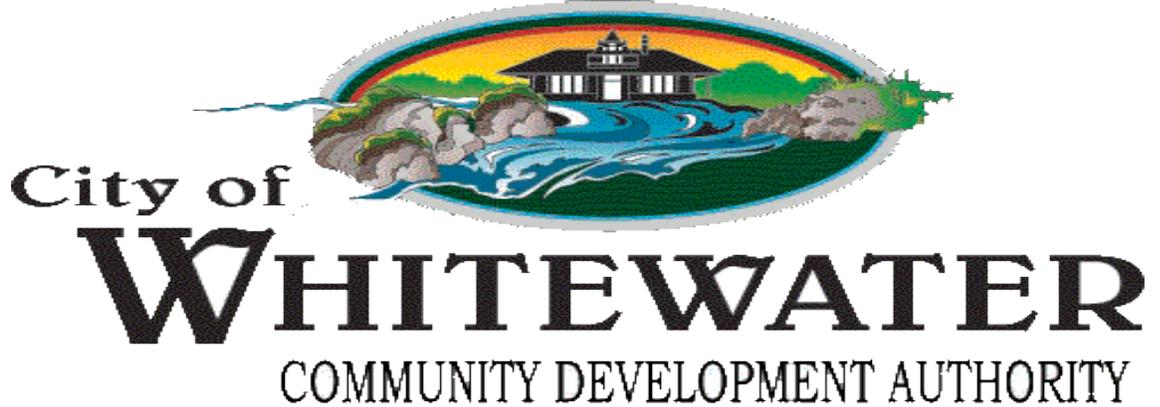


2010 Annual Report



Whitewater Community Development Authority Receives International Economic Development Council Partnership Award

The Whitewater Community Development Authority and the City of Whitewater are the recipients of the Partnership with Educational Institutions Economic Development Award made by the International Economic Development Council (IEDC). This award recognizes excellence in economic development through meaningful linkages with post-secondary education. This includes, but is not limited to, collaboration in the areas of real estate development, community related research or technical assistance, economic strategy, work force development, technology transfer, talent attraction and retention, entrepreneurship and other relevant efforts.

The CDA and City, nominated for this award by UW-Whitewater Small Business Development Center Director, Bud Gayhart, received honorable mention in the under 25,000 population category. The category winner was West Monroe-Ouachita Chamber of Commerce in Arkansas while the honorable mention in that category was received by the CDA and the City. The other four winners in this category were the Wichita Falls Chamber of Commerce and Industry (1st Place), the McAllen Economic Development Corporation and the city of South Bend (Honorable Mention) in the 25,000 to 200,000 population category. the University System of Georgia (1st Place) and the University at Buffalo and Prairie State College (Honorable Mention) in the greater than 500,000 population category.

In citing the CDA and City at the annual IEDC conference held in Columbus, Ohio in late September, the Whitewater University Technology Park and Innovation Center were selected for this award because of the spin off impact of the city/university partnership, creativity in innovation in organizing/governing the partnership as well as the projected economic benefit to the community that will result from the partnership.

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Whitewater University Technology Park



The Whitewater-University Technology Park and Whitewater Innovation Center, located adjacent to the Whitewater Business Park in Whitewater, WI is a center for innovative research and job creation. Management partners include the City of Whitewater, the Whitewater Community Development Authority, and the University of Wisconsin-Whitewater. The Park's service/impact region will be a geographic radius of 100 miles including Walworth, Jefferson, Rock, Dodge, and Waukesha counties. The tech-services foci of the Center coupled with direct access to rail and highway will facilitate positive economic impact at a broad regional or national level. Strategic partnerships with economic development agencies, technical colleges, county governments, and other agencies will facilitate the development of employment opportunities, advanced technologies, and vital services leading to an infusion of new small businesses and access to higher-paying jobs.

This project, supported by federal Economic Development Administration funding includes the Technology Park site development and construction of a 37,200 sq. ft. Innovation Center.

The high-tech Innovation Center facility will serve as a training center and incubator site for the research and development of new enterprises leveraging the fiscal and human resources of the region.



