16 corner; thence North 2°16'51" West along the North/South 1/16 Section line a distance of 564.27 feet to a found 1-3/4" iron pipe at the Northeast corner of Lot 1 Certified Survey Map No. 5445; thence South 88°47'28" West a distance of 230.49 feet to the centerline of County Highway Trunk "N"; thence North 27°22'23" West along said centerline 200.55 to the Point of beginning of the parcel hereinafter described; thence continuing North 27°22'23" West along said centerline a distance of 99.85 feet; thence North 88°50'51" East along the South line of Lot 12 of South Blooming Field Acres a distance of 244.20 feet; thence South 01°06'46" East along the West line of said Lot 12 a distance of 89.69 feet; thence South 88°52'49" West a distance of 200.02 feet to the Point of Beginning.

Containing 19,910 square feet (0.457 acres) of land, more or less.

City of Whitewater Plan Commision Approval

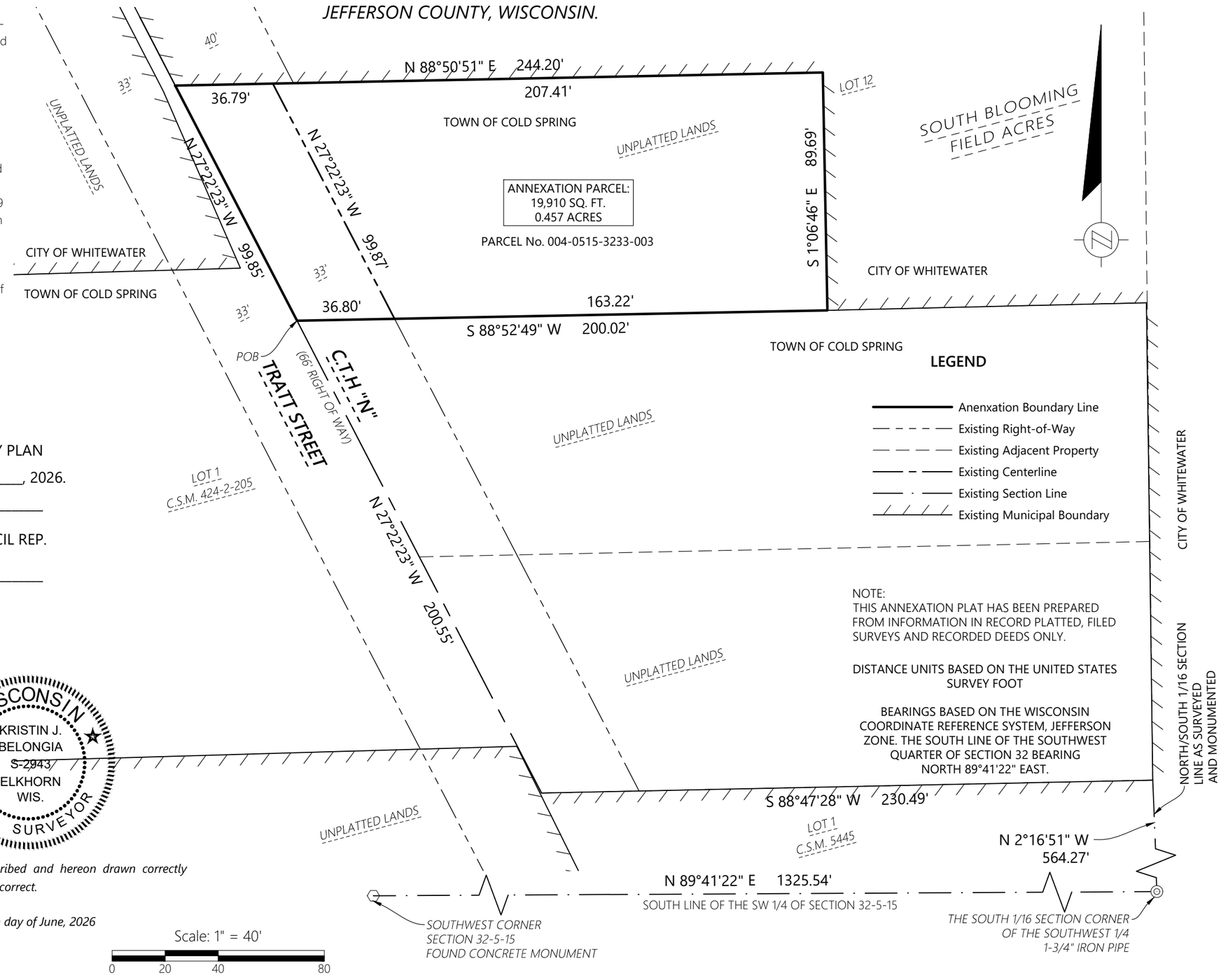
THIS ANNEXATION PLAT APPROVED BY THE CITY PLAN COMMISSION THIS ____ DAY OF _____, 2026.

_____

_____CITY COUNCIL REP.

_____

_____CLERK



NOTE:
THIS ANNEXATION PLAT HAS BEEN PREPARED FROM INFORMATION IN RECORD PLATTED, FILED SURVEYS AND RECORDED DEEDS ONLY.

DISTANCE UNITS BASED ON THE UNITED STATES SURVEY FOOT

BEARINGS BASED ON THE WISCONSIN COORDINATE REFERENCE SYSTEM, JEFFERSON ZONE. THE SOUTH LINE OF THE SOUTHWEST QUARTER OF SECTION 32 BEARING NORTH 89°41'22" EAST.

WISCONSIN
KRISTIN J. BELONGIA
S-2943
ELKHORN WIS.
LAND SURVEYOR

Kristin J. Belongia, P.L.S.
Wisconsin Professional Land Surveyor S-2943

State of Wisconsin
County of Walworth } *ss*

That I hereby certify that the Plat of Annexation as described and hereon drawn correctly represents said territory as described and said Plat is true and correct.

Given under my hand and seal at Elkhorn, Wisconsin this 11th day of June, 2026
Last day of field work June 2, 2026
Revised: 9/28/2026

Batterman
engineers surveyors planners
BELOIT | ELKHORN | JANESVILLE
2857 S. Bartells Dr., Beloit, WI 53511
608.365.4464 | www.rhbatterman.com

ANNEXATION PLAT

FOR THE EXCLUSIVE USE OF:
Christine Riedel
N8994 State Road 89
Whitewater, WI 53190

ORDER NO: 35951
FIELD CREW: DGM
DRAWN BY: JRT
SHEET 1 OF 1

File Name: J:\35900 - 35999\35951 - Walton Rentals\SURVEY\RHB DRAWING FILES

State of Wisconsin Department of Administration

Tony Evers, Governor
Kathy Blumenfeld, Secretary
Dawn Vick, Division Administrator
Division of Intergovernmental Relations

Date: August 10, 2026 **PETITION FILE NO. 14863**

To:
HEATHER BOEHM, CLERK
CITY OF WHITEWATER
PO BOX 178
WHITEWATER, WI 53190-0178

HEATHER REU, CLERK
TOWN OF COLD SPRING
P.O. BOX 358
WHITEWATER, WI 53190

From:
Municipal Boundary Review
PO Box 1645, Madison WI 53701
Voice (608) 261-6097
Email: **wimunicipalboundaryreview@wi.gov**
Web: **http://doa.wi.gov/municipalboundaryreview**

Subject: WALTON FAMILY TRUST ANNEXATION

The proposed annexation submitted to our office on July 20, 2026, has been reviewed and found to be in the public interest. In determining whether an annexation is in the public interest, s. 66.0217 (6), Wis. Stats. requires the Department to examine "[t]he shape of the proposed annexation and the homogeneity of the territory with the annexing village or city…." so as, to ensure the resulting boundaries are rational and compact. The statute also requires the Department to consider whether the annexing city or village can provide needed municipal services to the territory. The subject petition is for territory that is reasonably shaped and contiguous to the **CITY OF WHITEWATER**, which is able to provide needed municipal services.

Although the territory lies within an existing town island, the proposed annexation serves to partially eliminate that irregularity and thereby improves the overall homogeneity and contiguity of the City's boundary in this area. While town islands are generally prohibited under s. 66.0227, Wis. Stats., this proposed action does not create a new prohibited island; rather, it incrementally reduces an existing one, resulting in a more rational and compact municipal boundary consistent with s. 66.0217(6), Wis. Stats.

The Department reminds clerks of annexing municipalities of the requirements of s. 66.0217 (9)(a), Wis. Stats., which states:

"The clerk of a city or village which has annexed shall file immediately with the secretary of administration a certified copy of the ordinance, certificate and plat, and shall send one copy to each company that provides any utility service in the area that is annexed. The clerk shall record the ordinance with the register of deeds and file a signed copy of the ordinance with the clerk of any affected school district..."

