



ICAP Agenda Item

Meeting Date: July 14, 2026

Agenda Item: Updated on Lifetime Manufacturing LLC project

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BACKGROUND

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

Since City staff were first approached in mid-January 2026 by Lifetime Manufacturing LLC (dba Summerset Marine Construction), the project advanced rapidly. Since the last ICAP meeting, the project Site Plan was reviewed and approved by the Plan & Architectural Review Commission, and the Development Agreement was approved by the Common Council on June 2, 2026. Closing on the property, consisting of Lots 1T and 2T in the Whitewater University Technology Park was completed shortly after.

Site work has already started on the property, including grading and removal of previously deposited lake dredgings.

This project is a significant win for the City, retaining current area jobs and projecting to add more over the next five years. The project has also generated a good amount of positive coverage for the City, including in BizTimes and other regional publications.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The project was presented at a Concept Site Plan Review to the Plan & Architectural Review Commission on March 30, 2026. The PARC gave favorable feedback to city staff to continue moving the project forward.
- The Development Agreement, previously reviewed and recommended for approval by the Community Development Authority, was approved at the June 2, 2026 Common Council meeting.

FINANCIAL IMPACT

(If none, state N/A)

- The city has owned these parcels for many years, and they had been tax-exempt. This development project will generate significant new increment within TID #10 and the Tech Park.
- Staff also believe that this project will be significant enough that it will increase the visibility of the Tech Park, Business Park, and the City of Whitewater as a whole as a viable location for manufacturing investment.

STAFF RECOMMENDATION

- None. This item is being presented as an informational update for the Innovation Center Advisory Panel, given the proposed project's proximity to the Innovation Center.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Copy of the executed Development Agreement is included for reference