The Whitewater-University Technology Park will serve as a strategic initiative linking Whitewater, Wisconsin and its surrounding communities with the greater global marketplace.

The Technology Park's Innovation Center will serve as an incubator for innovative technology businesses, with potential to yield products that will have global implications in practice and theory. The Innovation Center and Park will also provide the venue for entrepreneurs, organizations, businesses, and the university to collaborate on technology projects and other initiatives that would not be possible in current community facilities.

The Whitewater-University Technology Park will serve as the area leader in the use of Green Technology. The two-story Whitewater Innovation Center will incorporate green design features and will be LEED Certified (Leadership in Energy and Environmental Design). In addition, all developments that

Technology Park Board Members at Ground-breaking. Left to right: Jim Stewart (Rep), Jeff Knight (Rep), Kevin Brunner (City Manager), Mohammed Saeed (EDA), Chancellor Richard Telfer (UWW Rep), Dr. John Chenoweth (UWW Rep), Peter Zaballos (Rep)

occur within the park district will require a much higher standard of building and the use of "green" technologies is strongly encouraged. The Innovation Center will be one of the first LEED certified buildings in Whitewater as well as southern Wisconsin...less impact on our environment and offering a comfortable workplace for employees.

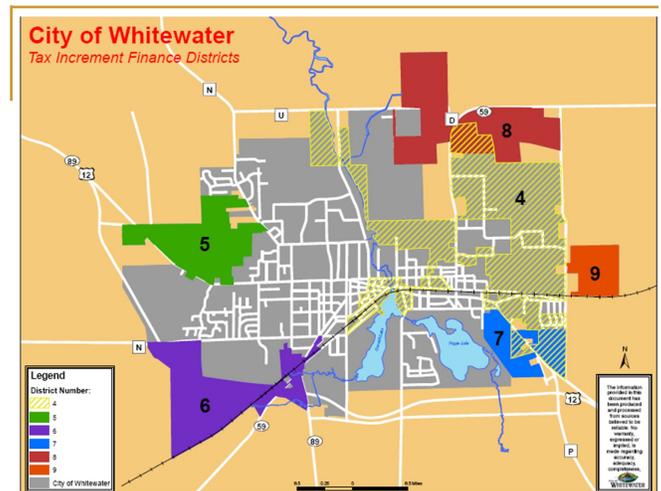
The Whitewater University Innovation Center is projected to bring xxx new jobs to the Whitewater Community .

Revenue Generated by Whitewater TID's that Impact Local Property Tax Bills (2010 Tax and Future Reductions Based on \$100,000 of Property Value)

TID's #1, #2 & #3 Closed in 2010	\$85.25
TID #4	\$222.22
TID's #5,6, 8,&9	\$3.57
TOTAL	\$311.04
Impact for 2010 on residence valued @ \$170,000	\$528.77
Impact for 2010 on commercial property valued @ \$500,000	\$1555.20

Major Projects Financed by TID

- Cravath Lakefront Park
- Downtown Parking Lots
- Acquisition of property for Business and University Technology Park Development
- Infrastructure in Business Park (streets, water, sanitary sewer and storm water)
- Executive Drive, Enterprise Drive, Prospect Drive, Universal Drive,
- Innovation Drive, Industrial Drive, Endeavor Drive
- Bluff Road, East Towne Round-a-bout, Whitewater Plaza,
- 4th Street Reconstruction, Fremont Street,
- Prairie Village Development
- Whitewater Innovation Center



Businesses Benefited by TID

- | | |
|--------------------------|-----------------------|
| HUSCO International | Trek Bicycle Corp. |
| Trostel Packing | Generac Power Systems |
| Universal Electronics | Wink Haus |
| Polymer Technologies | Lavelle Industries |
| Clinton Power | iPacesetters |
| Golden State Foods | Delta Electric |
| Bluff Ridge Market Place | |

Business Retention Program

A strong business retention and expansion (BRE) program ensures that the needs of the local businesses are being not only heard, but are also addressed.

Why Business Retention and Expansion?

A healthy and vibrant local economy depends on the well-being of a community's existing firms.

