

CITY OF WHITEWATER, WISCONSIN

Whitewater Business Park

Request for Proposals

Lot 1B | 21.6 Acres | M-1 General Manufacturing | Walworth County

ISSUED	July 1, 2026
DUE	August 15, 2026 / 4:00 p.m.
PARCEL (APN)	/WUP 00322
LIST PRICE	\$626,400 (\$29,000/acre)
ZONING	M-1 General Manufacturing
COUNTY	Walworth

CONTACT

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The City of Whitewater is located in Walworth and Jefferson Counties in Southeastern Wisconsin, incorporated in 1885, and provides convenient access to Milwaukee (approximately 55 miles), Madison (approximately 50 miles), and Chicago (approximately 100 miles). With a population of approximately 14,646 (Wisconsin Department of Administration, 2025 estimate), Whitewater is the largest city in Walworth County.

The Whitewater Business Park is a certified development site designated as suitable for development by the Wisconsin Economic Development Corporation and Deloitte Consulting. The park is home to over 25 firms spanning advanced manufacturing, precision polymer and sealing technologies, agricultural and food logistics, electronics manufacturing, and professional and innovation services. Current anchor tenants include Generac, Husco International, HEXPOL, Lavelle Industries, Fab Pro, Simonswerk North America, MacLean-Fogg Component Solutions, Martin Brower, The Coburn Company, iButtonLink, and East West Manufacturing.

The adjoining Whitewater University Technology Park is also home to the Innovation Center, a hub for startup activity, coworking spaces, and with several core anchor tenants, including CESA 2 and iButtonLink. The facility operates in close alignment with UW-Whitewater's research and educational competencies and the resources of the City of Whitewater.

A 2026 economic analysis conducted by the UW-Whitewater Fiscal and Economic Research Center (FERC) using the IMPLAN input-output model found that the Business Park supports over 2,700 total jobs and approximately \$830 million in total economic output. Strategic expansion is a core objective of the City's 2026-2028 Economic Development Strategy, focused on recruiting firms that strengthen the park's existing supply chain clusters, generate high-quality employment, and diversify the City's tax base. A copy of the 2026 study can be found [here](#):

The park is designed with generous covenants, green space, parks, and walking paths. Most lots are shovel-ready with all public utilities at lot lines.

2. THE OPPORTUNITY

The City of Whitewater's Community Development Authority (CDA) is pleased to announce a development opportunity at Lot 1B (Parcel /WUP 00322) in the Whitewater Business Park.

Site Details

Attribute	Detail
Lot Number	1B
Parcel (APN)	/WUP 00322
Size	+/- 21.6 Acres
Asking Price	\$626,400 (\$29,000/acre)
Zoning	M-1 General Manufacturing
County	Walworth County, Wisconsin
Utilities	Gas, electric, fiber optic, and sewer at lot lines
Site Status	Shovel-ready, though grading likely required depending on project
Highway Access	Hwy 12 and Hwy 59

Located south of Hwy 59 within the Walworth County portion of the Business Park, with easy access from both Hwy 12 and Hwy 59. All utilities are available at the lot lines including public water and wastewater, as well as gas and electric (We Energies). Fiber is accessible through TDS or AT&T. The lot is shovel-ready. A 2018 Southeast Wisconsin Regional Plan Commission (SEWRPC) study found no wetlands or floodplain present on the site. A copy of this report is available upon request.

The property is located within Tax Increment District (TID) #10, created in 2021. The City is open to consideration of Tax Increment Financing (TIF) assistance for an appropriate project that meets the State of Wisconsin "but for" test.

The site is also in a current Qualified Opportunity Zone. The City and CDA do not make any claims about availability of Opportunity Zone Funds or future federal designations or amendments to any Opportunity Zones. The City is reapplying for designation under Opportunity Zone 2.0 this year, including this tract.

The CDA is open to a favorable sale of the land to a buyer that will bring the property to a use that meets the terms of this RFP, subject to a Development Agreement reviewed and approved by both the Community Development Authority and the City of Whitewater Common Council. The CDA also has a Loan Fund program available for applicants, subject to application review.

