



Community Development Authority Monthly Meeting - 05/21/2026

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

Thursday, May 21, 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.

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.

Microsoft Teams meeting

Join: <https://teams.microsoft.com/meet/294338385313009?p=VOg5AedvZ4ABvSW3tD>

Meeting ID: 294 338 385 313 009

Passcode: pg2gA96R

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Dial in by phone

[+1 929-229-5663](tel:+19292295663), [138251129#](tel:+138251129) United States, New York City

[Find a local number](#)

Phone conference ID: 138 251 129#

AGENDA

CALL TO ORDER

ROLL CALL

CONFLICT OF INTEREST

Would any board member wish to declare any known Conflict of Interest with the items presented on today's CDA Board Agenda?

GOOD GOVERNANCE MANUAL

Below is a link to the City of Whitewater's Governance Manual. This document serves as our central guide for operational excellence, outlining our commitment to accountability, transparency, and strategic oversight.

<https://acrobat.adobe.com/id/urn:aaid:sc:VA6C2:752ce1fc-c064-472c-a784-75e9dd11d771>

Please feel free to refer to this manual often.

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 April meeting minutes
- [2.](#) April Dashboard
- [3.](#) Innovation Center and WUTP web accessibility audit

HEARING OF CITIZEN COMMENTS

No formal Committee 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 Committee 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.

CONSIDERATIONS / DISCUSSIONS / REPORTS

4. Elections:
 - 1) Chair
 - 2) Vice Chair
- [5.](#) FERC Business Report: Discussion
- [6.](#) Change order for HM Brandt.: Discussion and possible action
- [7.](#) Comprehensive Plan Feedback: Discussion and possible action
- [8.](#) Subcommittee for CDA loan funds: Discussion and possible action

EXECUTIVE SESSION

Adjourn to Closed Session, TO RECONVENE, pursuant to Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." Items to be discussed:

9. Becker & Bolton DA amendment: Discussion and possible action

10. Lifetime Manufacturing/Summerset Marine DA: Discussion and possible action

FUTURE AGENDA ITEMS

ADJOURNMENT

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

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



Community Development Authority Monthly Meeting

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

Thursday, April 16, 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/281051194021987?p=AH8FmLLo19qpnRXIDc>

Meeting ID: 281 051 194 021 987

Passcode: Hu2if9jb

Dial in by phone

+1 929-229-5663,,727727534# United States, New York City

Find a local number

Phone conference ID: 727 727 534#

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 5:30pm.

ROLL CALL

PRESENT

- Board Member Thayer Coburn
- Board Member Jon Kachel
- Board Member Joseph Kromholz
- Board Member Kelsey Price
- Council Representative Orin O.Smith
- Board Member Christ Christon

ABSENT

- Council Representative Brian Schanen

CONFLICT OF INTEREST

Would any board member wish to declare any known Conflict of Interest with the items presented on today's CDA Board Agenda?

None

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<https://acrobat.adobe.com/id/urn:aaid:sc:VA6C2:752ce1fc-c064-472c-a784-75e9dd11d771>

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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 Coburn, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon

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 by Council Representative O.Smith, Seconded by Board Member Coburn.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon

1. Approval of March meeting minutes
2. March Dashboard
3. Update memo on CDA Annual Report

HEARING OF CITIZEN COMMENTS

No formal Committee 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 Committee discusses that particular item.

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these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

None

CONSIDERATIONS / DISCUSSIONS / REPORTS

- 4. Redevelopment Resources Presentation - Discussion
Kristen Fish-Peterson of Redevelopment Resources presented an Economic Base Analysis.
- 5. Home Renewal Program:
 - a) Review and Approval of Home Renewal Policy
 - b) Review and Approval of Municipal Enforcement ContractChanges to the Home Renewal Policy were approved.
Motion made by Council Representative O.Smith, Seconded by Board Member Kachel.
Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon
Municipal Enforcement Contract was approved.
Motion made by Board Member Coburn, Seconded by Board Member Price.
Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon
- 6. Removal of Deed Restrictions on CDA's Bluff Road Properties - Discussion and Approval
Removal of Deed Restrictions on CDA's Bluff Road Properties was approved.
Motion made by Board Member Price, Seconded by Board Member Coburn.
Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon
- 7. Strategic planning - Discussion and Possible Action
CDA suggested we look into a session co-facilitated by WEDA and WEDC. However, before the planning session, the CDA would like a summary of the feedback received as part of the community sessions for Whitewater Forward.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

Motion made by Board Member Coburn, Seconded by Board Member Price.
Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon

Community Development Monthly Report

Item 2.

APRIL 2026

Response Time

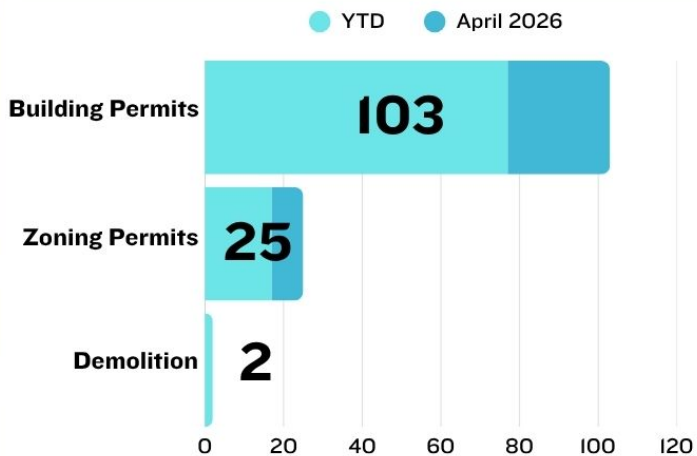
- **Permit processing: 7-10 business days**
- **Code Case Time Spent in Non-Complaint Status: 54 Total Cases**
- **Quarter I:**
 - 14.81% (< 15 days)
 - 5.56% (15-30 days)
 - 66.67% (31-60 days)
 - 16.67% (61+days)



Strategic activity

- 1 BRE visit (Coburn Co.)
- 3 ground breakings- Habitat for Humanity "Ground Blessing", Earth and Iron, and Winther & Heidi Hall ground breaking at UW-Whitewater.
- The Stonehaven Development project was approved, adding 14 new owner-occupied homes.
- Summerset Marine Construction plans to build a new manufacturing facility near Innovation Drive and Howard Road.

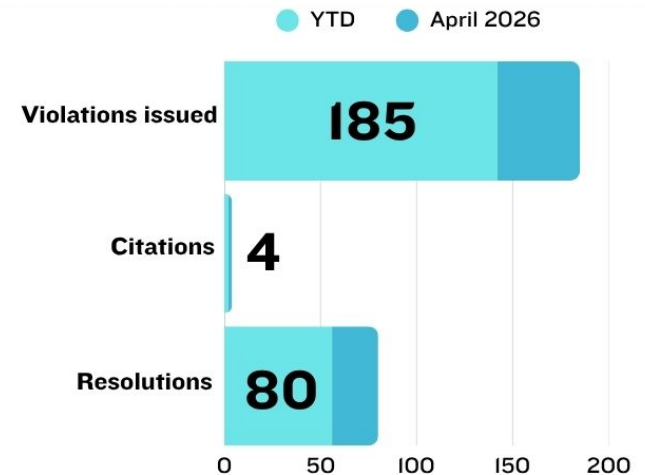
Permits



Local Impact:

Down payment assistance: 3 households / \$75,000 YTD

Enforcement/Outcome





CDA Agenda Item

Meeting Date:	May 21, 2026
Agenda Item:	IC and WUTP web accessibility
Staff Contact (name, email, phone):	Ashwini Rao, Economic Development Coordinator

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

Kristina Czarnecki, communications consultant for the Community Development Division conducted an accessibility audit of both the Whitewater University Technology Park Website (3.5 hours spent) and the Whitewater University Innovation Center website (6.5 hours spent). Please see attached for more information.

In summary, best practices are being followed.

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

- N/A

FINANCIAL IMPACT
(If none, state N/A)

None, though ensuring compliance can help to avoid future expenses and increased costs.

STAFF RECOMMENDATION

No action is required. This report is for informational purposes.