Thus, efforts aimed at helping local businesses survive and grow in the local community are key to successful economic development. The community benefits because:

- Forty to eighty percent of all new jobs are created by existing firms
- Businesses that stay competitive are more likely to remain in the community and possibly expand
- Keeping an existing business is often easier than recruiting a new firm
- Firms considering moving will talk to existing firms. Odds are better of attracting new firms if existing ones are happy with the community.

Benefits of the Community Leader's approach to BR&E:

Economic development efforts often require action from many community players. Without community consensus, economic development stalls. Our program is a proven community involvement approach for building the consensus to move forward.

Mary Nimm - CDA Coordinator, Kevin Brunner - City Manager, and Bud Gayhart from the UW-W Small Business Development Center have formed a team to assess business concerns, understand the structure of the local economy, set priorities, and implement projects that will help make the community more vibrant.

In 2010, The Business Retention Team met with Executives at these Whitewater business:

Generac
Lavelle Industries
Whitewater Manufacturing
John's Disposal
Whitewater Greenhouses
Schenk Accurate
Trostel



Economic Development Loan Program

The City of Whitewater has been the recipient of three grants (in 1984, 1985 and 1990), which have provided the initial capital for its Economic Development Loan Program. During this time the Whitewater Community Development Authority (CDA) has made several loans which have contributed to substantial business growth and job creation.

Economic development activities assisted with funds made available through the Economic Development Loan Program are intended to meet the following objectives:

1. To encourage the creation and retention of permanent jobs which provide a wage appropriate to the skills and experience of the local work force. A minimum of fifty-one percent (51%) of jobs created will be made available to persons with low to moderate incomes.
2. To encourage the leveraging of private investment into Whitewater, particularly in land and buildings.
3. To perpetuate a positive and proactive business climate which encourages the retention and expansion of existing businesses and helps to attract desirable new businesses.

New Loans 2010: N/A

Funds Available for Lending, Year End 2010: \$770,000

Facade Loan Program

The City of Whitewater was presented with an Industrial Development Grant from the Farmers Home Administration (FmHA) on July 25, 1992. The grant was used to create a revolving loan fund to rehabilitate building facades in the central business district. Based on the success of that program, the CDA decided to commit \$50,000 of its own funds to a similar program for commercial building facades on major arterial streets elsewhere within the city limits. In 1999 these two funds were combined into a single Façade Loan Program.

The overall purpose of improving the facades of commercial buildings is to increase retail traffic and thus to preserve and enhance the economic viability of Whitewater's commercial districts. But an equally important goal is to help create a community environment which is attractive to new industry. This program will enhance Whitewater's success in improving the appearance of commercial districts and attracting new industry to the city.

New Loans 2010: \$15,000 Maurice's Clothing Store

Funds Available for Lending, Year End 2010: \$80,000

Housing Rehab Loan Program

Zero percent (0%) interest loan funds are available through the CDA's Housing and Rental Rehabilitation Loan program to eligible property owners who wish to improve or rehabilitate homes in the City of Whitewater.

ELIGIBLE ACTIVITIES INCLUDE:

Replacement of or repairs to windows, doors, foundations, plumbing, roofing, and façade

Upgrading of the electrical system

Activities related to weatherization

Improvements involving disability/handicapped accessibility

To be considered eligible, applicants must own a property in the City of Whitewater for a minimum of six months and meet the Wisconsin Department of Commerce HUD income eligibility standards.

25x2025 Planning Grant

GOVERNOR DOYLE ANNOUNCES \$500,000 IN RECOVERY ACT GRANTS FOR ENERGY INDEPENDENCE PLANNING

MADISON – Governor Jim Doyle awarded \$500,000 in Recovery Act funds to communities moving toward a clean energy future. The Governor announced 11 grants totaling \$500,000 to help 24 communities develop plans to reach his “25 by 25” energy independence goals.

“These grants will help Wisconsin communities across the state seize the opportunity to save money through energy efficiency and grow a strong new part of our economy in clean energy,” Governor Doyle said. “Through the Recovery Act, our communities will lead as the world moves rapidly in the direction of clean energy and energy efficiency. We spend \$16 billion on fossil fuel energy every year in Wisconsin, and all those dollars are lost to our economy. By working toward these ambitious renewable energy goals, we will create good jobs and continue our state’s clean energy leadership.”

