



PRESS RELEASE

Grocery Store Recruitment Update July 21, 2016

Daniels' Sentry Foods closed its doors for the last time in December 2015. Since that time, the Whitewater Common Council and Community Development Authority (CDA) have been rigorously engaged in efforts to recruit another grocery store in Whitewater.

As part of the City's efforts, the CDA commissioned Chuck Perkins, a respected marketing consultant in the grocery sector, to conduct a grocery market analysis in order to identify various locations for a new store, as well as clarify a store size the Whitewater community could support. Based upon his market analysis, Mr. Perkins indicated that a smaller store located at the site of the now vacant Daniels' Sentry Foods building has the greatest opportunity for long-term success. Shortly after the completion and release of the market analysis report, the City of Whitewater was contacted by an independent grocer interested in potentially locating a store in the community.

Since the first contact with the interested grocer, city officials and staff have been working closely with the potential grocer to develop a plan which would allow for the establishment of a new grocery store in Whitewater. As of Tuesday, July 19, both parties have verbally agreed to a tentative framework that provides for a grocery operation to be located at the site of the former Daniels' Sentry Foods.

Earlier this year, the UW-Whitewater Foundation, in an effort to address UW-Whitewater space needs on campus, submitted a formal offer to purchase the Daniels Sentry property. Their offer has been accepted and a lease agreement for use of the space awaits confirmation by the UW System Board of Regents.

Due to the University's need for additional space to allow for campus growth and the public's need for a grocery store to bolster the Whitewater economy, the City is actively seeking to create a mutually beneficial solution that would allow for a grocery store to locate in the former Daniels' Sentry building while still addressing the long-term space needs of the University.

Residents interested in expressing their sentiment on this issue can contact the Common Council directly at commoncouncil@whitewater-wi.gov. Comments submitted will also be shared with UW-Whitewater Foundation and UW-Whitewater officials.

Questions or concerns regarding grocery recruitment efforts can be directed to Patrick Cannon, CDA Director, pcannon@whitewater-wi.gov, 262-473-0148 or to Cameron Clapper, City Manager, cclapper@whitewater-wi.gov, 262-473-0100.