



Innovation Center Advisory Panel

Meeting Date: July 14, 2026

Agenda Item: Memo re Request for Proposals issued for Lot 1B in Business Park

Staff Contact (name, email, phone): Mason Becker, mbecker@whitewater-wi.gov, 262.443.4458

BACKGROUND

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

This update is provided to inform the Advisory Panel that the Community Development Department released a Request for Proposal (RFP) for another lot in the Business Park, Lot 1B (Parcel # /WUP 00322), which is at the end of Universal Blvd. This is following up on the study that Russ Kashian and the UW-Whitewater FERC recently completed on our Business Park. The RFP document, included for reference in this packet, outlines the uses we are targeting to attract, which include metal finishing, tool & die, robotics integration, and others.

We chose to focus on this parcel as our next step, as it is one of the most viable remaining parcels the City owns for industrial use. We do have several smaller lots still available, as well as one directly south of Generac that will likely need some site work done before it is ready to actively market through RFP.

As a reminder, all of the currently available City-owned properties are listed with Anderson Commercial Group. So, while this isn't a brand-new opportunity within the City, it is one that we are working to actively promote through this RFP process.

The RFP is currently on the City website and has been shared with multiple developers, stakeholders, and economic development groups.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT

(If none, state N/A)

- Development of this parcel will be a positive economic contribution within TID #10 and will benefit the City and related taxing jurisdictions, while potentially retaining or creating new jobs in the community.

STAFF RECOMMENDATION

- None. This is provided for information only.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Lot 1B Request for Proposals document
- UW-Whitewater FERC Business Park Study and PowerPoint presentation