The grant program is funded through the Recovery Act’s Energy Efficiency and Conservation Block Grant (EECBG) program. The 24 communities will create “25x25” plans to meet the Governor’s goal of generating 25 percent of the state’s electricity and transportation fuels from renewable resources by the year 2025.

The 25x25 plan process started in February 2010 and was completed by December 2010. During the process, opportunities were made available for other communities to learn from the experiences of the pilot communities. Open meetings on the topic were held by the Office of Energy Independence during the months of April, August and December.

The program built on Governor Doyle’s work to make Wisconsin a clean energy leader. Last month, Governor Doyle launched the Clean Energy Jobs Act, a landmark legislative package to accelerate the state’s green economy and create jobs. The package called for updating renewable portfolio standards to generate 25 percent of Wisconsin’s fuel from renewable sources by 2025 and sets a realistic goal of a 2 percent annual reduction in energy consumption by 2015. A comprehensive economic assessment of the package found that it would directly create at least 15,000 green jobs in Wisconsin by 2025.

The Energy Independent Community Partnership, which is led by the Governor and the Office of Energy Independence, helps individual communities take advantage of their unique resources and develop new strategies to foster innovative clean energy solutions. More than 135 communities have joined this voluntary partnership with the State.

The CDA Coordinator played an active role in the planning process and served as the Team Coordinator. The Whitewater Energy Independence Council, which served as the group that produced the 25x25 Plan during 2010, also included representatives from the City government, Whitewater School District, UW-Whitewater, WE Energies and UW-Extension.

A copy of the 2010 Wisconsin Energy Independent Community Partnership 25x25 Plan for Energy Independence can be found on-line at: www.whitewater-wi.gov

Homebuyer Education Classes Offered

The Community Development Authority offered the “First Time Home Buyers Education Program.” The program offers an entire day learning all aspects of home buying and is available to anyone considering Home Ownership.

By attending the program, future homeowners approaching the home buying process are provided with the tools and knowledge needed to make the purchase of their first home a success.

Funding for the program has been done with little to no cost to the Community Development Authority through partnering with the Presenters and sponsorship from the participating Lending Institutions.

The program was scheduled on two dates in 2010, but cancelled due to lack of registrants. The CDA and Partners will again offer the program at the request of the Community.



Lead-Safe Contractor Training Offered



In response to EPA Environmental Rule 163, and in an attempt to reduce the exposure to Lead hazards in the home, the Whitewater Community Development Authority partnered with Milwaukee Lead and Asbestos to bring Lead Safe Renovator training to Whitewater, benefitting both the local contractors as well as people living in homes built before 1978.

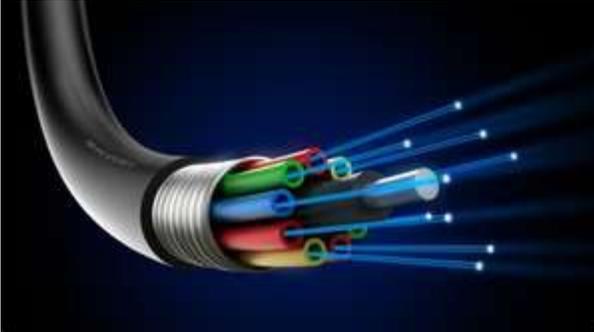
Beginning April 2010, contractors performing work that disturbs lead-based paint in homes, child care facilities and schools built before 1978 must:

Be EPA certified, and follow specific work practices to prevent lead contamination.

Additional training opportunities may be offered by request.

Expansion of Broadband Capabilities

A major initiative of both the City and Community Development Authority during 2010 was the extension of dark fiber optic cabling from the University of Whitewater campus to the Whitewater University Technology Park. In October of 2010 an agreement was negotiated with Wisconsin Institutional Networks, Inc. (WIN) to extend dark fiber to the new Whitewater Innovation Center in the Whitewater University Technology Park. By early December this fiber optic extension had been constructed with the terminus installed at the Whitewater Innovation Center.



