



PARC Agenda Item

Meeting Date: April 13, 2026

Agenda Item: Offer to Purchase Lot 1T and 2T in Technology Park

Staff Contact (name, email, phone): Mason Becker, mbecker@whitewater-wi.gov

BACKGROUND

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

City staff were recently approached in mid-January 2026 by Lifetime Manufacturing LLC (dba Summerset Marine Construction), a local company currently operating in multiple facilities throughout Wisconsin. They specialize in high-quality docks, piers, and lifts. They are currently headquartered just north of the city at the former Verlo complex in the Town of Cold Spring. Their current location is comprised of seven buildings. Please note that this is a separate company from *Summerset Marine Shoreline Restoration* (recently approved to purchase Lot 5B on Endeavor Dr in the Business Park), though the two were once part of the same entity.

The company is seeking to build a new nearly 200,000 square foot facility in order to consolidate and optimize their Whitewater-area operations including manufacturing, service, and sales. The business would bring approximately 90 current jobs with a projected 60 additional positions over the next five years. The company has signed a non-binding Letter of Intent with the city with consideration of developing on Lots 1T and 2T in the Technology Park.

The City of Whitewater received an Offer to Purchase Lot 1T and 2T in the Technology Park through Anderson Commercial Group on April 3, 2026. The sale would involve a credit going back to the buyer at closing.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The CDA and Common Council have both been previously briefed about this project in closed session
- The PARC conducted a Concept Site Plan review of this project on March 30, 2026. Discussion and feedback were positive, and indicated that staff should continue working to move this project forward

FINANCIAL IMPACT

(If none, state N/A)

- The city has owned these parcels for many years, and they are currently tax-exempt. This development project will generate significant new increment within TID #10 and the Tech Park.
- Staff also believe that this project will be significant enough that it will increase the visibility of the Tech Park, Business Park, and the City of Whitewater as a whole as a viable location for manufacturing investment.
- A Development Agreement is being worked on, and will contain terms and obligations that will ensure the project moves forward, should this land sale be approved.

STAFF RECOMMENDATION

- Staff recommend that the PARC move the Offer to Purchase forward with a positive recommendation to the Common Council.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Offer to Purchase from Lifetime Manufacturing LLC
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