

Recreational Opportunities

Between Major Metro Areas

Discover...

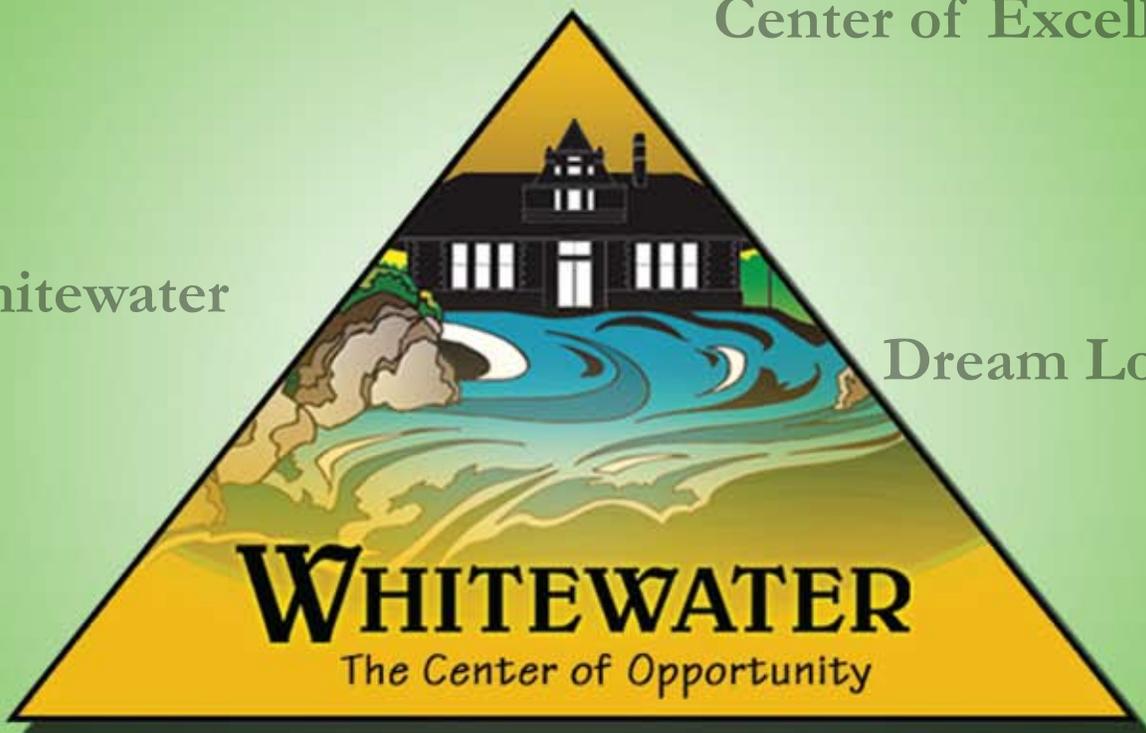
Your Center of Opportunity

Financial Advantages

Center of Excellence

UW-Whitewater

Dream Location



Cultural Opportunities

Diversified & Educated Labor Pool

CENTER OF OPPORTUNITY

Welcome to Whitewater, the “Center of Opportunity” for businesses seeking an ideal location. With a combination of geographic advantages, university relationships, economic resources, and quality of life, Whitewater can provide exciting new opportunities for your business.

A DREAM LOCATION

Whitewater is located in the heart of the Madison-Milwaukee-Chicago corridor, with easy access to each major market. This central location is highly appealing to employers and employees. Research sponsored by *Bizjournals* indicates a large portion of Americans prefer to live in “micropolitan” areas, which are cities on the fringe of larger markets or located in small-town America.

In their extensive 2008 study of 141 micropolitan areas, *Bizjournals* selected Whitewater as the 22nd best “Dream Town” in the United States, the highest ranking of any city in southern Wisconsin or Illinois. Among *Bizjournals* criteria were quality of life, commute time, access to management and professional jobs, and number of adults (25 or older) with bachelor’s degrees.

Nestled in the rolling hills of scenic southeastern Wisconsin, the natural setting also contains plenty of economic incentives. Despite national trends, the cost of doing business in Whitewater remains low. Lower than average labor costs, tax rates, and utilities - in combination with varied financial incentives - can help businesses gain an edge in today’s competitive marketplace.

CENTERED BETWEEN MAJOR METRO AREAS

Whitewater is approximately 50 miles from Madison and Milwaukee and just 80 miles from Chicago. Interstates 43, 90, and 94 are located just minutes away from US Highway 12 and State Highways 59 and 89. The city is also at the epicenter of Wisconsin’s population density, with close proximity to other population centers such as suburban Milwaukee, Racine, Kenosha, Janesville, and Rockford, IL.

The location allows Whitewater to maintain its small-town atmosphere with access to big-time opportunities. In addition, your business will have access to a large and diverse customer base, and be able to recruit from an equally sizable, diverse workforce.

UW-WHITewater & CENTERS OF EXCELLENCE

Whitewater is home to the University of Wisconsin-Whitewater, one of 13 four-year campuses in the University of Wisconsin (UW) System. UW-Whitewater was ranked as one of the top Midwestern public universities in 2008 by *U.S. News and World Report*. UW-Whitewater’s premier College of Business and Economics has nationally recognized programs in Management, Computer Systems, Accounting, Marketing, Management, and Finance.