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

IC and WUTP web accessibility summary

IC & WUTP Accessibility

Squarespace can be accessible, but the editor is ultimately responsible for following accessibility guidelines. There are companies that offer automated web accessibility with ongoing scans & fixes.

Specifications

To avoid a website refresh build/budget, the accessibility audit & improvements were implemented within the existing Squarespace 7.0 version. Squarespace 7.1 may be better but it would require all the pages/posts to be reviewed/slightly redesigned within the new edit.

- Both websites are using Version 7.0– Bedford family (Bedford template)
- “Squarespace 7.0 is generally accessible, offering built-in tools for ALT text, keyboard navigation, and semantic structure. While it allows for accessible site creation, 7.0 is less flexible than 7.1 and requires more manual effort to ensure compliance compared to modern stand” Learn more: <https://www.squarespace.com/accessibility>

Process

The audit was completed in May 2026 with 6.5 hours for Innovation Center & 3.5 hours for WUTP.

- Review page/post to adhere to below checklist
- Run each link through Google PageSpeed Insights and track accessibility score

Testing

Best practices have been followed but compliance is not guaranteed. The pages & posts passed the Google PageSpeed Insight test (unless noted). However, other premium tests provide a different rating and encourage you to subscribe to their automation/testing. For example, [accessible](#) or [Userway](#) continuously monitors & improves accessibility.

The screenshot shows an accessibility audit interface. At the top, it says "You've scanned 1 page so far. Scan your entire domain to uncover all critical accessibility issues. See Pricing". Below this is a green banner that says "Overlay Detected" with a checkmark icon. A message below the banner states: "We've detected that USERWAY is active on your website, so some of the issues listed below may already be resolved by the overlay".

The main section displays the "Audit Score" as 89% with a circular progress indicator. Below the score, it notes: "Websites with a score lower than 90 are at risk of accessibility lawsuits". To the right, under "WCAG 2.2 Criteria", there is a breakdown: Critical Issues (3), Passed Audits (39), Required Manual Audits (22), and Not Applicable (48). There is also a link "What is the WCAG?".

Below the summary, there are four tabs: "Critical Issues (3)", "Passed Audits (39)", "Required Manual Audits (22)", and "Not Applicable (48)". The "Critical Issues (3)" tab is selected.

The table below lists the issues:

#	Issue	Total Failing Elements	Disabilities Affected	WCAG Success Criteria
1	Landmarks should have a unique role or role/label/title (i.e. accessible name) combination	2 elements	Sighted Keyboard Users +2 more	Best Practice
2	Ensures all page content is contained by landmarks	1 element	Blind Deafblind +1 more	Best Practice

WUTP Checklist

General

- Add Accessibility Statement

Images & Videos

- Use Alt Text for Images
- Provide Captioning and Transcription for Videos
Removed dated video - <https://www.youtube.com/watch?v=K--pLYuEJck>
- Don't use color to convey meaning

Text

- Use Clear headings and subheadings
- Ensure Text Readability (Use plain sans serif fonts for paragraph + font size of 16px+)
- Limit the use of italic, bold, and underlined text
- Avoid using all-caps
- Have unique H1 for each page
- Table structure (proper order of headings)
- Support content scanning with headings and lists
- Keep paragraphs short

Buttons

- Use Descriptive Link Text (no click here)
- Make links stand out from regular text
- Ensure good color contrast for text
- Warn users if a link will open or download a special file type like a PDF

Magnification

- Use high-quality images that won't blur when magnified
- Give enough space between lines, paragraphs, and images to support magnifying

WUTP Google Accessibility Testing

Pages & Posts

	Google
Home	100
Site Selection	100
About	100
Advisory Panel	100
➤ Elizabeth	100
➤ Mason	100
➤ Thayer	100
Contact	100

	Google
Key Site Selection	100
Brookings	100
Business Growth	100
Lavelle	100
Driving Economic	100
Safepro	100
Entrepreneurial Com	100
Generac	100
Home Buyers	100
Hexpol	

IC Checklist

General

- Add Accessibility Statement

Images & Videos

- Use Alt Text for Images
- Added transcript for Tough Jobs Video
- Don't use color to convey meaning

Text

- Use Clear headings and subheadings
- Ensure Text Readability (Use plain sans serif fonts for paragraph + font size of 16px+)
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Magnification

- Use high-quality images that won't blur when magnified
- Give enough space between lines, paragraphs, and images to support magnifying

IC Google Accessibility Testing

Page Testing

	Google	
Home	100	
About	100	
Clients	96	Links do not have a discernible name (client logos)
Incubator	100	
Services	100	
Room Rentals	100	
Resources	96	Links do not have a discernible name (org logos)
Contact	100	
Search	100	
Privacy	100	
Accessibility	100	
COVID-19 Resources	100	
Reopen Resources	100	
Client Application	100	
Search Site	100	
News Form	100	
Event Notification	100	
Member Spotlight	100	
Direction	100	
Interaction	100	

Membership Spotlights

	Google	
iButtonLink	100	
Advasec	100	
Nylen Partners	100	
Safepo	100	
Pauquette	100	
Blackthorne	100	
Cesa2	100	
JEDI	100	

GrowthWheel

	Google	
Smart IT	100	
Control Your Bank	100	
Useful Budgets	100	
Intro to Operations	100	
Business Processes	100	

Getting Thing Done	100	
Meaningful Jobs	100	
Next Employee	100	
Exit for Beginners	100	
Advisory Board	100	
Intro to Org	100	
From Nice Logo	100	
15 Minutes of Fame	100	
Understand Cust.	100	
100 Ways	100	
Selling Through	100	
Intro to Customer	100	
Startup in Blue	100	
Best Customers	100	
Good Salesmanship	100	
26 Sources	100	
Product Portfolio	100	
Meaning of Life	100	
Intro to Biz Concept	100	
Seven Different	100	
Anticipating	100	
Action Planning	100	

Startup Success Blog

	Google	
Rural Innovation	100	
Hiring First	100	
Strategic Planning	100	
Enactus to World	100	
IP	100	
Innovating to Make	100	
Pitch Deck	100	
Prepare Taxes	100	
Prepare to Raise	100	
HubSpot	100	
Strong Brand	100	
Virtual Support	100	
Virtual Tools	100	
Know Audience	100	
WI Events	100	
Business Plan	100	
WI Competitions	100	
Bix Incubator	100	
Qualify Leads	100	
Coaching Programs	100	

Startup Financials	100	
Why Whitewater	100	
SCORE Mentor	100	
Incubation Program	100	
Naming Startup	100	
Right Funding	100	
Know if market	100	
Student Entrepreneurs	100	
Mision vs Vision	100	
Right Coach	100	
Incubator vs	100	
SBDC	100	
Employee vs. Contractor	100	
What is brand	100	
Elevator Pitch	100	
Outreach Services	100	
Free Biz Coaching	100	
Startup Funding	100	



CDA Agenda Item

Meeting Date:	May 21, 2026
Agenda Item:	FERC Business Park Strategic Alignment and Future Outlook
Staff Contact (name, email, phone):	Ashwini Rao, Economic Development Coordinator

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

In December 2025, the Community Development Department began to work with Dr. Russ Kashian, an economics professor at the University of Wisconsin-Whitewater. He is the director of the Fiscal and Economic Research center at UW-Whitewater with a focus on applied research projects.

The Whitewater Business Park Strategic Analysis Report was developed to evaluate the long-term economic potential of the business park and identify opportunities for targeted industrial growth. As the local economy continues to evolve, the City of Whitewater needs a data-driven strategy to better align workforce talent, infrastructure, and business recruitment efforts.

The report was necessary to assess how existing businesses within the park interact, identify gaps in the current industrial ecosystem, and determine which industries would best support future expansion. It also addresses a growing concern that many highly skilled residents leave the area for employment opportunities elsewhere due to limited local high-skill jobs.

Additionally, the study provides economic impact data to support future planning, investment decisions, grant opportunities, and business attraction efforts. By outlining a strategic path forward, the report helps position the Whitewater Business Park as a competitive regional hub for advanced manufacturing, logistics, and innovation-based industries.

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

FINANCIAL IMPACT
(If none, state N/A)

STAFF RECOMMENDATION

No action is required. This report is for informational purposes as well as possible informing of future CDA policies and goals.

