

## **Memorandum of Understanding**

This memorandum of understanding made this 19<sup>th</sup> day of January 2021, by and between the City of Whitewater (City) and Downtown Whitewater, Inc. (DTWW).

**Witnesseth:** The City and DTWW have been working cooperatively since the creation of DTWW in 2006 to revitalize the downtown area of Whitewater. The City, while currently a Connect Community, was named a Wisconsin Main Street community in 2006 and subscribes to the Main Street four-point approach (design, promotion, organization, and economic vitality) for downtown revitalization and renewal. In an effort to maintain clear and open communication with the City, the city manager or his designee has held a seat on the board of directors of DTWW since 2006 as outlined by the bylaws for DTWW.

The City and DTWW desire to continue the progress that has been made over the last ten years in downtown revitalization and in fostering a positive and collaborative working relationship.

The City and DTWW hereby agree to the following for 2021:

1. In 2021, DTWW will focus its efforts on achieving the following:
  - A. Manage Whitewater City Market for an expected 26 weeks on Tuesday nights during the summer season.
  - B. Manage Whitewater City Market's expanded winter season Saturday mornings December- April with modifications as needed during ongoing COVID-19 concerns.
  - C. Continue to provide local businesses with timely information and assist them with any grant opportunities that arise.
  - D. Continue to share important COVID-19 information to the community.
  - E. Continue with implementation of outdoor public eating areas.
  - F. Continue to work with UW-Whitewater on building unity between the community and university.
  - G. Completion of second USDA Rural Business Development Grant in conjunction with UW Extension and other community stakeholders.
  - H. Provide a weekly events newsletter to promote local events.
  - I. Provide a bi-weekly business newsletter to share important information to our local businesses.
  - J. Continue work with Dementia Friendly Community Initiative to encourage local businesses to become dementia friendly and provide access to appropriate resources and training.
  - K. Hosting annual events including, but not limited to: The Parade of Lights, and 4th of July Festival.
  - L. Initialize effort to implement Heart and Soul community engagement program.
  - M. Continue downtown beautification by providing event/holiday decorations across the downtown area.
  - N. Investigate process and implementation in designation of downtown as a historic district.
  - O. Draft document for "downtown covenants" a design centered guidance for new businesses and owners.
  - P. Submission AARP Livability grant.
2. DTWW will provide the following ongoing downtown management and services for the City:
  - A. Assist with City's economic development efforts by enhancing the downtown environment for new businesses, supporting, maintaining and promoting existing businesses in the

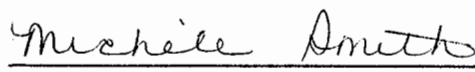
- downtown Main Street designated district by partnering with other community organizations, including the Whitewater Area Chamber of Commerce, Whitewater Tourism Council, Whitewater Community Development Authority, UWW Community Engagement Center and any other organizations that share values and goals similar to those of DTWW.
- B. Assist with Whitewater Historic Preservation Program and façade rendering consultation program in the downtown Main Street designated district.
  - C. Coordinate and supervise 10-12 downtown cleanup events, especially prior to local event days (UW-Whitewater graduation, Memorial Day, July 4<sup>th</sup>, move-in days, homecoming, etc.), when it is critical to have our downtown clean.
  - D. As requested by the City, assist in communicating timelines and work plans for public infrastructure improvement projects in the downtown area to downtown stakeholders and assist with project planning efforts.
3. DTWW shall raise sufficient funds each year to at least match the amount of public funds contributed by the City to financially support DTWW. Donated items converted to cash may count toward the balance of funds contributed. In-kind contributions of items deemed normal and necessary to DTWW's functioning may count toward no more than 15% of the balance of the funds contributed. In 2021, the City will contribute \$30,000 to DTWW (payable in four installments of \$7,500 paid by the 7<sup>th</sup> day of the first month of each quarter).
  4. DTWW will provide quarterly oral reports (January, April, July, and October) to the Whitewater Common Council at one of its regularly scheduled meetings. These reports will highlight the accomplishments of DTWW during the previous quarter (including but not limited to number of downtown jobs created/retained, private/public monetary investments made in the downtown, building vacancies, façade improvements made and promotion efforts) as well as progress made in achieving DTWW's annual work plan objectives.
  5. DTWW will provide the City with a copy of its annual financial report as well as a copy of its annual report filed with the State of Wisconsin Main Street Program. At the time of application for renewal of this agreement, DTWW will submit a brief report detailing how it has complied with items 1 a.-f. and 2 a.-e. and listing, if applicable, the nature and value of in-kind donations counted toward the balance of funds contributed.
  6. Since DTWW is partially funded with public funds, its monthly Board of Directors meetings shall be considered public meetings and will be posted as such with the City Clerk in accordance with State law and City Ordinances. All minutes of these meetings will similarly be filed with the City Clerk after approval by the DTWW Board.

This agreement will remain in full force and effect for a period of one year beginning on Jan. 1, 2021 and may be renewed for additional one-year terms upon the mutual consent of both the City and DTWW.

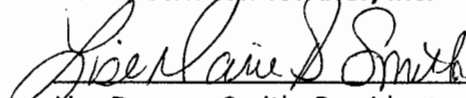
Signed and approved this 19 day of January, 2021.

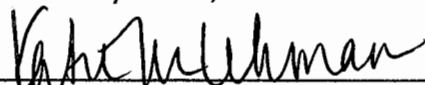
**City of Whitewater**

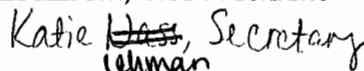
  
Cameron Clapper, City Manager

  
Michele Smith, City Clerk

**Downtown Whitewater, Inc.**

  
Lisa Dawsey-Smith, President

  
Rob Boostrom, Vice President

  
Katie Hoss, Secretary