State and federal aids based on population and equalized value may be significantly affected through failure to file with the Department of Administration. Please file a copy of your annexing ordinance, including a statement certifying the population of the annexed territory. **Please include your MBR number 14863 with your ordinance.** Ordinance filing checklist available at http://mds.wi.gov/, click on "Help on How to Submit Municipal Records". Email scanned copy of required materials (color scan maps with color) to mds@wi.gov or mail to: Wisconsin Department of Administration, Municipal Boundary Review, PO Box 1645, Madison WI 53701-1645.

The petition file is available for viewing at: http://mds.wi.gov/View/Petition?ID=2939
Please call me at (608) 261-6097, should you have any questions concerning this annexation review.

Sincerely,

Bradley T. Vowels-Katter
Municipal Boundary Review – DOA
Direct (608) 261-6097
bradley.vowelskatter@wisconsin.gov
http://doa.wi.gov/municipalboundaryreview

cc: petitioner

ORDINANCE NO. 2026-O-26

AN ORDINANCE ANNEXING TERRITORY TO THE CITY OF WHITEWATER, WISCONSIN, PURSUANT TO SECTION 66.0217(S) WISCONSIN STATUTES BY UNANIMOUS APPROVAL

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, does ordain as follows:

SECTION 1: Territory Annexed. In accordance with Section 66.0217(2) of the Wisconsin Statues and the direct annexation by unanimous approval file with the City Clerk on the 21st day of July, 2026, by the owner of the entire parcel to be annexed, there are no residents in the area, the following described territory in the Town of Cold Spring, Jefferson County, Wisconsin, is annexed to the City of Whitewater, Wisconsin.

Part of the Southwest Quarter of the Southwest Quarter (SW 1/4 -SW 1/4) of Section 32, T. 5 N, R.15 E, of the 4th P.M., Town of Cold Spring, Jefferson County, Wisconsin.

DESCRIBED AS FOLLOWS: Commencing at the Southwest corner of Section 32 (T. 5 N, R.15 E); thence North 89° 41' 22" East along the South line of the Southwest quarter of said Section 32 a distance of 1325.54 feet to a found 1-3/4" iron pipe being the South 1/16 corner; thence North 2°16'51" West along the North/South 1/16 Section line a distance of 564.27 feet to a found 1-3/4" iron pipe at the Northeast corner of Lot 1 Certified Survey Map No. 5445; thence South 88°47'28" West a distance of 230.49 feet to the centerline of County Highway Trunk "N"; thence North 27°22'23" West along said centerline 200.55 to the Point of beginning of the parcel hereinafter described; thence continuing North 27°22'23" West along said centerline a distance of 99.85 feet; thence North 88°50'51" East along the South line of Lot 12 of South Blooming Field Acres a distance of 244.20 feet; thence South 01°06'46" East along the West line of said Lot 12 a distance of 89.69 feet; thence South 88°52'49" West a distance of 200.02 feet to the Point of Beginning.

Containing 19,910 square feet (0.457 acres) of land, more or less.

SECTION 2: Effect of Annexation. From and after the date of this ordinance, the territory described in Section 1 shall be a part of the City of Whitewater for any and all purposes provided by law an all persons coming or residing within such territory shall be subject to all ordinances, rules and regulations governing the City of Whitewater.

SECTION 3: Zoning Classification: Upon recommendation of the Plan Commission, the territory annexed to the City of Whitewater by this ordinance is zoned R-2, One and Two Family Residence District

SECTION 4:

ORDINANCE NO. 2026-O-26

SECTION 5: If any provision of this ordinance is invalid or unconstitutional, or if the application of this ordinance to any person or circumstances is invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the other provisions or application of this ordinance which can be given effect without the invalid or unconstitutional provision or application

SECTION 6: This ordinance shall take effect and be in force the day after passage and publication as provided by law.

This Ordinance was introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

DATE	October 20, 2026				November 3, 2026			
READING	FIRST				SECOND			
	YES	NO	PASS	ABSENT	YES	NO	PASS	ABSENT
Michael Smith								
Orin Smith								
Steven Sahyun								
Brian Schanen								
Neil Hicks								
Gavin Kelleher								
Patrick Singer								
Total:								

ADOPTED: _____

_____
John Weidl, City Manager

ATTEST:

_____
Heather Boehm, City Clerk

City of WHITEWATER	Council Agenda Item
Meeting Date:	October 20, 2026
Agenda Item:	Patrick Jerdee BOL Appeal
Staff Contact (name, email, phone):	Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

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

On August 26, 2026, Mr. Jerdee applied for a Beverage Operator's License. On September 14, 2026 Chief Dan Meyer denied the license. On September 15, 2026, a letter informing Mr. Jerdee of the denial was sent by the City Clerk's office via regular and certified mail. The Clerk's office received an email requesting an appeal from Mr. Jerdee on Wednesday, September 23, 2026.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

On October 20, 2026, at 5:00 pm, the Public Safety & Licensing Review Committee will vote to either deny or allow Mr. Jerdee to have a Beverage Operator's License.

FINANCIAL IMPACT
(If none, state N/A)

n/a

STAFF RECOMMENDATION

I will let you know what Public Safety & Licensing Review Committee voted at the meeting.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

Mr. Jerdee's Request for an appeal.
Chief Meyer's Denial Letter.
Mr. Jerdee's BOL Application.

M E M O R A N D U M

TO: Heather Boehm, City Clerk

FROM: Daniel A. Meyer, Chief of Police

SUBJECT: Disapproval of Beverage Operator's License Application for **Patrick James Jerdee**

DATE: September 14, 2026

On August 28, 2026, Patrick James Jerdee, [redacted] Whitewater, WI 53190, applied for a beverage operator's license to work, without supervision, at N/A - Currently Seeking Employment. At that time the usual background investigation was conducted.

Effective September 14, 2026, the following information is being supplied on an official basis concerning the beverage operator's license application of Patrick James Jerdee. Pertinent records of the local and state agencies have been searched as of this date with the following results: (Only that information which would bear upon this application is recorded.)

UW-WHITEWATER POLICE DEPARTMENT

05/15/2026: OPERATING WHILE UNDER THE INFLUENCE (1ST OFFENSE) – WALWORTH CO TRAFFIC - GUILTY

05/15/2026: OPERATING WITH PROHIBITED ALCOHOL CONTENT >=0.15 (1ST) – WALWORTH CO TRAFFIC - DISMISSED

An operator at an alcohol establishment has an obligation to reasonably deal with various rules and regulations regarding alcohol. These arrests show that Patrick James Jerdee has displayed an inability to abide by these laws. We therefore do not believe that he has the appropriate ability to handle the responsibility that the license requires.

Qualifications for license in accordance with Wisconsin State Statute 125.04(5)(a) as affected by Chapter 79 and 391, Laws of '81 effective 1/1/82 which states in part: "Natural persons. Licenses and permits related to alcohol beverages, issued to natural persons under this chapter, may be issued only to persons who: 1. Do not have an arrest or conviction record, subject to s. 111.321, 111.322, and 111.335:. . ." Statute 111.335---Arrest or conviction record: Exceptions and special cases---reads in part: "(c) Notwithstanding s. 111.322 it is not employment discrimination because of conviction record to refuse to employ or license, or to bar or terminate from employment or licensing any individual who: 1. Has been convicted of any felony, misdemeanor or other offense the circumstances of which substantially relate to the circumstances of the particular job or licensed activity; ..."

Based on the above information, I recommend that this applicant be denied his beverage operator's license application. These offenses he has been arrested for DO substantially relate to the circumstances of the particular job or licensed activity as required under Chapter 125.

DM/jh

City Of Whitewater

Beverage Operator's License Application

29 Questions

1) Applicant Name (include any former name) *

Patrick Jerdee

2) Applicant Address *

[redacted] Whitewater, WI 53190

3) Permanent Address, If Not Current *

[redacted] South Milwaukee, WI 53172

4) Applicant Phone Number *

[redacted]

5) Applicant Email *

[redacted]@icloud.com

6) Date of Birth *

[redacted]

7) Place of Birth *

Milwaukee

8) Driver's License # *

[redacted]

9) State of Issuance *

WI

10) List ALL Addresses You have Lived at Over the Past Five Years (Dates and Address) *

[redacted] 1/2020 - 6/2026 [redacted] 6/2026 - present

11) Have you Completed a Beverage Server Training Course? *

- [x] Yes
- [ ] No

12) If Yes, What Company? And Date

13) Do You Currently have a Beverage Operator's License in another Municipality? *

- [x] Yes
- [ ] No

14) If Yes, What Municipality Issued the License?