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

FERC Business Park Strategic Alignment and Future Outlook

Whitewater Business Park: Industrial Expansion Strategy Analysis



University of Wisconsin
Whitewater

College of Business and Economics
Fiscal and Economic Research Center

Executive Summary

The Whitewater Business Park represents a significant industrial expansion opportunity in Southeastern Wisconsin. Its existing concentration of advanced manufacturing, polymer science, and logistics firms provides a strong foundation for sustained economic growth.

As industries continue shifting toward more technology-driven operations, the park is well-positioned to evolve into a leading regional business hub. **Current tenant activity already supports over 2,500 jobs and generates substantial labor income, demonstrating a strong economic base.** Strategic expansion would enable the park to transition from a net exporter of labor to a self-sustaining employment center. By targeting key industry gaps and strengthening internal supply chains, Whitewater can improve talent retention, diversify its tax base, and enhance long-term fiscal stability. This report outlines a data-driven strategy to support that transition and position the business park as a competitive industrial destination in Wisconsin.



Market Demand Assessment

TARGET INDUSTRY ALIGNMENT

The case for expanding the business park is rooted in a workforce recapture strategy. By prioritizing advanced, technology-driven manufacturing firms that require high-skilled labor, the city can better align local talent with available opportunities. Currently, many of Whitewater's most educated residents face long commutes or underemployment due to a lack of local high-skill roles. This gap highlights a clear opportunity: a built-in talent pool that can support incoming firms if the right industries are recruited.

The Whitewater Business Park represents far more than a conventional real estate development. It is a comprehensive asset designed to match the local talent with regional opportunity. By developing the available land, the city transitions from a service and student economy into a high-tech industrial hub.

SKILL VS. OPPORTUNITY GAP

The 53190 zip code is home to **894 residents with Master's Degrees**, yet **local employment opportunities are currently dominated by nearly 3,500 jobs in manufacturing and retail, food, and accommodation services**. Even within the business park's residing block group, existing infrastructure is primarily utilized for transportation and warehousing rather than the high-value production roles the residents are qualified for. This forces Whitewater's most educated professionals into long commutes or local underemployment, but indicates a potential talent pool, pending further validation through resident employment surveys, for professional-tailored firms considering the business park.

Taxonomic Framework and Analytical Methodology

The evaluation of the Whitewater Business Park's economic landscape requires a dual-classification approach. The **Standard Industrial Classification (SIC)** system, developed in the 1930s, remains a foundational tool for grouping businesses based on their production characteristics or demand patterns, particularly in legacy databases and for historical trend analysis.

In contrast, the **North American Industry Classification System (NAICS)**, introduced in 1997 and updated every five years, offers a more granular, six-digit hierarchical structure that better reflects the contemporary shift toward information technology, specialized professional services, and high-tech manufacturing.

For this report, interactions are defined through several lenses: **upstream** material supply, **downstream** value-added processing, **lateral** operational support, and innovation-driven **technical complementarity**. **Upstream interactions** occur when the output of one firm (e.g., rubber compounding) serves as a raw material for another. **Downstream interactions** involve the further refinement, assembly, or distribution of goods. **Lateral interactions** encompass shared logistical or maintenance infrastructure, such as heavy truck repair or business support services. Finally, **technical complementarity** arises when specialized knowledge-based firms (e.g., software developers or sensor engineers) provide the digital infrastructure for physical manufacturing operations.

A core strategic objective of this analysis is to leverage proximity within the business park to reduce transaction costs, accelerate the feedback loop for new product introduction (NPI), and foster a resilient “micro-supply chain” that is less susceptible to global shocks.

Industry Identification and Tenant Inventory

The tenant mix in Whitewater demonstrates a high degree of specialization across four primary clusters: Advanced Manufacturing, Advanced Polymers and Sealing, Agricultural and Food Logistics, and the Innovation/ Professional Services cluster.

Business Name	SIC Code	NAICS Code	Primary Industry Des
Simes Construction Inc	1794	238910	Construction Services
HEXPOL	3053	339991	Rubber Compounding & Sealing Devices
Fab Pro	3441	332312	Fabricated Structural Metal
Generac	3519	333618	Motor and Generator Manufacturing
Husco Automotive LLC	3694	336320	Motor Vehicle Electrical Equipment
The Coburn Company, Inc.	5031	423310	Agricultural Equipment Wholesaling
Riemer Systems	5047	423450	Medical Equipment Wholesaling
MacLean-Fogg Component Solutions	5085	423840	Industrial Supply Wholesaling
Fastenal	5085	423840	Industrial Supply Wholesaling
Martin Brower	5142	424420	Packaged Frozen Food Merchant Wholesaler
Basin Holdings	6719	551112	Holding Company/Mgmt
Blackthorne Capital Management	6799	523910	Investment Advice
Nitardy Funeral Homes	7261	812210	Personal Services
Pauquette Center	8049	621330	Psychological Services
Jedi Virtual K-12	8211	611110	Educational Services

Item 5.

Industry Identification and Tenant Inventory Cont.

Business Name	SIC Code	NAICS Code	Primary Industry Des
East West Wisconsin, LLC	8748	541618	Management Consulting
CESA 2	9411	923110	Educational Administration
Wisconsin Army National Guard	9711	928110	National Security
Simonswerk North America Inc	3429	333320	Specialized Hardware/Hinges
Summerset Marine Construction	1629	236210	Marine Construction
Lavelle Industries, Inc.	3061	326291	Molded Mechanical Rubber Goods
Husco International	3492	332912	Fluid Power Valves and Fittings
NPI-Plus (East West)	3671	334419	Electronics Manufacturing Services
iButtonLink	3823	334513	Industrial Sensors & Software
PropertyX LLC	6513	531311	Real Estate Management
Kreative Solutions LLC	7311	541810	Advertising & Business Services
Straight Forward	4813	561421	Call Center/Contact Center
Iron Forge Development	7375	541511	Custom Computer Programming
S & H Truck Services	7538	811111	Heavy Truck Repair & Maintenance

Item 5.

IMPLAN

Where available data on companies located within the Whitewater business and technology park were available, an analysis was conducted utilizing the 2026 IMPLAN economic modeling system to determine the economic impact of the jobs created by the companies located within the area. IMPLAN is an input-output model used to estimate 1) temporary jobs generated by construction, 2) direct and indirect tax revenues, and 3) all indirect job and spending numbers. By capturing the **“multiplier effect,”** the IMPLAN model allows the reader to see the full impact of a group of businesses in each geographic area. The multiplier accounts for **“indirect spending,”** such as supplies required for the original product being measured, and **“induced spending,”** which is money that re-circulates in the economy due to employees’ spending. The term “indirect” is used here to reflect both of those categories. This model produces an economic multiplier, a quantitative measure of economic impact that recognizes that all levels of economies are interconnected networks of interdependent activity. These projections assume a high level of local spending retention; actual impacts may vary based on external leakages to surrounding metropolitan areas.

