City of WHITEWATER	# Finance Committee Agenda Item
Meeting Date:	October 27, 2026
Agenda Item:	Discussion and Possible Action Regarding Finance Committee Guidance on Next Steps for the Whitewater Aquatic and Fitness Center (WAFC) Capital Campaign.
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.

FINANCIAL IMPACT
(If none, state N/A)

The Sweeney Group has proposed a 10-month consulting agreement totaling $50,000, plus associated expenses. Approximately $15,000 has been paid for services through October 2026, leaving an anticipated $35,000 in consulting fees. Remaining consulting expenses may be paid from capital campaign proceeds.

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

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

STAFF RECOMMENDATION

Staff recommends that the Finance Committee forward a favorable recommendation to the Common Council supporting the continuation of the WAFC capital campaign and authorizing a consulting agreement with Jodi Sweeney of The Sweeney Group, subject to review of prior expenditures and applicable City purchasing requirements.

This authorization would allow staff and the campaign planning committee to proceed with active fundraising, donor solicitation, and community partnerships in support of the $3 million campaign goal.

Staff anticipates returning to the Finance Committee and Common Council at a later date with fundraising progress, identified capital priorities, and a more comprehensive proposal for potential City financial participation.

At this time, staff is requesting authorization to continue the capital campaign and associated consulting services, without seeking a commitment of City funds toward facility improvements.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- WAFC Facility Analysis – Priority Matrix
- The Sweeney Group – Proposed Consulting Agreement