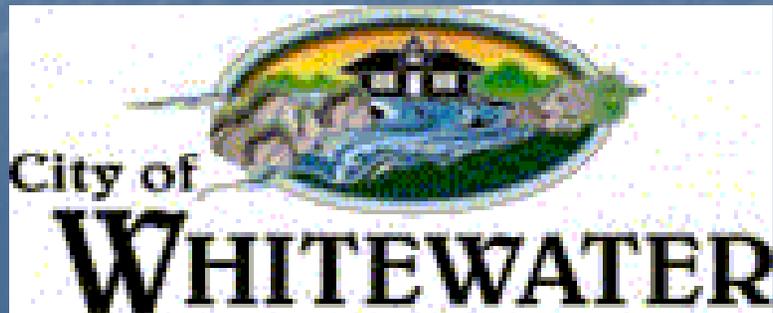


# 2007 City Performance Report

## REALIZING THE CITY VISION



Kevin Brunner  
City Manager  
February, 2007

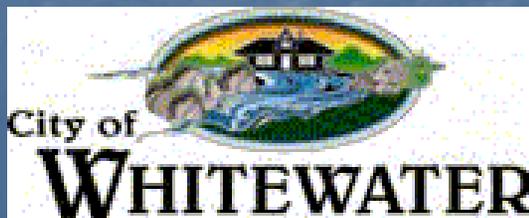
# City Mission Statement

The City of Whitewater provides efficient and high quality services which support living, learning, playing and working in an exceptional community.



# City Vision Statement

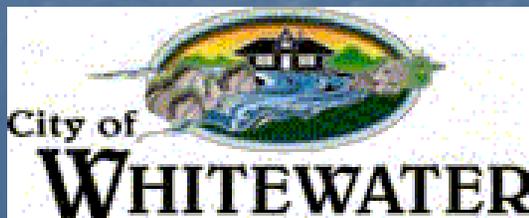
- Building upon our rich history, we will continue to be a welcoming, safe, and dynamic community. We will embrace the cultural and educational opportunities that the presence of a thriving university and an increasingly diverse population offers. We will seek to continually improve and make Whitewater strong by fostering public trust and confidence in our government. We will encourage a community characterized by a spirit of openness and fairness that encourages individuals to participate publicly and prosper personally. We will maintain a high quality of life through careful stewardship of all our many resources.



# City Values

## Our City

- We value history and culture.
- We support the wise and creative use of our financial, human and natural resources.
- We promote a high quality of life and place – commerce, education, housing, safe environment and sustainable growth.
- We embrace a spirit of teamwork, cooperation, collaboration, open communication and citizen involvement.
- We are a friendly, caring, diverse community.



# City Values

## Each Other

- We are committed to professionalism.
- We are fully accountable to the citizens we serve and to each other.
- We are committed to the highest level of professional standards by recruiting and developing highly trained, skilled, and motivated employees.
- We are positive in our relationships and promote a positive attitude.
- We truly believe that each member of the City staff and all elected and appointed members of the Common Council, Boards and Commissions can make significant contributions.



# City Values

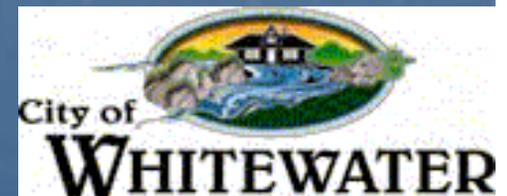
## Our Organization

- We work as a team to accomplish our mission and goals through open and honest communication, close coordination and collaboration between departments and recognition of community needs and expectations.
- We promote pride and ownership in our municipal organization and in the Whitewater community.



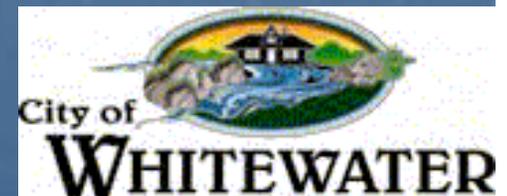
# REALIZING OUR CITY VISION-"Building Upon Our Rich History"

- Named Preserve America Community by National Advisory Council on Historic Preservation
- Stone Stable Restoration Project
- Celebrated 2007 Whitewater Home-Coming
- Cravath Lakefront Arch Project
- Downtown Design Guidelines Published by Downtown Whitewater
- Whitewater Architectural and Historical Survey Completed
- Whitewater Hotel Restoration-Winner of Wisconsin Main Street Best Historic Building Preservation Award
- Whitewater Cultural Arts Center Opens in Historic White Memorial Building



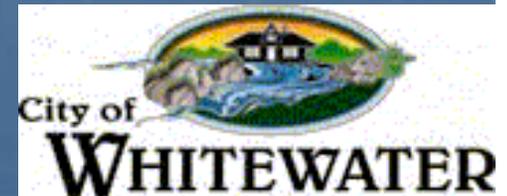
# REALIZING OUR CITY VISION-"Welcoming, Safe and Dynamic Community"

- New City Welcome Signs Installed
- Major Improvements to Emergency Communications Systems Finalized
- Joint Dispatch Agreement with UW-W Signed
- "Weather Safe Community" Status
- New Police Department Strategic Plan
- Additional Police and Dispatch Staffing Approved for 2008
- Elkhorn Road Roundabout Constructed
- New Street Repair Fund Established
- Intergovernmental Agreements with Six Townships Approved for Continued Fire and Emergency Medical Services



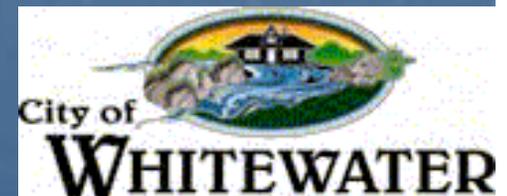
# REALIZING OUR CITY VISION-"Embracing Cultural and Educational Opportunities"

- Campus/City Liaison Committee Formed
- First Taste of Whitewater Held
- Cultural Arts Center Opened
- Planning for Library Expansion Progresses
- Indian Mound Park Improvements



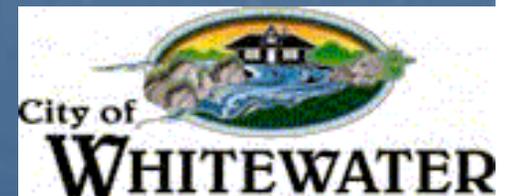
# REALIZING OUR CITY VISION-"Fostering Public Trust"

- 18 Public Hearings/Neighborhood Meetings Held
- Citizen Request Center Established/City Website Enhancements
- More City Board/Commission Meetings Recorded/Televised
- Common Council Meetings Now Available on Web
- New Polling Place Established on Campus



# REALIZING OUR CITY VISION-"Participate Publicly and Prosper Personally"

- City Grew by Over 850 Acres Through Annexations
- Five New Tax Increment Finance (TID) Districts Created
- Over \$3 million in Private Investment Made in Downtown District
- New Business Park in Early Planning
- New Housing Units Constructed (10 Year High)



# REALIZING OUR CITY VISION-"Careful Stewardship of Our Many Resources"

- Among 5 Lowest Municipal Tax Rates of Cities Larger than 10,000 Population in State
- Strong Financial Position-Undesignated Fund Balance
- Creation of New Stormwater Utility
- Lakes Improvement Planning
- Whitewater Multi-Use Trail Extensions