South Milwaukee

15) City of Whitewater Employing Establishment *

N/A - seeking employment

16) Check One *

- [ ] 1 Year License $20
- [x] 2 Year License $30

17) HAVE YOU EVER BEEN CHARGE WITH OR CONVICTED OF ANY CRIME, TRAFFIC VIOLATION, OR VIOLATION OF A MUNICIPAL ORDINANCE (Excluding parking tickets)? *

- [x] Yes (If Yes, please answer below questions (upload additional file if necessary)

☐ No

18) Date of Arrest, Arresting Agency and Offense

05/15/2026, UW–Whitewater Police Department, OWI

19) Date of Arrest, Arresting Agency and Offense

20) Date of Arrest, Arresting Agency and Offense

I CERTIFITY THAT I HAVE ATTAINED THE AGE OF 18:

AND I SPECIFICALLY STATE THAT I HAVE LISTED ABOVE INFORMATION ON ANY CHARGES OR CONVICTIONS RELTING TO ANY FELONY, MISDEAMONR, MUNICIPAL CITATION, OR ANY OTHER OFFENCE ; AND THAT I AM FAMILIAR WITH THE LAWS, ORDINANCES AND ALL PROVISIONS OF SAID LAWS, AND THAT ALL INFORMATION STATED ON THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

FURTHER, I HEREBY AUTHORIZE A CRIMINAL HISTORY CHECK AND HEREBY CONSENT FOR THE CITY OF 'WHITEWATER TO CONDUCT A CRIMINAL HISTORY BACKGROUND CHECK THAT MAY INCLUDE PHOTOGRAPH(S) AND FINGERPRINTS. I HEREBY ALSO RELEASE THE CITY OF WHITEWATER, AS WELL AS ANY OTHER MUNICIPAL, STATE OR FEDERAL LAW ENFORCEMENT AGENCIES, BOTH INDIVIDUALLY AND COLLECTIVELY, FROM ANY AND ALL LIABILITY FOR DAMAGES OF WHATEVER KIND WHICH MAY BE INCURRED BY ME, MY HEIRS, SUCCESSORS AND ASSIGNS DUE TO COMPLIANCE WITH SAID AUTHORIZATION AND RELEASE OF INFORMATION. I ALSO ACKNOWLEDGE THAT $7 OF THE FEE PAID IS TO COVER THE COST TO THE STATE FOR THE MANDATED BACKGROUND INVESTIGATION.

21) Signature *

Signature

patrick jerdee

I understand that my typed signature is the legal equivalent of my handwritten signature on this document.

Certificate of Completion

Agreement information
Question: Signature
Description:

Signer Events
Name: patrick jerdee
Security level: Email, Account authentication

Signature
Signed by: patrick jerdee
Signature adoption: Pre-selected style
Using IP Address: 166.198.251.107

Timestamp
Sent: 26/03/2026 02:18:29PM
Viewed: 26/08/2026 06:05:05PM
Signed: 26/08/2026 06:18:02PM

Electronic Record and Signature Disclosure
Accepted: 26/08/2026 06:13:22PM
ID: 10a783bc-d4e3-4ede-bdb2-8c9a13532f11

22) Date *

8/26/26

23) A copy of Driver's License *

24) A copy of Beverage Server Training Certificate (Required of all new applicants)

Wisconsin Responsible Beverage Server Training_35732232.pdf

25) Received by and Date

26) Sent to PD

27) PD Approval Date

28) PD Denial Date

09/14/2026

U21 WISCONSIN USA
DRIVER LICENSE REGULAR
4d [redacted]
3 DOB 06/20/2006
4a ISS 06/02/2025
4b EXP 06/20/2033
15 SEX M 16 HGT 5'-09"
17 WGT 155 lb
18 EYES BLU
19 HAIR BRO
9 CLASS D
9a END NONE
JUN 06
1 JERDEE
2 PATRICK
JAMES
[redacted]
SOUTH MILWAUKEE, WI 53172
UNDER 18 UNTIL
AGE ATTAINED
UNDER 21 UNTIL
06/20/2027
5 DD OTJVS202506021405 2444
DONOR

360 TRAINING LEARN 2 SERVE™

CERTIFICATE OF COMPLETION

This certifies that

patrick jerdee

is awarded this certificate for

Wisconsin Responsible Beverage Server Training

Completion Date 12/30/2024 | Expiration Date 12/30/2026 | Certificate # WI-00633358

Official Signature

This certificate is non-transferable and represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

6504 Bridge Point Parkway Suite 100 | Austin TX 78730 | www.360training.com

City of WHITEWATER City Clerk
www.whitewater-wi.gov
Telephone: 262-473-0102
Office of the City Clerk
312 W. Whitewater St.
Whitewater, WI 53190

TRANSMITTED VIA
CERTIFIED AND REGULAR MAIL

September 15, 2026

Patrick Jerdee
[redacted]
Whitewater, WI 53190

Dear Mr. Jerdee,

Your application for a Beverage Operator's License has been recommended for denial by Chief of Police Meyer. A copy of his report is enclosed.

If you wish to contest this denial, please submit a written request for appeal to the City Clerk's Office by email to hboehm@whitewater-wi.gov or by mail to P.O. Box 178, Whitewater, Wisconsin 53190. Arrangements will be made for you to appear before the Alcohol Licensing Committee to present your appeal.

I have sent a request to our Finance Department to refund a portion of the fee you paid. The City will retain $7.00 to cover the cost of the investigation fee. A check in the amount of $23.00 will be processed and sent to you via mail to the address above.

Sincerely,

Heather Boehm
City Clerk

Enclosure

Cc: Comptroller

City of WHITEWATER Community Development
www.whitewater-wi.gov
Community Dev. Director: 262-473-0148
Economic Dev. Coordinator: 262-473-0145
Zoning Specialist: 262-473-0144
Community Development Department
312 W. Whitewater St.
Whitewater, WI 53190

To: Common Council
From: Community Development Staff
Date: October 20, 2026
Subject: Vacant Building Registration

RE: Vacant Building Registration

Background

Community Development Staff has reviewed how other Wisconsin municipalities regulate vacant and abandoned buildings as part of the City's consideration of establishing a vacant building registration program. Staff reviewed the regulations of the City of South Milwaukee, the City of Fort Atkinson, and the City of Milwaukee.

Each municipality has established vacant building registration requirements within its municipal or zoning code. The programs range from relatively simple registration requirements to more comprehensive programs addressing definitions, exemptions, registration and renewal fees, inspections, property maintenance, security requirements, penalties, and enforcement.

Staff's review is intended to provide the Common Council with examples of approaches used by other municipalities and to obtain direction regarding the components the City would like included in a potential vacant building registration ordinance. In addition to the administrative considerations associated with establishing a registration program, Staff believes it is important to consider the potential impacts of allowing vacant and abandoned properties to remain unregulated.

Vacant buildings that are not properly maintained can create public health and safety concerns. Unoccupied properties may be more susceptible to unauthorized entry, vandalism, fire, deterioration, and other unsafe conditions. As a building remains vacant, maintenance issues such as broken windows, roof damage, overgrown vegetation, accumulated debris, and unsecured doors or openings can become more significant and costly to address.

Vacant and deteriorating properties can also contribute to neighborhood blight. A property that is visibly neglected may negatively affect the appearance and overall condition of surrounding properties. In addition, neighboring property owners may experience concerns regarding property maintenance, safety, and the potential impact of a deteriorating property on neighborhood stability and property values.

Long-term vacancies can also make it more difficult to return a property to productive use. Deferred maintenance and deterioration may increase rehabilitation costs and, in some circumstances, result in conditions that require significant repairs or demolition. Establishing a

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registration program can provide the City with a mechanism to identify vacant properties, maintain current contact information for property owners, monitor property conditions, and encourage owners to maintain and secure their properties while they are vacant.

Other Wisconsin municipalities have addressed these concerns through varying levels of regulation. The programs reviewed by Staff demonstrate that municipalities may use registration requirements not only to identify vacant properties but also to establish minimum maintenance and security standards, require periodic inspections, establish owner responsibilities, and provide enforcement mechanisms when properties are not adequately maintained.

Municipal Examples

City of Fort Atkinson

Fort Atkinson requires vacant residential and commercial properties to be registered. The ordinance provides exemptions for certain historic buildings and landmarks.

The property owner is required to file a written statement with the City identifying the names, addresses, and telephone numbers of person responsible for or in control of the property and building.

The ordinance establishes additional requirements based upon the length of time a property remains vacant:

- **One year of vacancy:** A fire department access box must be installed if the Fire Department determines that one is necessary to conduct an annual fire inspection.

- **Five years of vacancy:** The City may conduct a comprehensive maintenance review of the property and may require the property owner to comply with applicable property maintenance and building code standards.
- **Ten years of vacancy:** If the building has not been adequately maintained, the City may require the property to be cleared of all improvements and returned to vegetative ground cover.

During the first quarter of each year, the property owner must provide the Zoning Administrator with a statement regarding the condition of the building and the prospects for removal or reoccupancy of the building.

The City also retains the ability to utilize other enforcement mechanisms when necessary to address property maintenance and upkeep concerns. After speaking with Staff in Fort Atkinson, the program relies on owner's self-report and both the building inspector and police officers catching those properties that don't. It works for their needs.

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City of South Milwaukee

South Milwaukee has a more extensive vacant building registration program. Generally, a property must be registered within 90 days after the building becomes vacant.