Recently approved projects in the Business Park and the adjoining Whitewater University Technology Park include Summerset Marine Construction (new 150K sq ft manufacturing facility), Summerset Shoreline Restoration, Lavelle's 50K sq ft warehouse expansion, and two separate contractor suite projects, demonstrating that the CDA and City are willing to work with a variety of developers on different projects including through various incentive programs.

The site is currently listed with Anderson Commercial Group, and any future Offer to Purchase, following proposal selection by the CDA, may be submitted by coordinating with:

Kristen Parks, Vice President – kparks@acgwi.com, 414-550-8925

Patrick McGlinn, Senior Vice President – pmcglinn@acgwi.com, 414-207-5250

3. TARGETED INDUSTRY PROFILE

At 21.6 acres, Lot 1B is one of the largest available parcels in the Business Park and is suited for mid-to-large footprint industrial users. Its scale makes it particularly competitive for firms requiring significant floor area, outdoor staging, or future expansion land. The City encourages proposals from firms in advanced manufacturing, precision industrial support, and supply-chain services that complement the park's existing anchor tenants including Generac, Husco International, HEXPOL, Lavelle Industries, and Fab Pro.

The following table identifies the primary industry types the City is targeting for this parcel, drawn from the recommendations of the [2026 UW-Whitewater FERC Industrial Expansion Strategy Analysis](#). Proposals outside these categories will be considered on their merits, but proposals that directly address one or more of these gaps will receive priority consideration in evaluation.

Target Industry	SIC Code	NAICS Code	Strategic Rationale
Metal Finishing & Plating	3471	332813	Provides downstream finishing services for Fab Pro, Husco, and Simonswerk; reduces outbound logistics costs for structural metal and precision component manufacturers
Tool and Die / Mold Making	3544	333511	Supports precision molding needs of Lavelle Industries and MacLean-Fogg; reduces prototype lead times and out-of-area sourcing for anchor tenants
Robotics System Integration	3569	333999	Implements automated assembly solutions for Husco and Lavelle; supports the park-wide Industry 4.0 transition
Industrial Packaging	2653	322211	Manufactures protective packaging for finished industrial goods shipped by park tenants including hydraulic valves and specialty hardware
Electronic Component Wholesale	5065	423690	Supplies micro-components and specialized electronics to iButtonLink and East West; supports the sensor and electronics manufacturing cluster

The park's workforce and university proximity provide a built-in talent pipeline for advanced manufacturing and technology-driven firms. The 53190 zip code is home to 894 residents with graduate degrees, and Whitewater's community ranks among the highest in Wisconsin for bachelor's degree attainment. Firms offering professional and technical employment aligned with this workforce profile are strongly encouraged to apply.

4. RFP DETAILS AND SUBMISSION REQUIREMENTS

Timeline

Activity	Deadline
RFP Release Date	July 1, 2026
Responses Due	August 15, 2026, 4:00 p.m.
Short-List Notification	Following review and interviews
Developer Negotiations	To be determined

The City may amend this schedule at any time. Written notice of any changes will be provided to all respondents.

Send all responses and questions to:

Mason Becker, Executive Director
Whitewater Community Development Authority
312 W. Whitewater St., Whitewater WI 53190
mbecker@whitewater-wi.gov

Responses shall not exceed 15 pages (brief appendices are acceptable), and shall use a minimum font size of 11. Respondents must submit one copy electronically to mbecker@whitewater-wi.gov. Hard copy submittals are optional. Submittals must be received no later than the due date and time above. Late submittals will not be accepted.

Required Submittal Components

A. Transmittal Letter

- Official letterhead with contact information for the person authorized to negotiate on behalf of the development team
- Affirmative statement that the respondent agrees to the minimum business terms identified in this RFP
- Certification that the RFP response and exhibits are true and correct; unsigned or undated submissions will not be accepted

B. Development Team

- Identify the developer and all key team members including the project leader and key consultants
- Provide a narrative describing the role and relevant expertise of each firm and key individual involved in project implementation

C. Proposed Development Concept

- One-page narrative describing the development concept envisioned for the site
- Identification of any responsibilities proposed to be imposed on the City and/or CDA
- Description of how the proposed use aligns with the targeted industry profile in Section 3
- Up to three graphics such as a conceptual site plan, at respondent's discretion
- Details on number of positions or wage commitments as available. Ranges are acceptable.