The extension of this dark fiber will significantly increase the broadband capabilities to be offered to not only new businesses locating in the Technology Park but also for existing businesses in the Whitewater Business Park. It is expected that costs for internet services in Whitewater will be signifi-

Whitewater/Milton/Janesville Commuter Study

Planning efforts resulted in a recommendation to study a bus route concept in detail involving the UW-Whitewater; the communities of Milton and Whitewater; Rock and Walworth Counties. The City of Janesville and Janesville Area Metropolitan Planning Organization obtained a planning grant from the Wisconsin Department of Transportation (WisDOT) under the Section 5314 Supplemental Transportation, Rural Assistance Program (STRAP) in 2009 to study the demand for transit service in the region north of Janesville extending from the northern end of the City to the University of Wisconsin-Whitewater campus.

The service area profile included a community profile and a description of current transportation services. The community profile included information on population, employment, and commuting patterns in the study area as well as a separate profile of the University of Wisconsin-Whitewater (UW-W).

Janesville is the largest city in the study area, with a 2008 estimated population of 62,516. Milton is the smallest city with 5,579 residents. Whitewater has a population of 14,291, 39% of which are aged 18-21 due to the location of UW-W. In fall 2009, there were 11,030 students and 1,225 employees of UW-W.

This study concerned itself only with jobs located in “North Janesville”, the area which would receive direct service from the proposed route. Jobs in other parts of the community, and specifically those at the now-closed General Motors plant and its direct suppliers are not included in this analysis. North Janesville has roughly 4,000 jobs in the manufacturing and retail sectors, while Milton and Whitewater have 700 and 3,300 jobs respectively.



Think Whitewater Buy Local

The Whitewater Community Development Authority and Downtown Whitewater partnered with area business leaders to put on a number of seminars pertaining to “growing business” in the Whitewater community.

A small group of business owners and concerned citizens joined the sub-committee of Shop Local to expand on the ideas they learned from these seminars. TWBL has now grown to encompass all of the Whitewater community, including retail businesses and restaurants. Even “Big Box” stores like Wal-Mart and Walgreen’s play a part as a percentage of the sales and property taxes they pay benefit Whitewater.



The committee can be seen reaching out to the community through window signs, bumper stickers, shopping tote bags, t-shirts, buttons, greeting/thank you cards and literature to interested parties. The committee has a 10’ metal shopping bag designed by the Think Whitewater Buy Local committee, fabricated by The Scharine Group, Inc. of Whitewater, WI with the TWBL logo laser cut into the sides that they use in the local parades to promote the cause.



The committee meets monthly and recently offered 2 seminars on “Getting Listed” – information and help to optimize results in website search engines. As part of the Buy Local initiative, the Community Development Authority organized and offered the “Show Me the Green Profitable Practices That Build on the Local Advantage,” a half-day workshop for small businesses.

Downtown Whitewater, Inc.

The Community Development Authority continued to collaborate with Downtown Whitewater, Inc. on the revitalization and redevelopment of Whitewater’s downtown area in 2010. Since becoming a Main Street Community in 2006, over \$8,000,000 in private investment has been made in downtown Whitewater with the creation of more than 50 new jobs.



During 2010 four façade improvement grants were made in the downtown area totaling a little more than \$47,000. These façade improvements were made to the buildings located at 162 W. Main Street, 186 W. Main Street, the Landmark Hotel building and Pinnacle Bancorp. The CDA continues to offer low interest façade loans for downtown properties augmenting the grant program administered by Downtown Whitewater, Inc. for the city.

The CDA Coordinator serves on the Downtown Promotions Committee while the City Manager serves on the Downtown Economic Restructuring Committee. The major 2010 Downtown Whitewater, Inc. fundraiser, “Whitewater Gone Wild Safari”, raised almost \$20,000 that will be used for the installation of decorative bike racks as well as new Christmas decorations in the downtown area.