The ordinance provides several exemptions, including certain residential properties, properties with active building permits undergoing renovation or rehabilitation, properties that are part of an estate in probate and are not subject to bankruptcy proceedings, and properties owned by the City.

An exemption may also apply when a property is actively and in good faith being marketed for sale or lease. The ordinance considers factors such as:

- Whether the property is readily searchable and available for sale or lease on the Internet;
- Whether appropriate signage is posted and is legible from the public right-of-way;
- Whether the owner has responded to inquiries regarding the sale or lease of the property; and
- Whether the advertised sale or rental price is consistent with market rates in the area.

Owners of vacant properties are responsible for enclosing and securing the building in accordance with applicable property maintenance standards.

South Milwaukee also provides for charges for public safety services. Police or Fire Department services provided to a property while it is not in compliance with the City's property maintenance or building security requirements may be charged to the property owner.

City of Milwaukee

Milwaukee also regulates vacant buildings, including certain residential properties that have been abandoned or are involved in foreclosure proceedings. Whitewater Staff's review identified two properties within the City of Whitewater that currently fit within this category.

Milwaukee generally requires registration after a property has been vacant for 30 days. The ordinance provides exemptions for certain government-owned properties, residential properties in foreclosure, and properties vacant as a result of a natural disaster.

Milwaukee's regulations also allow a building to be secured by boarding it up. This provides an option for securing vacant buildings but may create concerns regarding how long a building can remain boarded and whether the City has sufficient authority to require rehabilitation, repair, or removal when a property remains vacant for an extended period.

Policy Considerations for the City of Whitewater

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Based on the review of other municipalities, Staff is requesting direction from the Common Council before preparing a proposed vacant building registration ordinance.

The following items should be considered:

1. Registration Timeframe

What period of vacancy should trigger the registration requirement?

Potential approaches include:

- 30 days;
- 90 days;
- Six months; or
- One year.

2. Exemptions

What types of properties or circumstances should be exempt from registration?

Potential exemptions could include:

- Residential properties;
- Properties actively undergoing renovation or rehabilitation under an active building permit;
- Properties involved in probate;
- Properties in foreclosure;
- Properties vacant due to a natural disaster;
- Government-owned properties;
- Properties actively and legitimately marketed for sale or lease; and
- Historic properties or designated landmarks.

3. Registration and Renewal Fees

Should the City establish:

- An initial registration fee;
- An annual renewal fee;
- Increased fees for properties that remain vacant for multiple years; or
- Additional fees when the City must take enforcement action?

4. Penalties for Failure to Register

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Council should determine whether failure to register a vacant property should result in penalties or other enforcement measures and whether penalties should increase for continued noncompliance.

5. Inspections

Council should determine whether an inspection should be required:

- Before the initial registration;
- As part of an annual renewal;
- When the City receives a complaint;
- When the property has remained vacant for an established period; or
- When Staff determines that the condition of the property warrants an inspection.

6. Insurance Requirements

Council should consider whether owners of registered vacant buildings should be required to maintain adequate property and liability insurance and provide proof of insurance to the City.

7. Appeals

The ordinance should establish an appeal process for property owners who disagree with a registration determination, inspection requirement, fee, or other administrative decision.

Because the Board of Zoning Appeals currently hears appeals related to zoning code determinations, Council should determine whether appeals under a vacant building registration ordinance should also be directed to the Board of Zoning Appeals or another designated body.

8. Property Maintenance Standards

Council should determine whether vacant buildings should be required to comply with the City's existing property maintenance standards under **Chapter 20**, or whether additional standards specifically applicable to vacant buildings should be established.

9. Boarding and Securing Vacant Buildings

Council should determine whether boarding a vacant building should be an acceptable method of securing the property.

If boarding is allowed, Staff recommends that Council consider establishing clear standards regarding:

- The type and condition of boarding materials;

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- How windows and doors may be secured;
- Maintenance of boarded areas;
- Screening or appearance requirements;
- The length of time a building may remain boarded; and
- Circumstances under which the City may require rehabilitation, repair, or removal of the building.

This issue is particularly important because allowing a building to remain boarded indefinitely could result in a property remaining vacant and secured without addressing the underlying condition of the structure.

Staff does not recommend using this option.

10. Public Safety Service Charges

Council should consider whether the City should have the authority to charge a property owner for police, fire, or other public safety services provided to a vacant property when the property is not in compliance with the vacant building registration requirements, property maintenance standards, or building security requirements.

Requested Direction from Common Council

Staff is requesting that the Common Council provide direction regarding the following components before Staff proceeds with drafting a vacant building registration ordinance:

1. **Timeframe:** How long should a building be vacant before registration is required?
2. **Exemptions:** What properties or circumstances should be exempt?
3. **Fees:** Should registration and annual renewal fees be established?
4. **Penalties:** What penalties should apply for failure to register or maintain the property?
5. **Inspections:** Should inspections be required before registration and/or at renewal?
6. **Insurance:** Should proof of insurance be required?
7. **Appeals:** What board or body should hear appeals?
8. **Maintenance Standards:** Should registered vacant buildings be subject to Chapter 20 property maintenance standards?
9. **Boarding:** Should boarding be permitted as a method of securing a vacant building, and if so, for how long and under what conditions?
10. **Public Safety Charges:** Should the City be authorized to recover the cost of police or fire services provided to properties that are not in compliance?

Staff will use the direction provided by the Common Council to develop a proposed ordinance for further Council consideration.

Item CS-35.

Gmail

Orin Artsmith <orin.artsmith@gmail.com>

Re: pride event

Camden Harlan <charlan@whitewaterpride.org> Wed, Sep 30, 2026 at 10:40 AM
To: Mike Smith <msmith@whitewater-wi.gov>
Cc: John Weidl <jweidl@whitewater-wi.gov>, Dan Meyer <dmeyer@whitewater-wi.gov>, Patrick Singer <psinger@whitewater-wi.gov>
Bcc: orin.artsmith@gmail.com

Council Member Mike,

Yes, I can confirm that Cynthia Mooseknuckle will be at the Whitewater Pride Rally. Cynthia has served as our emcee every year since the Rally began six years ago. As emcee, Cynthia will welcome attendees, introduce speakers and performers, perform, make event announcements, and help guide the program throughout the day. The role does not involve nudity, lewd conduct, simulated sexual activity, or sexual interaction with children.

I am aware that Cynthia's stage name contains suggestive wordplay, as many theatrical and drag stage names do. A performer's stage name does not make the performance itself sexually explicit or inappropriate for a public event. The relevant consideration should be Cynthia's actual conduct. After six years as our emcee, we have no reason to believe that Cynthia's participation presents a risk to children or violates any law or City requirement.

The children's area will include a selection of LGBTQ+-themed children's books provided by the Whitewater Public Library at its table, along with face painting by Whitewater community members. These are optional activities available to families attending the Rally. As with other public community events, parents and guardians decide whether their children attend and in which activities they participate.

Regarding your statement that you do not understand why I objected to the phrase "men in dresses": that phrase reduces our performers to a disparaging stereotype rather than addressing their actual behavior. My concern is not that I am unable to manage being "offended." My concern is that an elected official used demeaning language about people participating in a lawful community event and then characterized that event as a "sex show" without evidence.

Your suggestion that I read a book about mental health because I raised that concern is dismissive and inappropriate. I will respectfully decline your offer. I am asking that our conversations remain focused on the event, its actual programming, and any legitimate questions concerning laws or City policies.

Whitewater Pride is prepared to answer good-faith questions about the Rally. In return, I expect our organization, our performers, and the LGBTQ+ residents we serve to be

discussed with the same basic respect that any other community organization wou receive.

Respectfully,

Camden Harlan
President, Whitewater Pride

On Wed, Sep 30, 2026 at 10:04 AM Mike Smith <msmith@whitewater-wi.gov> wrote:

Ms. Harlan,

Can you confirm that Cynthia Mooseknuckle is coming to this event? What will Cynthia Mooseknuckle be doing, specifically?
Are you aware that this man's name is a reference to women's genitalia? (This is not a rhetorical question. I am hoping for an answer).

Also, can you confirm how the children's area will work?

I am not really sure why you are offended by "men in dresses"; however I have a great book regarding mental health and being offended.
It is called The Bait of Satan by John Bevere. I can lend you a copy if you would like.

Thanks in advance for your responses.

-mike

From: Camden Harlan <charlan@whitewaterpride.org>
Sent: Wednesday, September 30, 2026 9:40 AM
To: John Weidl <jweidl@whitewater-wi.gov>
Cc: Mike Smith <msmith@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

You don't often get email from charlan@whitewaterpride.org. Learn why this is important

Dear John, Chief Meyer, and Council Member Mike,

Thank you for including me in this conversation and for giving Whitewater Pride an opportunity to provide accurate information about Saturday's 6th Annual Whitewater

Pride Rally.

