



www.whitewater-wi.gov
Community Dev. Director: 262-473-0148
Economic Dev. Coordinator: 262-473-0145
Zoning Specialist: 262-473-0144

Community Development Department
312 W. Whitewater St.
Whitewater, WI 53190

FEE-FOR-SERVICE AGREEMENT

City of Whitewater & Downtown Whitewater, Inc. (DTWW)

PURPOSE

This Agreement establishes a Fee-for-Service (FFS) relationship between the City of Whitewater ("City") and Downtown Whitewater, Inc. ("DTWW") for the delivery of defined downtown programming and event-related services. Funding is tied to specific, measurable activities that provide public benefit and support downtown vitality.

TOTAL COMPENSATION

The City agrees to provide DTWW with \$16,000 for completion of the services outlined in this Agreement.

Payment is contingent upon completion of the core deliverables and submission of required documentation.

SCOPE OF SERVICES

A. City Market Operations — \$8,000

DTWW shall coordinate and manage the City Market program, including:

- * Planning and execution of approximately 20-26 seasonal markets
- * Vendor recruitment, coordination, and communication
- * Event logistics, setup coordination, and on-site management
- * Basic promotion of market events

Performance Measures:

- * Number of markets held
- * Vendor participation levels
- * Estimated attendance

B. Signature Downtown Events — \$3,000

DTWW shall coordinate and support the following community events:

- * Parade of Lights

Additional events may be undertaken only with prior written approval from the City.

Performance Measures:



www.whitewater-wi.gov

Community Dev. Director: 262-473-0148

Economic Dev. Coordinator: 262-473-0145

Zoning Specialist: 262-473-0144

Community Development Department

312 W. Whitewater St.

Whitewater, WI 53190

- * Successful execution of listed events
- * Estimated attendance
- * Participation by community partners

C. Event-Focused Promotions — \$3,000

DTWW shall provide promotional support for City Market and Signature Events, including:

- * Coordinated event promotion (social media, newsletter, or equivalent)
- * Maintenance of a public-facing community events calendar

This category is limited to promotion of events funded under this Agreement.

Performance Measures:

- * Consistent promotion of scheduled events
- * Active and up-to-date event listings

D. Community Enhancements — \$2,000

DTWW shall coordinate limited volunteer-based downtown enhancement efforts, including:

- * Up to two (2) cleanup or seasonal beautification activities annually
- * Own and store winter snowflake decorations
 - The City places and removes these seasonally each year
- * Senior Graduate Pictures Downtown

Performance Measures:

- * Completion of activities
- * Estimated volunteer participation
- * Estimated business participation

4. REPORTING REQUIREMENTS

To receive full payment, DTWW shall provide:

Annual Summary Report (Required):

- * Number of markets held
- * Events completed



www.whitewater-wi.gov
Community Dev. Director: 262-473-0148
Economic Dev. Coordinator: 262-473-0145
Zoning Specialist: 262-473-0144

Community Development Department
312 W. Whitewater St.
Whitewater, WI 53190

* General summary of activities

Documentation should be practical and proportional to the scale of services.

5. ELIGIBILITY REQUIREMENTS

DTWW must remain in good standing to receive funding under this Agreement by:

1. Providing an annual financial summary
2. Maintaining public notice of board meetings and meeting minutes
3. Maintaining an active City staff liaison

6. PAYMENT TERMS

Payment may be made in installments or upon completion, as determined by the City, and is contingent upon satisfactory completion of services and submission of required documentation.

Failure to complete agreed-upon services may result in a reduction of payment.

7. TERM & AMENDMENTS

This Agreement applies to calendar year June of 2026 – December of 2027.
Any modifications must be approved in writing by both parties.

8. GENERAL PROVISIONS

This Agreement does not establish an employment relationship. DTWW operates as an independent entity responsible for its own operations, staffing, and compliance.

CITY OF WHITEWATER

Signature: _____

Title: _____

Date: _____

DOWNTOWN WHITEWATER, INC.

Signature: [Signature]

Title: Executive Director

Date: 8-20-2026



www.whitewater-wi.gov

Community Dev. Director: 262-473-0148

Economic Dev. Coordinator: 262-473-0145

Zoning Specialist: 262-473-0144

Community Development Department

312 W. Whitewater St.

Whitewater, WI 53190