



Common Council Agenda Item

Meeting Date:	June 2, 2026
Agenda Item:	Memo re Lifetime Manufacturing LLC Development Agreement
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov , 262.443.4458

BACKGROUND

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

Staff is presenting a proposed Development Agreement between the City of Whitewater and Lifetime Manufacturing LLC related to the development of an approximately 150,000 square-foot manufacturing facility within Tax Increment District (TID) No. 10 on City-owned land near Innovation Drive and Greenway Court.

This project represents a significant industrial investment that is expected to generate substantial new taxable value, retain existing manufacturing employment within the Whitewater area, and support future job growth. It also will bring approximately 33 acres of currently tax-exempt property onto the tax rolls.

The proposed Development Agreement substantially reflects the conceptual business terms previously presented to the Community Development Authority and Common Council in closed session through the mutually agreed upon Letter of Intent. The agreement memorializes the same overall public-private partnership structure, including land conveyance, financial project assistance, minimum increment thresholds, and employment expectations.

Under the agreement, the City would provide project assistance through a combination of land value contribution and reimbursement of eligible project costs. The assistance is tied directly to completion and performance milestones associated with the development. The total financial assistance through the General Obligation borrowing is \$2.5 million.

It is important to note that the financial assistance is tied to construction milestones in the project: half of the total assistance will be paid on or before October 1, 2026 or within 30 days of Completion of the Building Envelope on the Project, whichever is later. The remaining half will be paid at time of Occupancy Permit issuance. This safeguards the City and the use of these funds.

The project is anticipated to generate a minimum equalized assessed value increment of approximately \$15 million upon completion. Consistent with prior discussions regarding the project, the City intends to finance its contribution through General Obligation borrowing, already reviewed by the City's Finance Committee with a positive recommendation to the Common Council, and with repayment expected to occur through tax increment generated by the development within TID No. 10. The agreement structure is designed so that the project-generated increment supports repayment of the City's obligations over time. In other words, this repayment is not being borne by the existing taxpayers.

The agreement also includes additional financial protections for the City in the event actual increment generation does not meet projections. Specifically, a "shortfall payment" provision requires the Developer to compensate the City for the difference between actual increment generated and the guaranteed minimum assessed increment value established in the agreement. This provision provides an added safeguard to reduce fiscal risk associated with the City's borrowing.

Additional provisions include development timelines, minimum project investment requirements, reporting obligations, and default/remedy procedures typical for agreements of this nature.

This development will complete the Whitewater University Technology Park that was originally initiated over 15 years ago and will represent a significant milestone for growth and reinvestment in the City of Whitewater.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The CDA and Common Council were both briefed on this project in closed session in early 2026.
- The Offer to Purchase was approved unanimously by the Common Council on April 21, 2026.
- The Finance Committee reviewed this proposed borrowing at the April 28, 2026 meeting and recommended approval, along with recommending that interim financing be used.
- The Common Council was briefed on this proposed borrowing at the May 5, 2026 council meeting.
- The Plan & Architectural Review Commission (PARC) approved the applicant's Conditional Use Permit on May 11, 2026.
- The Community Development Authority recommended approval of this Development Agreement at the May 21, 2026 regular board meeting.
- A Site Plan Review was held at a special PARC meeting on June 1, 2026.

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.
- The retention of existing area jobs and creation of new jobs in the future will have a positive economic benefit to the City of Whitewater.
- The General Obligation borrowing will be repaid through increment generated by this project.

STAFF RECOMMENDATION

- Recommend that the Common Council approve the Resolution for the Development Agreement with Lifetime Manufacturing LLC

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Drafted Development Agreement
 - Ehlers TIF Projection and Financial Assistance Request Review
 - Financial recommendation letter from First Citizens State Bank
-