First, I appreciate the City Manager's explanation of the City's permitting process and its commitment to applying the same standards to every organization. Whitewater Pride has followed the City's established process, as we have in previous years, and we remain committed to complying with all applicable laws, ordinances, and event requirements.

The Whitewater Pride Rally is a family-friendly community celebration. It is not a "sex show," nor is it targeted specifically toward children. The rally includes speakers, music, vendors, food trucks, community organizations, children's activities, story time, face painting, a pet costume contest, and performances appropriate for a public, all-ages event. Parents and guardians decide whether to attend and which activities are appropriate for their families, just as they do at other public festivals and community events.

The drag performances do not include nudity, public lewdness, simulated sexual activity, or "sexual gestures toward" children. Drag is a form of performance art involving costumes, music, dance, comedy, and theatrical expression. All of the songs are appropriate for all ages, and include fun, interactive songs such as The Chicken Dance and YMCA. Concerns about unlawful conduct should always be taken seriously, but they should be based on conduct that has actually occurred—not assumptions about performers because they are dressed in drag.

I am also troubled by the characterization of our performers as "men in dresses." That language is demeaning and does not reflect the civility I hope we can expect from discussions involving elected officials and members of our community. People may hold different religious or personal beliefs about LGBTQ+ identities or drag performance, but those beliefs should not determine whether LGBTQ+ residents and organizations receive equal access to public spaces and municipal processes.

Protecting children includes protecting LGBTQ+ children and children from LGBTQ+ families. Many young people attend the rally because it is one of the places where they can see that they are valued, supported, and part of the Whitewater community. Whitewater Pride takes that responsibility seriously. Our mission is to foster diversity, inclusion, and pride in our community, and our core values include advocacy, civility, education, equity, inclusion, and justice.

This will be Whitewater Pride's 6th Annual Pride Rally. We are proud of the broad community support it receives, including support from local churches, schools, nonprofit organizations, businesses, families, and individual residents. We are equally proud that the event has been conducted peacefully and responsibly.

Whitewater Pride welcomes reasonable questions about our programming, planning, or safety procedures, and I am happy to provide additional information. At the same time, I respectfully ask that any public or Council discussion of the Rally distinguish verifiable

concerns about conduct from objections rooted in stereotypes, religious disagree or discomfort with LGBTQ+ people.

Thank you again for allowing me to clarify the nature and purpose of the event. We look forward to another safe, joyful, and welcoming Rally on Saturday.

Respectfully,

Camden Harlan
President, Whitewater Pride

On Wed, Sep 30, 2026 at 8:20 AM John Weidl <jweidl@whitewater-wi.gov> wrote:

Mike,

Thank you for forwarding Ms. Brock's concerns, and for sharing your own perspective as a parent. I have received your email, and since we already have a meeting scheduled for Friday, I would welcome the chance to talk it through with you then.

I have copied Camden Harlan, President of Whitewater Pride, as she may be able to help answer questions about the event's program, including the children's area and the performances.

You are also welcome to request this as a future Council discussion item, and at that point I will have staff prepare a report. For context, the City follows the same process for all special event permits, and this event was reviewed and processed under that standard. This is the sixth year of the rally, which predates my time with the City, and to my knowledge the City has received few, if any, complaints on the day of the event. It also draws broad local support, including several area churches among its sponsors.

The City's mission and vision speak to diversity and inclusion. That does not mean anything goes, but it does mean the same rules apply to everyone. In a previous municipality, I approved a gun show in a public park across from a middle school. It drew similar criticism about the nature of the event and its proximity to children, but it met the same standards every other applicant was held to. These decisions rest on established process and consistent standards rather than personal preference, faith, or ideology, which is also what the law expects when permitting events on public property.

I appreciate you raising this with me directly and look forward to our conversation Friday.

Respectfully,

Best, - JSW

John S. Weidl, DBA (2027), CEcD, CPM

City Manager, City of Whitewater

312 W. Whitewater St., Whitewater, WI 53190

262-473-0104 | jweidl@whitewater-wi.gov

www.whitewater-wi.gov

Item CS-35.

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Wednesday, 30 September 2026 07:38:17
To: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Fw: pride event

Forwarding Susan's concerns. I am not sure if this went to all council members.

I share her concern with regard to the sex show by the men in dresses. Cynthia Mooseknuckle?

As a father, having faith in a Creator,

6 but whoever causes one of these little ones who believe in Me to [a]sin, it is better for him that a [b]heavy millstone be hung around his neck, and that he be drowned in the depths of the sea.

I take my parenting seriously. I model (to the best of my ability) patience, perseverance, love (loving my enemies)... I also do what I can to protect my kids' spiritual, physical and mental health.

Copying @Dan Meyer as Susan has concerns regarding public lewd behavior.

I will be responding to Susan and copying you all at some point.

-mike

From: Suzan Brock <suzbro54@gmail.com>
Sent: Tuesday, September 29, 2026 2:27 PM
To: Mike Smith <msmith@whitewater-wi.gov>
Subject: pride event

To Council Member Mike Smith-

This message is being sent to you because of the scheduled event to be held at Cravath Lake this Sat. Oct. 3rd, the so-called pride event.

I have lived in Whitewater since 1987, but in these past few years, I have not been happy to call Whitewater my home. The reason? Because of events like the upcoming pride event on Sat., in FULL PUBLIC DISPLAY, that this city is allowing. By allowing it, you are also condoning it. And what are you condoning? The assault on our children! And, this event is not only allowed by the city, it is SPONSORED by the city. Well, as a resident in the city, I can tell you I am NOT part of this sponsorship in any way shape or form.

A drag queen show is NOT a family friendly activity. NO child should be exposed to indecent body gestures from grown men, dressed as women, performing innuendos of sexual acts. Aren't there laws against this sort of public display? Do you understand what "indecent" means? "Indecent describes something offensive to public standards of modesty, good taste, or propriety, typically in a sexual way". At the very least, the group promoting this event should be told it can only happen in a private venue, behind closed doors, and NOT for public display.

And what about security? Have the organizers of this event asked for a police presence? This should never be allowed on my taxpayer dollar! They need to hire their own security.

But getting back to the main issue-this event is targeted toward our precious children, as the ad (see attachment) says "all ages" and the Whitewater Banner calls it "family friendly". How does this event promote the health and welfare of our children and our community? There clearly is no sense of morality any more.

Item CS-35.

Question: WHO is going to protect our children? They are no longer safe. They are not safe in the womb wh life can be terminated from the start. Neither are they safe outside the womb, where a mother can kill her children and try to claim insanity or hormonal imbalances. Nor are they safe when adults, who are supposed to be their protectors, allow young eyes to watch these so-called grown men, dressed as women, prancing around, flashing sexual gestures toward them-and all in the name of entertainment!

Today, there is an all-out assault on our children-in the world, in this very country, and in Whitewater. Will you be the one to stand up for our children and protect them by not allowing this event, or any future ones like it, to take place? The city manager is appointed by YOU, and therefore is accountable to YOU, not the other way around! Did this group need a permit to host this event? If so, who issued it?

One more thing-I am calling upon you, as the city council, to let this city manager go. We need a mayor in this city-something which many people in Whitewater would like to see. A mayor, who is elected by us, the residents of this city.

Thank you for taking time to read my concerns, and for taking action as well. Please do not bother to respond back to me with any kind of political message. This is not about politics-it's about what is decent and moral, and all about protecting our children. I would rather you take time to reflect and do some soul searching on what you allow to take place in this city.

Sincerely, and for the children,
Suzan Brock

From: Steven Chesebro
To: Mike Smith; John Weidl
Cc: Patrick Singer; Alondra Barbosa
Subject: RE: pride event
Date: Wednesday, October 14, 2026 12:23:48 PM
Attachments: image001.png
image002.png

Hi Alderperson Smith,

I apologize if you were under the impression I was representing Alderperson Artsmith in our initial conversation. I do not represent any individual council person, the City of Whitewater is my sole client. Had I been representing Alderperson Artsmith individually I would not have contacted you to notify you that the matter was requested to be added to the agenda. To be clear I do not represent you in this matter either. While I can answer questions regarding the process, I cannot tell you exactly what will or will not happen as that decision lies with the Common Council. Anything that you tell me may be reported to the Common Council or City Manager. I will attempt to assist both you and Alderperson Artsmith to the extent your actions do not pose a risk to the City or with any lawful requests. If someone's actions pose a risk to the City, I will try to advise them of that potential risk. If the risk to the City is significant and they are not willing to correct the action, I have an obligation to try to protect the City. If I see something that may expose someone within the City to personal liability, I will try to advise them of that potential risk and that the City may not be willing or able to provide a defense to those actions. However, due to the potential for conflict I cannot provide legal advise regarding a personal liability matter.