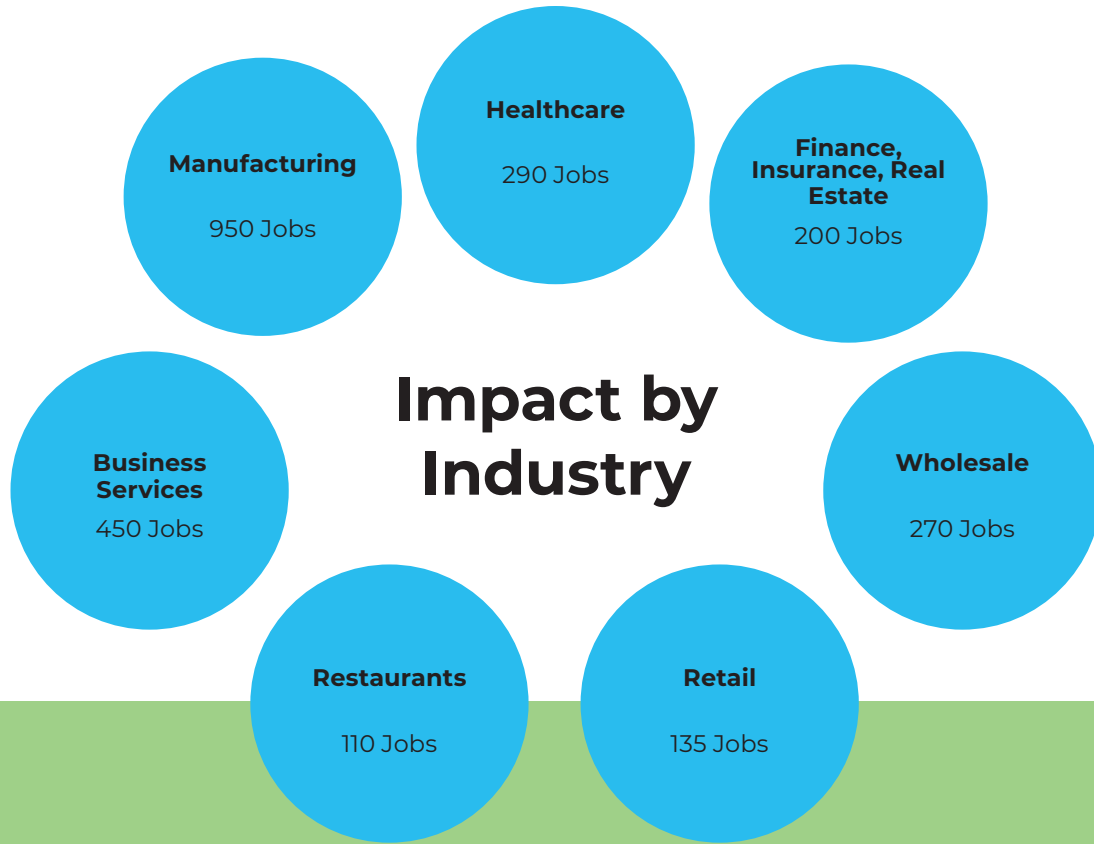
Direct Effect – This refers to production change associated with a change in demand for the goods or services produced by the companies themselves. It is the initial impact to the economy.

Indirect Effect – This refers to the secondary impact caused by changing input needs of directly affected industries (e.g., additional input purchases to produce additional output). It concerns inter-industry transactions, as businesses that exist within the business park create a demand for locally sourced materials needed to produce its product or service.

Induced Effect – This is caused by changes in household spending due to the additional employment generated by direct and indirect effects. The induced effect measures the effects of the changes in household income, as individuals working in the new businesses and the businesses’ suppliers spend money at restaurants, grocery stores, and shops.

Economic Impact of Business Park Companies

Impact Type	Employment	Labor Income	Output
Direct Effect	1,400 Jobs	\$105,000,000	\$525,000,000
Indirect Effect	640 Jobs	\$53,000,000	\$175,000,000
Induced Effect	660 Jobs	\$42,000,000	\$130,000,000
Total Effect	2,700 Jobs	\$200,000,000	\$830,000,000



Cluster Analysis: Mechanical and Automotive Engineering

The core of the Whitewater Business Park's industrial identity is its mechanical and automotive cluster, anchored by Generac, Husco International, and Husco Automotive. These entities operate within a sophisticated framework of electro-hydraulic and electro-mechanical control systems. Husco Automotive LLC, classified under SIC 3694 and NAICS 336320, specializes in electrical equipment for internal combustion engines and electrified vehicles, including wiring harnesses, alternators, and electronic instrument panels.

This cluster exhibits significant potential internal verticality. Husco International (NAICS 332912) focuses on fluid power valve and hose fitting manufacturing, which requires precision structural inputs. Fab Pro (NAICS 332312) could provide these critical structural metal fabrication services, enabling the creation of custom enclosures and manifolds for Husco's valves. Furthermore, the evolution of Husco's product line toward "intelligent" systems like INCOVA—which replaces traditional spool valves with electronic controls—could create a direct demand for the custom software services provided by Iron Forge Development and the electronics manufacturing capabilities of NPI-Plus.

Generac is another pivotal firm when analyzing this specific cluster. Its potential to sustain collaborative relationship with auto electric manufacturing firms such as Husco Automotive LLC could allow both entities to capitalize on their proximity. In theory, Husco Automotive LLC would provide the precision engineering with power timing and logistics Generac needs for its production, while Generac could provide the physical torque and power components required by Husco Automotive LLC for their outputs. On paper these two companies work well together and represent a mutual relationship. Proximity is a key variable in a synergy such as this, allowing engineers from both sides to communicate more efficiently and exchange inputs at lower costs. Identifying other relationships such as this will narrow down target industries best suited for expansion.

Complementarity is also evident in the specialized hardware sector. Simonswerk North America (NAICS 333320) produces high-end adjustable hinge systems used in demanding retail and industrial environments. While their primary markets include the Apple Campus and Mercedes-Benz Stadium, their proximity to metal fabricators and polymer specialists in the park allows for localized sourcing of finishes and seals.

Cluster Analysis: Advanced Polymers and Sealing Solutions

The advanced polymer cluster is arguably the park's most evident potential value chain. It begins with HEXPOL (SIC 3053 / NAICS 339991), a global leader in rubber compounding. The Whitewater facility specializes in high-performance materials like FKM (Fluoroelastomer), HNBR (Hydrogenated Nitrile), and AEM (Ethylene Acrylic Rubber), which are specifically engineered to withstand extreme heat, chemicals, and abrasion.

These compounds could serve as the primary feedstock for Lavelle Industries (SIC 3061/3069, NAICS 326291/326299). Lavelle is a vertically integrated OEM manufacturer that designs and molds precision rubber and plastic components, including gaskets, seals, bushings, and O-rings. This implied interaction between HEXPOL and Lavelle is a textbook example of upstream/downstream complementarity. HEXPOL provides the “material difference” through custom recipes, while Lavelle transforms those recipes into functional parts for the HVAC, plumbing, and transportation industries.

Furthermore, MacLean-Fogg Component Solutions contributes to this cluster through its Engineered Plastics Company (EPC), which specializes in close-tolerance functional plastics and insert molding. The integration of these firms creates a “Polymer Hub” where shared knowledge of elastomer behavior and injection molding techniques can be leveraged for rapid innovation. The fasteners and plastic solutions provided by MacLean-Fogg could also support the final assembly needs of the mechanical cluster, demonstrating cross-cluster synergy.



Cluster Analysis: Agricultural and Food Logistics

The agricultural and food distribution cluster leverages Whitewater's strategic location within "America's Dairyland" to manage high-volume supply chains. The Coburn Company (NAICS 423310/423820) has operated since 1925 as a major manufacturer and wholesale distributor of milking equipment and livestock supplies. Their product range—from milk filtration systems and portable milkers to animal health tools—requires a steady supply of rubber tubing, plastic moldings, and fabricated metal parts, all of which are products produced by neighboring firms like Lavelle and Fab Pro.

Parallel to Coburn is Martin Brower (SIC 5142 / NAICS 424420), which operates a highly sophisticated multi-temperature logistics and distribution network for the frozen food industry. Martin Brower functions as a 3PL and 4PL provider, managing the end-to-end supply chain for multinational fast-food chains. This involves complex demand planning, real-time inventory tracking, and specialized warehousing.

This logistics-heavy cluster is potentially supported laterally by S & H Truck Services (SIC 7538/7539), which could provide the essential maintenance and repair for the heavy truck fleets operated by both Martin Brower and Coburn. This localized maintenance infrastructure ensures high operational uptime for the park's distribution giants.



Cluster Analysis: Innovation and Professional Infrastructure

The Innovation Center (1221 Innovation Dr) serves as the “intellectual engine” of the park, housing firms that could provide the digital and administrative services required by the modern industrial tenants. iButtonLink (NAICS 334513) is a pioneer in sensor network technology and data loggers, providing monitoring solutions for the cold chain, transportation, and aerospace industries. Their sensors have been utilized on the International Space Station, demonstrating a level of technical excellence that elevates the reputation of the entire business park.

Iron Forge Development (NAICS 541511) complements the sensor hardware with custom computer programming, specifically focusing on software that meets the needs of customers. Their expertise in applications software and system design is prospectively vital for firms like Husco and Lavelle as they adopt Industry 4.0 practices such as predictive maintenance and automated quality control.