**CITY OF WHITEWATER
BALANCE SHEET
DECEMBER 31, 2010**

CDA FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
900-11100 CASH	21,694.11	111,163.65	1,641.18	23,335.29
900-11200 GENERAL CHECKING ACCOUNT	48,810.42	(35,158.39)	(34,240.65)	14,569.77
900-11300 TID DEVELOPMENT CD	25,000.00	(25,000.00)	(25,000.00)	.00
900-15100 DUE FROM GENERAL FUND	.00	129.25	129.25	129.25
900-18400 OFFICE EQUIPMENT	14,101.41	.00	.00	14,101.41
TOTAL ASSETS	109,605.94	51,134.51	(57,470.22)	52,135.72
<u>LIABILITIES AND EQUITY</u>				
<u>LIABILITIES</u>				
900-21100 VOUCHERS PAYABLE	126.25	1,171.59	1,045.34	1,171.59
900-21106 WAGES CLEARING	2,801.24	.00	(2,801.24)	.00
900-22000 ACCUM DEPR - EQUIPMENT	11,633.92	.00	.00	11,633.92
900-25100 DUE TO GENERAL FUND	23.15	34.41	42.80	65.95
900-25101 DUE TO 910	15,711.04	.00	.00	15,711.04
TOTAL LIABILITIES	30,295.60	1,206.00	(1,713.10)	28,582.50
<u>FUND EQUITY</u>				
900-34300 PROPRIETARY CAPITAL	79,310.34	.00	.00	79,310.34
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	49,928.51	(55,757.12)	(55,757.12)
BALANCE - CURRENT DATE	.00	49,928.51	(55,757.12)	(55,757.12)
TOTAL FUND EQUITY	79,310.34	49,928.51	(55,757.12)	23,553.22
TOTAL LIABILITIES AND EQUITY	109,605.94	51,134.51	(57,470.22)	52,135.72

2011 Budget

**CITY OF WHITEWATER
COMMUNITY DEVELOPMENT AUTHORITY
EXPENSES**

CDA GENERAL EXPENSES

	DESCRIPTION	2011 BUDGET
111	Salaries/Permanent	72,977
115	Internship Program-UWW	-
151	Fringe Benefits	22,328
154	Professional Development	1,075
212	Legal/Professional Services	1,500
219	Audit Fees	700
223	Marketing	12,800
224	County/Regional Econ Dev	5,755
225	Mobile Communications/Internet	850
310	Office Supplies	900
311	Postage	500
320	Dues	720
321	Subscriptions/Books	300
330	Travel Expenses	2,200
341	Miscellaneous Expenses	1,000
371	Depreciation-Equipment	-
	Total CDA General Expenses	123,605

	GRAND TOTAL	123,605
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WHITEWATER
COMMUNITY
DEVELOPMENT
AUTHORITY

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Wh

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Fax: 262-473-0549

E-mail: mnimm@whitewater-wi.gov



**THE CENTER OF
OPPORTUNITY.**

2011 Goals

- Develop long-term CDA financing program by June, 2011.
- Review City Municipal Code, Chapter 2.48 Industrial Development Commission.
- Conduct Retention Visits at all Large Businesses in Whitewater.
- Complete Technology Park Projects on time and within budget.
- Work with various stakeholder groups to Develop Community Marketing Plan including components for the Business Park, Technology Park, Retail Development & Tourism by June, 2011
- Develop alternative development strategies for the East Towne Market site.
- Work with Downtown Whitewater to develop and implement an Outdoor Café Furniture Program.
- Conduct Outreach Programs to include Business Counseling: Lunch and Learn Series (working with the Chamber of Commerce) and continue First Time Homebuyer program as requested.
- Facilitate formation of housing sub-committee to address foreclosed and abandoned properties in the city as well as to develop long term housing strategies by April 30.
- Facilitate Distressed TID Amendment by March 31, 2011.
- Create Annual Report by January 31, 2011.

2010 Community Development Authority Board of Directors & Staff

Thomas Miller, Chair
Planning Commission Rep.
Term Ends: 2012

Patrick Singer
Common Council Rep.
Term Ends: 2012

Jeffery Knight, Vice-Chair
Term Ends: 2013

Jim Stewart
Common Council Rep.
Term Ends: 2012

James Allen
Term Ends: 2014

Alan Marshall
Term Ends: 2011

Staff:
Kevin Brunner
City Manager

Albert Stanek
Term Ends: 2011

Mary Nimm
CDA Coordinator