CI. Experience

- Descriptions of at least two and no more than four analogous projects completed within the past five years, each including: project name and location; development scope and square footage; financial characteristics and funding sources; description of the respondent's role; and a public sector contact with telephone and email

CII. Financial Capacity

- Explanation of how the project will be funded including mix of sources
- Statement identifying any targeted threshold rate of return
- Disclosure of any litigation or disputes that could materially affect the team's ability to complete the project
- Statement regarding any prior bankruptcy, default, or foreclosure by any team member

CIII.

#	Evaluation Criterion
1	Agreement to abide by the minimum business terms identified in this RFP
2	Development of projects of similar scope and scale
3	Financial capacity to undertake a project of the proposed magnitude
4	Overall quality and experience of the development team
5	Experience with public/private development agreements
6	Quality and completeness of the RFP response
7	Alignment of proposed use with targeted industry profile and strategic rationale

6. SELECTION PROCESS

The selection process will be conducted in three phases:

Phase 1 - RFP Review:

The City will evaluate all responses and select a short list of one or more development teams to advance to the Developer Review stage.

Phase 2 - Developer Review:

Short-listed teams will be asked to provide more detailed information including preliminary design drawings, a pro forma analysis, identification of an operator if applicable, and a description of any proposed lease terms.

Phase 3 - Negotiation:

The City will enter into a negotiation period with the selected development team for the purpose of negotiating the terms of a Development Agreement.

7. DECLARATION AND ADDITIONAL INFORMATION

CDA Rights

- The CDA reserves the right to reject all submittals for any legally permissible reason without indicating reasons for rejection.
- The CDA reserves the right to amend this RFP by addendum. The CDA is bound only by what is expressly stated in this RFP and any authorized written addenda posted on the City website.
- The CDA accepts no financial responsibility for costs incurred by the respondent during any phase of the selection process. All submittals shall become the property of the CDA.

Withdrawal

The CDA reserves the right to withdraw this RFP at any time without prior notice and makes no representation that any agreement will be awarded to any respondent.

Confidentiality

All submittals are considered confidential until the CDA makes a selection, at which time submittals will become public information. The financial capacity portion of each submittal will be treated as confidential and will not be available for public review at any time.

Conflict of Interest

All members of responding development teams must disclose any and all circumstances that could give rise to any potential conflict of interest with their participation in this project with the CDA or the City of Whitewater, and its agents, representatives, and consultants.

Questions

Any questions arising during preparation of a submittal should be directed to Mason Becker, CDA Executive Director, via email at mbecker@whitewater-wi.gov.

8. ADDENDUM - PUBLIC UTILITY INFORMATION

Stormwater: 18" storm sewer stub on the north side of the cul-de-sac; 15" and 18" stubs on the south side of the property (north side of Innovation Dr). Stormwater is directed to the existing wet detention pond west of the Innovation Center. Developers should evaluate infiltration feasibility and incorporate infiltration standards into site design if feasible.

Sanitary Sewer: 8" sanitary main extended just east of the cul-de-sac, available for connection; two 6" laterals stubbed in off Innovation Drive. Main capacity is sufficient; any constraints would relate to BOD loadings at the treatment facility rather than line capacity.

Water (Flow Test Data – Nearby Hydrants):

Test Location: Innovation Dr & Howard Rd

Date: 6/3/26

Watermain Size: 12" DI

Hydrant Lead: 6" / 8" stubs

Static/Residual PSI: 51 / 47

Total Flow: 1,100 GPM

Notes: —

Test Location: 1215 Universal Blvd (Lavelle Industries)

Date: 5/6/25

Watermain Size: 12" DI

Hydrant Lead: 6"