NPI-Plus (East West Wisconsin) provides another critical link as an electronics manufacturing services (EMS) provider. They offer quick-turn prototyping and a “New Product Introduction” model that is ideal for the innovation-focused startups in the park, allowing them to localize their supply chain from design to box-build assembly. Additionally, East West Wisconsin is helping push the “advanced manufacturing” agenda by providing smart engineering services to outdated producers. A push for integration of similar firms/services within the park could help upgrade labor opportunities, ultimately increasing the attraction of more skilled laborers. This ecosystem is rounded out by Straight Forward, which offers call center and contact center solutions that can scale as the park’s manufacturers grow their customer bases.

Potential Upstream, Downstream, and Lateral Interaction Matrix (SIC)

The following matrix visualizes the interactions between the SIC codes represented in the park. An “I” indicates an input or an upstream relationship while an “O” indicates an output or downstream relationship between industries.

Industry/SIC		Buyers								
		Rubber Compounding (3053)	Mechanical Rubber (3061)	Structural Metal (3441)	Ind. Valves (3491)	Motors and Generators (3621)	Auto Electrical Equipment (3694)	Ind. Supply Wholesale (5085)	Custom Software (7371)	Truck Repair (7538)
Suppliers	Rubber Compounding (3053)		I			I				
	Mechanical Rubber (3061)				I/O	I	I			
	Structural Metal (3441)				I/O	I	I		I/O	
	Ind. Valves (3491)		I/O	I/O			I/O	O	I/O	O
	Motors and Generators (3621)				I		I/O		I/O	
	Auto Electrical Equipment (3694)		I	I	I/O	I/O		O	I/O	O
	Ind. Supply Wholesale (5085)	I	I	I	I	I	I			
	Custom Software (7371)			I/O	I/O	I/O	I/O			I
	Truck Repair (7538)							I		
	Management Consulting (8748)	I	I	I	I	I	I	I	I	I

SIC Interaction Checklist and Criteria

The interactions marked in the SIC matrix are based on established industrial supply chain norms and the specific capabilities of the Whitewater tenants. Below are further examples of these relationships.

- **SIC 3053 -> SIC 3061:** Upstream material flow. Custom rubber compounds are a primary input for molded mechanical goods.
- **SIC 3061 -> SIC 3491/3694:** Component integration. Molded seals and O-rings are essential for the integrity of hydraulic valves and automotive electrical assemblies.
- **SIC 3441 -> SIC 3491/3694:** Structural support. Precision-fabricated sheet metal is used for the housings and brackets of complex mechanical and electrical systems.
- **SIC 3621 -> SIC 7371:** Modern motors often require integrated variable frequency drives (VFD) or programmable logic coding. Custom software firms provide the code to run the motor, while the motor manufacturers provide the physical test beds and hardware platforms for that software.
- **SIC 5085 -> All Manufacturing:** Operational maintenance. Wholesalers provide the fasteners, MRO supplies, and tools required for daily factory operations.
- **SIC 7371 -> SIC 3491/3694:** Technical Integration. Custom software is required for the digital control of hydraulic and automotive components.
- **SIC 7538 -> 5031/5142:** Lateral support. Fleet logistic maintenance is vital for regional distribution.
- **SIC 8748 -> All firms:** Supply chain resolve. Management consulting firms can provide the supply chain solutions to any industry.

Potential Upstream, Downstream, and Lateral Interaction Matrix (NAICS)

The NAICS matrix focuses on the modern process-based interactions that define the park's efficiency. An "I" indicates an input or an upstream relationship, while an "O" indicates an output or downstream relationship between industries.

Industry/SIC		Buyers									
		Gaskets/Seals (339991)	Molded Rubber (326291)	Fab. Sheet Metal (332312)	Fluid Power (332912)	Motor and Generator Mfg. (335312)	Auto Electrical Manufacturing (336320)	Industrial Supplies (423840)	Custom Programming (541511)	Truck Maintenance (811111)	Management Consulting (541618)
Suppliers	Gaskets/Seals (339991)		I			I					
	Molded Rubber (326291)				I/O	I	I/O				
	Fab. Sheet Metal (332312)				I/O	I	I/O		I/O		
	Fluid Power (332912)		I/O	I/O			I/O		I/O		
	Motor and Generator Manufacturing (335312)				I		I/O		I/O		I
	Auto Elec. Manufacturing (336320)		I/O	I/O	I/O	I/O			I/O		
	Industrial Supplies (423840)	I	I	I	I	I	I				
	Custom Programming (541511)			I/O	I/O	I/O	I/O				I
	Truck Maintenance (811111)							I			
	Management Consulting (541618)	I	I	I	I	I	I	I	I	I	

NAICS Interaction Checklist and Criteria

The NAICS system emphasizes the “process” of production, which highlights some of the following synergies:

- **NAICS 339991 -> NAICS 326291:** Process feedstock. Specialized sealing devices and compounds are used in the broader rubber molding processes.
- **NAICS 332312 -> NAICS 332912:** Value-added fabrication. Sheet metal components are critical for the protective enclosures and mounting systems of fluid power valves.
- **NAICS 335312 -> NAICS 336320:** Two-way co-design enablement. The motor provides the physical torque and rotation, and the electric system provides the power timing and logic.
- **NAICS 541511 -> NAICS 332912/336320:** Digital enablement. Software firms develop the logic for the “Smart Valves” and electronic instrument panels that represent the future of the automotive and heavy equipment sectors.
- **NAICS 423840 -> All Manufacturing:** Just-in-time logistics. Industrial suppliers act as the inventory buffer for precision fasteners and hydraulic fittings.
- **NAICS 811111 -> 423310:** Fleet optimization. Specialized repair services cater to the refrigerated trailers and heavy agricultural machinery used in the park’s distribution hub.
- **541618 -> All firms:** Operational advancement. Consulting firms provide smarter manufacturing solutions and can help increase overall operational efficiency for any other industry.

Ecosystem Gap Analysis and Strategic Voids

Identified Redundancies and Overlaps

Industrial Wholesaling (SIC 5085/NAICS 423840): Both Fastenal and MacLean-Fogg operate in this space. While this ensures price competition, it also represents a potential redundancy in floor space. One of these firms could be offered targeted municipal incentives, such as specialized equipment grants or tax credits for high-reliability electronics, to diversify into more specialized sectors, such as high-reliability electronics components distribution, to better serve iButtonLink and NPI-Plus.

Educational and Public Sector Administration (NAICS 923110/611110): The presence of CESA 2 and Jedi Virtual K-12, along with the Innovation Center's university collaboration, is a strength, but there is a risk of fragmented workforce development efforts. Streamlining these into a unified "Whitewater Skills Lab" would better serve the recruitment needs of the manufacturers.

Critical Structural Gaps

Metal Finishing and Surface Treatment (SIC 3471/NAICS 332813): Firms like Fab Pro and Simonswerk require specialized metal finishing (anodizing, plating, powder coating).

Tool and Die and Mold Making (SIC 3544/NAICS 333511): Lavelle Industries and MacLean-Fogg rely heavily on custom molds for their injection and compression molding operations. A dedicated tool and die shop in the park would accelerate prototyping and reduce lead times for custom customer orders.

Specialized Industrial Packaging (SIC 2653/NAICS 322211): The high volume of finished goods leaving the park—from hydraulic valves to boat lifts—requires durable, customized industrial packaging.

Independent Testing and Validation Laboratories (SIC 8734/NAICS 541380): There is a clear need for an independent lab that can perform stress testing, chemical analysis, and environmental validation.

Strategic Recruitment Recommendations and Target Codes

To maximize the “Synergy Coefficient” of the Whitewater Business Park, new tenant recruitment should be prioritized based on their ability to close identified gaps and support the technological evolution of the anchor tenants. These recommendations are structured around the idea of a localized supply chain within the business park.

Priority 1: High-Precision Infrastructure Support

These firms are positioned to lower the cost of production for existing manufacturers by reducing logistics overhead for existing manufacturers and reduce the environmental impact of long-distance shipping for finishing services.

