City of WHITEWATER	# Common Council Agenda Item
Meeting Date:	November 5, 2026
Agenda Item:	Discussion and Possible Action to Authorize Continuation of the Whitewater Aquatic and Fitness Center (WAFC) Capital Campaign and Consulting Agreement with The Sweeney Group.
Staff Contact (name, email, phone):	Kevin Boehm, kboehm@whitewater-wi.gov, 262-473-0122

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

The Whitewater Aquatic and Fitness Center (WAFC) is an important community asset providing recreational, fitness, aquatic, and wellness opportunities for residents of all ages. As the facility continues to age, significant investments will be necessary to maintain its infrastructure, modernize amenities, and ensure its long-term sustainability.

The City has been working with Jodi Sweeney of The Sweeney Group to develop a capital campaign with an overall fundraising goal of $3 million through private contributions, grants, community partnerships, and potential future City participation.

The City recently received a comprehensive facility analysis from ADCI identifying maintenance needs and recommended improvements. Staff has developed an accompanying priority matrix, which will be further reviewed with the Aquatic Center Committee to help determine which improvements may be appropriate for traditional Capital Improvement Plan (CIP) funding and which may be supported through the capital campaign.

Preliminary campaign planning has progressed to the point where staff is ready to begin actively soliciting donations, developing partnerships, and pursuing additional funding opportunities.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

In 2023, the Common Council approved engaging The Sweeney Group to conduct an exploratory capital campaign planning study for the WAFC. The study evaluated fundraising potential, community support, and opportunities for public-private partnerships.

Jodi Sweeney presented the completed study to the Common Council on January 20, 2026. Following this work, staff continued preliminary campaign development, including fundraising strategies, donor identification, and establishing a campaign planning committee.

The ADCI Facility Analysis has also been completed to assist in identifying and prioritizing future facility improvements.

On October 27, 2026, the Finance Committee recommended approval of continuing the WAFC capital campaign and authorizing a consulting agreement with Jodi Sweeney of The Sweeney Group, forwarding the matter to the Common Council for final consideration.

FINANCIAL IMPACT
(If none, state N/A)

The Sweeney Group has proposed continuing capital campaign consulting services at a cost not to exceed $35,000, plus associated expenses. Staff proposes that these costs be paid from funds raised through the WAFC capital campaign.

Staff anticipates returning to the Finance Committee and Common Council with fundraising progress, identified project priorities, and any future requests for City financial participation.

No City funding commitment toward WAFC capital improvements is being requested at this time.

STAFF RECOMMENDATION

Staff recommends that the Common Council, consistent with the Finance Committee's October 27, 2026, recommendation, authorize the continuation of the WAFC capital campaign and approve consulting services with Jodi Sweeney of The Sweeney Group at a cost not to exceed $35,000, plus associated expenses, to be funded through campaign proceeds.

This authorization would allow staff to proceed with active fundraising, donor solicitation, grant opportunities, and community partnerships toward the $3 million fundraising goal.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- WAFC Facility Analysis – Priority Matrix