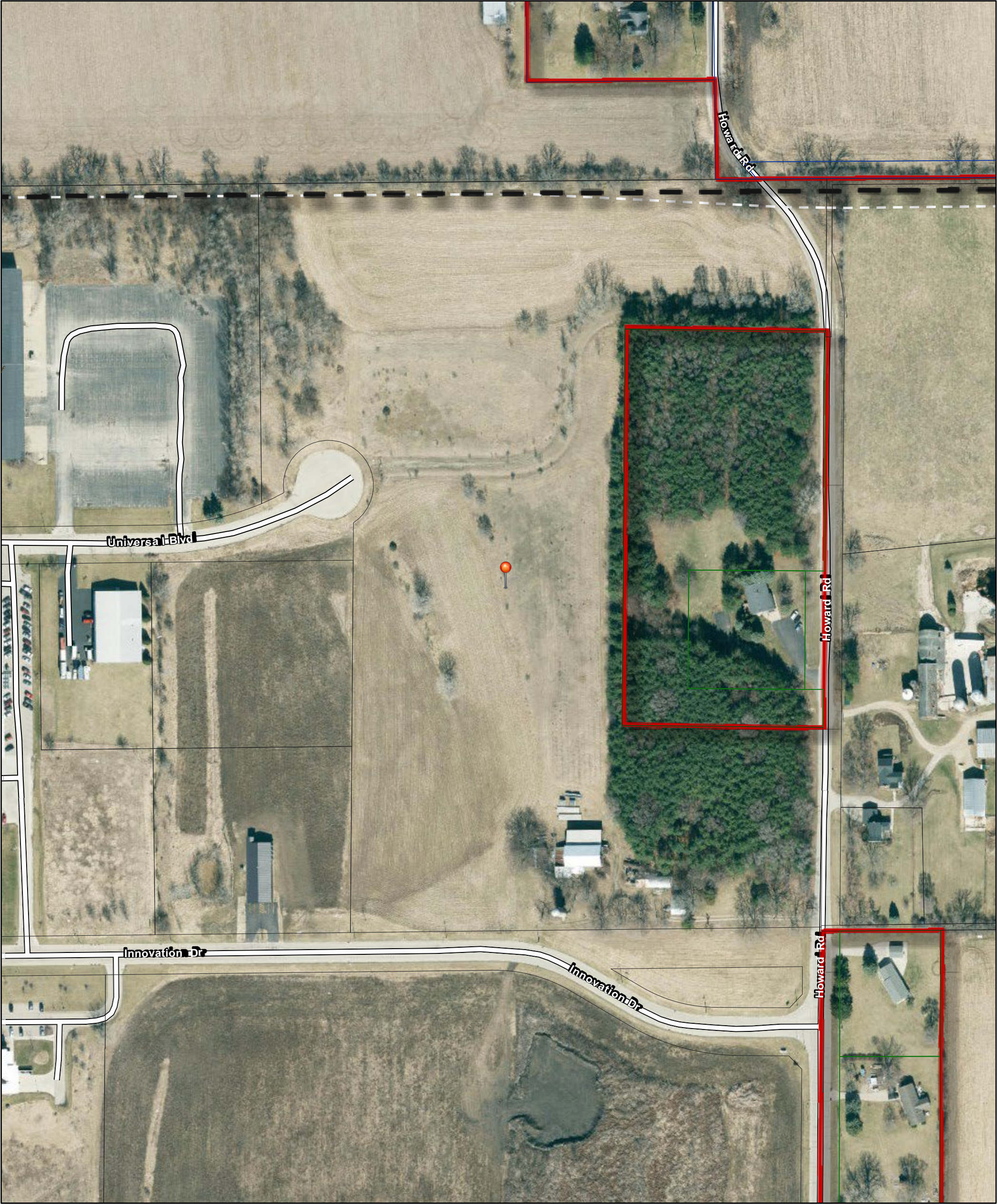
Static/Residual PSI: 59 / 55

Total Flow: 1,135 GPM

Notes: Well #8 was offline during test; actual available flow may be higher

Both tests are on hydrants fed by the 12" ductile iron main serving the immediate area around Lot 1B, with fire flows in the 1,100-1,135 GPM range. Site-specific flow testing is recommended to confirm available capacity for a given building design.

ArcGIS Web Map



6/30/2026, 9:27:56 AM

- Whitewater Township
- Koshkonong & Cold Spring Township
- TOWN OF COLD SPRING