Target Industry	Recommended SIC	Recommended NAICS	Strategic Rationale
Metal Finishing & Plating	3471	332813	Provides essential downstream finishing for Fab Pro, Generac, Husco, and Simonswerk.
Tool and Die Shop	3544	333511	Supports custom molding needs for Lavelle and MacLean-Fogg.
Electronic Component Wholesale	5065	423690	Supplies the specific micro-components needed by iButtonLink and NPI-Plus.

Strategic Recruitment Recommendations and Target Codes Cont.

Priority 2: Logistics and Supply Chain Resilience

These targets focus on the efficient movement and protection of goods, supporting the distribution-heavy sectors of the park.

Target Industry	Recommended SIC	Recommended NAICS	Strategic Rationale
Industrial Packaging	2653	322211	Manufactures the protective housing for shipping finished industrial goods.
Specialized Freight Forwarding	4731	488510	Coordinates international air/sea freight for firms with global reach like Simonswerk.
Testing & Calibration Labs	8734	541380	Provides the ISO 17025 validation required by iButtonLink and HEXPOL.

Strategic Recruitment Recommendations and Target Codes Cont.

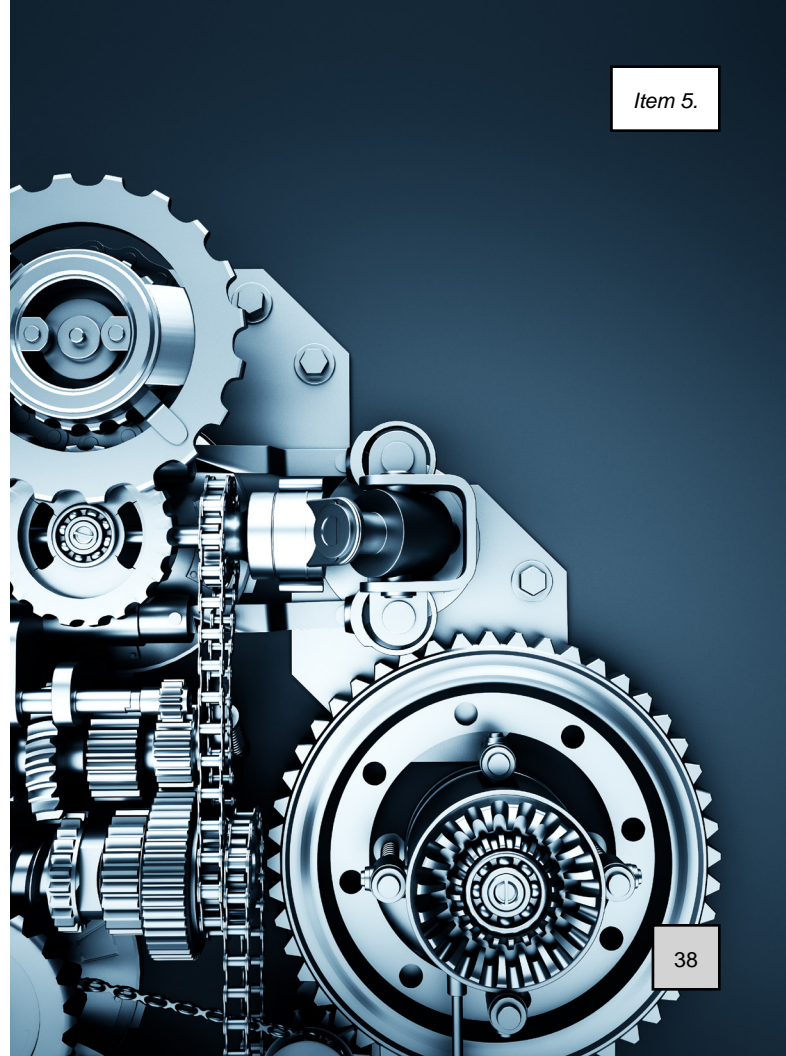
Priority 3: Industry 4.0 Integration

These industries will support the “Smart Manufacturing” transition, ensuring the park remains competitive in the high-tech global market.

Target Industry	Recommended SIC	Recommended NAICS	Strategic Rationale
Robotics System Integration	3569	333999	Implements automated assembly lines for Husco and Lavelle.
Additive Manufacturing (3D)	3999	333249	Enables rapid prototyping for NPI-Plus and custom software development
Industrial Data Analytics	7373	541511	Works with iButtonLink to turn sensor data into predictive maintenance models.

Strategic Alignment and Future Outlook

The goal and long-term vision of the Whitewater Business Park should be to shift the surrounding area from a labor exporter to a self-sustaining and even labor-importing hub. By developing the remaining land in the business park, the city and the surrounding area can actively implement a workforce retention strategy. This gap can be largely filled by recruiting industries that align with the specific degree types found in the local 53190 zip code, thereby attracting and retaining skilled workers. Currently, most jobs within the business park focus on service positions, and the park overall lacks more professional firms. Addressing this skill gap will, in turn, attract more skilled workers and retain them within the community. The park's site features demonstrate the capability to support the growth and scalability of larger, more professional industrial partners.





Strategic Alignment and Future Outlook

Moving forward, strategic planning must focus on high-value industries that align with the education and skill levels of the local workforce. Tech-driven businesses and advanced manufacturing firms are well-positioned to leverage the area's skilled workers. By fostering these industries, development can better align with regional economic goals that aim to diversify the tax base from a student-centric focus to high-yield industrial assets.

One notable exception to the issue of integration and clusters is Generac. While a large employer (with over 400 employees in the immediate area), the input analysis does not create direct interactions with suppliers to either the NAICS codes or SIC codes. While this may be an opportunity to attract companies that can serve relationships with Generac, their customer base would need to expand beyond the Whitewater Business Park. As a result, it is an opportunity but would require a regional expansion of their customer base.

Bridging the skill-opportunity gap would enable local talent to live, work, and spend within the community. This strategic alignment ensures that investments directly contribute to local prosperity. Building on existing assets such as the university and the business park, additional development within the park will strengthen the area as a catalyst for increasing median income, expanding the labor force, and improving overall quality of life. With the right approach, Whitewater can establish itself as a competitive, ready-to-build industrial hub in Southeastern Wisconsin.

ABOUT THE FERC

The University of Wisconsin-Whitewater Fiscal and Economic Research Center provides research services for area businesses, not-for-profits organizations and government entities, including:

- Economic Analysis
- Geographic Information Systems (GIS) analysis
- Market research, marketing strategy and planning
- Statistical analysis
- Simulation analysis
- Ecological and biological analysis
- Government and public policy analysis
- Entrepreneurship
- Economic forecasting and business development

Editor and Graphic Designer

Shannon Murray

ABOUT THE AUTHORS

Dr. Russ Kashian is a professor of economics at the University of Wisconsin-Whitewater. He served as a specialist for the University of Wisconsin-Extension and is the director of the Fiscal and Economic Research center at UW-Whitewater. In the 20 years that he has taught at the university, his focus has been conducting applied research projects that develop students, are of value to others, and serve the region. Dr. Kashian's main areas of interest are financial intermediaries, tourism, education, and economic development.

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Matt Kirchoff



University of Wisconsin
Whitewater

College of Business and Economics
Fiscal and Economic Research Center



CDA Agenda Item

Meeting Date:	May 21, 2026
Agenda Item:	HM Brandt Change Order 116 E Main Street-Wrap n Ship
Staff Contact (name, email, phone):	Llana Dostie, Zoning Specialist

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

On April 15, 2026, representatives from the Wisconsin Department of Natural Resources (DNR) requested that HM Brandt and I conduct a walkthrough of 116 E Main Street the former Wrap n Ship prior to its removal.

The initial environmental report prepared by Northstar indicated that several locations within the structure tested positive for asbestos-containing materials. During the walkthrough, the DNR representative requested that an additional ten (10) locations be tested for the presence of asbestos. Northstar subsequently completed the additional testing, and the associated invoice has been included as part of the change order documentation.

The results of the additional testing confirmed the presence of asbestos-containing materials in the newly tested locations. Due to the expanded scope of asbestos abatement required, HM Brandt’s subcontractor has increased the cost for the removal of asbestos throughout the building in accordance with the DNR’s request and regulatory requirements.

