



Council Agenda Item

Meeting Date: June 10, 2026

Agenda Item: 4th of July Festival

Staff Contact (name, email, phone): Becky Magestro bmagestro@whitewater-wi.gov 262-473-0101

BACKGROUND

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

During the Common Council meeting on June 2, 2026, a resident spoke during public comment and expressed concerns regarding the City's lack of sponsorship for a local event.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Downtown Whitewater, Inc. (DTWW) has organized and managed the Whitewater Fourth of July Festival for many years. Recently, we have received several questions about the event and would like to help clarify the City's role.

While many people assume the City of Whitewater organizes the annual Fourth of July Festival, the festival is planned and operated entirely by Downtown Whitewater, Inc. If you have questions about the festival or are interested in volunteering, please contact DTWW at 262-473-4005.

To my knowledge, the City of Whitewater has not been asked to sponsor this event.

The City of Whitewater's involvement this year is limited to organizing the Fourth of July Parade through the Parks and Recreation Department. For parade information, please visit:

<https://www.wwparks.org/4thofjulyparade>

ATTACHMENT(S) INCLUDED

(If none, state N/A)