I am interested as to why you believe Alderperson Artsmith's email has markings of coaching. If you provide me with additional information I may be able to look into this more. The only two individuals I know of within the City who would advise a Common Council member are myself and the City Manager. Given the documents, emails, and work product I have seen from the City Manager, I would have anticipated a substantially different email had he advised on the email from Alderperson Artsmith. Had I advised someone on drafting a complaint it would have also included specific references to ordinances that they believe had been violated as well as a specific request of the language to be used on the agenda. To my knowledge no one within the City assisted Alderperson Artsmith with the request to add the topic to the agenda. This is not to say that either the City Manager or myself advising council members would be inappropriate. Our jobs require that we advise Common Council members based upon our experience.

In regards to your request to share all info I have regarding John's comment, I am not able to answer such a broad question. I do not know what information you may want or what questions you have. If your request is limited solely to what may be discussed in open or closed session, that depends substantially on the seven council members. Under the exemption that is being used, the council is permitted to discuss preliminary consideration of specific personnel problems or the investigation of charges against specific persons. Alderperson Artsmith's email and your responses will be included in the closed session packet. I would anticipate Alderperson Singer will provide Alderperson Artsmith the opportunity to first explain the reason the agenda item was requested to be added. If a council member believes Alderperson Artsmith's or another council member's comments stray from the noticed topic, they could object and Alderperson Singer would determine if it is within the scope of the agenda. Alderperson Singer would likely open up the discussion to hear others comments or opinions, and should you decide to provide a statement you would be able to do so. If I am asked for options or an interpretation of the law, I will provide it. If someone provides a substantial misstatement of the law I will attempt to clarify it. Prior to ending closed session, I suspect that there will be some discussion as to what type of motion to make at the consideration stage. Depending on the conversation it could be anything from no action to direct staff to draft a resolution to censure a person. Removal of an elected official requires the Common Council to have cause which means inefficiency, neglect of duty, official misconduct, or malfeasance in office, or a recall petition by the public. As there are seven council members at least four of who would have to approve of an action, I am not saying that any specific action is likely. I am only saying that these are the scope of possible actions by the common council. Once the discussion is removed from closed session the council could do as little as take no action or motion for the staff to do as directed in closed session.

Any discussion held in closed session is discretionary by the common council. The same conversation could occur in the open session. The purpose of the closed session is to avoid harming the reputation of the individual to be discussed.

If you have any additional questions about the process or if I missed something about your request below, please let me know.

Sincerely,

Steven T. Chesebro, City Attorney
City of Whitewater
P.O. Box 178
312 W Whitewater Street
Whitewater, WI 53190
Phone: 262-458-2780
schesebro@whitewater-wi.gov

This message, including attachments, is confidential and may contain information protected by the attorney-client privilege or work product doctrine. If you are not the addressee, any disclosure, copying, distribution, or use of the contents of this message are prohibited. If you have received this email in error, please destroy it and notify me immediately.

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Wednesday, October 14, 2026 9:29 AM
To: John Weidl <jweidl@whitewater-wi.gov>; Steven Chesebro <schesebro@whitewater-wi.gov>
Cc: Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

Steven,

"...please direct any questions about how the item will proceed, including what may be discussed in open or closed session, directly to the City Attorney."

Please share all info you have with regard to John's above comment.

Also, help me understand your role. Our initial conversation, I got the impression that you were representing Orin. The complaint filed by Orin clearly has the markings of coaching. Did anyone from the city help Orin (verbally or otherwise) with this complaint?

-mike

From: John Weidl <jweidl@whitewater-wi.gov>
Sent: Friday, October 9, 2026 2:25 PM
To: Mike Smith <msmith@whitewater-wi.gov>; Steven Chesebro <schesebro@whitewater-wi.gov>
Cc: Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

Mike,

I have received your request and will ensure through the clerk's office that your materials are included in the council agenda packet as the first part of your response.

As for the rest, the City Manager's office is not involved in the complaint or the closed session. The City Attorney is advising the Council on this matter. I appreciate the heads up, but please direct any questions about how the item will proceed, including what may be discussed in open or closed session, directly to the City Attorney.

Have a good weekend.

Best, - JSW

John S. Weidl, DBA (2027), CEcD, CPM

City Manager, City of Whitewater

312 W. Whitewater St., Whitewater, WI 53190
262-473-0104 | jweidl@whitewater-wi.gov

www.whitewater-wi.gov

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Friday, 09 October 2026 14:03:38
To: Steven Chesebro <schesebro@whitewater-wi.gov>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Fw: pride event

Orin conveniently left out my additional concerns in his complaint. Please include this in the packet as the first part of my response.

As it stands now (and it is subject to change up to the moment of the meeting), my intention is to read the entire email chain (with pictures) to an open session.

Have a great weekend,

-mike

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Thursday, October 1, 2026 11:07 AM
To: Camden Harlan <charlan@whitewaterpride.org>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

Ms. Harlan,

Good morning. Friendly reminder of my request. Have a great day!

-mike

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Wednesday, September 30, 2026 4:27 PM
To: Camden Harlan <charlan@whitewaterpride.org>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

Ms. Harlan,

I do have one additional question for you.... have you run everyone thru a background check?

(As a point of reference, every coach for the school district - myself included - goes thru background checks regularly).

-mike

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Wednesday, September 30, 2026 10:58 AM
To: Camden Harlan <charlan@whitewaterpride.org>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

Ms. Harlan,

Admittedly I have no experience with such events. A couple years ago a Fort Atkinson Pride event included pictures of a creepy man in a dress, laying on his back with his legs spread in front of children.

This is my concern. It is obviously sexual in nature. I would certainly describe this as a sex show. My hope is that this pride event does not have such things, and if it does I will be screaming from the hilltops.

And for what it's worth, I will not be in attendance . I am going turkey hunting with my son in the morning. At noon he has a football game. Dinner will be medium rare steaks on the grill followed by watching mixed martial arts UFC 332.

Have a great, safe, ethical event,

-mike

From: Camden Harlan <charlan@whitewaterpride.org>
Sent: Wednesday, September 30, 2026 10:40 AM
To: Mike Smith <msmith@whitewater-wi.gov>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

> You don't often get email from charlan@whitewaterpride.org. Learn why this is important

Council Member Mike,

Yes, I can confirm that Cynthia Mooseknuckle will be at the Whitewater Pride Rally. Cynthia has served as our emcee every year since the Rally began six years ago. As emcee, Cynthia will welcome attendees, introduce speakers and performers, perform, make event announcements, and help guide the program throughout the day. The role does not involve nudity, lewd conduct, simulated sexual activity, or sexual interaction with children.

I am aware that Cynthia's stage name contains suggestive wordplay, as many theatrical and drag stage names do. A performer's stage name does not make the performance itself sexually explicit or inappropriate for a public event. The relevant consideration should be Cynthia's actual conduct. After six years as our emcee, we have no reason to believe that Cynthia's participation presents a risk to children or violates any law or City requirement.

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which activities they participate.

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Your suggestion that I read a book about mental health because I raised that concern is dismissive and inappropriate. I will respectfully decline your offer. I am asking that our conversations remain focused on the event, its actual programming, and any legitimate questions concerning laws or City policies.

Whitewater Pride is prepared to answer good-faith questions about the Rally. In return, I expect our organization, our performers, and the LGBTQ+ residents we serve to be discussed with the same basic respect that any other community organization would receive.

Respectfully,

Camden Harlan
President, Whitewater Pride

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> Ms. Harlan,
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> **Subject:** Re: pride event
>
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> Dear John, Chief Meyer, and Council Member Mike,
>
> Thank you for including me in this conversation and for giving Whitewater Pride an opportunity to provide accurate information about Saturday’s 6th Annual Whitewater Pride Rally.
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Camden Harlan
President, Whitewater Pride

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> I have copied Camden Harlan, President of Whitewater Pride, as she may be able to help answer questions about the event's program, including the children's area and the performances.
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> I appreciate you raising this with me directly and look forward to our conversation Friday.

Respectfully,

Best, - JSW

John S. Weidl, DBA (2027), CEcD, CPM

City Manager, City of Whitewater

312 W. Whitewater St., Whitewater, WI 53190
262-473-0104 | jweidl@whitewater-wi.gov

www.whitewater-wi.gov

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Wednesday, 30 September 2026 07:38:17
To: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Fw: pride event

Forwarding Susan's concerns. I am not sure if this went to all council members.

I share her concern with regard to the sex show by the men in dresses. Cynthia Mooseknuckle?

As a father, having faith in a Creator,

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I take my parenting seriously. I model (to the best of my ability) patience, perseverance, love (loving my enemies)... I also do what I can to protect my kids' spiritual, physical and mental health.

Copying @Dan Meyer as Susan has concerns regarding public lewd behavior.

I will be responding to Susan and copying you all at some point.

-mike

From: Suzan Brock <suzbro54@gmail.com>
Sent: Tuesday, September 29, 2026 2:27 PM
To: Mike Smith <msmith@whitewater-wi.gov>
Subject: pride event

To Council Member Mike Smith-

This message is being sent to you because of the scheduled event to be held at Cravath Lake this Sat. Oct. 3rd, the so-called pride event.