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

CDA approved the HM Brandt Contract for Demolition on 2-19-2026

FINANCIAL IMPACT
(If none, state N/A)

See attached

STAFF RECOMMENDATION

Staff recommends the approval of the change order.

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

Change order from HM Brandt



Item 6.

Invoice

Date	Invoice #
4/27/2026	260-586

Bill To
City of Whitewater 312 West Whitewater Street Whitewater, WI 53190

P.O. No.	
Terms	Due Date
Net 30	5/27/2026

Code	Description	Quantity	Price	Total
demoACM	Pre-Demolition Asbestos Inspection Site: 116 East Main Street Whitewater, WI 53190 Site Date: April 16, 2026 NorthStar Personnel: James Gower Requested by: AmyJo Paddock	1	975.00	975.00
PLMx-STAN...	Laboratory Analysis of Asbestos Bulk Samples - Standard	52	18.00	936.00

			Total	\$1,911.00
			Balance Due	\$1,911.00

All credit card payments subject to 4% service charge.
 Finance charge of 1.5% per month or 18% annual applied to all past due balances.



Dirty Ducts Cleaning & Environmental Inc.



“Clean and Healthy Air, Breath after Breath”

Duct Cleaning/Dryer Vent Cleaning • Specialized/Industrial Cleaning • Asbestos/Lead/Mold Abatement • Interior Select Demo

April 30, 2026

Re: City Of Whitewater 116 East Main CO1 Additional Asbestos Materials Removal
Property Location: 116 East Main Street, Whitewater, WI

To: HM Brandt (2 Proposal Pages, 1 Report Table Page)

Our proposal includes the following:

1. Additional Asbestos Removal To Include:

- a. The GREEN HIGHLIGHT on the attached table page taken from Northstar’s Updated Report Dated April 27, 2026.
- b. Note that we are removing the electrical panels as well. These are NOT highlighted as they are covered for abatement in the original bid.

2. Phasing:

- a. Assumes 1st shift, M-F, non-holiday in a mutually agreeable schedule to all parties.
- b. Work will be done in one continuous phase with base bid work.

3. Please note the following:

- a. Includes construction of all negative pressure containment enclosures/etc as applicable for our work complete with HEPA Filtration.
- b. Work procedures will meet or exceed all federal, state, DHS, DNR, EPA and OSHA Standards/Regulations as they apply to this project.
- c. DHS/DNR asbestos permits and associated fees are included. We file it as a DNR demo / asbestos permit and pay the fee and list you as the demo contractor free of charge. This way you don’t have to file a separate permit.
- d. Includes all OSHA employee air monitoring as applicable.
- e. Air clearance testing is excluded. This is NOT required by law on this project. If you’d like it added for some reason, please contact us for pricing.

4. Utilities:

- a. We’ll provide for our work.

5. Disposals:

- a. All disposals associated with our removal work are included to a DNR approved landfill. Dirty Ducts will provide and pay for all associated fees.

6. Other:

- a. We are assuming the structure(s) is for demolition. We will demo to access asbestos materials as necessary.
- b. Non-asbestos items will be set aside for others to haul out and dispose of later.
- c. Excludes Federal Wage. Please contact us if this applies.
- d. Excludes DBE, SBE, etc. type participation. These are difficult to obtain / meet with asbestos removal work due to our employee licensing, asbestos physicals, etc. that are required by the State of WI. For escalated pricing, we can get participation on things like dumpster, materials, etc. If absolutely necessary please call us for further discussion.
- e. Excludes bonding. If you’d like us to carry a bond on our work, we will charge 1.25% of our contract price to add our bond.

Proposal Pricing For C01 Above:

ADD \$8,740; Sign Here To Accept: x _____ ; Date: ____/____/2026

3025 Perry Street, Madison, WI 53713 • P: (608) 204-3828 • F: (608) 204-3826 • DirtyDuctsCleaning.com • info@ddclean.com





Dirty Ducts Cleaning & Environmental Inc.



"Clean and Healthy Air, Breath after Breath"

Duct Cleaning/Dryer Vent Cleaning • Specialized/Industrial Cleaning • Asbestos/Lead/Mold Abatement • Interior Select Demo

Recap:

Base Bid:	\$875
CO1:	\$8,740
Total:	\$9,615

Dirty Ducts Cleaning and Environmental, Inc looks forward to impressing you. We have completed over 10,500 projects to date on time and budget between all of our divisions listed (see top of this letterhead). For insurance, we carry \$5,000,000 umbrella/excess liability, \$1,000,000 of general liability per project with a \$2,000,000 aggregate, \$1,000,000 of automobile coverage and \$1,000,000 of workers' compensation insurance. If testing, bonding, waiver of subrogation or other additional/special insurance coverage is required, the quoted price will need to be adjusted accordingly. Please contact our office for further pricing or questions. Please see attached terms from original proposal that apply to this proposal. Pricing assumes we receive a contract within 60 days. Credit card payment not authorized due to size.

Sincerely,

Please Print Authorized Signee Name Here: _____

P.O. #: _____

Justin Vondra, www.dirtyductsleaning.com

3025 Perry Street, Madison, WI 53713 • P: (608) 204-3828 • F: (608) 204-3826 • DirtyDuctsCleaning.com • info@ddclean.com



NOT CHARGED IN CO #1.
COVERED IN BASE CONTRACT

ASBESTOS CONTAINING MATERIAL SUMMARY:

Item 6.

ACM that will require abatement prior to disturbance by demolition:

Material	Bldg Level	Building Area	Quantity (approx)	Category/Comment
¹ Electrical Panel Interior	1	Storage	2 sf (2 each)	Cat II Non-Friable Assumed ACM

¹ Electrical panels, boxes or components were not sampled due to potential electrical hazard. These components should be assumed ACM unless sampled to prove otherwise.

Non-Friable ACM that *may remain in place for mechanical demolition unless the attached materials (concrete, wood, metal, etc.) will be recycled, reused or crushed:

Material	Bldg Level	Building Area	Quantity (approx)	Category/Comment
Adhesive (brown) (under non-ACM ceramic)	1	Bathroom Storage	50 sf 50 sf 100 sf	Cat II Non-Friable Good Condition On Concrete
Adhesive (black) (under non-ACM vinyl)	1	Reception / Sales Area	440 sf	Cat II Non-Friable Good Condition On Concrete
² Adhesive (grey) on Paneling	1	Bathroom Storage	15 (280) sf 10 (220) sf 25 (400) sf	Cat II Non-Friable Good Condition On Drywall/Wood
³ Roofing Materials	Roof	Roof Throughout	2,000 sf	Cat I Non-Friable Assumed ACM

² Narrow stripes of adhesive between paneling and drywall on the walls and ceiling in the bathroom and the adjacent storage area. Approximately quantity of 25 sf of adhesive on 400 sf of wall material.

³ To maintain the integrity of the roof, no roofing material samples were collected. These materials should be assumed ACM and sampled if/when necessary.

***Any ACM allowed to remain in place during demolition must remain non-friable throughout the demolition process and require proper landfill disposal. Abatement is recommended for any non-friable ACM that may become friable due to the demolition process. The Wisconsin Department of Natural Resources (WDNR) can be consulted with any specific questions regarding these issues.**

Material quantities are listed according to visible estimates at the time of the survey. It is recommended that all quantities be further verified by the building owner and/or an abatement contractor prior to project design, bidding, budgeting and/or WDNR notification purposes.

The following areas were inaccessible or excluded at the time of inspection and may contain additional quantities of suspect asbestos containing materials:

Inaccessible/Excluded Areas
Any additional suspect materials, if encountered, which differ from those tested should be assumed to contain asbestos and sampled if/when necessary.

TO REMAIN FOR DEMO



Community Development Authority

Meeting Date:	May 21, 2026
Agenda Item:	Comprehensive Plan Update feedback
Staff Contact (name, email, phone):	Ashwini Rao, arao@whitewater-wi.gov , 262.473.0145

BACKGROUND

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

At its April meeting, the CDA requested that staff provide a summary of the feedback received as part of the comprehensive plan update. The CDA wanted to review this information first before making any decision about strategic planning. Enclosed is a summary of feedback gathered so far from RDG Planning & Design as part of the Comprehensive Plan Update (Whitewater Forward).

