

The MOU outlining responsibilities for Downtown Whitewater, Inc. included several items that have been redacted due to exceeding the current operational capacity of the organization. Downtown Whitewater, Inc. is entirely volunteer-run, including its board and executive director role, and does not currently have a paid staff member or sufficient business participation to realistically fulfill the full scope of responsibilities outlined in the original MOU.

The current Executive Director is serving in a volunteer interim capacity for Downtown Whitewater, Inc., while also holding the primary role of Executive Director for the Chamber, Tourism, and 4th of July. Accordingly, the organization's expectations must be aligned with what is sustainable and manageable within this volunteer structure. The responsibilities outlined in the unredacted MOU more closely reflect the role of a full-time, dedicated Executive Director rather than a volunteered position.

For 2026, the primary focus of Downtown Whitewater, Inc. is to engage with downtown businesses to understand their needs and to foster interest in and value for the organization, while maintaining a realistic and sustainable workload. If sufficient engagement and support from downtown businesses is not achieved within the year, the future of the organization may need to be revisited to ensure sustainability.

At this time, the full scope of responsibilities outlined in the unredacted MOU is may not be feasible without additional staffing and financial resources. Once a full-time Executive Director is in place and the organization has increased capacity, the full MOU can be revisited and implemented.

We appreciate the City's ongoing partnership and support, and remain committed to ensuring Downtown Whitewater, Inc. can provide meaningful support to downtown businesses while maintaining a sustainable and manageable organizational structure.

Karin Silvius

Executive Director

Whitewater Area Chamber of Commerce, Tourism Council, & Downtown Whitewater, INC

402 W Main Street

Whitewater, WI 53190

phone: (262) 473-4005

4th of July: [4th of July Festival - Whitewater, WI](#)

Website: <http://www.whitewaterchamber.com>