I have lived in Whitewater since 1987, but in these past few years, I have not been happy to call Whitewater my home. The reason? Because of events like the upcoming pride event on Sat., in FULL PUBLIC DISPLAY, that this city is allowing. By allowing it, you are also condoning it. And what are you condoning? The assault on our children! And, this event is not only allowed by the city, it is SPONSORED by the city. Well, as a resident in the city, I can tell you I am NOT part of this sponsorship in any way shape or form.

A drag queen show is NOT a family friendly activity. NO child should be exposed to indecent body gestures from grown men, dressed as women, performing innuendos of sexual acts. Aren't there laws against this sort of public display? Do you understand what "indecent" means? "Indecent describes something offensive to public standards of modesty, good taste, or propriety, typically in a sexual way". At the very least, the group promoting this event should be told it can only happen in a private venue, behind closed doors, and NOT for public display.

And what about security? Have the organizers of this event asked for a police presence? This should never be allowed on my taxpayer dollar! They need to hire their own security.

But getting back to the main issue-this event is targeted toward our precious children, as the ad (see attachment) says "all ages" and the Whitewater Banner calls it "family friendly". How does this event promote the health and welfare of our children and our community? There clearly is no sense of morality any more.

Question: WHO is going to protect our children? They are no longer safe. They are not safe in the womb where their life can be terminated from the start. Neither are they safe outside the womb, where a mother can kill her children and try to claim insanity or hormonal imbalances. Nor are they safe when adults, who are supposed to be their protectors, allow young eyes to watch these so-called grown men, dressed as women, prancing around, flashing sexual gestures toward them-and all in the name of entertainment!

Today, there is an all-out assault on our children-in the world, in this very country, and in Whitewater. Will you be the one to stand up for our children and protect them by not allowing this event, or any future ones like it, to take place? The city manager is appointed by YOU, and therefore is accountable to YOU, not the other way around! Did this group need a permit to host this event? If so, who issued it?

One more thing-I am calling upon you, as the city council, to let this city manager go. We need a mayor in this city-something which many people in Whitewater would like to see. A mayor, who is elected by us, the residents of this city.

Thank you for taking time to read my concerns, and for taking action as well. Please do not bother to respond back to me with any kind of political message. This is not about politics-it's about what is decent and moral, and all about protecting our children. I would rather you take time to reflect and do some soul searching on what you allow to take place in this city.

Sincerely, and for the children,
Suzan Brock

From: Steven Chesebro
To: Mike Smith; Dan Meyer
Cc: John Weidl; Alondra Barbosa
Subject: RE: let"s make it official
Date: Tuesday, October 13, 2026 10:29:59 AM
Attachments: image001.png
Special Events Policy and Application.pdf

Hi Alderperson Smith,

Attached is the City's current special events policy and application. I have also reviewed the City's ordinances (which would cover licenses and permits required) and other polices none of which direct or authorize City Staff to complete a background check on participants of a special event. For example, the Farmers Market, 4th of July Carnival, Food Truck Fest, Trunk or Treat and Pride Event all have individuals who the City does not request background checks for. The City does have background check requirements for all employees and for some volunteers on behalf of the City. Other organizations also often require background checks of parties that would be associated with them or could create liability for them as it is considered a best practice. However, the City does not currently mandate that special event sponsor's complete background checks on all associated individuals. Changing the requirements after receipt of a special event application or holding one party to a higher standard than other organizations would create a strong argument that the City was engaging in discriminatory practices. For this reason, background checks as requested below would not be appropriate at this time. Background checks of future special event participants may be appropriate if the policy is put in place prior to the receipt of their special event application and is applicable to all applicants.

I would also note that completion of a background check as you have requested would not address any of the concerns you have raised. A background check would only show if a person had been charged with or convicted of municipal forfeitures, misdemeanors, or felonies. It would not address any prior performance within the City of Whitewater, nor would it be considered evidence of any potential crime that the police department would be able to use in an investigation.

While I understand you view their performance as being conducted in a sexual manner and inappropriate to be held in public, the City is obligated to use the definitions of "obscene performance" and "sexual conduct" defined by Wisconsin statutes due to Wis. Stat. Sec. 66.0107(3) when it evaluates public performances. I have added the definitions of "obscene performance" and "sexual conduct" below for your reference:

Wis. Stat. Sec. 944.21 (d) **"**Obscene performance" means a live exhibition before an audience which:

1. The average person, applying contemporary community standards, would find appeals to the prurient interest if taken as a whole;

2. Under contemporary community standards, describes or shows sexual conduct in a patently offensive way; and

3. Lacks serious literary, artistic, political, educational or scientific value, if taken as a whole.

Wis. Stat. Sec. 944.21(e) "Sexual conduct" means the commission of any of the following: sexual intercourse, sodomy, bestiality, necrophilia, human excretion, masturbation, sadism, masochism, fellatio, cunnilingus or lewd exhibition of human genitals.

In addition prior to charging a person with obscene performance a district attorney must file a request with the state's attorney general to determine if the activity is protected under the first amendment. It is also important to note that the community to be considered is the State of Wisconsin. (Wis. Stat. Sec. 944.21(2)(a) and *State v. Tee & Bee, Inc.*, 229 Wis. 2d 446, 600 N.W.2d 230 (Ct. App. 1999)).

If you are aware of someone having observed anyone at the pride event engaging in sexual conduct as defined under Wis. Stat. Sec. 944.21(e) I would strongly encourage you to have them report the incident to the police department so that the matter can be investigated. However, the wearing of costumes and dancing in public is generally considered protected speech under the first amendment.

Sincerely,

Steven T. Chesebro, City Attorney
City of Whitewater
P.O. Box 178
312 W Whitewater Street
Whitewater, WI 53190
Phone: 262-458-2780
schesebro@whitewater-wi.gov

This message, including attachments, is confidential and may contain information protected by the attorney-client privilege or work product doctrine. If you are not the addressee, any disclosure, copying, distribution, or use of the contents of this message are prohibited. If you have received this email in error, please destroy it and notify me immediately.

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Monday, October 12, 2026 2:56 PM
To: Dan Meyer <dmeyer@whitewater-wi.gov>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Steven Chesebro <schesebro@whitewater-wi.gov>
Subject: let's make it official

To: Whitewater Police Department
From: Michael Smith, Alderman
Date: 12 October 2026

I request that the City review whether background checks are appropriate for the

performers who appeared at the Pride event on 3 October 2026.

The basis for this request is as follows:

1. In the past (as I have demonstrated in previous emails), the performers appeared in costume and conducted performances in a sexual manner in the presence of children.
2. Background checks for individuals who work with or have contact with children at many City-sponsored events and programs (for example, volunteer coaches in youth sports and other roles involving minors) are common and often a quasi-requirement. Anecdotally, in most cases, this is a requirement.
3. Concerns about background checks for these performers were raised and requested before the event took place.

I request that the Police Department or appropriate City staff determine whether any applicable license, permit, or City policy required or would support background screening of these performers, and that any publicly available criminal history information be reviewed for individuals who performed in the presence of minors. Please advise in writing of the process that will be followed and any results that can be released under the public records law.

Michael Smith

From: Dan Meyer
To: Mike Smith
Cc: John Weidl; Steven Chesebro
Subject: RE: let"s make it official
Date: Tuesday, October 13, 2026 11:09:08 AM
Attachments: image001.png

Good morning, Mike,

I see this as three separate issues, so I'll provide my answers divided by each topic:

1. Potential Illegal Activity

   In general, the Pride event does not meet the definition of Obscene Material or Performance as outlined in Wis. Stat. 944.21. Regarding the statement made to you by Will Dammier, if he believes there was a potential violation of the law, I strongly encourage him to report that information to the police department. Please advise him of that as we would assign an officer to fully investigate that issue to determine if any violation of law occurred.

2. Background Criminal History Checks

   The police department will not be able to fulfill the request to complete background checks on the performers at the Pride event as we do not have legal authority to do so at this point in time. In order to do this, we would need either suspicion of illegal activity or a city policy that requires background checks be completed (such as our licensing checks).

   Regarding illegal activity portion, at this point I have no suspicion of illegal activity of the performers, therefore I have no legal reason to open an investigation into them. To provide some context into the legalities of this in another context, if an officer conducts a traffic stop on a driver for a traffic violation and they have a passenger with them who is simply there with the driver not violating the law, we have no legal right to force that passenger to identify themselves.

   Regarding city policy, currently no policy exists requiring the performers to be identified or backgrounded, so I have no ability to require that through policy either. The only way we would have that authority in the future is if city policy changed regarding special event licensing.

   Practically speaking, our staff need the true identity of individuals when

completing records checks, so that would have to be considered if the policy is adjusted. For what it's worth, I do see merit in ensuring people who are in contact with children at special events are checked. At least a cursory check through the sex offender registry might be considered. I've had this concern after specific contacts at previous 4th of July carnivals.