In addition to business expertise, UW-Whitewater features strong programs in the sciences, education and the arts. The unique relationship between businesses, the University, and City of Whitewater provides opportunities for recruiting from an educated labor pool; utilizing faculty and staff for consulting; or access to the following UW-Whitewater Business Assistance Centers:

- The Small Business Development Center (SBDC)
- The Wisconsin Innovation Service Center (WISC)
- Global Business Resource Center (GBRC)
- The Fiscal and Economic Research Center
- Center for Information Technology Services (Wi-CITS)

Tightly bound relationships between the business and local community with UW-Whitewater are the “heart and soul” of the university’s mantra: “*Stay Close-Go Far.*”

DIVERSIFIED & EDUCATED LABOR POOL

Midwesterners are known for their strong work ethic. Whitewater area residents are no exception. Combined with the multitude of UW-Whitewater students seeking employment, Whitewater’s highly educated and skilled talent pool is an ideal match for growing companies.

Even with the exceptional quality of personnel, labor costs in Whitewater average less than those in surrounding metropolitan areas and communities of similar size. With affordable wages and salary structures, you have the leeway to pay top employees without negatively impacting your bottom line.

THE CENTER OF RECREATIONAL & CULTURAL OPPORTUNITIES

Whitewater is also *The Center of Opportunity* for recreational and cultural activities. *Outdoor Magazine* recently named the Whitewater area as one of the best outdoor getaways for those living in Chicago, and for good reason. The Kettle Moraine State Forest is just a few miles outside of Whitewater and the area offers many lakes, trails, and other locations perfect for biking, hiking, boating, fishing, skiing, and other outdoor activities.

Culturally, the Center of the Arts on the UW-Whitewater campus is the home of the Irvin L. Young Auditorium, which hosts performances from international groups and theatrical productions and the fine arts displays. The University and the local school district also offer opportunities for continuing education.

Whitewater also offers plenty of opportunities to cheer! UW-Whitewater athletic teams are regularly in contention for championships and Whitewater is close to collegiate and professional sports teams located in Madison, Milwaukee, and Chicago.

FINANCIAL ADVANTAGES

Whitewater offers a multitude of financially-based advantages:

- **Lower Taxes:** Property tax rates are in the lowest 23% of cities in the State of Wisconsin. The city also offers lower sales taxes than Northern Illinois municipalities.
- **Lower Utility Costs:** Lower gas, electric, water and sewer costs, a cost-saving plus for any business.
- **Lower Labor Costs:** Diverse and educated labor pool at costs lower than surrounding areas.
- **Financial Incentives:** Varied financial assistance programs to help businesses secure financing for a move to Whitewater.
- **Site Ready Land:** Fully improved lots are ready for building construction.

HOW THIS OPPORTUNITY CAN WORK FOR YOU

Whitewater fits the profile of today’s top business locations. A micropolis with close proximity to Chicago, Madison and Milwaukee, Whitewater provides financial advantages, university relationships, and an exceptional quality of life. To learn more about how Whitewater can create an unparalleled “*Center of Opportunity*” for your business, go to www.cityofwhitewater.com.



“Our organization is extremely proud of its new state of the art distribution center adjacent to our existing manufacturing facility in the Whitewater Business Park. The City and its Community Development Authority have been very supportive of our efforts and were instrumental in helping us acquire funding for this expansion. As one of Whitewater’s largest employers, we can attest to the quality of the area’s labor pool, educational system, and superior quality of life. Moreover, as a UW-Whitewater graduate I can say without hesitation that the business assistance available through the University centers is superb.”

-Aaron Jagdfeld
President and CEO
Generac Power Systems, Inc



“The University of Wisconsin-Whitewater is proud of our relationships with the City of Whitewater and its business community. We stand ready to assist Whitewater enterprises through the many business and technology centers we have on campus, via the expertise of our faculty and staff, and by creating mutually valuable relationships between businesses and our students. The Whitewater Business Park is clearly a Center of Opportunity, one that provides a solid foundation for nurturing relationships involving UWW, our business partners, and the Whitewater community.”

-Dr. Richard Telfer
Chancellor
University of Wisconsin-Whitewater



The City of Whitewater and its institutional partner, the University of Wisconsin-Whitewater, offer us all the key ingredients necessary for competing in business today and into the future. Access to a skilled and professional labor force, a good work ethic, outstanding business support services, access to widespread markets, a close proximity to three airports, excellent schooling and an the affordable quality of life are the envy of many international and domestic visitors to our company. As a recent transplant to Whitewater from Germany, I greatly appreciate all that this community and surrounding area have to offer.

-Dirk Maroske
President
Schenk AccuRate



The Whitewater CDA Can Help You

The Whitewater Community Development Authority is the economic development organization for the City of Whitewater. We exist to encourage and help people and businesses invest in the city by creating jobs, increasing the tax base and improving the community's quality of life. Since the early 1980s, the CDA has been involved in a number of projects including the development of the Whitewater Business Park which has brought over 2,000 jobs to the city.

The CDA can help your business realize The Center of Opportunity in the following ways:

- **Facilitation:** The CDA can help you quickly negotiate the various steps necessary to carry out a project in Whitewater. This includes the planning process, financial packaging, securing necessary public infrastructure, or other business needs.
- **Location:** The CDA has knowledge of the best locations available, whether buildings or sites. With knowledge of city plans and impending development, the CDA can help steer businesses to the best sites. As developer of the Whitewater Business Park, the CDA controls over 200 acres of office and industrial land available for development.
- **Financial Assistance:** The CDA works closely with banks to help secure financing for businesses. The CDA has access to several state programs that provide low-cost business loans, and we have our own loan programs for industrial, commercial and small businesses, as well as loans to improve the facades of commercial buildings.

You can learn more about *The Center of Opportunity* online at www.cityofwhitewater.com. Or call us at 262-473-0525.



Discover...
Your Center of Opportunity
...in Whitewater!

