



ICAP Agenda Item

Meeting Date: April 14, 2026

Agenda Item: Updated on proposed Tech Park project for Lifetime Manufacturing LLC

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

BACKGROUND

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

City staff were recently approached in mid-January 2026 by Lifetime Manufacturing LLC (dba Summerset Marine Construction), a local company currently operating in multiple facilities throughout Wisconsin. They specialize in high-quality docks, piers, and lifts. They are currently headquartered just north of the city at the former Verlo complex in the Town of Cold Spring. Their current location is comprised of seven buildings. Please note that this is a separate company from *Summerset Marine Shoreline Restoration* (recently approved to purchase Lot 5B on Endeavor Dr in the Business Park), though the two were once part of the same entity.

The company is seeking to build a new nearly 200,000 square foot facility in order to consolidate and optimize their Whitewater-area operations including manufacturing, service, and sales. The business would bring approximately 90 current jobs with a projected 60 additional positions over the next five years. The company has signed a non-binding Letter of Intent with the city with consideration of developing on Lots 1T and 2T in the Technology Park.

The company recently submitted an official Offer to Purchase through Anderson Commercial Group, which will be reviewed by the PARC on April 13, 2026 for possible recommendation to the Common Council.

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.

FINANCIAL IMPACT

(If none, state N/A)

- The city has owned these parcels for many years, and they are currently 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

- 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. No formal action is required.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Concept Site Plan Review submittals and Planner's Report
