



CDA Agenda Item

Meeting Date: June 18, 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)

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