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT

(If none, state N/A)

- None

STAFF RECOMMENDATION

- Determine next steps regarding any desired strategic planning or goal setting

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Summary of Whitewater Comprehensive Plan Update Feedback.

OUTREACH SUMMARY

Public engagement is one of the most important pieces of planning, and as such, was carried throughout the entire planning process. Components of the public engagement process included:

PLANNING TEAM MEETINGS

Throughout the process, the planning team (City staff and project consultants) met two to four times per month to discuss project milestones, community engagement techniques, and emerging recommendations.

ADVISORY WORK GROUP MEETINGS

The Whitewater Forward Advisory Work Group was an important team of 16 decision-makers and involved residents focused on improving Whitewater for today, tomorrow, and decades to come. The working group met six times throughout the development of the plan, guiding the engagement process, reviewing goals and strategies, and ensuring voices were heard and considered.

LISTENING SESSIONS

A diverse range of local subject matter experts were invited to share their perspectives on the past, present, and future of Whitewater. In early 2026, the planning team met with:

- Builders and Developers
- City of Whitewater Staff
- Education Leaders
- High School Students
- Local Business Owners
- Major Employers
- Non-Profit Organizations
- Property Managers and Landlords
- Service Providers



POP-UP EVENTS

The planning team hosted 5 pop-up events and presentations throughout the Whitewater Forward process. The purpose of these events was to catch people at another event or place they were already at to share information about Whitewater Forward and gather their thoughts and ideas.

- Immigrant Support Coalition 03/11/2026
- International Children’s Day 04/18/2026
- UWW University Center 03/10/2026
- University Innovation Center 03/11/2026
- Whitewater Rotary 04/20/2026

PROJECT WEBSITE

Throughout the process, the public was invited to learn about the planning process and share their ideas and concerns via input on the project website (www.whitewaterforward.com). The website was launched in December 2025 and received over 1,050 views by May 2026.

MONTHLY POLL

The Whitewater Forward website hosted monthly survey questions for residents and stakeholders. The topics of the surveys corresponded with plan elements under Whitewater Forward, and each question was carefully crafted. Each month brought residents and stakeholders an opportunity to give input on a new topic. The first survey launched in March 2026, and these surveys earned 94 responses across 3 surveys by May 2026.

DRAFT



WHITewater FORWARD
MOVING TOGETHER TOWARD 2041

Whitewater Forward

About the Project
The City of Whitewater is updating its Comprehensive Plan. This update is titled Whitewater Forward. Whitewater Forward is an important tool to guide community leaders and decision-makers on efficient community growth and public investments.

Get Involved! Get in the Know!
Be the first to know about upcoming events or when we launch a new monthly poll! Subscribe below.
Email address

Monthly Poll

Open

Monthly Poll | Transportation

How do you usually get around Whitewater? Select all that apply:

- Personal vehicle
- Walking
- Bicycling
- Carpooling or rideshare
- I have limited transportation options
- Other (please specify)

Next

COMMUNITY ROUNDTABLE

In February 2026, the planning team hosted a community roundtable at the community center in Starin Park. A short presentation shared information about the planning process, and boards shared preliminary data findings. Attendees discussed their experiences in Whitewater, and shared with the planning team their ideas to improve the community in the future.

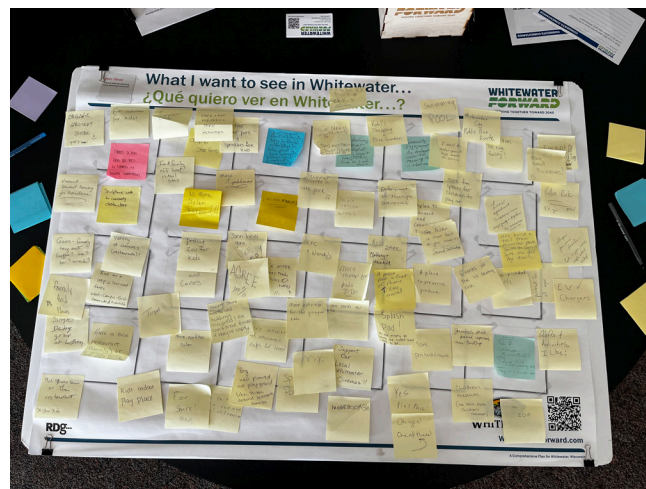
DESIGN WORKSHOPS

The design workshops were hosted in the Cravath Lakefront building in April 2026. The design workshop served as an opportunity for residents and other stakeholders to discuss future land use and mobility with the planning team over maps.

FINAL OPEN HOUSE

The final open house is scheduled for September 2026. This will allow residents and other stakeholders to review and comment on the plan's findings and recommendations before the plan becomes final.

DRAFT



THE COMMUNITY SPEAKS

The meetings, listening sessions, online participation, and community events all revealed a shared hope for Whitewater’s future. Several themes emerged relating to Whitewater’s long-term sustainability, quality of life, and ability to attract and retain students, residents, businesses, and coworkers. Above all else, people want Whitewater to be a premier place to live, work, play, and grow.

HOUSING VARIETY AND AFFORDABILITY

Housing was the most frequent issue discussed. Stakeholders expressed concern about rising housing costs, limited workforce housing, and a lack of ownership opportunities for young professionals, young families, and aging adults. Participants emphasized that these challenges impact business recruitment and retention. Many showed support for expanded housing types, including smaller homes, mixed-use developments, student/senior housing, supportive housing, and multi-generational living options.

TRANSPORTATION, INFRASTRUCTURE, AND CONNECTIVITY

Transportation limitations and barriers came up often among stakeholders, along with ideas for solving such issues. Recurring concerns included the lack of a four-lane highway connection, limited regional access for residents, and insufficient local transit options for students, workers, and seniors. These discussions often lead to opportunity areas for future road expansions and extensions, and possibilities for a more expansive trail network throughout the community.

ECONOMIC DEVELOPMENT AND EMPLOYMENT DIVERSIFICATION

Many conversations centered around a desire to further diversify Whitewater’s employment base. Stakeholders shared eagerness to attract new private-sector employers and expand opportunities in the business and technology park. There was support for incubator spaces, entrepreneurship programs, small manufacturing, and innovative development.

DOWNTOWN AMENITIES

Stakeholders consistently discussed the importance of improving downtown activity, tourism, recreation, and community amenities. Participants identified concerns about downtown vacancies, limited restaurant and entertainment options, and the need for more frequent-use destinations. Recreation assets including the trails and lake downtown were seen as major strengths that can be improved and built upon. There was strong interest in expanding youth programming, cultural activities, and events that encourage both residents and visitors to spend time in downtown Whitewater.

COMMUNITY IDENTITY

Participants repeatedly described Whitewater as a safe, caring, and resourceful community with strong parks, trails, and cultural assets. Stakeholders highlighted the community’s ongoing efforts to improve communication, expand outreach, and create stronger connections among residents. Many participants expressed wants for increasing multilingual communication and broadening engagement opportunities beyond social media. There was strong support for enhancing community gathering spaces and continuing collaboration between the City, University, non-profits, and local organizations and businesses to foster an even greater sense of belonging and shared community pride.





Community Development Authority

Meeting Date:	May 21, 2026
Agenda Item:	Subcommittee for CDA loan and grant applications reviews
Staff Contact (name, email, phone):	Ashwini Rao, arao@whitewater-wi.gov , 262.473.0145

BACKGROUND

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

The Community Development Department has received an application for the CDA Loan Fund for a local commercial business.

City staff would like to create a subcommittee to review these applications and provide recommendations and feedback to the CDA Board. Ideally the subcommittee will include City Staff, members of the CDA board, and possibly external parties (such as the SBDC).

Creation of a subcommittee will ensure that loan and grant applications are reviewed thoroughly and impartially before being advanced to the full CDA board with a formal recommendation.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The CDA board previously reviewed and approved changes to the CDA’s Loan Fund and Façade Loan Fund Programs.

FINANCIAL IMPACT

(If none, state N/A)

- None

STAFF RECOMMENDATION

- Determine who from the CDA will be on the subcommittee

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- N/A