



Common Council Agenda Item

Meeting Date: September 1, 2026

Agenda Item: Memo re City Agreement w/ Downtown Whitewater, Inc

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

BACKGROUND

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

The City of Whitewater and Downtown Whitewater, Inc. (DTWW) have maintained a cooperative relationship focused on downtown revitalization since DTWW's formation in 2006. In January 2021, the City and DTWW entered into a Memorandum of Understanding (MOU) outlining services DTWW would provide in exchange for City financial support, including operation of City Market events, downtown promotion, community events, beautification efforts, economic development support, and coordination with downtown businesses and community partners.

As previously discussed with the Common Council, City staff reviewed the 2021 MOU and determined that several provisions no longer reflect current needs or organizational capacity. While core activities such as the City Market, promotional communications, and major downtown events have continued, other provisions have become outdated or have not been consistently implemented, including certain programming, reporting, and administrative requirements.

City staff and DTWW leadership agree that the existing MOU is no longer a practical framework for the partnership and should be updated to better reflect the services, expectations, and capacity of both organizations moving forward.

Following the March 24, 2026 Finance Committee meeting, City staff drafted a new agreement based on a "Fee for Services" model, that involves straight forward outlining of services that DTWW would provide, in exchange for set amounts to be paid for such services. Recognizing that less services and total initiatives are being requested of DTWW, the City proposed a reduced total contribution for the services as outlined.

The DTWW board voted to approve the drafted agreement at their most recent board meeting.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The previous Memorandum of Understanding was signed in 2021.
- The Finance Committee reviewed this item at the March 24, 2026 meeting and instructed staff to come up with a new agreement, separated from the previous MOU
- The Finance Committee reviewed the drafted agreement at the May 26, 2026 meeting and recommended the agreement to Council for approval
- The Downtown Whitewater, Inc board met on August 20, 2026 and accepted the proposed agreement

FINANCIAL IMPACT

(If none, state N/A)

In the city's most recent biennial budget, \$25,000.00 was budgeted as the contribution to Downtown Whitewater, Inc in both 2026 and 2027. This matches the amount that was budgeted in 2023 and 2024. The revised Fee for Services Agreement allocates \$16,000 for 2027.

It is possible the realized savings (\$9,000.00) from this could be reinvested in the July 4th Festival. Any request on that will come at a future meeting.

STAFF RECOMMENDATION

Staff requests that the Common Council approve the Resolution for the Fee for Services Agreement with Downtown Whitewater, Inc
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ATTACHMENT(S) INCLUDED

(If none, state N/A)

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| <ul style="list-style-type: none">- Drafted Fee for Services Agreement between the City of Whitewater and Downtown Whitewater, Inc- Drafted Resolution for Approval |
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