3. Record Request

Any individual can request in-house records of the police department. These are records that are subject to open records law. We would be able to search in-house records for any of the names of the listed performers in the image you provided and send you the results of the search. My assumption is that these are simply stage names and not the individuals' true identities, but there still may be a record of contact with them if the stage name was documented in our contact with the person. Please confirm if you are requesting those records.

Thank you,
Dan

Daniel A. Meyer | Chief of Police
Whitewater Police Department
312 W. Whitewater St. | Whitewater, WI 53190
Office: (262) 473-1371 | Fax: (262) 222-5909
dmeyer@whitewater-wi.gov
visit our website | follow us on facebook

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Michael Smith

Submitted by Council member Mike Smith during the Council meeting for amended packet.

OCTOBER 3RD
10AM-3PM
ALL AGES
CRAVATH
LAKEFRONT PARK
WHITEWATER, WI
CYNTHIA MOOSEKNUCKLE
LAVENDER JONES
ANGEL VOYER
WHITEWATER
PRIDE
PONYBOY
JESSABELLE
FEATURING
DJ FEMME NOIR
MISS COWPHUSIA
ELLAH MAEAUX

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Sincerely, and for the children, Suzan Brock

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Copying @Dan Meyer as Susan has concerns regarding public lewd behavior.

I will be responding to Susan and copying you all at some point.

-mike

Mike,

Thank you for forwarding Ms. Brock's concerns, and for sharing your own perspective as a parent. I have received your email, and since we already have a meeting scheduled for Friday, I would welcome the chance to talk it through with you then.

I have copied Camden Harlan, President of Whitewater Pride, as she may be able to help answer questions about the event's program, including the children's area and the performances.

You are also welcome to request this as a future Council discussion item, and at that point I will have staff prepare a report. For context, the City follows the same process for all special event permits, and this event was reviewed and processed under that standard. This is the sixth year of the rally, which predates my time with the City, and to my knowledge the City has received few, if any, complaints on the day of the event. It also draws broad local support, including several area churches among its sponsors.

The City's mission and vision speak to diversity and inclusion. That does not mean anything goes, but it does mean the same rules apply to everyone. In a previous municipality, I approved a gun show in a public park across from a middle school. It drew similar criticism about the nature of the event and its proximity to children, but it met the same standards every other applicant was held to. These decisions rest on established process and consistent standards rather than personal preference, faith, or ideology, which is also what the law expects when permitting events on public property.

I appreciate you raising this with me directly and look forward to our conversation Friday.

Respectfully,

Best, - JSW

John S. Weidl, DBA (2027), CEcD, CPM

City Manager, City of Whitewater

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312 W. Whitewater St., Whitewater, WI 53190
262-473-0104 | jweidl@whitewater-wi.gov

www.whitewater-wi.gov

Dear John, Chief Meyer, and Council Member Mike,

Thank you for including me in this conversation and for giving Whitewater Pride an opportunity to provide accurate information about Saturday's 6th Annual Whitewater Pride Rally.

First, I appreciate the City Manager's explanation of the City's permitting process and its commitment to applying the same standards to every organization. Whitewater Pride has followed the City's established process, as we have in previous years, and we remain committed to complying with all applicable laws, ordinances, and event requirements.

The Whitewater Pride Rally is a family-friendly community celebration. It is not a "sex show," nor is it targeted specifically toward children. The rally includes speakers, music, vendors, food trucks, community organizations, children's activities, story time, face painting, a pet costume contest, and performances appropriate for a public, all-ages event. Parents and guardians decide whether to attend and which activities are appropriate for their families, just as they do at other public festivals and community events.

The drag performances do not include nudity, public lewdness, simulated sexual activity, or "sexual gestures toward" children. Drag is a form of performance art involving costumes, music, dance, comedy, and theatrical expression. All of the songs are appropriate for all ages, and include fun, interactive songs such as The Chicken Dance and YMCA. Concerns about unlawful conduct should always be taken seriously, but they should be based on conduct that has actually occurred—not assumptions about performers because they are dressed in drag.

I am also troubled by the characterization of our performers as "men in dresses." That language is demeaning and does not reflect the civility I hope we can expect from discussions involving elected officials and members of our community. People may hold different religious or personal beliefs about LGBTQ+ identities or drag performance, but those beliefs should not determine whether LGBTQ+ residents and organizations receive equal access to public spaces and municipal processes.

Protecting children includes protecting LGBTQ+ children and children from LGBTQ+ families. Many young people attend the rally because it is one of the places where they can see that they are valued, supported, and part of the Whitewater community. Whitewater Pride takes that responsibility seriously. Our mission is to foster diversity, inclusion, and pride in our community, and our core values include advocacy, civility, education, equity, inclusion, and justice.

This will be Whitewater Pride's 6th Annual Pride Rally. We are proud of the broad community support it receives, including support from local churches, schools, nonprofit organizations, businesses, families, and individual residents. We are equally proud that the event has been conducted peacefully and responsibly.

Whitewater Pride welcomes reasonable questions about our programming, planning, or safety procedures, and I am happy to provide additional information. At the same time, I respectfully ask that any public or Council discussion of the Rally distinguish verifiable concerns about conduct from objections rooted in stereotypes, religious disagreement, or discomfort with LGBTQ+ people.

Thank you again for allowing me to clarify the nature and purpose of the event. We look forward to another safe, joyful, and welcoming Rally on Saturday.

Respectfully,

Camden Harlan
President, Whitewater Pride

Ms. Harlan,

Can you confirm that Cynthia Mooseknuckle is coming to this event? What will Cynthia Mooseknuckle be doing, specifically?

Are you aware that this man's name is a reference to women's genitalia? (This is not a rhetorical question. I am hoping for an answer).

Also, can you confirm how the children's area will work?

I am not really sure why you are offended by "men in dresses"; however I have a great book regarding mental health and being offended.

It is called The Bait of Satan by John Bevere. I can lend you a copy if you would like.

Thanks in advance for your responses.

-mike

Council Member Mike,

Yes, I can confirm that Cynthia Mooseknuckle will be at the Whitewater Pride Rally. Cynthia has served as our emcee every year since the Rally began six years ago. As emcee, Cynthia will welcome attendees, introduce speakers and performers, perform, make event announcements, and help guide the program throughout the day. The role does not involve nudity, lewd conduct, simulated sexual activity, or sexual interaction with children.

I am aware that Cynthia's stage name contains suggestive wordplay, as many theatrical and drag stage names do. A performer's stage name does not make the performance itself sexually explicit or inappropriate for a public event. The relevant consideration should be Cynthia's actual conduct. After six years as our emcee, we have no reason to believe that Cynthia's participation presents a risk to children or violates any law or City requirement.

The children's area will include a selection of LGBTQ+-themed children's books provided by the Whitewater Public Library at its table, along with face painting by Whitewater community members. These are optional activities available to families attending the Rally. As with other public community events, parents and guardians decide whether their children attend and in which activities they participate.

Regarding your statement that you do not understand why I objected to the phrase "men in dresses": that phrase reduces our performers to a disparaging stereotype rather than addressing their actual behavior. My concern is not that I am unable to manage being "offended." My concern is that an elected official used demeaning language about people participating in a lawful community event and then characterized that event as a "sex show" without evidence.

Your suggestion that I read a book about mental health because I raised that concern is dismissive and inappropriate. I will respectfully decline your offer. I am asking that our conversations remain focused on the event, its actual programming, and any legitimate questions concerning laws or City policies.

Whitewater Pride is prepared to answer good-faith questions about the Rally. In return, I expect our organization, our performers, and the LGBTQ+ residents we serve to be discussed with the same basic respect that any other community organization would receive.

Respectfully,

Camden Harlan
President, Whitewater Pride

Ms. Harlan,

Admittedly I have no experience with such events. A couple years ago a Fort Atkinson Pride event included pictures of a creepy man in a dress, laying on his back with his legs spread in front of children.

This is my concern. It is obviously sexual in nature. I would certainly describe this as a sex show. My hope is that this pride event does not have such things, and if it does I will be screaming from the hilltops.

And for what it's worth, I will not be in attendance 😊. I am going turkey hunting with my son in the morning. At noon he has a football game. Dinner will be medium rare steaks on the grill followed by watching mixed martial arts UFC 332.

Have a great, safe, ethical event,

-mike

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Wednesday, September 30, 2026 4:27 PM
To: Camden Harlan <charlan@whitewaterpride.org>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

Ms. Harlan,

I do have one additional question for you.... have you run everyone thru a background check?

(As a point of reference, every coach for the school district - myself included - goes thru background checks regularly).

-mike

From: Mike Smith <msmith@whitewater-wi.gov>
Sent: Thursday, October 1, 2026 11:07 AM
To: Camden Harlan <charlan@whitewaterpride.org>
Cc: John Weidl <jweidl@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>; Patrick Singer <psinger@whitewater-wi.gov>
Subject: Re: pride event

Ms. Harlan,

Good morning. Friendly reminder 🙂 of my request. Have a great day!

-mike